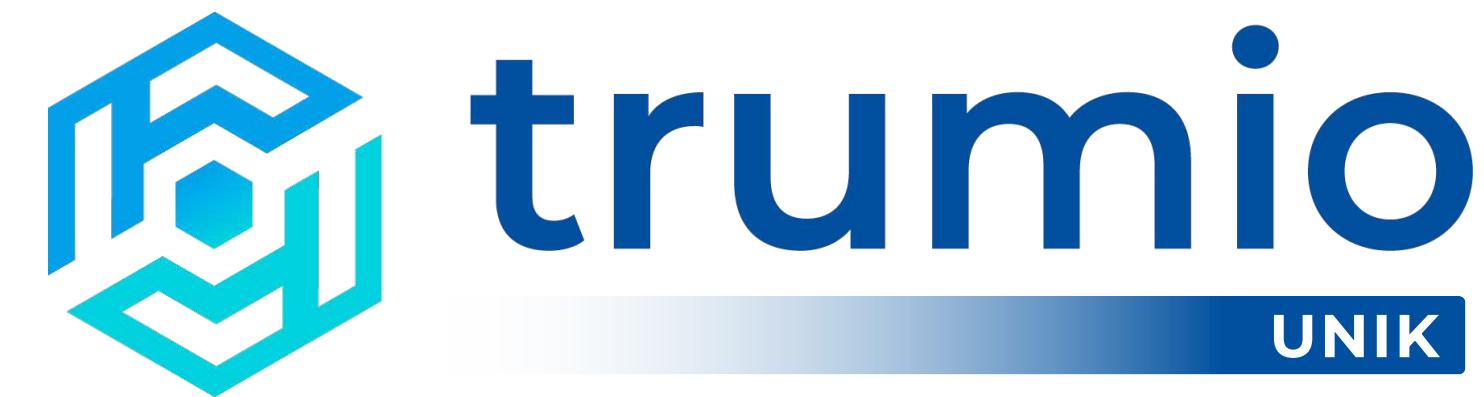




Pitch Deck

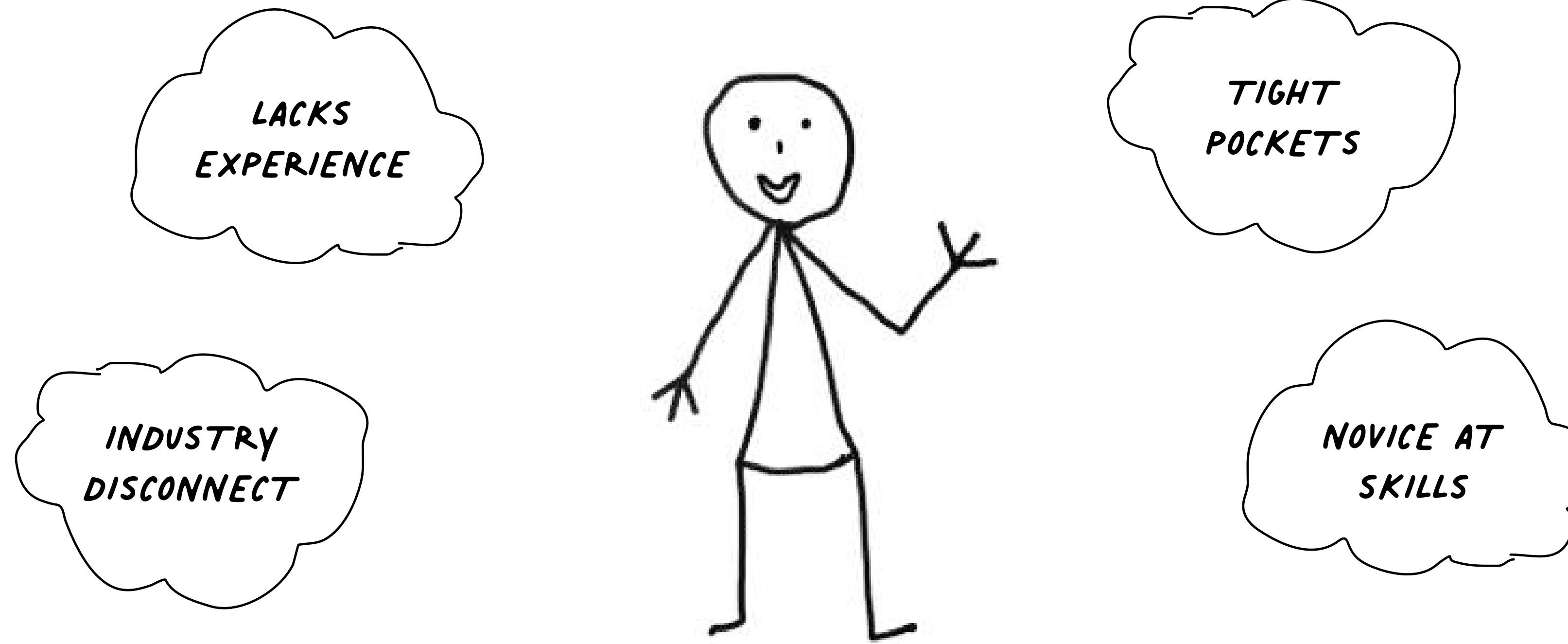


Before you proceed we request you to check out our frontend run-through:

 [Frontend run-through](#)

DETAILED  
PITCH

# MEET ALEX



PRE-FINAL YEAR  
UNDERGRAD AT BITS  
PILANI

ALEX



DISCOVERS INTEREST IN  
PRODUCT & DESIGN

ATTEMPTS  
UPSKILLING



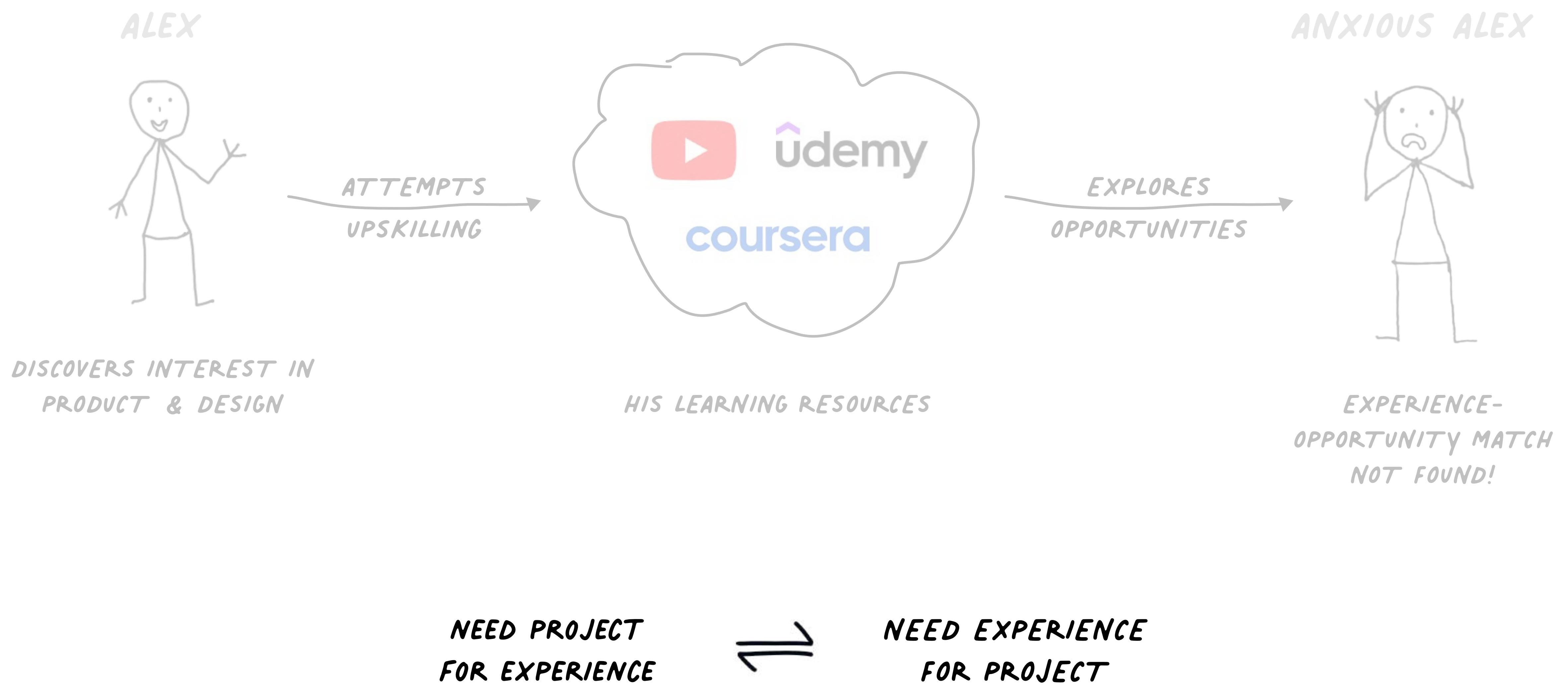
HIS LEARNING RESOURCES

ANXIOUS ALEX

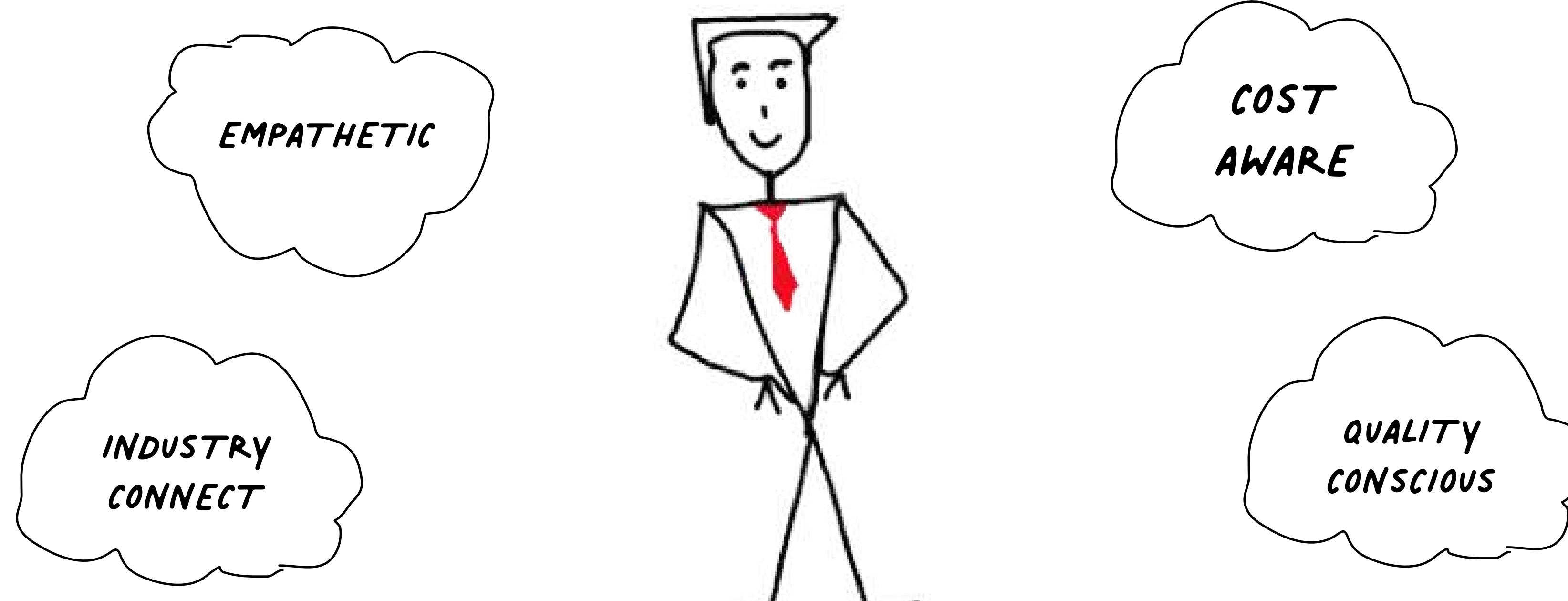


EXPLORES  
OPPORTUNITIES

EXPERIENCE-  
OPPORTUNITY MATCH  
NOT FOUND!



# MEET BOB



HEAD OF DESIGN  
CRED, INDIA

**BOB**



*SEARCHES A MID-  
EXP DESIGNER*



*TOO MUCH ON HIS  
PLATE (WISHES TO  
DELEGATE TASKS)*

*PROJECT SCOUTING  
PLATFORMS*

**PERPLEXED BOB**



*NEEDLE IN  
HAYSTACK*

*EXPERIENCE-  
OPPORTUNITY MATCH  
NOT FOUND!*

BOB



TOO MUCH ON HIS  
PLATE (WISHES TO  
DELEGATE TASKS)



PERPLEXED BOB



EXPERIENCE-  
OPPORTUNITY MATCH  
NOT FOUND!

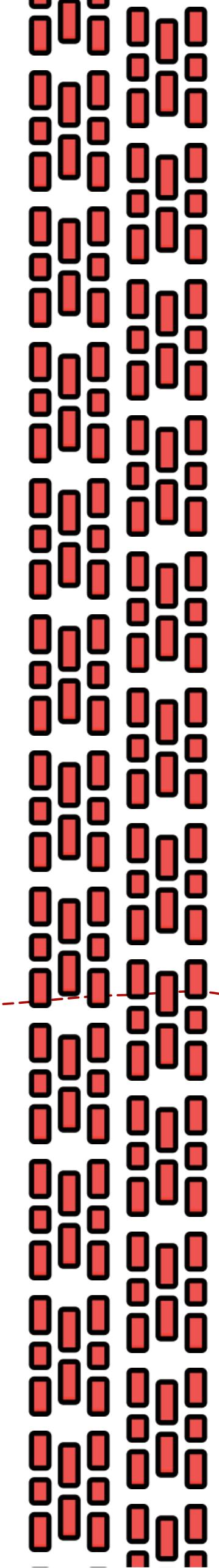
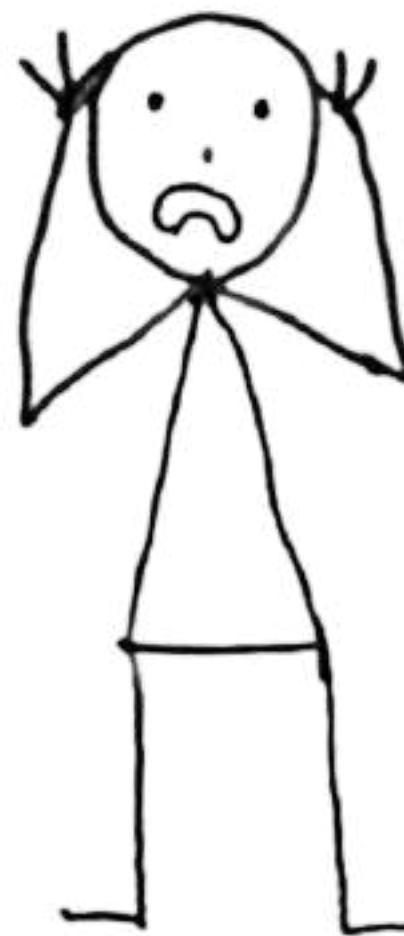
NEED EXPERIENCE  
FOR PROJECT



NEED PROJECT  
FOR EXPERIENCE

PROJECT SCOUTING  
PLATFORMS

**ANXIOUS ALEX**



**PERPLEXED BOB**

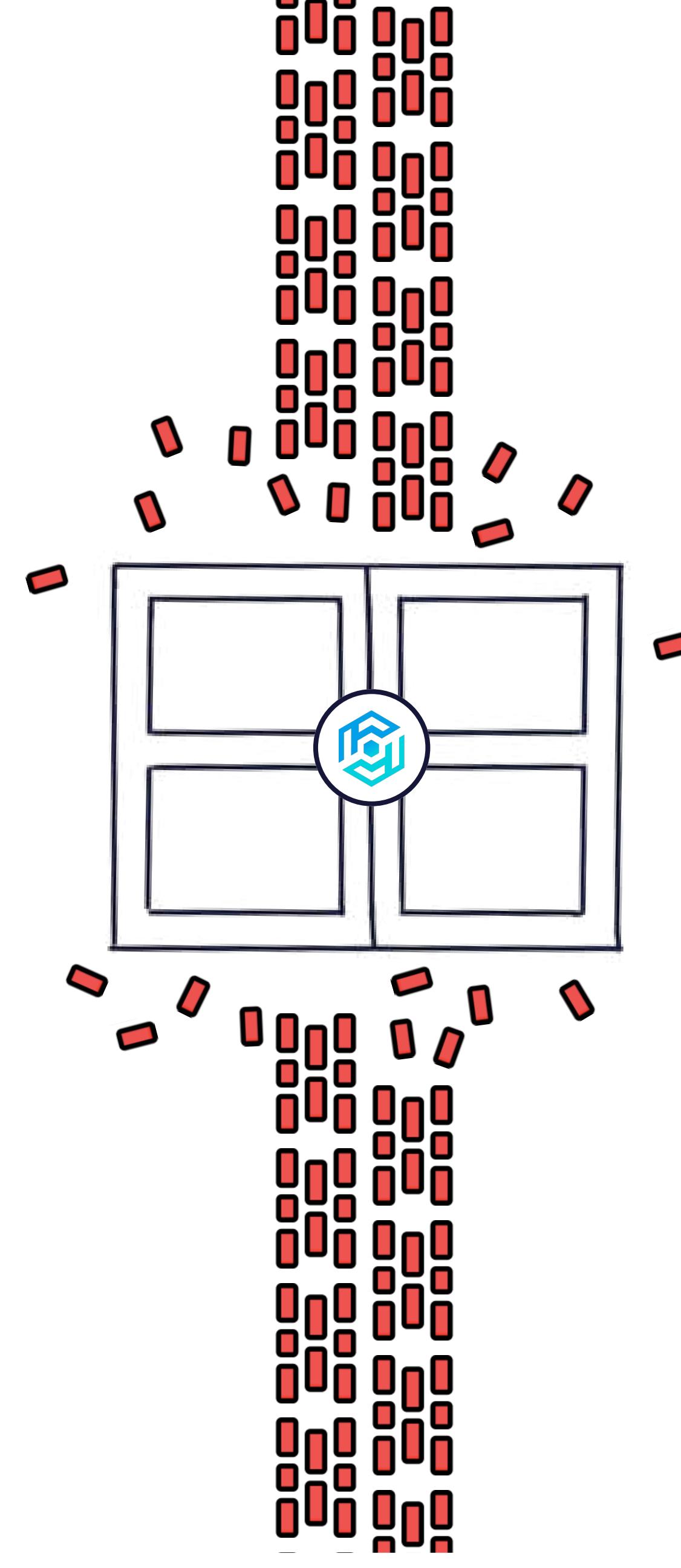


**INVISIBLE  
PROJECTS**



**WALL OF VISIBILITY**

~~ANXIOUS ALEX~~

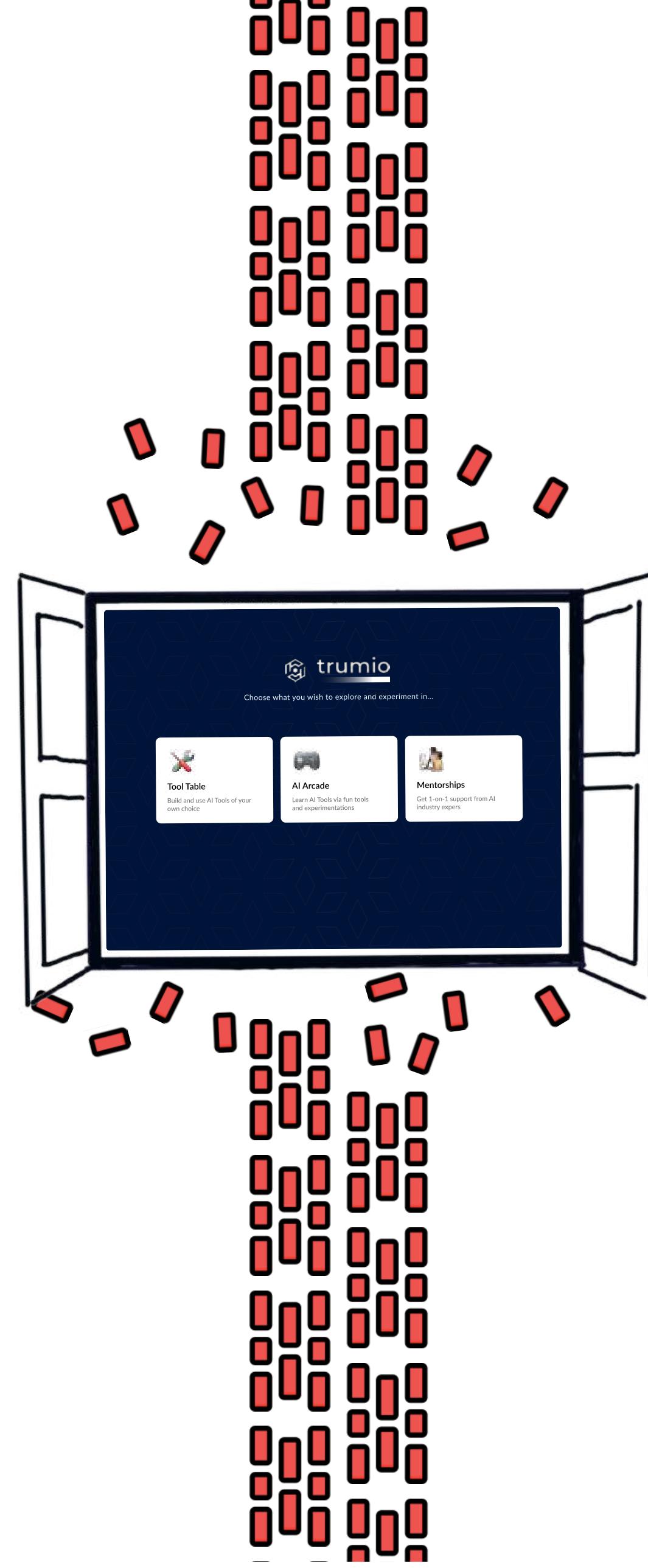


~~PERPLEXED BOB~~



**WINDOW TO THE TRUMIO WORLD**

~~ANXIOUS ALEX~~

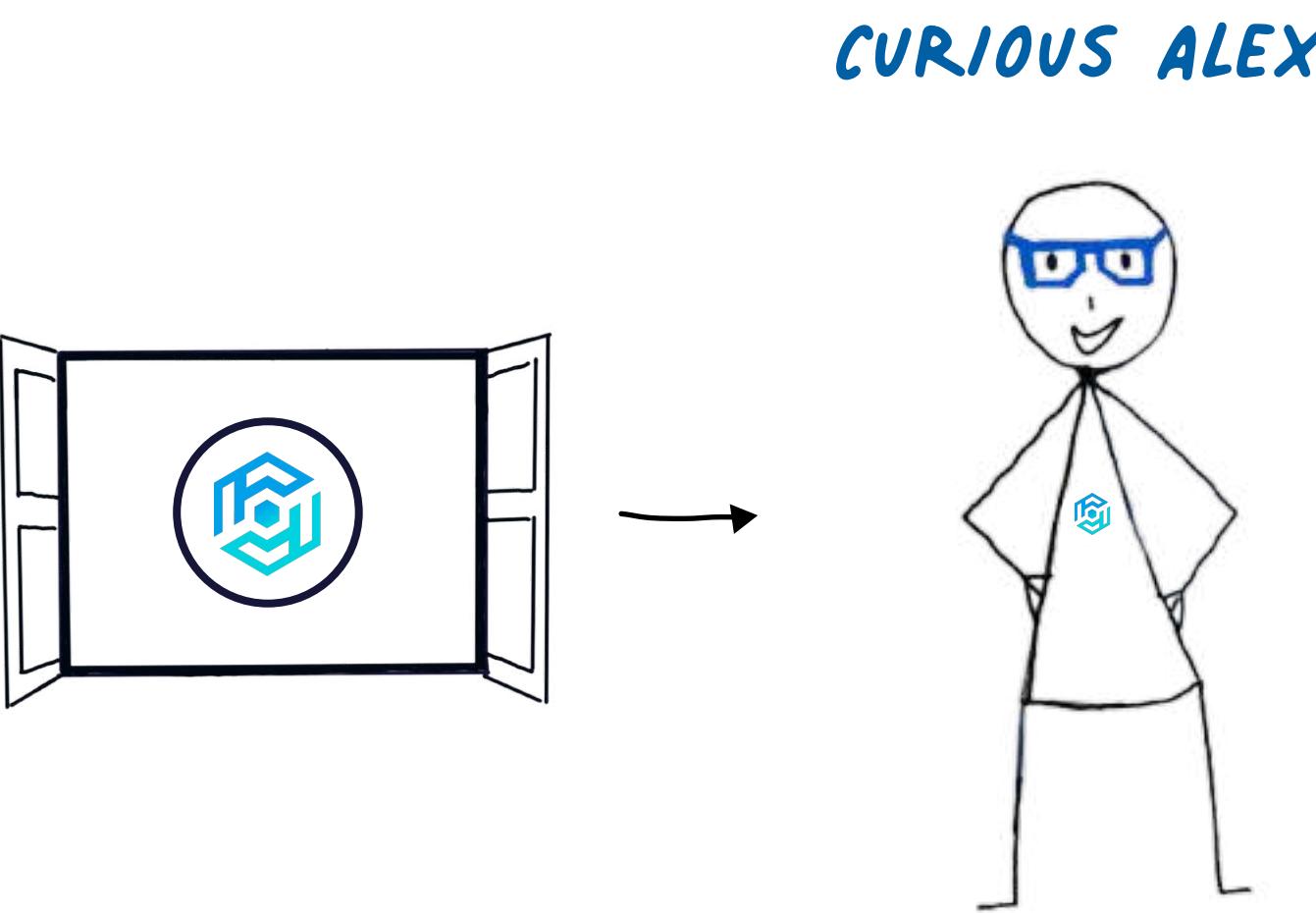


*PERPLEXED BOB*



*WINDOW TO THE TRUMIO WORLD*

# TRUMIO X BITS PILANI



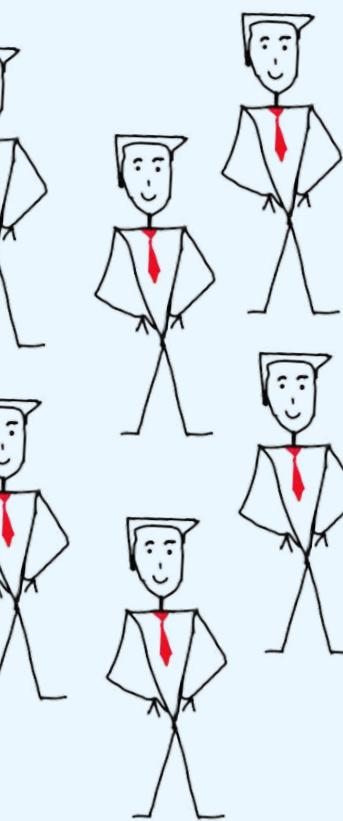
CURIOS ALEX

EXPLORES HIS  
TRUMIO-VERSE

BOB



DESIGN HEAD, CRED  
BITS PILANI '17



ALUMNI

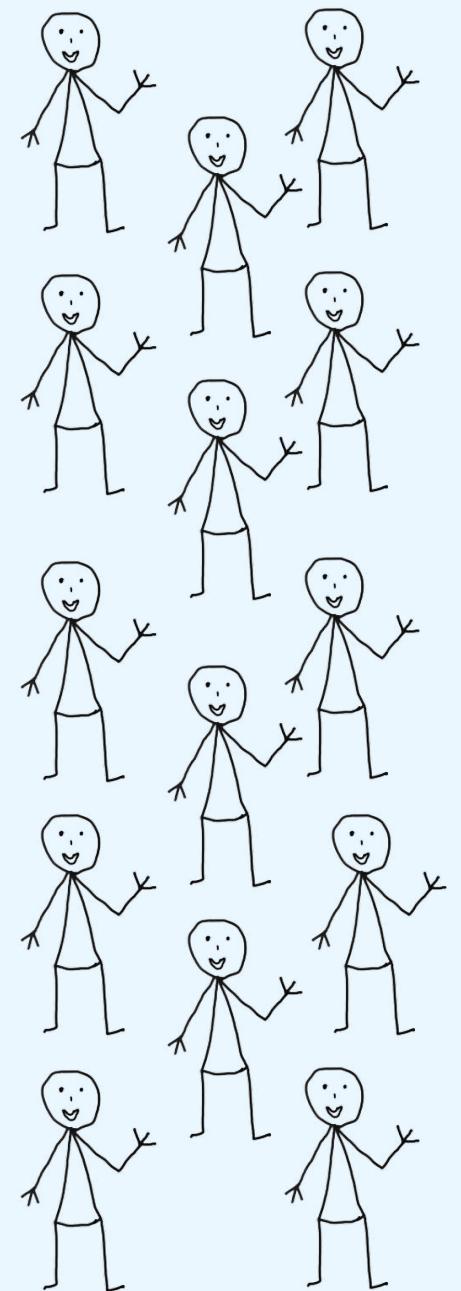
DR. CHRIS



ASST. PROFESSOR  
BITS PILANI



PROFESSORS  
& LABS



PEERS



PROJECTS &  
OPPORTUNITIES

TRUMIO X BITS PILANI

EMPOWERED ALEX



EXP 1

EXPERIENCE LEVEL 3

BASED ON HIS SKILLS & LEARNINGS

PROJECT OPPORTUNITIES AT EVERY LEVEL

ALUMNI TRUST  
(ON SKILLS)

ENTRUSTED BOB



BITS PILANI '17

*CAPE TO CLEAR  
OUT SKILL-GAP*

*SPECS TO OPEN  
UP COMMUNITY*

*HEART TO MAINTAIN  
SUPREME QUALITY*

**AMBITIOUS ALEX!**



# User Persona: Student

05



**Alex**  
21Y, M  
UnderGrad@BITSP  
AI/ML Enthusiast

"I am searching for industry projects & mentorship"



## Observations/ Bottlenecks:

Lack of industry exposure

There could have been a channel/platform to provide paid industry projects.

Trapped in a loop of redundant work.

Existing capabilities can create more impactful learning and exposure

Present learning channels are skewed.

Present upskilling channels can be more personalised and user specific

Not getting fruitful outputs from networks

Should have ease in leveraging his network

## Analysis:

# User Persona: Client

05



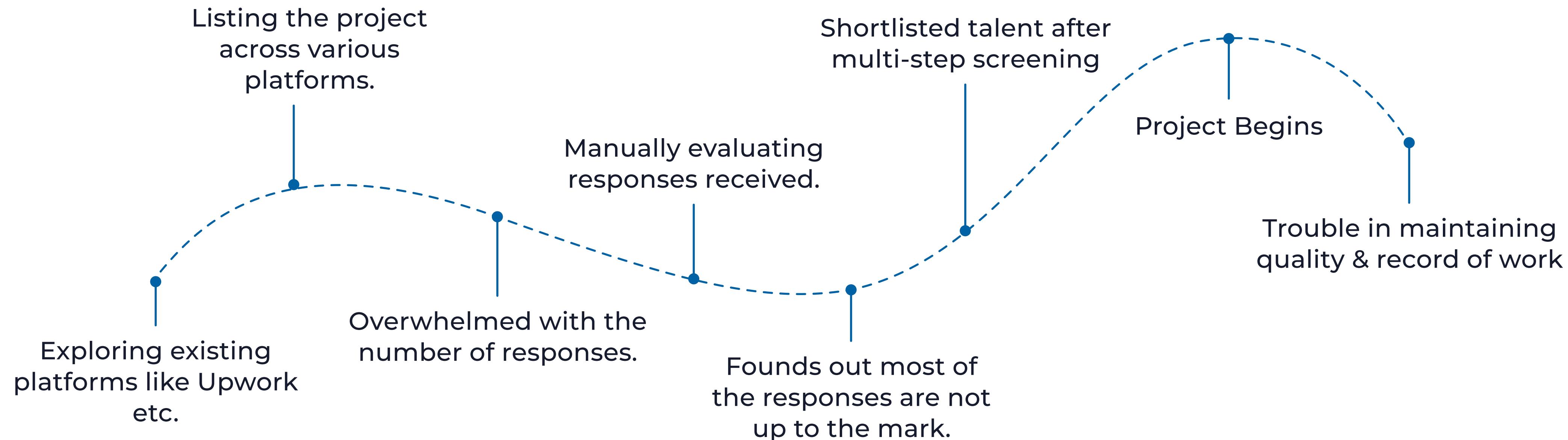
**Bob**

42Y, M

CSE'92@BITS Pilani

Design Head@Cred

"I am searching for suitable talent for my project."



## Observations/ Bottlenecks:

Has work that can be outsourced at a substandard price

Not getting suitable quality of talent.

Intermediate process of finding talent is exhausting

Troubled in tracking work and record keeping

## Analysis:

There could have been a channel/platform to provide talent at better pricing

Existing platforms are overcrowded

There can be features to optimise the screening process of applications

Should have options to maintain entire repo

# User Persona: Alumni

05



**Jaya**  
21Y, M  
UnderGrad@BITSP  
AI/ML Enthusiast

"I am searching for industry projects & mentorship"

## Observations/ Bottlenecks:

Lack of connection with alma mater

There could have been a channel/platform to provide paid industry projects.

Most of the colleges have

Existing capabilities can create more impactful learning and exposure

Present learning channels are skewed.

Present upskilling channels can be more personalised and user specific

Not getting fruitful outputs from networks

## Analysis:

Identifies a Problem

Leverages his personal connections to find out the problems.

Funds/invest in fixing the problem.

Not satisfied with the response received

Searches for a platform that allows them to contribute to Alma Mater.

Wants to give back to the Alma Mater

Could not find an actively functioning platform

# User Persona: Professor

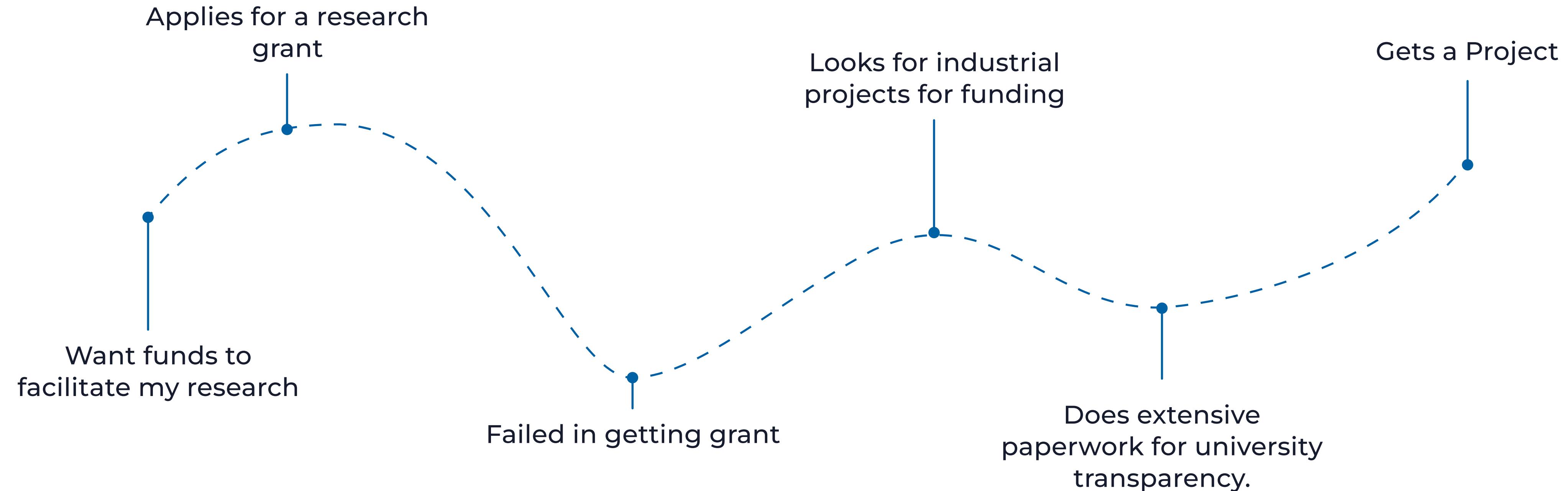
05



Dr. Chris

50Y, M  
Professor@BITSP  
PhD@UCSC

"I am searching for industry projects & mentorship"



## Observations/ Bottlenecks:

Funds are required to maintain the Labs.

There could have been a platform to streamline fundraise for labs and research

Cannot take the projects unofficially.

Any such platform needs to be associated with his university officially

Extensive amount of paperwork is required for application.

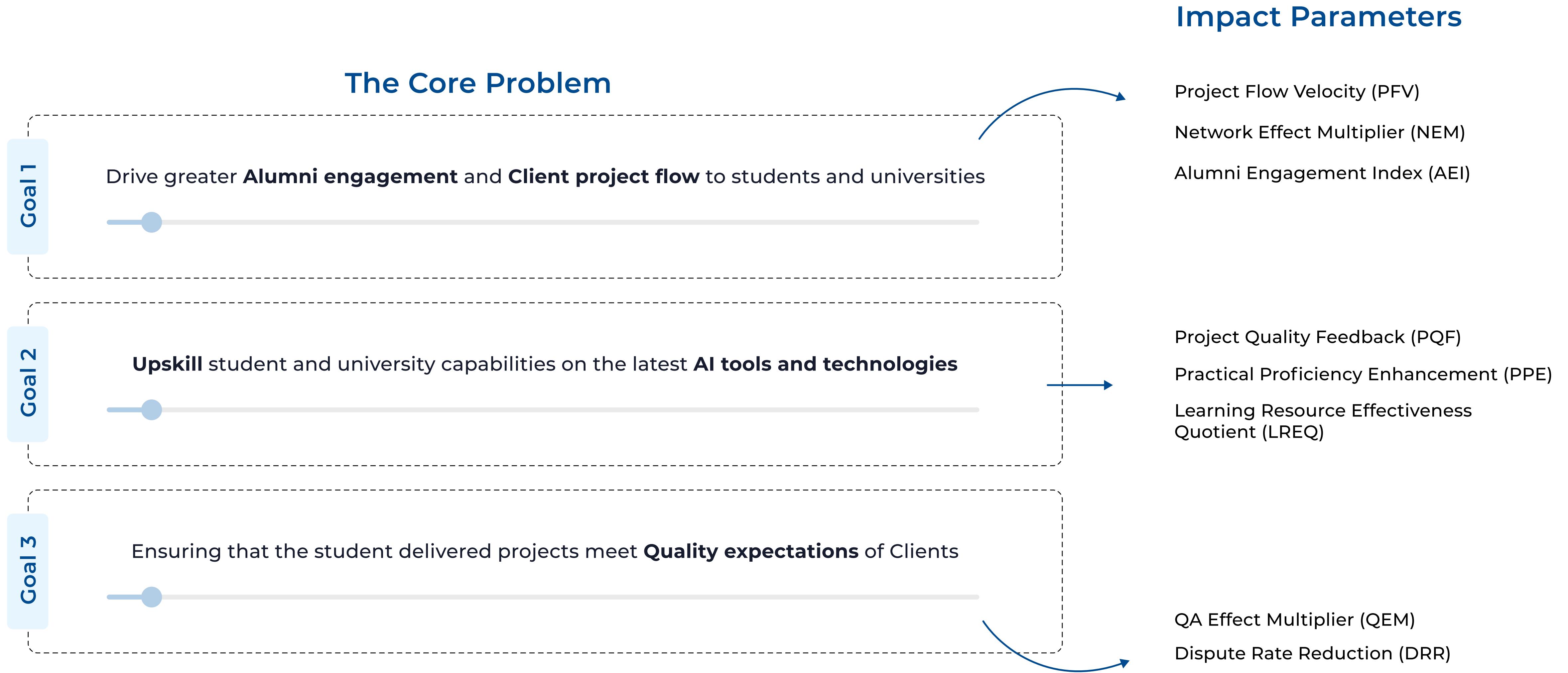
There could have been a feature/platform that keeps the track of entire paperwork

The task to get research grants is tedious.

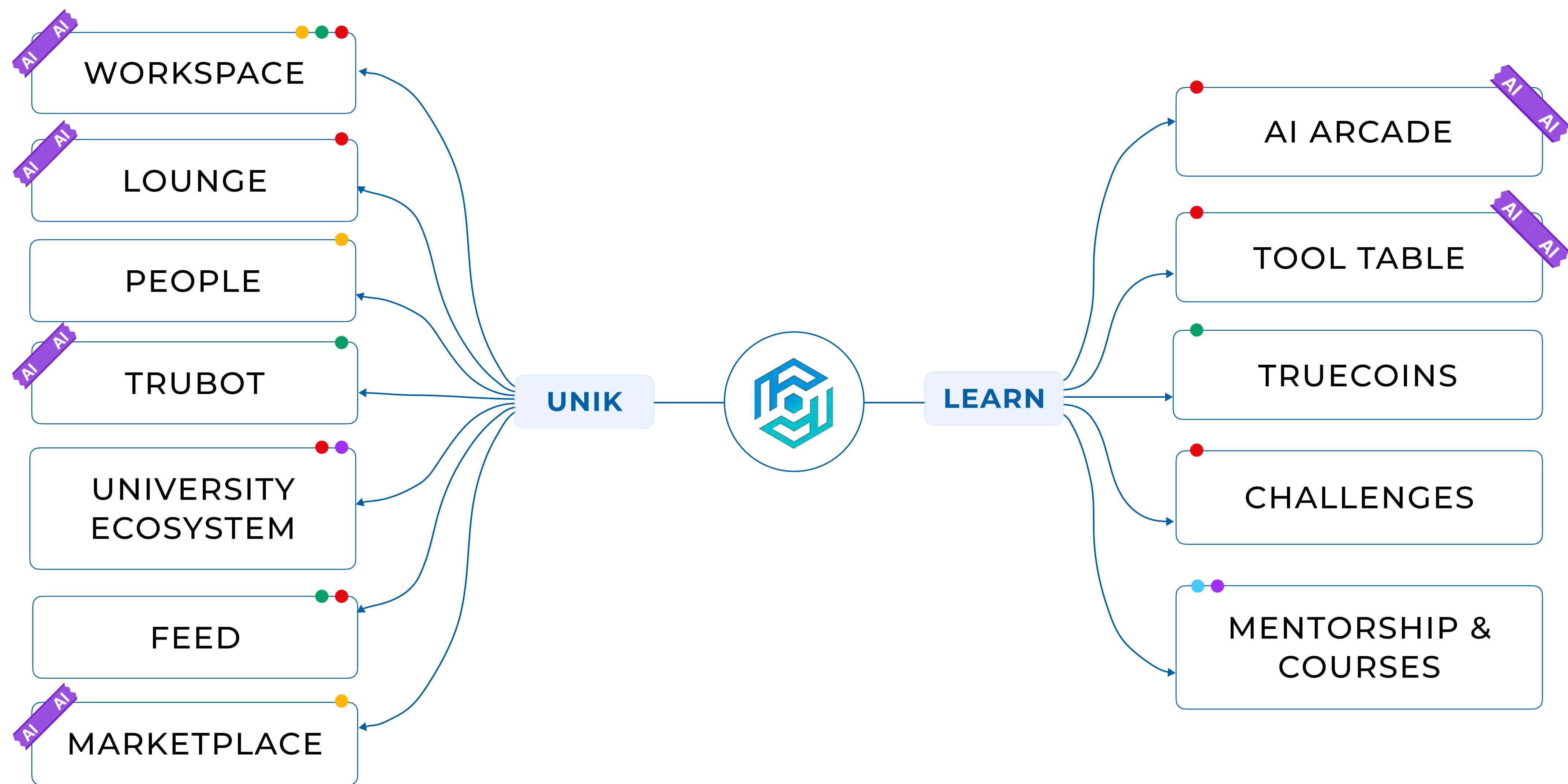
Establish a legalised side project platform to enhance lab quality beyond grant dependence.

## Analysis:

# Quantifying Impact



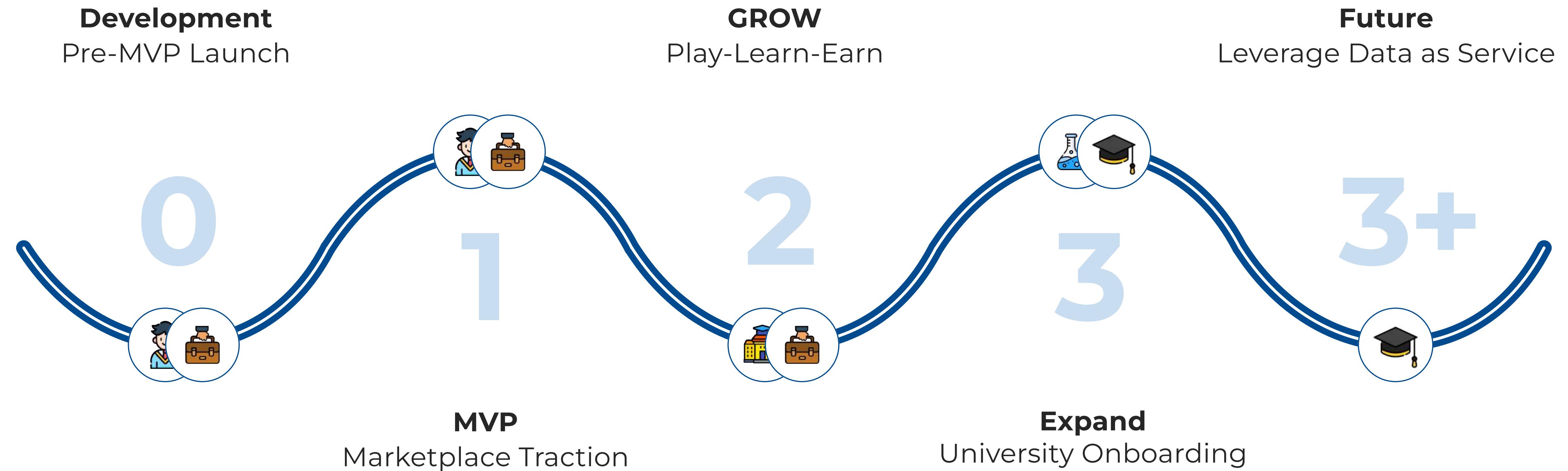
# Trumio Offerings (Product Launch)



● Current Phase ● Phase 1 ● Phase 2 ● Phase 3 ● Beyond Phase 3

# The Product Launch Strategy

Product launch strategy across 3-5 years



## Core Objectives

Boost client retention and commission through seamless project completion flow.



Leverage AI in workspace to acquire students, completing projects on Trumio



## Feature Planning

### Sprint 1

Trubot (1 Mo)



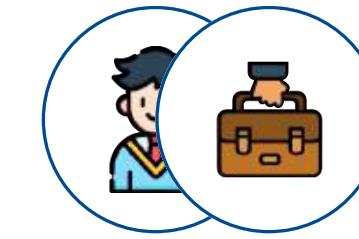
Welcoming Trubot

### Sprint 2

Simplifying client & student project flow (3.5 Mo)



Bid Selection Probability



Submilestone Generation



Integrated work apps



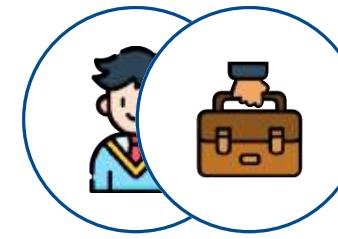
Tru Space



AI Project Listing

### Sprint 3

Gamifying Project (1.5 Mo)



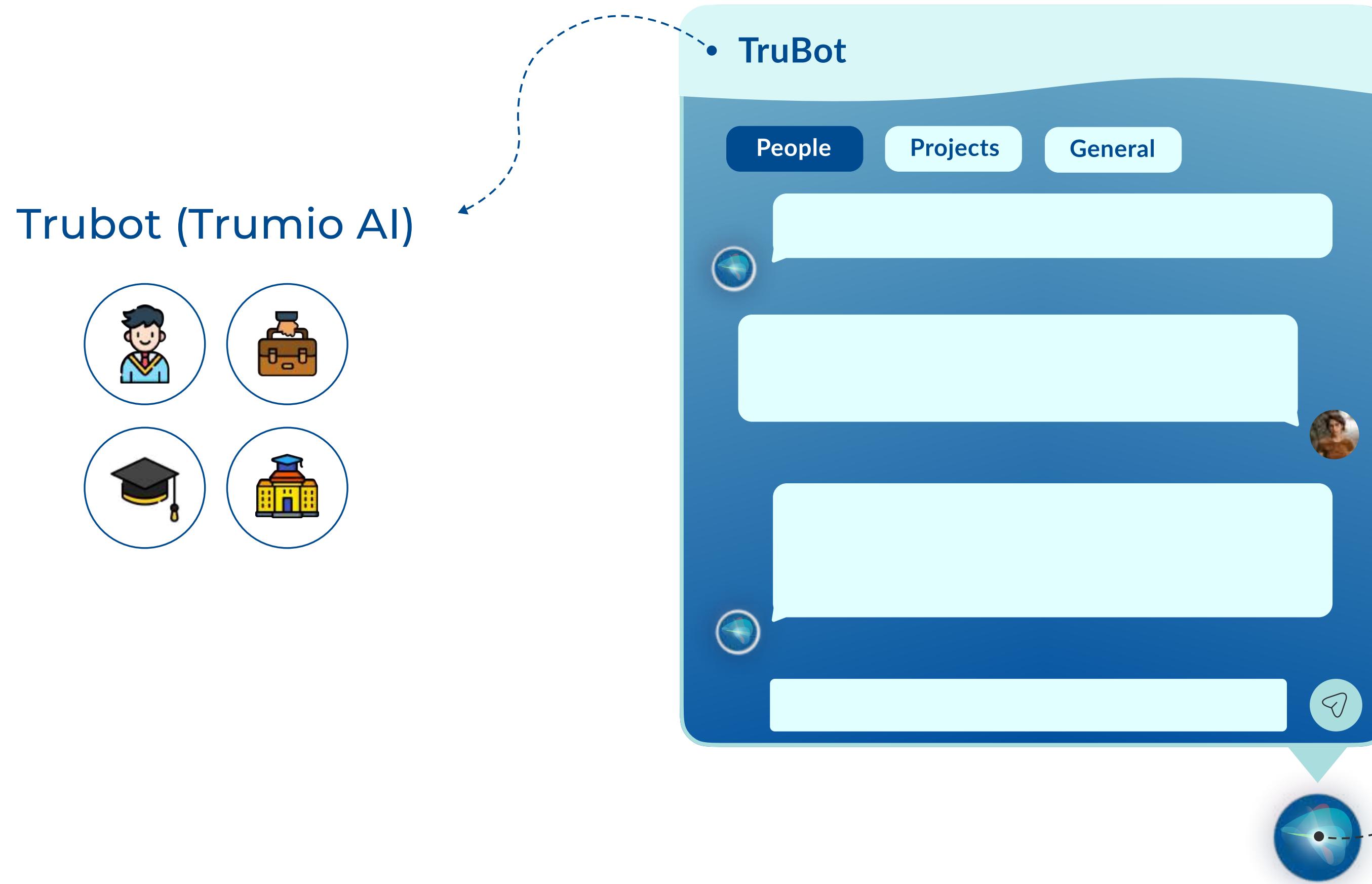
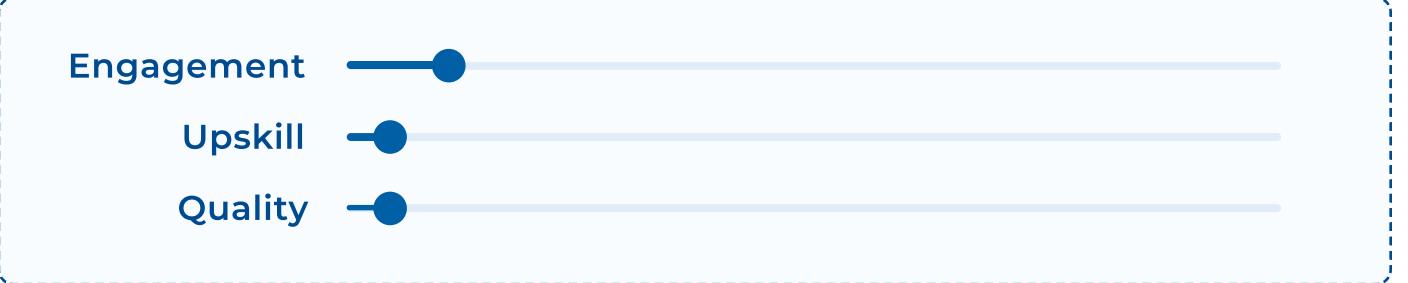
People & Feed



Trucoins

# Phase 1 (Sprint 1)

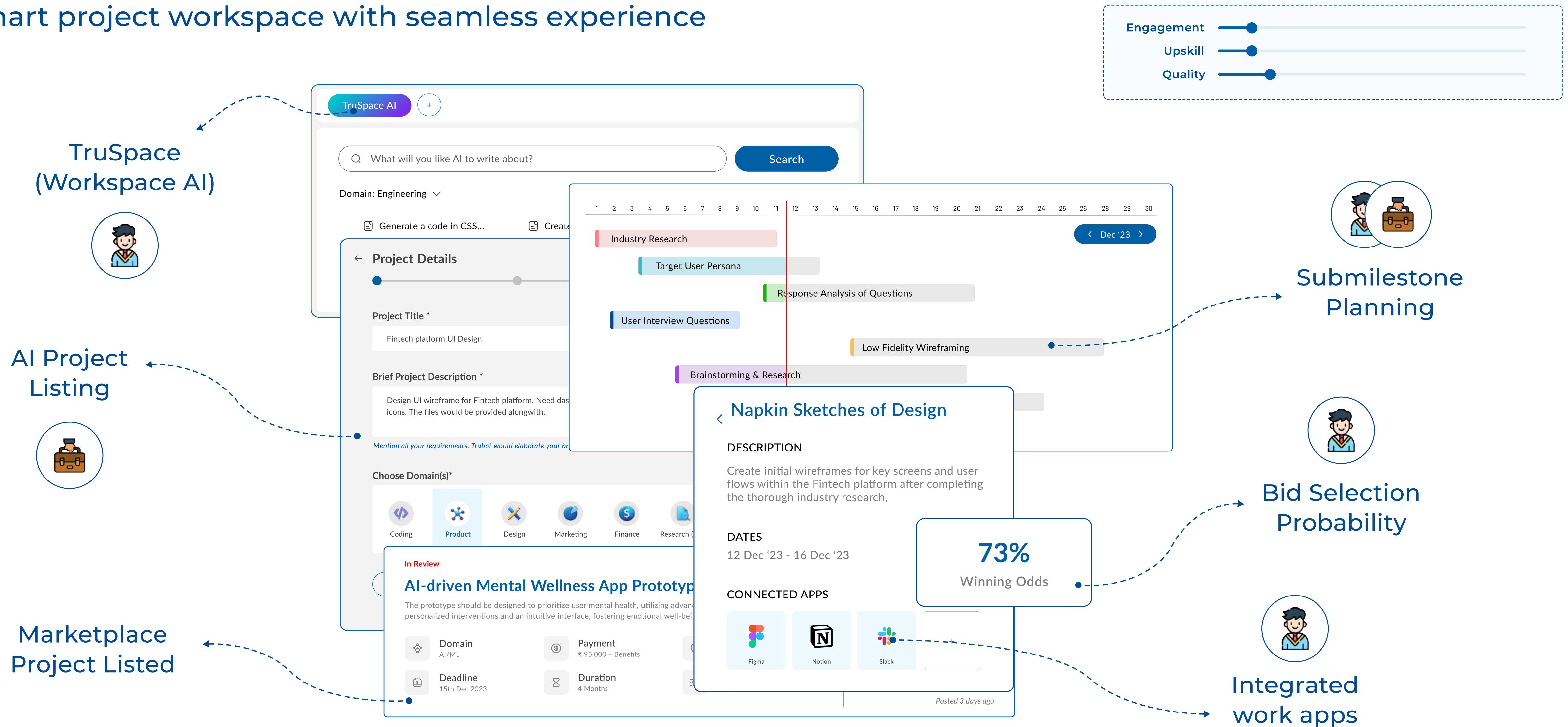
Trubot that can help with just about anything



TruBot has the superpower of **understanding the ecosystem capabilities** while being trained to answer any query

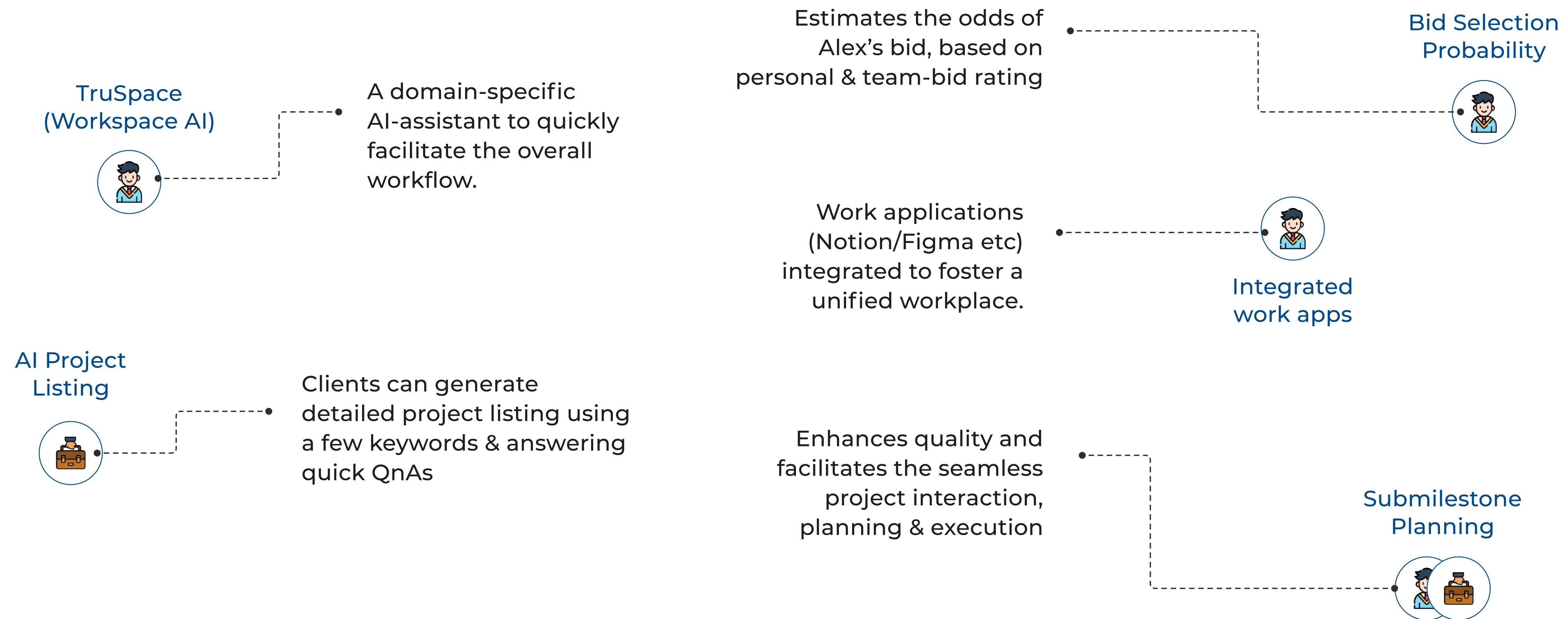
# Phase 1 (Sprint 2)

Smart project workspace with seamless experience



Product Launch > Launch Strategy > Impact & Future > Benefits > Channels > Pricing > Forecast

# Phase 1 (Sprint 2)



# Phase 1 (Sprint 3)

## Facilitating interaction for smooth working

People, Feed & Chat



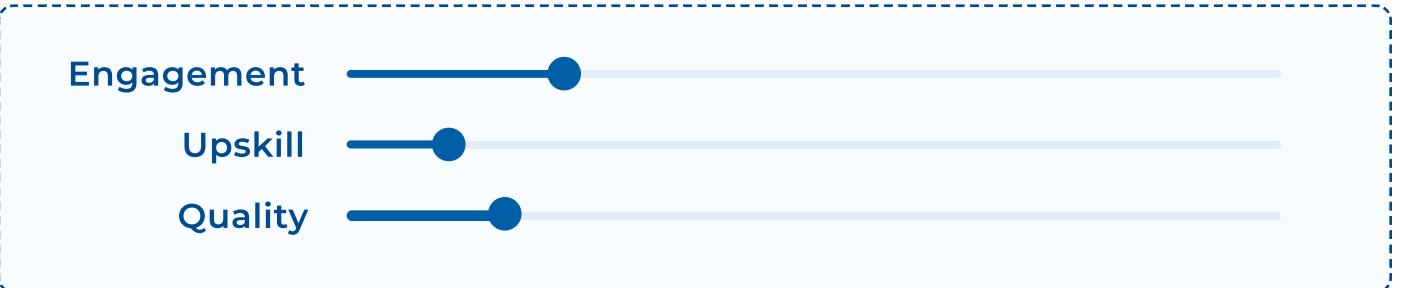
The screenshot shows a mobile application interface. At the top, there are tabs for "People" and "Feed". The "Feed" tab is selected, displaying two posts:

- Rakesh Shashtri**: 652 followers, 2 Days · Edited. Post content: "With the recent technical saga involving the Board of OpenAI and Microsoft, a lot seems to be brewing in the rising world of Artificial Intelligence." Below the post is a thumbnail image of a circuit board with glowing green lines. At the bottom of the post are three interaction buttons: Like, Comment, and Share.
- Arya Singh**: BITS Pilani, 4,226 followers. Post content: "FinTech Industry has seen massive growth in the past decade, with the shifting towards finding solutions that make their day-to-day transac..." Below the post is a thumbnail image of a person's face.

To the right of the feed, there is a "My Chats" section with two tabs: "Personal Chats" (selected) and "Groups". Under "Personal Chats", there are two entries: Aman Pathak and Jaya Thakur, both with "Latest chat" status.

Below the feed and chats, there is a table titled "Trucoins" showing rewards for various activities:

Sr. No	Activity Performed	Earnings
1	Daily Sign-In of User	1 TR
2	Daily Quiz Trivia	2 TR
3	AI Arcade Chapters	5 TR
4	Build AI Tools	10 TR
5	Complete Challenges	10 TR
6	Completing User Profile	20 TR



Trucoins



## Core Objectives

Build trust among the client via active participation and quality project assurance



Onboard Tier 2 Colleges & Alumni to increase revenue flow via university ecosystem



## Feature Planning

### Sprint 1

An AI Play-Earn-Learn ecosystem (6 Mo)



Skill-gap Analysis



AI Arcade



AI Tool Table

### Sprint 2

Enhanced Client Project Flow (3 Mo)



Summarize Activity



Health Monitor



AI Lounge

### Sprint 3

Greater Alumni Engagement (9 Mo)

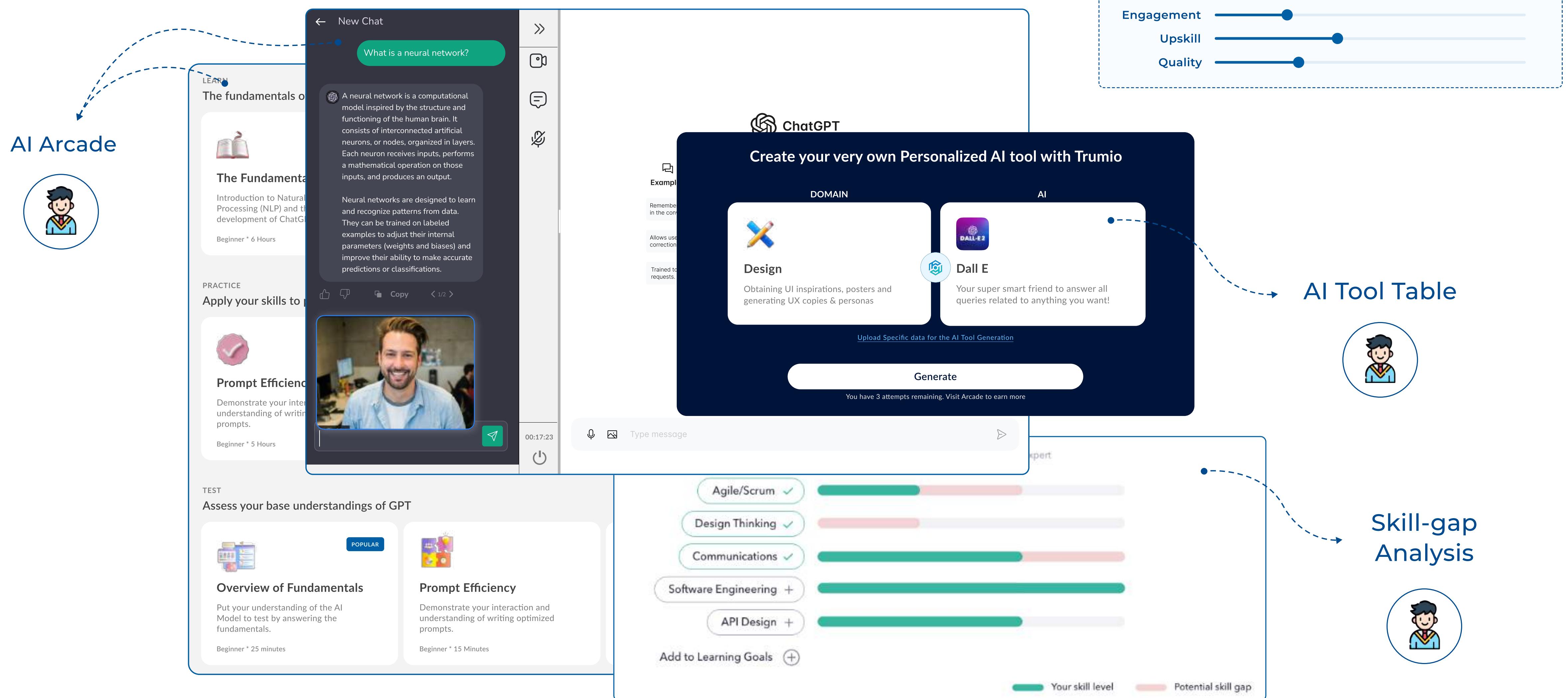


University Onboarding 1

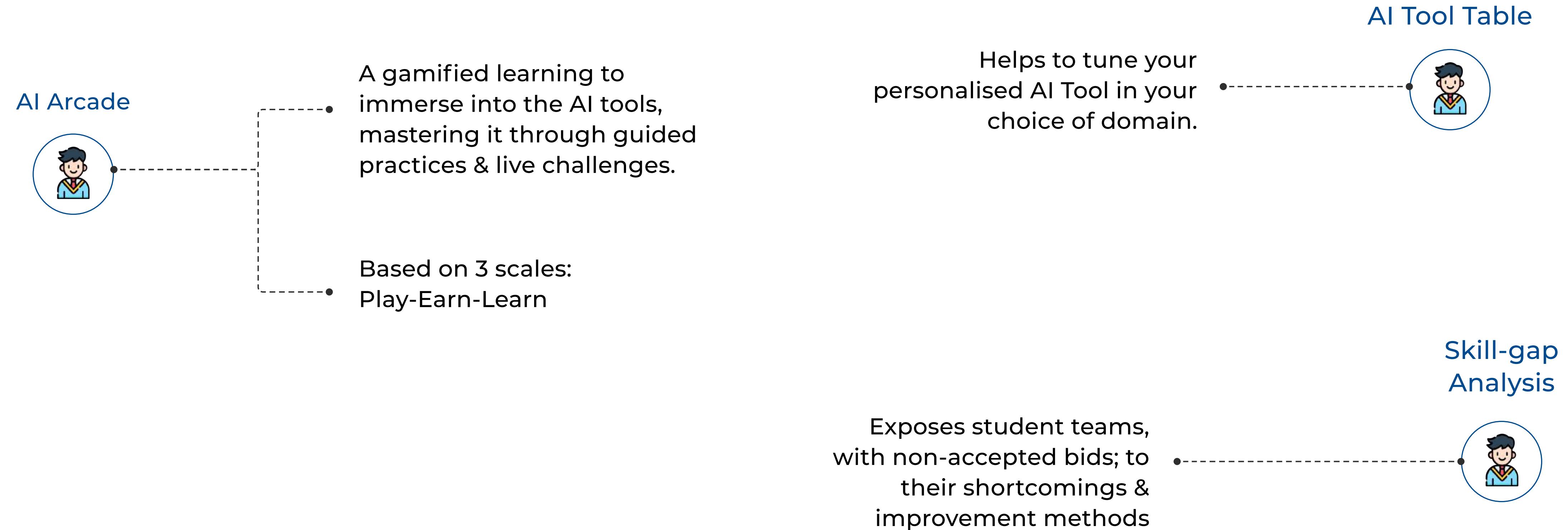


Alumni Engagement

# Phase 2 (Sprint 1)

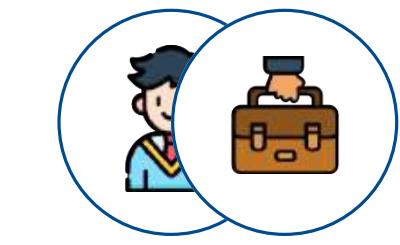


# Phase 2 (Sprint 1)



# Phase 2 (Sprint 2)

Year long free quality assurance suite for the client



Summarize  
Activity

What discussion would you dive in today?

Search for a Lounge name, code or anything else

Activity

- You created Napkin Sketches of Design 8 hours ago.
- You created the Figma File in the Team Page 8 hours ago
- You submitted the Figma File in the Team Page 5 hours ago

Tripti began working on the project 'Napkin Sketches of Design'. She created the figma file consisting of designs of

Project Health

65% Healthy

₹ 21,000 Paid to Trumio

₹ 6,000 Forwarded to Team

Write a comment

Notify Health

Team Feedback

Engagement

Upskill

Quality

Discussion

AI and Blockchain Management

AI and Blockchain Management

Understanding Dall-E

Alumnus

Student

Enter Discussion

AI Lounge

Icon representing Health Monitor, showing a briefcase.

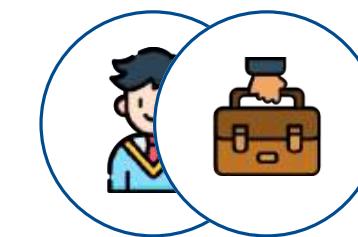
Icon representing AI Lounge, showing a person with a graduation cap.

Timeline

Consistency

Person 1 Person 2 Person 3

# Phase 2 (Sprint 2)



Summarize  
Activity

Elevate resource allocation and planning with AI-driven summaries for all the student-team activities in a snap!



Health  
Monitor

Empower clients with real-time team feedback, combining a health score and productivity chart

AI Lounge



A lobby for brainstorming ideas, network and learn from people anywhere on Trumio

# Phase 2 (Sprint 3)

## Tying up with universities

### Lab Capabilities for Industry Projects



The Advanced Chemistry Lab

A Fintech Start-up run by students of University of Alexandria

5 Ongoing Projects 50+ Equipments

About

The Advanced Chemistry Lab at the University of Alexandria is a state-of-the-art facility dedicated to cutting-edge research and hands-on experiential learning in the field of chemistry. Equipped with advanced instrumentation and modern laboratory setups, this facility provides a dynamic environment for students and researchers to engage in innovative experiments and investigations.

Lab Equipments

Chromatograph	Aethalometer	TOC Analyzer
Ice Flaker	O2 concentrator	Ozonator

See More

People Feed (BITS P)

AI Hub BITS Pilani 652 followers 2 Days · Edited

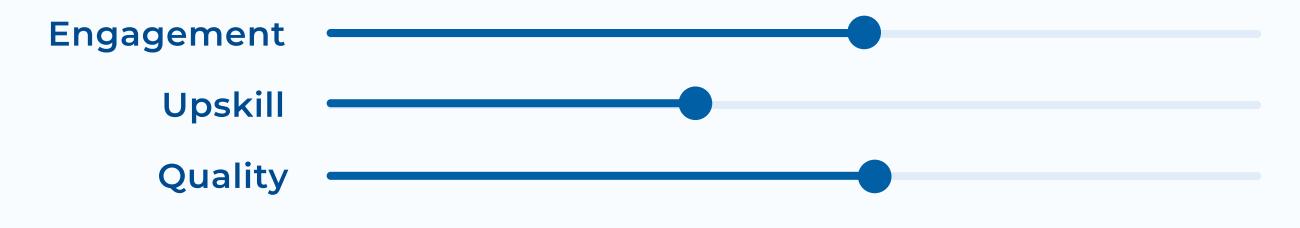
With the recent technical saga involving the Board of OpenAI and Microsoft, a lot seems to be brewing in the rising world of Artificial Intelligence.

FinPower BITS Pilani Startup 4,226 followers

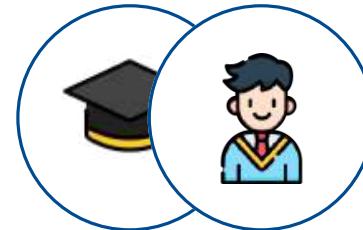
FinTech Industry has seen massive growth in the past decade, with the user dynamics shifting towards finding solutions that make their day-to-day transactions easier.

Like Comment Share Contribute

Like Comment Share Contribute



### University Exclusive Ecosystem



### University Partnership + Alumni Registration

## Core Objectives

Enrich Trumio Learn as a learning platform via Courses and Mentorships



Incorporate Tier 1 Colleges to boost revenue generation through industry projects



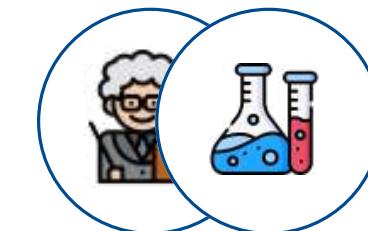
## Feature Planning

### Sprint 1

Greater Alumni Engagement & Client Flow (6 Mo)



University  
Onboarding 2



Professor-Lab  
Partnerships



Student-Proj.  
Fundraising

### Sprint 2

Focused expert upskilling (6 Mo)



Courses



Mentorships

## Laboratory research projects with mentorships and courses

Lab Page  
(Similar for University/  
Clubs/Alums etc)



The Advanced Chemistry Lab  
A Fintech Start-up run by students of University of

**About**

The Advanced Chemistry Lab at the University of...  
art facility dedicated to cutting-edge research and learning in the field of chemistry. Equipped with...  
for students and researchers to engage in innovative investigations.

**Lab Equipments**

Chromatograph	Aethalometer

Ice Flaker	O2 concentrator

[See More](#)

**Get mentored by Experts & Professionals**

Search for mentor, domain or company

All Domains   Coding   Product   Design   Marketing   Finance   Research (Lab)

**Your top matches**

	TOP RATED   ★ 4.6
R. Madhavan	Sr. UX Design Consultant at Adobe 44 Sessions (34 Reviews)
<a href="#">Book Session</a>	

	★ 4.8
Venkatesh Prasad	Product Manager at Flipkart 12 Sessions (56 Reviews)
<a href="#">Book Session</a>	

	★ 4.5
Priya Sharma	Software Developer at Amazon 18 Sessions (25 Reviews)
<a href="#">Book Session</a>	

**Explore amazing new mentors**

	NEW
Rakesh Madhwani	Senior Consultant at Apex Ltd. 6 Sessions (25 Reviews)
<a href="#">Book Session</a>	

	NEW
Smriti Wadhwa	Product Designer at Myntra 11 Sessions (26 Reviews)
<a href="#">Book Session</a>	



Mentorships



# The Curious case of Proffs. & Labs

## Onboarding Professors need Institutes

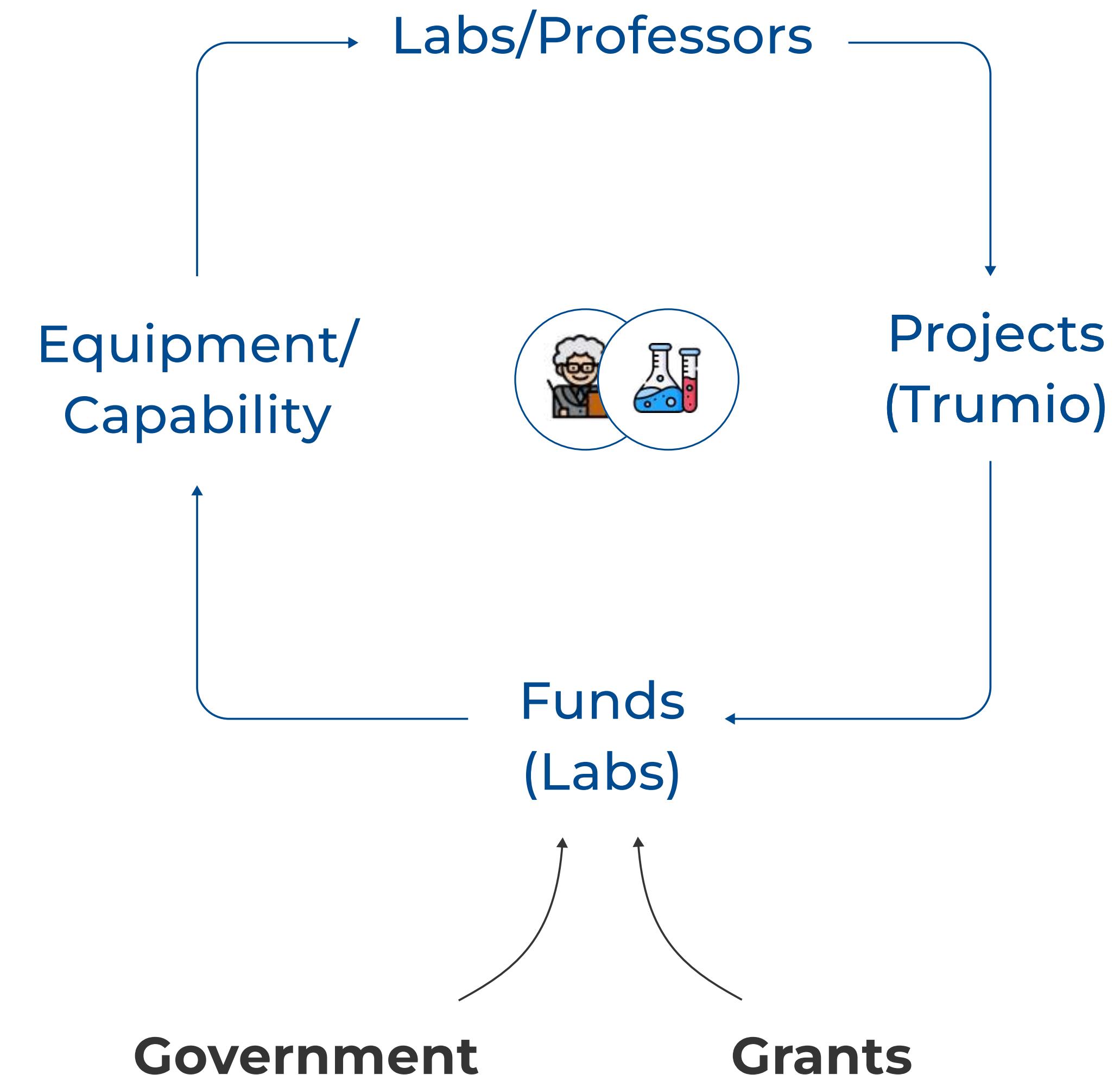


“Industry projects & collaborations are **vital for funding** our academic labs, especially in institutions like IITs. However, **administrative hurdles and paperwork** delay project completion.

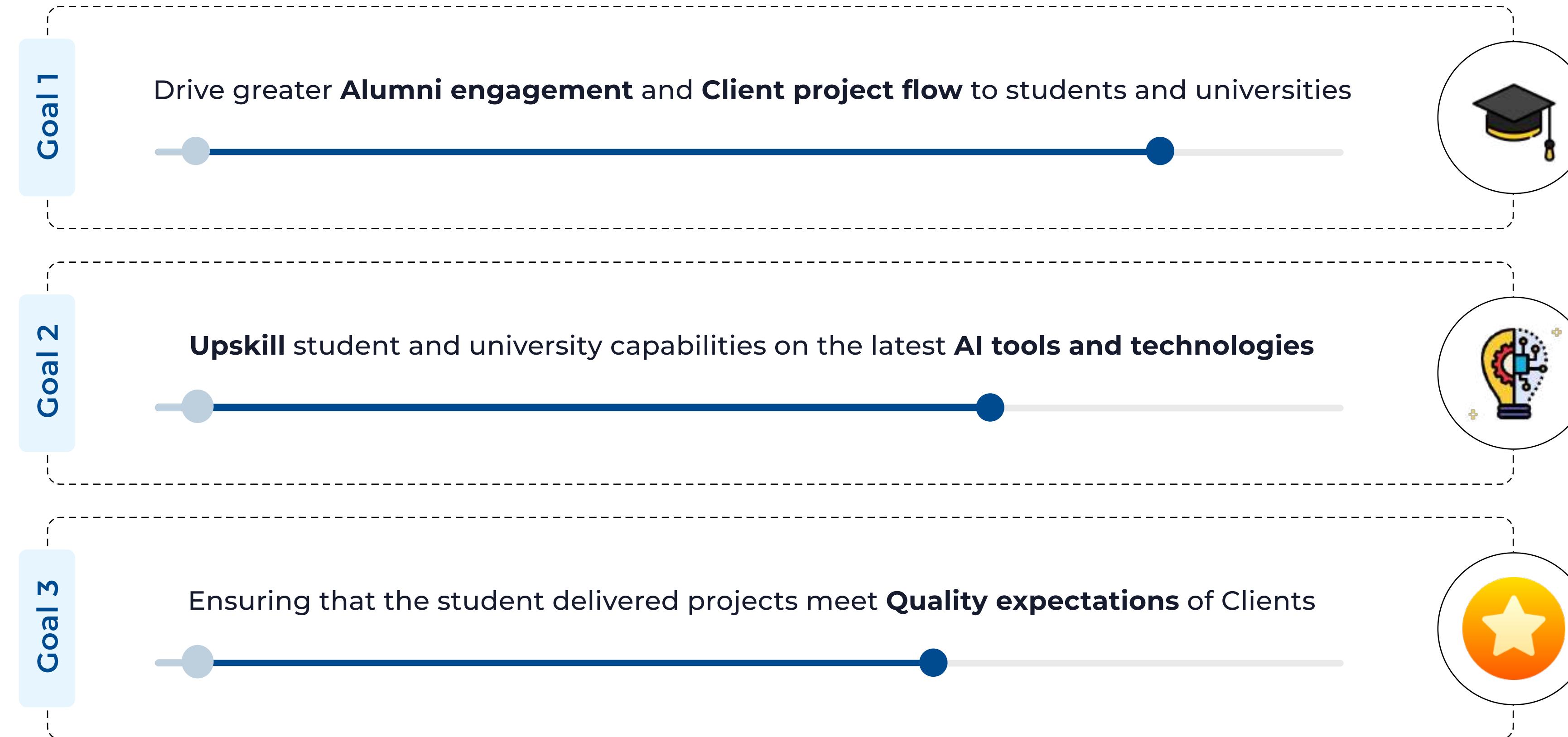
Simplifying the collaboration process can unlock new opportunities, significantly boosting lab capabilities and fostering **impactful research**.

However, it is **essential to maintain transparency** with the institute”

Dr. Ram - Professor, Department of Chemical Engineering, IIT



# Impact Assessment



## Core Objectives

Enter the university placement/hiring ecosystem, reducing time to source & hire



Aggregating small players on Trumio Learn by white-labelling to drive revenue and traction



## Offerings

- Accumulated Data is leveraged to find the best job openings -- match them high-quality talent **(time & cost reduction with optimized efficiency)**
- Small players (3rd Party learning platforms focused on AI tools & tech) will have the opportunity to increase their brand value and reach

# Benefits to Student

Till June '24

Alex (21 Years)

Undergrad at BITS Pilani



Attended a 7 A.M.  
lecture on Fluid  
Mechanics

Takes up Kaggle project in  
leisure, yielding no  
meaningful results.

Joined the meet of AI  
Club to discuss initiatives

Joined fest workshop,  
gained insights from  
speaker session.

Shared on LinkedIn  
about workshop and  
Kaggle projects.

Initiated cold DMs on  
LinkedIn seeking projects  
and mentors with futile  
efforts.

Benefits:

Enhanced industry  
exposure

Focused & Targeted  
learning channels.

Meaningful Alumni  
interactions

**Bob** (27 Years)

Design Head at Cred, BITS Pilani '17



Listing the project across various platforms.

Exploring existing platforms like Upwork etc.

Manually evaluating responses received.

Overwhelmed with the number of responses.

Shortlisted talent after multi-step screening

Found out most of the responses are not up to the mark.

Project Begins

Trouble in maintaining quality & record of work

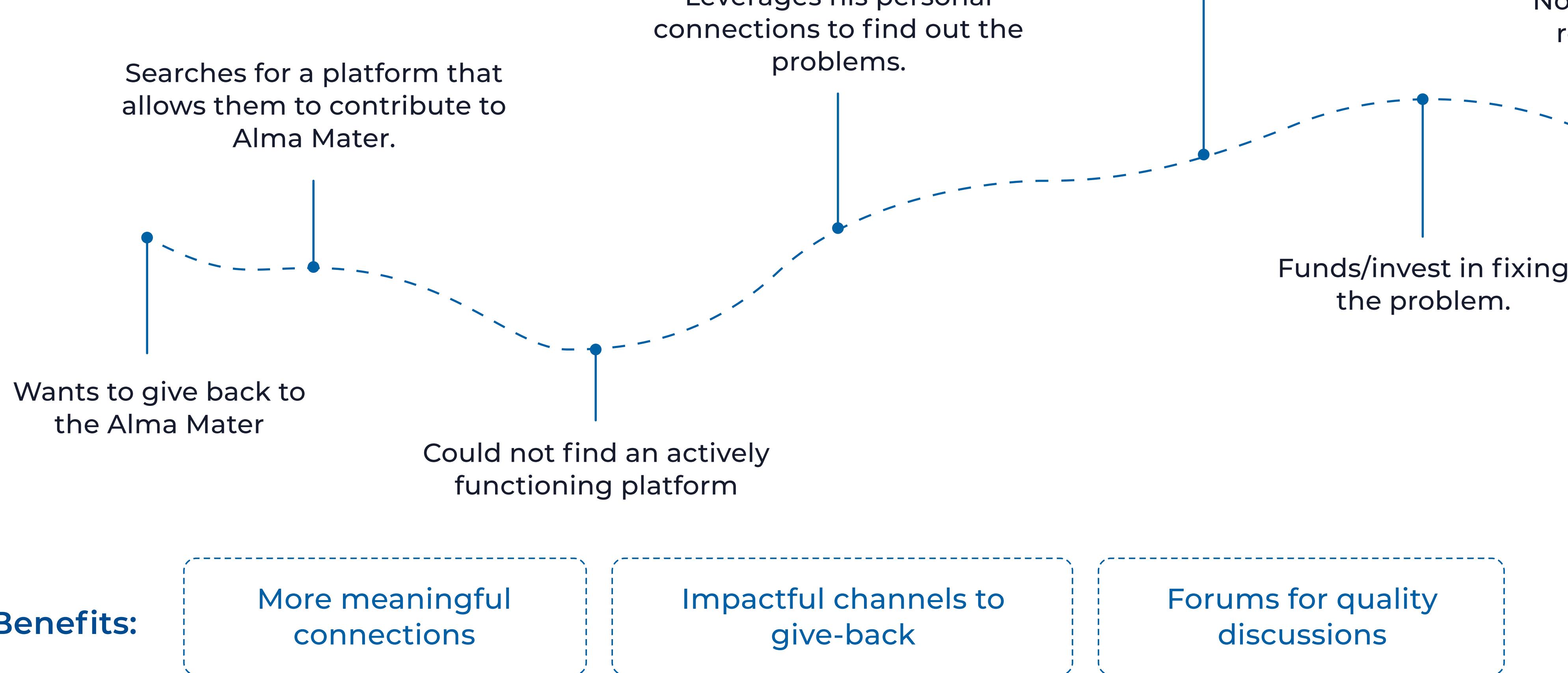
**Benefits:**

Cost effective work execution

Structured progress tracking

Guaranteed Quality Assurance

**Smith (43 Years)**  
BITS Pilani '92 Alumni



# Benefits to Professor/University

# Till June '24

# **Dr. Chris (52 Years)**

## **Asst. Proff at BITS Pilani**



# Applies for a research grant

# Looks for industrial projects for funding

## Gets a Project

# Want funds to facilitate my research

## Failed in getting grant

Does extensive paperwork  
for university transparency.

## Benefits:

# New Revenue channels

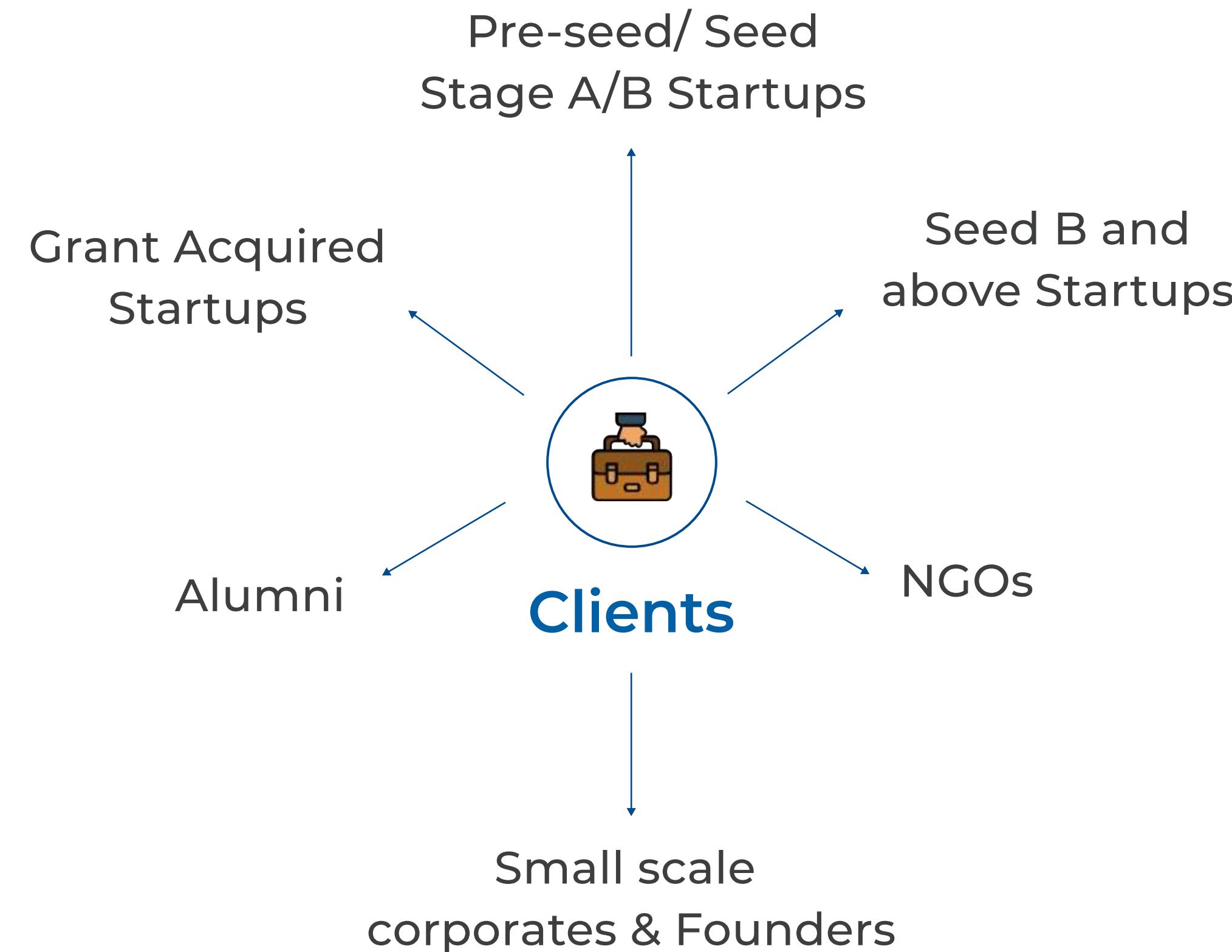
# Hassle-free project onboarding

# Better utilization of Lab capabilities

## Improved Alumni database management

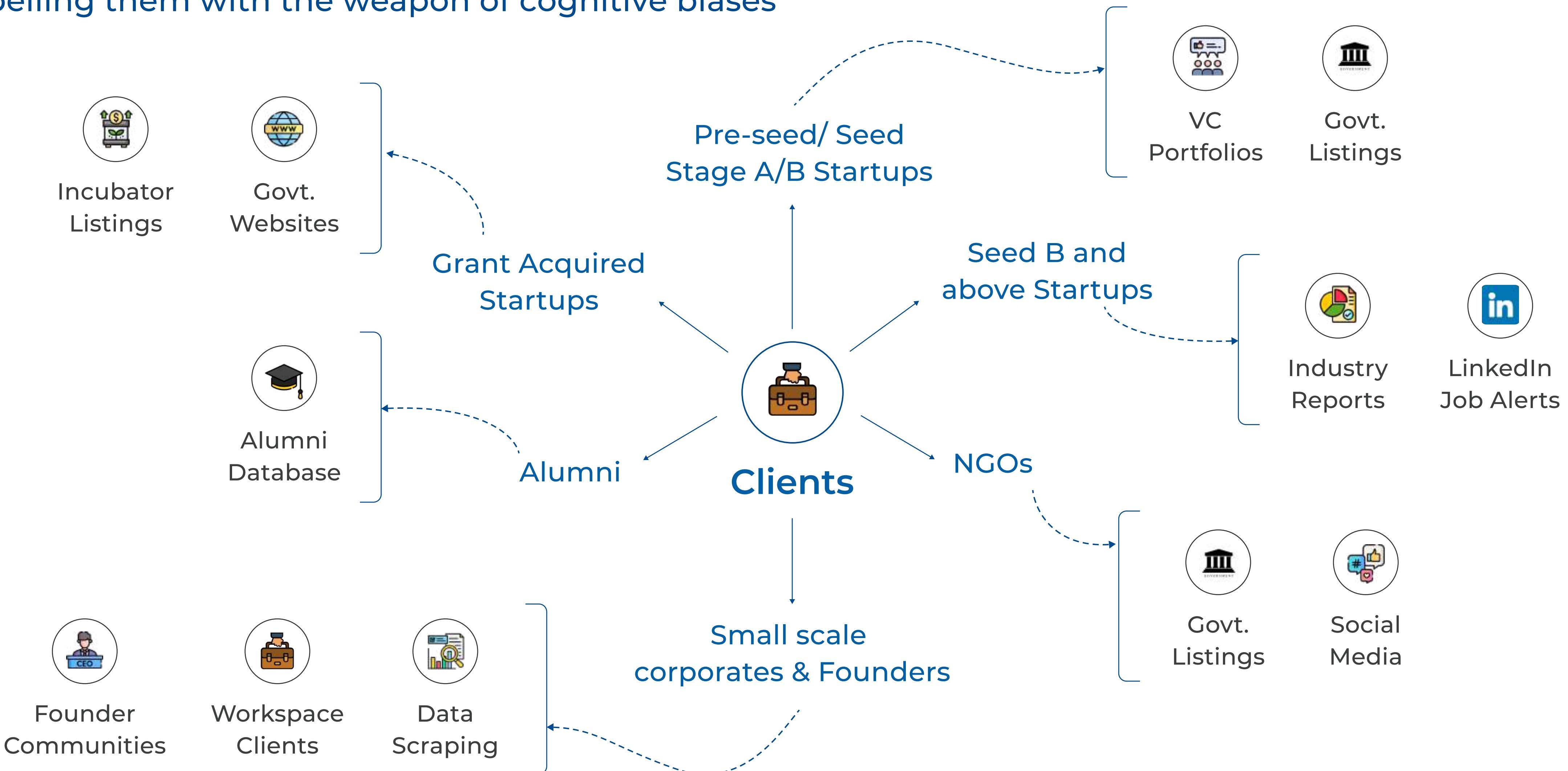
# The Client Channels

Hitting clients on their touchpoints



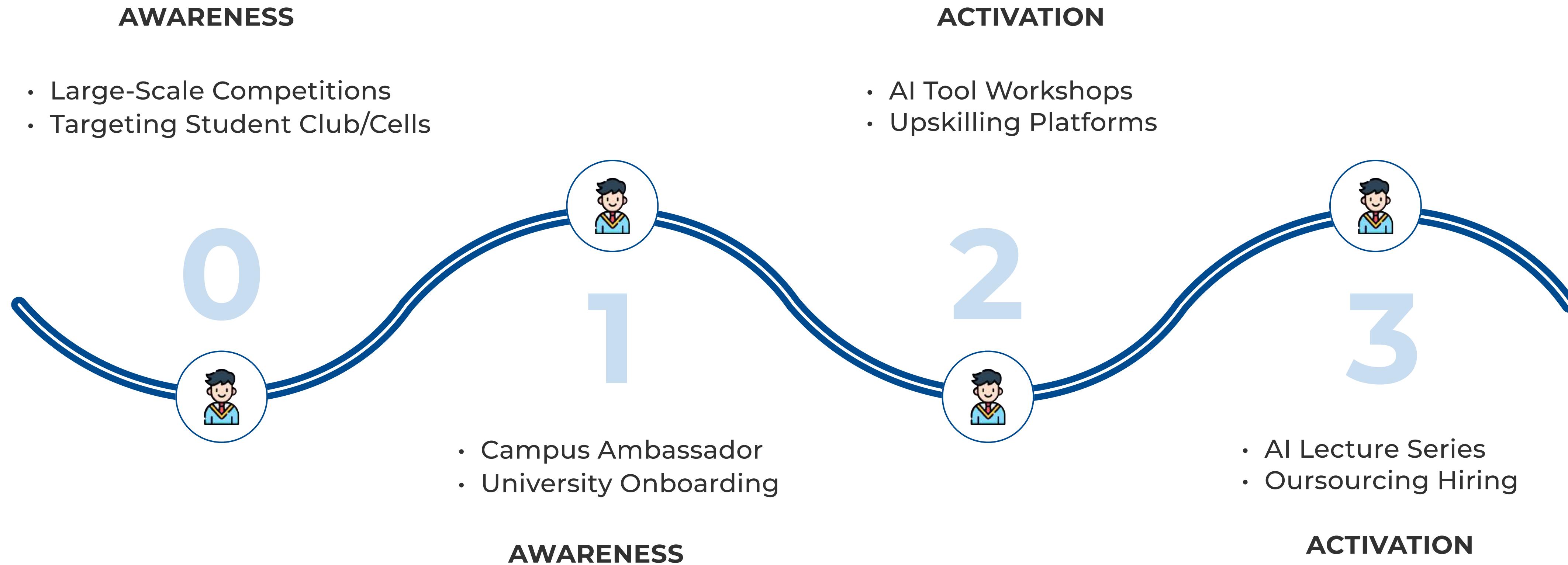
# Finding the Channels

Compelling them with the weapon of cognitive biases

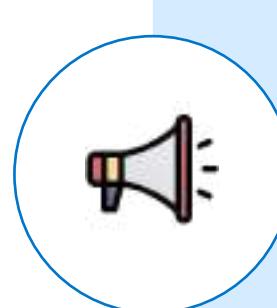


# The Student Channels

Awareness efforts like competitions and sponsorships generate social proof



# Penetrating the Client



## Awareness

Incubators Listings  
Startup India / state

VC Firms & Founding  
Partners Networking

Newsletter Marketing  
& Networking Events

Govt. Mail Listing

Student Club/Cells

Alumni Registrations



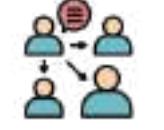
## Acquisition

Newsletters, Signing up on Trumio & Posting Projects



## Retention

Funding Student Projects, Lounge Interactions & Team Meetings Held



## Referral

Social Media Post, Average Project Feedback and Satisfaction Score



## Revenue

Average Project Value, Premium Packaging & Mentorship Sign-Ups

# Keeping Students Connected

## Retention



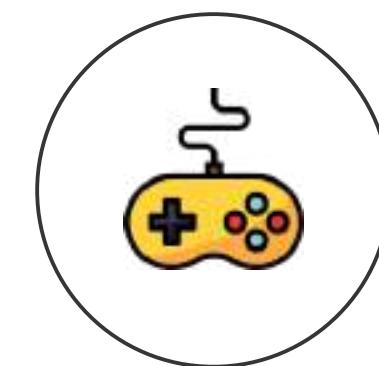
Skill-gap  
improvement



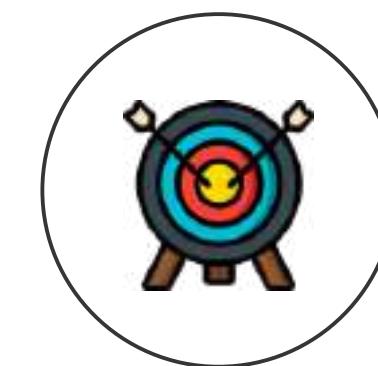
Feed Networking &  
Engagement



AI Workspace  
experience



Guided Practice  
on Arcade



Project completion  
consistency

## Referral



Trucoins  
incentivisation

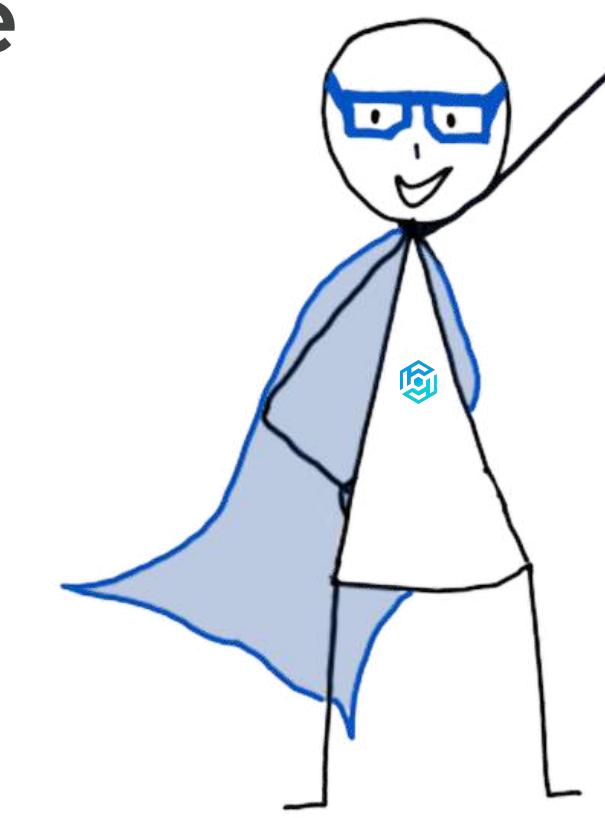


Campus  
Ambassadors



POCs & SPOCs  
(Universities)

## Revenue



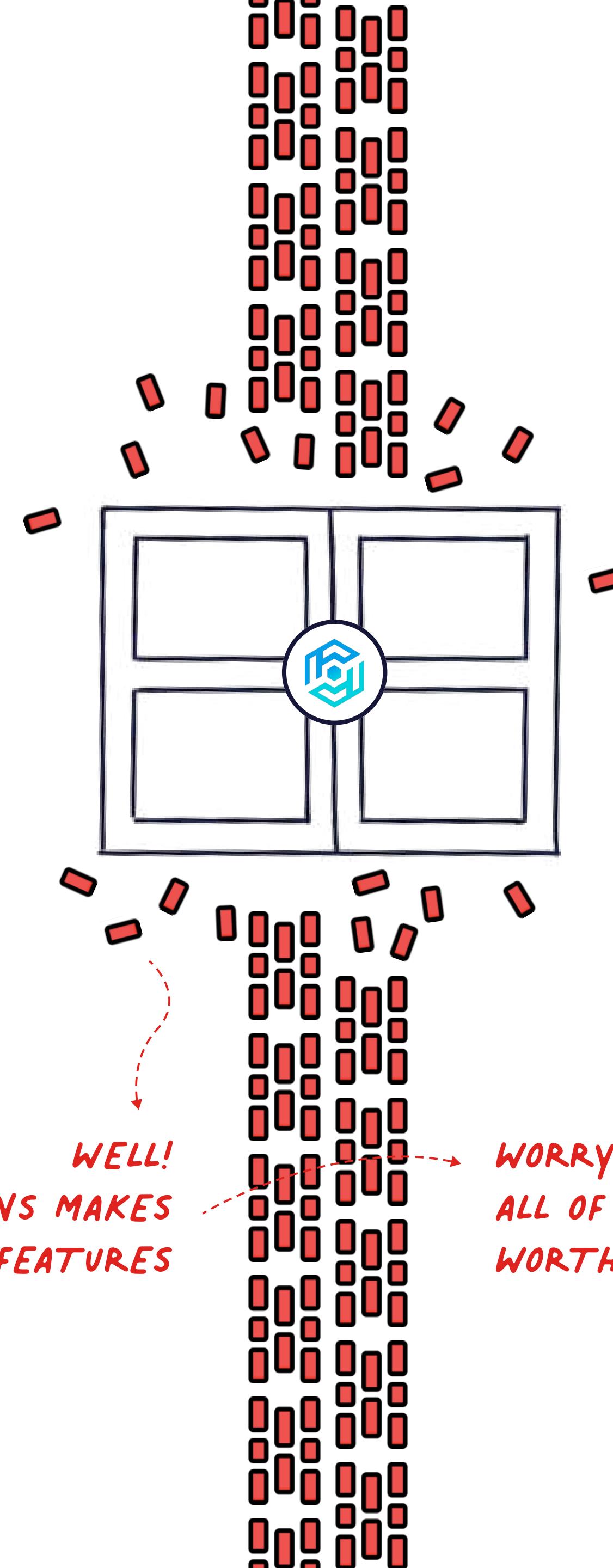
WELL!  
THINGS ARE PRETTY MUCH FREE  
FOR ALEX ON TRUMIO!

AFTER ALL,  
TRUMIO IS ALL ABOUT PLAYING,  
EARNING & LEARNING!

*ANXIOUS ALEX*



*WELL!  
ALL OF THESE RENNOVATIONS MAKES  
US BOUND TO PRICE OUR FEATURES*

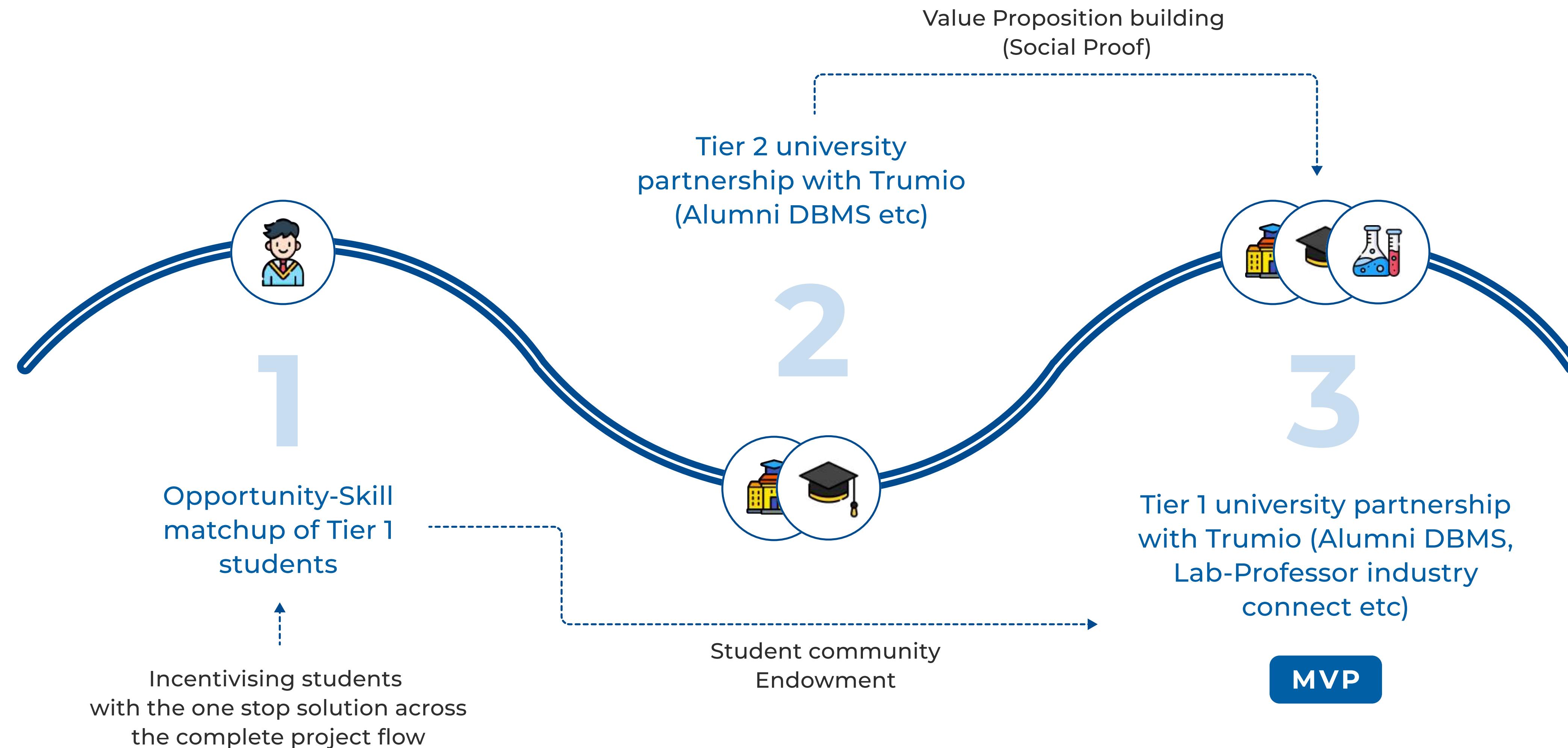


*PERPLEXED BOB*

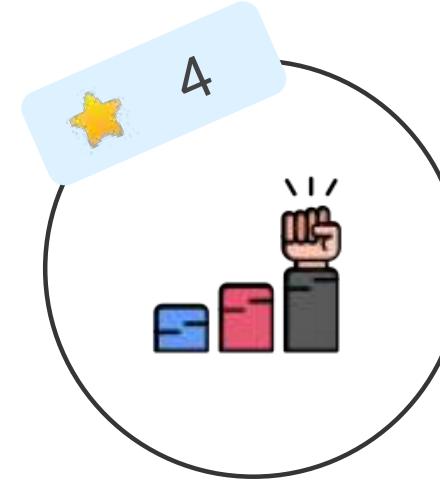


*WORRY NOT  
ALL OF THESE PRICINGS WOULD BE  
WORTH EVERY PENNY RUPEE!*

# University Onboarding Roadmap



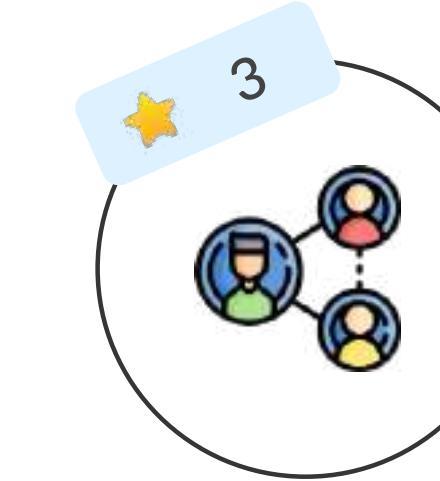
# Metrics to prioritize partnering Universities



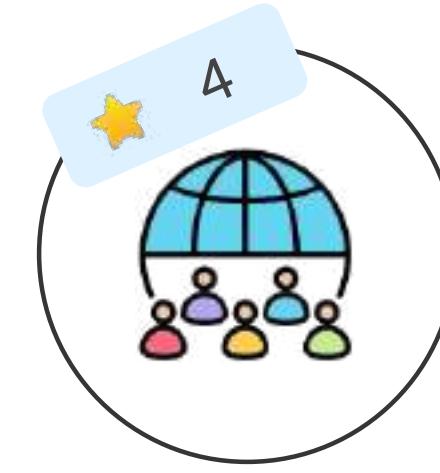
Alumni Strength and  
Sentiment Analysis



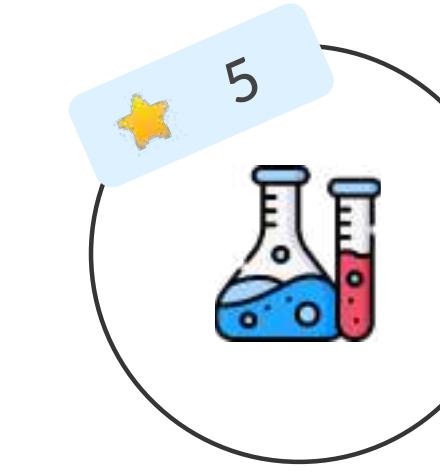
Alumni Career  
trajectory analysis



Student-alumni  
connection surveys



Community  
Engagement Scores



Innovations & Research  
Collaborations

# The Price Tag (1/4)

## CLIENT COMMISSION



**20%**

commissions from clients  
over every project they list

Lower Avg.  
Project Value

Lower  
Cost to Client

High Trumio  
Commission

**5%**

commissions from clients  
over every project they list

High Avg.  
Project Value

Higher  
Cost to Client

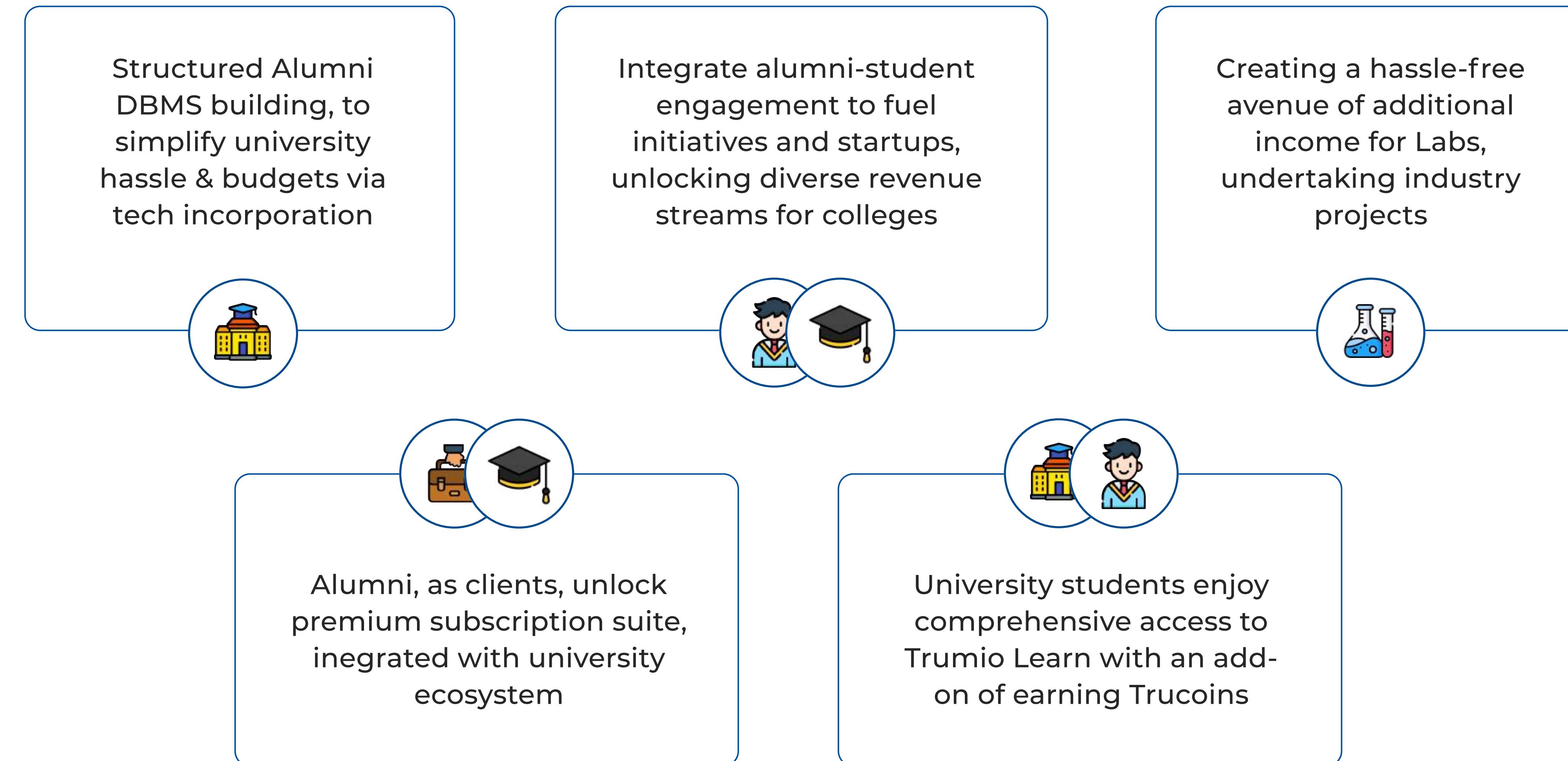
**10%**

commissions from students  
over every project they do



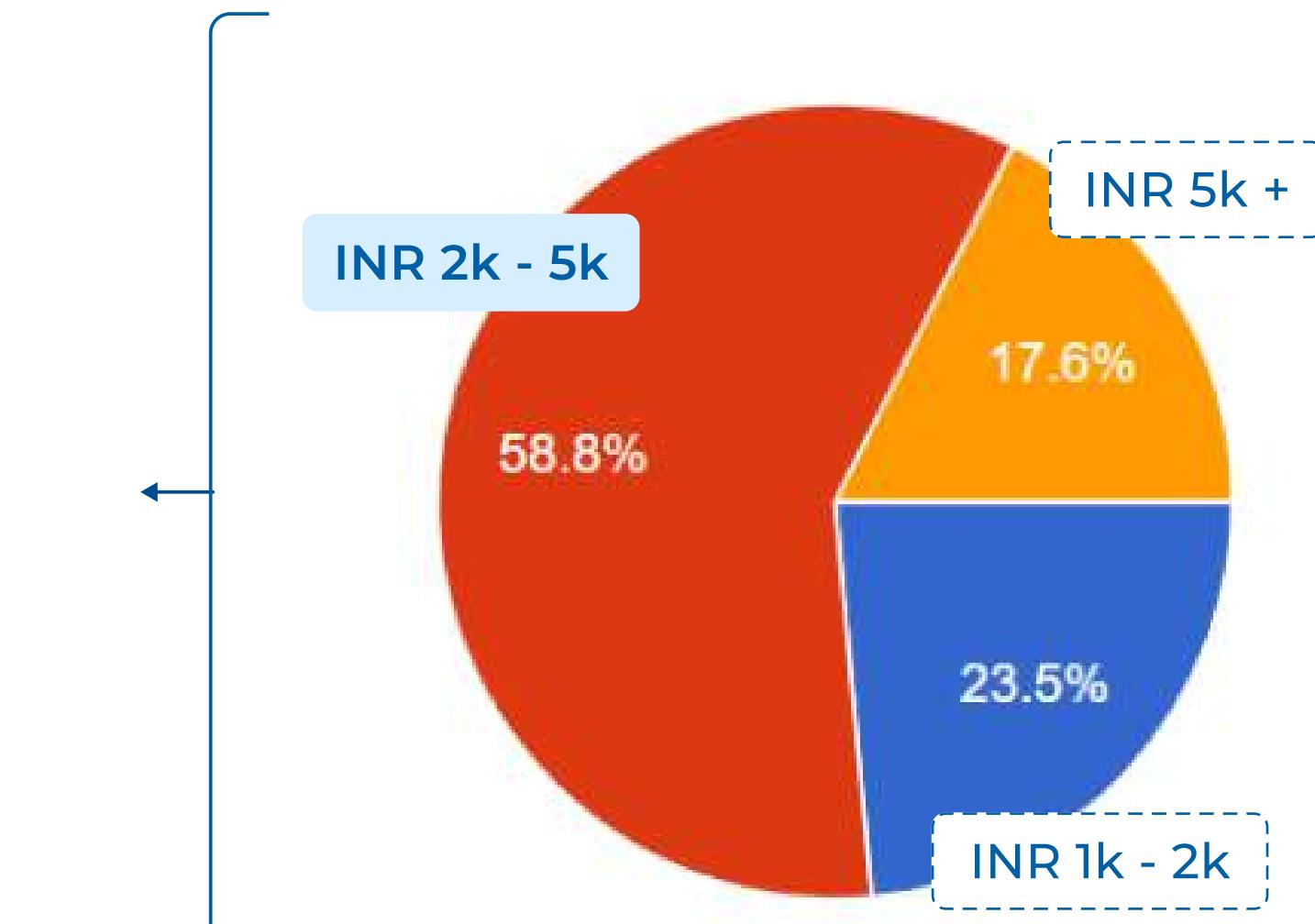
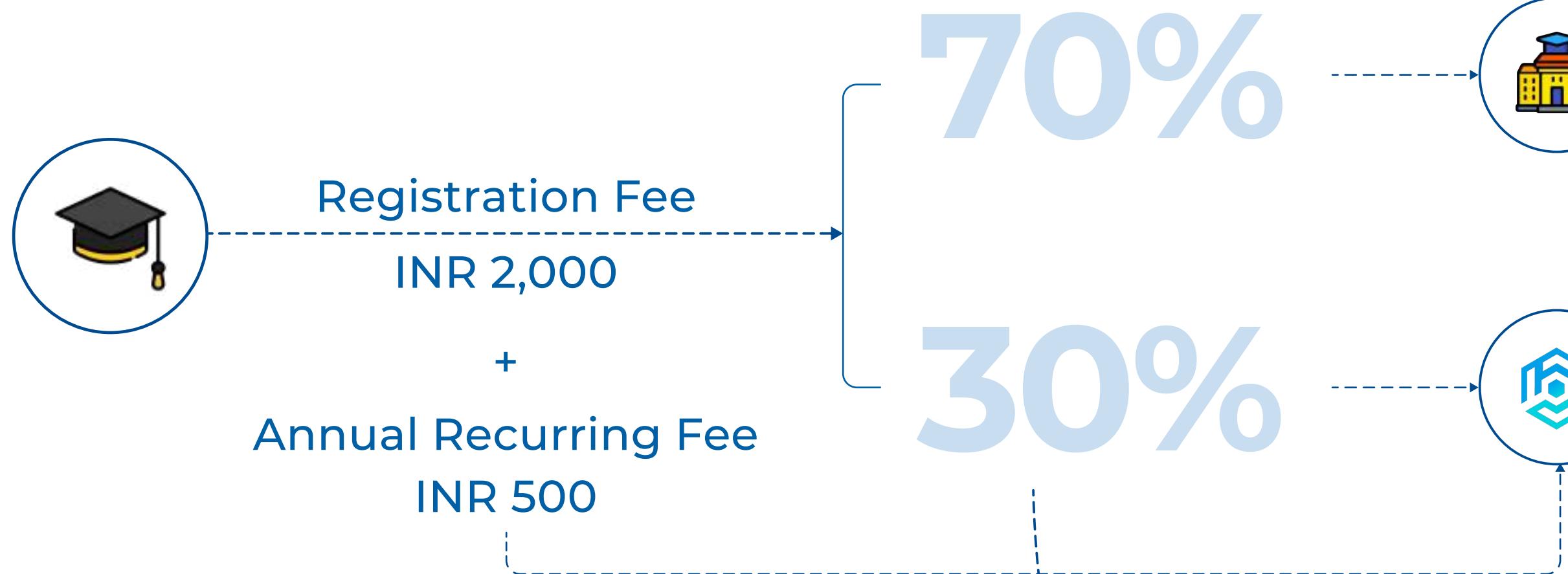
**WE ARE FREE!**

# From University to Unik!



# The Price Tag (2/4)

## UNIK TRANSFORMATION



Survey on  
How much clients are  
willing to pay a one-time  
fee for alumni platform  
(considering official  
university partnership)

## MENTORSHIP & COURSES

Offer expert learnings & guidance to students specific to their skill-gaps

A similar 70-30 split between mentors/courses & Trumio

Focused Learning/ guidance options for students

# The Price Tag (3/4)

## CLIENT PREMIUM PACKAGING

<p><b>Basic</b> For individual people <b>₹0</b> per year <span>Free</span></p> <p><a href="#">Current Plan</a></p> <p>Includes</p> <ul style="list-style-type: none"><li>✓ AI Project Description</li><li>✓ Project Listing</li><li>✓ Workspace Chat</li><li>✓ Team Recommendation</li></ul>	<p><b>Engage</b> For engagement operations <b>₹99</b> per month paid annually</p> <p><a href="#">Upgrade</a></p> <p>Includes Basic +</p> <ul style="list-style-type: none"><li>✓ AI Lounge</li><li>✓ Extended Listings</li><li>✓ 2 Bids Cancellations Annually</li><li>✓ Team bid rating</li></ul>	<p><b>Quality</b> For Quality Assurance <span>Popular🔥</span> <b>₹129</b> per month paid annually</p> <p><a href="#">Upgrade</a></p> <p>Includes Basic +</p> <ul style="list-style-type: none"><li>✓ Project Health Monitor</li><li>✓ Productivity chart</li><li>✓ Questionnaire Submission</li><li>✓ Activity Report</li></ul>	<p><b>Supreme</b> For Overall Experience <b>₹169</b> per month paid annually</p> <p><a href="#">Upgrade</a></p> <p>Includes Engage +</p> <ul style="list-style-type: none"><li>✓ Project Health Monitor</li><li>✓ Productivity chart</li><li>✓ Questionnaire Submission</li><li>✓ Activity Report</li></ul>
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# The Price Tag (4/4)

## TRUCOINS ECOSYSTEM

Earning	
Description	TruCoins
Daily Sign In	1
Daily Trivia	2
Complete AI Arcade Chapters	5
Build AI Tools	15
Complete Challenge	10
Complete User Profile	20
 Lounge Discussion > 20 Mins	5
Project Completion Post on Feed	2
 Post Complete Bid	5
Project Assigned	20
Milestones Submitted	5
Questionnaire Submission	2
Project Completed	25

1 Trucoin ~ INR 1

Sr. No	Activity Performed	Earnings
1	Daily Sign-In of User	1 TR
2	Daily Quiz Trivia	2 TR
3	AI Arcade Chapters	5 TR
4	Build AI Tools	10 TR
5	Complete Challenges	10 TR
6	Completing User Profile	20 TR

Spending	
Description	TruCoins
Chapter Unlock - AI Arcade	25
Purchase Courses	10 % of Cost
Mentorship Access	10 % of Cost
AI Tool Table Build	200

# Business Forecast

₹222 Cr

Net Revenue (5 Yrs)

₹63 Cr

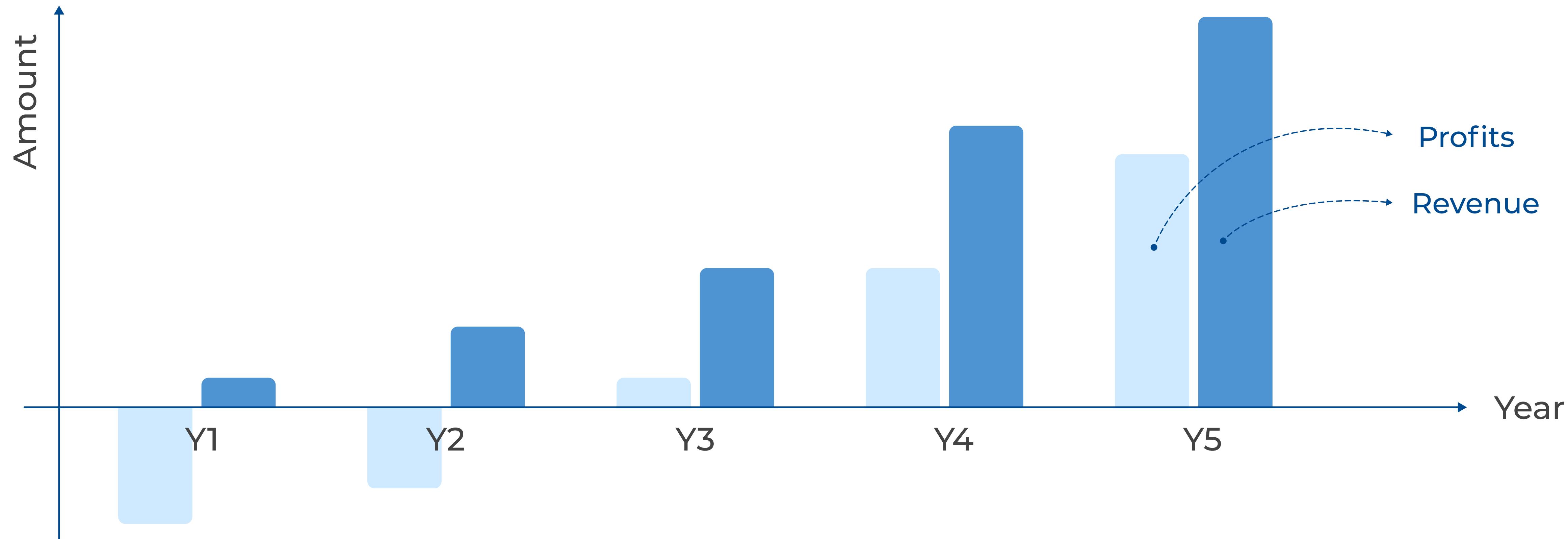
Net Profits (5 Yrs)

16%

YoY Growth

16%

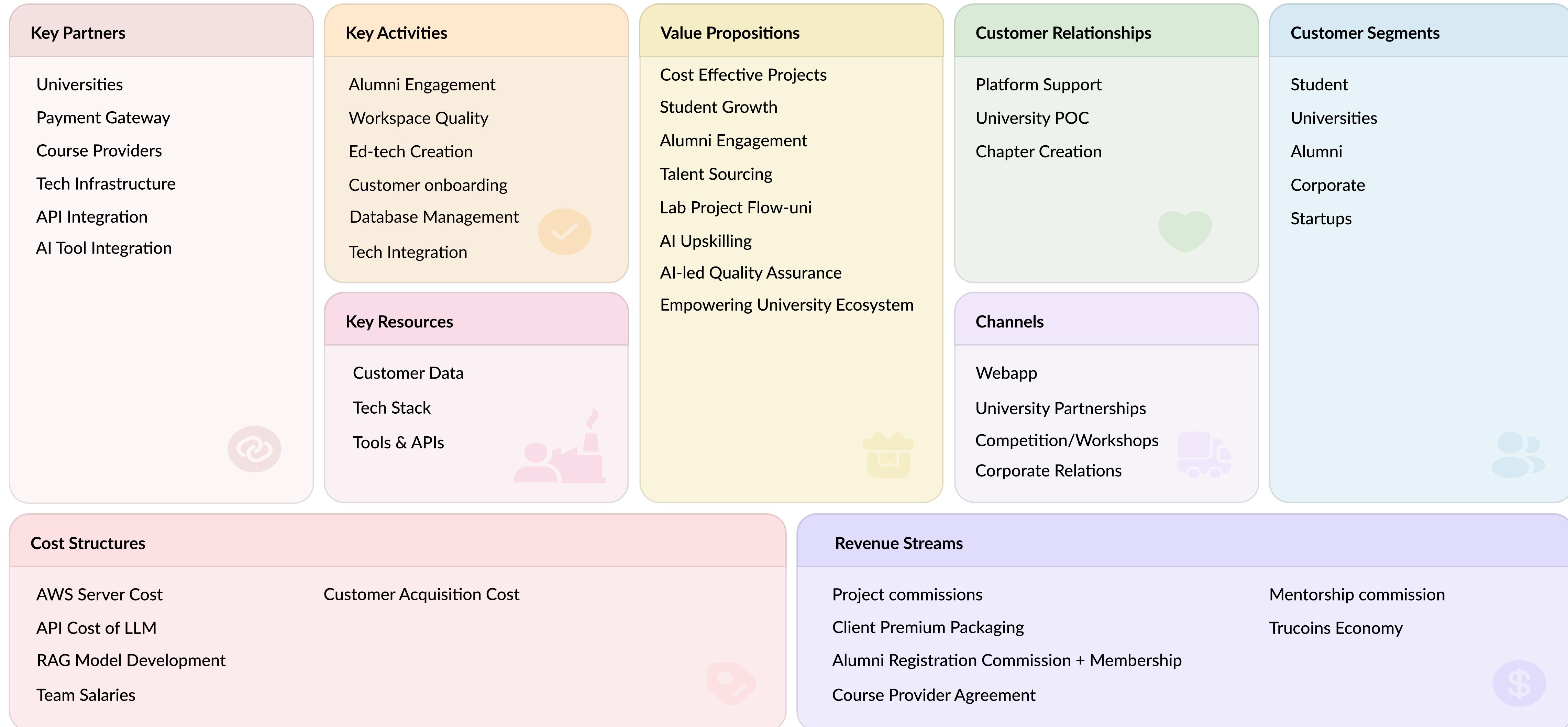
Client Aquisition Cost



## ANTICIPATED GROWTH IN DEFINING METRICS

Alumni Callbacks	% of undergrads earning	Implementation of AI tools	QA Premium Packages bought	Dispute Reduction Rate
72%	34%	42 %	45 %	65%

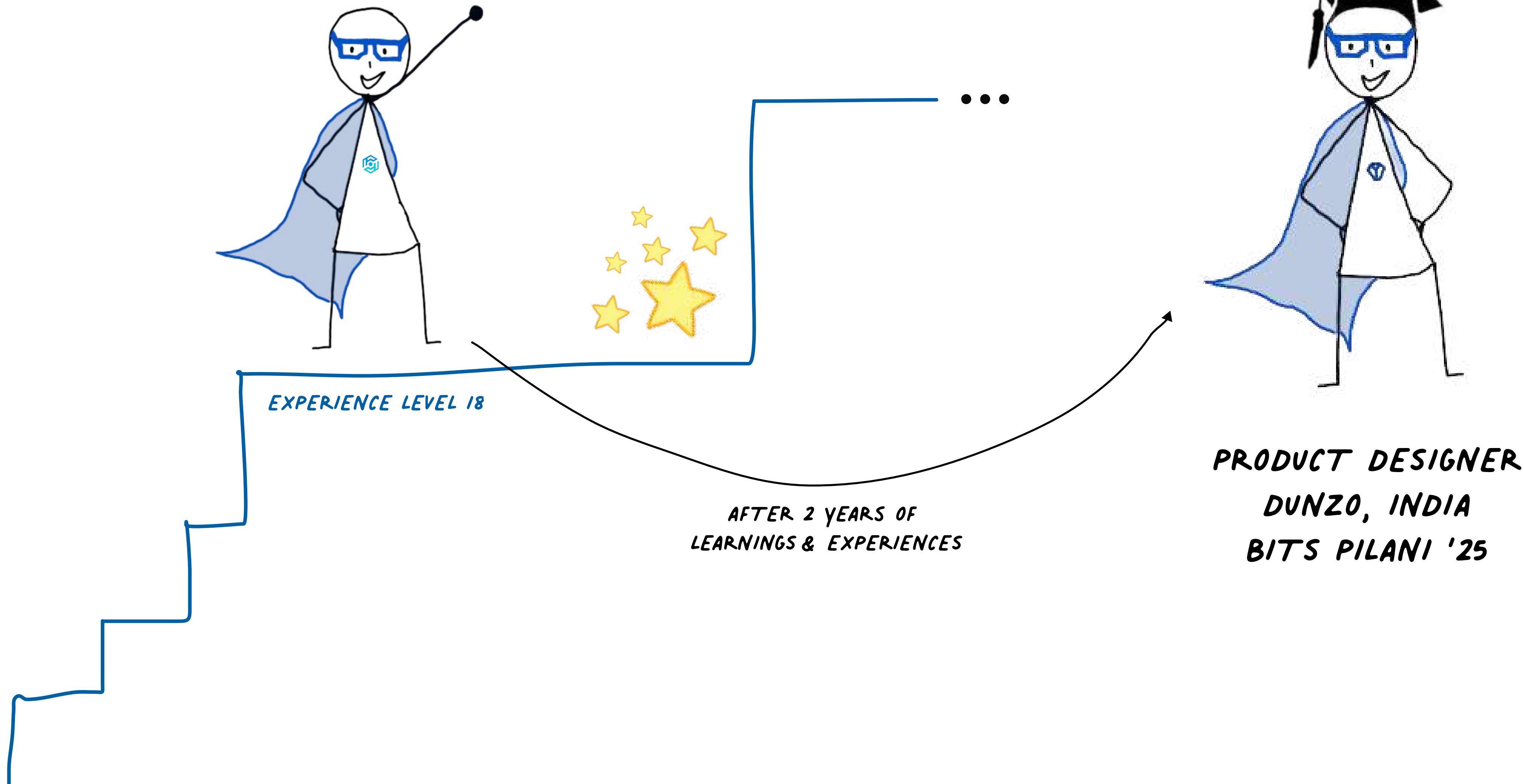
# Business Model Canvas



Product Launch > Launch Strategy > Impact & Future > Benefits > Channels > Pricing > Forecast

GRADUATED ALEX

EXPERIENCED ALEX



**NEW**  
**MEET ALEX**  
^

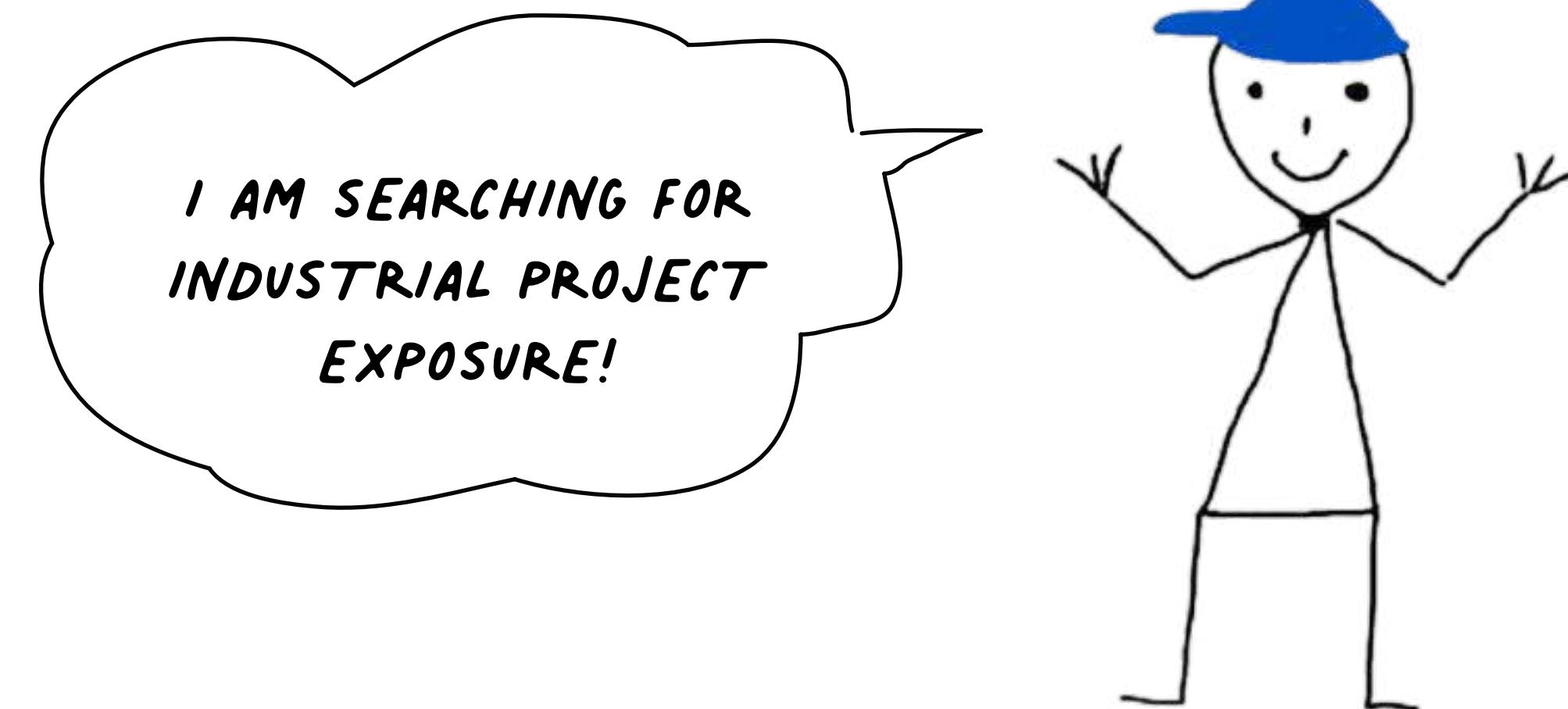


**HEAD OF DESIGN  
DUNZO, INDIA  
BITS PILANI '25**

ALEX



EXPLORING EVAN



I AM SEARCHING FOR  
INDUSTRIAL PROJECT  
EXPOSURE!

List of Keyword []

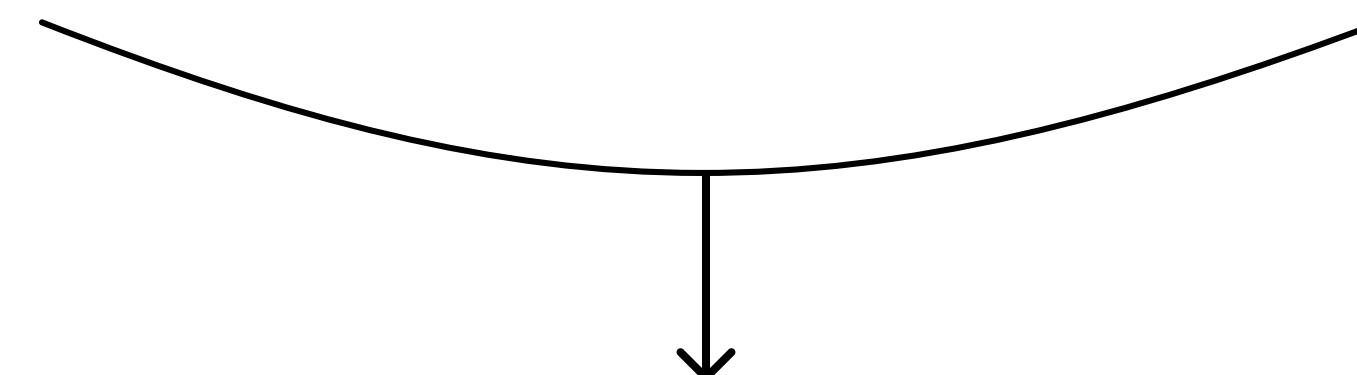
Prompt

nlp(S1).Similarity(nlp(S2))



A(300)

B(300)



Average vectors

$$\cos \theta = \frac{A \cdot B}{\|A\| \cdot \|B\|}$$

# Bid Acceptance Probability

- Similarity of Problem Statement & Team Proposal
- Similarity of Domain(s) required by project and Domains of Team
- Previous performance of the Team
- Amount Quoted

Pricing Strategy				
Revenue Source	Target	Strategy	Pricing	Benefits
Marketplace Commission	Offering a talent platform with much lower average value project cost	Competitive Advantage	20% commission from projects	Less cost for clients Shorter Time for completion Channel to delegate work Connect with Talent
Client Premium Packaging	Offering quality assurance of projects delivered through AI-led project analysing features	Economical Solutions with Added Advantage	Bundle Packaging	Active Participation during Projects Assurance of Quality delivered Dispute Settlement
Quality Booster	Providing High Quality Assurance for High Priority Projects	Targetting High-End client for quality projects	999 INR per project	
TruCoins Economy	Creating a self-sustaining economy for students and learners for engagement and retention	User Psychology Strategies to push the personas through different user journeys	1 Tr = 1 INR	Habit Development Discounted Rates University Tie-Up Privilege
Mentorship & Courses	Offer guidance and learnings to students specific to their domains and gaps in skill	Onboard mentors & tutors, charge them a commission on subscriptions	70-30 split to mentors, with monthly payouts, Partnership Split of 70-30 to Course Providers University Courses 80-20	Focused learning/guidance options for students Can be translated to be a mentor in projects
University Partnership	To onboard universities with their relevant personas and capabilities, thus creating a new and recurring revenue sources	Sharing registration fee with college with each alumni onboarding Charging a small annual fee to create an ARR from each registered alumni	Alumni Registration Fee - INR 2500 - 70 & 30 Yearly Membership - 500 Lab Research Project - 6%	Offering tech implemented dbms, networking channels for alumni-student Bringing labs on a platform to take up projects and generate funds Enhancing visibility of students ventures Creating a new revenue channel for college thru direct funding and commission sharing from registrations Students get access to all trumio learn content and can earn additional trucoins university tie-up Alumni as a client has access to all premium features of the subscription model
Courses Onboarding	Offer learnings to students specific to their domains and gaps in skill	Onboard tutors and charge them a commission on subscriptions	Partnership Split of 70-30 to Course Providers University Courses 80-20	Focused learning/guidance options for students

Phase Name	Time	Stage Name	Duration	Features List	BO
Phase One	Jan 24 - June 24	1	1 Month	TruBot People	Boosting commission revenue by increase in project completion through streamlined experience
		2	3.5 Months	Bid Selection Probability Agile Process Workflow Work Integration Apps Click up AI AI Description Document	Leveraging AI Workspace features to retain students completing projects on the platform
		3	1.5 Months	Feed TruCoins Economy	
Phase Two	July 24 - Dec 25	1	6 Months	Skill Gap Analysis AI Arcade AI Tool Table - Learn	
		2	6 Months	Summarise Activity Health Monitor AI Lounge	Build trust among the client portfolio by allowing active participation to ensure quality of projects
		3	6 Months	AI Tool Table Workspace Integration University Onboarding DBMS Verified Feed	Onboard Tier 2 Colleges to increase revenue flow through a self-thriving university ecosystem
Phase Three	Jan 26 - Dec 26	1	6 Months	Tier 1 University Onboarding University Lab Research Project Student Project/Startup Fundraising	Incorporating Tier 1 Colleges to bolster revenue generation through industry projects
		2	6 Months	Courses Mentorships	Enrich Trumio Learn as a learning platform by introducing Courses and Mentorships
Beyond	Jan 27 - Beyond			Alumni Chapter Formation	
				Hiring Service Offerings	
				Internship Solution	

		Phase 0	Phase 1	Phase 2		Phase 3	Beyond Phase 3			
		2023	2024	2025	2026	2027	2028			
	Column1	4	10	15	25	25	35	35	35	
	Developers	4	10	15	25	25	35	35	35	
	Product Managers	1	2	4	5	5	7	7	7	
	ML Engineers/Developers	3	5	7	10	10	15	15	15	
	UI- UX Developers	2	5	8	10	10	12	12	12	
	Total Sales Professionals	0	50	75	100	150	150	150	150	
	Development Team Salary	4800000	12480000	19728000	33700800	36432000	50478000	50478000	50478000	
	Product Management Salary	1440000	3024000	6206400	8267040	8902080	12288960	12288960	12288960	
	UI- UX Developers Salary	1200000	3180000	5232000	6955200	7491000	9040800	9040800	9040800	
	SEO/Content Writing Expense	0	4800000	7440000	10848000	16152000	16896000	16896000	16896000	
	Sales Manager Salary	0	20400000	31620000	46104000	68646000	71808000	71808000	71808000	
	Digital Marketing (Social Media + Ads)	0	4800000	7440000	10848000	16152000	16896000	16896000	16896000	
	Sales Salary	0	30000000	46500000	67800000	100950000	105600000	105600000	105600000	
	Sum	0	60000000	93000000	135600000	201900000	211200000	211200000	211200000	701700000
	AWS Server Cost	0	0	5148000	14526584	25526584	34527589	34527589	34527589	
	API Cost of LLM	270600	1755600	40167072	117471816	168537600	248094000	248094000	248094000	
Technical Infrastructure	RAG Model Dev Cost	0	0	660000	1100000	1760000	2640000	2640000	2640000	
	AI Guided Learning Cost	0	0	880000	1320000	1936000	2904000	2904000	2904000	
	Net Tech Cost	270600	1755600	46855072	134418400	197760184	288165589	288165589	288165589	
	Net Employee Cost	7440000	78684000	124166400	184523040	254725080	283007760	283007760	283007760	
Total Cost	Net Cost	7710600	80439600	171021472	318941440	452485264	571173349	571173349	571173349	
	Student	1950	5850	50000	175000	250000	380000	380000	380000	
	Client	100	800	3000	6500	9000	12500	12500	12500	
	Alumni	0	0	10395	30390	45000	55000	55000	55000	
	Client + Alumni	100	800	13395	36890	54000	67500	67500	67500	
	Professors	-	-	45	110	150	200	200	200	
	Universities	-	-	15	30	40	50	50	50	

Average No. of Projects / Client / Year		1.2	1.5	2.5	2.7	2.7	
Average No. of Projects / Alumni / Year	0.5	0.7	0.9	1.2	1.5	1.5	
Average team size	1	1.5	2.8	3.5	4	4	
No of projects By clients	50	560	4500	16250	24300	33750	
No of projects by alumni	0	0	9356	36,468	67500	82500	
Avg Value of each project	35000	35000	35000	35000	35000	35000	
Commission Charged from Clients/Alumni	0.2	0.2	0.2	0.2	0.2	0.2	
Revenue from Commissions	350000	3920000	96992000	369026000	717500000	813750000	
		360	300	270			
Registration Fee	2000	2000	2000	2000	2000	2000	
Total Earnings	0	0	6237000	11997000	27000000	33000000	
Membership Fee	500	500	500	500	500	500	
Total Earnings(ARR)	0	0	5197500	15195000			
Revenue from University Onboarding	0	0	11434500	27192000	27000000	33000000	
		60					
Courses Fee	0	0	0	1500	1500	1500	
Mentorship Fee	0	0	0	400	400	400	
Number of Mentees	0	0	0	61250	87500	133000	
Number of Courses purchased	0	0	0	35000	50000	76000	
Revenue from Courses + Mentors	0	0	0	23100000	33000000	50160000	
Average Package Value	0	0	0	1399.6	1579.55	1659.4	
Number of Clients	100	800	3000	6500	9000	12500	
Packages Purchased	0	0	0	650	1100	1900	
Package Revenue	0	0	0	909740	1737505	3152860	
Quality Boosters	0	0	0	500	2800	4500	
Revenue	0	0	0	499500	2797200	8550000	
Revenue	Total Premium Revenue	0	0	1409240	4534705	11702860	
Net Revenue	350000	3920000	108426500	420727240	782034705	908612860	2223721305
PnL	-7360600	-76519600	-62594972	101785800	329549441	337439511	629660180
Assumptions							
2024 will be for development							
Cumulative project size - 90000/project + 10% Growth each year and 20% Commissions (Used to calculate client project commissions)							
Percent of student teams get projects							
Lab Projects Size - 8000000/Lab + 10% growth each year and 6% Commission (Used to calculate lab project commissions)							
Percent of the total labs get a project							

PS Goal	Existing Problems	Offerings	Impact Parameters	Parameter Formula -> Normalize to 100	Impact Score	
Drive greater Alumni engagement and Client project flow to students and universities.	Alumni feeling disconnected after graduation	Converting alumni as a key player of the University Ecosystem	Alumni Engagement Index (AEI)	(Avg Project Listing Frequency / Year * 0.4) + (Lounge-Feed-Chapter Interaction Frequency / Month * 0.15) + (Mentorship Conversion / Year * 0.15) + (Avg Fundings / Year * 0.3)	((0.25*AEI + 0.25*NEM + 0.50*PPV)/(Max Impact)) * 100	
	Clients face difficulty in assigning work to top-level talents economically	Leveraging interested students as the ultimate affordable workforce.	Project Flow Velocity (PPV)	(Number of Projects Completed per client per year / Avg Time taken for each project)		
	Close to none networking opportunities for students' growth	Creating a platform that promotes and upholds student growth through inter-persona connection	Network Effect Multiplier (NEM)	(Avg(Number of New Alumni onboarded - Number of disengaged alumni)/year/university)/ Average Total Alumni)		
Upskill student and university capabilities on the latest AI tools and technologies.	Limited practical exposure to diverse AI tools for students.	Facilitating hands-on experience with a variety of AI tools	Practical Proficiency Enhancement (PPE)	(Avg Number of AI Tool Interactions*0.5) + (Challenges passed*0.25)+ (AI Tool integrated in space*0.25)	((PPE*0.33)+(LREQ*0.33)+(PQF*0.33)) * 100	
	Insufficient resources for staying updated and studying AI trends.	Providing comprehensive learning resources through ultimate guided practice	Learning Resource Effectiveness Quotient (LREQ)	(No. of Arcades completed*0.5) + (Challenges completed * 0.3) + (Mentorships attended*0.15) + (Courses Completed*0.15)		
	Difficulty in integrating AI tools into practical projects.	Offering a seamless experience of empowering practical projects using AI methodology	Project Quality Feedback (PQF)	Average Health Score of Client Health Monitor		
Ensure that the student delivered projects meet Quality expectations of Clients through all stages of execution	Lack of real-time project progress visibility for clients.	Provide clients with a granular view of project progress in real time.	QA Effect Multiplier (QEM)	(Project Dashboard Interaction Rate * 0.25) + (Growth in connects with team & client * 0.25) + (Average Client Feedback Rate growth * 0.5)	(QEM*0.25 + DRR*0.25 + Growth in Sale of Package * 0.5) * 100	
	Difficulty in identifying potential risks early in projects.	Proactive risk identification and mitigation through live health monitor.	Dispute Rate Reduction (DRR)	(% drop in number of disputes raised per student)*0.5 + (% growth in projects posted per client per year)*0.5		
	Inefficient Planning and Execution of Project Milestones	Implementing AI-piloted project planning and execution, with regular feedback				

Sr. No	Metrics	Reasoning	Weightage
1	Alumni Strength and Sentiment Analysis:	<p>Use sentiment analysis on social media platforms to gauge alumni sentiment towards the college. Positive sentiment might indicate a strong connection, while negative sentiment could highlight areas needing improvement.</p> <p>If limited alumni data is available, analyze any existing alumni network activity on professional networking platforms. Active alumni networks might indicate a willingness to engage.</p>	4
2	Alumni Career Trajectory Analysis:	Analyze the career trajectories of alumni using available professional platforms (LinkedIn, etc.). Identify colleges where alumni have achieved notable success, indicating potential for impactful mentorship or collaboration.	5
3	Student-Alumni Connection Surveys:	Conduct surveys with current students to assess their interest in engaging with alumni. Higher student interest might indicate a fertile ground for alumni-student collaboration.	3
4	Community Engagement Scores:	Evaluate community engagement scores of colleges, considering activities beyond academics. Institutions with strong ties to their communities might have a more engaged alumni base.	4
5	Innovation and Research Collaborations:	Review collaborative research projects or patents involving alumni. Colleges engaging in innovative collaborations could potentially leverage alumni networks for further advancement.	5

All of the above can be accessed through sheet: [Link to Sheet](#)