

# Vision to Venture: EMBARK'25



VISHWAKARMA INSTITUTE OF TECHNOLOGY, PUNE

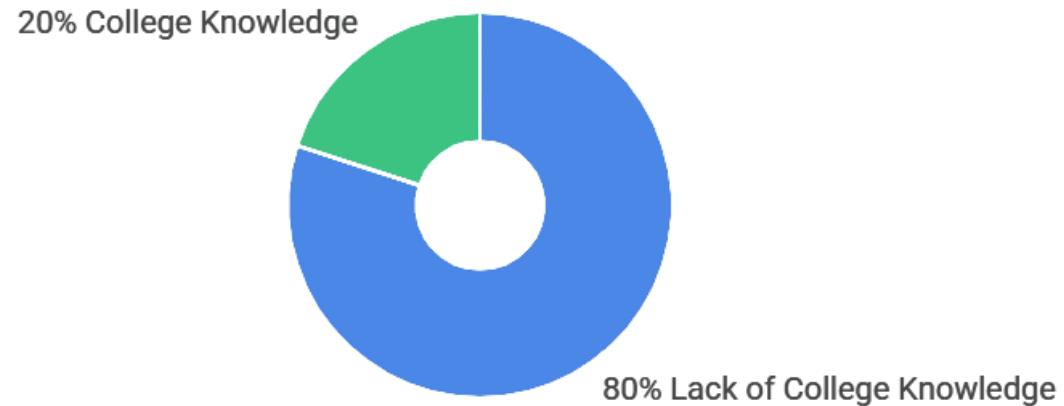
TEAM : College Pe चर्चा

Name	DEPARTMENT
Anand Chapke	Information Technology
Hardik Rokde	Artificial Intelligence & Data Science

# Business Overview

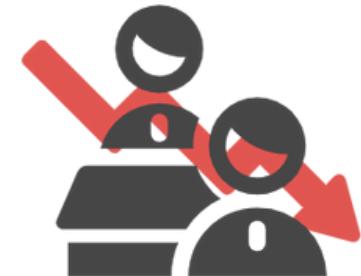
## Problems :

Students' College Knowledge Before Admission



### College Reality Revealed Only After Admission

**80%** of students don't get to know their college until they arrive for admission leads to uninformed decision due to lack of real-time knowledge about the college



75%

Students Influenced  
Students influenced by counselors



20%

Students Benefited  
Students who found guidance beneficial

### Past year cutoffs ≠ the full picture

Cutoffs don't reflect academic pressure, culture, placement focus, or flexibility for other goals (like startups or higher studies).

### High Scorers, Average College Reality

Even after scoring well, there is a mismatch between expectations and reality.



### Expensive Counselling, Poor Student Satisfaction

**60%+** depend on counsellors charging ₹3,000–₹20,000 but 80% report dissatisfaction, as suggestions are generic and data-driven, not experience-driven.

### No Reliable Source for College Truth

No reliable platform today provides honest, branch-specific college insights.

# The Solution – College Pe चर्चा



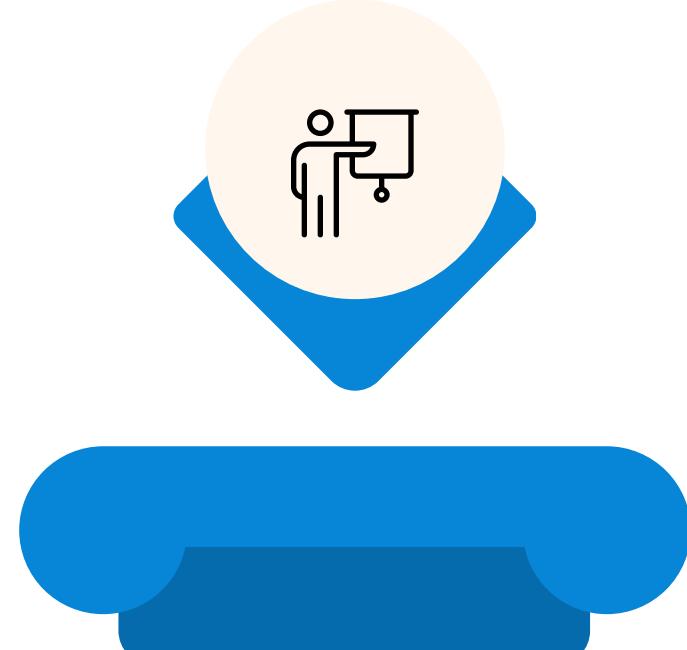
## Talk Directly to Verified Seniors

Connect with Verified Seniors from your dream colleges – before making your final decision.



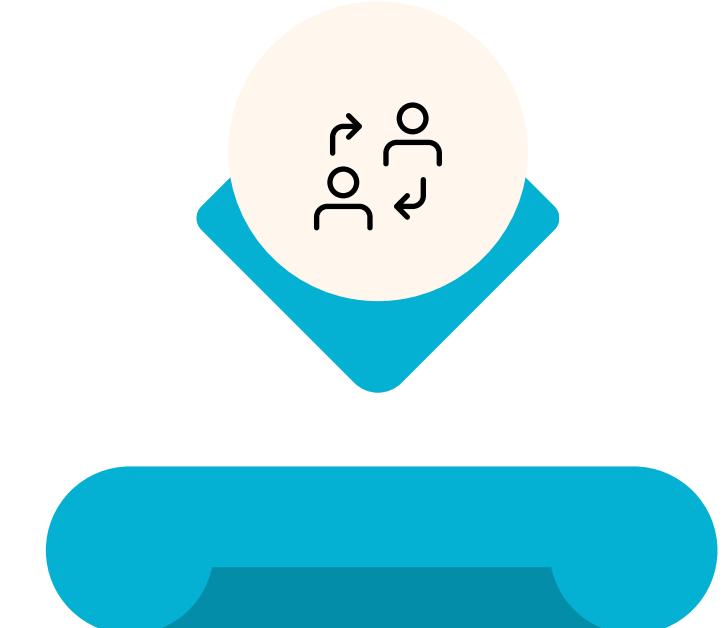
## Get Unfiltered, Real Student Insights

Unfiltered, Real-Time Insights about campus life, academics, and placements – straight from students living it.



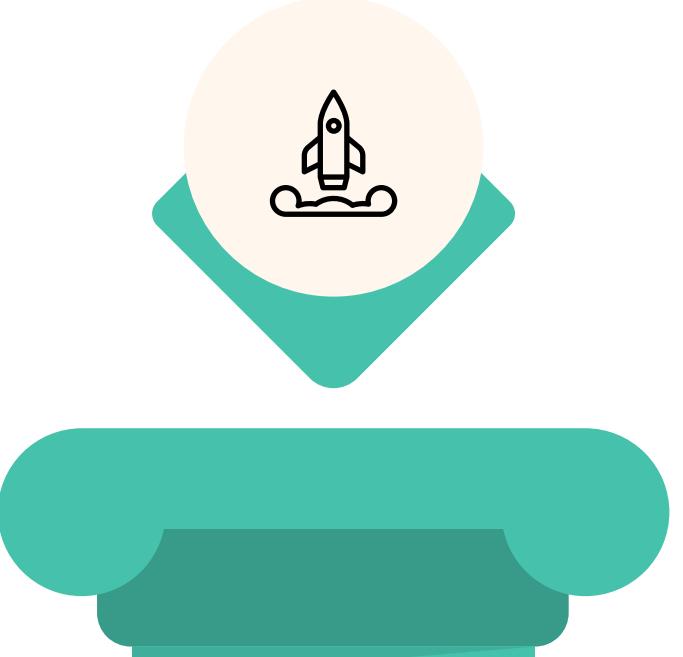
## Branch-Specific Guidance

Branch-Specific Guidance, not just college name but stream-specific advice from those actually pursuing it.



## No Bias, No Commissions

Free from Counselor Bias – no commission-based guidance or generic college lists.



## Decisions Aligned with Career Goals

Helps students make goals aligned decisions, be it for jobs, startups, or higher studies.

# Scope of College Pe चर्चा

**Currently around 8 lac students (engineering & medical combined) registered for Maharashtra CET which is the centralized exam for top Maharashtra colleges.**

## MHT-CET sees record attendance in 2025 as more students opt for engineering

By Dheeraj Bengruti

Published on: Jun 20, 2025 09:04 am IST



This is the first time in four years that student participation in the entrance test has not only crossed the 7-lakh mark in terms of registration but also in attendance, pointing to a renewed enthusiasm for engineering, pharmacy, and agriculture courses across the state.

Category	Number of Candidates
Total Candidates Registered	765,335
Total Candidates Appeared	675,600
Total Registered (PCB Group)	301,072
Appeared (PCB Group)	282,737
Total Registered (PCM Group)	464,263
Appeared (PCM Group)	422,863

Subject	Registered Candidates	Appeared Candidates	Percentage
PCB	4,10,377	3,79,800	92.55%
PCM	3,14,675	2,95,577	93.93%
Total	7,25,052	6,75,377	93.15%

Groups	MHT CET Pass Percentage
PCM	93.93%
PCB	92.55%
Overall	93.15%

# Our Ecosystem- The Seekers & The Mentors

## The Seekers (Students & Aspirants)

01

### Engineering Aspirants

JEE/MHT-CET focused, interested in jobs/startups/higher studies.



02

### Medical Aspirants

Support NEET aspirants with college selection, preparation tips, and branch insights.



03

### Law & Other Domains

Assist CLAT and other domain aspirants with real-world guidance and career alignment.



01

### Network Expansion

Expand network with aspiring and current students from various colleges.



02

### Guidance to Income

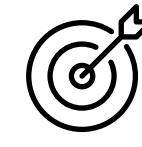
Monetize expertise through structured, on-demand guidance.



03

### Personal Brand Building

Build a reputable personal brand for future opportunities.



## Segmentation Criteria:

By Role: Mentor vs. Mentee

By Stream: Engineering | Management | Medical | Others

By Goal: Jobs | Startups | Higher Studies | Research

# Revenue Model

We have 5 major revenue sources:



## SOURCE 1

### Subscription-Based Model

- Seekers: ₹499/mo or ₹3,999/yr
- Mentors: ₹199/mo for premium profile
- Unlimited sessions, AI tools, webinars



## SOURCE 2

### Pay-Per-Session Model

- ₹199–₹499 / 30-min session
- 70% mentor / 30% platform split



## SOURCE 3

### Premium AI Tools

- ₹299/mo or ₹1,999/yr
- Fit scoring, placement projections, goal-based suggestions



## SOURCE 4

### Corporate / EdTech Tie-Ups

- ₹500–₹1,000 per student license
- Bulk mentor sessions + AI tools



## SOURCE 5

### Webinars & Workshops

- Live: ₹99–₹299 per attendee
- Recorded library: ₹499/year

# Our USPs :



## AI-Powered, Recent Data-Driven College Predictor

Uses the latest admission trends, placement stats, and real student inputs for highly accurate predictions.



## Secure, Non-Forwardable Personalized College List

Customized lists aligned to each student's goals, secured to prevent sharing or misuse



## Smart College Comparison Generator

Side-by-side analysis of colleges based on career goals, academics, campus life, and opportunities.



## 1-on-1 Expert Mentor Sessions

Direct guidance from verified seniors during the critical college preference selection phase.

# Live Implementation Milestones :



**12K+ Website Visitors** – Students who explored our platform and benefited from our guidance.



**2.5K+ Active Users** – Regularly interacting with seniors, asking questions, and seeking mentorship



**120+ Verified Mentors** – From top engineering colleges across Maharashtra.

## Find Us Here



[www.techzdada.in](http://www.techzdada.in)



[@Techz DADA](#)



[@collegepecharcha](#)



[@college-pe-charcha](#)



[collegepecharcha11@gmail.com](mailto:collegepecharcha11@gmail.com)

## Colleges Covered:

COEP

PICT

SPIT

Cummins

VIT'Pune

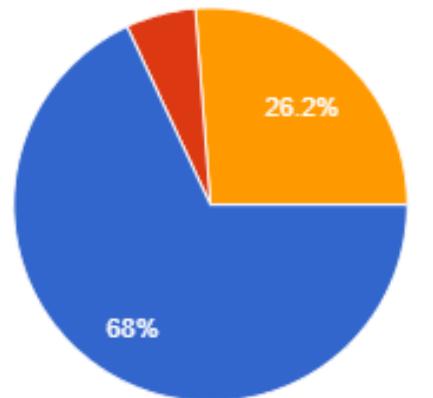
WCOES

And 15+ other top  
colleges from  
Maharashtra

# Customer Reviews:

Did **College Pe Charcha** help you feel more confident about your college decisions?

322 responses



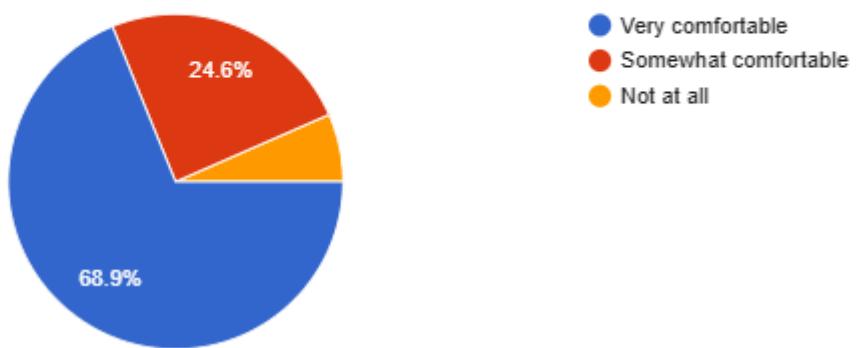
Want help in selecting a hostel near these colleges from seniors based on their experience?

<input checked="" type="checkbox"/> Select one	
<input type="radio"/> Yes, please guide me!	151
<input type="radio"/> No, I'll manage myself.	8

13:31 ✓

How comfortable do you feel asking doubts in the group?

322 responses



What's stressing you out the MOST right now? 😰

Select one or more

- College selection 80
- Hostel lifestyle 17
- Cut offs 30
- LITERALLY EVERYTHING 😭 51

Techz DADA...

Your **college pe charcha** group helps me alot to make my college decision right and also get me an opportunity to directly chat with the seniors to know more about my college...😊

Really you are doing great work towards your juniors...😊

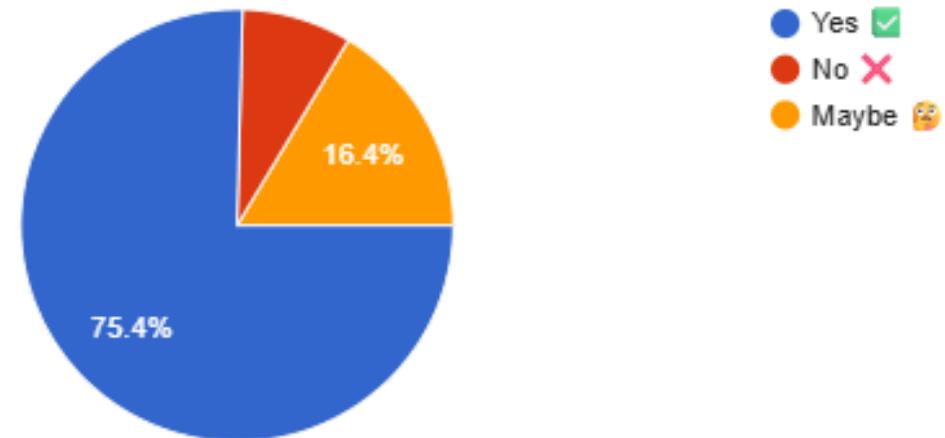
Thanks alot for your efforts..❤️

Thanks for making my college decision right..👍👍

5:31 PM

Have you received helpful responses to your doubts from seniors?

322 responses



College Pe Charcha gave me the genuine and correct information about the curriculum, placement, cutoff, hostels etc of different colleges . It was of great help to finalize colleges for choice filling. They are also very supportive and helpful in clarifying our doubts .A big thanks to the complete team of College Pe Charcha 🙏

5:31 PM

# THANK YOU