

What is the Sprout Community?

The Sprout Community is a platform that helps facilitate entrepreneurs of small-to-medium-size enterprises (SMEs) to operate their business using a comprehensive range of digital tools with functions and services that respond effectively to a full range of business needs. This platform enables entrepreneurs to expand their markets and customer base to create exponential business growth.

Background and Origin of the Sprout Community

Today's customers have adapted to an increasingly digitized lifestyle. Many activities are done offline rather than on. Due to this rapid change in customer behavior, entrepreneurs need to adjust their business operation strategies and seek new and easier methods of accessing their target customers. These are necessary in order to expand their customer base, create income growth and increase opportunities for business expansion.

However, adjusting a business strategy relies on the readiness and sufficiency of various factors, including monetary costs and know-how of relevant digital technologies that can be used in a suitable platform. Lacking these, entrepreneurs of small-to-medium-size enterprises (SMEs) miss opportunities to expand their business. Furthermore, many entrepreneurs still adhere to older business models; some are keen to make changes but lack know-how, where to start and even who they can ask for help or consult on these matters.

These are many obstacles hindering efficient business operation at the present time. With this in mind, IMT Group Co., Ltd. aim to eliminate such obstacles and enable entrepreneurs of small-to-medium-size enterprises (SMEs) to compete as a stable and sustainable business in today's ever-changing world. We bring our expertise in digital technology and integrate with the Sharing Economy model in developing the Sprout Story Project. Digital technology is applied to create a system that increases the potential for entrepreneurs to connect with their target audience and for customers to connect with entrepreneurs. This enables customers to easily access the goods and services they need to continue operating a stable and profitable business. This model also supports every sector of the business world to collectively expand growth and promote a stable and sustainable operation in society. This is the core of the Sprout Community platform which is operated in the form of an eCommunity.

How does Sprout Community Work?

The Sprout Community platform functions as a medium or online market that introduces entrepreneurs with goods and services to their prospective clients. Regardless of whether the entrepreneurs have previously operated an online or offline business, they can sign up for membership and offer their goods and services on the platform. Sprout Community includes

many innovative tools linking the members' services to the target customer that facilitate trade between entrepreneurs and customers. In short, this platform helps increase sales opportunities for entrepreneurs.

Benefits of Sprout Community

The three-tier advantage of the Sprout Community platform include:

1. An Online Trading Platform: This is an online trading and transaction system that includes the Sprout Blockchain Wallet, an exclusive tool and proprietary software of Sprout Community, that helps promote convenience in making financial transactions for both entrepreneurs and customers.

2. Sprout Account Executive (AE): This provides a consultation service and assistance in the management of your business. It functions as a medium in coordinating business operations for members, such as finding sources of investment funds; advice on business law; consulting on company establishments; the management of financial statements; marketing strategy; advice on logistics and how to choose viable technologies to fit your business.

3. Sprout Membership: This is an exclusive service for all entrepreneurs who signed up as members. Sprout members are entitled to many privileges including the comprehensive services of Sprout Account Executive (AE) that successfully help the digitalization of your business and promote exponential business growth.

Which kinds of business benefits from Sprout Community?

- Small and medium-size enterprises (SMEs) of any type;
- Restaurateurs;
- The agricultural products sector;
- OTOP shops;
- Community shops;
- Semi-profit and non-for-profit organizations (Community Contribution Companies: CCCs).

Why you should join Sprout Community?

- Enjoy an increase in opportunities to access new target customers;
- A convenient way to manage your business independently with its ability to connect you to all-sale channels on a single platform;
- It helps strengthen your product branding, instilling confidence in your client base;

- It provides links to references that help develop your goods and services that correspond more to your customers' needs;
- It creates new, positive experiences for customers;
- It increases opportunities and the effectiveness in enlarging the scale of your business;
- It provides solutions for your business when adjusting to crises.

Our Vision

To thrive as a technology hub assisting entrepreneurs of small enterprises in the ASEAN region and worldwide

Our Guidelines on Partner Selection

Sprout offers the following guidelines for selecting partners to join with us and move toward a successful union.

- We pay attention to business enterprises with an emphasis on social contributions rather than profits.
- We pay attention to business enterprises whose main objectives is to bring people together in making positive changes to society.
- We pay attention to business enterprises modelled on encouraging sustainable living, that contribute to employment and income generation for people and improve the quality of life for the community.

Security Policies of Sprout Community

Sprout Community is a secure platform with a high level of protection. All transactions and online activities are screened with advanced technology, providing verifiability at every stage. There is also an advanced security system that administers the information and privacy of all members for a secure online environment.

Project Location

Sprout Community is located in the city center at Project 77, No. 71 Soi Rimkhlong Phra Khanong, Sukhumvit 77, Phra Khanong Nuea, Wattana, Bangkok.

Learn More About Us

If you need further information about us or would like more details on how to join us as a partner, please follow and visit our websites at [Sproutstory.community](https://sproutstory.community) or [Imtgroup.co.th](https://imtgroup.co.th).