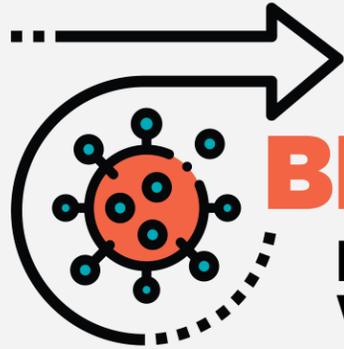


Prepared for the NOVA EDA



Innovation lives here.
NORTHERN VIRGINIA

BEYOND COVID-19
NOVA BUSINESS RESILIENCY
WEBINARS

**MAY 7: STAFFING-WHAT'S BEST FOR
MY BUSINESS, WHAT'S BEST FOR MY
PEOPLE?**



Manish Malhotra

Chairman & CEO, Unissant, Inc.

President, TiE DC

Board of Director, Center of Innovative Technology (CIT)

Board of Director, VA Innovation & Entrepreneurship Investment Authority

Unissant



CIT
CENTER FOR INNOVATIVE TECHNOLOGY

Unissant




 150+ Jobs
 Over 150 jobs created nationwide;
 V3-certified


 2000+ hours
 Spent on community development activities


 \$500,000+
 Spent towards humanitarian causes


 20+
 Various drives for children and elderly support


 Protect the Environment
 Since 2010, we educate our employees on paper product reduction & increase recycling

COVID 19 Outreach & Support as a Small Business

Customers



- Regular Customer Outreach
- Reporting on Remote Operation Performance
- Over Communicating on Program Delivery
- Engaging Customers with support efforts

Employees



- Regular Employee Outreach at “every” Level
- Clear message of No Layoffs or Furloughs
- Flexible Working arrangements
- Emphasis on Physical, mental & emotional well-being
- Engaging Employees with support efforts

Community



#UnissantCares
#TogetherWeCan

Unissant Launches Initiative to Support Local Businesses During COVID-19 Pandemic

Unissant's Program

In early April Unissant set up a program through Grubhub to offer each of its employees \$30 "weekly" to order food, either for delivery or takeout, from their favorite local restaurants. Unissant will also pay any fees associated with the accounts and orders so employees can spend the full amount at their favorite "local eateries".

"We have been very fortunate thus far. We are a federal contractor and all of our agency clients have allowed us to continue performing our work remotely. But many local businesses are heavily impacted during the current situation; it would be unconscionable of us not to do something to help the small business community. This program is a way to give our employees a weekly break from cooking at home while at the same time supporting their respective local communities."

GRUBHUB

"Almost 90% of our employees have availed of this program. More importantly, we hope as a company we made some impact by contributing to our local economies!"

Unissant Partners With Sevatruck Foundation To Serve Meals To Local Communities

Unissant's Program

Unissant partnered with the nonprofit organization Sevatruck Foundation to serve hot meals to underserved and low-income DMV communities disproportionately affected by the pandemic.

About Sevatruck

For over four years, SevaTruck has partnered with local Title-1 schools, community centers, places of worship, and other organizations who support such communities, operating a fully licensed food truck dedicated to reducing hunger in such communities by serving hot, nutritious food to children and their families Monday through Friday.



“Inspired by Unissant’s initiative several of our employees and partners have donated to Sevatruck to show their further support”

Community Engagement & Outreach



The Indus Entrepreneurs is a global non-profit association with a mission to foster entrepreneurship through mentoring, networking, funding, and incubation.

The global TiE network has over 15000 members and over 65 chapters worldwide.

www.tie-dc.org

Events & Mentoring topics:

- Growth & Risk Management in these Unprecedented time
- Staying Viable in a fluid situation
- Startup Mentoring (upcoming)
- Leading in a crisis (upcoming)

Upcoming Event



<https://hub.tie.org/e/tie-dc-startup-mentoring>



CIT accelerates early commercialization & funding support for Virginia innovations, entrepreneurs, startups & market development initiatives. CIT concentrates on the early commercialization and seed funding stages of innovation, helping innovators and tech entrepreneurs launch and grow new companies, create high paying jobs and accelerate economic growth throughout the entire state of Virginia.

Since the lockdown CIT:

- Has made **900K in Equity Investments in startups**
- Has provided **500K in contracts to companies & universities** on it's strategic project such as smart communities & unmanned systems
- Is about to review and approve **\$2M in technology commercialization grants** to primarily small businesses across the Commonwealth. (May 28th 2020)

Summary

We are in an unprecedented, uncharted territory both in our personal and professional lives. Besides, the economic angles, the sheer logistics of keeping our businesses going has become a huge task.

As an “employer”:

- Employee Morale & Continuing to focus on company culture
 - Over Communication (messages, all-hands, virtual happy hours)
 - Ensuring health & safety of everyone
 - Physical, mental & emotional well-being
 - Flexible work arrangements
 - Plan for coming back to the new “normal”
 - Provide employees with masks and gloves
 - employees must stay home when sick, or if someone in their household is showing COVID-19 symptoms
 - Reinforce social distancing (6 feet spacing)
 - Re-align furniture in open office areas/conference rooms/kitchens to ease social distancing concerns
 - Staggering employee arrival times, or alternate workdays to reduce the number of employees in the office at one time

As a “business leader/entrepreneur”:

- Solidify partnerships with your customer base to further advance mutual trust
- Ensure highest levels of “customer service”
- Be creative, be flexible and be patient
- Assess if you really have a need for the PPP loan
- Participate in community programs – do your bit

Thank You!