Pitchers - Genesis '23

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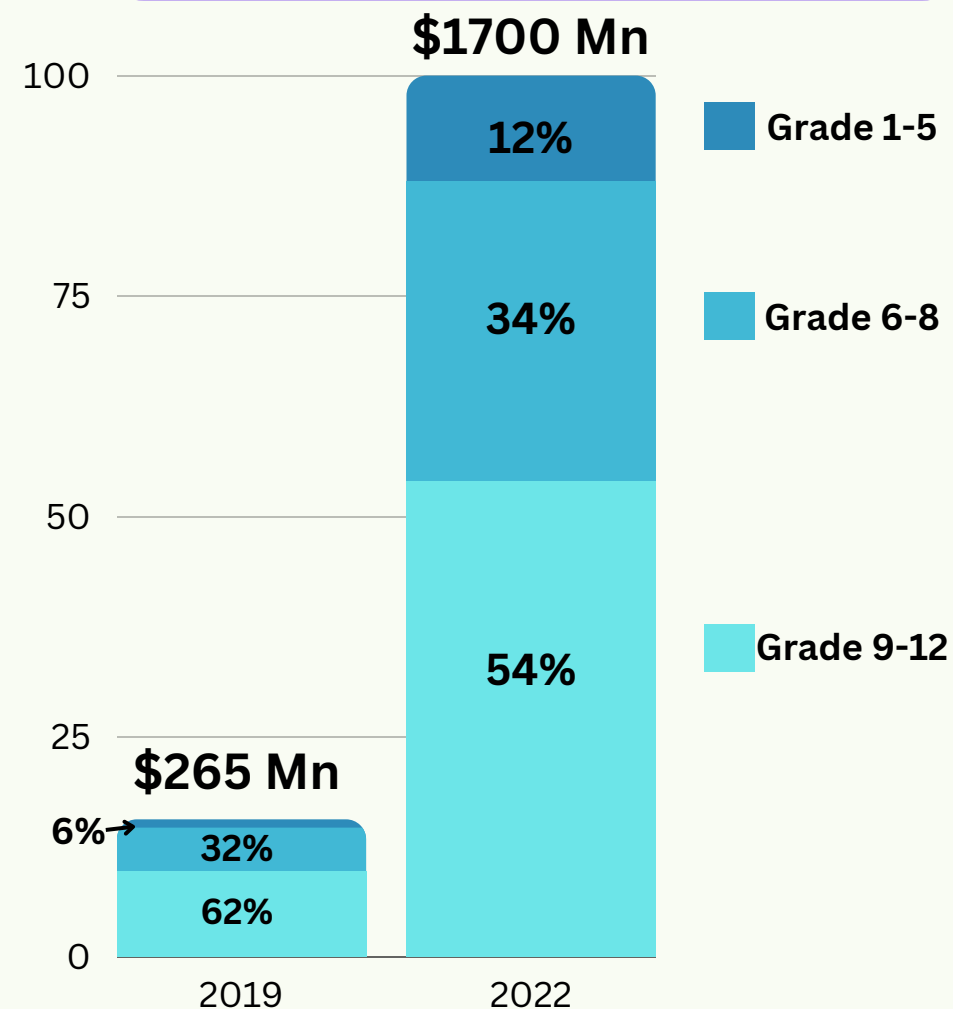"All Stars"
T.A. Pai Management Institute

Relevance

In light of NEP, the current need of schools from K-12 to mentor them for vocational training, life skills & work on improving:

- Below average GPA
- Lacking Skills
- Uncertainties about career & subject choices
- Stress & other issues
- Learning Disabilities

Growth Drivers

- **Cost** which is **53%** cheaper than offline alternatives
- **Lower Availability** of quality offline mentorship witness higher adoption of non-traditional skills development courses.
- Goverment's digital initiatives like **Swayam**, Skill India, Digital India etc, leading to adoption of online skill development courses
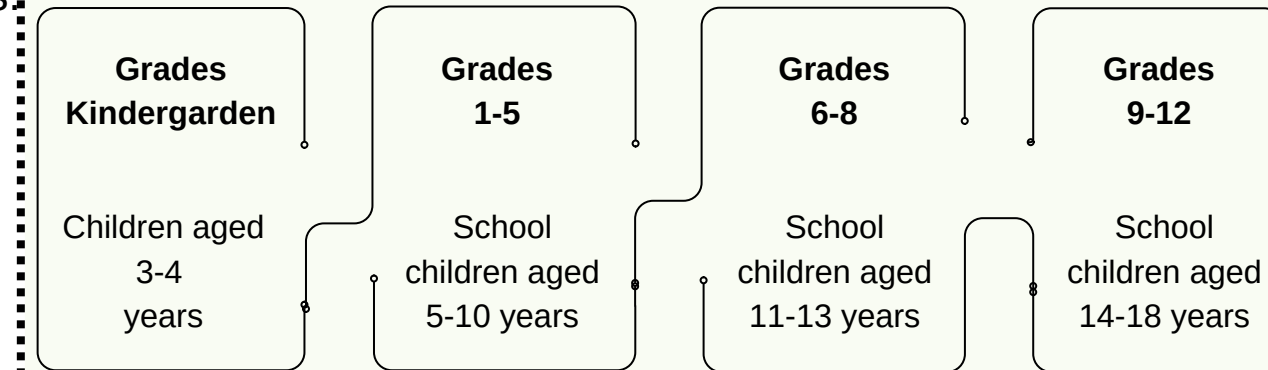- **Internet penetration:** The internet penetration rate in India was **80.6%** in 2023, up from **48.8%** in 2020.
- **Smartphone Users** in India are estimated to have crossed **1 billion** in 2023
- **Increase in disposable income** with a CAGR of **8.5%** from 2021 to 2030.
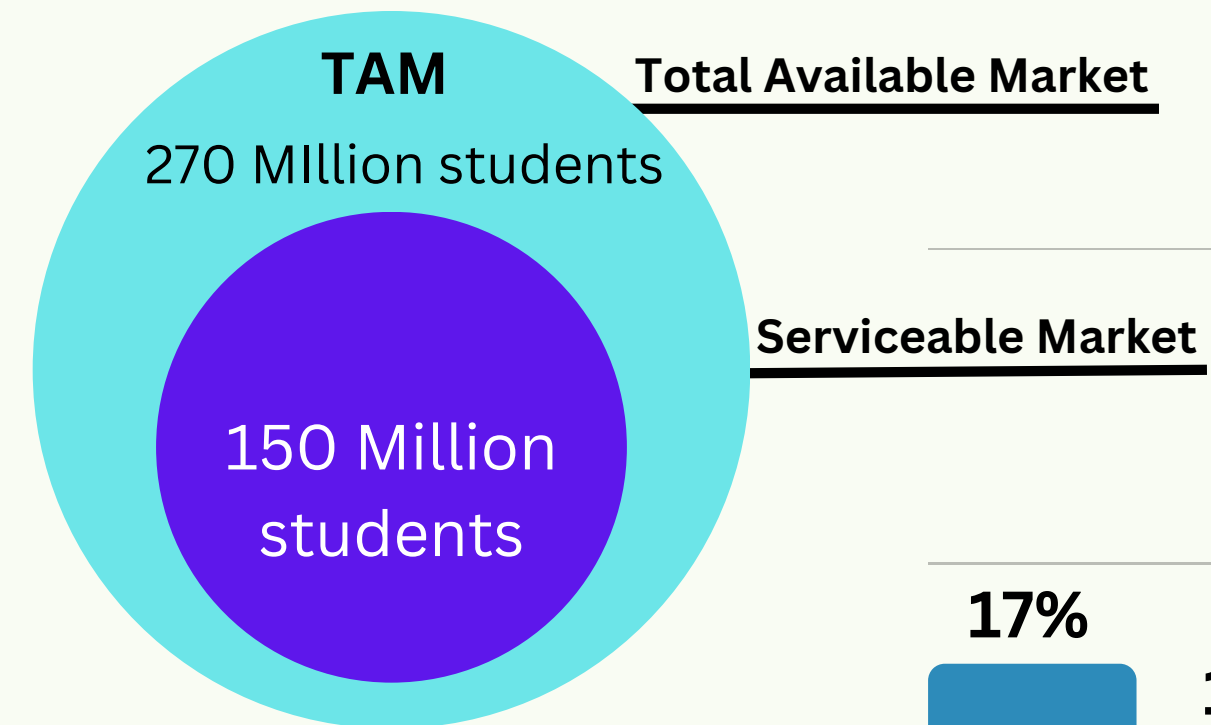
Demographic

Grades Kindergarden	Grades 1-5	Grades 6-8	Grades 9-12
Children aged 3-4 years	School children aged 5-10 years	School children aged 11-13 years	School children aged 14-18 years

Survey form floated to know the perception of Ed-tech among parents from different tiered cities.

Ed-Tech & Skill development Market growth 2019-2022

$1700 Mn

- Grade 1-5: 12%
- Grade 6-8: 34%
- Grade 9-12: 54%

$265 Mn

- 6%
- 32%
- 62%

2019 | 2022

Relevance Expected market characteristics

- Enhanced customer experience and support
- Competitive differentiation by players via technology-enabled learning solutions
- Practical component of course content by offering real world examples
- Customer feedback in terms of review and ratings would help generate trust
- Government initiatives are expected to enable infrastructure support in Tier 1, Tier 2 & Tier 3 cities
- Providing students an opportunity to assess course content and quality prior to buying courses likely to increase adoption

TAM
270 MIllion students

150 Million students

Total Available Market

Serviceable Market

72%

17%

11%

Overall Private education & skill development market as of 2019 was of $39 Billion

About Vridhi

Vridhi, the name of our platform, carries with it a profound meaning. It symbolizes growth, progress, and development. Just as a plant needs the right environment, nourishment, and care to grow, so too do students require the right guidance and support to flourish in their educational journey. Vridhi is envisioned as the nurturing environment for the growth of knowledge, skills, and character.

Bridging the Educational Gap: Vridhi's Mission

In a constantly evolving world, knowledge and self-improvement are boundless pursuits. Education, as the foundation of personal and societal progress, transcends age, culture, and borders. Despite significant advancements in education, a persistent educational gap impedes many aspirations. Vridhi, our unwavering commitment to bridging this gap, symbolizes growth and development as an online platform.

The Essence of Vridhi: Nurturing Growth and Development

'Vridhi,' our platform's name, embodies profound meaning. It symbolizes not just growth, but progress and development. Just as a plant thrives with the right environment and care, students too require the guidance and support to flourish in their educational journey. Vridhi is envisioned as a nurturing ecosystem for cultivating knowledge, skills, and character. Vridhi's core mission is to empower students not just academically, but as well-rounded individuals with essential life skills.

Seizing the Opportunity with the New Education Policy (NEP)

With the recent introduction of the New Education Policy (NEP), a significant opportunity has emerged. We aim to guide students in various domains, including soft skills and vocational training. Our boundless enthusiasm for this market entry is fueled by our diverse array of services that will attract parents, schools, and students on their educational journey.

Product Portfolio
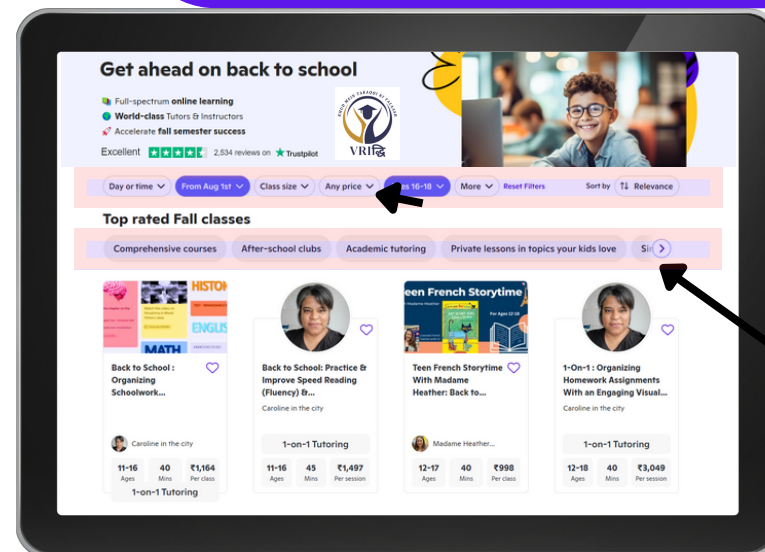
Vridhi's Interface

Filters (price, age, class size, time etc.)

Type of service (Comprehensive courses, after-school clubs etc.)

Career Guidance

- Career Exploration
- Science, Technology, Engineering, Math
- Artificial Intelligence, Cyber Security
- Arts, Law, Civil Services

Mindfulness & Wellness

- Stress Management, Physical Wellness, Food and Nutrition
- Utilising your Brain Superpower
- Mindfulness, Inculcating Winning Habits, Positive Affirmation and Visualisation
- Deal with Bullying, Ragging & Trolling, Personal Growth

Profile Building

- Board Selection
- Subject Selection
- Board Exam Preparation
- Summer School
- PSAT (Preliminary Scholastic Assessment Test)
- Activities to Focus on

Skill Development

- Adaptive Thinking
- Communication Skills
- Critical Thinking and Problem Solving Skills
- Technology Skills
- Personal Management

Psychometric Testing

- MBTI, Pearson DAT, Strong Interest Inventory Test
- Measure Cognitive Abilities
- Identify your Verbal, Spatial, Mechanical, Numerical, Language, Abstract Abilities, Identify your Personality
- Improve Academics, Work & Personal Relationships

GO TO MARKET Strategy

Pre-Launch Preparation	Soft Launch & Teacher Onboarding	Full scale Launch & Marketing campaign	Expansion & Scaling	Evaluation & Future Planning
Nov 2023- Jan 2024	Feb 2024 - April 2024	May 2024 - July 2024	Aug 2024 - Oct 2024	Nov 2024

Market Research and Analysis (November 2023):
- Carry out in-depth market research to identify specific needs, trends, and competitive landscape.
- Refine the product portfolio based on research findings.

Product Development and Enhancement (December 2023):
- Finalize and enhance the existing product offerings to align with market demands.
- Develop teacher-specific resources & materials for onboarding.

Teacher Engagement Strategy (January 2024):
- Identify and reach out to potential teacher partners, highlighting the benefits of collaboration.
- Prepare a comprehensive teacher engagement plan for the upcoming launch.

Soft Launch (February 2024):
- Begin a soft launch of Vridhi' programs with a limited audience to gather initial feedback.
- Start promoting the platform to a small group of schools and students.

Teacher Onboarding (March 2024 - April 2024):
- Collaborate with selected teachers to onboard them as influencers and partners.
- Provide training to teachers on how to effectively use Vridhi' resources.

Full-Scale Launch (May 2024):
- Officially launch Vridhi' mentoring and career guidance platform for K-12 students.
- Make the platform accessible to a wider audience, including parents, schools, and students.

Marketing Campaign (June- 2024 - July 2024):
- Launch a comprehensive marketing campaign that includes online advertising, social media promotion, and email marketing.
- Use teacher influencers to endorse and promote the platform within their school communities.

Onboarding Schools (August 2024 - September 2024):
- Ramp up efforts to onboard schools as partners, offering bulk licenses for their students.
- Highlight the benefits of Vridhi' programs to school administrators.

Customer Feedback and Refinement (October 2024):
- Continuously gather feedback from students, parents, and teachers to make necessary improvements to the platform.
- Refine the user experience based on feedback.

One-Year Evaluation (November 2024):
- Assess the performance of Vridhi' expansion into the K-12 mentoring space.
- Measure user adoption, engagement, and customer satisfaction.

Future Planning (November 2024):
- Based on the one-year evaluation, plan for further growth and expansion in the K-12 segment.
- Consider diversifying the product portfolio based on market feedback and emerging trends.
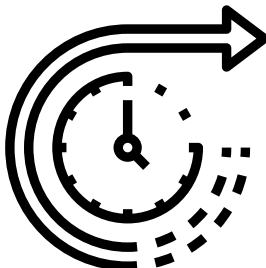
Branding

Social Media Presence

- **Content Creation:** Share valuable educational content (articles, videos, infographics, webinars) on social media.
- **Engagement:** Actively respond to comments, questions, and messages.
- **Influencer Collabs:** Partner with education influencers to expand your reach.
- **Consistency:** Stick to a regular posting schedule for audience engagement.

Partnerships with Schools

- **Outreach Programs:** Introduce Vridhi to schools, emphasizing benefits for students.
- **Customized Solutions:** Tailor offerings to match schools' unique needs and curriculum.
- **Teacher Training:** Provide training to teachers for effective platform integration.
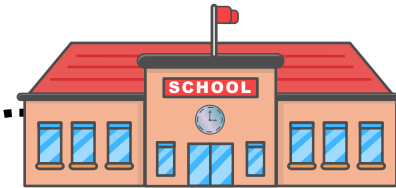
Word of Mouth Marketing

- **Referral Incentives:** Reward users for referring others.
- **Advocacy:** Encourage parents and teachers to promote Vridhi in schools.
- **Community Building:** Foster user community through forums and interaction.

Customer Support and Feedback

- **Prompt Support:** Ensure excellent customer support by addressing user inquiries and issues promptly and professionally.
- **Feedback Loops:** Collect and act on user feedback to continuously improve the platform's features, content, and user experience.

User Testimonials and Success Stories

- **Success Stories:** Share student achievements and career growth.
- **Video Testimonials:** Feature satisfied users discussing platform impact.
- **Case Studies:** Detail how Vridhi helps students overcome challenges.

Community Building

- **Online Communities:** Create spaces for connection and advice.
- **Expert Webinars:** Host sessions with industry experts.
- **User-Generated Content:** Encourage users to share articles, success stories, and more.

Onboarding Strategies

For mentors

- Selecting mentors from various domains like finance, sales etc.
- Highlighting the benefits of becoming a Vridhi mentor like flexible working hours.
- Providing attractive compensation plans.

For schools

- Segmenting schools as per Tier 1, 2 & 3 cities.
- Highlighting how the program offerings are in line with National Education Policy.
- Providing offers & discounts to schools that commit to a long term contract with Vridhi.

For business development executives

- Evaluation & assessment of candidates with suitable tasks
- Providing in-depth knowledge of the products & offerings to the team.
- Defining a clear performance metrics for the executives

Cost Structure

Activity	Monthly Cost (INR)	Annual Cost (INR)
Content development & production	30,000	3,60,000
Technology & platform development	One time	10,00,000
Marketing & sales	80,000	9,60,000
Training & Development (Twice a year)	60,000	1,20,000
Administrative expenses	75,000	9,00,000
Miscelleneous	25,000	3,00,000
Mentors (30 sessions)	(18,000)* 5*4*12	43,20,000
Total		78,00,000

Note: We are planning to hire **5** mentors for 4 segments.
We suggest to categorize the target segment in Kindergarten, Elementary, middle school, high school

Note: We are targeting to onboard **300** schools in tier 1, **200** in tier 2 & **100** in tier 3 cities.
Assume to convert: **60%** tier 1, **25%** tier2 & **15%** tier 3

Fixed Cost = Rs. 8,40,000
Variable Cost = Rs. 69,60,000

Assumptions taken:
- Fixed Cost increases by **8%** annually
- Revenue increases by **10%** annually

Revenue Model

Subscription Tier (City)	Price Per session (INR)	Number of schools (60-25-15)	Revenue Per session (in INR) (Total schools* price per session)	Total cost per source (On average 30 sessions per course) (per session revenue * 30 sessions)
Tier 1	1000	180	1,80,000	54,00,000
Tier 2	1000	50	50,000	15,00,000
Tier 3	800	15	12,000	3,60,000
Total Revenue		245		72,60,000

	Cum. Cost	Cum. Revenue
Year 1	78,00,000	72,60,000
Year 2	1,53,16,800	1,51,20,000
Year 3	2,34,34,944	2,38,32,000

Breakeven

Breakeven is achieved around 26th month