MAVEN SILICON STRATEGY

Strategy is Execution

2024

OUR WINNING ASPIRATIONS

01 — INR 50 Crore in 3 Years: Organic Growth Ignites Revenue Milestone

02 — 1000+ Colleges, Explosive Growth: B2B Academia Fuels Expansion

03 — Corporate Training: B2B Model Unlocks New Growth Potential

04 — Beyond Academia: IP & Chip Design - Long-Term Vision
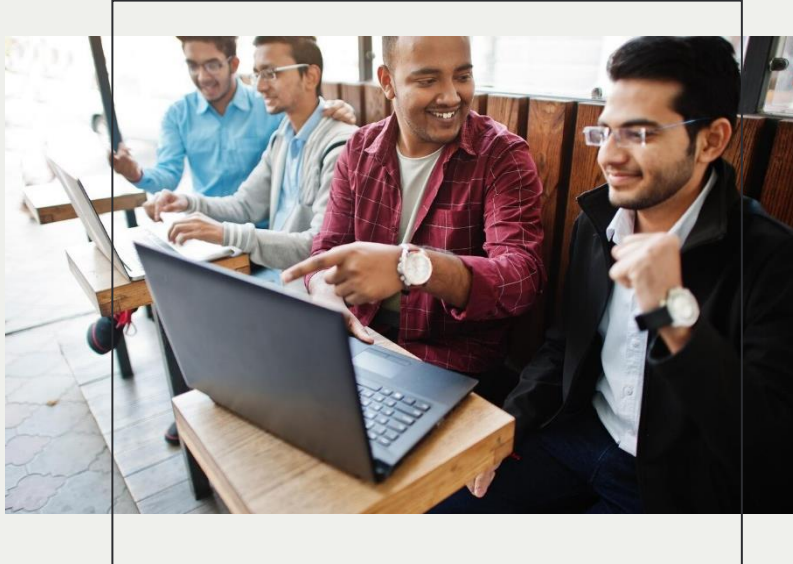
05 — Mergers & Acquisitions: Founders Seek Strategic Expansion

JOURNEY TOWARDS 50 CR & BEYOND

| Business Model	Divisions	FY24-25 (In Cr)	FY25-26 (In Cr)	FY26-27 (In Cr)
B2C	NCG Training, Job-Oriented PT, Internship, Foundation Course		20	23
		20		
B2C	Project Specific Courses Online protocol courses		1	2
B2C	Global online Courses		0.5	1
B2B Academia		3	5	8
B2B Global Academia			0.5	1
B2B Corporate		5	10	15
Target		28	37	50

SWOT Analysis

STRENGTHS

Market leader

Maven Silicon enjoys a strong reputation as a premier VLSI training institute in Bangalore, a global hub for the semiconductor industry. This ensures access to top industry talent for placements and B2B collaborations, attracting high-potential students.
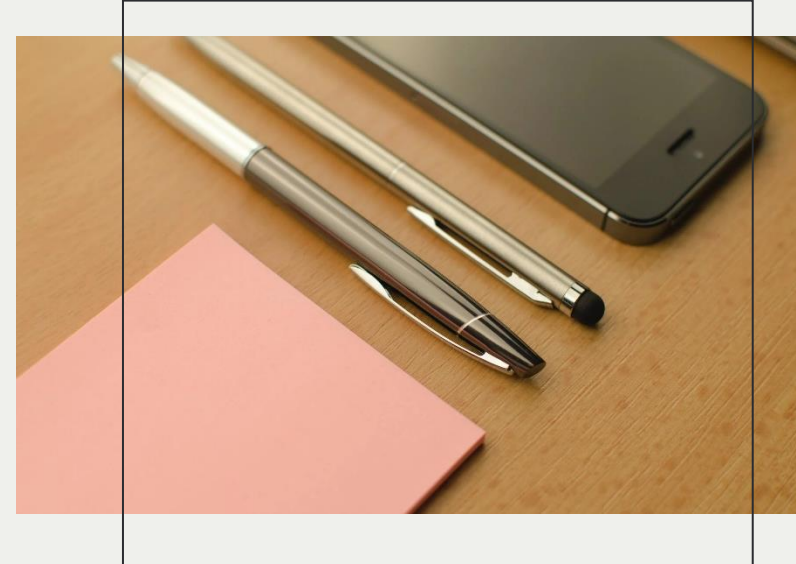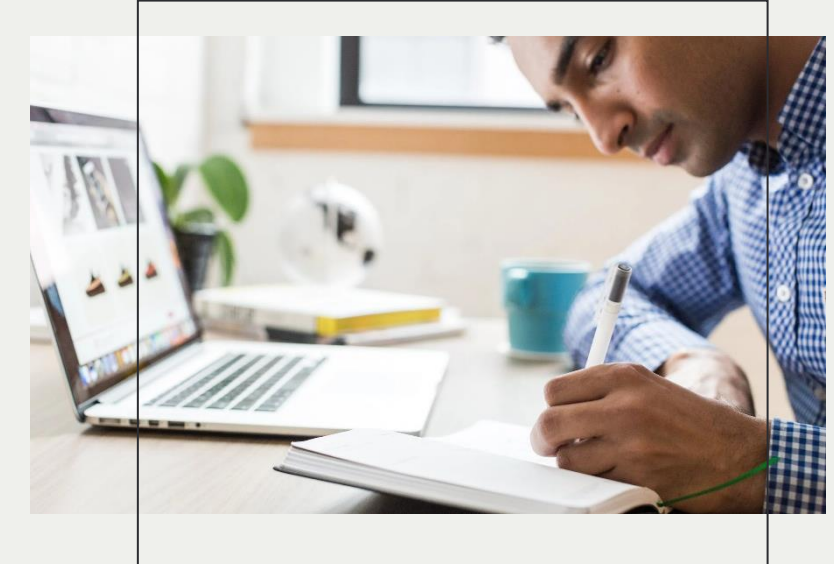
Exceptional content and training

Maven Silicon's USP is top-notch course materials and training (offline & online) , delivered by seasoned professionals, ensuring exceptional student learning outcomes.
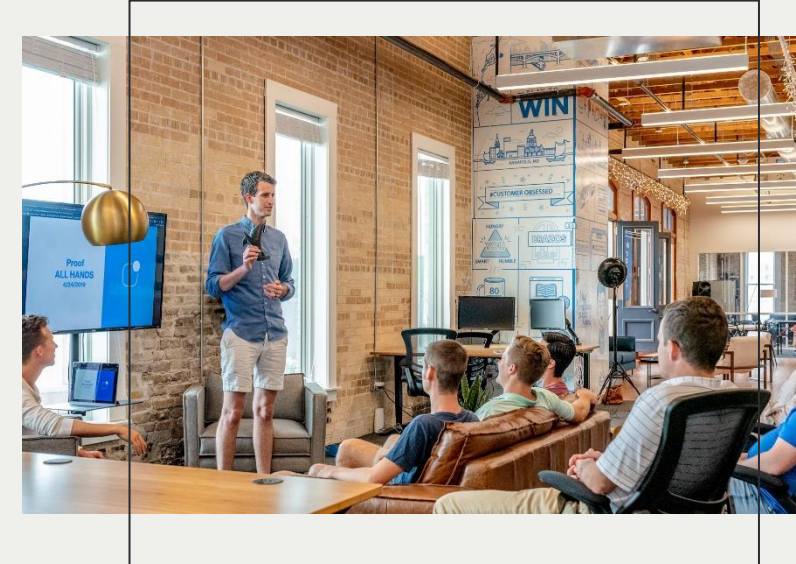
Inclusive leadership

The company fosters a collaborative and supportive environment, promoting employee engagement and innovation.

Financial stability

Maven Silicon's rapid employee growth reflects financial strength and expansion potential. With higher revenue than competitors, they can invest in collaborative ventures.

WEAKNESS

No international presence

Absence of international presence inhibits market expansion beyond domestic boundaries.

Limited partnership for placements

Few collaborations hinder comprehensive career support.

Limited product expansion

Focusing solely on VLSI Training restricts diversification and adaptation.

Leadership bandwidth constraints:

Top-level management limitations could restrict the company's ability to effectively scale and adapt to evolving market demands.

OPPORTUNITIES

National and international reach

Expanding visibility beyond South India through strategic partnerships and targeted marketing can attract students from wider geographies globally.

AI-powered transformation

Integrating AI into the operations and curriculum can provide cutting-edge training and attract tech-savvy students

Niche training expansion

Maven Silicon can capitalize on its expertise by developing specialized training programs in high-demand niche areas within the VLSI industry.

Industry collaboration

Building stronger relationships with industry leaders can enhance placement opportunities and provide valuable insights for curriculum development.

THREATS

Negative social media impact

Intensifying competition

Plagiarism risks

Economic and political uncertainties

Unplaced students' critics on social media could potentially damage brand reputation, highlighting the importance of effective placement support.

Established players and new entrants pose significant competition in the VLSI training space, demanding continuous innovation and differentiation.
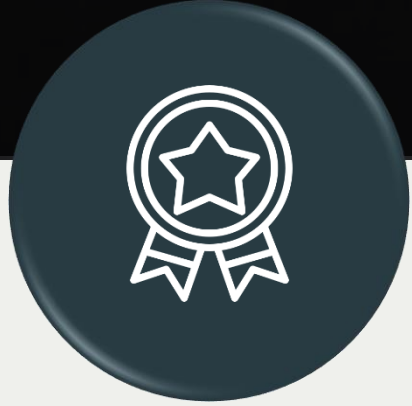
Instances of plagiarism within the training materials or student work can erode trust and damage the company's academic integrity.

National economic fluctuations or changes in government policies could impact student enrollment and overall business growth.

HOW TO WIN?

FOR B2B & B2C DOMESTIC

B2C

- Introduce automation, streamline processes and communication channels for enhanced efficiency.
- Strengthen communication team, prioritize student grooming, and implementing effective counseling sessions.

B2B

- Consider recruiting a dedicated Key Account Management team or personnel to cater to our corporate and university clients' needs effectively.
- Hiring a new Business Unit Owner for our **B2B** Academia division will facilitate the implementation and oversight of an established framework.

THE WAY FORWARD

Recommendation for B2C Strategy enabled by B2B Partnership

1. Engage with key executives, including the CEO, at global headquarters to foster B2B corporate partnerships, serving as a pivotal entry point for B2C collaboration.
2. Capitalize on B2B interactions to seamlessly transition course participants into potential B2C customers, maximizing upsell opportunities.
3. Creating a sustainable partnership ecosystem which is mutually beneficial,

1. Explore avenues to pinpoint strategic partners capable of facilitating entry into international markets.
2. Place emphasis on the identification and prioritization of global market opportunities (US, MEA (Middle east & Africa) ,SEA (South East Asia).
3. Strategically identify partnerships that grant access to influential global leaders and corporations.
4. Develop a targeted approach plan, including direct engagement strategies. Specifically, identify select global B2B academia firms and initiate direct contact.

CAPABILITY BUILDING

Upskill Leadership & Critical resources
Partner with industry experts for AI training and professional development.

Empower Employees
Cultivate a culture of learning and innovation. Delegate tasks and grant decision-making authority to unleash employee potential.

Build Cross-Functional Teams
Form diverse teams (marketing, product, IT) for collaborative problem-solving. Conduct joint training and team-building activities.

Implement Dynamic Incentives
Align sales and operations team performance with revenue outcomes for increased professionalism and motivation.

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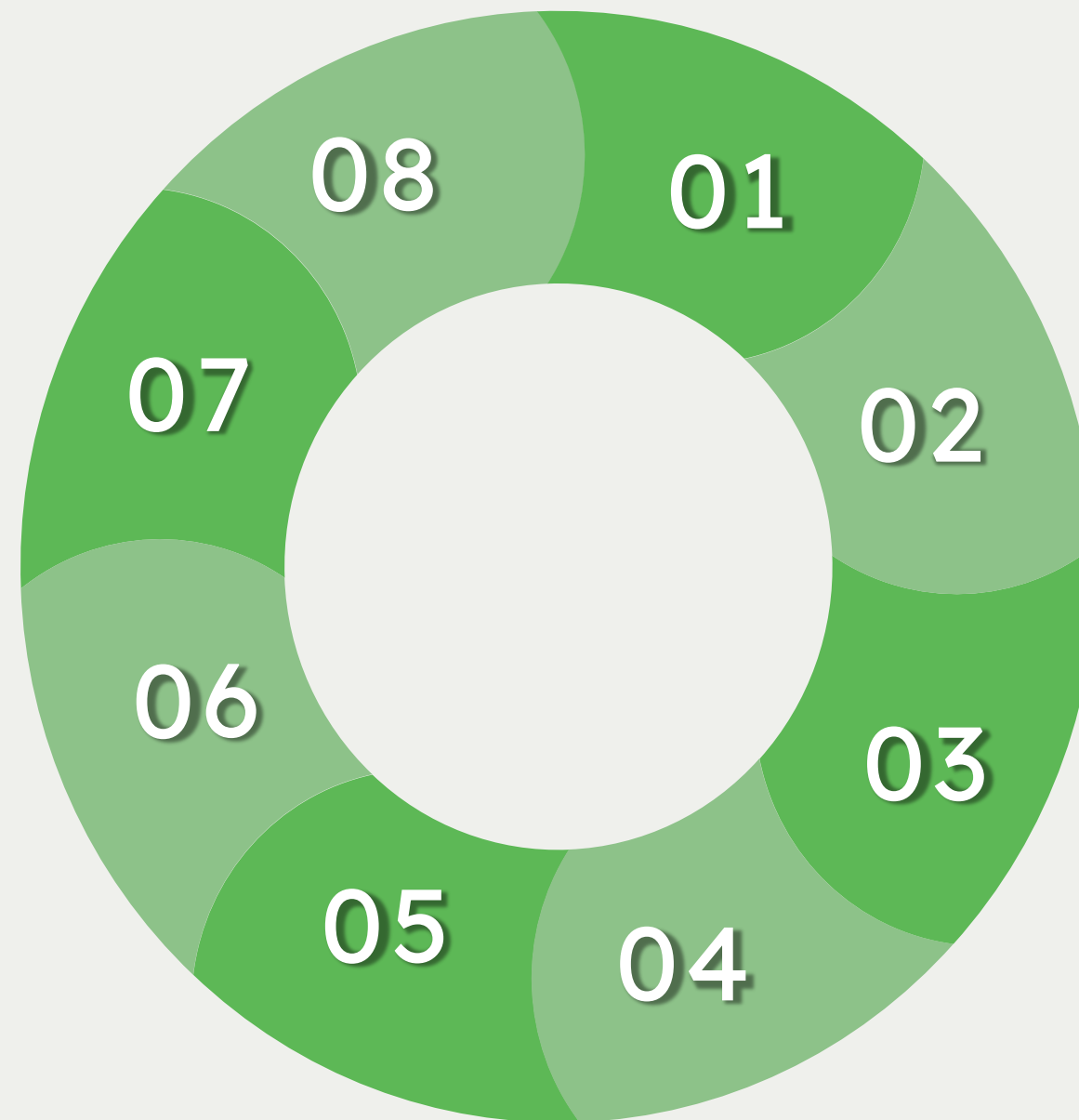
Introduce pertinent training skills to B2B operations
Implement the relevant training framework needed for quality service delivery

Recruit top talent for quality service delivery in B2B
Efficiently source and onboard top-tier professionals to ensure exceptional service delivery within B2B contexts

Bring in business unit owners
Engage business unit owners at the appropriate time to sustain operational momentum.

Build a key account management team
Build a top-notch team to excel in key account management and nurture long-lasting customer connections

MAVEN SILICON
Centre of Excellence in VLSI

flipcarbon
Sustainable High Performance. Enabled.

MARKETING APPROACHES

Social Media

Target platforms popular in North and West India by tailoring content to resonate with the local audience

01

Reddit

Engage in relevant subreddits without being overly promotional. Provide value and participate in genuine conversations in specific subreddits relevant to VLSI training.

02

Influencer Marketing

Collaborate with local influencers with strong followings to boost visibility in target regions

03

Newsletter

Offer valuable insights, updates, and exclusive offers therefore incentivizing subscriptions to keep audience informed and engaged

04

MARKETING APPROACHES

LinkedIn

Connect with professionals and decision-makers in target regions, share thought leadership content, and engage in relevant LinkedIn groups. Utilize LinkedIn advertising as needed.

05

Community Platform/Forum

Foster active participation and provide valuable resources and support by creating a forum for students. Resulting in building a loyal customer base through community engagement

06

WhatsApp Groups

Engage respectfully with professors in targeted colleges and utilize direct communication through their WhatsApp groups to effectively reach students.

07

Free Courses/Tutorials

Utilize free courses/tutorials to build trust and demonstrate value, encouraging participation to convert potential customers into buyers.

08

THE POWER OF 69

1 ANNUAL MANAGEMENT ROUTINE

Conduct Annual Business Review, Refresh Strategy for Next Three Financial Years, Compare AOP With Revenue and Costs. Redefine Business Critical Goals and KPIs

4 QUARTERLY MANAGEMENT ROUTINES

Evaluate Short-Term Strategies for Quarter, Analyse Business Function Performance as currently followed, Identify Corrective Actions for Future Course, Define Specific KPIs for Function and Business Quarterly

12 MONTHLY MANAGEMENT ROUTINES

Streamline Business Function Reviews, start incorporating P/L Review Monthly,

THE POWER OF 69

52 WEEKLY MANAGEMENT ROUTINES

Initiate documentation of Weekly 1 on 1 meetings.

Enhance marketing weekly reviews by categorizing leads into various stages, providing an overview of the entire leads pipeline.

Continue the ongoing monitoring of:
- o HR, Building Operations, IT.
- o Revenue vs. Cost Analysis.
- o Business Performance Review (Successes, Failures, Corrective Actions).

Instill accountability among essential personnel by verifying timely updates on weekly trackers.

Thank you!

Flipcarbon Integrated CFO Solutions Private Limited

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Infinite Possibilities