



2023 Challenge Puzzle: Business Development

1. Prepare a detailed presentation on how LeadSquared can expand its footprint in the US market.
2. Assume that an upcoming start-up in US has shortlisted LeadSquared and Salesforce as a solution for their CRM needs but is unable to zero down which one to go ahead with. Prepare a detailed comparison analysis report between LeadSquared and Salesforce, basis which the start-up can finalize their decision.