



Business Development Associate

Location: Bengaluru – JP Nagar (On-site)

Employment Type: Full-time

Experience: 0-1 year

About SaralX

Technology is transforming how people work, learn, transact and access essential services. But inaccessible digital products can exclude millions of people with disabilities from participating independently.

Founded in July 2023, SaralX is a digital accessibility company helping enterprises and government organizations make websites, mobile applications, documents and other digital experiences accessible and inclusive.

We have worked with 60+ enterprise customers across 200+ accessibility projects, including Reliance, Punjab National Bank, Federal Bank, Zepto, Rapido, redBus, Practo and CRISIL, along with government organizations. Our work spans accessibility auditing, remediation, training, consulting and AI-enabled accessibility solutions.

About the Role

We are looking for a Business Development Associate who is curious, proactive and excited to learn how a technology business builds relationships with enterprise customers and grows from the ground up.

The role will be part of the Office of the Founder, giving you the opportunity to work directly with SaralX's Founder and gain first-hand exposure to business development, market research, enterprise relationships, partnerships and strategic initiatives.

You will work closely with the Founder across the business development journey — from researching potential customers and identifying opportunities to communicating with prospects, preparing proposals, participating in client conversations and tracking opportunities.

You will also collaborate with SaralX's accessibility, technology, marketing and delivery teams whenever an opportunity requires their expertise.

The role may involve occasional travel for client meetings, industry events, conferences and other business development activities.

This is an opportunity to learn directly from a founder while working on real business opportunities, understanding not just how business development is executed, but how decisions are made around customers, markets, partnerships and growth.

What You Will Work On

1. Market & Customer Research

- Research companies, industries and potential customers to identify relevant business opportunities.
- Understand an organization's digital presence, products and services and identify potential accessibility requirements.
- Research decision-makers and relevant stakeholders within target organizations.
- Track industry trends, competitors and developments in digital accessibility.
- Build and maintain databases of prospective customers and business opportunities.
- Support the Founder in identifying new industries and market segments for SaralX.

2. Lead Generation & Outreach

- Support outbound business development through email, LinkedIn, calls and other relevant channels.
- Assist in creating and personalizing outreach messages for different customer segments.
- Identify and qualify potential leads based on defined criteria.
- Follow up with prospects and help schedule discovery calls and meetings.
- Maintain accurate records of outreach and follow-up activities.
- Learn how to communicate SaralX's value proposition clearly to different audiences.

3. Client & Stakeholder Communication

- Support preparation for client meetings and business discussions.
- Participate in calls and meetings with prospective customers alongside the Founder or relevant team members.
- Prepare background research and discussion points before important meetings.
- Communicate professionally with prospects, partners and other stakeholders.
- Understand customer requirements and ensure relevant information is captured and shared internally.

4. Proposals & Business Development Materials

- Support the preparation of proposals, pitch decks, company profiles and other client-facing documents.
- Research into customer-specific information to help tailor proposals.
- Coordinate with internal teams to collect information required for proposals and presentations.
- Help maintain and improve sales collateral, case studies and business development materials.
- Assist with RFP/RFQ and tender-related activities where required.

5. CRM & Business Development Operations

- Maintain accurate information about leads, prospects and opportunities in CRM systems and business trackers.
- Track follow-ups, meetings, proposals and opportunity movement.
- Prepare basic reports and dashboards related to business development activities.
- Ensure that follow-ups and action items are completed on time.
- Identify opportunities to improve the efficiency of business development processes.
- Support the Founder in maintaining visibility on the overall business development pipeline.

6. Partnerships & Events

- Support outreach to potential partners, industry organizations and ecosystem stakeholders.
- Research relevant conferences, networking forums and industry events.
- Support SaralX's participation in business and technology events.
- Help coordinate meetings, outreach campaigns and partnership initiatives.
- Attend and represent SaralX at relevant client meetings, conferences, networking forums and business events, including occasional travel as required.

What Will You Learn

Working directly with the Founder will give you practical exposure to:

- How a founder identifies and evaluates business opportunities.
- B2B business development and enterprise sales.
- How to research and approach potential customers.
- Consultative selling and understanding customer needs.
- Enterprise client communication and stakeholder management.
- Proposal, pitch deck and business development preparation.
- Lead generation, qualification and opportunity tracking.
- Market and competitor research.
- Strategic partnerships and business relationships.
- Business analytics and decision-making.
- Technology and digital accessibility.
- How a growing company makes decisions, prioritizes opportunities and builds processes from the ground up.

You will have the opportunity to observe and participate in real business discussions and understand the journey from identifying an opportunity to build a customer relationship and converting it into business.



Who Are We Looking For?

We are looking for students and recent graduates who demonstrate curiosity, communication skills and a strong willingness to learn.

What We Value

- Comfortable working in a digital-first environment able to effectively leverage online tools, platforms, and resources to drive outcomes and solve problems independently.
- Demonstrates a high ownership mindset proactively figures out how to get things done, navigates challenges, and delivers without requiring constant handholding.
- Strong verbal and written communication skills.
- Good research and information-gathering abilities.
- Comfortable speaking with new people and initiating conversations.
- Good presentation and storytelling skills.
- Ability to write clear and professional emails.
- Comfortable using Microsoft Office or Google Workspace, particularly Excel/Sheets and PowerPoint/Slides.
- Basic understanding of business and technology.
- Ability to organize information and follow through on tasks.
- Strong attention to detail.
- Proactive approach to solving problems.
- Ability to work independently while collaborating effectively with a team.
- Willingness to travel occasionally for client meetings, business events, conferences and other business development activities.

You Don't Need to Have

You do not need prior experience in sales or business development.

What matters more to us is your ability to learn quickly, communicate confidently, research effectively and take ownership of your work.

Students from diverse academic backgrounds are welcome, particularly those interested in business, technology, management, consulting, entrepreneurship, sales or social impact.

What Kind of Person Will Thrive Here?

You may be a good fit for SaralX if you:

- Enjoy talking to people and building relationships.
- Are curious about how companies work and make business decisions.
- Like researching a company before approaching it.
- Are comfortable taking the first step rather than waiting for instructions.
- Don't get discouraged by a "no" and are willing to learn from it.



- Can balance multiple tasks and follow-ups.
- Enjoy learning new concepts and industries.
- Want exposure to a real-world B2B environment rather than only theoretical learning.
- Care about the impact technology can create.

Why Join SaralX?

Learn Directly from the Founder

Work closely with SaralX's Founder and gain first-hand exposure to customers, partnerships, business decisions and startup building.

Work on Real Business Opportunities

Contribute to live business development initiatives involving enterprises and government organizations, not just theoretical exercises.

Build B2B Business Development Skills

Gain practical experience in prospecting, research, outreach, meetings, proposals, opportunity tracking and client relationships.

Understand How a Startup Is Built

Get a behind-the-scenes view of how different functions come together to build and grow a technology company.

Work at the Intersection of Technology & Social Impact

Learn about digital accessibility and emerging technology while contributing to a more inclusive digital ecosystem.

Build Skills That Compound

Develop communication, research, presentation, business and problem-solving skills that can support careers in business development, sales, consulting, partnerships or entrepreneurship.

How to Apply

If you are excited about learning how businesses grow, building relationships with organizations and contributing to a more inclusive digital world, we would love to hear from you.

Apply through: <https://saralx.com/careers/> . For questions or technical issues: career@saralx.com