Swavik Internship Platform - Business Presentation Document & Plan

# 1. Company Overview

Name: Swavik  
Tagline: Start from Scratch, Grow to Skillful  
Mission: Empower students through hands-on, short-term internship programs that simulate real-world projects and help them develop industry-ready skills.  
  
Vision: To become India's leading online platform for practical, mentorship-based internships that drive skill-building and career confidence.  
  
Unique Value Proposition:  
- Structured 4-week internship programs  
- Mentorship + Mock interviews + Certification  
- Project-based evaluation

# 2. Programs Offered

Each program runs for 4 weeks and includes 3 quizzes, 1 mini project, and a mock interview.  
  
Python: Programming, problem-solving (Tools: Python, Jupyter, VS Code)  
Web Dev: HTML, CSS, JS, Responsive Design (Tools: HTML, CSS, JavaScript, Bootstrap)  
AI & ML: ML basics, data processing, modeling (Tools: Python, Pandas, NumPy, scikit-learn)  
Full Stack: Frontend + Backend (Tools: React, Node.js, MongoDB, Express.js)

# 3. Course Structure (4 Weeks)

Week 1: Topic-based content + Quiz (3 attempts)  
Week 2: Unlock only after Week 1 quiz is passed  
Week 3: More advanced content + quiz  
Week 4: Final project + mock interview + certificate  
  
Failing 3 quiz attempts leads to mentorship session.

# 4. Website Structure

- Home – Mission + Success stories  
- Programs – List of courses + details  
- About Us – Founder story, Govt. recognition  
- Apply / Enroll – Form: name, email, resume, phone, college, course  
- Notes & Quiz – Student login  
- Contact Us – WhatsApp, Telegram, Email support

# 5. User Registration Flow

Fill form → Confirmation email → Payment  
Admin receives email → Add to group → Course access unlocked

# 6. Payment System

- UPI / QR / Razorpay  
- Promo code discounts  
- Auto access post-payment  
  
Pricing:  
₹299: Course + certificate  
₹499: Notes + mentoring + certificate  
₹5999: Final year project support

# 7. Certification

Issued after project + mock interview  
Includes: name, course, duration, project, evaluation  
Certificate ID (verifiable online)

# 8. Tech Stack (Suggested)

Frontend: React.js / WordPress + Elementor  
Backend: Firebase / Google Sheets + Webhooks  
Payments: Razorpay / Instamojo  
Quiz: Google Forms / Custom  
Communication: WhatsApp / Telegram / Email Automation

# 9. Business Plan

Target Market: College students, grads, switchers  
Revenue Model: Tiered pricing + referrals  
Marketing: Instagram, LinkedIn, Student Ambassadors, Workshops  
  
Operations: Expert-created content, part-time mentors, automation  
Support: WhatsApp, Email, Telegram  
Growth: Add advanced tech, university tie-ups  
  
Revenue Forecast (Year 1):  
- 500 x ₹299 = ₹1,49,500  
- 300 x ₹499 = ₹1,49,700  
- 50 x ₹5999 = ₹2,99,950  
- Total: ₹5,99,150

# 10. Future Plans

- College tie-ups for credits  
- 8-week advanced programs  
- Campus ambassadors  
- Internship marketplace for employers

# 11. Contact Info

Email: support@swavik.in  
Telegram: @swavik\_support  
WhatsApp: +91-XXXXXXXXXX