MENTORZONE

"Your Passport to Global Career Opportunities"

MSc Business Analytics

MIS41050 - TECHNOLOGY CONSULTING

GROUP 11

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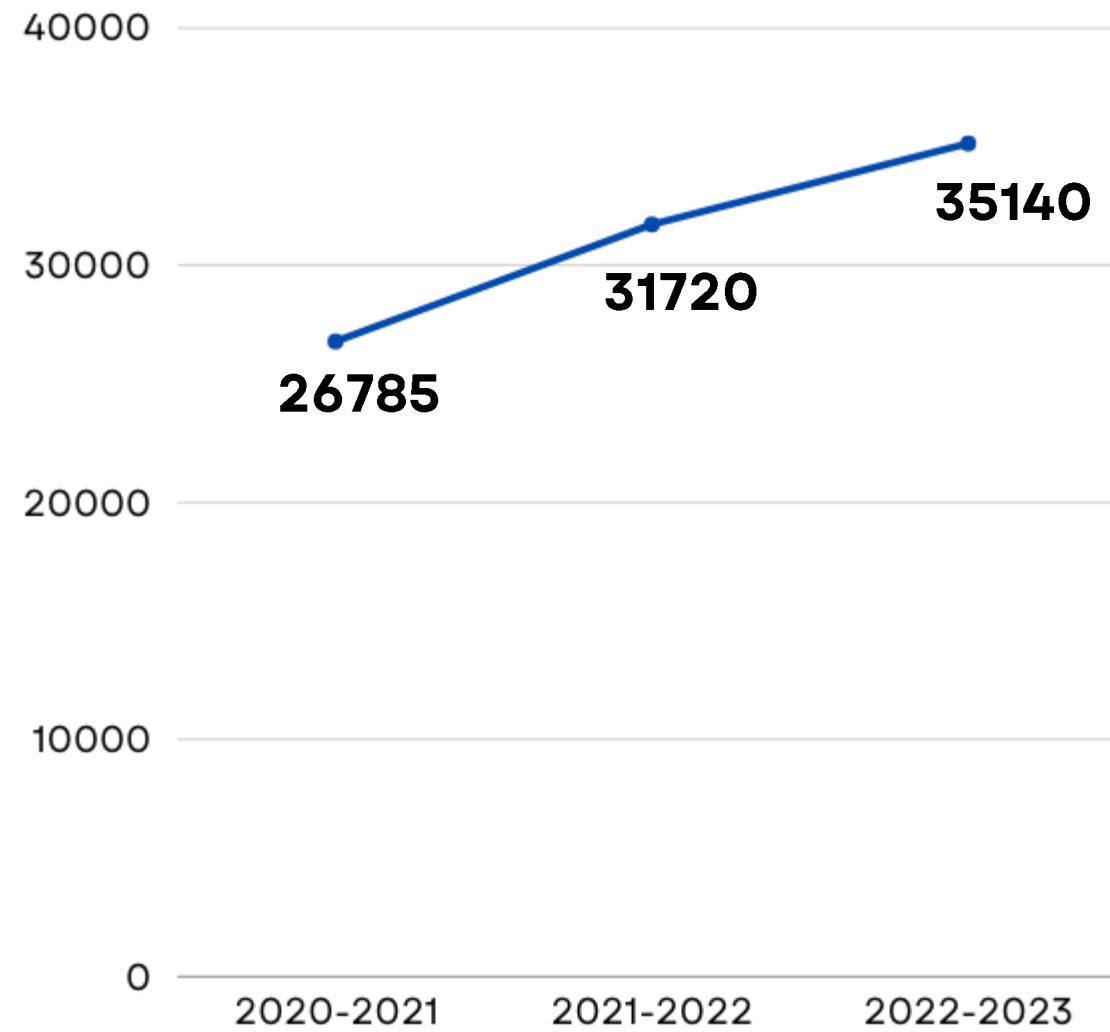Shivang Ranjan (23200060)
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UCD DUBLIN

↑ **5.5%***

of YoY international enrollments in Higher Education

35140

31720

26785

40000

30000

20000

10000

0

2020-2021　　2021-2022　　2022-2023

€ **632.5M***

Annual income earned from international students

€**1B**

Projected Annual Income by

2027

***** Data for students travelling to Ireland for higher education.

VALUE PROPOSITION

MENTEE

- One-stop solution for education & career planning
- Access to current university students and alumni mentors
- AI based personalised career planning

EDUCATION CONSULTANT

- Cloud based Student Management System (CRM)
- ML based Application Conversion Score
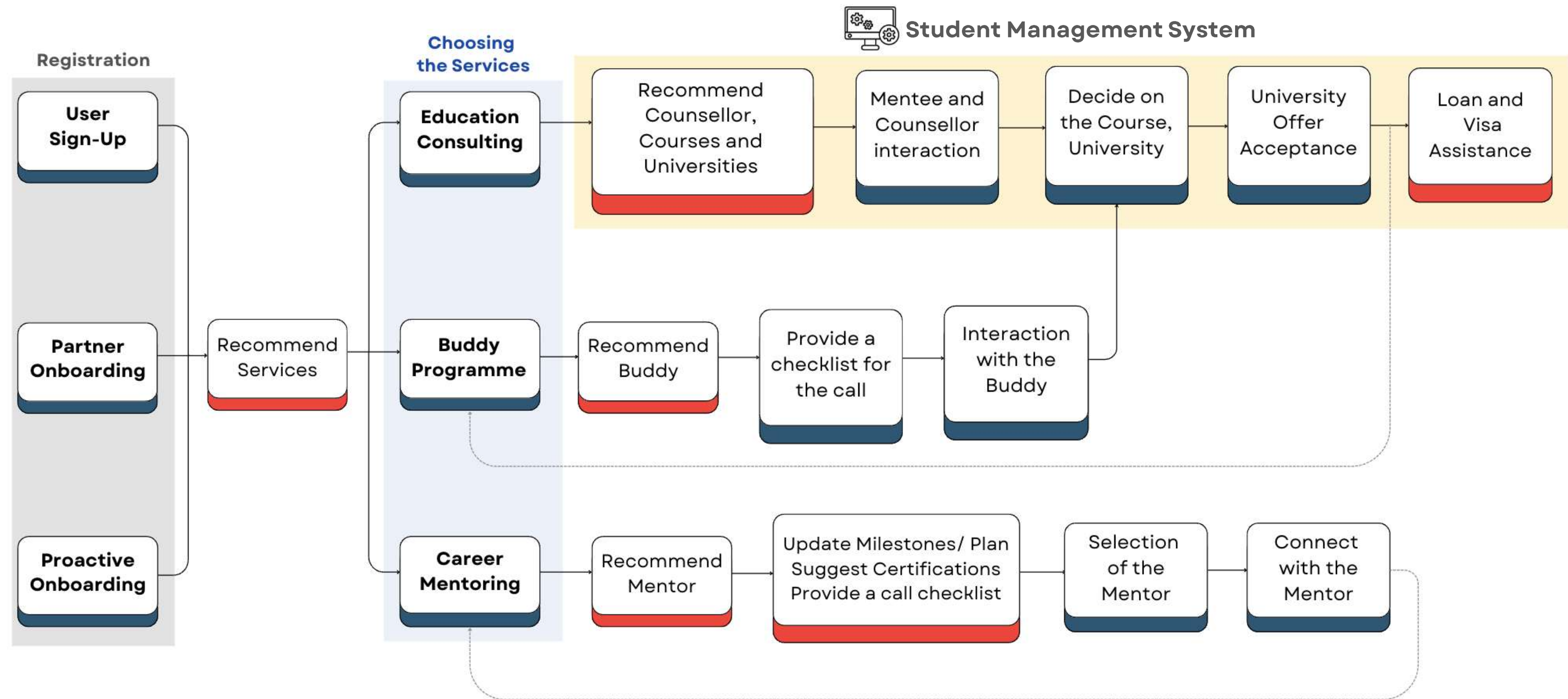- Increased student enquiries

MENTOR

- Passive income generation
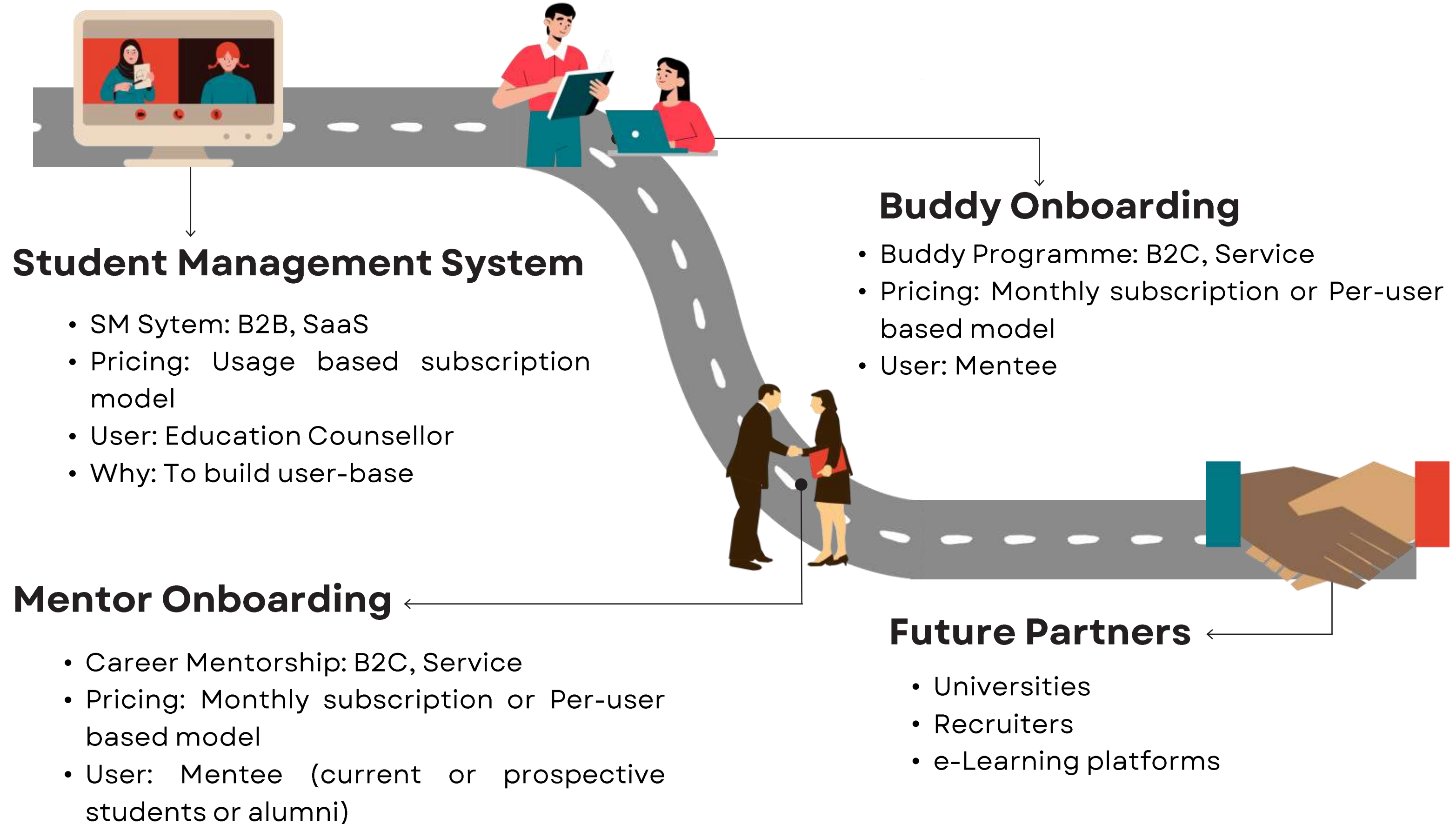- Opportunity to hone leadership skills

BUSINESS FLOW CHART

Student Management System

Registration

- **User Sign-Up**
- **Partner Onboarding**
- **Proactive Onboarding**

Recommend Services

Choosing the Services

- **Education Consulting**
- **Buddy Programme**
- **Career Mentoring**

Education Consulting
Recommend Counsellor, Courses and Universities → Mentee and Counsellor interaction → Decide on the Course, University → University Offer Acceptance → Loan and Visa Assistance

Buddy Programme
Recommend Buddy → Provide a checklist for the call → Interaction with the Buddy

Career Mentoring
Recommend Mentor → Update Milestones/ Plan Suggest Certifications Provide a call checklist → Selection of the Mentor → Connect with the Mentor

Legend
- **AI/ ML driven**
- **User Registrations**
- **Services Offered**
- **Product Offered**

Buddy - Current University enrolled student

BUSINESS PHASES

Student Management System

- SM Sytem: B2B, SaaS
- Pricing: Usage based subscription model
- User: Education Counsellor
- Why: To build user-base

Buddy Onboarding

- Buddy Programme: B2C, Service
- Pricing: Monthly subscription or Per-user based model
- User: Mentee

Mentor Onboarding

- Career Mentorship: B2C, Service
- Pricing: Monthly subscription or Per-user based model
- User: Mentee (current or prospective students or alumni)

Future Partners

- Universities
- Recruiters
- e-Learning platforms

Buddy - Current University enrolled student

CASH FLOW MODEL

INFLOW

INVESTMENTS
- Venture Capitalists
- Angel Investors

SUBSCRIPTIONS
- B2B - SaaS
- B2C - Buddy Programme, Career Mentorship

MISCELLANEOUS
- Advertisements
- Sponsorships
- University Partnerships
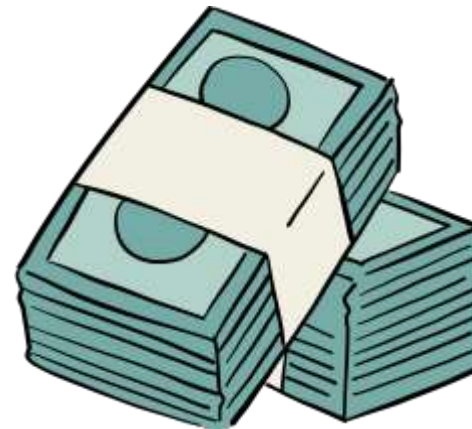- Bank Loans

OUTFLOW

CAPEX
- Platform Development
- In-house Data Science team

OPEX
- Cloud infrastructure maintenance
- Marketing
- Customer, Partner and Tech support
- Buddy/ Mentor payments

OTHERS
- Taxes
- Interests and Repayments
- Legal Expenses

SWOT ANALYSIS

STRENGTHS

- Personalised individual centric career mentorship
- Mapping Mentees with the right Mentors (through AI)
- AI/ ML based CRM systems

WEAKNESSES

- Initial investment to build and maintain CRM system
- Mentor vetting process
- Initial mentor availability
- Education Consultants resistance to adapt to new CRM

OPPORTUNITIES

- Promote Universities
- AI/ ML based talent assessments for potential employers
- Advertisements

THREATS

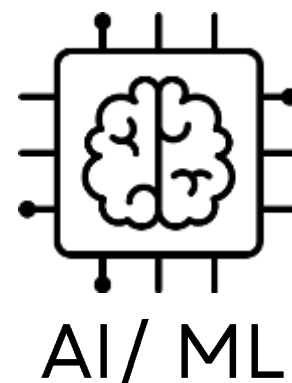- LinkedIn mentorship feature
- Offline mentorship bypassing the platform
- New competitors with deep pockets

Product/ Services	SaaS **Student Management System**	Buddy	Education Counselling	Career Mentorship
Free Tier	Up to 20,000 student records	• AI generated recommendations • Meet 1 free buddy upon sign-up	All services available	-
👑 **Paid Tier**	Pay-per-student Record	• Monthly subscription - Meet 5 Buddies • Pay-per-buddy	-	• Pay-per-mentor • Monthly subscription - Tailored list of Courses/ Certifications/ Milestones • Mock interviews • AI Progress Manager

TECHNOLOGIES

aws

AI/ ML

+tableau

React

THANK YOU!