

# BUSINESS MODEL



## MY NORTHEAST APP

The Education and Job portal of Northeast



REG. COMPANY NAME : LAGNIAPPE8 VENTURES OPC PVT. LTD

CIN : U72900NL2017OPC013435

PAN : AADCL3595K

DIPP CERTIFICATE NO. - DIPP16241

DIRECTOR : PRAKASH JASON NAYAK

DIN : 07788280

AREA OF OPERATION : NORTHEAST (EIGHT STATES)

REGISTERED OFFICE ADDRESS :

UPPER AGRI, SUNRISE APARTMENT – KOHIMA

WEBSITE: [www.mynortheastapp.in](http://www.mynortheastapp.in)

AVAILABLE ON: GET IT ON Google Play

CONTACT NO. : +91 7005114715





## VISION

- TO BE THE EDUCATION AND JOB PORTAL OF NORTHEAST

## MISSION

- TO BRIDGE THE GAP BETWEEN STUDENTS AND INFORMATION DIGITALLY
- TO BE THE CONNECTING BODY OF NE STUDENTS AND TOP INSTITUTIONS

# WHOM ARE WE SERVING?

**STUDENTS OF NORTHEAST**



**COLLEGES/INSTITUTIONS**



# DATA ANALYSIS

## ENGINEERING

- 14000+ Students appears every year
- 150 max. in each states of NE engineering seats -  $150 \times 8 = 1200$  Seats (State quota of entire NE)
- 1000 (approx.) through JEE

So total out of 14000+ candidates only 2000 students gets seat in Entire Northeast for Engineering under Govt. quota

Now, if we minimize the figure to 50% also approximately more than 6000 students go for engineering in private institutions of India from Northeast.

## MASTERS

- 10,000+ Students apply for Masters every year
- Only 10% of them get seats in Central Universities
- If we minimize the figure to 50% also approximately 5000+ students go for MA every year in Private universities from Northeast

## BACHELOR – ALLIED COURSES

- 20,000+ Students appear for allied courses like B.Sc Agri, Forestry, Fishery, Nursing, Optometry, Physiotherapy etc.
- Govt. seats total 400 max. in each states -  $400 \times 8 = 2400$

So out of 20,000+ candidates 2400 only gets secure seats through Govt. quota in entire northeast.

Now again if we minimize the figure to 50% also every year approximately 8k – 10k Students go in private Institutions for Allied Courses.

Note: All the above mentioned data are brought up by IQAC Cell of My Northeast App Team by calculating the no. of Colleges and schools in each State of Northeast and on the basis of Students enrollment.

## RATIO : NE Students enrollment

- NATIONAL INSTITUTIONS LIKE – National Institute of Fashion Technology, National Law University, IIM etc – 2%
- CENTRAL UNIVERSITIES [JNU, DU, NEHU, BU, HU, 40+ Central Univ. our students don't apply] – 10%
- PROMINENT INSTITUTIONS LIKE – Birla Institute of Technology, Thapar University, Tata Institute of Social Science, St. Stephen's College, Narsee Monje University etc – 10%
- NATIONAL LEVEL ENTRANCE ENROLLMENT LIKE – COMMON LAW ADMISSION TEST, LAW SCHOOL ADMISSION TEST, COMMON ENTRANCE EXAM FOR DESIGN, ETC – 5%

Note: Please know that the above mentioned ratio has nothing to do with the talent and literacy rate of Northeast. The only reason behind is our students don't even know when the online applications of all those gets open and when its gets over, they don't know the proper enrollment process. No Proper channel of Information is the prime factor.

# VALUE PROPOSITION

**What Solution we are Providing in Students life and to What Problem??**



# VALUE PROPOSITION

**What Solution we are Providing  
in Clients (Colleges) life and to  
what Problem??**

## SOLUTION

- Connecting directly to students for admissions
- Cost saving of advertisement upto 90%
- One media covering entire NE
- Digital Advertisement platform
- Growth of business in NER

## PROBLEM

- Lack of Communication
- Not connecting directly to students in one platform
- Maximum cost for paper media advertisement
- Separate Paper advertisement in every state of NE
- No target audience

## KEY PARTNERS [CLIENTS] IN INDIA [Market Size]

➤ ENGINEERING COLLEGES	➤ 5528
➤ MANAGEMENT COLLEGES	➤ 6207
➤ UNIVERSITIES	➤ 873
➤ DESIGN COLLEGES	➤ 687
➤ LAW COLLEGES	➤ 774
➤ HOTEL MANAGEMENT	➤ 959
➤ PHARMA COLLEGES	➤ 1704
➤ COMMERCE AND BANKING	➤ 3995
➤ INFORMATION TECHNOLOGY	➤ 4651
➤ MEDICAL COLLEGE	➤ 1172
➤ NURSING COLLEGE	➤ 1017
➤ PARAMEDICAL	➤ 1081
➤ ALLIED COLLEGES	➤ 4415



# KEY OPERATIONS



## KEY ACTIVITIES

- ④ Content Development and Management for Users
- ④ Growing users database and managing users
- ④ Inviting Clients and Managing Clients
- ④ Clients support by content marketing

## KEY RESOURCES

- ④ Technological/Digital Platform
- ④ Target database

# CUSTOMER RETENTION

## CUSTOMER RELATIONSHIPS



Customer  
Service



Social Media

Promotions

Promotional offers



Powered  
partners  
services



Review,  
Rating  
and  
Feedback  
systems

## CHANNELS



Mobile App for Android



Mobile App for iOS



Website

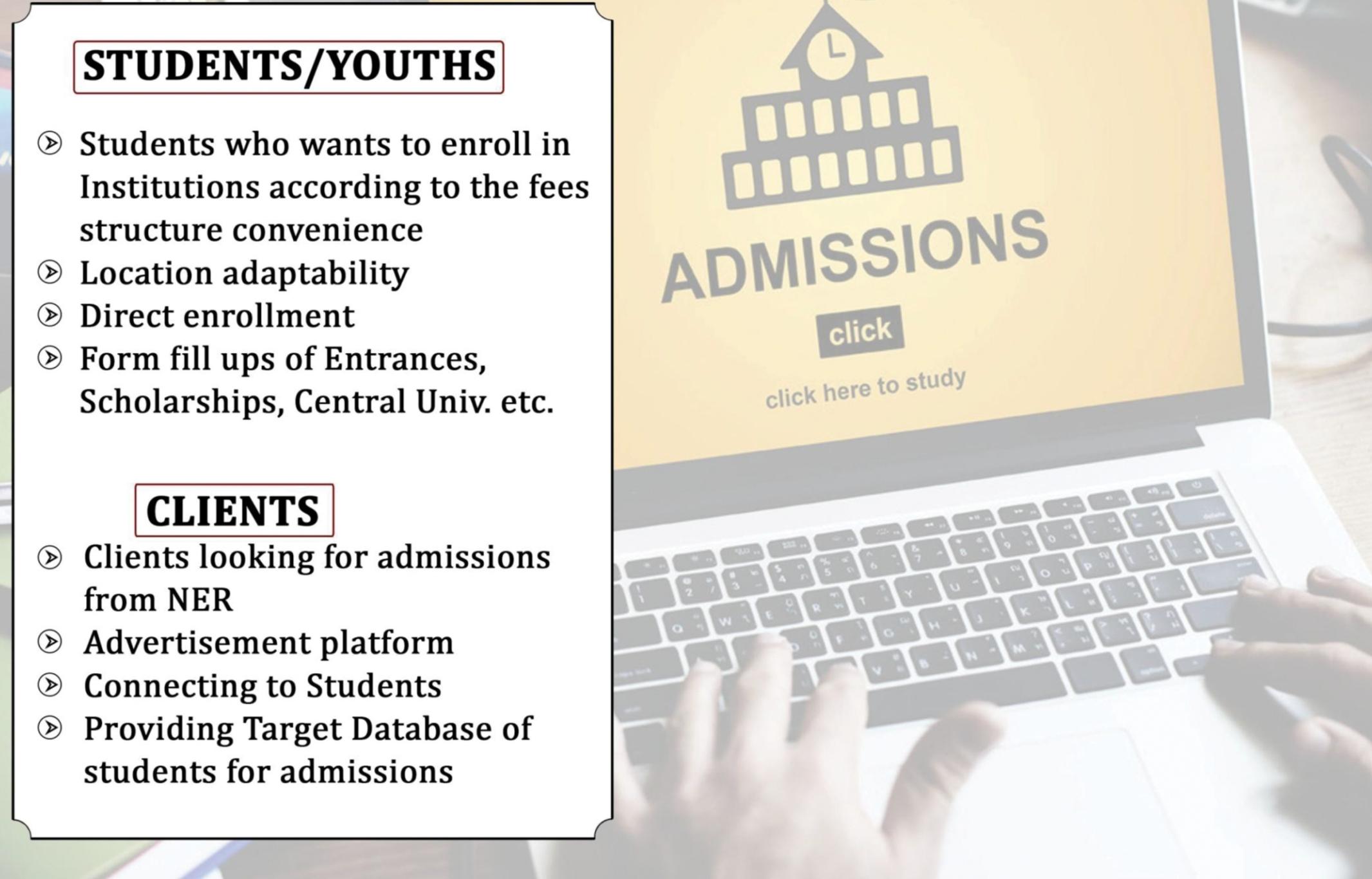
# CUSTOMER SEGMENT

## STUDENTS/YOUTHS

- ④ Students who wants to enroll in Institutions according to the fees structure convenience
- ④ Location adaptability
- ④ Direct enrollment
- ④ Form fill ups of Entrances, Scholarships, Central Univ. etc.

## CLIENTS

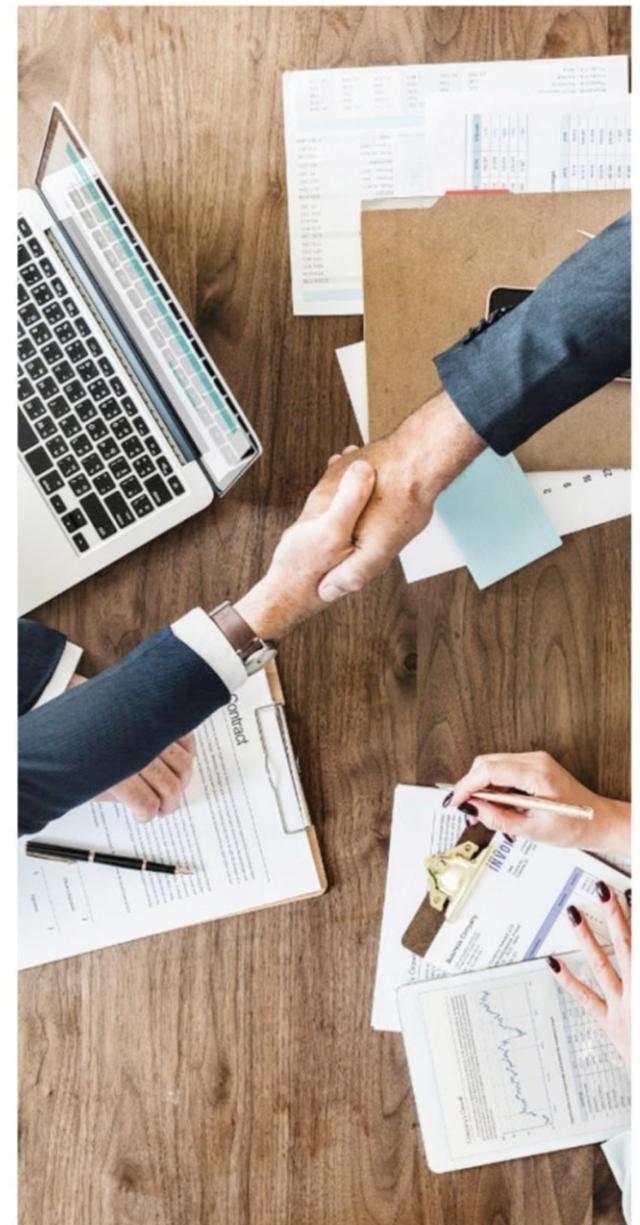
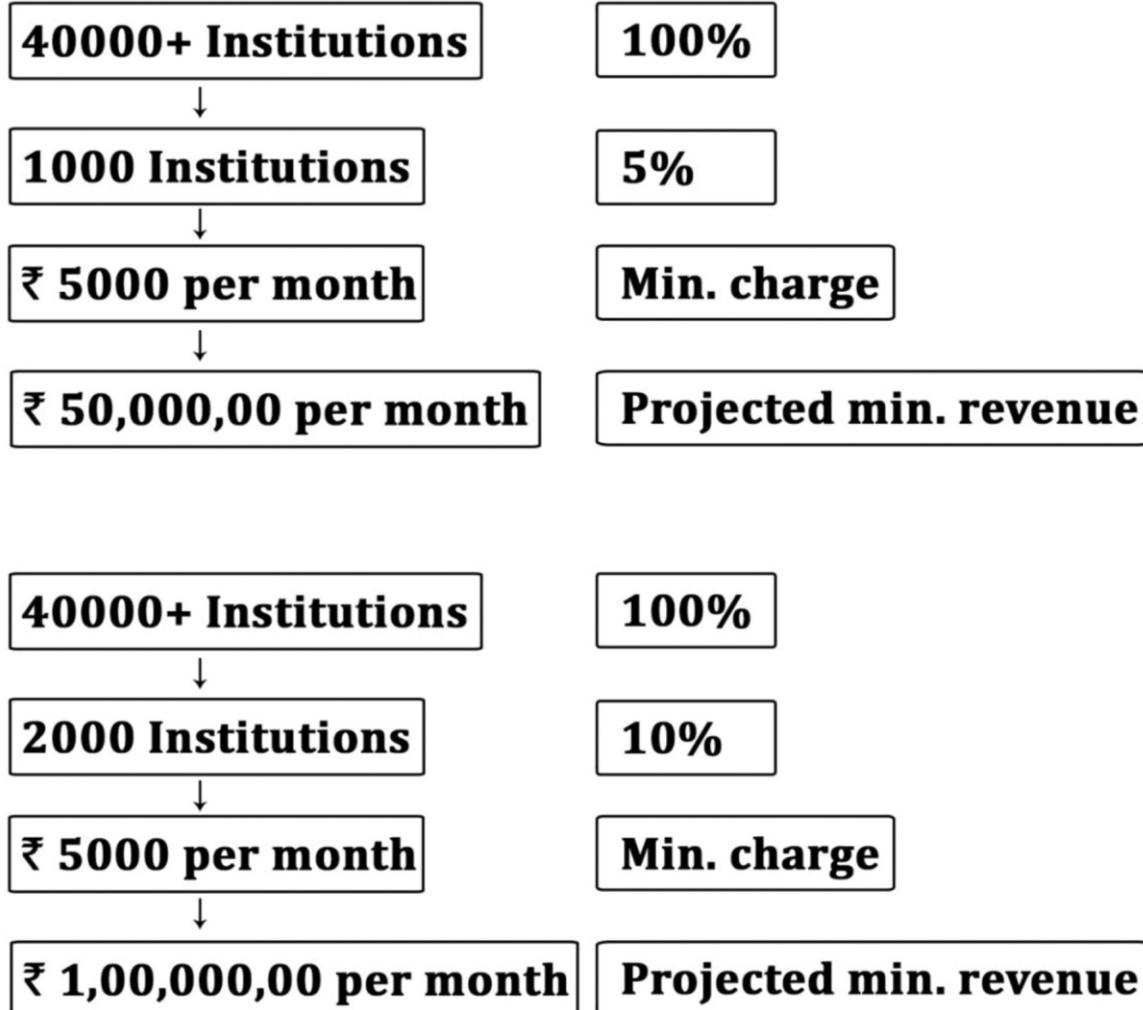
- ④ Clients looking for admissions from NER
- ④ Advertisement platform
- ④ Connecting to Students
- ④ Providing Target Database of students for admissions



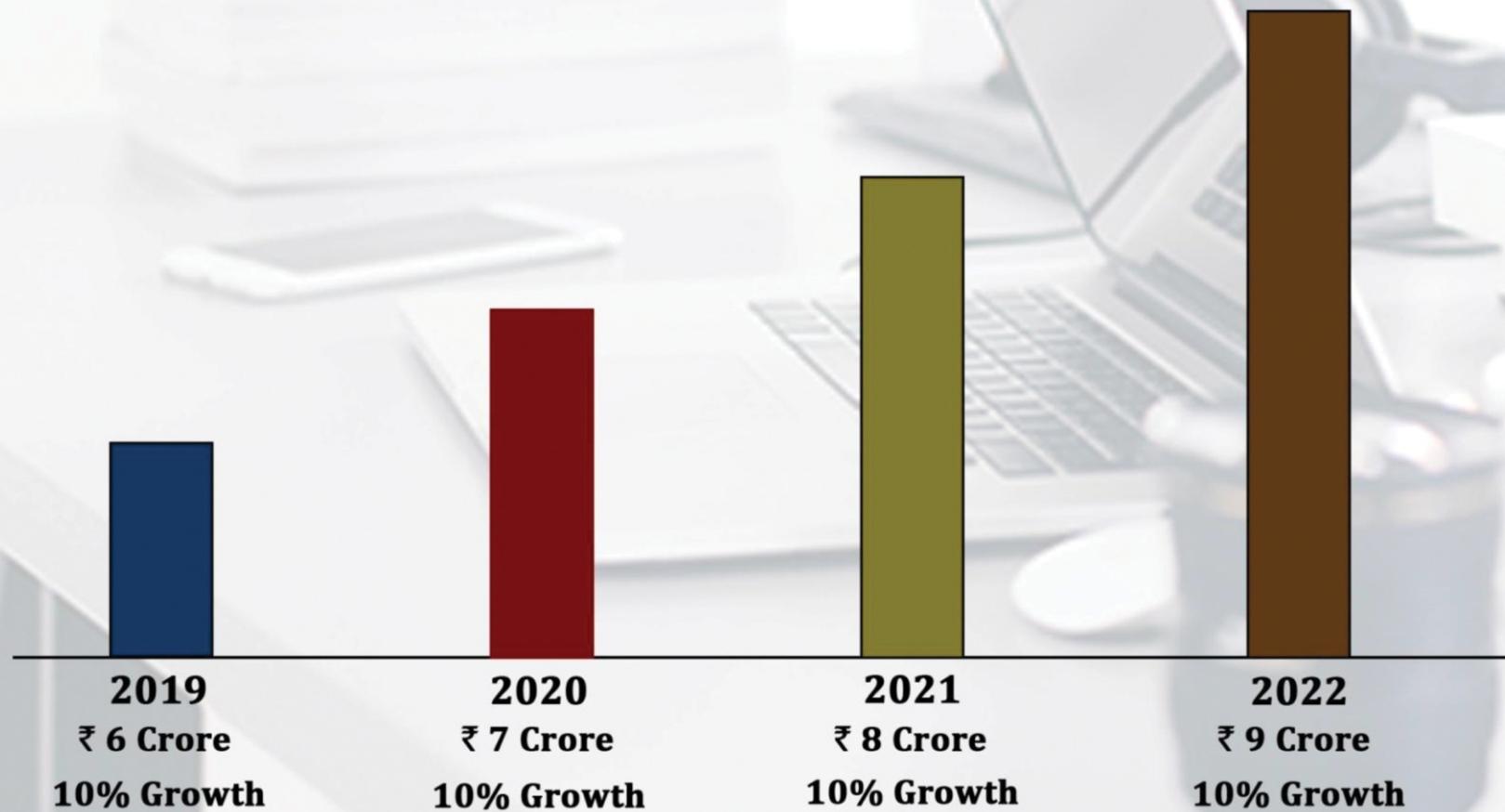
# **REVENUE PROJECTION with 100 Institutions advertisement from each department**

➤ ENGINEERING COLLEGES	- 5528+	➤ 100
➤ MANAGEMENT COLLEGES	- 6207+	➤ 100
➤ UNIVERSITIES	- 873+	➤ 100
➤ DESIGN COLLEGES	- 687+	➤ 100
➤ LAW COLLEGES	- 774+	➤ 100
➤ HOTEL MANAGEMENT	- 959+	➤ 100
➤ PHARMA COLLEGES	- 1704+	➤ 100
➤ COMMERCE AND BANKING	- 3995+	➤ 100
➤ INFORMATION TECHNOLOGY	- 4651+	➤ 100
➤ MEDICAL COLLEGE	- 1172+	➤ 100
➤ NURSING COLLEGE	- 1017+	➤ 100
➤ PARAMEDICAL	- 1081+	➤ 100
➤ ALLIED COLLEGES	- 4415+	➤ 100
➤ COACHING CENTRES	- 5000+	➤ 100

# REVENUE PROJECTION



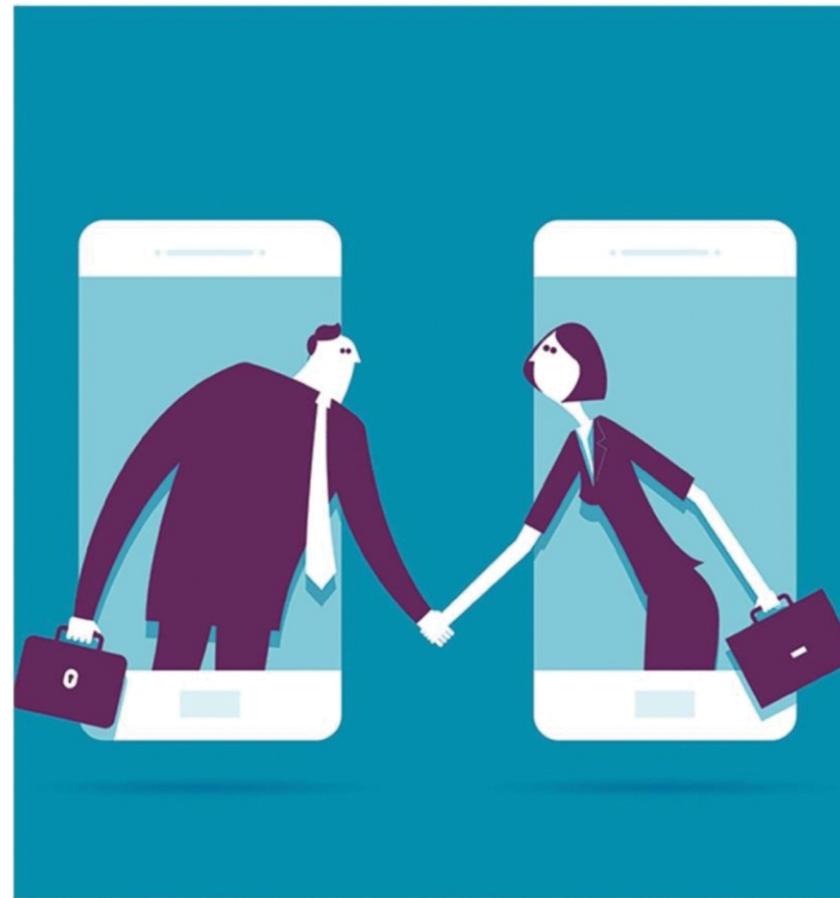
# FORCASTING REVENUE PROJECTION ANUALLY



# COMPANY TARGET

**BY 2019 END  
REACHING 1 MILLION USERS/DOWNLOADS**

**BY 2019 END  
REGISTERING 1000 CLIENTS**



# OUR CONSTRUCTION SO FAR FROM MARCH 2018

**10000+  
USERS**

**30+  
CLIENTS**

**REGISTERED  
UNDER  
STARTUP  
INDIA PORTAL  
DIPP**

**MoU WITH  
10+  
INSTITUTIONS**



## HOW MUCH MONEY WE NEED AND WHERE IT WILL BE SPENT?

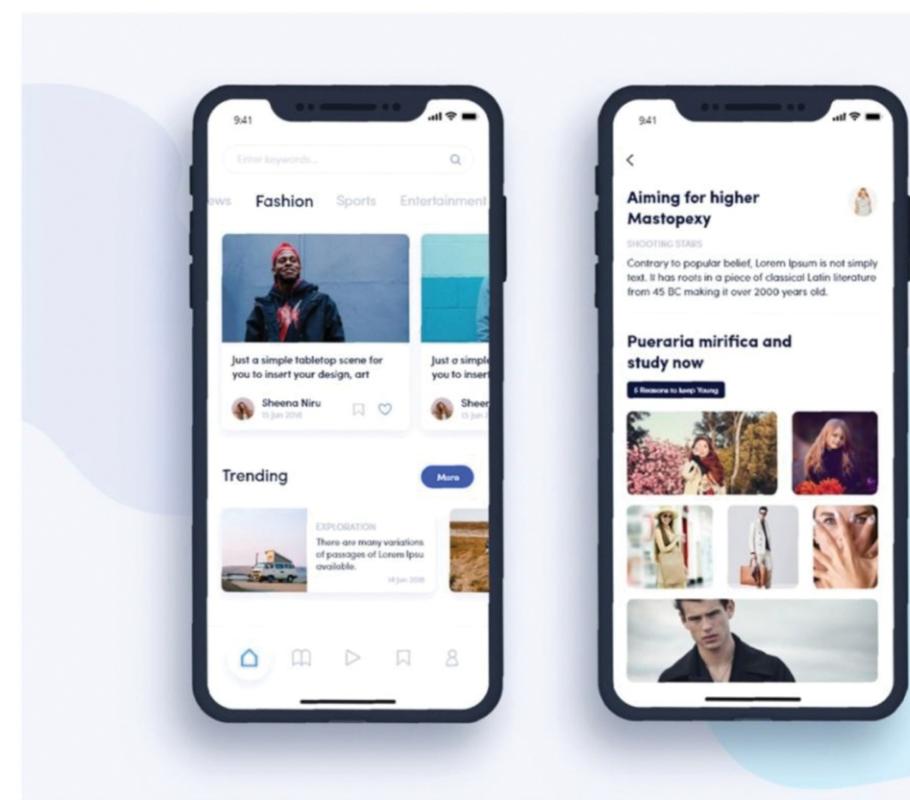
We need 50 - 75 Lakhs for

**CAPEX - 1<sup>st</sup> year**

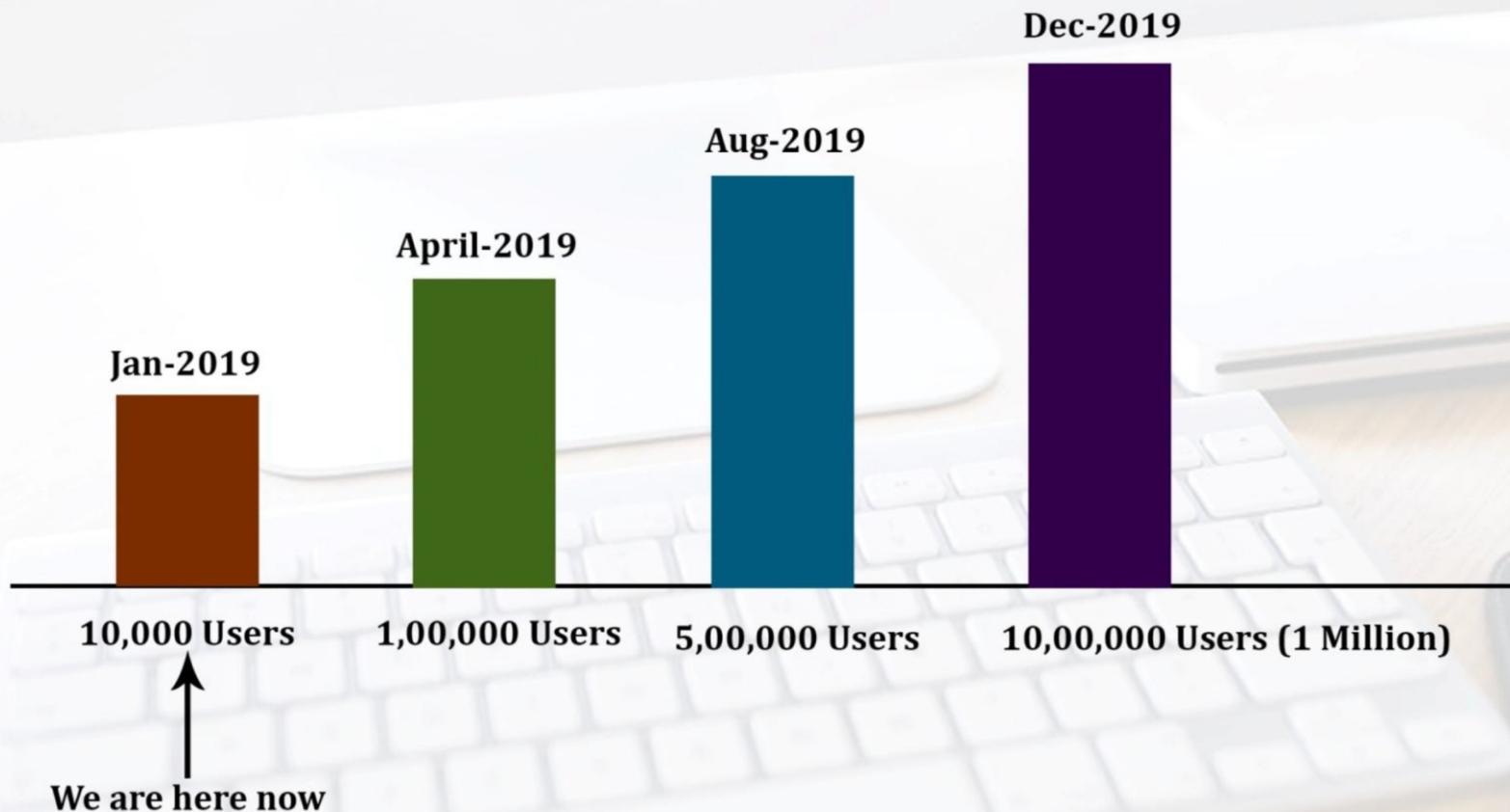
PRODUCT RENOVATION - 10L  
PRODUCT MAINTAINENCE - 5L

**OPEX - 1<sup>st</sup> year**

DIGITAL MARKETING -15L  
SOCIAL MEDIA BRANDING-15L  
EMPLOYEES SALARY -24L



# WHERE ARE WE NOW AND TARGET



Our Projection

# MARKETING OVERVIEW

## OBJECTIVES

- To reach 1 Million users
- To be the global brand of Northeast
- To be the Top Education and Job Portal of NER

## TARGET AUDIENCE

- Students
- Unemployed Youths

## CHANNELS

- Digital Marketing – Social Media , Content marketing & SEO, paid marketing
- Organic Marketing – Seminars and Events

## CORE BRAND VALUE

INFORMATION AND ADVERTISING

## COMPETITION

- SHIKSHA.COM
- CAREER360.COM
- TARGETSTUDY.COM

## TIMELINE

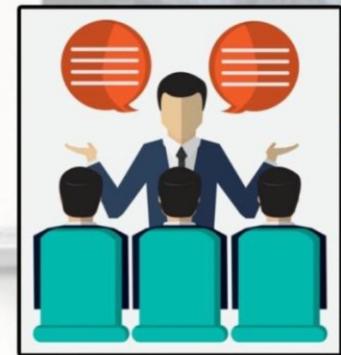
1 Year Marketing campaign

**Prakash Jason Nayak | Founder and CEO**  
**[BBA, MBA, E – MBA, DATA ENG, DIGITAL MARKETER]**



**We have a set off 12 hardworking and efficient  
Team having vast Industry experience**

**Everyone has to be trained who joins us**



**T  
E  
A  
M**



Thank You

The Education  
&  
Job portal of NE