

**About Us:** Founded on March 13, 2021 SCEINOVELX Education & Technology Solutions Pvt. Ltd. is an Education & Technology Solutions company(Startup), based in Kolkata, WB (India).

In the education sector, Scienovelx brings you its very own Ed-eCommerce store which focuses on the daily needs of students from various schools, colleges, and other educational institutions. For starters, we are looking forward to solving some real-life problems. We also aim to expand into other realms of requirements for our students. Scienovelx is the first E-commerce store of its kind that solely focuses on digitizing the education industry and acts as a solution to any problems that a student can potentially think about facing as they are progressing through their career.

In the technology sector, we are helping startups, entrepreneurs, working professionals, individuals, MSMEs, corporate, colleges & universities with end-to-end technology solutions as per their requirements. Intending to bring advancement, We take pride in delivering timely and cost-effective quality solutions, with the use of the latest technology and innovation.

Our core competencies comprises of -

* ***Web Development & Designing***

The art of developing an interactive website with attractive and efficient designing is surely a skill to boast about. Developing an efficient website is certainly not an easy task when it has to be both interactive and adaptive with the changing technology. Making the website appealing to others, is an add-on on top of that. We are well acquainted with all these aspects and therefore have professionals to help you create your online presence that is as unique as your business.

* ***Application Development(Android & IOS)***

Be it Android or IOS, a mobile application should always be working as it is intended to do. The most challenging thing about developing mobile applications is to make them interactive and light-weighted as they are aimed for devices with varying screen resolutions and hardware limitations.  Keeping such details in mind, we offer to develop mobile-friendly applications for both Android and IOS platforms with much faster and productive interfaces to operate.

* ***Cloud-based Services***

With the rapid change in technology and its demand over time, customers are opting to shift more towards Cloud-based Services to meet their requirements of accessibility and storage. SCIENOVELX offers Cloud-based Services over the Internet or dedicated network with delivery on demand and pay as per usage facilities. Having all your applications and technologies at your fingertips with storage available on-demand and paying as per usage just makes everything simple.

* ***UI & UX Design***

An attractive and interactive UI running smoothly for users without any complications is the requirement of every business in demand to grow and shine. Focusing on the UI and UX design while building a website should be given priority for all types of businesses aiming to draw more and more customers towards them.

* ***Logo & Graphic Design***

The primary identity of any business or organization is its logo. Logos are intended to be the face of a company. They're meant to visually communicate the unique identity of the brand and what it represents. A well-designed logo draws attention and builds trust of the customers. It tells potential clients who you are, what you do, and how that benefits them.

* ***Digital Marketing & SEO***

The most crucial and challenging aspect for a business or organization is the marketing part. Finding the right audience to target on the right platform should be carefully handled with utmost importance. Reaching out to the audience on a digital platform makes the presence of your business more prominent and expandable. Search Engine Optimization (SEO) needs to be an integral part of digital marketing as it will ensure that your business is ahead of your competitors and comes to the attention of quality clients. Don’t worry !!! We at SCIENOVELX are there to guide you through every aspect of making your business recognizable.

* ***CRM Building***

CRM i.e Customer Relationship Management refers to all the strategies, tools, techniques and technologies used by enterprises for developing, retaining and acquiring customers. CRM solutions include functionalities that allow users to track customer and company interactions through various available channels. These channels include contact forms, emails, phone calls, and more.

We have experts to help you with a CRM system for effective processes and automate the routine ones; compile lead, customer and employee data in the unified database; align marketing, sales and service teams; conduct deep data analytics; optimize documentation management and more.

* ***Digital Branding***

Do you want your business to connect with people and create positive impressions on them? Well, Digital Branding is what you need to focus on. It signifies a brand management technique that uses a combination of internet branding and digital marketing to develop a brand over a range of digital venues, including internet-based relationships, device-based applications or media content.

* ***E-commerce***

We cover every aspect related to E-commerce and provide all kinds of solutions for the same. Be it designing of the website or providing application based solutions for the same, we have got it covered. Our very own Ed-e-Commerce website is an example of what we have achieved with our expertise in this field.

* ***IT Consulting***

Use the expertise and deep tech background of the best minds at Intellectsoft to create a comprehensive IT strategy for a digital and technological transformation of your organization that goes in line with your business objectives. Our strategic IT consulting will help you automate and digitalise operations, optimise the software portfolio, and implement the latest technologies.

* ***Cybersecurity Solutions***

In the current digital arena, where desired information is available at one’s fingertips and accessible from anywhere at any time, data privacy and protection stand at great risk. Cyber security refers to a company’s protection against unauthorized or criminal use of electronic data, and cybersecurity services are the overarching processes put in place to achieve this security and protect against common cyber threats.

We, at SCIENOVELX, help our clients strengthen their Cybersecurity round the clock via helping them to effectively identify potential cybersecurity incidents, facilitating preventive action right in time. Cyber threats are dealt with a cohesive and integrated approach—one that leverages powerful technologies such as Analytics, Machine learning and Automation.

Our cybersecurity services offer a host of benefits, including:

* Integrated threat detection and response
* An analytics-driven framework to contextualize
* Tighter integration between data, processes and products with real-time visibility
* Cost reduction in incident response and compliance

* ***Internet-based Communications***

Internet-basedcommunication refers to sharing information over the Internet. From instant messaging to voice or video. calls, the Internet offers multiple ways to communicate. Digital communication tools can help you save a considerable amount of time and money.

* ***AI & ML***

One of the most trending technologies in today’s market, AI & ML have a major importance in business. Some of the advantages of incorporating AI & ML are :

* **Personalization & Predication**
* **Better Security For Your Business**
* **Improve Recruitment Processes & HR**
* **Faster Mobile Interaction**
* **Customer Relationship Management**

Machine learning in business helps in enhancing business scalability and improving business operations for companies across the globe. Artificial intelligence tools and numerous ML algorithms have gained tremendous popularity in the business analytics community. Factors such as growing volumes, easy availability of data, cheaper and faster computational processing, and affordable data storage have led to a massive machine learning boom. Therefore, organizations can now benefit by understanding how businesses can use machine learning and implement the same in their own processes.

**Mission:** We are committed to extending our assistance to every customer by -

* Bringing change and innovation to every aspect of the organization and guarantee that we convey each drive remarkably with cutting-edge technology.
* Assisting every student to pursue their dreams through pioneering approaches and solutions.
* Creating an exceptional quality, service, and value for our clients through deploying the best business solutions that address customer challenges and help accelerate the acquisition of their business vision.
* Embracing our obligation towards society through consistent positive impacts and developments, including improvement in the community in which we operate.

**Vision:** We, at SCIENOVELX, envision digitizing the entire education industry and act as a solution to any problems that a student can potentially face while they are progressing through their career. We aim to scale up as a leading brand in the Ed-eCommerce industry in our country India, and then we aim to expand to other countries in the near future.

To become a world-class technology solutions company which will become an asset to our communities.We believe we will achieve our vision by nurturing our core values and they will shape the culture of our business and will define the character of our organization. They will guide our decision making, our interactions with our students & clients, and our relationship with each other. Our people and team will always apply our core values in their work.

**Objective:** SCIENOVELX is the first Ed-eCommerce service that is striving hard to digitalize the education industry and serve the students by imparting a great deal of knowledge to them along with Industrial Trainings & workshops. As for IT Services, we are now putting a weightage on helping startups, entrepreneurs, working professionals, individuals, MSMEs, corporates, colleges and universities with technology services and products including various web services, internet products, development and marketing of business management software, and software development building software applications and technology applications for computers, mobile phones, and other devices and related activities by various modes both in India and overseas.

**Our Core Values:** With the duly constituted core values, our organization exemplifies that -

* **Passion:** We believe that passion is the power of every successful journey. Everything we do in SCIENOVELX we do with passion.
* **Integrity:** Integrity is a very important asset for us. So we always make every decision with integrity and this culture is established in our whole team.
* **Entrepreneurial Spirit:** SCIENOVELX thrives on a spirit of entrepreneurship and a passion for discovery. We are always inspired by the challenges of solving and simplifying complex problems, including innovative solutions. We teach our team to think big and innovatively.
* **Respect:** Respect is one of the important elements of a successful journey. We always encourage people to learn new things, apply them, and respect the thoughts and contributions of all our members as well as our customers.
* **Responsibility:** We believe that every right implies responsibility. The possibility of uninterrupted opportunity in the inevitable fulfillment of responsibility. We are inspired by the deep connection between people, ideas, communities, and our environment.
* **Transparency:** We believe that transparency is needed to create a better culture in the world. That is why there is always transparency in our culture.
* **Team Work: “Teamwork makes the dream work”**. We always encourage every individual around us to share knowledge and work together as a team inorder to build a healthy environment altogether.
* **People:** People are the reason for everything we do; technology exists to serve people and improve how we live, work, and interact.
* **Continuous Learning:** We believe that education and development are indicators of innovation. Through this, we provide students with more advanced and practical education with innovative frameworks and further improve their lives with innovative solutions. We also believe that without change there is no innovation, so we always train our team to learn new things and keep them updated on every new technology so that they can achieve more in their lives and provide the best service to our clients.
* **Quality:** We always focus on quality because we believe that everything can be improved. From user experience to development, quality is the foundation on which success is built. Through this, we always provide the best quality to clients and students.

**Our Core Ethics**

• Trust

• Loyalty

• Honesty

• Love

• Passion

**How do we do it?**

1)Understanding our clients' requirements and their business processes

2) Continuous,rigorous testing of our products before,during and after launching them

3)Staying up to date with latest technologies

4) Managing projects according to international project management methods.

5) Providing professional customer support and warranty services.

 6) Highly experienced and well-versed team with the right skills in each specific domain

**Key Strengths**

1)Work ethics and moral values are an important part of our establishment

2)Quality system,which aims at continuously improving our solutions

3)Enlisting our services for the best prices possible

4)Free domain and free support for 1 year

5)Authentic products with 24\*7 customer support

6)Punctuality and on-time delivery

**Some of the technologies we use:**

A)Backend:

1) .NET

2) C++

3) Java

4) Python

5) PHP

6) Node.js

7) Django

B)Frontend:

1) HTML

2) CSS

3) Javascript

4) Bootstrap

6) PHP

C)Mern Stack:

1) MongoDB

2) Express

3) React JS

4) Vue

5) Node JS

D)Mean Stack:

1) MongoDB

2) Express

3) Angular

4) Node JS

E)Mobile:

1) iOS: Swift

2) Android: Java & Kotlin

3) Hybrid: Flutter

F)Databases:

1) MySQL

2) MongoDB

3) Firebase

**Team Recruitment:**

* + 1. Buisness development team

-Sales & marketing

-Lead generation

-Customer support

* + 1. Technical Team

-Network Security Administrator

-Web developers

-Android/IOS developers

-Research & development

-Maintanence & support

-Graphics designing, Video editing & Photography

-Digital Marketing & SEO

**Our Clients:**

Both National & nternationaI

(Note: Major focus on US/UK based Clients)

**CUSTOMER ACQUISITION CHANNEL AND STRATEGY:**

* **Social media Marketing**
* **Digital Marketing & SEO**
* **Strategic Partnership**
* **B2B**
* **24 hour on site assistant/Chatbot**
* **E-MAIL MARKETING**
* **Outbound Marketing**

**-Lead Prospecting**

**-Targeted Campaigns**

**-Content Creation**

* **Inbound Marketing**

**-Natural Ranking(SEO)**

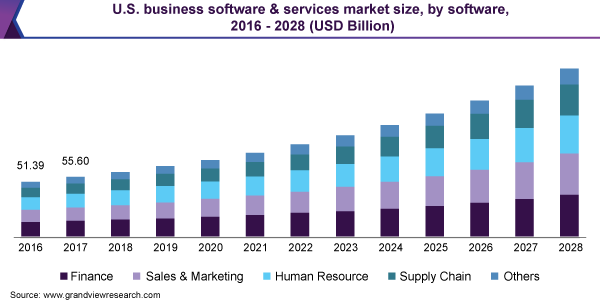
**-Paid Ranking(SEM)**

**Market Size**

The IT & BPM industry’s revenue is estimated at ~US$ 194 billion in FY21, an increase of 2.3% YoY. The domestic revenue of the IT industry is estimated at US$ 45 billion and export revenue is estimated at US$ 150 billion in FY21. According to Gartner estimates, IT spending in India is estimated to reach US$ 93 billion in 2021 (7.3% YoY growth) and further increase to US$ 98.5 billion in 2022.

Indian software product industry is expected to reach US$ 100 billion by 2025. Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres. In line with this, in February 2021, Tata Consultancy Services announced to recruit ~1,500 technology employees across the UK over the next year. The development would build capabilities for TCS to deliver efficiently to the UK customers.

The data annotation market in India stood at ~ US$ 250 million in FY20, of which the US market contributed ~ 60% to the overall value. The market is expected to reach ~ US$ 7 billion by 2030 due to accelerated domestic demand for AI.



**Source:**

[IT & BPM Industry in India: Market Size, Opportunities, Growth, Report | IBEF](https://www.ibef.org/industry/information-technology-india.aspx)

[Business Software And Services Market Report, 2021-2028 (grandviewresearch.com)](https://www.grandviewresearch.com/industry-analysis/business-software-services-market)

**Our Operations Strategy:**

**Year 1 Targeted Projects**

0-3 Months 3

3-6 Months 6

6-9 Months 9

9-12 Months 12

[Note: Total number of projects in a year= 30]

**Year 2**

* Continue Expansion
* Market New Platform
* Support sales team channel strategy

**Year 3**

* Continue Expansion with scenarios and strategies mentioned in year1 and 2.

**Year 4**

* Improve all the operations and have to acquire new talents

**Year 5**

* Launch new products & services

**Our Milestones & Timelines:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Time  Activity | Day Zero | 6 Months | Year 1 | Year 2 | Year 3 |
| Restructing Commences |  |  |  |  |  |
| Interim Management Team |  |  |  |  |  |
| Expansion and recruitment of fulltime employee |  |  |  |  |  |
| Phase 2 complete |  |  |  |  |  |
| Sustainability and profitability |  |  |  |  |  |

**Our Revenue Growth:**

*(5 years Planning)*

Total No. of Projects: 300

**THANK YOU!**