

Evoking interest in discovering
Entrepreneurship



Scenario of Entrepreneurship in India

Parents

- Confused
- They want to facilitate dreams of their children



College

- Wants to support, but they don't know where to start
- Lacks resources



Students

- Unaware and curious
- On a look out to do something different

Incubators

Development of Entrepreneurship
Eco-system



Products

We Focus on Entrepreneurship Learning



One of a kind, 70 minutes game like educational tool



Multiplayer fun board game which helps discover the entrepreneurial journey



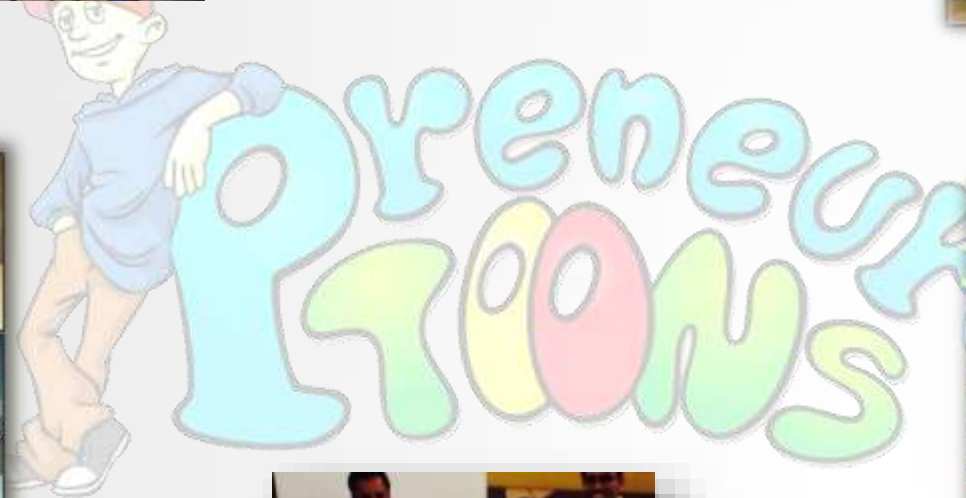
70 pages comic book, each page is filled with insights of Entrepreneurship



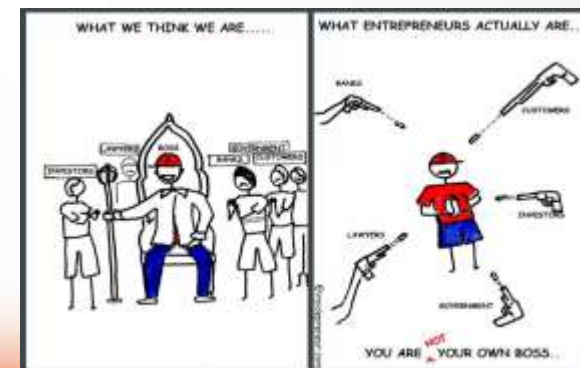




Website:
www.preneurtoons.com



Mr. Narayana Murthy signing our
 first copy of Preneurtoons



Team



Vivek Singh
Founder and CEO



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Content Developer



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Development
Support:



Mentors:



Dr. Madhukumar Mehta
Founding team member &
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Mr. K. Tyagrajan
Director, iCreate



Business Model

Entrepreneurship
Saga
(Simulation game)

College
subscribes for
free

Students play
the game

Advertisers pay
for in-game
brand
engagement

Rise of Preneurs
(Board game)

B2C model

Sold through E-
commerce
portals

Sold through
retail stores

PreneurToons
(Comic book)

B2C model

Sold through E-
commerce
portals

Market Opportunity

Entrepreneurship Saga (Simulation game)

- Urban college going students of engineering, law, BBA, science in India = 25 lakhs.
- Average urban school enrollment in India = 40 lakhs
- Total market size: 65 lakhs*150 = ₹ 97.5 cr
- By year 3 the market size of E-Saga will be ₹ 195 cr

We are not just selling a game, we are building a network of colleges. Making more games and selling it with our business model (Free to colleges or schools) we can disrupt the education market.

Achieved so far

Entrepreneurship Saga tested on more than 1000 students. The feedback is positive.

In talks with Advertisement agencies in Ahmedabad and Mumbai for in-game Brand engagement.

16 out of 18 colleges have agreed to subscribe the game.

200 plus students have played Rise of Preneurs and was included in the syllabus of IIT Gandhinagar

PreneurToons comic book of 70 pages + website completed

Competitive landscape

Entrepreneurship Saga (Simulation game)

- No direct competition in India
- Common marketing spaces as a competition for in-game brand engagement

Rise of Preneurs (Board game)

- First in India in this domain
- GoVenture and FreshBiz as international competitors
- Other board games

PreneurToons (Comic book)

- Entrepreneursfail.com

Revenue from E-Saga (Simulation game)

	Colleges converted	Students reached	Money made through Ads	Total
Year 1	200	50,000	₹ 45 lakhs* (30000*150)	₹ 35 lakhs**
Year 2	1200	3 lakhs	₹ 4 cr (2lakhs*200)	₹ 4 cr
Year 3	2000	6 lakhs	₹ 25 cr***	₹ 25 cr

* We assume that 60% of students will go through the entire session.

** For the initial few students reached we wont be making revenue.

*** More educational games would be sold through the strong network built with the colleges.

Revenue from Rise of Preneurs (Board game)

	People reached	Revenue made
Year 1	2000	₹ 40 lakhs
Year 2	5000	₹ 1 cr
Year 3	10000	₹ 2 cr

Note: In the 2nd year, we wish to take this game abroad. The projection of our revenues may increase

Revenue from PreneurToons (Comic book)

	People reached	Revenue made
Year 1	2000	₹ 2 lakhs
Year 2	10000	₹ 10 lakhs
Year 3	15000	₹ 15 lakhs

Estimated expenses

Numbers in Lakhs -INR

Expenses	Year 1	Year 2	Year 3
Salary	34.8	205.2	652
Marketing cost	10.9	82.6	400
Office rent+ Misc	3.5	15.2	25
Operational Expense	1	7.55	15
Product Development	15	20	20
Production Expense	17	60	150
Fixed Assets		18.5	100
Total	82.2	409.05	1362 (13.62cr)

The above mentioned expenses is comprehensive of all 3 products.

Unit Economics

Entrepreneurship Saga (Simulation game)

- Cost of service per student – ₹ 35 to ₹ 40 (including manpower, production, travel and other misc expenses)
- Revenue per student- ₹ 150

Rise of Preneurs(Board game)

- Cost of service per board – ₹ 1100 (including production, tax, marketing, commission to ecommerce portals)
- Revenue per board- ₹ 2000

PreneurToons (Comic book)

- Cost of service per comic – ₹ 61 (including production, tax, marketing, commission to ecommerce portals)
- Revenue per comic- ₹ 100

Funding needs, use of funds and proposed valuation

- We would like to raise ₹ 80 lakhs.
- This investment of ₹ 80 Lakh will last us for 12 months. With this we will be able to get to around 50000 customers and ₹ 77 lakhs in revenue.
- Post this, we will raise a Series A of \$2 million
- Valuation we are seeking for this round is \$1 million

THANK YOU