



EdLearn Skillit

FinFusion Challenge

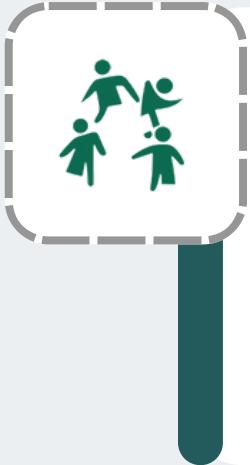
By Srijan, Krish & Snehal

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INDUSTRY OVERVIEW

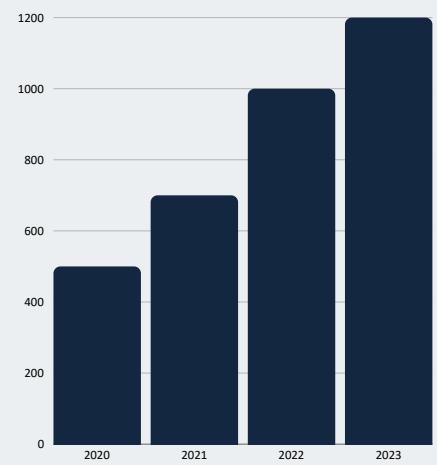
Diving into the Ed-tech sector to analyze the market positioning of Edlearn

COMPANY OVERVIEW



EdLearn Organization

Founded in 2015, EdLearn aims to revolutionize education in India by offering high-quality, affordable online courses for K-12 students and test preparation services. Its interactive platform enhances conceptual understanding and critical thinking skills.



Registered users - 2 Cr

Paid users - 50 lakhs

10,000 courses
 50,000 hours of content
 1,000 instructors
 100 awards

Student Satisfaction



COMPETITORS' MATRIX



FUTURE PLANS

- Diversification:** EdLearn plans to expand into vocational education, corporate training, and gamification.
- Geographic Expansion:** The company aims to reach new regions.
- Collaboration:** EdLearn will work with schools, colleges, government, NGOs, and industry partners.
- Integrated Learning:** The goal is to create a holistic learning experience.

Market share in Ed-tech sector...

INDUSTRY OVERVIEW

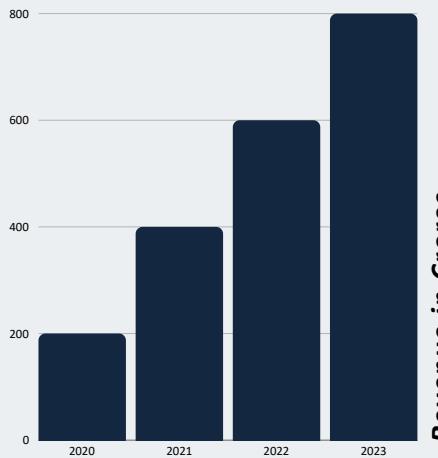
Diving into the Ed-tech sector to analyze the market positioning of Skillit

COMPANY OVERVIEW



Skillit Organization

Founded in 2018 by ABC Kohli, Skillit aims to bridge the global technology skills gap by offering job-ready courses in IT, business, finance, and design. Partnering with industry leaders, it provides up-to-date certifications and personalized mentoring for career success.



Registered users - 1 Cr

Paid users - 30 lakhs

200 courses
 40,000 hours of content
 500 instructors
 50 awards

Student Satisfaction



COMPETITORS' MATRIX



FUTURE PLANS

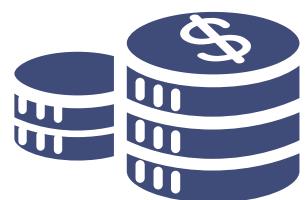
- Diversification: EdLearn plans to expand into vocational education, corporate training, and gamification.*
- Geographic Expansion: The company aims to reach new regions.*
- Collaboration: EdLearn will work with schools, colleges, government, NGOs, and industry partners.*
- Integrated Learning: The goal is to create a holistic learning experience.*

Market share in Ed-tech sector...

SYNERGIES

Potential synergies and benefits of the merger between EdLearn and Skillit

SYNERGIES



Cost



Revenue



Capital



Intangible assets

1. COST SYNERGIES

- Significant potential of **IT infrastructure** and **manpower resource** sharing leading to reduction in IT costs.
- Cost sharing in abiding by the upcoming **compliance fulfilment**.
- Lower customer acquisition cost arising from the **existing huge customer base** of both the entities

2. REVENUE SYNERGIES

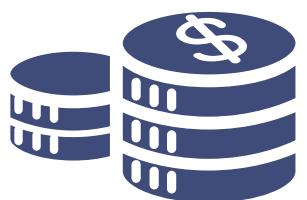
- Increase in revenue due to up **selling and cross selling** to **existing users**.
- **Higher Customer Lifetime value** of new users due to a bigger assortment of services offered catering to different age groups and demographics.
- Potential collaboration with bigger institutions would increase revenue further.
- Potential increase in average revenue per user (ARPU) due to extensive offering of comprehensive packages of **formal education** and **test preps** along with **upskilling courses**.



SYNERGIES

Potential synergies and benefits of the merger between EdLearn and Skillit

SYNERGIES



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Intangible assets

3. CAPITAL SYNERGIES

- The combined would get access to a potentially cheaper financing options in case of **bonds, debt**.
- The diverse group of revenue streams along with diverse customer bases would lead to **better navigation** through market fluctuations, regulatory changes and competitive pressures.
- **Resources for growth expansion** could be available easily through more combined profit.

4. INTANGIBLE SYNERGIES

- Combined reputation, brand recognition and goodwill could lead to strengthen their overall **brand equity** in the market leading to increase **brand loyalty and trust**.
- Better datasets and decisions



CHALLENGES

Potential risks and challenges of the merger and plan for mitigation

Challenge

01

Issues arising in technological interfaces of both the entity

- Incoming synchronization
- technology systems
- Platform
- Cyber security protocols



Our Solution

01

This could be mitigated through proper training of the staff for the upcoming challenges.

Challenge

01

Difference in the quality of service leading to internal clashes

- Size
- Subdomain



Our Solution

01

These could be resolved by proper induction programs and open communication about roles, responsibilities, reporting structures etc.

Challenge

01

Differences in the work culture and management leading to resistance

- Manpower
- Organization structure



Our Solution

This could be resolved by preparing prior standards with respect to quality of services, after sales services and various other things.

POST-MERGER INTEGRATION

Post-merger integration plan for the merged entity

OFFLINE CENTRES

To combat increasing competition, the merged entity will foray into establishing offline centres

Offline centres will be the pinnacle efficiency through our service facility centres in major cities of India



Ensuring personalized learning...

B2B BUSINESS SERVICES

Employee training and corporate training consultancy

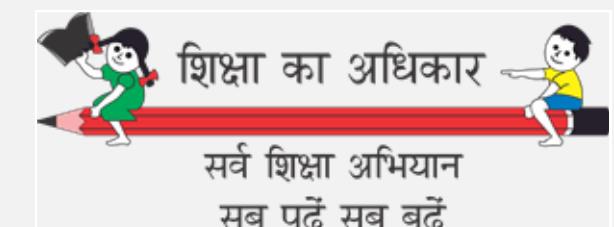
COLLABORATION

Educational Institutions

KAUSH SERVICES

- B2B vertical offering diverse employee training and corporate consultancy.
- Enhance your workforce and boost productivity with our comprehensive services.

- Outsource employee training
- Classes held simultaneously at the Merged Entity's offline center, reducing costs and increasing efficiency.
- Diversify company portfolio by venturing into a new business vertical aligned with future goals.
- Partner with the government under Skill India for mentorship programs.



- Initiate course-credit program, courses recognized by institutions, allowing students flexibility.
- Bridge the gap in Ability Enhancement and Value Addition Courses under the New Education Policy by providing necessary faculty support.

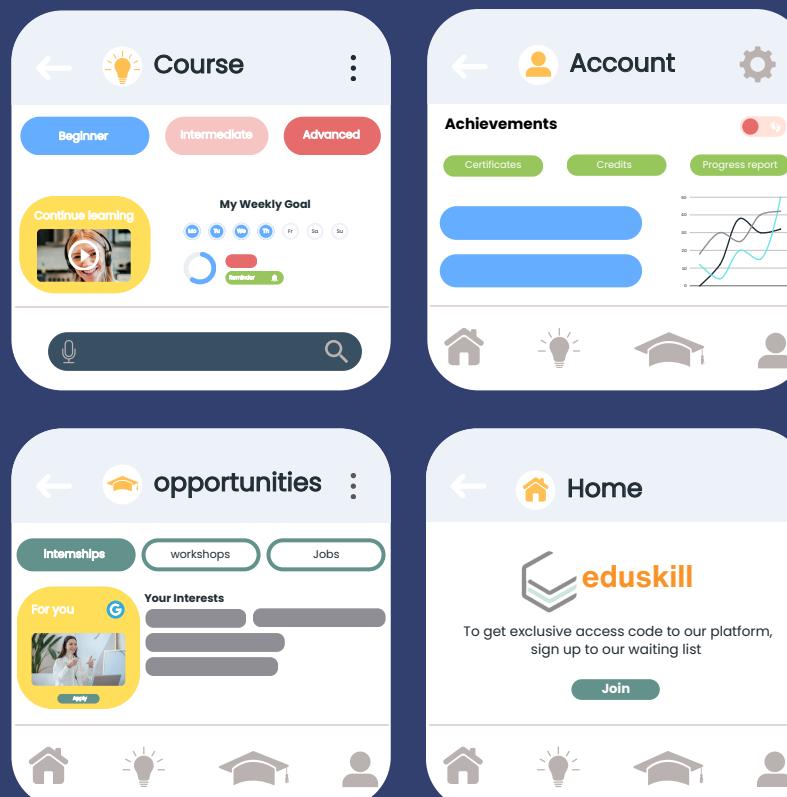
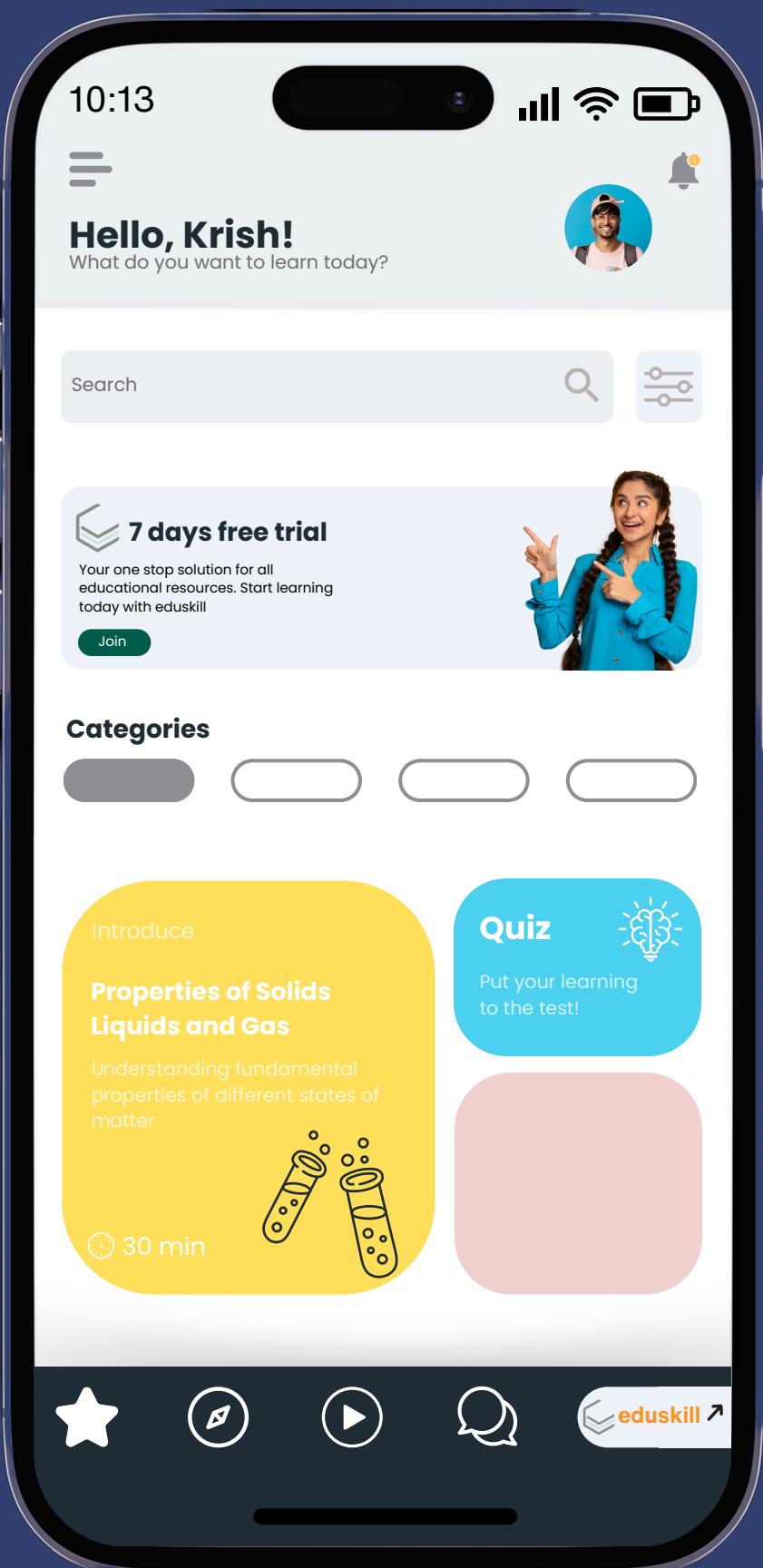


Skill India
कौशल भारत - कुशल भारत



POST-MERGER INTEGRATION

Post-merger integration plan for the merged entity



SEAMLESS APP TRANSITION

Both organizations will continue run their application platforms separately thereby maintain customer differentiation.

1. Enhanced applications
2. Seamless platform integration
3. Improved customer introduction
4. Increased cross-platform usage

INTERNSHIP AND JOB PORTAL

Platform for candidates to find internships and jobs

- One stop destination for all Edtech related services and facilities.
- New avenue to **cross-sell and upsell** our current and potential customers.

DIVERSIFICATION

ACCESSIBILITY

GROWTH

An icon of a blue tablet displaying three interlocking gears, with the word "INTERNSHIP" below them. The tablet is surrounded by a blue border.

PROMOTION AND MARKETING

Comprehensive advertisement campaign is quintessential to promote the merged entity successfully, hence immense focus will be given to this aspect

- Discounts and Freemiums**
- Personalized mailing**
- Influencer marketing**
- Trendsetting advertisements**

Two billboards standing on poles. The left billboard is for "Education mangoge, Education denge" and features the "EdLearn" logo. The right billboard is for "Skill mangoge, Skill denge" and features the "Skillit" logo.

POLICY REGULATION

Dealing with the new policy regulation for coaching centres passed recently by the government

A Compliance department will be set up, which will look over the merged entity and all its services. All legal matters and regulations will be dealt by this department which will have legal professionals in it.

1

Assessment

This department will assess the implications of the new policy and find out all the regulations to be adhered.

2

Strategies

This department will be responsible for making compliance strategies.

3

Collaboration

Collaboration from regulatory bodies in order to facilitate smooth transition during merger in terms of legalities.



Market Presence

This will enhance our market presence among competitors.



Go-to choice

Moreover, by complying with all regulations, potential customers will be assured about our services and we will become their go to choice



Leveled ground play

These regulations will lead to a level play ground which will reduce competition from micro educational centres (which don't comply) and hurdles from bureaucracy.

APPENDIX

The Corporate Training Market industry grew by a CAGR of 9.8%

KEY FINDINGS

20-25

Average Training Batch Size

35-40%

Revenues Decline Of
Top Corporate Training
Companies

Low Entry
Barriers

Making the market highly
fragmented

~60%

Of the corporate training
demand is generated , by 2
industry verticals

14,41,823

Total number of active
companies registered in
India

Mumbai, Delhi,
Bengaluru and
Hyderabad

Contribute to over 2/3rd
of the overall corporate
training revenue.

APPENDIX

Revenue analysis for offline coaching centres project across prominent education hubs

Potential Revenues - Offline Coaching Centres		Rationale
Revenue (In INR)		
(Assuming a pilot run in 4 centres across major cities with 200 students capacity each)		
Potential Revenue		
Number of centres for Pilot Run	4.00	
Number of potential Batches per centre	4.00	(2 batches running every alternate day with one day weekly off)
Total Students per centre	800.00	
Occupancy	640.00	(Conservative figure of 80% occupancy)
Average tuition fee per month	7,000.00	(Based on Industry Standards)
Total Revenue per centre	44,80,000.00	
Total Revenue across centres	1,79,20,000.00	
Potential Annual Revenue	21,50,40,000.00	
Costs Breakdown :		
(for the whole project)		
Rent	4,50,000.00	(average rent of a 3000 sq ft coaching centre)
Salary	12,00,000.00	(10 teaching staff + 4 Non Teaching + 2 admin staff on industry standards)
Miscellaneous Expenses	1,50,000.00	
Total Cost per centre	18,00,000.00	
Cost across centres	72,00,000.00	
Total Costs	8,64,00,000.00	
Net Profit	12,86,40,000.00	

THANK YOU



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