

# Topics Discussed

---



## MARKET

- Indian Education Market
- Key Players
- The Gap



## THE IDEA - XYZ

- What is XYZ
- USP
- Market Presence



## USER & CUSTOMER PROFILE

- User (B2C)
- Customer (B2B)
- Marketing Campaign



## IMPLEMENTATION

- Where we are
- Phases



## S.W.O.T.



## THE TEAM

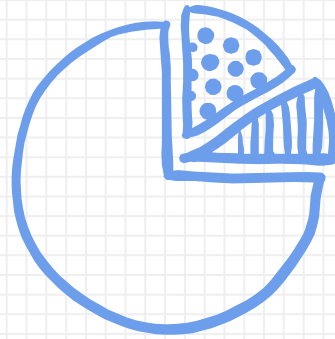
- Current Team
- Team Gap Identified



## LET'S TALK MONEY

- Skin in the game
- Money Needed





# MARKET

---

Indian Education Market  
Key Players  
The Gap

# MARKET - Indian Education Market

## India is

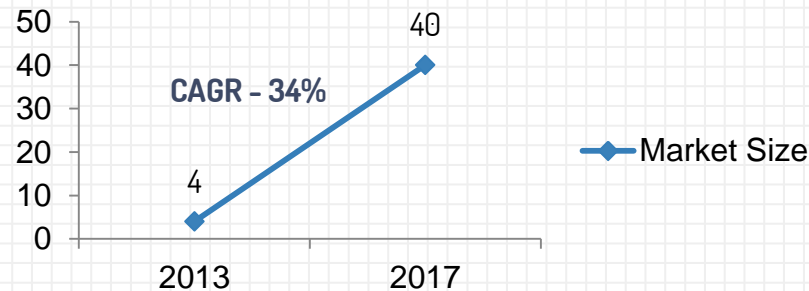
- ✍ **Largest** higher education system
- ✍ **2<sup>nd</sup> largest** education system
- ✍ **2<sup>nd</sup> largest** e-learning system

## Stats:

- ✍ > 1.4 mn schools
- ✍ > 227 mn enrolled students
- ✍ > 36k higher education institutes

## Size:

- ✍ Grew from US\$ 4 bn. in 2013 to US\$ 40 bn in 2017
- ✍ CAGR of > 34% between 2013 to 2017



Industry	Websites
Networking	Linkedin.com, MeritNation.com
Study Material	MeritNation.com, TestBook.com, Scribd.com
E-Learning	EduSaksham.com, MyPrivateTutor.com, Vedantu.com
Online Test (Paid)	MeritNation.com, OliveBoard.com, WizIQ.com, Youth4Work.com
Edu-platforms	MyPrivateTutor.com, Vedantu.com
Information	Siksha.com, HTCampus.com, StudentPortal.com, CollegeDunia.com
Job Portals	Naukri.com, iimJobs.com, TimesJobs.com, Youth4Work.com

There is **NO** \_\_\_\_\_



Other major issues:

- ✗ No \_\_\_\_\_
- ✗ Lack of \_\_\_\_\_
- ✗ Very few \_\_\_\_\_



# THE IDEA

(XYZ)

---

What is XYZ  
USP  
Market Presence