



PURE ATHERA

Enterprise Resource Planning for
Holistic Education Tracking

Introduction about the Company



Company Name : **PURE ATHERA**

Company Website :

Data of Incorporation :

SL. NO.	Name	Shares in percent
1	Apoorv Gadiya	67 %
2	Anirudh	33 %

Problem Statement

Outdated and Limited Evaluation Methods



- ★ *Overemphasis on grades and marks.*
- ★ **Neglect of essential soft skills.**

Wrong Representation of Holistic Development



- *Extracurriculars and growth undocumented.*
- **Internships and failures poorly captured.**

Fragmentation Across Educational Tools



- *Disconnected tracking systems persist.*
- **Lacks unified, actionable student profile.**

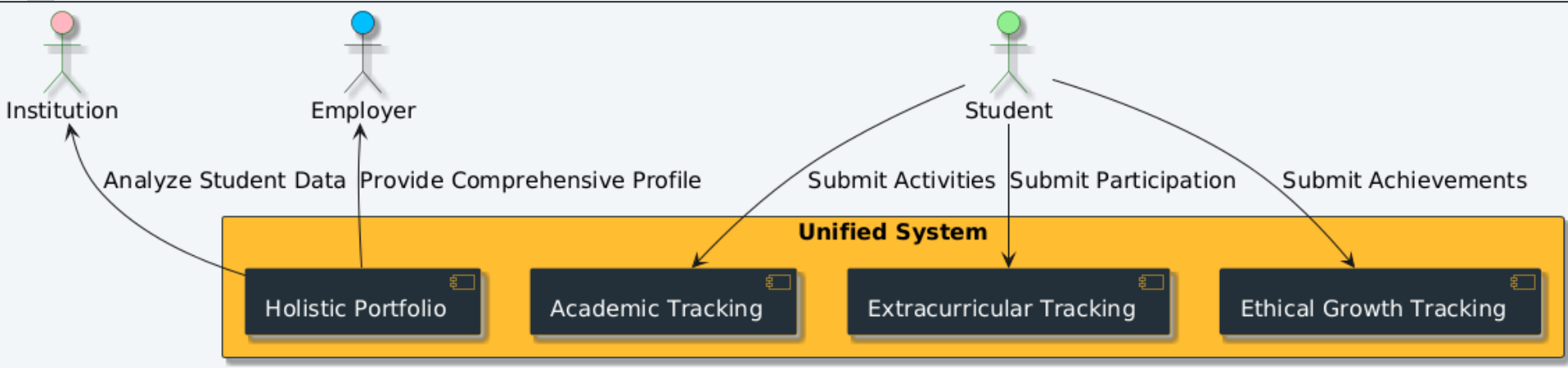
Lack of Data-Driven Career Insights



- ★ *Lack of data-driven insights.*
- ★ **Misalignment with employer expectations.**



Product - Innovation



Problem Solving Approach

- Modernized Evaluation
- **Regulatory Alignment**
- *Integrated Systems*



Unique Features

- ❑ Predictive Insights
- ❑ **Holistic 3D Profiles**
- ❑ Data Completeness

Incremental Yet Transformational Innovation

Product - Readiness Level



RV Hostel-lite

Home About Us Contact Us Search...

Find Your Perfect Student Home

Comfortable, safe, and welcoming hostels for RV University students.

Happy Students **500+** Rooms **200+**

Recreation Facilities
Balance your academic life

Girls Hostel
VIEW HOSTELS

Boys Hostel
VIEW HOSTELS

Our Facilities & Amenities

- 24/7 CCTV Surveillance**
Round-the-clock monitoring for your safety
Security
- Modern Dining Hall**
Hygienic and spacious dining facility
Nutritious Menu
- Laundry Services**
Modern washing machines & dryers
24/7 Access
- Daily Room Cleaning**
Professional housekeeping services
Daily Service
- Modern Elevators**
High-speed lifts with backup power
24/7 Operation
- 24/7 Security**
Professional security staff & biometric access
Trained Guards
- Entertainment**
HD Television with premium channels
Premium TV
- Kitchen Facilities**
Modern kitchen equipment
Microwave Refrigerator Induction Water Kettle

Hostel-lite

Welcome back, ST0011

Room Details

Room Number: 101

Floor: 1st

Room Type: Double Sharing

Payment Status

Next Payment Due

₹5000

Due Date: 2024-04-01

Quick Actions

Report Issue

Request Leave

View Mess Menu

Recent Announcements

Maintenance work scheduled for tomorrow

Weekend special menu in mess

Hostel meeting on Sunday at 6 PM

Today's Mess Schedule

Breakfast	7:30 AM - 9:30 AM
Lunch	12:30 PM - 2:30 PM
Dinner	7:30 PM - 9:30 PM

Attendance Status

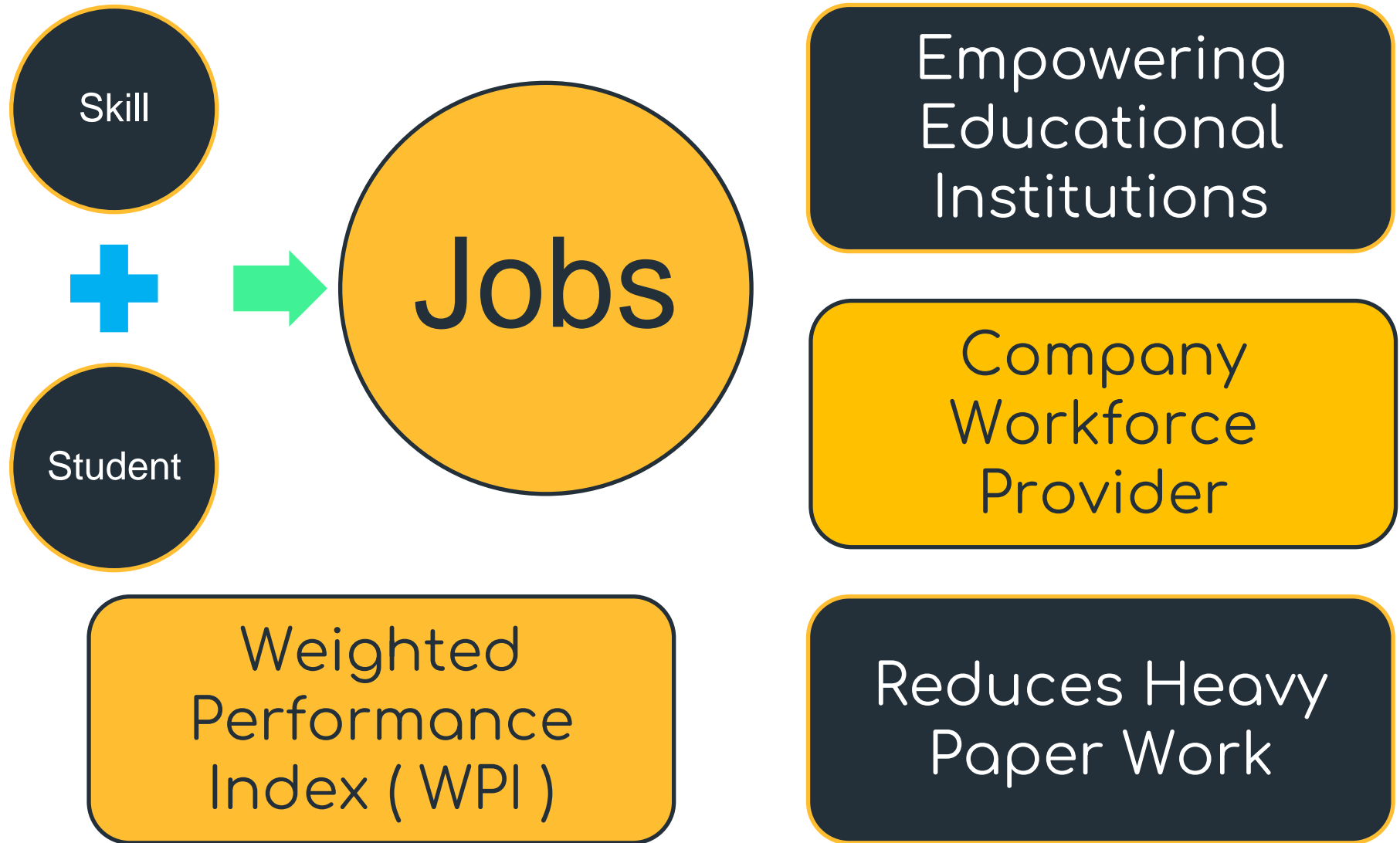
85%

Monthly Attendance Rate

We have already developed a **POC** for Hostel Management ERP and received **POSITIVE** feedback from our early Traction .

500+ happy hostellers @ RV University**

Socio-Economic Impact of the Project



Meet the Team



Founder

Apoorv Gadiya



AI Intern @ Santaan IVF

BTech. CSE Honors in Innovation and Entrepreneurship @ RV University

Co Founder

Anirudh



Freelancer & CyberSec Specialist

BTech. CSE Honors in Innovation and Entrepreneurship @ RV University

Mentor

Dr. Phani Kumar Pullela

Associate Dean @ RV University



Dr. Pullela has mentored **17 startups**, secured **₹30 crore in funding**, fostering **37 successful entrepreneurs**. He received the DBT's Biotech Product & Commercialization Award from **the President of India in 2017**.

Market Potential & Competitors



₹42,000
Crore

Market Cap
in 2023

₹1.42
Lakh
Crore

Market Cap by
2030

CAGR : 19%

Colleges : 45,573

Students : 43.3 L

Assume 0.2% target
- > 90 colleges



Zoho
Creator



ACADEMIA

by **SEROSOFT**



How we fare better

- 360 degree Candidate Card
- **Student Priority**
- Company Employee Provider
- Niche Talent Capture

Business Model & Strategy



KEY ACTIVITIES

- Platform Development
- Data Management
- Customer Acquisition

₹0.99 per
student / Day

CUSTOMER SEGMENT

- Schools & Colleges
- Employer & Recruiter

KEY RESOURCES

- Technology Infrastructure
- Human Resource
- Content and Data

VALUE PROPOSITION

Streamlined
management.

Comprehensive
Development

Pre-Assessed
Candidates

CHANNELS

- Direct Sales
- Partnerships with Companies
- Online Platform

COST STRUCTURE

- Tech Development
- Operational Cost
- Marketing + R & D

REVENUE STREAMS

- Subscription based
- Licensing Fees
- Data Analytics

Business Model & Strategy



₹0.99 student per day

1 College

~2,500 students

₹9 Lakh/year

1.26 Cr

2.50 Cr

6.93 Cr

*Main Revenue - >
Data Analytics*

*Secondary Source - >
Educational Firms*

*Primary Source - >
Companies & Startup*

*Additional Source - >
Targeted Marketing*

Margin
74%

Average
YOY
Growth
138.37%

Project Milestones



Modules

University
Management
System (UMS)

Hostel
Management
System (HMS)

Placement
Management
System (PMS)

And 9+ more...

ERP for Holistic Education Tracking

Year_1

Year_2

Year 1: Platform Development and Initial Launch

Complete platform development

Integrate AI-driven analytics

Establish 10-15 institution partnerships

Ensure data security compliance

Launch marketing campaign

Year 2: Scaling and Revenue Growth

Onboard 50-100 institutions

Add advanced features

Develop employer partnerships

Introduce premium subscriptions

Achieve ₹10 crore revenue target

ERP for Holistic Education Tracking

Year_1

Year_2

First Deliverable Product : 2nd Quarter '25

Total Budget



Category	Share (%)	Amount (₹)
Technology Development	45%	₹13,05,000
Marketing and Sales	15%	₹4,35,000
Operations and Support	20%	₹5,80,000
Research and Development	10%	₹2,90,000
Compliance and Legal	5%	₹1,45,000
Miscellaneous	5%	₹1,45,000

₹29.00 Lakhs

ಕಲಿತು ಕಲಿಯುವವನೇ ಜ್ಞಾನಿ.