

# LEAVE EASE

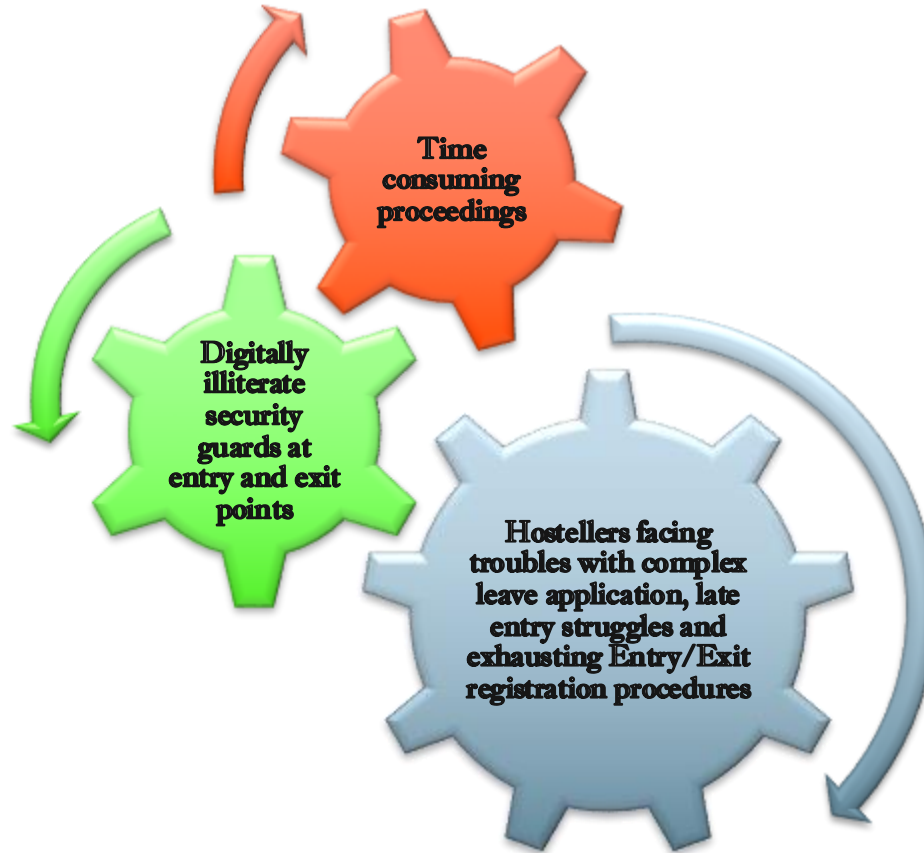
*We Handle The Paperwork,  
You Take The Break*

# SERVICE DESCRIPTION

We present our services to all Hostel boarding facilities in who has a problem of complex and time consuming leave application process which can be solved by our app that is **LEAVE EASE** whose main area of focus are



# **Problem - Pain Point**



# **Core Customer**

**Hostels**

**Universities with boarding facilities**

**Colleges with accommodation**

# Proposed Solution



Centralized digital solution with **automated calls** and **email**, **alert system**, **messaging** and **videocall** feature and **virtual training** initiative which will bring all solution to one service and will make the procedure hassle free and faster.



The money would be made through **purchase**, **subscription**, **commission**, **sponsorship** and **affiliated marketing**.

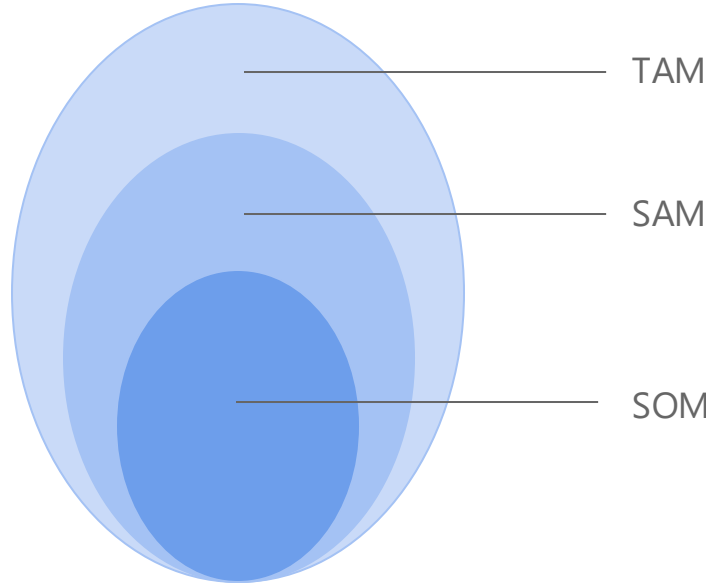
# Market Analysis for Rajasthan

**Rajasthan Data** (from AISHE): **2119 hostels** in the state

**Subscription fee** (Revenue per hostel): ₹10,000/year (estimated)

## Why Now?

1. Post-COVID Digital Push
2. Educational hub
3. Rising Enrollments
4. Government Support
5. Better internet connectivity



TAM

### **Total Available Market**

2119 hostels  $\times$  ₹10,000 = ₹2,11,90,000 annually

SAM

### **Serviceable Available Market**

(Assume around 25% of the total hostels are large enough to benefit from such a solution.)  
2119  $\times$  25% = 530 hostels.

Revenue: 530  $\times$  ₹10,000 = ₹53,00,000 annually

SOM

### **Serviceable Obtainable Market**

(Realistic Target: In the early phase, targeting around 5% of SAM is feasible.)  
530  $\times$  5% = 26 hostels.

Revenue: 26  $\times$  ₹10,000 = ₹2,60,000 annually

The EdTech market in Rajasthan is assumed to grow at a **19% CAGR**, based on India's overall market growth trends, driven by increasing student intakes and the demand for efficient hostel management solutions (Source: Virtue Market Trends, India).

# Unique Value Proposition

## Ready Userbase

Immediate access to institutions like IIHMR Hostels to test for adoption and feedback.

## Early Mover Advantage

Positioned as a specialized solution (solving leave management challenges) in a largely untapped market segment (Hostel facilities of Rajasthan) .

## Customizable All in one Solutions

Tailored to the unique requirements of each institution, ensuring compatibility with diverse administrative system features (like automated calls virtual training etc)

## Efficiency and Time-Saving

Simplifies leave applications with a user-friendly interface, reducing processing time significantly.

## Real-Time Updates

AI-powered automation provides instant notifications for approvals, rejections, and status updates.

# Service Details

## *Core Features*

**Leave Request:** Intuitive form, custom leave types (weekend, medical), document upload, automated date validation.

**Leave Status:** Real-time updates, leave history, feedback for denied requests.

**Late Entry Request:** Automated approval (10 PM - 11 PM), manual review for exceptions.

**System Integration:** Syncs with campus student databases and attendance systems.

**Cloud Infrastructure:** Scalable, regular cloud backup for data continuity.

## *Technical Features*

**Automated Notifications:** Instant alerts for approvals/denials.

**AI-Driven Automation:** Automated processing and updates for quicker decisions.

**Data Security:** Cloud-based backup and encryption for secure data storage.

## *Benefits*

**Efficiency:** Simplifies leave management and reduces administrative overhead.

**Time-Saving:** Real-time notifications and automated processing minimize wait times.

**Scalability:** Cloud infrastructure supports increasing traffic during peak periods.

## *Pricing Estimates*

**Subscription Model (Revenue per Hostel):**  
₹10,000/year

**Freemium Customizable Model:**

**1)Basic Features:** Free access to basic leave management features (e.g., submit leave, track leave status).

**2)Premium Features (Paid):** ₹500/per advanced feature per hostel (additional to base feature).

**One-Time Setup Fee:** ₹20,000 per institution for customization, system integration, and setup.

## *Current Status*

**Idea Stage:** Planned for testing at IIHMR hostel.

**User Testing:** Collecting feedback for initial feature validation and improvements.

**Unfair Advantages:** Early mover advantage in the hostel management sector in this location.

## *How it Works*

### **Leave Request Workflow:**

- Student submits request via app.
- System processes and sends automated approval/denial notifications.
- Manual review for out-of-policy requests.
- Notifications sent to admin, security, and student.



# Competitive Analysis

Feature	LEAVE EASE	Digii	Advantage
Ease of Use	Simple, user-friendly interface tailored for hostels	Complex interface for multiple campus needs	LeaveEase focuses on simplicity for hostels
Leave Management	Hostel-specific leave system with custom leave types	General leave application	LeaveEase is more specialized for hostels
Late Entry Tracking	Automated/manual tracking for late arrivals	Not available or limited	LeaveEase advantage
Automated Notifications & Alerts	Automated calls, emails, and messaging for leave approvals and updates	Limited notifications, primarily email-based	LeaveEase provides a multi-channel approach
Integration	Customizable integration with existing campus systems	Pre-defined integrations	LeaveEase offers more flexibility
Cloud Backup	Real-time, automatic cloud-based storage	Limited or unclear	LeaveEase advantage
Video Call Feature	Allows direct communication (e.g., leave verification or late entry via video call)	Not available	LeaveEase innovation
Virtual Training for Guards	In-app video tutorials for entry/exit management	Not available	LeaveEase ensures smooth operation

## Direct competitors:

DigiiCampus App, similar apps

## Indirect competitors:

University/College portals, general leave management apps

## Retaining Competitive Advantage:

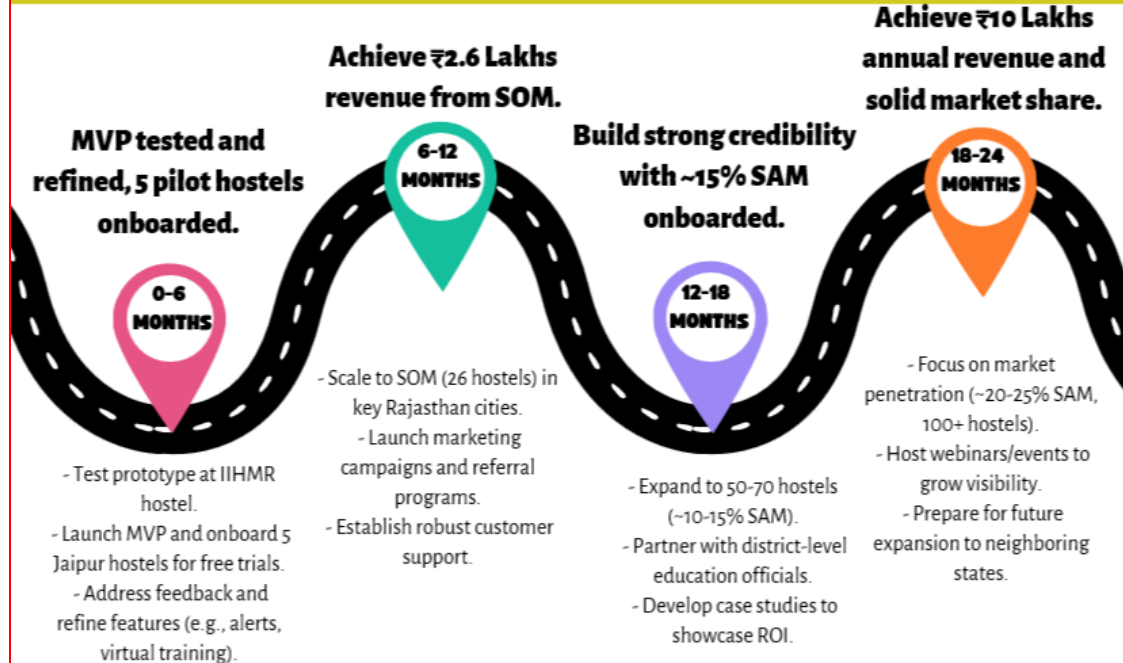
- Continuous innovation
- Strong user experience
- Strategic partnerships
- Effective marketing
- Data-driven approach

## Preventing New Entrants:

- First-mover advantage
- Intellectual property protection
- Strong partnerships
- Aggressive marketing
- Scalability

# Operational Plan

## 24-MONTH ROADMAP (PROJECTIONS)



All of the figures are projections for future based on estimates

**Goal:** Capture 20% of SAM (100 hostels) in Rajasthan in 18-24 months before expanding geographically.

**Go to market strategy:**

contacting universities and hostels, pamphlets, social media platform, insta ads, fb ads, contacting Alumni of the universities to form the network and training hostel incharges of universities regarding the app and train them to aware the same to the parents while admission process.

**Functional relationship and Customer relationship and financial relationships:**

Involving customer interaction, crucial relationship for business as customer provide income, a financial advisory for business strategy and finances.

**Key supply and distribution channel:**

Advertisement via social media - App stores/ Google play stores- HR team (Marketing team) to build contact with the customers - building groups for the desired audience and reaching out for the same.

# Financial Information and Forecast

## 1. Unit Economics

- **Revenue per Hostel:** ₹10,000/year.
- **Operational Cost:** Estimated ₹3,000/year (support, server maintenance, and updates).
- **Customer Acquisition Cost (CAC):** Estimated ₹2,000 per hostel (digital marketing, demos, and onboarding).
- **Monthly Burn:** Estimated ₹20,000 (development, marketing, and hosting costs).

## 2. Current Traction

- **Stage:** Idea phase; no sales or customers yet.
- **Planned Pilot:** Testing at IIHMR hostel (approx. 400 users).
- **Initial Growth Plan:** Targeting SOM (26 hostels) within the first-year post-launch.

## 3. Financial Metrics

- **Break-Even Point (which cover all previous loss) :** Achieved after onboarding **59 hostels**, generating ₹5,90,000 annual revenue. (48 hostels without covering previous loss)

## 4. Key Milestones in 3 Years (Projections)

- **Year 1:** Pilot at IIHMR hostel. Onboard 26 hostels in Rajasthan (SOM), will be at a loss ₹1,10,000 revenue.
- **Year 2:** Expand across Rajasthan, targeting 106 hostels (20% of SAM). Generate ₹2,90,000 profit and reach a significant market share.
- **Year 3:** Begin expansion into neighbouring states. Capture 200 hostels across Rajasthan and neighbouring regions (30% of SAM + additional neighbouring states). Generate ₹7,60,000 revenue and solidify brand presence.

# **Management Team and / or Advisors**

## **Management Team:**

1. Anirban Bhattacharjee
2. Palak Jaggi
3. Prachi Jain
4. Pratibha Boara
5. Reshmi Mitra
6. Mathew Abraham
7. Aditya Maheshwari
8. Nibedita Roy
9. Parth Sarthi Dixit
10. Aditya Mehrotra
11. Aashi Rajwani

## **Advisors:**

1. Puneet Datta
2. Aarti Sharma

