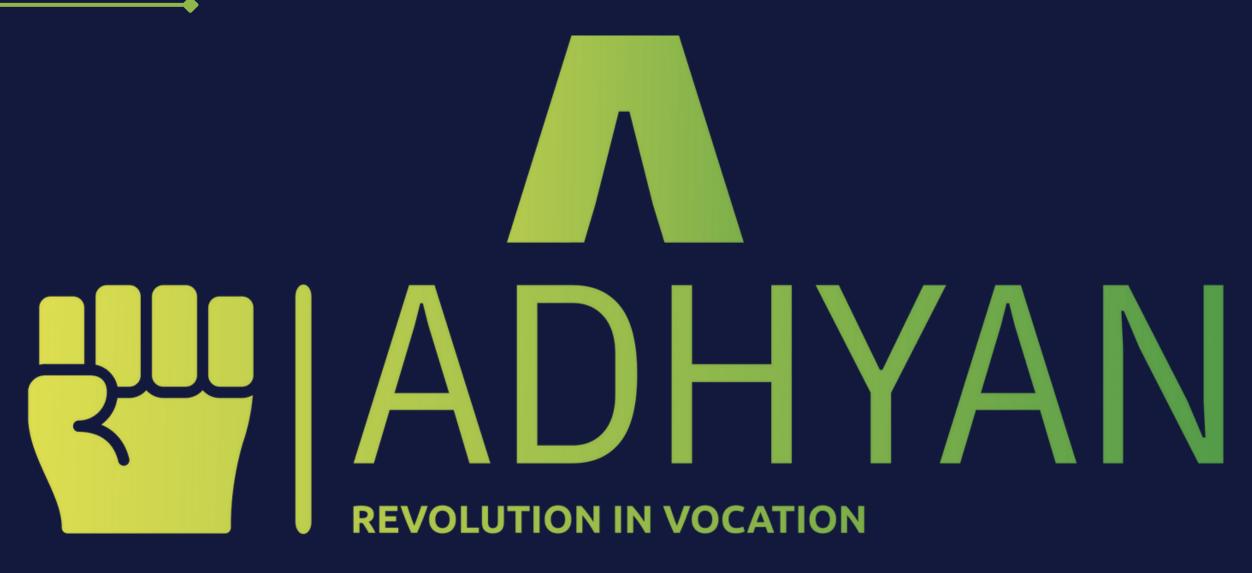
PITCH DECK



INDIA'S FIRST ONLINE VOCATIONAL COURSE PROVIDER.

WE ARE ON THE ROAD, BUILDING A LEADING REVOLUTION IN VOCATION- <u>ADHYAN</u>.



VOCATION?

"OCCUPATION"

TO PREPARE THE INDIVIDUAL TO BE GAINFULLY EMPLOYED OR SELF-EMPLOYED WITH THE REQUISITE SKILLS.



The Problem

- DIRECTIONLESS YOUTHS
- SCARCITY OF SKILLED LABOUR IN SPECIALIZED INDUSTRIES
- UNIDENTIFIED OPPORTUNITIES IN VARIOUS SECTORS



Better Solution

PROVIDING CERTIFIED

VOCATIONAL COURSES BY

VARIOUS GOVERNMENT

BOARDS, ALSO INTERNSHIPS

AND JOBS THROUGH A SINGLE

ONLINE PLATFORM

CREATING A 2-WAY CHANNEL FOR CANDIDATES AND RECRUITER FOR SMOOTH PROCESS IN THE PATCH-UP OF THE FITTEST ONE BOTH SIDES



JOB WINDOW

COURSES

GLIMPSE

OF

OPPORTUNITIES

CAD ENGINEER

OPERATION MANAGER

PROJECT
COORDINATOR

DILEVERY ASSOCIATE MAKEUP ARTIST TRAINING

PHYSIOTHE RAPY COURSES

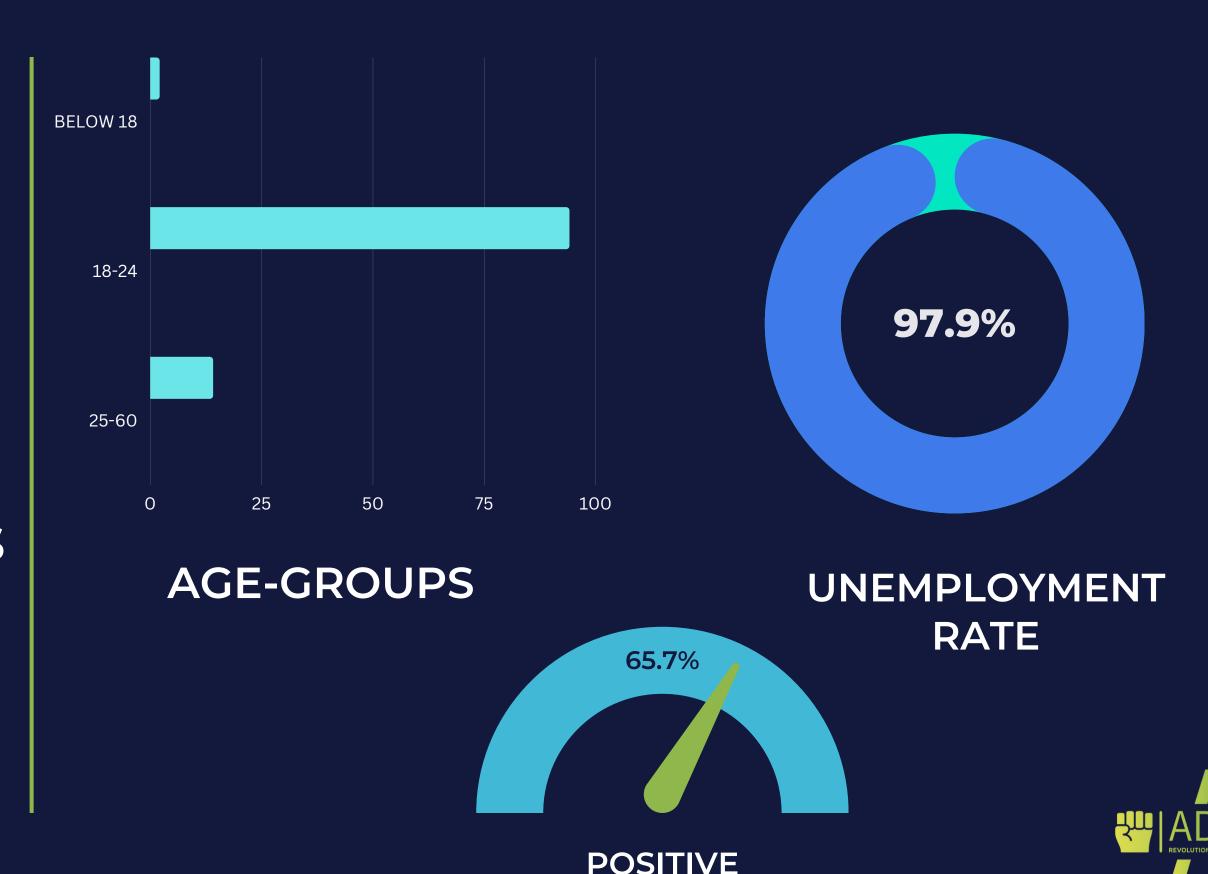
PHYSIOTHE-RAPY

HORTICULT-URE



CUSTOMER SURVEY STATISTICS

WE CONDUCTED A SURVEY ON VARIOUS PLATFORMS. OVER 100 EFFECTIVE RESPONSES WERE REGISTERED OUT OF WHICH WE GOT 65%+ **POSITIVE RESPONSES** THAT THEY ARE IN **NEED OF SUCH** PLATFORM.



RESPONSE



SURVEY SYNOPSIS





OVER 100 PEOPLE TOOK PART IN THIS SURVEY WE CREATED.



MOSTLY WERE UNEMPLOYED AND FROM AGE GROUP 21-24.



A GREAT % SHOWED THEIR WILL TO BUY THESE TYPES OF COURSES AT AFFORDABLE PRICES



MOST OF THEM WERE IN THE LAST YEAR OR DONE WITH GRADUATION

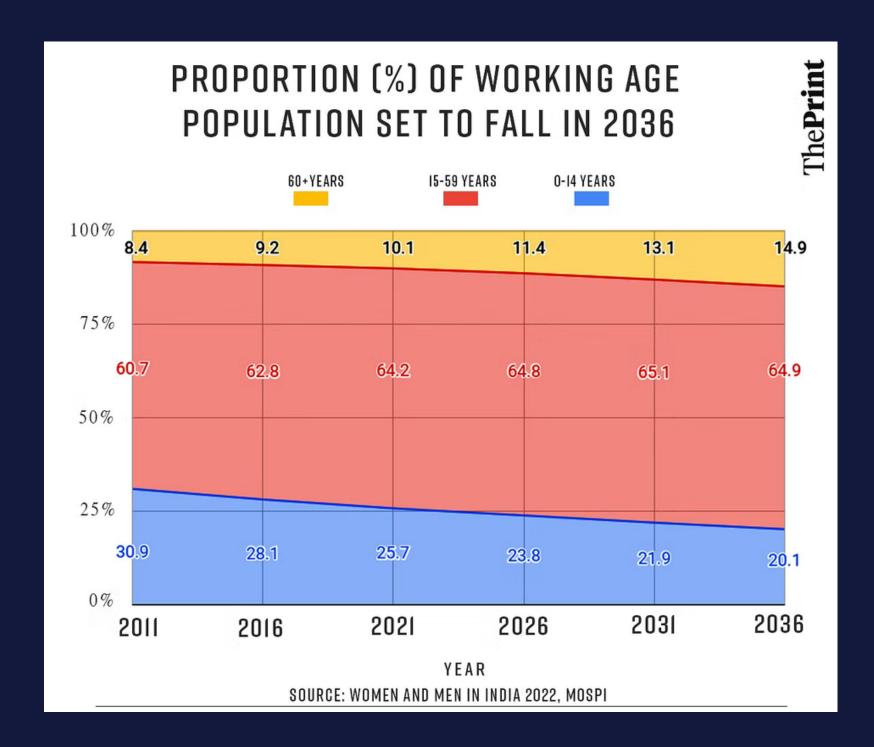


TARGET MARKET

ACTIVE YOUTH (18-24)

CANDIDATES IN SMALL CITIES, TOWNS AND VILLAGES

NEW BUSINESSES AND COMPANIES





HOW WE WORK?



PROVIDING ALL JOB-PROVIDING SKILLS IN SINGLE PLATFORM GIVING MANY INTERNSHIP
OPTION SIDE-BY-SIDE THROUGH
THE COURSE FOR PRACTICAL
UNDERSTANDING

FELICITATING TRAINED
CANDIDATES WITH
DIPLOMA OR
CERTIFICATES. HELPING
THEM TO FIND THE BEST
SUIT JOB

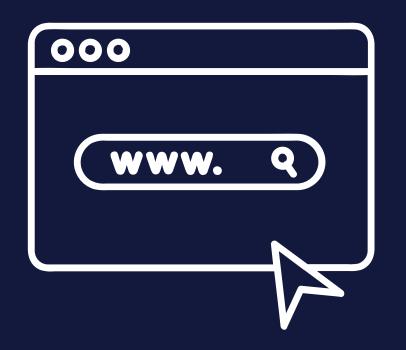


GIVING COMPANIES AND START-UPS INTERNS AT LOW STIPEND

CONTACTING
COMPANIES TO HIRE
NEW RECRUITS WHO ARE
WELL-TRAINED AND
CERTIFIED BY
RENOWNED INSTITUTES
THROUGH ADHYAN



OUR SERVICES



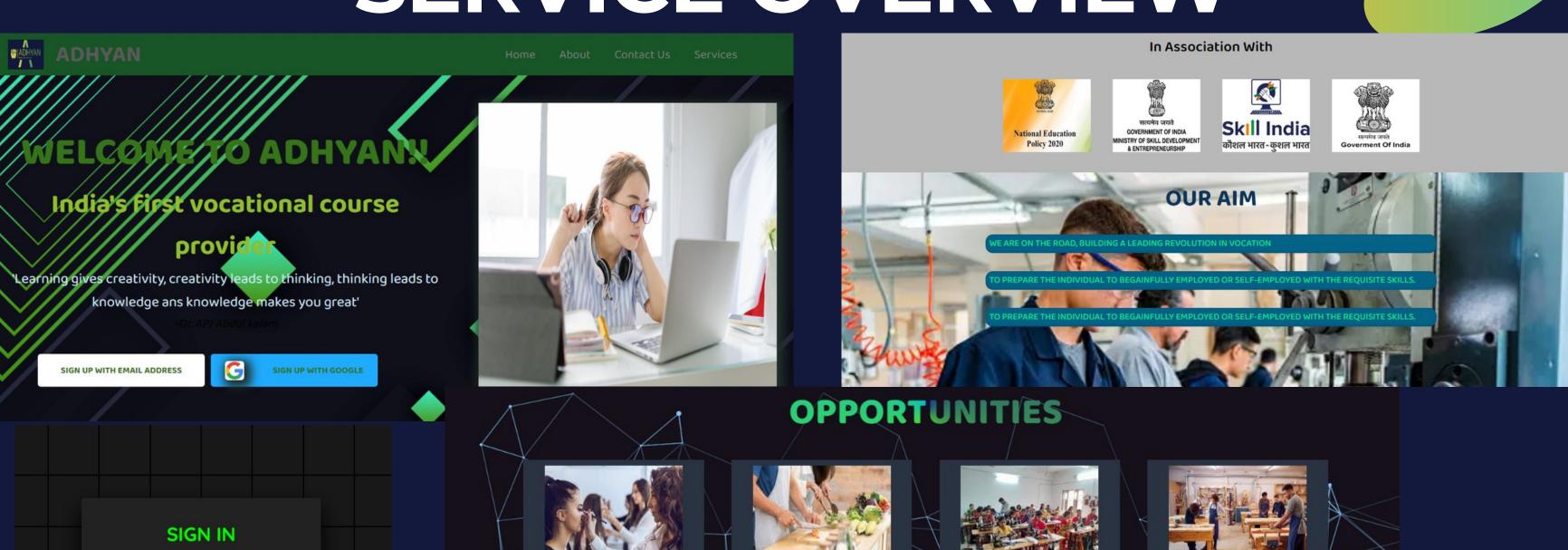


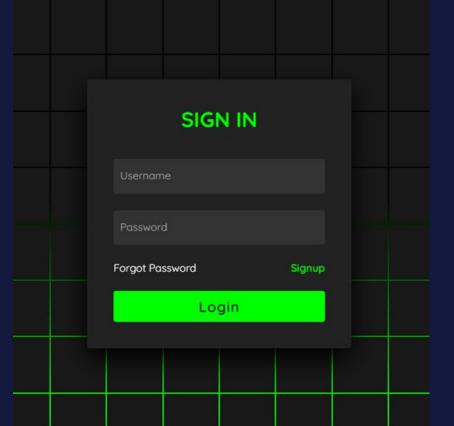
WEBSITE*
ACCESSIBLE
ON ALL
DEVICES

APP* ON AVAILABLE ON ALL OS



SERVICE OVERVIEW







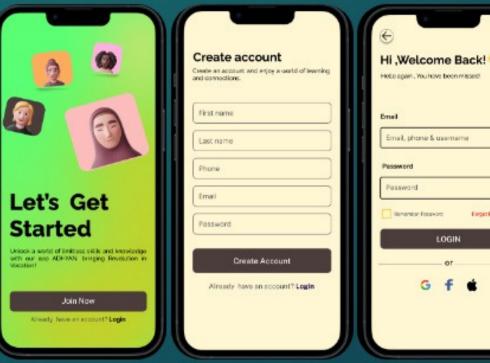




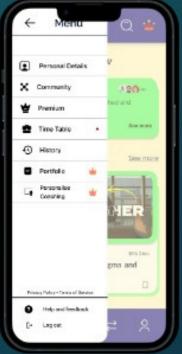


SERVICE OVERVIEW

WE ARE AVAILABLE ON PHONES AS WELL!!

















PROPOSED REVENUE STRATEGY

COLLECTION

- THROUGH PAID COURSES
- PAID PREMIUM MODEL
 OF NETWORKING
- COMMISSION FROM RECRUITERS

EXPENDITURE

- MAINTENANCE OF PLATFORMS
- MARKETING
- BUILDING CONTACT
 WITH INSTITUTES AND
 BOARDS





BUSINESS STRATEGY









COLLABORATING
WITH RENOWNED
INSTITUTES IN
INDIA TO GRAB
MASS LIKE BHU,
AND BOARDS LIKE
CISCE -B2B TYPE
AND B2C
THROUGH
TARGET
AUDIENCE

AMPLIFYING THE
TARGET
AUDIENCE
THROUGH MULTILINGUAL
COURSES

SUPPORTING FREEMIUM MODEL AND DEMO BASED MODEL HOUSING A
SPECIAL
NETWORK FOR
VOCATIONALLY
TRAINED PEOPLE
AND RECRUITERS



SWOT ANALYSIS



1. STRUCTURE OF NEP COURSE CURRICULUM

2. NO DIRECT COMPETITOR

3. BUILDING AN UNBUILT NETWORK OF VOCATIONAL TRAINEES AND POTENTIAL RECRUITERS

1. THE MASS WE ARE SEEKING, GENERALLY HAS NO FAITH IN PAYING FOR ONLINE EDUCATION



2. CHUNK OF PEOPLE BELEIVE IN PURSUING DEGREE RATHER THAN DIPLOMAS OR CERTIFICATIONS



CONVERSION OF ONLINE
VOCATION TRAINING TO OFFLINE
TRAINING LIKE WHAT THE
UNACADEMY DOING BUT IN
REMOTE AREAS

BIG ED-TECH COMPANIES CAN ENTER THIS MARKET AND CAN BECOME A POTENTIAL COMPETITOR





FUTURE PLANS

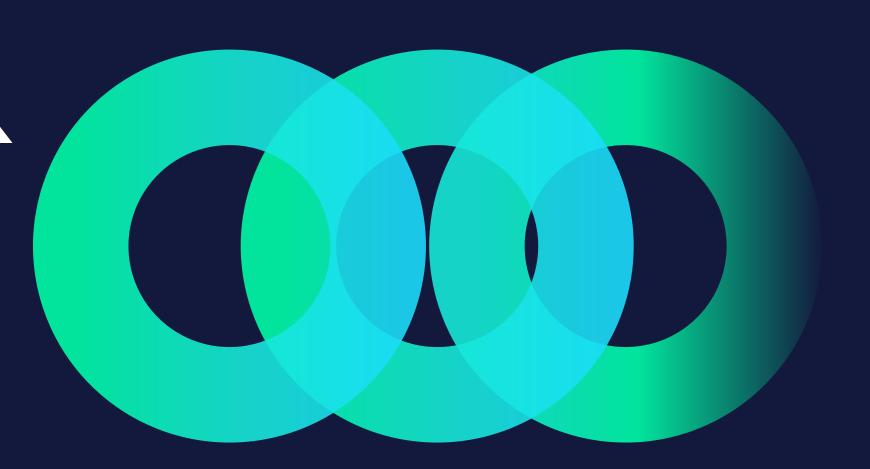
LAUNCHING THIS EDUCATION THROUGH THE TECHNOLOGY OF VIRTUAL REALITY

PROMOTING THIS EDUCATION AT HIGH SCHOOL AND SENIOR SECONDARY LEVEL LIKE IN EUROPE

LAUNCHING RECHARGE BASED SYSTEM



THANK YOU!



The End

