



National Level Consulting Case Competition by Skilled Sapiens

Team Name:

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Member:

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ABOUT THE CLIENT

Skilled Sapiens

Platform Focus: Up-skilling through Live Experiential Learning, Leadership Training, and Personalized Mentorship.

Target Audience: Students, Working Professionals, and Entrepreneurs.

Programs & Initiatives:

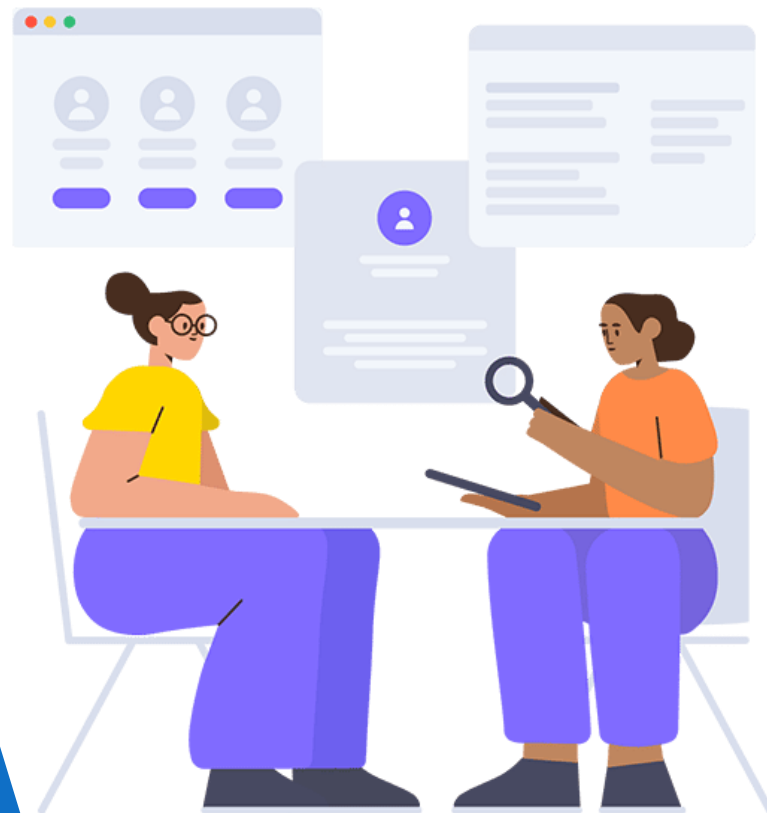
- 1-1 Mentorship with Corporate Mentors.
- Customized Learning Experiences.
- Live Workshops & Doubt Sessions.
- Core Competency Analysis.

Domains Covered:

- Sales & Marketing
- Finance
- Consulting
- Product Management
- HR
- Entrepreneurship

Verticals:

- Campus to Corporate
- Campus to Business



SCOPE OF WORK

🔗 **Objective:** Penetrate the K-12 segment, onboard 100 schools in Tier 1/2/3 cities in 9 months while fostering community and scaling mentorship

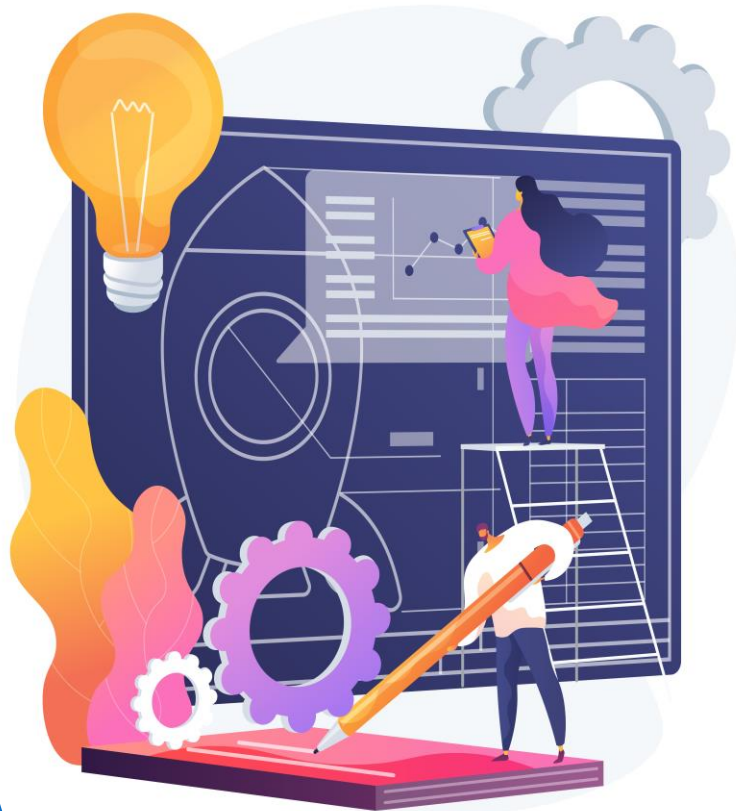
🚀 **Market Focus:** K-12 Segment (Classes 7-12)

- **NEP Advantage:** Revolutionizing mentoring in changing education landscape
- **Multi-Domain Expertise:** Guiding students across diverse fields

⚙️ **Value Proposition:**

- **Holistic Growth:** Beyond tutoring, shaping well-rounded individuals.
- **NEP Aligned:** Adapting to new education paradigms.
- **Community Building:** Fostering a supportive learning ecosystem.

✅ **Vision:** Empower the next generation to excel in diverse fields, forging capable, compassionate leaders



GO TO MARKET STRATEGY

Market Research, Segmentation, and Course Customization

- Detailed research & segmentation
- Customize content for each tier

School Partnerships & Online Presence

- Collaborate with schools for courses
- User-friendly website for easy access

Local Influencers & Trial Workshops

- Engage local influencers
- Host trial classes & engaging events

Referral Programs & Tier Offers

- Incentives for referrals
- Tailored discounts for affordability

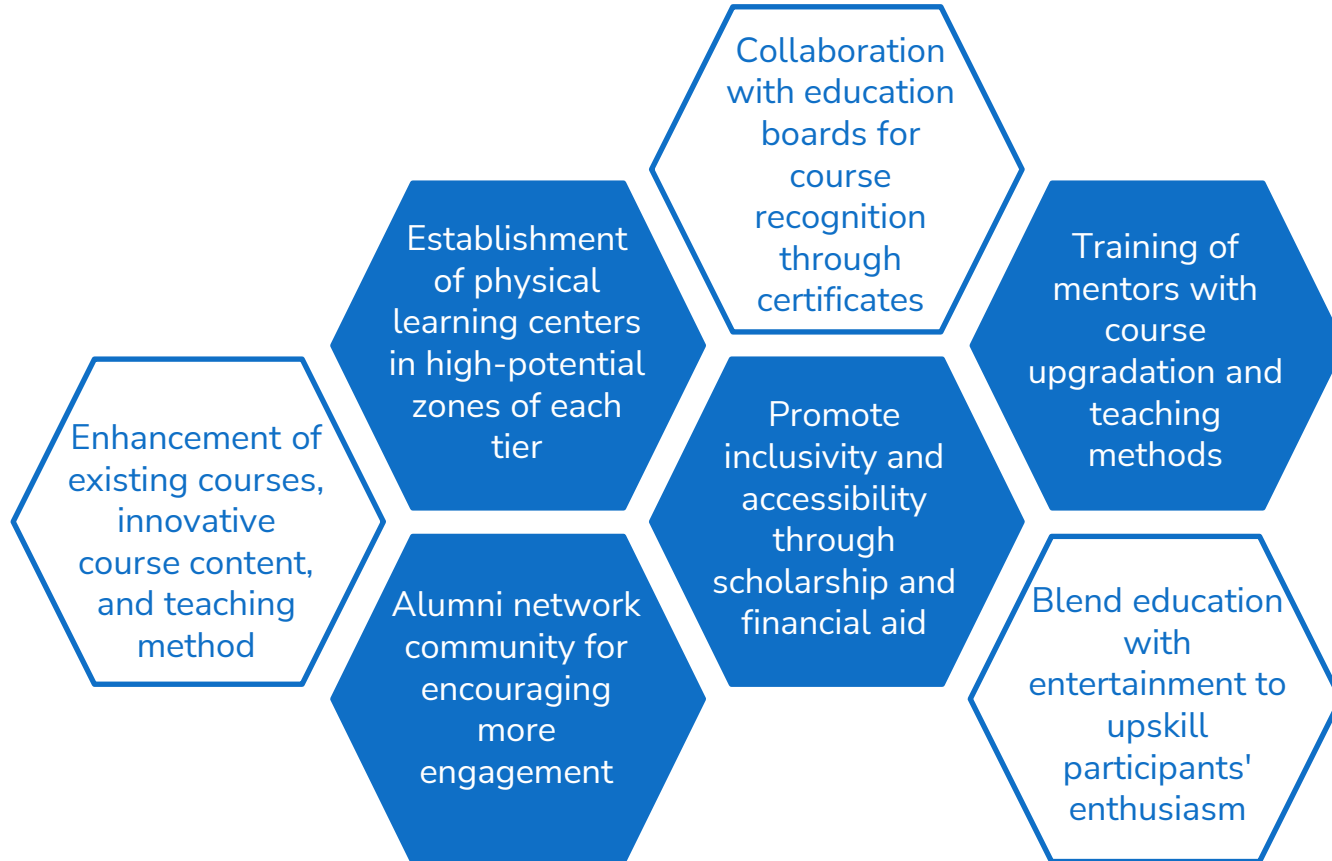
Content Marketing & Creative Ads

- Informative blogs, videos & ads
- Creative outreach for visibility

Continuous Engagement & Feedback

- Regular communication & feedback
- Adjustments for optimal results

GROWTH AND EXPANSION STRATEGY



BRAND BUILDING



1.Targeted Partnerships: Collaborate with respected schools to position as an endorsed education partner.

2.Influencer Engagement: Partner with K-12 influencers for testimonials and course endorsements.

3.Engaging Web Presence: Create an informative website showcasing courses, benefits, and success stories.

4.Social Media Showcase: Leverage platforms to share student achievements, mentor insights, and course updates.

5.Interactive Workshops: Conduct workshops to showcase course value and foster community engagement.

6.Parent-Student Involvement: Encourage parent involvement through informative sessions and family-friendly events.

7.Thought Leadership: Establish credibility through webinars, articles, and insights on K-12 education trends

TIMELINE & INVESTMENT BREAKDOWN

Months
1-3

Pre-Launch Preparation

Extensive Market Research:

- Schools that work in Franchises
- Sales People Onboarding
- Mentors onboarding
- Course Structure creation with Experts and Mentors

Investments:

- Mentors & Sales Person Recruitment: ₹300,000
- Pilot Program Launch: ₹100,000

Monthly Operational Costs:

Months
4-5

Pilot Program Launch

Onboarding Schools and Start Offering Courses:

- Onboard at least 6-8 Schools
- Start Marketing and Promotion

Investments:

- Mentor Compensation: ₹250,000
- Marketing & Promotion: ₹50,000
- Logistics & Support: ₹120,000
- Administrative Staff: ₹50,000
- Miscellaneous: ₹30,000

Monthly Operational Costs:
₹400,000

Months
6-8

Program Expansion

Adding More Schools:

- Add one new city
- Expand our program to at least 30 more schools

Investments:

- Schools Onboarding: ₹50,000
- Mentor Compensation: ₹350,000
- Logistics & Support: ₹300,000
- Administrative Staff: ₹200,000
- Miscellaneous: ₹100,000

Monthly Operational Costs:
₹10,00,000

TIMELINE & INVESTMENT BREAKDOWN

Months
9-11

Exploring New Cities

Adding more cities

- Exploring new cities by adding more Sales and Marketing People to these cities
- Start Building Community

Investments:

- Expand to 80 schools across multiple cities: ₹600,000
- Marketing and promotion for ongoing workshops: ₹150,000
- Mentor compensation: ₹450,000

Monthly Operational Costs:
₹11,00,000

Month
12

Year-End Review and Future Planning(100 schools)

Review One Year Progress

- Add New Schools to reach the goal of 100 Schools
- Take reviews across all domains
- Create a plan

Investments:

- Mentor Compensation: ₹550,000
- Expansion Costs: ₹600,000
- Miscellaneous: ₹100,000

Monthly Operational Costs:
₹12,50,000

COURSES PORTFOLIO

Finance

USP:

Empower students with essential financial literacy and an entrepreneurial mindset, introduction to the world of banking and real-world economics

Courses Offered:

- Financial Management(Basic Personal Finance, Digital Financial Literacy)
- Banking and Investing Fundamentals
- Entrepreneurship and Real-world Economics, etc.

Approx. Duration:

6-8 Months

Music

USP:

Cultivating creativity and encouraging original compositions with access to audio workstations and knowledge of theoretical as well as technical aspects behind songwriting and film scoring

Courses Offered:

- Fundamentals of Music Production and Song Writing
- Film Scoring Basics
- Basics of Sound Desing and Synthesizing, etc.

Approx. Duration:

8-10 Months

COURSES PORTFOLIO

Artificial Intelligence

USP:

Introduction to the latest technological advancements in AI and how to keep updated with technology and use AI tools efficiently

Courses Offered:

- Introduction to AI
- How to Use AI Effectively for the Betterment of Society
- Work Efficiently with AI, etc.

Approx. Duration:

4-6 Months

Videography

USP:

Develop storytelling skills and ideate creativity through filmmaking basics and introduction to animation with standard equipment and software

Courses Offered:

- Introduction to Videography and film editing basics
- Documentary and short film production
- Introduction to 2D animation and storytelling, etc.

Approx. Duration:

10-12 Months

COURSES PORTFOLIO

Personality Development

USP:

Develop a winning personality through diverse courses such as time management, effective communication, and fundamental management and shape a bright future

Courses Offered:

- Goal Setting and Time Management
- Effective Communication and Public Speaking
- Leadership and Management, etc.

Approx. Duration:

4-6 Months

Visual Arts

USP:

Develop artistic skills through digital art medium and introduction of advanced concepts such as character design and 3D modeling with required software and techniques

Courses Offered:

- Introduction to Visual Art and Digital Art Exploration
- Character Designing and 3D Modelling, etc.

Approx. Duration:

8-10 Months

KEY FEATURES

Course Curriculum Blended With NEP

Hands-on-learning With Real-world Application

Interaction And Masterclass From Industry Icons

Project Based Assessments

Industry Expert Mentors

Career Guidance And Live Q&A

Collaborative Learning And Growth Tracker

Portfolio Development



