

2024

ASHWA
RACING
BUSINESS
PLAN
PITCH DECK

VISION



Transform entry-level engineering freshers into proficient, industry ready automotive experts.

MISSION

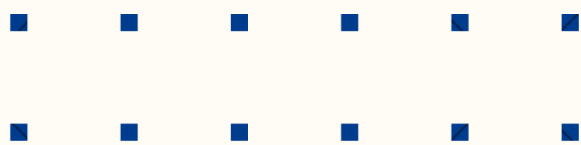


Driving the future of both individuals and institutions in the automotive realm through certification and mentorship.



"85% of engineering graduates not immediately employable...need to improve quality of education"

-Narayan Murthy

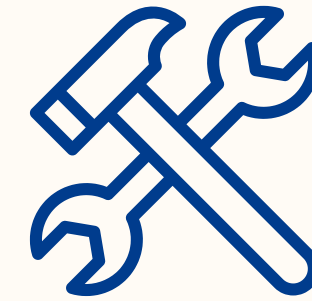


PROBLEM STATEMENT



➤ PROBLEM 1

Lack of proof and verification of hands-on work experience to distinguish students.



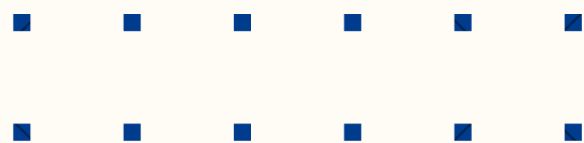
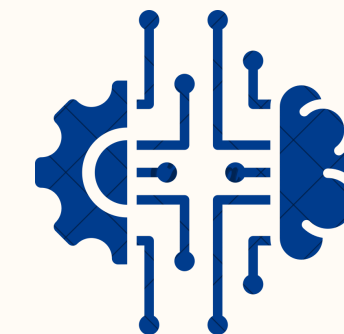
➤ PROBLEM 2

Lack of accessibility to practical and hands-on knowledge in newly established universities in India.



➤ PROBLEM 3

Minimal research infrastructure and progress for small-scale companies in India.



SOLUTION



Student Program

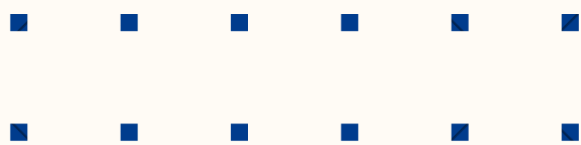


University Program



Corporate R&D and
Training

- Unparalleled hands-on and immersive learning experience for college students.
- Brand building and expert guidance to students for mobility clubs in newly established universities.
- Enhancing research initiatives for companies without own R&D.



OUR PRODUCTS & SERVICES



STUDENT PROGRAM

Duration: 20 weeks (280 hours)

Mode: Hybrid (online theory + offline learning)

Content: 5 basic courses

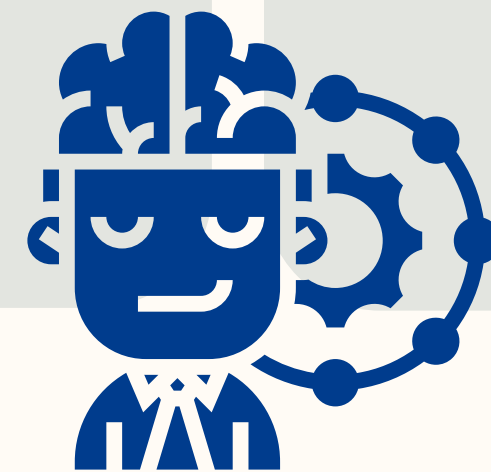


UNIVERSITY PROGRAM

Duration: 3-4 years

Tiers:

- Essential
- Enhanced
- Premium

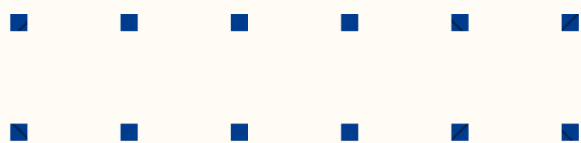


CORPORATE R&D AND TRAINING

Duration: 2-6 months

Features:

- Tailored curriculum
- Access to prototype
- Accelerated Learning initiative



OUR TEAM

ADVISORY PANEL

ACADEMIC-INDUSTRY LIASON

Educationalist

Dr. Shanmukha Nagaraj,
RV College of Engineering Dean

INDUSTRY INTEGRATION SPECIALIST

Automotive
Industry Expert

Chief Engineer, Toyota Kirloskar Motor

CURRICULUM ENHANCEMENT ADVISOR

Domain Expert

Dr. Reji Mathai,
Director at ARAI



Shravan Shenoy
CEO



Ravikiran A
CFO



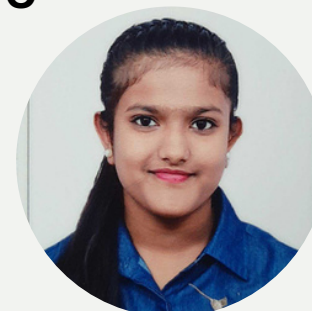
Devansh N
CTO



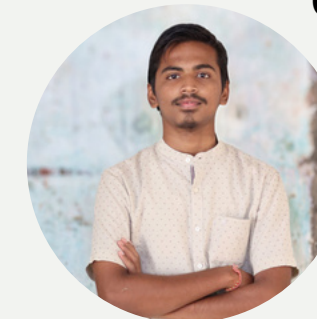
Aadhya R
COO



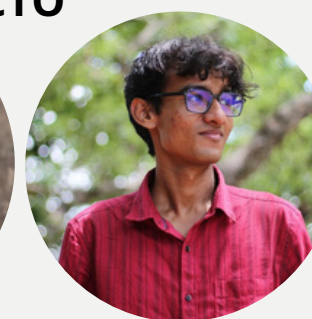
Manav P
Finance Head



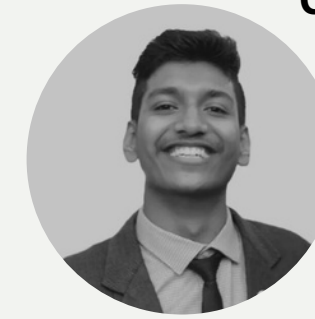
Apoorva P
Treasury
Manager



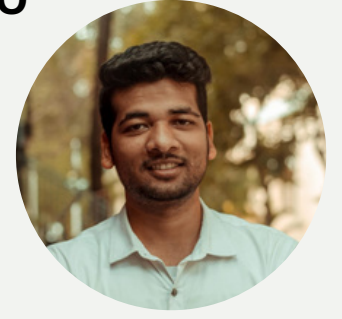
Neelesh A
Technical
Program
Manager



Darren P
Course
Coordinator



Arunit A
Admin Head



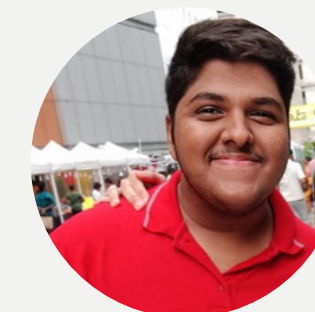
Ritik R
HR & Safety
Lead



Aman K
Finance Head



Anmol S
R&D Lead



Zuhaib A
Marketing
and Sales

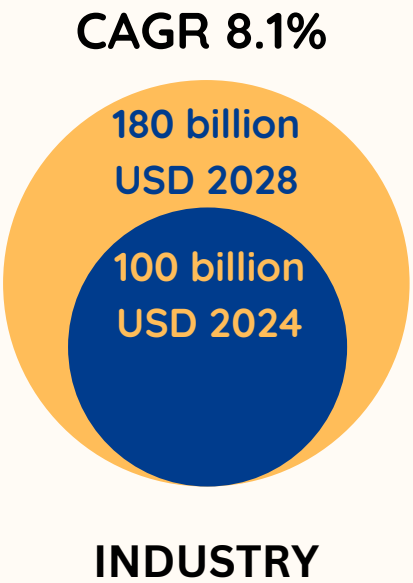
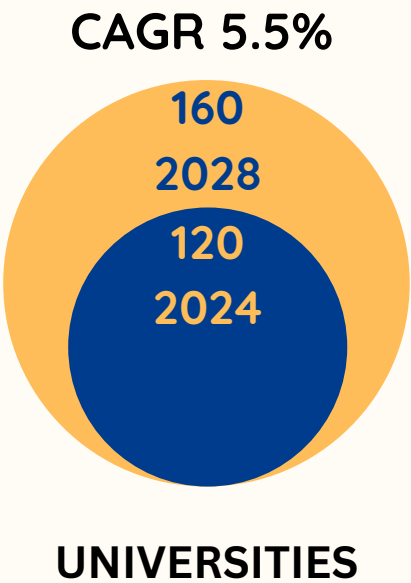
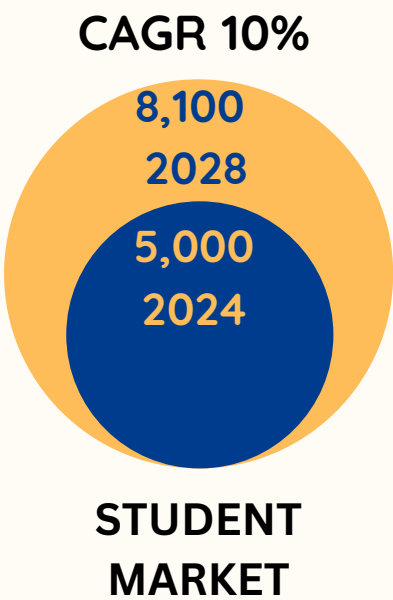


Keyuri S
Relationship
Manager

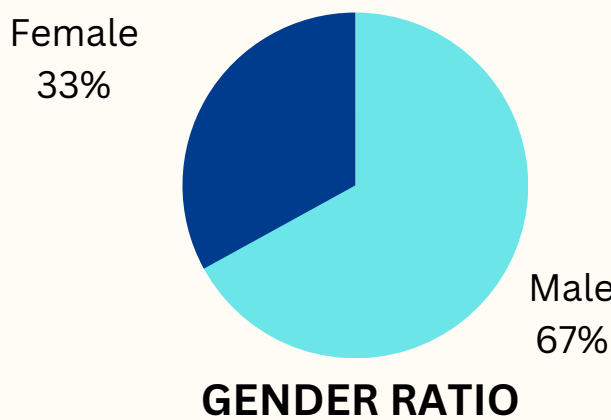
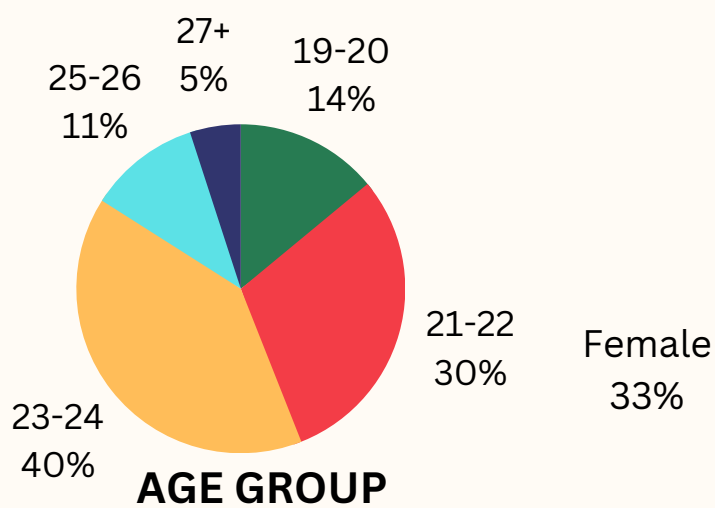
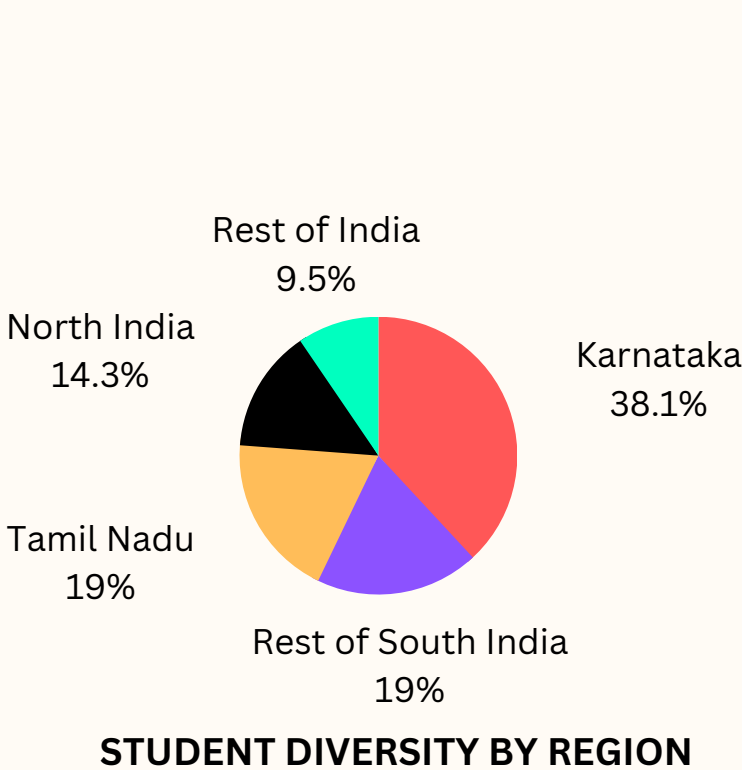
TARGET MARKET



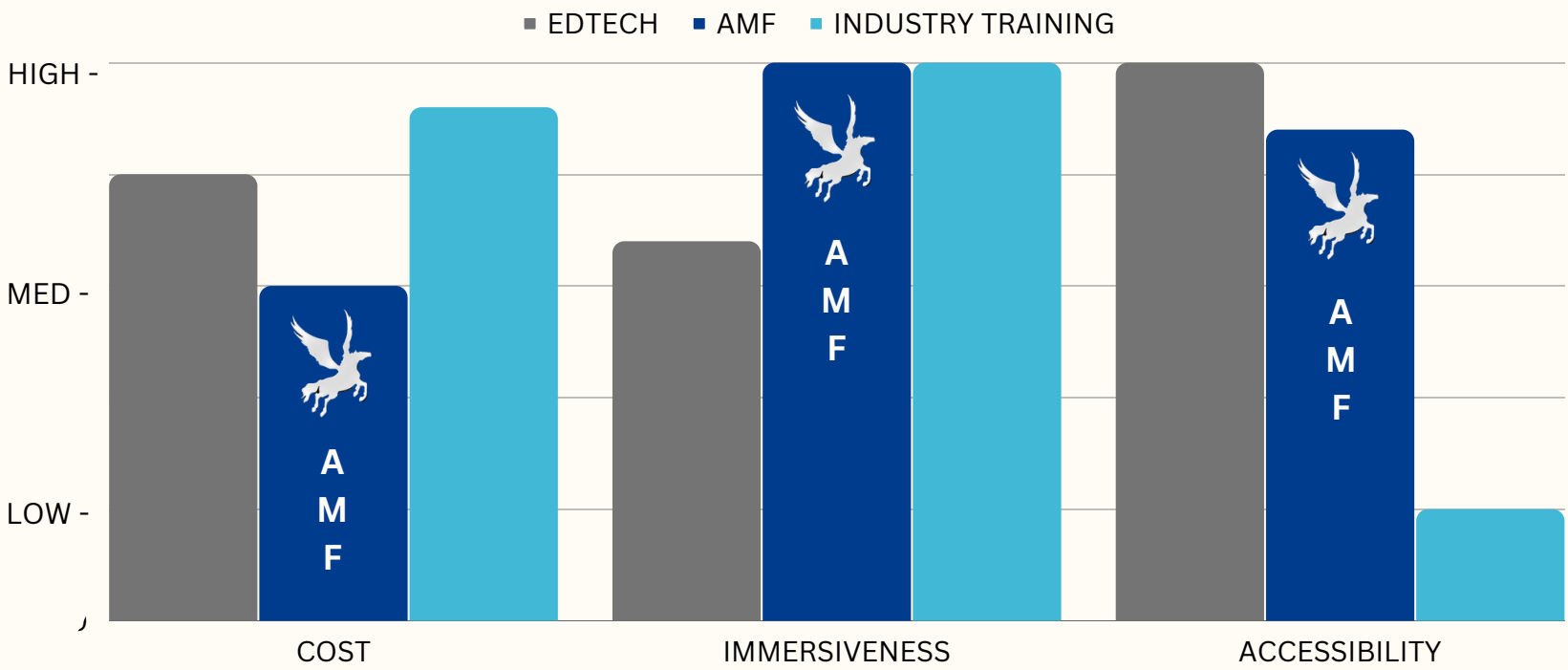
MARKET SIZE



TARGET DEMOGRAPHICS



COMPETITOR COMPARISON



*AMF - ASHWA MOBILITY FOUNDATION

	COST	ACCESIBILITY	NETWORK
AMF	Rs. 64,999	Open to all college students	Rich and diverse
COURSERA	Rs 1.5 lac	Pan India	Poor
TCS	Rs 2 lac	Not very accessible	Diverse

SWOT ANALYSIS



STRENGTH

- 18 years experience and collection of prototypes
- Exhaustive curriculum
- Hands-on and customisable training

WEAKNESS

- Development time for courses
- Resource intensive
- Barrier for entry for less privileged students

OPPORTUNITY

- Industry demand for specific requirements
- Corporate partnerships for credibility
- Hybrid mode of learning

THREATS

- Competition
- Economic factors
- Resistance from universities
- Material piracy
- Logistical challenges



GO-TO-MARKET STRATEGY



1

PRICING STRATEGY



Individual Student
Certification (6 months)
Rs.50,999



3 levels of Mentorship +
Guidance (3-4 years)
Rs.3,34,000-7,00,000/year



Tailor Made Programs
(2-6 months)
Weekly:
Rs.10,000/person

2

MARKETING STRATEGIES



Social Media -
Reels, Sneak
Peaks etc.



AR/VR Training
Sessions.



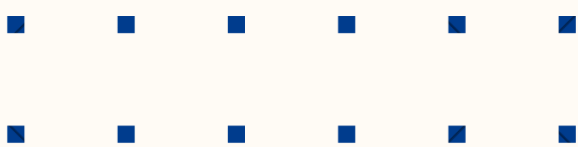
Open Networking
Events & Expert
sessions



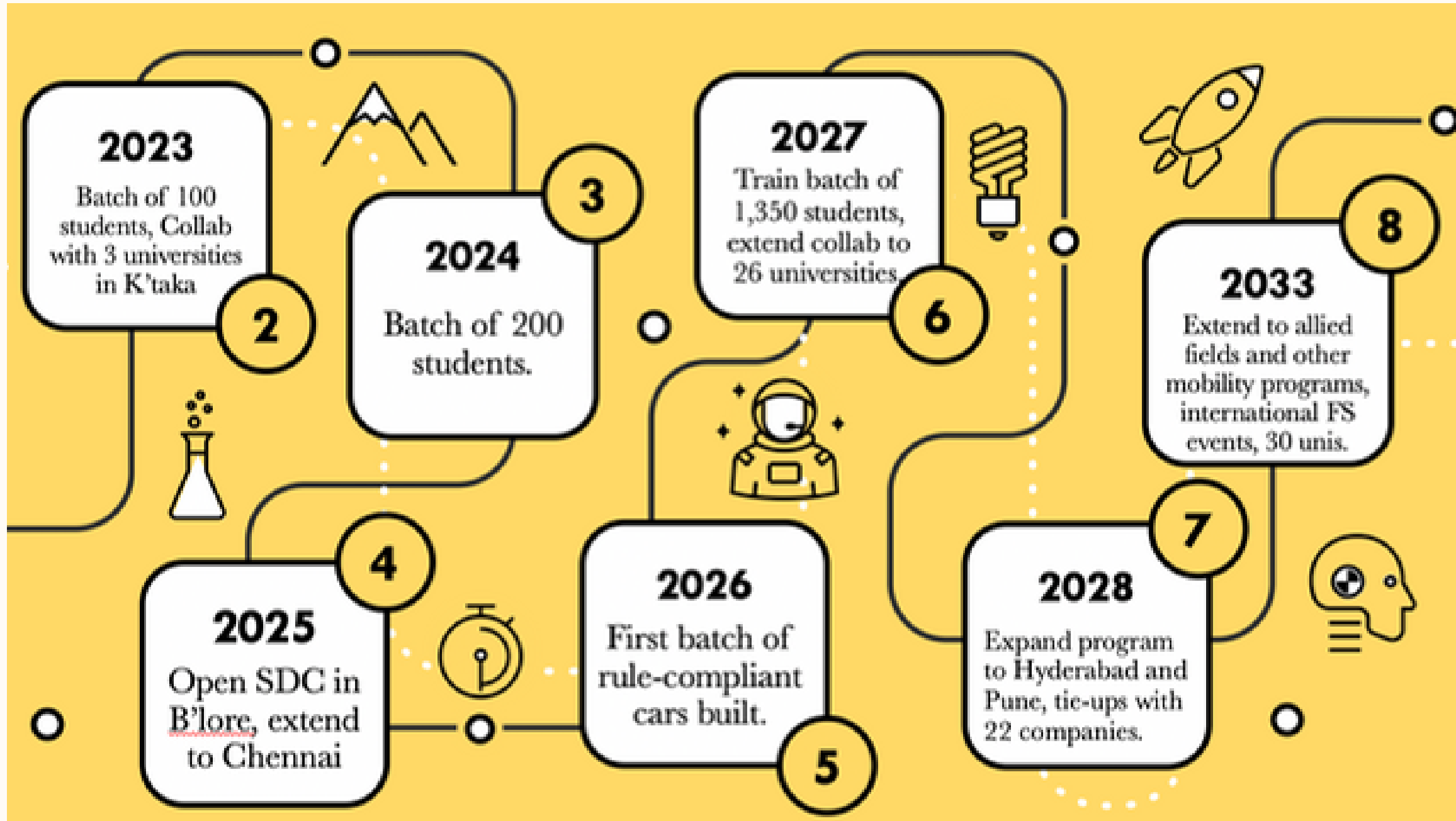
Referral
Programs &
Scholarships



Joint
certification,
MoUs



MILESTONES



Key Highlights

1. **Student program + University program rolled out simultaneously.**
2. **Skill Development Center set up in Bangalore in year 3.**
3. **Extending to allied fields beyond 2028.**

PARTNERSHIPS & COLLABORATIONS

Education Partners



Track and Infrastructure Partners



Industry Partners



EQUITY & FINANCIALS

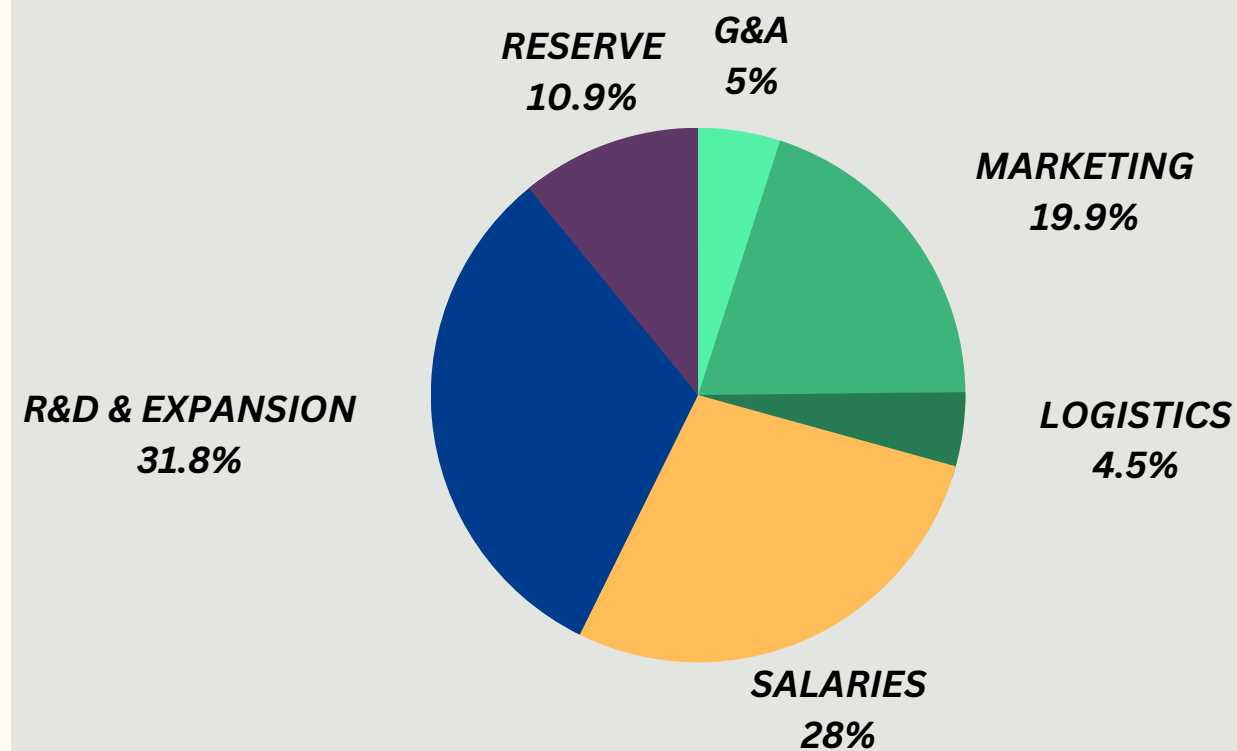


SERIES A INVESTMENT ASK = 4,00,00,000

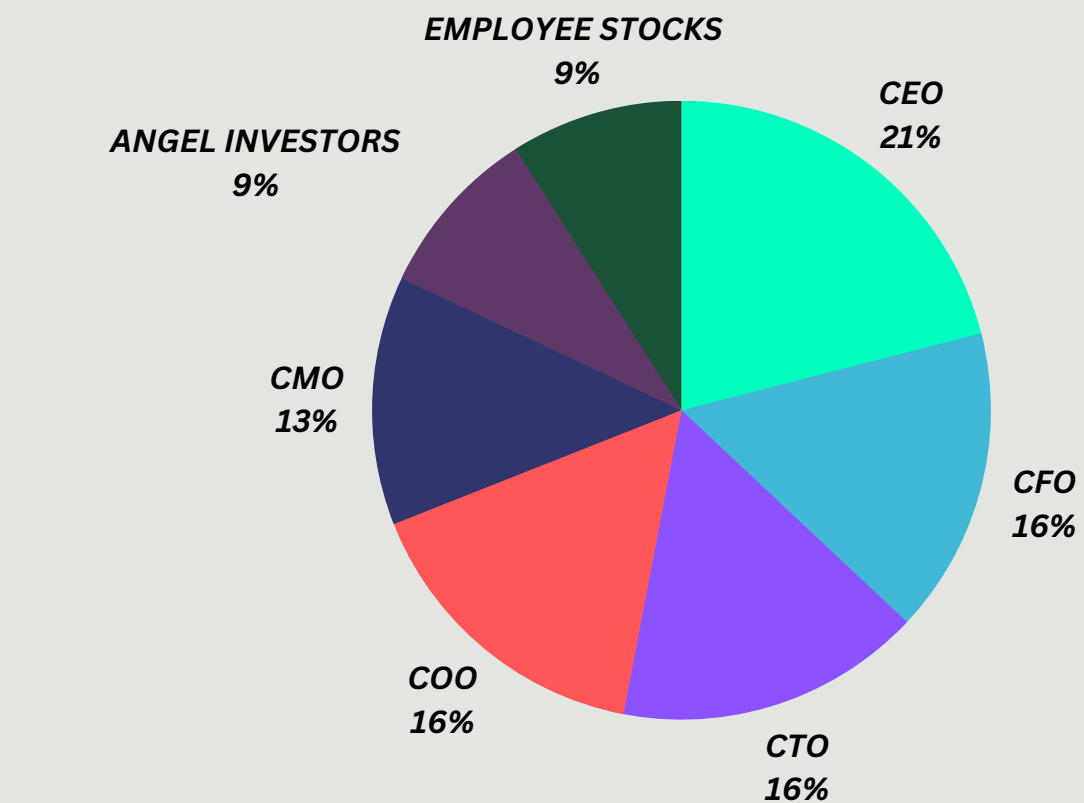
EQUITY OFFERED = 25%

POST-INVESTMENT VALUATION = Rs. 16,00,00,000

INVESTMENT SPLIT-UP

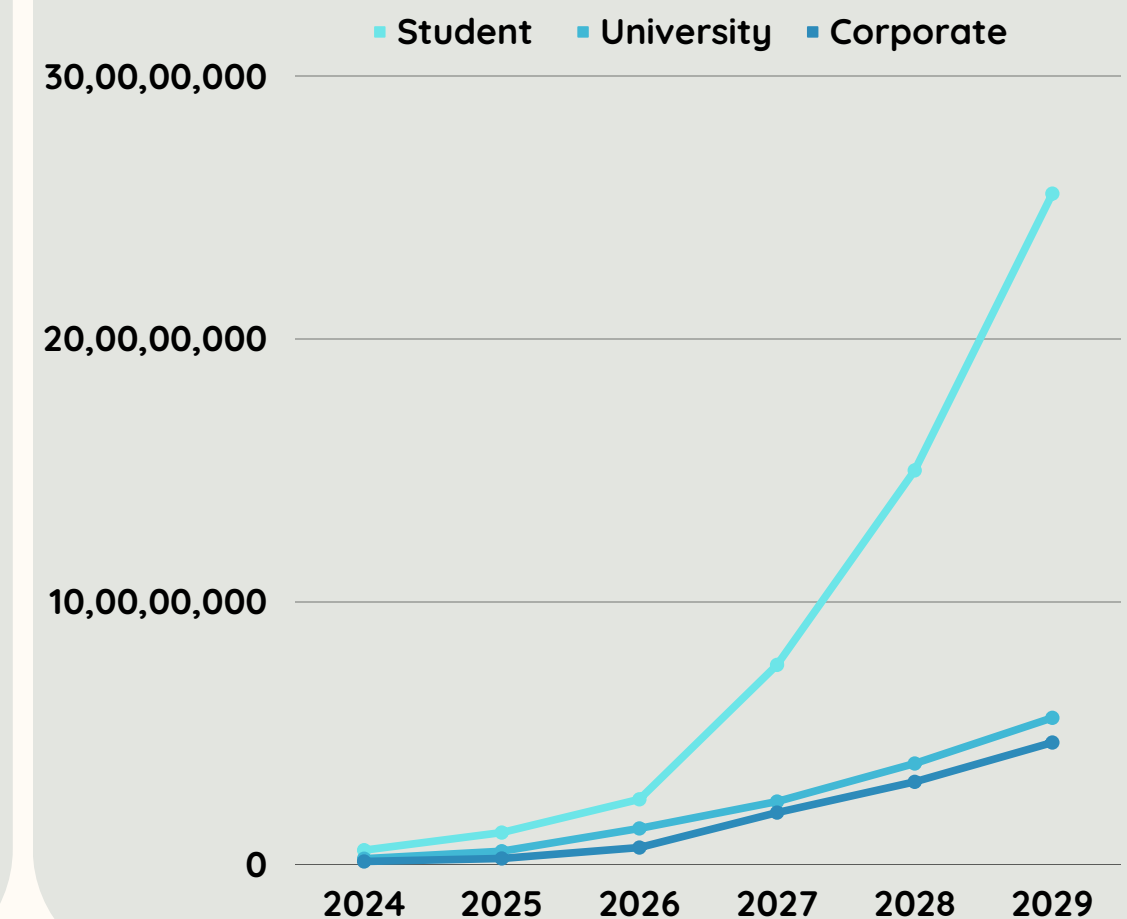


AMF SHAREHOLDERS



Equity offerings of **5%** from the shareholdings of the CEO, CFO, CMO, COO, and CTO will be extended.

BUSINESS GROWTH

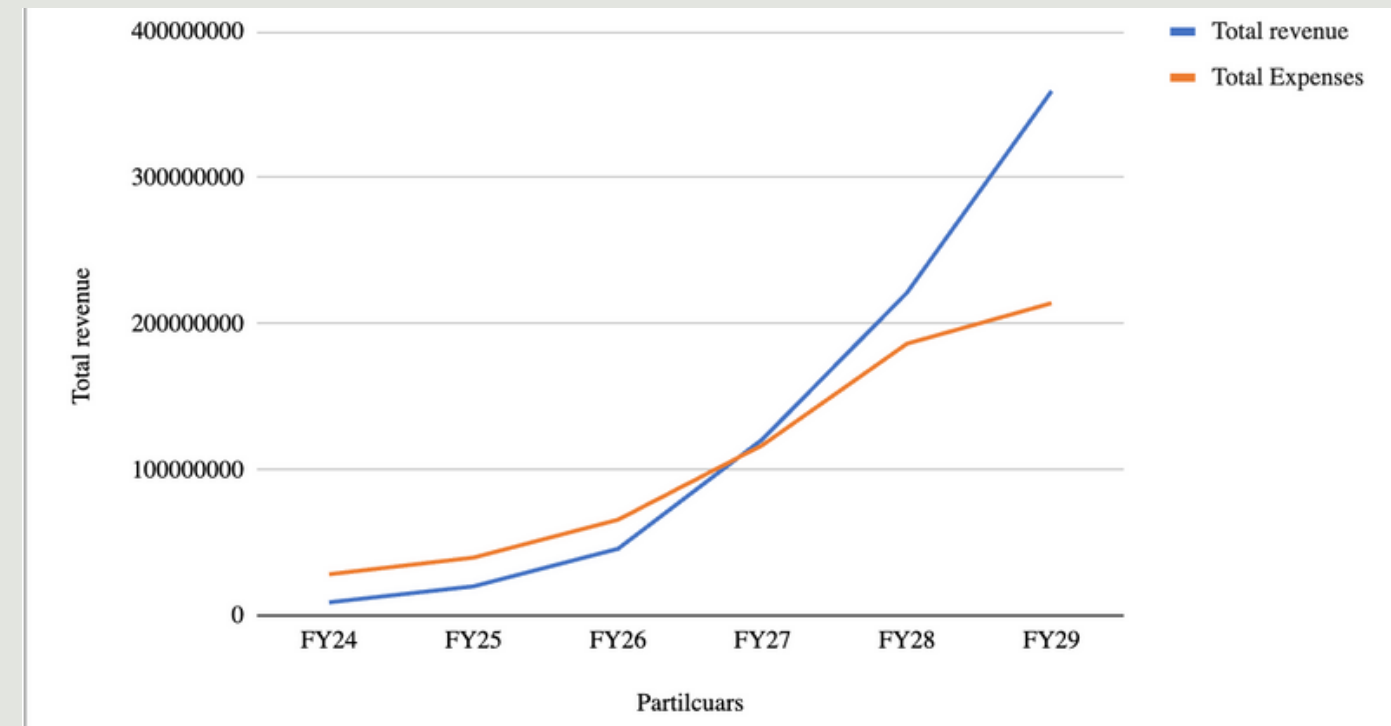


EXIT STRATEGY



- AMF Net Valuation bound to increase:
 - EV + Autonomous programs
 - Allied domains
 - Multiple cities
- IPO on the cards in the long run
- Exploration of strategic partnerships on profit sharing basis.

BREAK-EVEN ANALYSIS



Time of Investment: 3 years

SERIES B INVESTMENT ASK = 4,50,00,000

EQUITY OFFERED = 8%

RETURN ON INVESTMENT (FY27) = 251.56%

GROWTH STRATEGY - DEEP DIVE



Potential Partners:

Mahindra
Ola Electric
Bosch



NETWORKING EVENTS

- Companies - Scout talent
- Students - opportunity to interact with professionals.

Potential Partners:

Mindler
iDream
Manya Group



CAREER GUIDANCE INSTITUTES

- Partners - access to a targeted customer pool
- Students - insights into career options and guidance.

Potential Partners:

Ansys
Mathworks
Infineon

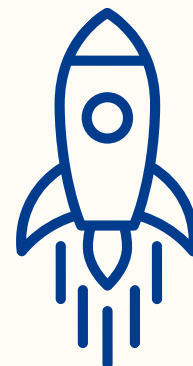


ENGINEERING TOOLS & SOFTWARE PROVIDERS

- Partners - access to pool of skilled workforce
- AMF* - subsidised costs for certification

Potential Partners:

SIAM/ARAI
ARTPARK, IISc
CoCreate Ventures



INCUBATORS & ACCELERATORS

- Partners - higher success rate with the brightest technical talent
- Students - platform to take their ideas further