



# ZeniPLY Investor Deck

Empowering Businesses Through Efficient  
Training Management

Guntas Singh Bawa, Founder & CEO

[guntassingh@zeniply.com](mailto:guntassingh@zeniply.com)



# Agenda



	Our Mission	01		Go To Market Strategy	07
	Problem Statement	02		Competition	08
	Solution	03		Team	09
	Market Opportunity	04		Financial Projections	10
	Product	05		Milestones	11
	Business Model	06		Use Of Funds	12

# Our Mission



At Zeniply, our mission is to revolutionize organizational training with a cutting-edge platform that integrates diverse training methods, comprehensive tracking, and granular team-based management. We empower businesses to maximize workforce potential, drive measurable growth, and ensure seamless training for employees, vendors, partners, and clients. Through innovation and efficiency, we are transforming the way businesses educate and develop their teams, positioning them for success in a dynamic marketplace.



# The Training Management Industry Challenges - 1



## Lack of Multi-Modal Training Support



### CHALLENGE

Training systems often rely on single mode formats (e.g., only online or only classroom-based).

### IMPACT

Diverse learning preferences are not met, leading to low engagement and retention.

## Inadequate Tools for Team Based Training Management



### CHALLENGE

Limited features for managing different groups within an organization.

### IMPACT

Inefficiencies in assigning, tracking, and reporting on training across various groups.

## Difficulty in Tracking and Managing Training Progress



### CHALLENGE

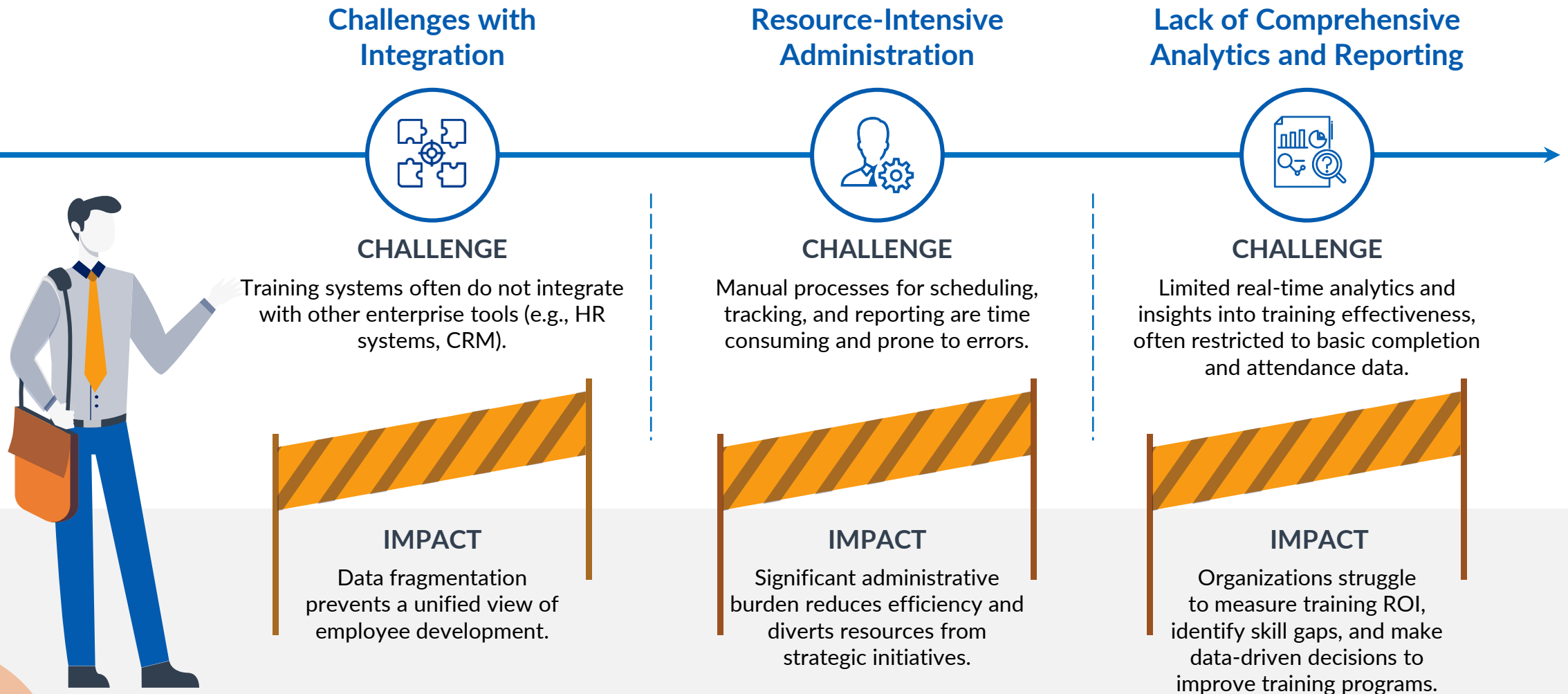
Traditional systems provide limited tracking capabilities, often only showing course completion.

### IMPACT

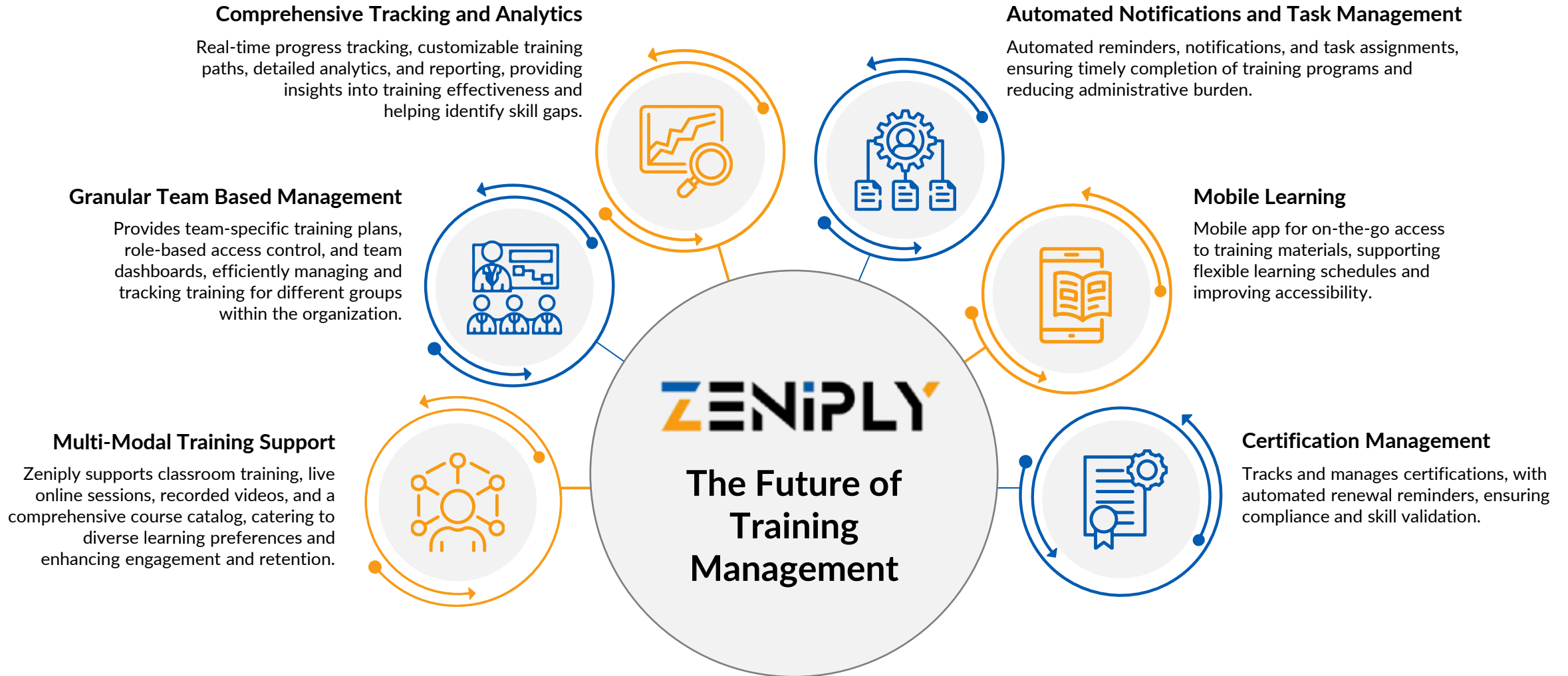
Managers lack visibility into individual and team progress, making it challenging to provide necessary support.



# The Training Management Industry Challenges - 2



# The Solution



# Market Opportunity



6.5B

- Total MSME Sector India : **63.4 million units**
- Realistic Capturable Numbers : **1.3 million**
- Average annual Revenue per customer : **5000 USD**

TAM

1.95B

- Likely adopters : 30% of 1.3 million = .39 million
- Average Annual Revenue per customer : 5000 USD

SAM

97.5M

- Zeniply plans to capture 5% of SAM in the span of next 5 years

SOM

# Product

Zeniply is a cutting-edge training management platform designed to revolutionize organizational training by offering diverse training methods, comprehensive tracking of user progress, and granular team-based management.

## Core Features



### Multi-Modal Training Support:

- Classroom Training
- Recorded Videos
- Live Online Sessions
- Course Catalog



### Granular Team-Based Management:

- Team-Specific Training Plans
- Role-Based Access Control
- Team Dashboards



### Comprehensive Tracking and Analytics:

- Real-Time Progress Tracking
- Customizable Training Paths
- Detailed Analytics and Reporting



### Certification Management:

- Track Certifications
- Renewal Reminders



### Extended Training Capabilities:

- Vendor and Partner Training
- Customizable Access Levels



### Automated Notifications and Task Management:

- Automated Reminders
- Task Assignments



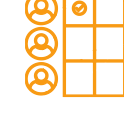
### Seamless Onboarding Experience:

- Structured Onboarding Programs
- Progress Tracking



### Mobile App:

- Training on the Go



### Training Matrix and Skill Matrix:

- Training Matrix
- Skill Matrix



### SCORM Compliant:

- Course Management



# Product

## Unique Selling Points



### Advanced Analytics and Reporting:

Advanced analytics and insights supported by customisable reports, pivots, visualisations and more.



### Mobile Accessibility:

Comprehensive mobile app for training on the go.



### Granular Customization:

Highly customizable training plans at granular team levels and role-based access controls.

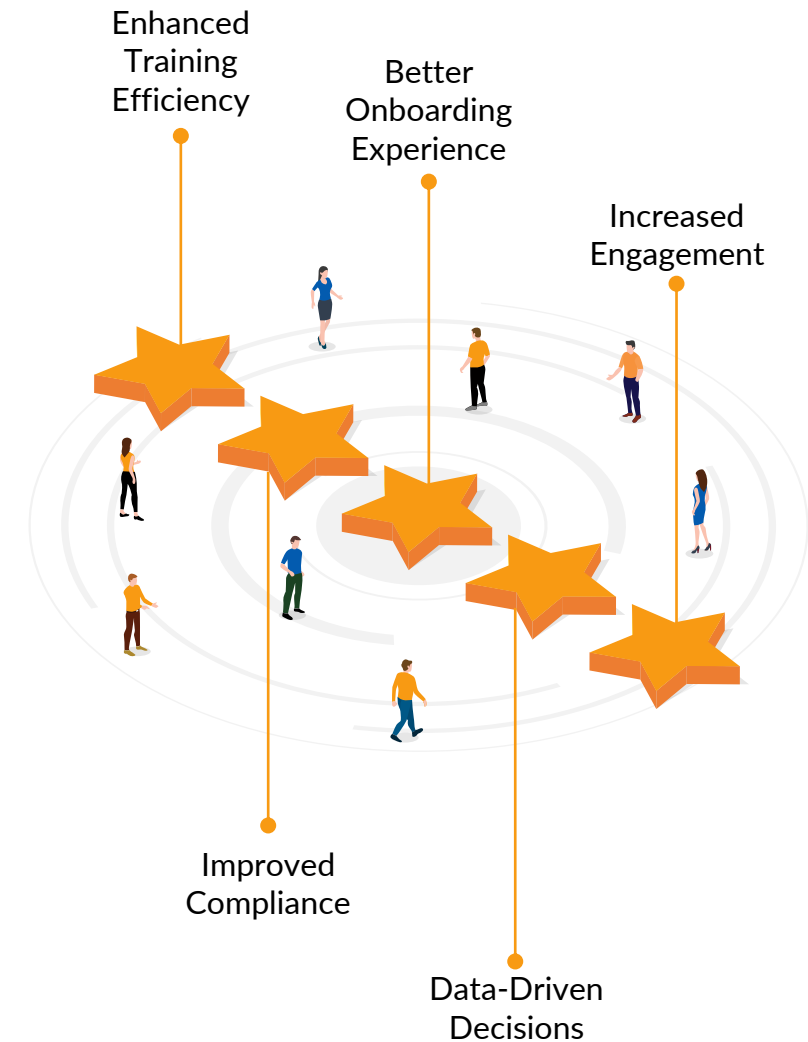


### Comprehensive Tracking:

Real-time progress tracking and detailed analytics.



## Customer Benefits



# Product **Future Enhancement**



## Expanded Integration Capabilities

Enhanced integration with a wider range of systems.

## Advanced Gamification Features

Gamification elements to increase engagement and motivation.

04

02

05

## Globalization and Localization

Expanded language support and localization features.

03

## Virtual Reality (VR) Training Modules

Immersive VR training experiences

01

## AI-Driven Personalized Learning Paths

Personalized learning paths based on AI algorithms.

# Business Model



## Sales & Distribution Channels Scalability and Growth Potential

- **Direct Sales:** Outbound sales team setting up product demos and direct sales.
- **Digital Marketing:** SEO, SEM, content marketing, and social media campaigns.
- **Partnerships:** Collaborations with HR consultancies, industry associations, and technology partners.

ZENIPLY

## Scalability and Growth Potential

### Expansion Plans:

- B2B Market in India: Deepen penetration in the SME and large enterprise segments.
- B2C Market in India: Expand into the tuition management platform for K-12 and higher education.
- International Expansion: Enter new geographic markets starting with neighboring countries.

### Market Penetration:

- Strategy: Aggressive marketing, strategic partnerships, and product enhancements tailored to new markets.



# Business Model

Zeniply employs a subscription-based business model designed to generate recurring revenue while delivering significant value to our clients. This model ensures a steady income stream and fosters long-term customer relationships.



## Primary Markets

**SMEs:** Small and medium-sized enterprises in various sectors like IT, healthcare, and finance.

**Large Enterprises:** Corporations with extensive training needs.

ZENIPLY

## Secondary Markets

**Educational Institutions:** Universities and colleges for managing student training programs.





**Government Agencies:** For managing compliance and regulatory training.



The focus target geography is India for now but borders are not a boundary for Zeniply. Once we scale and get revenue PLUS in India we will expand focus on US and Europe



# Business Plans

Month		Year	
	<b>Basic Plan</b> Ideal for small businesses looking to manage their trainings efficiently		<b>Premium Plan</b> Designed for large enterprises with extensive training needs
<b>10,000</b> /month	<b>108,000</b> /Year	<b>50,000</b> /month	<b>540,000</b> /Year
✓ Up to 50 users	✓ 2 GB cloud space	✓ Up to 250 users	✓ 15 GB cloud space
	<b>Standard Plan</b> Suited for mid-sized businesses needing advanced features		<b>Enterprise Plan</b> Tailored for large organizations requiring custom solutions.
<b>20,000</b> /month	<b>216,000</b> /Year	Custom pricing based on specific needs	
✓ Up to 100 users	✓ 5 GB cloud space	✓ Customer users	✓ Customer cloud space

# Go-To-Market Strategy

Zeniply's go-to-market strategy is designed to ensure rapid market penetration and sustainable growth. Our approach leverages a combination of direct sales, digital marketing, strategic partnerships, and a focus on customer success.

## B2B Market in India:

### Resources Needed

- **Sales Team Expansion:** Hiring and training sales personnel.
- **Marketing Budget:** Funds for digital marketing and promotions.
- **Partnership Development:** Resources for strategic partnerships.

### Strategy:

- **Outbound Sales:** Active outreach, setting up 5-7 demos daily.
- **Digital Marketing:** SEO, SEM, content marketing, social media campaigns.
- **Partnerships:** Collaborations with HR consultancies, industry associations, and technology partners.

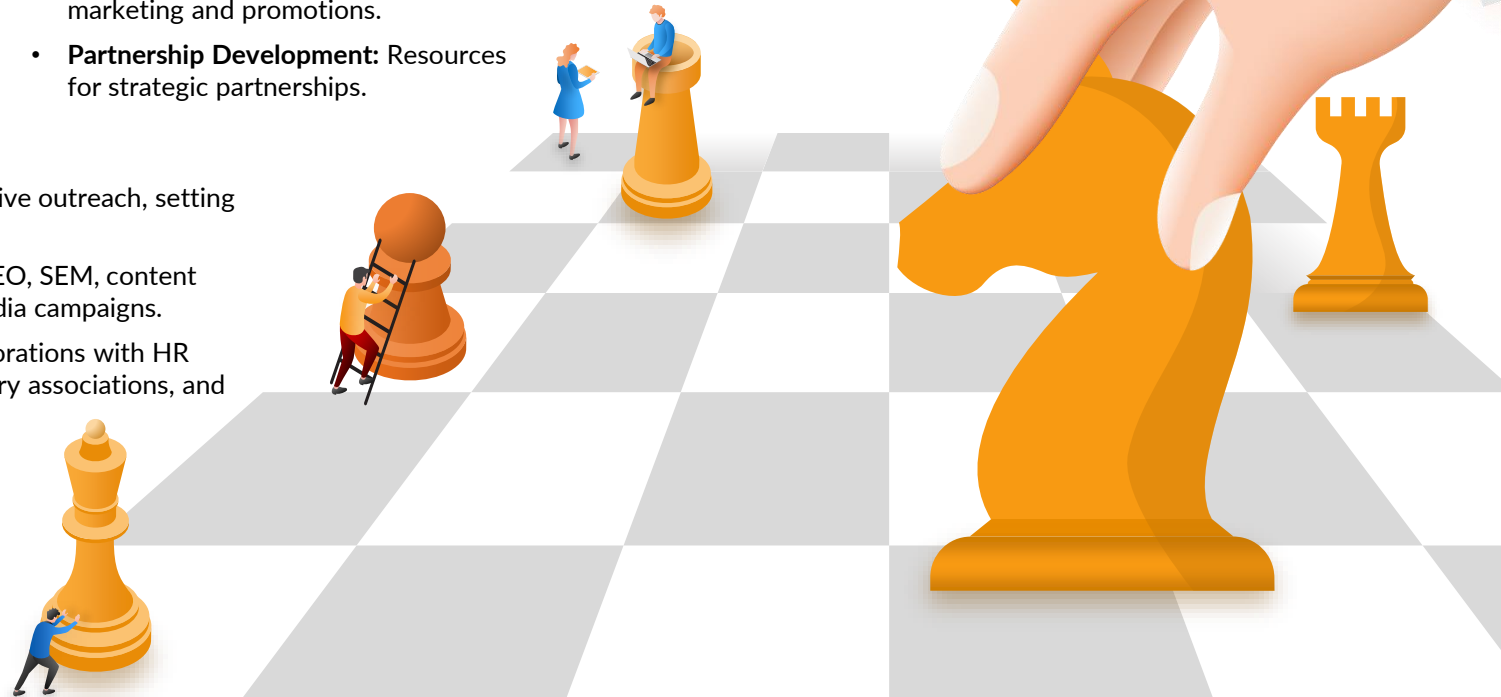
### Target Market:

- **SMEs:** Small and medium-sized enterprises.
- **Large Enterprises:** Corporations with extensive training needs.

### Early Sales Success

#### Highlight:

- **Sales Launch:** Sales efforts started just two weeks ago.
- **Demo Setup:** Successfully setting up 5 demos every day, indicating strong market interest and demand.
- **Impact:** Early success demonstrates market demand and validates our sales approach.



# Go-To-Market Strategy



# Competition



The training management platform market is competitive, with several established players. Understanding this landscape helps us position ZeniPLY effectively and highlight our unique advantages.

## Competitive Landscape



Feature	ZeniPLY	Cornerstone OnDemand	SAP Litmos	Talent LMS
Multi-Modal Training Support	✓	✓	✓	✓
Granular Team-Based Management	✓	✓	✓	✗
Real-Time Progress Tracking	✓	✓	✓	✓
Mobile Learning	✓	✓	✓	✓
Certification Expiry Notification	✓	✓	✓	✗
Advanced Analytics	✓	✓	✓	✗
Affordable Pricing	✓	✗	✗	✓
Digital induction forms, onboarding processes	✓	✗	✗	✗
Digital training matrix	✓	✗	✗	✗





Guntas Singh Bawa

Founder & CEO

# Leadership



Zeniply is driven by a dedicated and skilled team of professionals committed to transforming training management. Our team's diverse expertise and shared vision fuel our innovation and success.



## Experience

Over 15 years in the tech industry, with a proven track record of building successful SaaS products.



## Certifications

Certified PMP and Google Cloud Architect.



## Previous Successes

Founded Copperchips, which grew to \$3 million in revenue in 3 years without any funding.



## Skills

Expertise in product development, strategic planning, and business growth. Experienced in solving complex business problems with technology, and has extensive experience in client acquisition, project management, and software delivery.

# Team Composition



Zeniply is driven by a dedicated and skilled team of professionals committed to transforming training management. Our team's diverse expertise and shared vision fuel our innovation and success.

			
Product Development	Sales	Digital Marketing	Human Resources
<p><b>Team Size: 4</b></p> <p><b>Key Members:</b></p> <ul style="list-style-type: none"><li>• <b>Lead Developer:</b> Expert in scalable software solutions with 12 years of experience.</li><li>• <b>Mobility Developer:</b> Proficient React native developer with 10 yrs experience who focusses on mobile app development.</li><li>• <b>QA Engineer:</b> Focusses on Application testing.</li><li>• <b>Junior Developer:</b> Backend systems developer.</li></ul>	<p><b>Team Size: 4</b></p> <p><b>Key Members:</b></p> <ul style="list-style-type: none"><li>• <b>3 Business Development Managers :</b> Responsible for outbound lead generation efforts, client demos and client acquisition.</li><li>• <b>1 Sales Trainee :</b> Responsible for outbound calling and sales demo setups.</li></ul>	<p><b>Team Size: 3</b></p> <p><b>Key Members:</b></p> <ul style="list-style-type: none"><li>• <b>1 Digital Marketing Manager :</b> Expert in SEO, SEM, and digital campaigns.</li><li>• <b>1 Graphics Designer :</b> Responsible for creation of graphics, branding material, brochures, logos, videos, etc.</li><li>• <b>1 Content Writer :</b> Responsibel for website content, blogs, internal and external communication.</li></ul>	<p><b>Team Size: 2</b></p> <p><b>Key Members:</b></p> <ul style="list-style-type: none"><li>• <b>HR Manager:</b> Experienced in payroll, employee engagement and culture development.</li><li>• <b>Recruiter :</b> Focuses on recruitment.</li></ul>

# Revenue Projections



Our financial projections demonstrate ZeniPLY's growth potential and financial health over the next few years. These projections are based on realistic assumptions and our strategic growth plans

## Revenue Projections (INR)

### Assumptions

#### Demos

- 5 customer demos per day.

#### Conversion Rate:

- Starting with 5 customers per month, doubling every year.

#### Average Company Size:

- 200 employees.

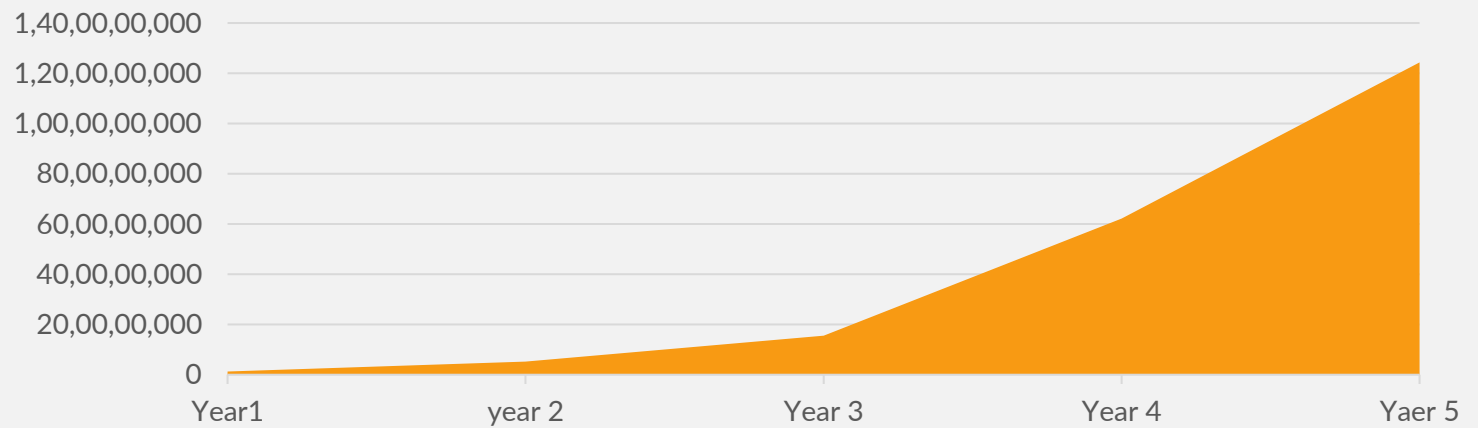
#### Subscription Pricing:

- Based on the annual subscription plan (Rs 216,000/customer/year).

### Revenue Forecast



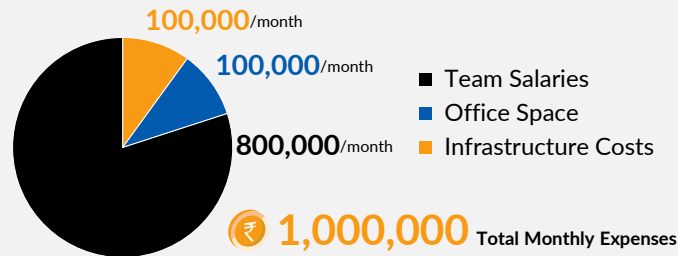
### Yearly Revenue Breakdown



# Expense Projections (INR)

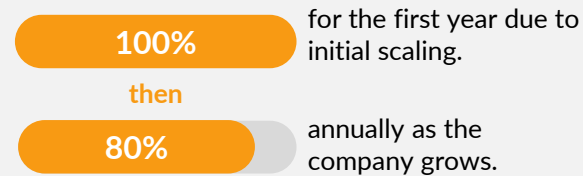


## Our Current Monthly Expsnes

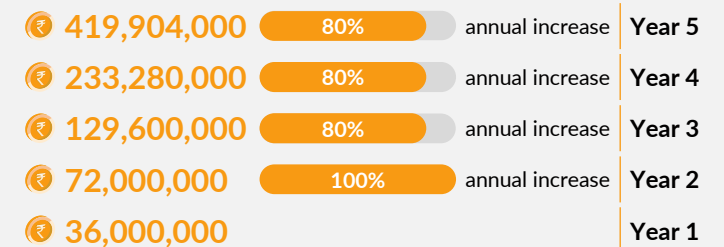


## Assumptions

Annual Increase: Estimate around

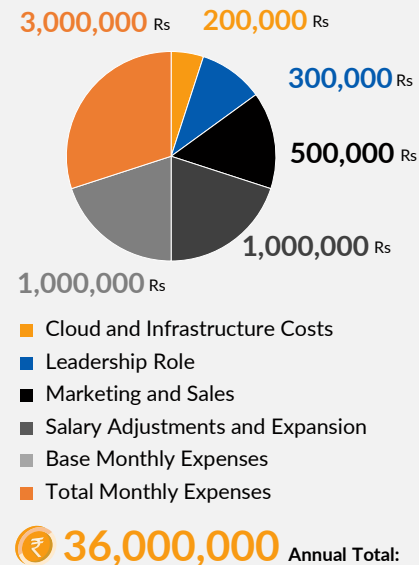


## Expense Projections



## Detailed Expense Breakdown

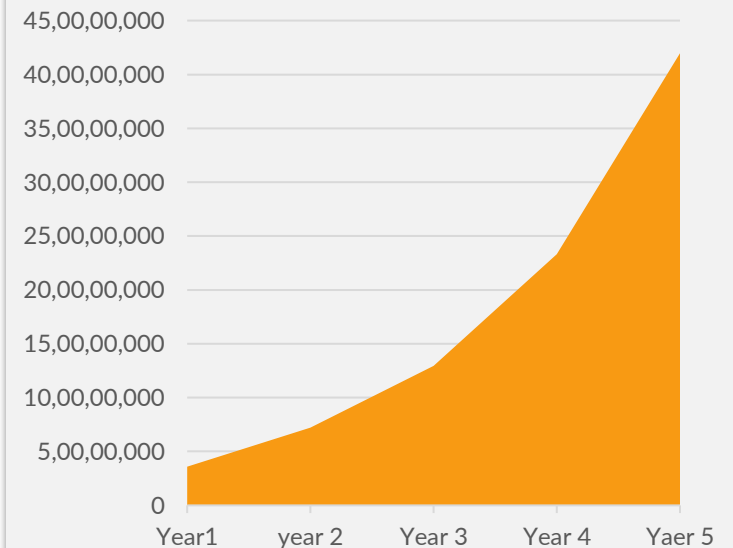
Year 1



## Areas of Expenditure

- **Salary Increases for the Current Tech Team:** Adjusting salaries to market standards.
- **Expansion of the Tech Team:** Hiring additional developers, engineers, and support staff.
- **Marketing and Sales Expenses:** Increasing marketing efforts and expanding the sales team.
- **Leadership Roles:** Bringing in experienced leadership to guide various departments.
- **Cloud and Infrastructure Costs:** Increasing cloud storage and infrastructure costs as client numbers grow.
- **Operational Costs:** Office space, utilities, and other operational expenses.

## Yearly Expense Breakdown

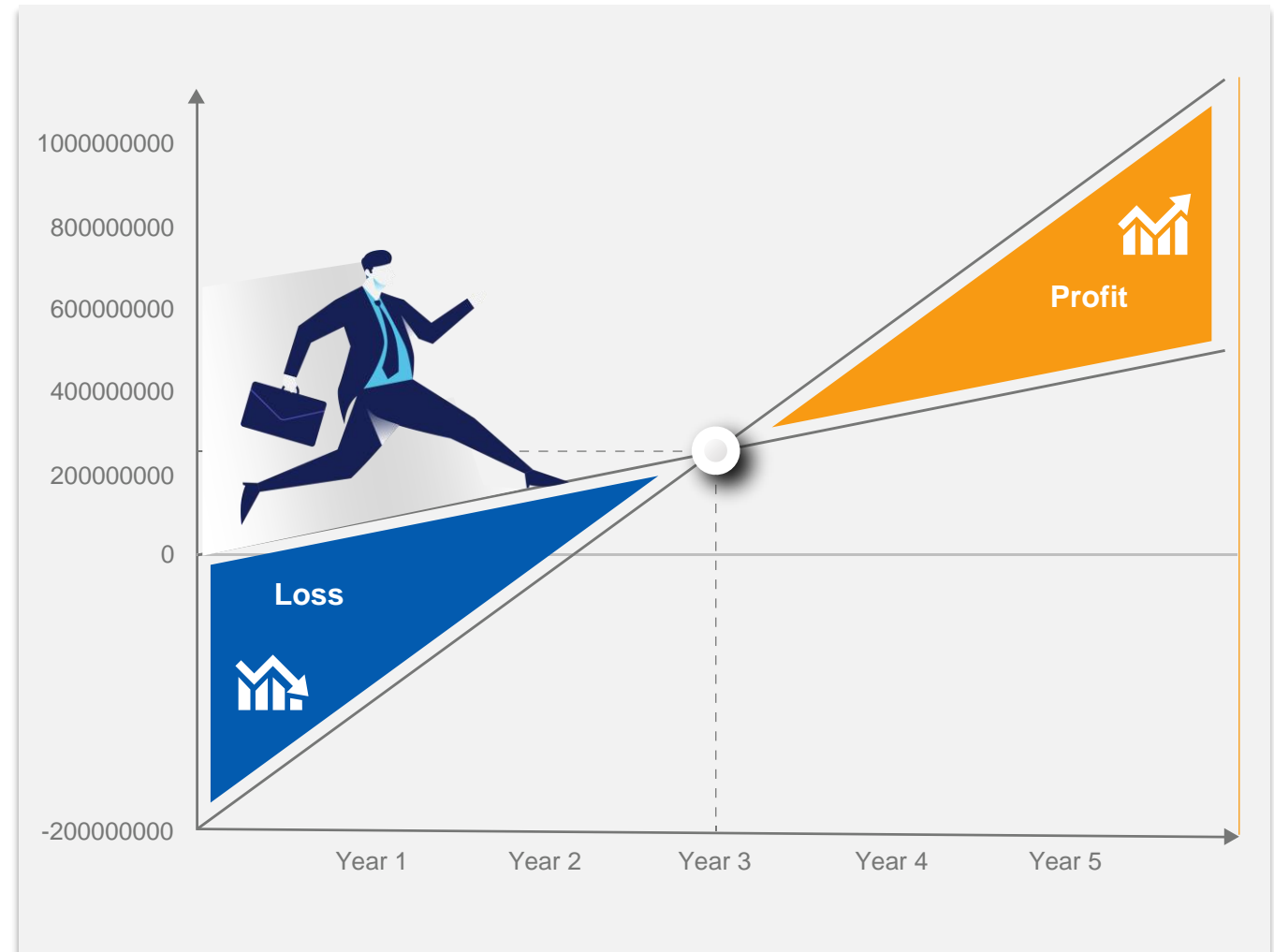


# Profit and Loss Statement



## Yearly Breakdown

Year	Net Loss	Revenue	Expenses
1	23,040,000	12,960,000	36,000,000
2	20,160,000	51,840,000	72,000,000
Year	Net Profit	Revenue	Expenses
3	25,920,000	155,520,000	129,600,000
4	388,800,000	622,080,000	233,280,000
5	824,256,000	1,244,160,000	419,904,000



# Milestones



Achieved Milestones			
	2023	2024	2024
	Jan	June	July
Product Development	Started the initial development.	Completed and launched the full version of Zeniply's training management platform.	Incorporated initial user feedback to enhance platform features and performance.
Customer Engagement		Initiated outbound sales efforts and set up a structured demo schedule.	<b>Present:</b> Conducting an average of 5 customer demos per day, generating strong interest in the platform.
Upcoming Milestones			
	2024	2025	2025
	Q4	Q1	Q2
Product Enhancements	Implement AI enablement through chatGPT to personalise training paths. Implement seamless integration plugins/mechanisms with existing HRMS, ERP solutions.		
Market Expansion		Launch a dedicated B2C offering for tuition management in India.	Expand the sales team to cover new geographies.

# Usage of Funds



Strategic Allocation to Drive Growth and Market Penetration

## Breakdown of Fund Allocation



### Product Development

- Enhancements: Implement AI-driven analytics and reporting features.
- Infrastructure: Upgrade cloud infrastructure to support increased user load and data storage needs.



### Operational Costs

- Office Space: Secure larger office space to accommodate the growing team.
- Utilities and Supplies: Cover utilities, supplies, and other operational expenses.
- Contingency Fund: Set aside funds for unexpected expenses and ensure financial stability.



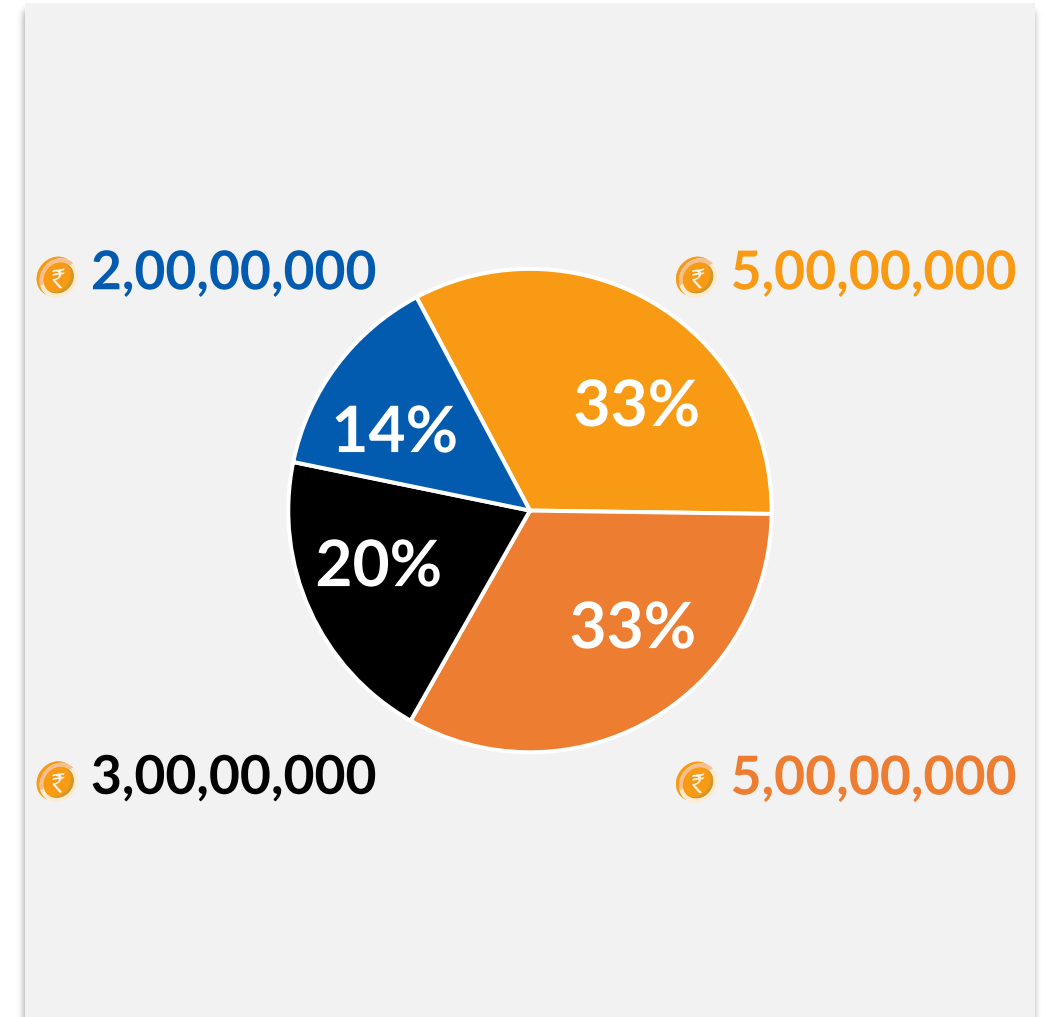
### Marketing and Sales

- Marketing Campaigns: Launch targeted marketing campaigns to increase brand awareness and attract new customers.
- Sales Team Expansion: Hire additional sales representatives to cover new regions in India and international markets.
- Customer Acquisition: Develop strategies to convert trial users to paid subscribers and expand customer base.



### Team Expansion

- Leadership Roles: Hire senior leadership in technology, sales, and marketing to drive strategic growth.
- Tech Team: Expand the tech team to accelerate product development and support.
- Support Staff: Hire additional support staff to ensure high-quality customer service and engagement.





Thank You!

