

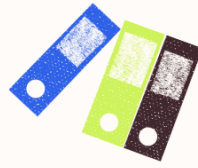
# TECH GENESIS

Innovate. Compete. Elevate.



January 2025

# PROBLEM STATEMENT



## Redefining Education to Meet Modern Needs

India, a nation filled with young, ambitious minds, faces a significant challenge in its education system. Instead of fostering curiosity, creativity, and practical skills, the system relies heavily on memorization, standardized testing, and rigid curricula. This outdated approach leaves students ill-prepared to solve real-world problems, engage with industry-relevant skills, and think critically.

A disconnect between theoretical learning and practical application is evident, with many graduates struggling to translate academic knowledge into practicality. Moreover, the system lacks flexibility to support multidisciplinary learning, a key pillar of the **National Education Policy 2020**, which advocates for a more integrated and holistic approach to education. Traditional teaching methods further exacerbate these issues by failing to engage students effectively, leading to disengagement and underperformance.

1.

### Rote Learning Over Innovation

Education prioritizes memorization and grades, neglecting to build critical thinking and creative problem-solving skills.

SOURCE: "A STUDY OF INDIA'S FAILING EDUCATION SYSTEM" BY DR. MANORATH DAHAL "

2.

### Gap Between Theory and Practice

There is a significant mismatch between academic learning and its practical applications, leaving students unprepared

FOR INDUSTRY DEMANDS. SOURCE: "A CRITICAL STUDY OF INDIAN EDUCATION SYSTEM"

3.

### Rigid, Unengaging Teaching Methods

Conventional methods fail to spark interest or provide students with meaningful, interactive learning experiences.

SOURCE: "A STUDY OF INDIA'S FAILING EDUCATION SYSTEM"

4.

### Limited Multidisciplinary Learning Opportunities

The education system restricts students from exploring multiple disciplines, despite the NEP 2020 encouraging

**integrated and adaptive learning.**

SOURCE: "INDIAN EDUCATION SYSTEM - ISSUES, PROBLEMS AND CHALLENGES" BY DR. P. PRAMEELA MARGARET

5.

### Overemphasis on Exams, Lack of interesting intellectual outlets for students

The focus on standardized testing stifles creativity and reduces education to a race for grades.

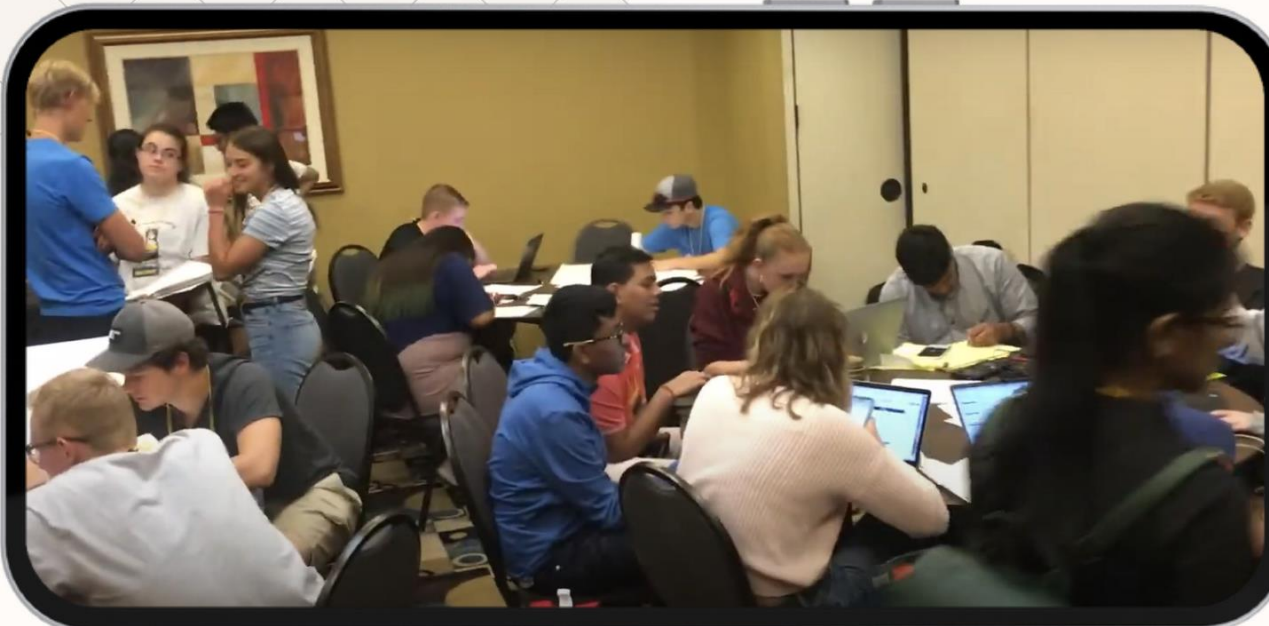
SOURCE: "A STUDY OF INDIA'S FAILING EDUCATION SYSTEM" BY DR. MANORATH DAHAL



# OUR SOLUTION

A Techfest for High School Students

Intellectually challenging real life based competitions!



## Packed with challenging competitions

Our 5 day Techfest will feature will feature competitions across domains such as Business/Finance, Space Technology, Computer Science, Mathematics, Physics, Esports and real-world Case-Based Problems



## Exciting Goodies and Cash Prizes

Our competitions will feature variety of prizes, which include both goodies and cash prizes. This will not only increase the stakes but will also make the environment more competitive, with a pool of 10,000 ₹+ per domain



## Guest Speaker Sessions

Multiple Guest Speakers, including Top of the line Industry Experts and popular celebrities will be invited to our tech fests, to deliver both inspiring and interesting sessions.

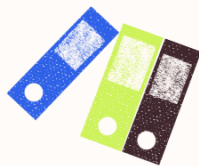


## Learning in a Fun Way

Apart from all the competitiveness and rigour that the festival will feature, we will also offer multiple arrangements for the students to have a good time. This includes food stalls, activity stalls and much more.



# SWOT ANALYSIS

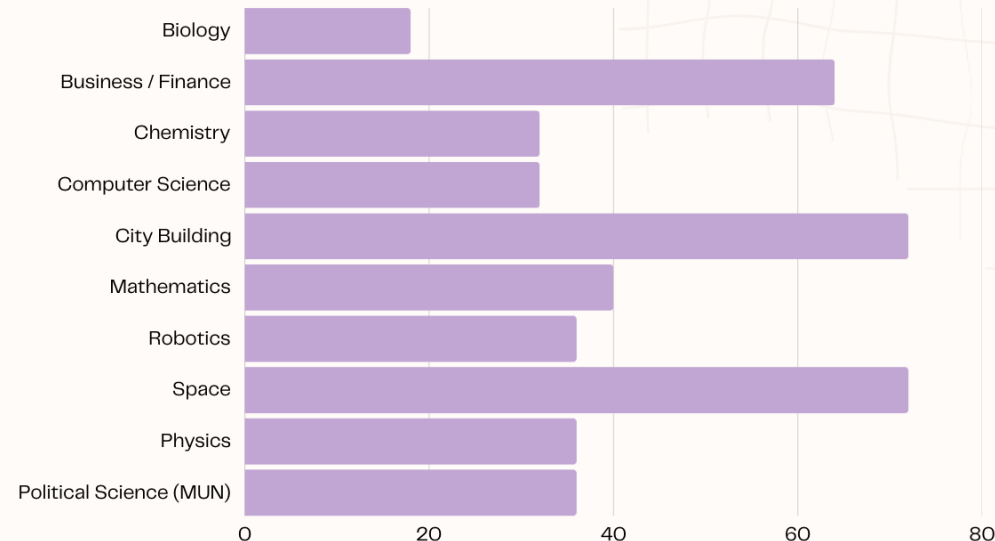


## Strengths

The Strength of our business lies in our understanding of the target market. As ambitious students ourselves, we realise what the students want, and what serves them the best. The process of crafting our competitions is also done keeping this in mind, resulting in peak participation and footfall.

## Opportunities

The average student in India has started thinking differently. As opposed to students two to three decades ago, nowadays, a lot of students do not want to follow the conventional career path. They want to explore and look out for themselves. This serves as a very big opportunity for us, as our main target market is the ambitious and curious students who are on the look out for new technologies, new domains, new discoveries and much more.



## Weaknesses and Threats

The main and only threat to our business is schools whom we onboard as clients, deciding to conduct these fest themselves. While the competitions we plan on hosting will not be easy to execute, our edge over schools who decide to do it themselves is that their fest will not be specially catered for the students.

As students ourselves, we understand what students want, unlike schools, where all the control is centralised and offering such a fest and such a scale becomes infinitely times more challenging.





# COMPETITOR ANALYSIS



## Unique Selling Points

### **Affordable Competitions Like No other.**

Our tech fest's Unique Selling Proposition is its exceptional competitions, crafted by experts passionate about innovation and education. Blending fun, learning, and creativity, our events inspire curiosity, spark technological exploration, and create lasting memories.

We, unequivocally wish to provide an- international , high stakes competition like feel to high school students in India. Our technical fests will have a very low barrier of entry financially, as compared to our competitors making our fests more accessible to the masses.



## Market Positioning

The Initial Phase of our Business Plan has placed our company in the prime spot for such competitions. As we plan on targeting the Tier 1 schools in India initially, while slowly and gradually expanding to other segments, which includes Tier 2 or below.

# OUR COMPETITION



## Junior Achievement India

Junior Achievement India is a non-profit organization that helps develop the skills and confidence that they need to create a business. It has strong industry connections and a global network and provides practical learning experiences through case based competitions, but has poor connects in rural areas and a heavy reliance on volunteers.



## Wharton Global

Wharton is a prestigious institution which also hosts a global high school investing competition. This provides the students with practical experience through investing. Although it is one of the most sought after competitions , it comes with its own challenges. More often than not, high level of competition can be too intimidating for beginners



## ISSDC

ISSDC (International Space Settlement Design Competition) is a competition where students are required to create a space settlement in the future. It is one of the most prestigious space related competitions, but its high complexity and requirement of time commitment creates an entry barrier for newcomers.



## Space Kidz India

Space Kidz is another space related competition where students gain practical exposure through satellite building workshops and space camps. One of the biggest problems with it is the high cost of entry, limiting it to only a few.



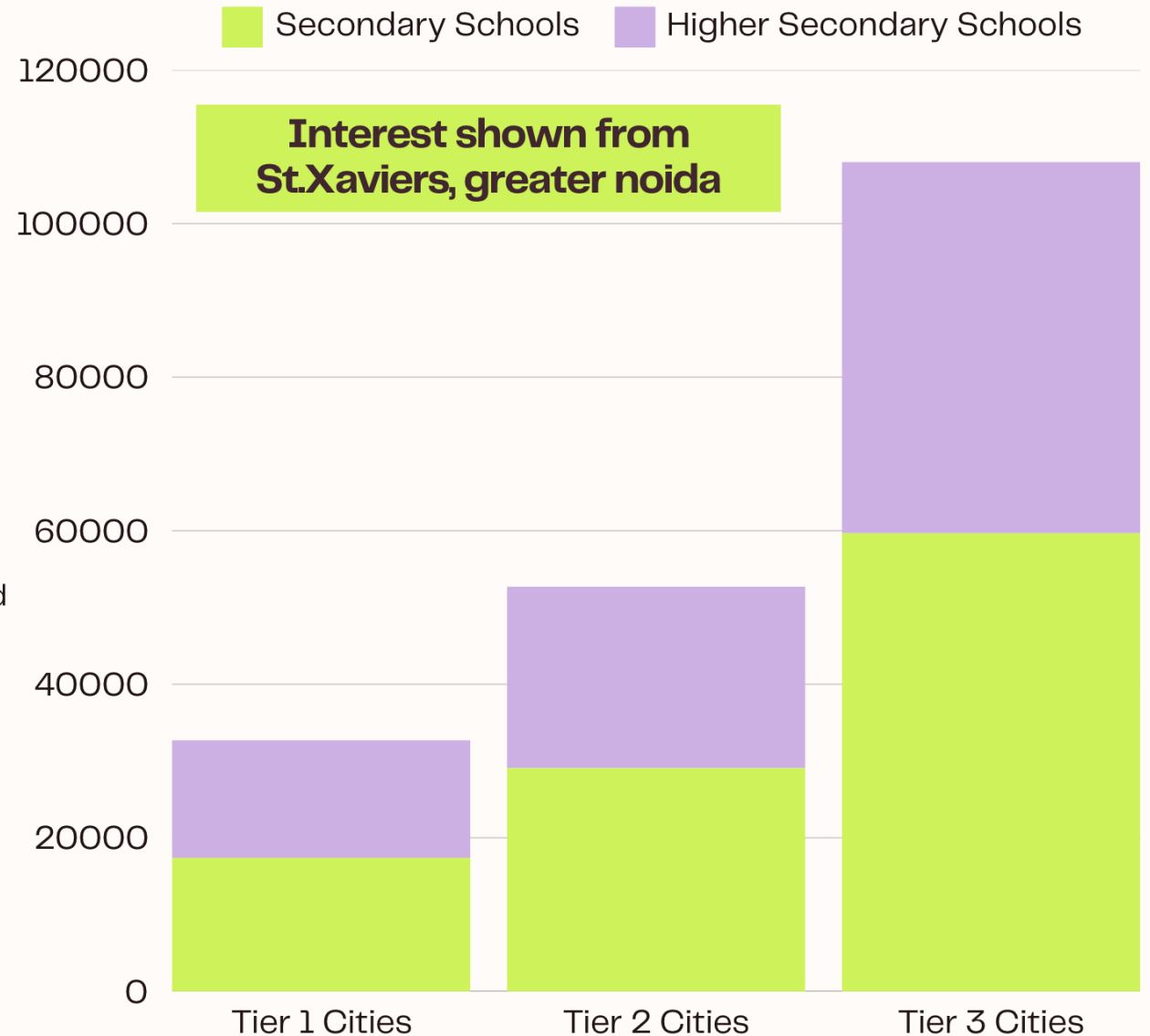
# MARKET ANALYSIS/POTENTIAL CUSTOMERS

## High school students aged 14–18

- Curious and eager to explore technology through hands-on activities.
- Motivated by interactive learning, competitions, and opportunities to showcase talent.
- Influenced by peers, parents, and teachers regarding participation in extracurricular events.
- Parents are prioritizing skill-based learning, with a willingness to spend on value-added programs.
- As per surveyors, almost 7 Crore students were enrolled in high schools in the year 2022.

## Schools

- Enhances their reputation as forward-thinking institutions that prioritize student growth.
- Inviting local industry experts and neighboring schools builds relationships and enhance the school's network.
- **The Indian education market is projected to grow at a CAGR of 11.5%\* with extracurricular STEM programs as a significant contributor.**





# BUSINESS FINANCIALS



Revenue Stream	Amount per Fest
Sponsorships	₹6 to 8 Lakhs
Ticket Sales	₹2 Lakhs
Food Stall Sales	₹2 Lakhs
Merchandise Sale	₹1 Lakhs



## The beginning

To begin with, our objective is to organize 50 festivals nationwide, commonly referred to as fests. In financial terms, this translates to an estimated annual turnover of ₹125 Crores, as we estimate roughly ₹2 to ₹2.5 Lakhs in profit per fest.

To achieve this scale, we anticipate assembling a team of 25–30 individuals. The primary cities we will target for these 50 fests are Tier 1 Indian cities, including but not limited to Delhi, Mumbai, and Bangalore.



## Early Years

After achieving our feat of 50 Fests hosted in a single year, we shall expand our team to 50 people, so that we can cater more cities and more schools within those cities. By the time we turn 5, we aim to host 250 Fests across the country.

Each fest will provide roughly ₹2 – 2.5 Lakhs in revenue, amounting to ₹65 Crores in Annual Turnover.



## Next 3 Years

After achieving the previously mentioned scale, we aim to establish a new business vertical. Using our expertise and foothold on the industry gained using hosting fests in schools, we will expand these fests to the corporate.

Just like the fests for students were hosted via Secondary Schools, the fests for corporates will be hosted via tech parks in major metropolitans. We will capitalize on the competition's nostalgic value to attract ex aluminis



## A Decade of Operations

By the time our company achieves a decade in operations, we aim to have hosted a total of 5000 fests, 1250 of them being in the 10th year. Simultaneously, we also aim on expanding to 50+ Tech Parks across the country to host our tech fests for corporates.

In value terms, the high school vertical should be able to amount for ₹500 Crores in Annual Revenue, while the corporate vertical shall amount for a fifth of the same.





# TEAM

MEET THE TEAM



CFO

**KRISHNA GERA**



CEO

**MUHIR KAPOOR**



CTO

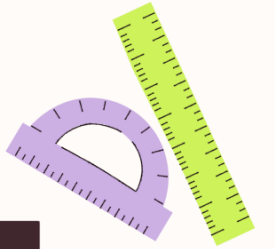
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# THANK YOU SO MUCH



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