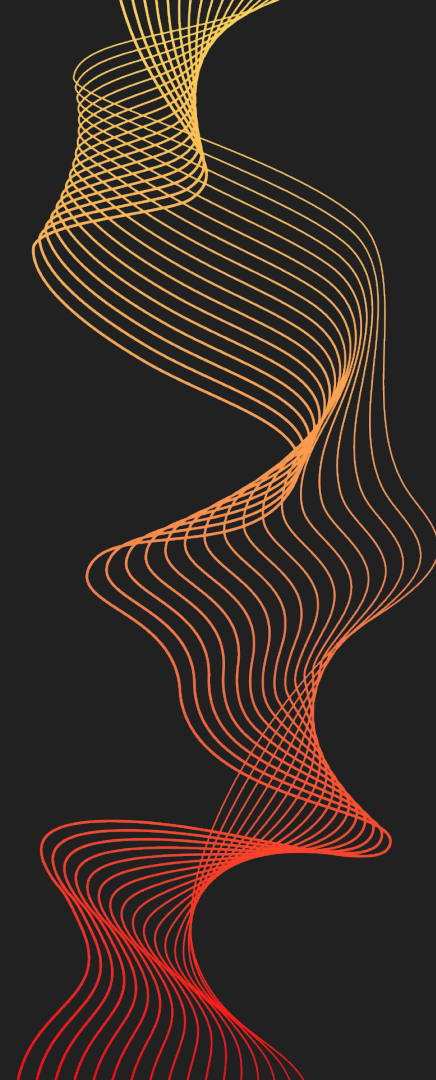
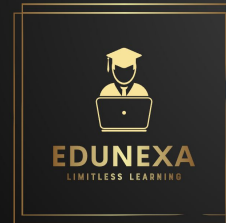




EDUNEXA
LIMITLESS LEARNING



Meet the team at EduNexa



Srinidhi
President



Tawfiq Thahiru
CEO (Chief Executive
Officer)



Kaitlyn Huang
CMO(Chief Marketing Officer)



Shreya
VP of Research and
Student Affairs



Ky Anh
VP of Corporate Strategy



Hannah Luo
Financial Manager



Dina
VP of Research and
Academic development



Emily
Financial Analyst



Maanvi Reddy
Content Developer



Company Overview

1

Vision

To be the global leader in online education, fostering innovation, advancing knowledge, and transforming lives for a brighter and more inclusive future for all.

2

Mission

Empowering global learners with accessible, innovative, and world-class education to realize their full potential and thrive in the digital era.

3

Values

Excellence, Accessibility, Innovation, Inclusivity

4

Core Achievements

EduNexa revolutionizes online learning with a pioneering Master of Fine Arts in English program, catering to a global audience. Our innovative platform combines academic rigor, technological prowess, and a commitment to accessibility, empowering learners to thrive in a digitally interconnected world.



Company Overview

- Online education platform
- Offers comprehensive M.F.A. in English program

Innovative Approach

- Combines academic excellence with global reach
- Aims to make high-quality education accessible worldwide

Core Values

- Focus on technology, inclusivity, and career advancement
- Committed to transforming lives through knowledge and opportunity



Edunexa

Discover new courses, search for specific topics,
and track your progress.

Explore



Educational Offerings

1

Digital
Storytelling



2

Storytelling
for Business



3

Storytelling in
Film and
Cinema



4

Creative
Writing and
Storytelling



5

Online
Business
Storytelling



Global Online Education Market

Industry Overview

EduNexa operates in the Online Education Industry, offering a comprehensive Master of Science program in English.

Trends in Digital Education

Digital education is shifting towards accessible, interactive, and adaptive learning environments. EduNexa aligns with these trends by offering a user-friendly online platform and innovative learning tools.

Market Growth Statistics

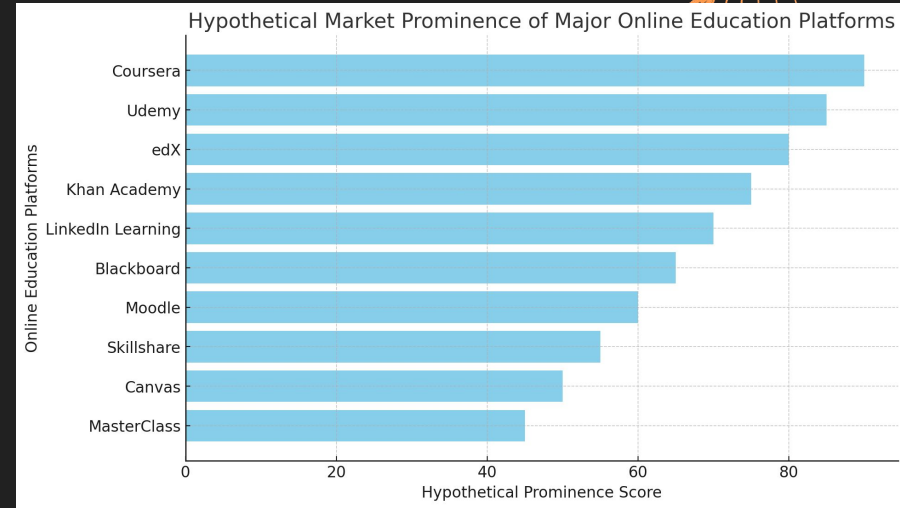
The Online Learning Platforms market is projected to reach **US\$2.85bn** in 2023, with an expected annual growth rate of **10.38%** through 2027. The market volume is predicted to reach US\$4.23bn by 2027, with 57.0 million users.



Competitors

EduNexa faces competition from a diverse range of major players in the online education industry. These include established and emerging online education platforms, traditional universities and colleges offering online programs, specialized online universities, language learning platforms, corporate training providers, educational content marketplaces, local competitors, nonprofit educational organizations, and government initiatives.

1. **Coursera:** High prominence, partnerships with top universities, wide range of courses.
2. **Udemy:** Very popular, wide range of courses, large number of users.
3. **edX:** High prominence, university-level courses, strong academic focus.
4. **Khan Academy:** Highly popular for K-12 education, free resources.
5. **LinkedIn Learning:** Popular among professionals, focus on business and creative skills.
6. **Blackboard:** Widely used in academic institutions, strong presence in higher education.
7. **Moodle:** Popular in academic institutions, open-source and customizable.
8. **Skillshare:** Popular for creative courses, strong community engagement.
9. **Canvas by Instructure:** Increasingly popular in educational institutions, user-friendly.
10. **MasterClass:** Niche market, celebrity-led courses, unique content.





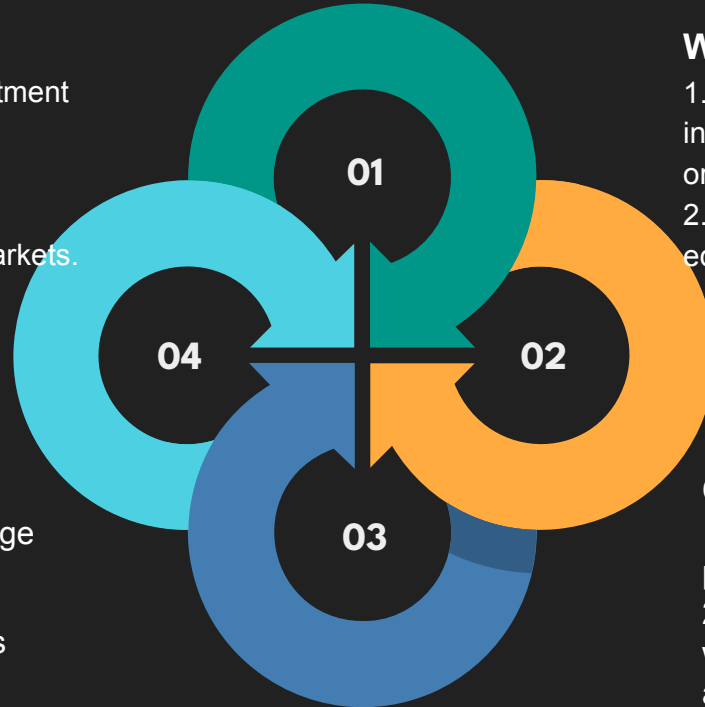
SWOT Analysis

Strengths:

1. Strong educational base with a commitment to academic excellence.
2. Technological innovation at the core of operations.
3. Global reach and access to diverse markets.

Threats:

1. Intense competition from a wide range of online education providers.
2. Adherence to local regulations, competition, and potential partnerships when expanding into new markets.



Weaknesses:

1. Potential competition from government initiatives and nonprofit educational organizations.
2. Need to establish a distinct competitive edge among online education providers.

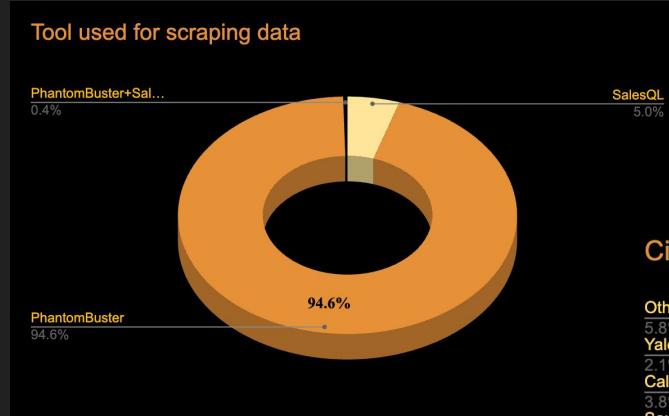
Opportunities:

1. Growing demand for online education platforms across diverse demographics.
2. Market expansion into specific cities with high demand for english language and creative skills

Market Research and Data Analytics

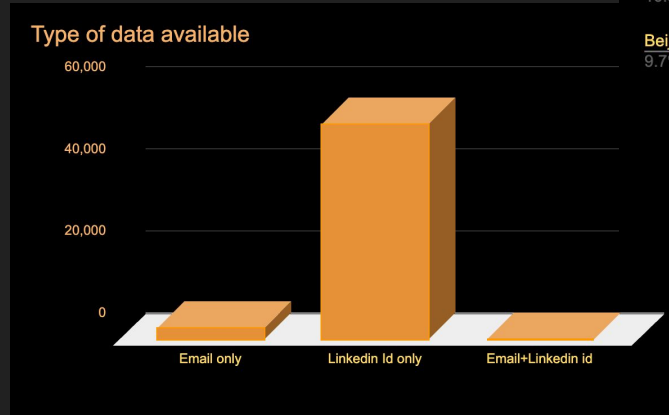
Visualization of Market Pool Research:

1. Tools used to extract data :
 - a. **SalesQL**
 - b. **Phantombuster**



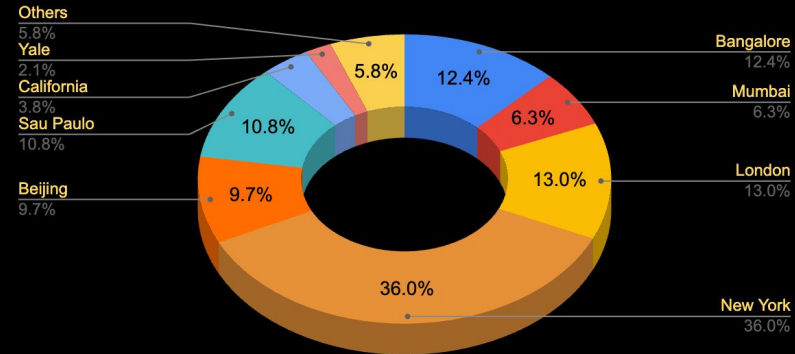
2. Type of data available :

- a. Email ids
- b. LinkedIn Ids



Potential new Client		
Full name	Email	Linkedin Ids
Pratha Tanna	pt2331@nyu.edu	Pratha Tanna
Rick Gao	rick.gao@yale.edu	Rick Gao
Temil Babalola	babalolaife@yahoo.com	Temil Babalola
Aakash Abrol	abrol.akash@rediffmail.com	Aakash Abrol
Ipsit Gambhir	gambhiri@uci.edu	Ipsit Gambhir
Vanshita Agarwal	vanshita@uci.edu	Vanshita AgarwalView Vanshita Agarwal's profile
Anushka Deshpande	anushkadesh405@gmail.com	Anushka Deshpande
Virti Sheth	vsheth@scu.edu	Virti ShethView Virti Sheth's profile
Soha Ali Shaik	sohaali.shaikofficial@gmail.com	Soha Ali ShaikView Soha Ali Shaik's profile
Priyanshi Verma	priyanshi.v1017@gmail.com	Priyanshi Verma

City based research



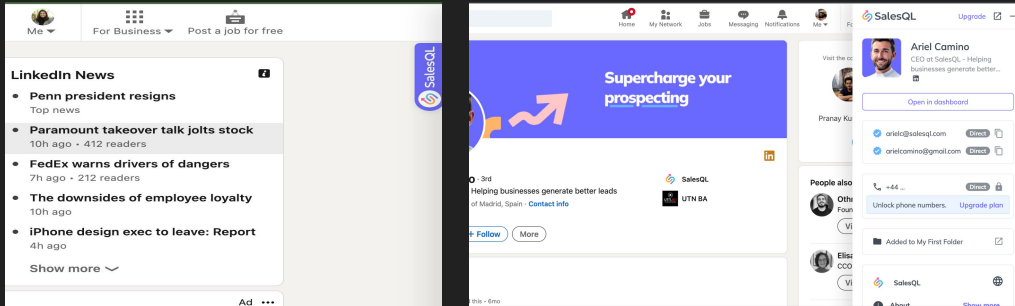
Jiyun K	jiyun@uni.minerva.edu	Jiyun K
Siddhartha L.M	siddharthaim504@gmail.com	Siddhartha L.MView Siddhartha L.M's profile
Sam L	samlu@utexas.edu	Sam L

<https://docs.google.com/spreadsheets/d/1s7Bzd4T96Nlqqvyx2DG6y8T-laGKWWhC41sMc-oe3A/TA/edit#gid=0>

Data Extraction Technique

1. Using SalesQL

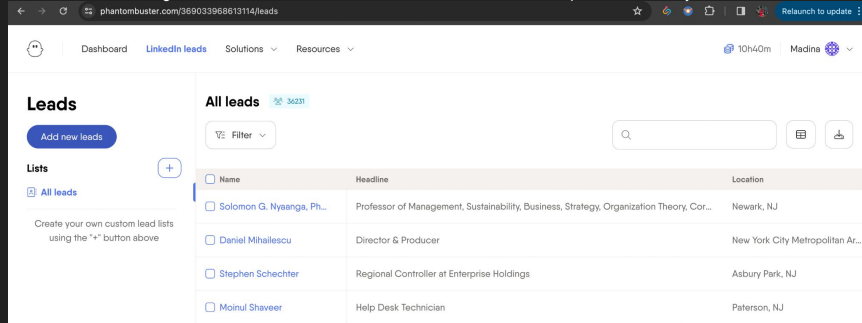
- After creating account on SalesQL, we add the extension to our browser. Once done, the extension gets added to chrome, and appears when we login to our linkedin account and open a given profile



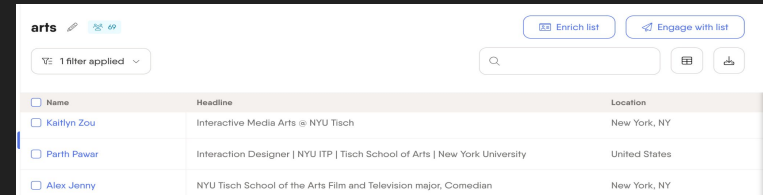
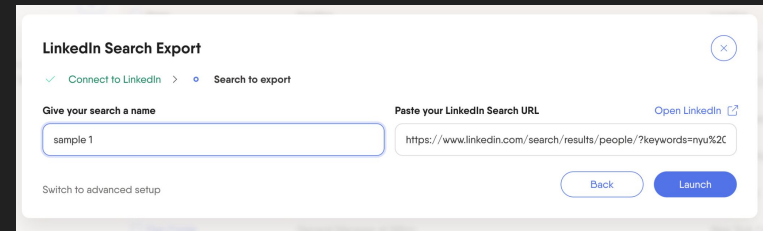
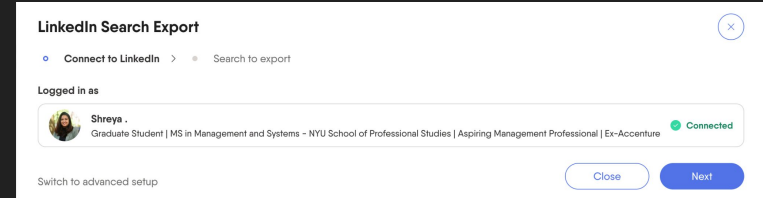
2. Using Phantombuster And Seamless.AI

(<https://docs.google.com/spreadsheets/d/1DcdivolU0TyqdfBRFg0qjOaNFKpYHdeHpYqgOTexYrg/edit#gid=898500437>)

After creating account click on add new leads, then on on extract a search option , Link it with your linkedin Id



- enter linkedin search url, example all students interested in any ARTS school and give it a sample name and launch, post which data set will be extracted and ready to export.





Startup Cost EST

Based on industry estimates for similar startups, the set up costs for EduNexa are projected as follows:

Startup Cost Estimate		
Rent	\$35,000.00	/month
Equipments:		
Computers	15,000.00	
Office Software	2,000.00	/month
Office Supplies	200.00	/month
Legal and Professional Fee	1,000.00	
Salary and Insurance	78,963.20	/month
Total Startup Cost	\$ 132,163.20	

Total startup cost:
\$132,163.20

Assumption:

- 10 employees
- Rent rate: \$70/SQFT, 500 SQFT [eg. 530 Fifth Ave Coworking Space, NY 10036]
- Computer = iMac
- Office software included Office 365, Adobe, recording & editing...etc)
- Salary and insurance assum 10 people average salary \$20/h
- Taxes 15.52%, FICA and state insurance taxes 7.86%



Financial Statement Forecast

Income Statement Forecast

EduNexa

For Year 1

Revenue	Amount (\$)
Course Sales	5,200,000
Operating Expenses	Amount (\$)
Marketing and Advertising & Admin	500,000
Salaries and Wages	947,558
Rent and Utilities	420,000
Software Licenses	4,800
Other Operating Expenses- Hardware	180,000
Total Operating Expenses	2,052,358
EBIT	3,147,642

Assumption:

- *EduNexa offer 5 courses
- *Student acquisition / maintenance cost \$50 per person per year
- *Student pay \$520 per course
- *EST 10,000 - 50,000 new student enrolled in first year
- *Revenue increase est according to marketing prediction
- *Exclude all other factors
- *Revenue annually increase predict 15%

Year 2

Revenue EST \$29,900,000

Year 3

Revenue EST \$34,385,000

Year 4

Revenue EST \$39,542,750

Year 5

Revenue EST \$45,474,163



Three Year Outlook

Initiate operations in New York City, broaden reach to London, and later enter Beijing, Bangalore, and São Paulo

EduNexa will become profitable within three years
- 60% profit margin - 1612 courses break-even unit(cover fixed cost)

2024(Year 1)	2025(Year 2)	2026(Year 3)
Establishment and Growth <ul style="list-style-type: none">→ Curriculum→ Focus on New York and London markets→ Gather user feedback→ Modify course curriculum→ Global market research	Global Expansion <ul style="list-style-type: none">→ Expand to, Beijing, Bangalore, and São Paulo→ Localized versions of the platform with content adapted→ Build loyal customer base	Scaling <ul style="list-style-type: none">→ Potential new course offering→ Digital Marketing→ Referral Programs

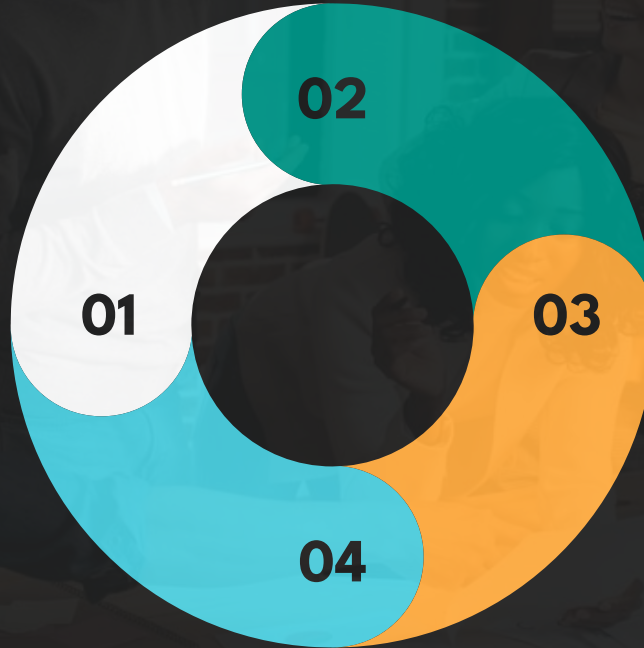
Strategy

Acquisition

1. Sales Team
2. Advertising
3. Promotions
4. Referrals

Retention

1. Exit Surveys
2. Community Building
3. Loyalty Programs
4. Retention Analytics



Marketing

1. Digital
2. Branding
3. Positioning
4. Partnerships

Protection of IP

1. Copyrights
2. Trademarks
3. Patents
4. Legal Action



Conclusion

Key Findings

1. EduNexa targets cities with high demand for quality online education, such as New York, London, Bangalore, São Paulo, and Beijing.
2. The mission to provide accessible, world-class education drives EduNexa.
3. Competition includes online platforms (Coursera, edX), traditional universities, and corporate training providers.

Future Outlook

- EduNexa plans to diversify the revenue stream, expand globally, and establish partnerships with universities and organizations to enhance academic offerings.
- The company aims to create a sustainable business model, while continuously innovating to meet evolving educational needs.
- With a focus on excellence and accessibility, EduNexa envisions becoming a leader in online education.

Q&A

Contact us: Support@EduNexa.com