



# The Sparks Foundation

## Marketing Plan

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### Mission and Vision

The sparks foundation is working to bring parity in education, making sure children have equal opportunity at success, irrespective of the financial background.

### Statement

To inspire students, help them innovate and let them integrate to build the next generation humankind.

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# Business Summary

## Our Company

[the sparks foundation] is a company headquartered in [location of HQ] with offices in [satellite office locations]. The company's mission is to [mission statement].

## Our Founding and Management Team:

### **Priyesh Kumar**

**Founder**

Priyesh is a technology enthusiast at his core. He is known for architecting, designing and developing large scale applications, and ensure security, scalability, and maintainability. A graduate of Indian Institute of Technology Delhi, and National University of Singapore, he works with VISA, NUS, and the likes with some of the large-scale projects of impact and his expertise is in Application Innovation, Machine Learning and Artificial Intelligence. He brings in more than 12 years of versatile experience to build The Sparks Foundation into an innovative social enterprise with impact at scale. He does a lot of volunteer work and mentorship; helping learners know more about latest technologies, methodologies and innovations.

### **Tanwi Kaushik**

**Co-Founder and Executive Manager**

Tanwi is a social entrepreneur and researcher. She is a double masters in Life Sciences from Cornell University (USA) and NUS (Singapore) with 6 years of experience in research and development. Having worked in India, USA and Singapore has given her a tremendous exposure and a chance to understand the academia and the industry internationally..This drove her to startup a social enterprise that works towards educational advancement.

## SWOT Analysis

As [sparks foundation]'s marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for [current year].

Strengths	Weaknesses
<p>1-Students trained through Taskat have detailed instructions for completion</p> <p>2-The first global platform that accepts all students and graduates for online training with a certificate approved by the institution</p> <p>3-Bringing cultures and distances between countries closer by urging them to help each other</p> <p>4-Students trained through Tasks have detailed instructions for completion</p> <p>5-The first global platform that accepts all students and graduates for online training with a certificate approved by the institution</p> <p>6-Bringing cultures and distances between countries closer by urging them to help each other</p>	<p>1-There is no live training or a special trainer for each group to be with them during the training</p> <p>2-Training only in English</p> <p>3-No Live Introductory Lectures</p>

## Opportunities

1-The presence of companies that support student assistance programs and social responsibility programs

2-Graduating students with experience in the training in which they were presented, which helps to know the institution everywhere when knowing that these students are graduates of the institution

## Threats

1-The presence of people who may resort to imitating the idea of the institution and competing with it

2-Difficulty converting the institution's training to be offline around the world

# Business Programs

[the sparks foundation] has the ambitious goal of [A world of enabled and connected little minds, building future.]. To help the business do that, our marketing team will pursue the following initiatives:

## Student Scholarship Program

Objectives:	Ensure money is not the showstopper Use a little money to drive bigger results
Method	<b>Setup</b> Prepare attractive schemes Prepare timelines which motivate Prepare shows/demos which inspire
	<b>Target</b> Create achievable targets Find easy doable targets, inspiring crowd Achievable timelines <b>Support</b> Support students achieve it Mentor to improve (SMP) Inclusive Guidance

# Student Mentorship Program

Objectives:	<p>Make resources available to students to further their dreams</p> <p>Help them shape their dreams towards reality</p> <p>Guide, Teach, Mentor, and Monitor Students, to ensure their success</p>
Method	<p><b>Workshops</b></p> <p>Industry Inspired Workshops</p> <p>Focused and Compact</p> <p>Result Oriented</p> <p><b>Talks</b></p> <p>Special Screenings of Videos</p> <p>Inspiring Talks</p> <p>by Specialists, Experts in their fields</p> <p><b>Individual Sessions</b></p> <p>Live Sessions</p> <p>Individual Attention</p> <p>One-on-one problem solving</p> <p><b>Progress Check</b></p> <p>Scheduled Routine Progress Monitoring</p> <p>Feedbacks</p> <p>Iterative Improvements on Format</p>

# Target Market

## Industries

In [2022/2023], we're targeting the following industries where we'll sell our product and reach out to customers:

Student  
universities  
around the  
world

Which includes all public and private universities, as well as institutes for all disciplines

Graduates  
and  
postgraduate  
students

It includes people who specialize in the areas in which we provide training



# Market Strategy

## Product

### **Inspire**

To inspire, motivate and encourage students to learn, create and help build a better society.

### **Innovate**

To teach new ways of thinking, to innovate and solve the problems on their own.

### **Integrate**

To let the students integrate, and help each other, learn from each other and do well together.

## Price

It varies according to the chosen program.

## Promotion

Promotion will be done by advertising periodically on all social networking sites

Publicity by building more free training programs to achieve corporate social responsibility.

## **People**

Prof. Vishal Narayan

Vishal Narayan is currently working as an Associate Professor, Marketing at the NUS Business School. His research interests include emerging markets, network effects, social and collaboration networks. Prior to NUS, he was associated with Johnson School, Cornell University as an Assistant Professor in Marketing till 2013. He runs various research and educational programs in collaboration with multinational companies and academic institutions all around the world. He is the Editorial Board member of Marketing Science journal since 2016.

## **Process**

The service will be provided through the web site and the customer will be encouraged to subscribe to it

Also, students participate in the exercises by applying on the web site or LinkedIn]

## **Physical Evidence**

The Spark Foundation website

# Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

## The Sparks Foundation (Global)

Purpose of website	To inspire students, help them innovate and let them integrate to build the next generation humankind.
Link	<a href="https://thesparksfoundation.info/">https://thesparksfoundation.info/</a>

## The Sparks Foundation (India)

Purpose of website	To inspire students, help them innovate and let them integrate to build the next generation humankind.
Link	<a href="http://thesparksfoundation.in/">http://thesparksfoundation.in/</a>

## [FACEBOOK]

Purpose of channel	[Example: Brand Awareness]
Metrics to measure success	Having more than a million likes on the Facebook page

## [YOUTUBE]

Purpose of channel	<p>Explanation of videos in all languages to clarify the purpose of the institution and how to benefit from it and its programs</p> <p>Creating explanatory educational videos for training programs for each specialty</p>
Metrics to measure success	500,000 Five hundred thousand subscribers to the YouTube channel