

CareerBoost

A Project Feasibility Report

*Submitted in partial fulfilment of the requirements for
the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

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DECLARATION CERTIFICATE

This is to certify that the work presented in the project feasibility report entitled “**CareerBoost**” in partial fulfilment of the requirement for the award of Degree of **Bachelor of Business Administration** of Birla Institute of Technology, Mesra, Patna Campus, is an authentic work carried out under my supervision and guidance.

To the best of my knowledge, the content of this feasibility report does not form a basis for the award of any previous degree to anyone else.

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The foregoing project feasibility report entitled is hereby approved as a creditable study of research topic and has been presented in satisfactory manner to warrant its acceptance as prerequisite to the degree for which it has been submitted.

It is understood that by this approval, the undersigned do not necessarily endorse any conclusion drawn or opinion expressed therein, but approve the feasibility report for the purpose for which it is submitted.

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Finally, we want to thank our parents and friends for their continuous support and encouragement throughout the project.

ABSTRACT

This paper presents an in-depth analysis of the feasibility and potential growth prospects of the CareerBoost project, an online platform offering career guidance services. Through extensive research, including surveys and inputs from potential customers, as well as evaluations across various dimensions such as marketing feasibility, financial viability, and organizational readiness, the study identifies both opportunities and challenges. By assessing the strengths and weaknesses of the project, strategies for addressing challenges and capitalizing on opportunities are outlined. The findings suggest that, given the increasing trend in interest towards online career guidance services, CareerBoost holds promise for substantial growth in the future. This paper provides a comprehensive overview of the project's feasibility and its potential to thrive in the evolving landscape of online career guidance.

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CHAPTER 1 INTRODUCTION

1.1 Background Information About the Project

In an ever-evolving global landscape, the significance of education and skill development cannot be overstated. With technological advancements shaping industries and job markets, the need for accessible, adaptable, and comprehensive learning platforms is paramount, especially considering that only a fraction of Indian youth receives formal career guidance. According to a collaborative survey conducted by the World Economic Forum and the Observer Research Foundation, young Indians exhibit independence, optimism, and a willingness to adapt to a changing labor market. Despite their ambitions, various factors hinder young Indians from effectively adapting to the evolving nature of work, with 51% of respondents citing a lack of information about available job opportunities matching their skill sets as a significant barrier. Recognizing this need, presents CareerBoost, an innovative platform designed to provide Indian students and professionals with the tools they need to succeed in today's competitive landscape, thereby fostering personal growth, economic development, and societal progress. Bridging the skills gap in India has the potential to significantly impact the country's economy. Let's explore some relevant findings:

1.1.1Upskilling Impact:

A World Economic Forum report highlighted that investment in upskilling could potentially boost the global economy by \$6.5 trillion by 2030. Specifically, for India, upskilling efforts could contribute an impressive \$570 billion to the country's economy.

1.1.2 Educational Skills and GDP Growth:

A study conducted by the National Bureau of Economic Research (NBER) revealed that if currently enrolled students in South Asia (including India) attain basic educational skills, the region could witness a significant economic gain of \$97.8 billion. This gain would result in an 81% increase in the GDP.

1.1.3 India's Future Economy and Skills:

In base-case projections, India's GDP is expected to grow from \$2.7 trillion in 2019 to \$5 trillion by 2025 and further to \$8.4 trillion by 2030. However, challenges such as unskilled workers, outdated curricula, and language barriers need to be addressed to ensure sustained growth.

In summary, investing in skill development and closing the skills gap can have a profound positive effect on India's economic prosperity and competitiveness.

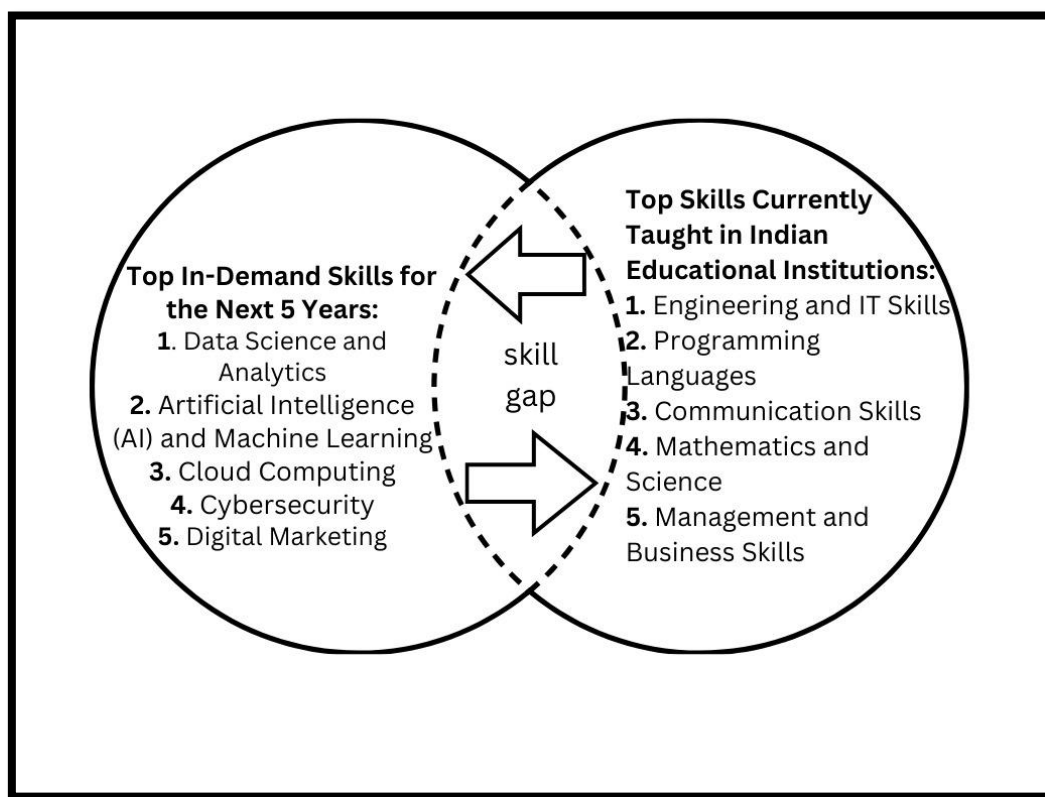


Figure 1 Venn diagram

1.2 Problems and Opportunities

In today's dynamic world, individuals encounter various challenges as they strive to carve out successful careers. From lack of guidance and resources during formative years to limited access to relevant opportunities, the obstacles are diverse and multifaceted. Let's delve deeper into these challenges and the opportunities they present:

1.2.1 Detailed Problem Analysis

Expand on Existing Issues: The lack of proper career guidance and persistent skill gaps among Indian youth pose significant challenges to their career development. Studies reveal that as much as 90% of students opt for the wrong career path due to insufficient career guidance, leading to mismatches between skills and aptitudes. Despite acquiring higher education, many remain unsure about the best career fit for them. This dilemma is exacerbated by the pressure to choose a single career path early in life, often without adequate exploration of alternatives.

Target Audience Segmentation:

Segment 1: Career Guidance (Ages 14-25)

- Limited career awareness and exploration options, resulting in misguided career choices.
- Pressure to select a single career path early in life without sufficient exposure to diverse opportunities.
- Difficulty finding internships matching their specific interests/skills due to lack of information.

Segment 2: Workspace Solutions (Ages 22-25)

- Limited access to remote work opportunities, particularly in underdeveloped regions.
- Lack of skills training tailored to sustainable sectors and remote work environments.
- Challenges in launching entrepreneurial ventures due to a lack of support and resources.

Segment 3: Skill Development for Employability (Ages 27-35)

- Mid-career professionals facing challenges in adapting to rapidly evolving job markets.
- Concerns about job security due to technological advancements like Artificial Intelligence (AI).
- Need for advanced training and mentorship to facilitate career advancement and transitions.
- **Impact:** This lack of guidance has real consequences: The estimated youth unemployment rate in India for 2022 was approximately 23.22%. Among educated youth (secondary education and above), the unemployment rate was 24.5% in 2018–19. State-wise variations highlight disparities, with each of the 22 states in India reporting double-digit youth unemployment rates.
- **Expert Opinions:** According to experts, the persistent skills gap and lack of proper guidance hinder India's economic growth potential. The mismatch between job openings and qualified candidates further exacerbates the issue, leading to inefficiencies in the labor market and stalling the country's progress towards sustainable development goals.

1.2.2 Market Opportunities

Trends Supporting our Solution: CareerBoost is strategically positioned to capitalize on several trends in the Indian education and job market:

Government initiatives like the Skill India Mission emphasize the importance of skill development and vocational training.

The rise of online learning platforms presents an opportune moment for CareerBoost to leverage digital resources and reach a wider audience.

Remote work opportunities are gaining traction, especially post-pandemic, creating a demand for skills training tailored to remote work environments.

Soft skills like communication and adaptability are increasingly recognized as essential for career success, highlighting the need for holistic skill development platforms like CareerBoost.

1.2.3 Competitive Advantage

Key Differentiators:

- **Integrated Career Solutions:** CareerBoost seamlessly integrates personalized career discovery, targeted skill development, and curated job opportunities into one comprehensive platform, catering to the diverse needs of individuals across different age groups.
- **Focus on Underserved Areas:** CareerBoost places a special emphasis on serving underdeveloped regions by offering tailored skills training for sustainable sectors and remote work environments, fostering economic growth and empowerment.
- **Quality Mentor Network:** CareerBoost boasts a network of industry experts and mentors, providing valuable guidance and support to users at every stage of their career journey, enhancing the overall learning experience and facilitating professional growth.
- **Affordability and Accessibility:** CareerBoost is committed to making quality education and career guidance accessible to all, with competitive pricing models and accessibility via both website and app.
- **Competitor Analysis (Optional):** While several e-learning platforms exist in the Indian market, CareerBoost distinguishes itself through its comprehensive approach to career development and its focus on serving underserved areas. By leveraging its unique combination of career guidance, skills training, and job opportunities, CareerBoost aims to address the pressing challenges faced by Indian youth and professionals.

1.2.4 Core Value Proposition

- **One-sentence Summary:** CareerBoost is an innovative online platform that empowers Indian students and professionals across three age groups by seamlessly integrating personalized career guidance, targeted skill

development, and curated job opportunities, ensuring holistic career advancement in a dynamic job market.

- **Expansion:** At CareerBoost, our target audiences span three distinct age groups, catering to the career development needs of individuals from ages 14 to 35. Through our platform, we provide comprehensive support to students navigating career choices, recent graduates seeking workspace solutions, and mid-career professionals looking to enhance their employability. Our solution comprises three key components:
- **Guidance:** Through aptitude assessments, career path exploration, and virtual internships, we help individuals make informed decisions about their future.
- **Skill Building:** We offer advanced training in relevant skills, mentorship from industry leaders, and networking opportunities to enhance career prospects.
- **Opportunity Matching:** CareerBoost connects users with curated job opportunities and supports entrepreneurial ventures, ensuring a seamless transition from education to employment. Our differentiator lies in our focus on underserved areas, where we provide tailored skills training for sustainable sectors and remote work, addressing the unique challenges faced by individuals in these regions. Additionally, our quality mentor network and commitment to affordability and accessibility further set us apart in the market.

1.2.5 Business Model

Revenue Streams:

Subscriptions (Individual and Institutional): Users can subscribe to CareerBoost on an individual basis for a fee of 1200/month, gaining access to our comprehensive range of services. Additionally, we offer institutional subscriptions for schools, NGOs, and businesses at a rate of 1200/month person, providing bulk access for their members or employees. This pricing structure ensures flexibility and affordability for both individual users and organizations seeking to empower their members with career development resources.

- **Course or Skill Module Fees:** Users can enroll in specific courses or skill modules for a fee, allowing them to customize their learning experience according to their needs.

- **Partnership Fees:** Schools, NGOs, and businesses can partner with CareerBoost, paying a fee to collaborate on various initiatives and access our platform's resources.
- **Placement/Referral Commissions:** CareerBoost earns commissions from successful job placements or referrals made through our platform.
- **Technology Platform:** CareerBoost operates through a user-friendly website and mobile app, ensuring accessibility across devices.
- **Content Development:** We collaborate with both internal teams and external partners to develop high-quality educational content, ensuring relevance and comprehensiveness.
- **Mentor Network:** Our mentor network is curated through a rigorous vetting process, sourcing industry experts and professionals with diverse backgrounds to provide valuable guidance and support to our users.
- **Customer Support:** We offer multiple channels for customer support, including email, live chat, and dedicated helplines, ensuring prompt assistance and resolution of queries. Now, here is the diagram that goes on to explain this in details

1.2.6 Problem faced by the Indian education

Here are some data about the Indian education systems: -

- **India Employment Report 2024** by [International Labour Organization](#) say that : -One in three young people was not in employment, education or training in India, which was almost equal in rural and urban areas and increased over the years thus followed by that, (The proportion of youths globally who are not in education, employment or training has been consistently highest in South Asia, at an average of 29.2 per cent between 2010 and 2019 (ILO 2022a))
- the unemployment rate among youths was six times greater than among persons with a secondary or higher level of education (at 18.4 per cent) and nine times greater among graduates (at 29.1 per cent) than for persons who cannot read and write (at 3.4 per cent) also based on [International Labour Organization](#).

So, let's understand the overall structure of education, training, and jobs here is the 4-problem faced by Indian education system: -

Analysis of Job Market in India

The question of how many jobs are needed in India is crucial in understanding the demand-supply dynamics in the employment sector. According to the Ministry of Education report for the year 2021-2022, the number of enrollments in higher secondary education stands at 2,69,22,596. However, when considering the dropout rates across different education levels, including 12.61% in secondary, 3.02% in upper primary, and 1.45% in primary education, the overall figure reaches approximately 3.3 crore.

Despite this significant number of potential candidates, the capacity of Indian colleges to accommodate them is limited. The primary reasons include a scarcity of available seats, exorbitant fees, and a notable disparity in the quality of education.

1. Financial Barriers:

A report published by The Economic Times highlights that the majority of the Indian population, around 90%, earns less than Rs 25,000 per month. This staggering statistic indicates that a significant portion of the population cannot afford the high fees demanded by educational institutions. For instance, the Indian Institutes of Technology (IITs) hiked their annual fees from Rs 90,000 to Rs 2 lakh, making education inaccessible to many.

2. Quality of Education:

Furthermore, there are concerns about the quality of education offered by these institutions. Ministry of Education data from June 2023 reveals that only 44.51% of faculty in engineering colleges in India hold a Ph.D., while the majority possess only a master's degree. This shortage of highly qualified faculty members adversely affects the learning experience and outcomes of students.

3. Infrastructure Deficiency:

The lack of infrastructure in educational institutions exacerbates the problem. The All India Council for Technical Education (AICTE) has taken the decision to reduce 40,000 seats in government engineering colleges i.e. (IIT.S) across

India due to their failure to address infrastructural deficiencies and staff shortages.

4. **Employability Concerns:**

Moreover, employability remains a pressing issue. The National Employability Report indicates that only 3.84% of engineers are employable in software-related jobs at startups. Additionally, a mere 3% of engineers possess new-age skills in areas such as AI, Machine Learning, and Data Engineering. This significant gap between industry requirements and graduate skills further exacerbates the unemployment crisis. Thus Only 40% of engineering graduates end up doing an internship and 36% do any projects beyond coursework.

Conclusion:

In summary, the Indian job market faces multifaceted challenges ranging from financial barriers and quality of education to infrastructure deficiencies and employability concerns. These issues underscore the urgent need for innovative solutions like CareerBoost, which aims to bridge the gap between education and employment by providing tailored career guidance, skill development courses, and mentorship opportunities. By addressing these challenges, CareerBoost endeavors to empower individuals to navigate their careers successfully in the competitive job market.

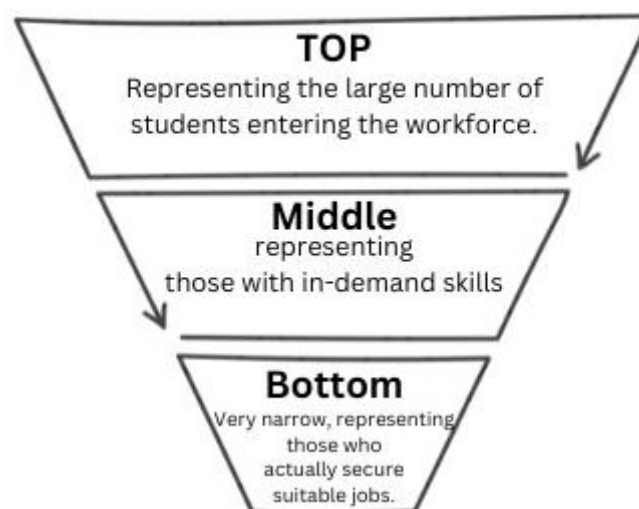


Figure 2 Funnel diagram

1.3 Description of Products/Services

CareerBoost empowers individuals across the lifespan to navigate their careers with confidence. Our tailored solutions for three distinct age groups address the challenges outlined in Section 1.2 with personalized guidance, targeted skill development, and curated opportunities for success.

Product/Service Breakdown by Target Audience: -

Segment 1: Career Guidance (Ages 14-25)

- **Guidance Tools:** CareerBoost offers a range of guidance tools, including:
- **Aptitude Assessments:** Aptitude assessments uncover hidden potential and guide users towards fulfilling career paths by identifying strengths, interests, and preferences.
- **Career Path Exploration:** Through interactive modules and rich resources, users gain insights into diverse career options, industries, job roles, and educational pathways.
- **Virtual Internships:** Partnering with leading organizations, CareerBoost offers virtual internships across various fields, providing practical experience and career path exploration opportunities.
- **Mentorship:** CareerBoost's mentor network comprises industry professionals and experts sourced through a rigorous vetting process. Users access one-on-one mentorship sessions, group discussions, and networking opportunities tailored to their career interests and goals.

Segment 2: Workspace Solutions (Ages 22-25)

- **Skills Training:** CareerBoost focuses on providing skills training in key areas such as digital skills, remote work readiness, and sustainability. Users choose from live sessions, self-paced courses, and certifications to enhance their skill sets according to their preferences and career goals.

- **Entrepreneurship Support:** CareerBoost offers specialized mentorship and resources for aspiring entrepreneurs, guiding them through launching and scaling their ventures. Users access networks and partnerships focused on startups and innovation.
- **Job Placement Support:** Curating job opportunities from diverse sources ensures users have access to relevant openings across industries. Additionally, CareerBoost provides resume assistance, interview preparation, and career counseling to help users secure desired positions.

Segment 3: Skill Development for Employability (Ages 27-35)

- **Advanced Skills Training:** CareerBoost offers advanced training in in-demand areas such as data analytics, AI, and emerging technologies. Courses are developed with industry experts, ensuring alignment with market demands and industry standards.
- **Mentorship for Career Transitions:** Mid-career professionals' benefit from mentorship programs tailored to facilitate career transitions and advancements. Mentors specialize in guiding individuals through career shifts, offering personalized advice and insights based on extensive industry experience.
 - **Networking:** Access to an alumni network and industry events enables users to expand their professional network and explore new opportunities for growth and collaboration.
- **Key Differentiators**
 1. **Underserved Areas Emphasis:** CareerBoost's services address the unique needs of underserved regions, fostering economic development and empowerment through tailored solutions and resources.
 2. **Quality over Quantity:** Prioritizing quality content and mentorship ensures users receive personalized guidance and support, enhancing their overall experience and outcomes.
- **Pricing and Accessibility**

1. **Overview of our Model:** Individual subscriptions with a tiered structure provide flexible access to services. Additionally, partnerships with institutions offer bulk subscriptions at a discounted rate, ensuring accessibility to a wider audience.
 2. **Commitment to Affordability:** CareerBoost offers scholarships, discounts, and other affordability initiatives to ensure cost is not a barrier to accessing services.
- **Technology Platform**
 1. **User Experience Focus:** CareerBoost's platform features intuitive navigation, personalized recommendations, and interactive features to enhance engagement and learning outcomes.
 2. **Accessibility:** Accessible through both web and app platforms, CareerBoost enables users to access services anytime, anywhere, across devices.

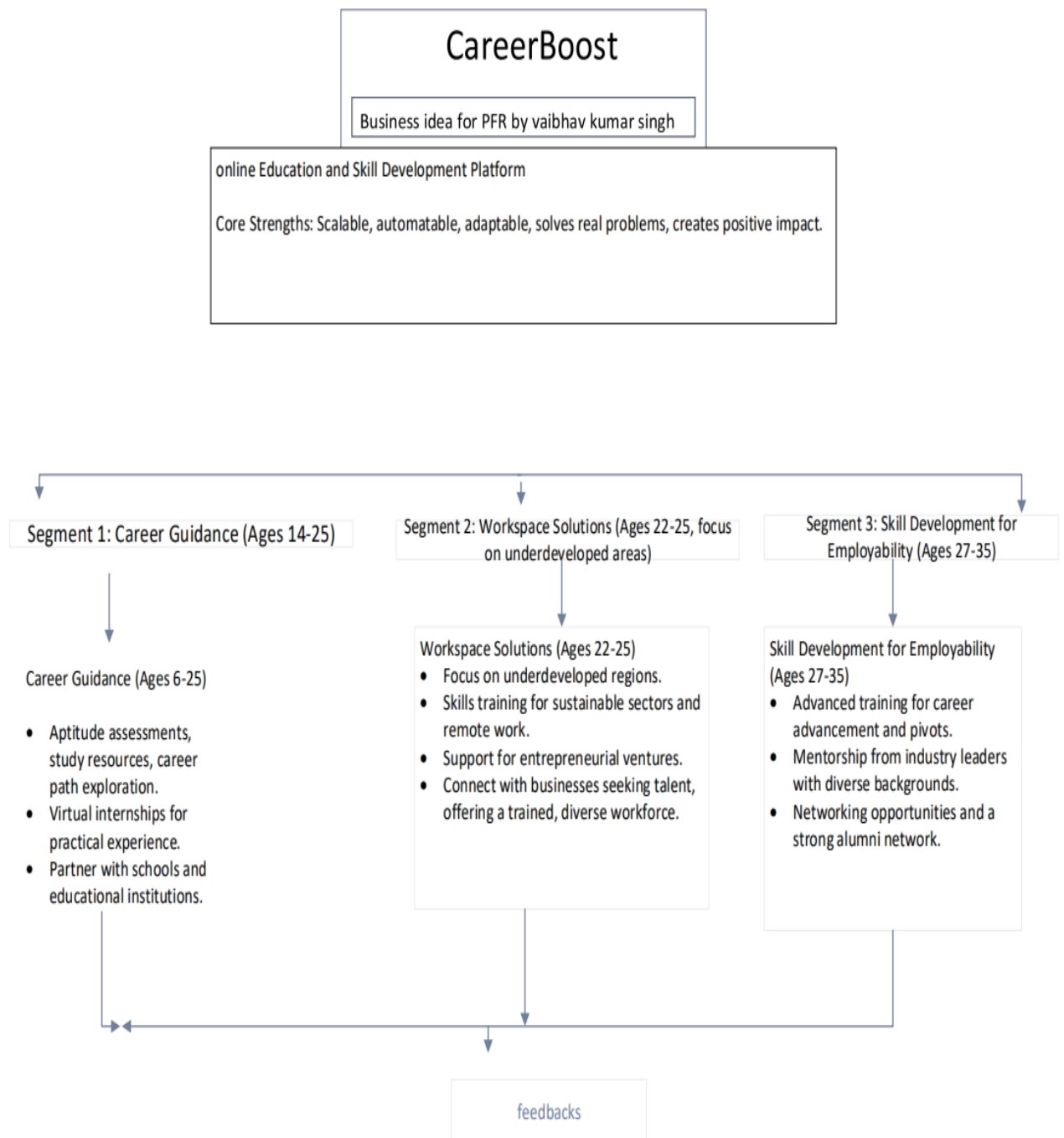


Figure 3 Structured diagram.

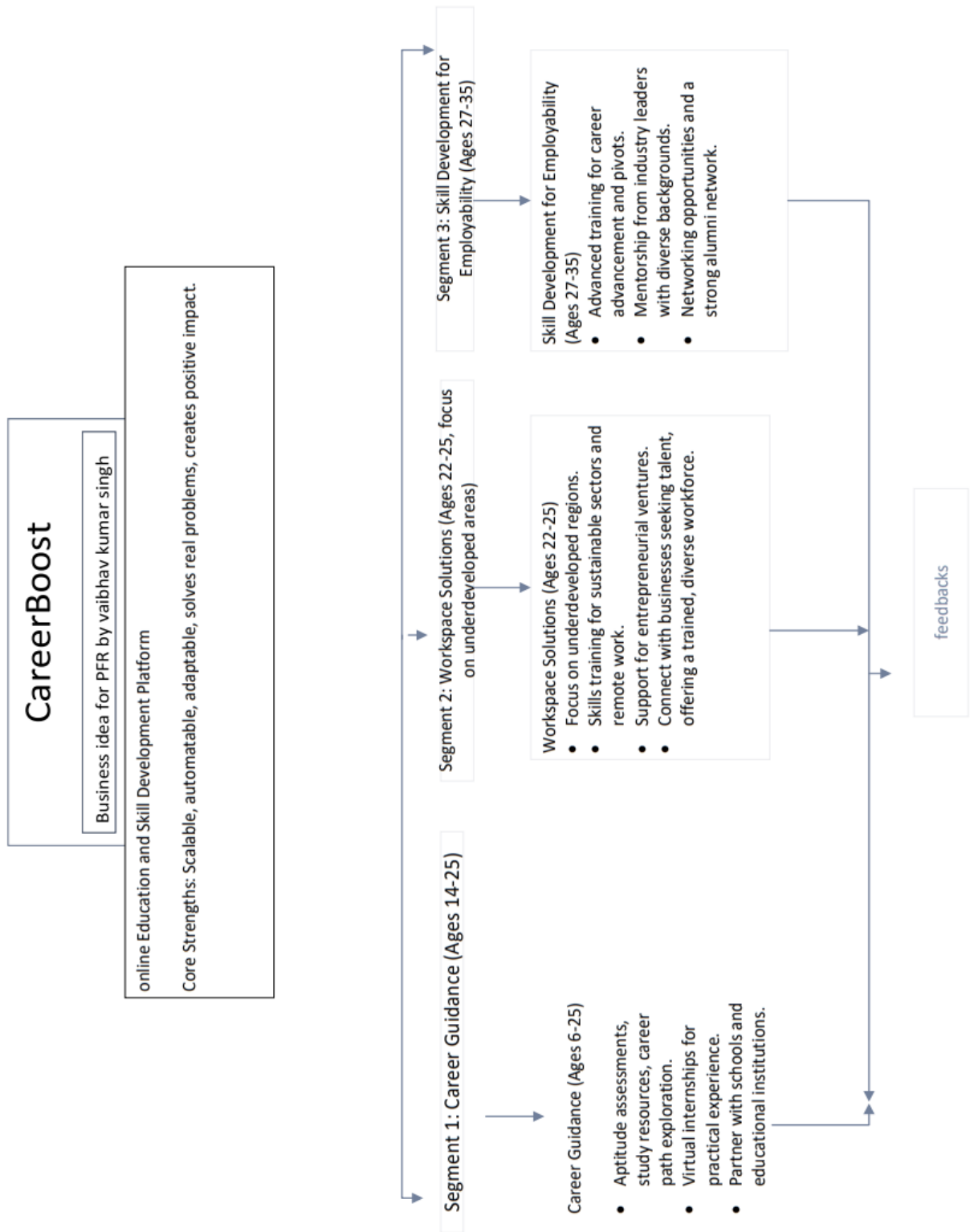


Figure 4 Structured diagram.

CHAPTER 2: SIGNIFICANCE OF THE PROJECT

2.1 Addressing Critical Gaps in the Indian Education and Employment Landscape

With approximately 80% of Indian engineers lacking the necessary skills demanded by employers, CareerBoost emerges as a vital solution to address the critical gaps plaguing the Indian education and employment landscape.

Recap Key Problems: CareerBoost seeks to alleviate the persistent challenges outlined in Chapter 1, including the skills mismatch, lack of guidance, and the neglect of underserved areas in the Indian education and employment landscape.

- **Skill Mismatch:**

According to the [India Skills Report 2021](#), only about 45.9% of young people in India are considered employable. This percentage has been consistently low, with 46.2% in 2020 and 47.4% in 2019. The National Employability Report for Engineers (2019) highlighted that approximately 80% of Indian engineers lack the necessary skills demanded by employers. Many private engineering colleges fail to provide quality education, leading to this skill gap. Additionally, technical fields often suffer from inadequate compensation, pushing engineering graduates toward non-technical areas like marketing or management.

- **Lack of Future Skills:**

A study by ImaginXP, an EdTech and skill development company, revealed that 33% of educated youth in India remain unemployed due to a lack of future skills. Even after obtaining degrees, these individuals struggle to find suitable employment.

- **Positive Trends:**

Fortunately, there has been progress. The India Skill Report of 2019 indicated an increasing number of employable youths. The employability rate rose from 37% to 47.38% within five years.

- **Economic Impact:** Studies indicate that the skills gap and lack of proper guidance contribute to inefficiencies in the labor market, hindering India's economic growth potential. Addressing these gaps through CareerBoost's comprehensive solutions can lead to improved productivity, increased employment rates, and overall economic prosperity.
- **Social Impact:** Limited access to career resources perpetuates inequality and exacerbates social disparities. By focusing on underserved areas and providing tailored support, CareerBoost aims to promote inclusivity and diversity in the workforce, fostering social mobility and empowerment.

2.2 Aligning with National Initiatives and Priorities

- **Skill India and Similar Programs:** CareerBoost aligns with initiatives like Skill India by equipping individuals with the necessary skills and guidance to succeed in the evolving job market. By complementing government efforts, CareerBoost contributes to the broader goal of enhancing employability and fostering economic growth.

- **Sustainable Development Goals:** Our focus on underserved areas and sustainable skill development directly aligns with several Sustainable Development Goals, including quality education, decent work and economic growth, and reduced inequalities. By addressing these goals, CareerBoost contributes to India's commitment to sustainable development and inclusive growth.
- **Emerging Trends:** CareerBoost anticipates and adapts to emerging trends such as the increasing demand for digital skills and the rise of remote work opportunities. By offering relevant training and guidance, CareerBoost ensures that individuals are well-prepared for the jobs of the future, contributing to a more resilient and agile workforce.

2.3 The Unique Value Proposition of CareerBoost

- **Holistic Approach:** Unlike other platforms that focus solely on career guidance or skills training, CareerBoost offers a holistic solution that integrates both aspects seamlessly. By providing a comprehensive suite of services, CareerBoost addresses the multifaceted needs of individuals, empowering them to make informed career decisions and succeed in their chosen paths.
- **Underserved Focus:** CareerBoost goes beyond merely offering services in underserved areas; we tailor our solutions to the unique needs and challenges faced by these communities. By understanding their specific requirements and providing targeted support, CareerBoost aims to bridge the gap and create opportunities for equitable growth and development.
- **Potential for Impact:** The potential outcomes of CareerBoost's interventions extend beyond individual success to encompass broader economic and social benefits. By guiding individuals towards fulfilling careers, connecting employers with skilled talent,

and fostering economic development in underserved regions, CareerBoost has the potential to catalyze positive change on a significant scale.

2.4 Potential for Scalability and Sustainability

- **Technology Leverage:** CareerBoost leverages technology to reach a wider audience and scale its impact efficiently. Through our online platform, we can overcome geographical barriers and extend our services to individuals across India, ensuring accessibility and inclusivity.
- **Partnership Model:** Our partnership model extends our reach and ensures the long-term sustainability of our initiatives. By collaborating with schools, NGOs, businesses, and other stakeholders, CareerBoost can leverage existing networks and resources to amplify its impact and drive sustainable growth.
- **Potential Growth:** Looking ahead, CareerBoost envisions expanding its reach and impact to benefit an increasing number of individuals and communities. By continuously innovating and evolving our offerings, we aim to remain at the forefront of career development solutions, driving positive change and empowerment across India.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Sampling Design

3.1.1 Sampling Design - Further Details

Sampling Design

Due to the diverse nature of CareerBoost's target audience, *a multi-stage stratified sampling approach* will be employed to ensure a representative sample while accounting for varying characteristics within the population. This method involves dividing the population into homogenous subgroups (strata) and then randomly selecting participants from each stratum.

Stage 1: Stratification

Age Groups: The population will be stratified into three age groups aligning with CareerBoost's target segments:

14-25 years: This group represents young learners navigating career choices and seeking educational guidance.

22-35 years: This group encompasses young professionals seeking workspace solutions, skill enhancement, and career advancement opportunities.

27-35 years: This group focuses on mid-career professionals interested in career transitions, upskilling, and mentorship for continued growth.

Geographic Location: Further stratification will be based on geographic location to capture the unique needs and challenges across different regions:

Urban: This stratum will include individuals residing in major cities with access to diverse educational and employment opportunities.

Rural: This stratum will encompass individuals residing in rural areas with limited access to resources and distinct challenges related to education and employment.

Stage 2: Sample Selection

Within each stratum, a random sampling technique will be employed to select participants. The specific technique will be determined based on the availability of sampling frames and resources:

Simple Random Sampling: This method ensures each individual within a stratum has an equal chance of being selected. This is ideal when a complete list of the population within each stratum is available. (thus, we are not going to do the sample selection because of our less sample selection, further information is given bellow)

Sample Size Determination: Due to limited resources, the initial sample size will focus on the states of **Bihar, Jaipur, Uttar Pradesh, and a few other key regions**. However, to ensure statistical significance, we will aim to collect responses from a minimum of **30 participants** within each target stratum. This will provide us with a solid foundation to draw meaningful insights, while acknowledging the need to expand the sample size in subsequent stages of the research.

Sampling Frame Identification: To identify the appropriate sampling frames for each stratum, we will leverage a combination of existing databases and partnerships. For the student and young professional segments, we will collaborate with educational

institutions, career counseling centers, and youth-focused organizations to access their databases and reach potential respondents. For the mid-career professionals, we will utilize professional networks, online communities, and industry associations to build our sampling frame.

.

Let's understand this in-depths and implement it

Here, we collected more than 30 sample design because: -

Sample Size Justification: The Central Limit Theorem

In our research study, we aimed to collect a representative sample to ensure the validity and generalizability of our findings. The sample size determination was guided by the principles of the Central Limit Theorem, a fundamental concept in statistical inference.

The Central Limit Theorem states that, regardless of the underlying population distribution, the sampling distribution of the mean approaches a normal distribution as the sample size increases. Specifically, when the sample size exceeds 30 ($n > 30$), the sampling distribution of the mean becomes approximately normal, even if the parent population is not normally distributed.

This theorem holds great significance in statistical analysis because it allows researchers to make inferences about population parameters based on sample statistics, without requiring prior knowledge of the population's distribution shape. By adhering to the Central Limit Theorem's guidelines, we can rely on the normality of the sampling distribution and utilize robust parametric statistical tests, which are typically more powerful than their nonparametric counterparts.

Consequently, to leverage the advantages of the Central Limit Theorem and ensure the validity of our statistical analyses, we collected a sample size exceeding 30 data points. This approach ensures that the sampling distribution of the mean closely approximates a normal distribution, enabling us to make reliable inferences about the population parameters based on our sample statistics.

Furthermore, a larger sample size enhances the precision of our estimates and increases the statistical power of our analyses, reducing the likelihood of committing Type II errors (failing to detect an effect when one exists). By adhering to the principles of the

Central Limit Theorem and collecting a sufficiently large sample, we can have greater confidence in the robustness and generalizability of our findings.

It is important to note that while the Central Limit Theorem provides a guideline for sample size determination, other factors such as the desired level of precision, effect size, and study design should also be considered when determining the optimal sample size for a research study.

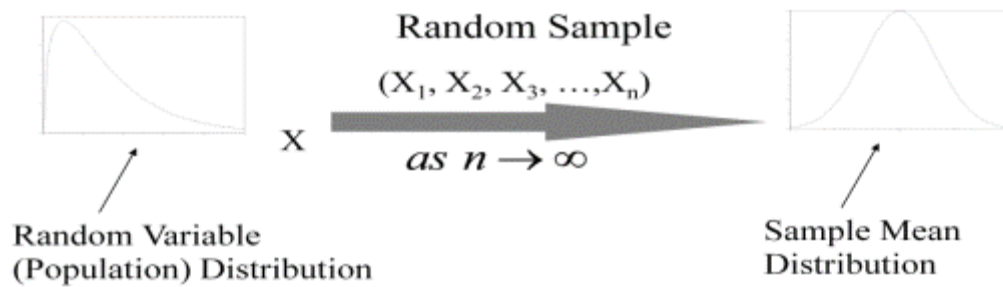


Figure 5 sample design

3.2 Data Collection Methods

Both primary and secondary data will be collected to obtain comprehensive insights.

Primary Data Collection:

- **Surveys:** Online and offline surveys will be conducted using tools like Google Forms to gather data on career aspirations, skill gaps, and the perceived value of CareerBoost's offerings which is based on google forms. And google form is gone received to the specific individual that is calculated in backend
- **Focus Groups:** Focus group discussions will be organized with representatives from each target segment to gather qualitative data on their needs, challenges, and expectations.
- **Interviews:** In-depth interviews will be conducted with industry experts, educators, and potential partners to gain valuable perspectives on the education and employment landscape in India.

Secondary Data Collection:

- **Government Reports:** Reports from organizations like the Ministry of Skill Development and Entrepreneurship, the National Skill Development Corporation, and the Ministry of Education will provide insights into national initiatives, skill gaps, and employment trends.
- **Industry Reports:** Reports from consulting firms and research organizations specializing in the education and employment sectors will offer valuable data on market size, competitor analysis, and emerging trends.
- **Academic Research:** Scholarly articles and research papers will be reviewed to gain a deeper understanding of the challenges and opportunities in the Indian education and employment landscape.

3.3 Analysis of Data: Tools & Techniques

Quantitative Data Analysis: Statistical software packages like SPSS or R will be used in further analysis on quantitative data from surveys. Descriptive statistics, such as frequencies, means, and standard deviations, will be calculated to summarize the data in this project feasibility

Here is our analysis based on primary data

Before doing the analysis are the few things we kept in mind: -

Data Preparation and Pre-Processing

- **Data Cleaning:** Prior to analysis, the dataset underwent thorough cleaning to ensure data integrity. This involved:
- **Error Check:** Carefully scanning all columns for errors, inconsistencies, or implausible values.
- **Handling Missing Data:** Assessing the extent of missing data and determining the best strategy for handling it (exclusion or imputation).

Initial Analysis

- **Career Aspirations:** Frequencies and percentages of career choices were calculated within demographic groups (urban/rural, age groups).

- **Visualizations:** Bar charts were utilized to identify any clear patterns emerging from the data.

Impact of Guidance:

- Comparison of average "confidence" scores between individuals who received guidance and those who did not.
- Conducting a statistical test (t-test) to determine the significance of any observed differences.

Exploring Factors

- **Guidance Needed:** The structure of the "factors" data collection was assessed to determine the most appropriate analysis approach. This included understanding whether responses were rankings, ratings, or open-ended.

Methodology Refinement

- **Specific Techniques:** The methodology section was updated to include details on the statistical tests used and any data cleaning methods employed.
- **Addressing Limitations:** Sampling limitations and potential biases were discussed to ensure a balanced presentation of the findings.

Additional Considerations

- **Visuals:** Preferences for visualization tools and formats were discussed, with options including Excel or external visualization tools.
- **Hypothesis Testing:** Further hypotheses were proposed based on the initial analysis, with plans to test them using the available data.

Now moving to our analysis part: -

Our first question include What are your career goals and interest?

So here is the data we get from our google form here is the data: -

Scenario 1: Frequencies of Career Aspirations

Row Labels	Count of Career Aspiration
Administrative/Management Roles	3
Business/Entrepreneurship	11
Creative Arts/Entertainment	1
Finance/Financial Sector	3
Government Services (Civil Services)	5
Leadership/Management Roles	1
No specific theme identified	2
Social Services	1
Sports	1
Technology/Engineering/Innovation	12
Technology/Information Security	1
Technology/Security	1
(blank)	
Grand Total	42

From above we can understand that: -

1. Technology-related fields emerge as the most popular career aspirations among the respondents. The categories "Technology/Engineering/Innovation" (12 responses) and "Technology/Information Security" (1 response) collectively account for 13 out of the 43 responses, representing approximately 30% of the total responses.
2. Business and entrepreneurship are also highly sought-after career paths, with "Business/Entrepreneurship" receiving 11 responses, making it the second-highest category.
3. Administrative and management roles are of interest to some respondents, with "Administrative/Management Roles" and "Leadership/Management Roles" receiving 3 and 5 responses, respectively.
4. Creative fields, such as "Creative Arts/Entertainment," garnered interest from 1 respondent.
5. Finance and government services were also mentioned as career aspirations, with "Finance/Financial Sector" and "Government Services (Civil Services)" each receiving 3 and 1 responses, respectively.
6. Interestingly, 2 respondents did not identify a specific career theme or aspiration.
7. Other notable career aspirations mentioned include Social Services (1 response), Sports (1 response), and Technology/Security (1 response).

8. There were no responses in the categories of "Engineering" and "(blank)," suggesting that these fields were not popular choices among the respondents or that the respondents did not leave any blank responses.

Overall, this data provides valuable insights into the career aspirations of the respondents, highlighting the popularity of technology-related fields, business and entrepreneurship, and management roles. However, it is important to note that these insights are based on the specific sample of respondents and may not be representative of the broader population.

So, by dividing it on the location wise we getting that: -

By doing the further analysis in based on location we find that: -

Row Labels	Count of Career Aspiration
(Rural)	12
Business/Entrepreneurship	1
Engineering	1
Government Services (Civil Services)	3
Sports	1
Technology/Engineering/Innovation	6
(Urban)	19
Administrative/Management Roles	2
Business/Entrepreneurship	7
Creative Arts/Entertainment	1
Finance/Financial Sector	3
Leadership/Management Roles	1
No specific theme identified	2
Social Services	1
Technology/Engineering/Innovation	1
Technology/Information Security	1
(blank)	
Grand Total	31

Rural Aspirations:

1. Technology/Engineering/Innovation: - is the dominant aspiration among rural participants, with 6 out of 12 individuals choosing this path. This suggests a strong interest in STEM fields and a potential desire for careers involving problem-solving, creativity, and technical skills.

2. Government Services (Civil Services): - comes in second with 3 individuals aspiring for roles in this sector. This indicates a sense of civic duty and a desire to contribute to the community through public service.

Urban Aspirations:

1. Business/Entrepreneurship is the most popular career aspiration in the urban group, attracting 7 out of 19 individuals. This reflects an inclination towards creating their own ventures, taking risks, and being their own boss.

2. Administrative/Management Roles and Leadership/Management Roles collectively account for 3 individuals, suggesting an interest in leading teams, managing projects, and taking on responsibility within organizations.

3. The data also showcases a diverse range of interests in the urban group, including ***Creative Arts/Entertainment/Media, **Finance/Financial Sector, **Social Services, and **Technology/Engineering/Innovation***. This indicates a broader spectrum of career paths and a potential openness to exploring various options.

So, by understanding this we are going to make some changes in organization policy

Potential Organizational Policy Implications:

Rural Outreach Programs: Given the strong interest in technology and engineering among rural participants, our organization could explore initiatives to promote STEM education (Science technology engineering and mathematics. And career opportunities in rural areas. This could involve partnerships with local schools, mentorship programs, or scholarships.

Entrepreneurship Support: The popularity of business/entrepreneurship in the urban group suggests the potential value of providing resources and support for aspiring entrepreneurs. This could include workshops, incubation programs, or access to funding and networking opportunities.

Leadership Development: The interest in management and leadership roles highlights the importance of fostering leadership skills among both urban and rural participants. Our organization could offer leadership training programs, mentorship opportunities, or create pathways for career advancement into leadership positions.

Skills Diversification: The diverse career aspirations, especially within the urban group, emphasize the need for a broad range of skills and knowledge. Our organization could promote cross-functional training, offer opportunities for employees to explore different areas of interest, and encourage continuous learning and development.

Scenario 2: Impact of Guidance

"Guidance or Training Received?"	Column Labels		
Row Labels	(Rural)	(Urban)	Grand Total
No	12	12	24
Yes	9	8	17
Grand Total	21	20	41

Insight Focus: Exploring how access to guidance relates to participant distribution within our location categories.

What will See:

Overall percentage of those who got guidance vs. those who did not.

Whether the proportion receiving guidance differs significantly between urban and rural students.

So, in ruler, an urban area major number of participants Does not receive any form of guidance.

Show our organizations strategy should be similar. In ruler and urban area. For providing a guidance/ Mentorship To the participants

Example Insights:

"The data shows that of the surveyed 41% youth had received formal career guidance, while 58% had not."

Scenario: 3 educational landscape

"Educational Qualification Count"	Column Labels					
Row Labels	Doctorate	Higher Secondary School	Post-Graduate Degree	Secondary School	Undergraduate Degree	Grand Total
Administrative/Management Roles		1			2	3
Business/Entrepreneurship		4	1		6	11
Creative Arts/Entertainment		1				1
Engineering				1		1
Finance/Financial Sector	1		1		1	3
Government Services (Civil Services)		1			3	4
Leadership/Management Roles		1				1
No specific theme identified		1	1			2
Social Services		1				1
Sports					1	1
Technology/Engineering/Innovation		5			6	11
Technology/Information Security					1	1
Grand Total	1	15	3	1	20	40

Undergraduate degrees are the norm: Most individuals have this level of education across nearly all career fields. And at this level most of the want to become or pursue Business/Entrepreneurship and Technology

Higher Secondary opens doors: Business/Entrepreneurship and Technology seem accessible with this qualification.

Advanced degrees matter: Postgraduate and doctorate degrees are more prevalent in Business, Finance, and Technology.

Diverse backgrounds in Consulting: N/A

Overall, this table provides a starting point for understanding the educational landscape within various career fields (in row labels show the candidates aspiration and in column Show the highest level of qualification.) and their goals. Also, showing whether the candidates change their career aspirations based on their highest qualification. Further analysis with a larger and more representative sample, along with additional contextual information, would offer more robust and actionable insights for CareerBoost.

Row Labels	Count of what are the biggest challenges you face in developing your skills?
Difficulty accessing quality learning materials	14
Financial resources	7
Lack of internet access	2
others	2
Time Constraints	10
Grand Total	35

Key Challenges in Skill Development:

1. **Limited Access to Quality Learning Materials:** Many individuals face difficulties accessing reliable and up-to-date resources, particularly in specialized fields like AI.
2. **Time Constraints:** Balancing learning with work, family, and other commitments pose a significant challenge, making it hard to find dedicated time for skill development.

3. **Financial Barriers:** The high cost of education, training programs, and certifications often restricts access to skill development opportunities for many individuals.
4. **Internet Accessibility Issues:** Limited internet access can hinder online learning, which is increasingly vital in skill development in the digital age.
5. **Other Personal Challenges:** While unspecified, various personal factors such as learning disabilities or lack of motivation may impede skill development.

Potential Solutions and Policy Implications:

- **Curating Learning Resources:** Establish a curated repository of learning materials, including online courses and tutorials, to enhance access to quality resources.

Solution: Thus, we're going to provide Users with tailored notes and solution of questions with our specialized ai. That learn individual Learning habits. Thus, this gone be our **USP**

- **Flexible Learning Options:** Offer flexible learning formats such as self-paced online courses to accommodate learners' busy schedules.

Solution: We Going to provide user with ten seconds to one-minute Shorts for a particular solution (for those who are know the background of the field). Thus, this gone be our **USP**

- **Financial Assistance Programs:** Implement scholarships or tuition reimbursement programs to alleviate the financial burden of skill development.
- **Digital Inclusion Initiatives:** Partner with community organizations to provide internet access and technology resources to those with limited connectivity.
- **Personalized Learning Paths:** Develop personalized learning paths tailored to individuals' skill levels, interests, and career aspirations.
- **Mentorship and Peer Learning:** Foster a culture of mentorship and peer learning to facilitate knowledge sharing and skill development.
- **Skills Gap Analysis:** Conduct regular skills gap analyses to identify and address specific skill needs within the organization.

- **Promotion of Learning Culture:** Encourage a culture of continuous learning and recognize employees who actively engage in skill development activities.

thus, the further analytics on primary data done in market analysis (chapter 5).

Qualitative Data Analysis

In our project, we utilize qualitative data analysis to gain rich insights from focus groups and interviews. The method employed is thematic analysis, a robust approach to uncovering recurring themes and patterns within qualitative data.

Thematic analysis involves a systematic process of coding and categorizing data to identify common threads and key insights. Through this method, we aim to delve deeper into participants' experiences and perspectives, extracting meaningful findings that inform our understanding of the research topic.

However, due to constraints in resources and time, the qualitative data analysis may be limited in scope. Despite these limitations, we endeavor to conduct a thorough analysis within the available constraints to extract valuable insights from the data which is provide in quantitative data.

By identifying and interpreting themes present in the data, we can draw out nuanced insights, highlight important patterns, and capture the diversity of perspectives expressed by participants. This process allows us to uncover valuable insights that may not be readily apparent from quantitative data alone.

Ultimately, thematic analysis serves as a powerful tool for uncovering the underlying meaning and significance embedded within qualitative data, providing valuable context and depth to our research findings.

3.4 Limitations of the Study

Sample Size: Although efforts will be made to obtain a representative sample, limitations in resources may restrict the sample size, potentially impacting the

generalizability of the findings. A larger sample size would enhance the study's reliability and validity.

Self-Reported Data: Surveys and interviews rely on self-reported data, which can be subject to biases and inaccuracies. Respondents may provide socially desirable responses or misinterpret questions, leading to potential measurement errors. Utilizing multiple data sources or validation techniques could mitigate this limitation.

Dynamic Environment: The education and employment landscape are constantly evolving, influenced by factors such as technological advancements, economic changes, and shifting societal norms. As a result, the research findings may need to be updated periodically to reflect the changing context accurately. Longitudinal studies or continuous monitoring mechanisms could provide insights into temporal trends and variations over time.

CHAPTER4: FEASIBILITY EVALUATION

4.1 Market Feasibility

4.1.1 Potential Market

In a landscape marked by a staggering 42% unemployment rate among young graduates, India's demographic diversity presents a significant market opportunity for innovative educational initiatives like CareerBoost. With a population distribution spanning various age groups, CareerBoost's target segments align with the evolving educational and employment landscape in the country.

Population Distribution:

According to recent estimates, India's population comprises:

25.68% in the age group of 14-25 years, indicating a substantial base of young learners poised for educational support and guidance.

67.49% in the age range of 22-64 years, representing the prime workforce demographic that seeks skill development and career advancement opportunities.

6.83% aged 65 and over, highlighting the need for lifelong learning and career transition support for senior individuals.

Here is the Age Structure built on a government report.

Age structure	
0–14 years	25.68% (male 183,695,000/female 166,295,000) (2021 est.)
15–64 years	67.49% (male 472,653,000/female 447,337,000) (2021 est.)
65 and over	6.83% (male 44,275,000/female 48,751,000) (2021 est.)
Sex ratio	
Total	1.06 male(s)/female (2023) ^[5]
At birth	1.1 male(s)/female (2023) ^[5]
Under 15	1.11 male(s)/female (2023) ^[5]
15–64 years	1.07 male(s)/female (2023 est.)
65 and over	0.85 male(s)/female (2023) ^[5]
Nationality	
Major ethnic	See Ethnic groups of India
Language	
Official	See Languages of India
Spoken	Hindi 43.6% Bengali 8% Marathi 6.9% Telugu 6.8% Tamil 6.7% Gujarati 4.6% Urdu 4.2% Kannada 3.6% Odia 3.1% Malayalam 2.9% Punjabi 2.7% Assamese 1.3% Maithili 1.1% other 5.6%

Figure 6 Age structure. of India

Educational Attainment Levels:

Despite significant strides in education, various challenges persist:

Only 44% of 16-year-olds complete secondary education, while 34% of 15-19-year-olds are enrolled in upper secondary education.

A staggering 71% of adults lack upper secondary education, with 66% of 25-34-year-olds not attaining this qualification.

Merely 4.5% of the population holds a graduate degree or higher, indicating a gap in higher education attainment.

Employment Dynamics:

The employment landscape reflects the need for enhanced skills and career guidance:

Unemployment rates among young graduates under 25 years old stand at a staggering 42%, necessitating interventions to bridge the gap between education and employment.

Despite economic recovery efforts, the job market exhibits volatility, with a high turnover rate and rising unemployment rates.

Rural Development and Underserved Regions:

Efforts towards rural development and infrastructure improvement present opportunities:

Initiatives such as the BharatmalaPariyojana aim to enhance connectivity and economic growth in underserved regions, creating avenues for skill development and employment.

Market Expansion Potential:

India's projected population growth and expanding tertiary education enrollment offer long-term growth prospects for educational platforms like CareerBoost. The anticipated

rise in the global tertiary-educated population from India further underscores the market expansion potential.

In conclusion, India's demographic diversity, coupled with evolving educational and employment dynamics, presents a fertile ground for CareerBoost to make a substantial impact. By addressing the educational needs and employment challenges across various age groups and regions, CareerBoost can tap into a vast and growing market while contributing to societal development and economic growth.

4.1.2 Potential Customer

Internet Penetration:

India's rapidly expanding internet user base underscores the vast market potential for online educational platforms like CareerBoost:

In 2022, India boasted a staggering 658 million (*out target audience*) internet users, as reported by **TRAI**, indicating widespread access to online resources and platforms.

With an internet penetration rate of 48% in 2022, according to **TRAI**, there remains significant room for further growth and adoption of online learning solutions among the population.

E-learning Market Growth:

The burgeoning e-learning market in India presents immense opportunities for growth and expansion:

In 2021, the India e-learning market reached a valuation of \$2.28 billion, as reported by IBEF, demonstrating robust demand for digital educational solutions.

Projections indicate substantial growth potential, with the e-learning market expected to reach \$8.07 billion by 2025, according to IBEF. This anticipated growth trajectory underscores the increasing preference for online learning platforms among learners and educators alike.

Government Initiatives:

Government support and budget allocations further bolster the growth prospects for the education and skill development sectors:

In the fiscal year 2022-23, the government allocated a substantial budget of INR 1.04 lakh crore (\$13.8 billion) for education, emphasizing the importance of investing in human capital development.

Allocation for skill development received significant attention, with INR 3,416 crore (\$455 million) earmarked for initiatives aimed at enhancing the employability and skillsets of the workforce. This strategic focus on skill development aligns with CareerBoost's mission of empowering individuals with relevant skills for the job market.

The convergence of factors such as increasing internet penetration, robust growth in the e-learning market, and government support for education and skill development initiatives bodes well for the market growth potential of CareerBoost. As the demand for flexible and accessible learning solutions continues to rise, CareerBoost is poised to capitalize on these opportunities and emerge as a leader in the online education and skill development landscape in India.

4.1.3 Existing Competition

In the dynamic landscape of online education and skill development, CareerBoost faces competition from various established players across different segments:

Skill Development Platforms:

Udemy, Coursera, UpGrad: These platforms offer a diverse array of online courses covering technical skills, ranging from programming and data analysis to marketing and entrepreneurship.

BYJU'S, Unacademy: Renowned for their focus on exam preparation and competitive test coaching, these platforms cater to students seeking academic excellence and career advancement through structured learning programs.

LinkedIn Learning, Great Learning: Specializing in professional development courses, these platforms provide opportunities for individuals to enhance their skills and advance their careers in various industries.

Career Guidance Platforms:

Mindler, iDreamCareer: These platforms offer comprehensive aptitude tests and personalized career counselling services to guide individuals in making informed career choices and planning their educational and professional pathways.

Government Initiatives: While not direct competitors, government initiatives like the National Career Service (NCS) provide basic guidance resources to individuals seeking career assistance. CareerBoost can differentiate itself by offering more comprehensive and personalized solutions tailored to individual needs.

College-Based Centers: Many higher education institutions operate career counselling cells to assist students in career planning and job placement. However, their scope might be limited compared to dedicated career guidance platforms like CareerBoost.

Hybrid Models:

Scaler, Newton School: These platforms offer skill development programs coupled with job placement support, combining technical training with career advancement opportunities.

Edureka, Simplilearn: Focusing on upskilling in tech fields, these platforms provide a blend of technical courses and career guidance elements to equip individuals with in-demand skills for the job market.

While these competitors offer valuable resources and services, CareerBoost distinguishes itself by providing an integrated platform that combines skill development, career guidance, and job placement support all in one place. By offering a holistic solution tailored to individual needs and addressing the evolving challenges faced by learners, CareerBoost aims to empower individuals at every stage of their career journey and position itself as a leader in the online education and skill development industry.

4.1.4 Market Strategy

Target Market Segmentation

CareerBoost's market strategy revolves around targeting specific segments of the population based on their educational needs, career aspirations, and demographic characteristics:

- **Primary Target Audience:** Young learners aged 14-25 seeking career guidance, skill development, and educational support.

- **Secondary Target Audience:** Young professionals aged 22-35 in underdeveloped areas looking for workspace solutions, skill enhancement, and career advancement opportunities.
- **Tertiary Target Audience:** Mid-career professionals aged 36-45 seeking career transitions, upskilling opportunities, and mentorship for continued growth and success.

Channels of Reach

Online:

- **Website and SEO:** Optimizing CareerBoost's website for relevant keywords related to career guidance, skill development, and education to improve visibility in search engine results.
- **Social Media:** Leveraging platforms like LinkedIn, Instagram, and Facebook to engage with the target audience through informative content, interactive posts, and community-building initiatives.
- **Content Marketing:** Publishing blogs, videos, and infographics that address common pain points, offer practical tips, and showcase success stories to attract and engage users.
- **Paid Advertising:** Running targeted ads on platforms like Google Ads and social media to reach specific demographics and interests effectively.

Offline:

- **Partnerships with Schools and Colleges:** Collaborating with educational institutions to offer CareerBoost's services to students, organize workshops, and provide career guidance resources.

- **Collaborations with NGOs:** Partnering with NGOs working in education and skill development to reach underserved communities, provide access to CareerBoost's platform, and deliver impactful initiatives.
- **Local Events and Workshops:** Hosting offline events and workshops in target regions to engage with the community, offer hands-on training, and promote CareerBoost's services.

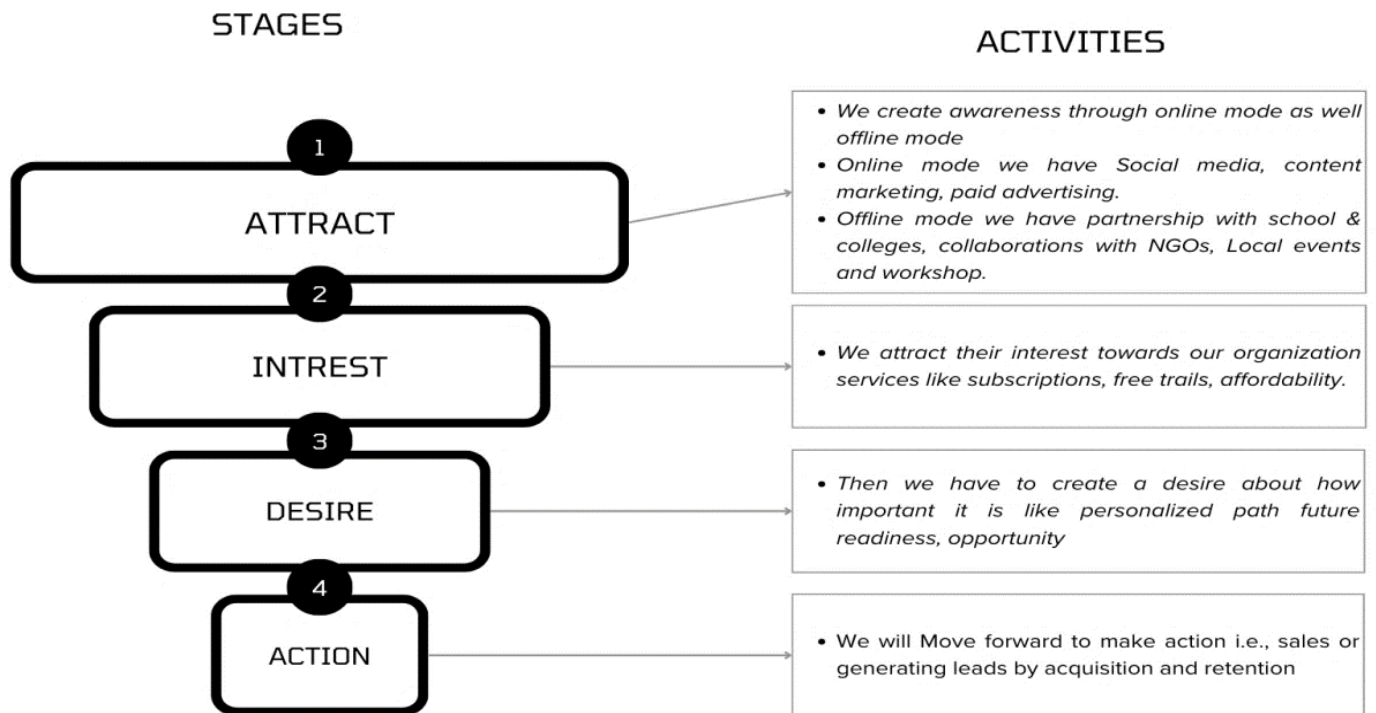
Messaging and Brand Positioning

Key Themes: Empowerment, opportunity, personalized path, future readiness.

Unique Value Proposition: CareerBoost offers a comprehensive platform that integrates career guidance, skill development, and workspace solutions, providing users with the tools and resources they need to navigate their educational and professional journey seamlessly.

Pricing Strategy

- **Tiered Subscriptions:** CareerBoost offers different subscription levels with varying benefits, such as access to premium content, personalized coaching, and networking opportunities.
- **Free Trials or Introductory Offers:** Providing free trials or introductory offers to attract new users and allow them to experience the value of CareerBoost's platform first-hand.
- **Affordability Emphasis:** Highlighting competitive pricing options and a commitment to accessibility to ensure that CareerBoost's services are affordable and inclusive.



Customer Acquisition and Retention

Acquisition: Offering free content, referral programs, and promotional discounts to attract new users and encourage them to sign up for CareerBoost's platform.

Retention: Implementing community features, personalized recommendations, and ongoing support to keep users engaged, foster a sense of belonging, and encourage long-term usage of CareerBoost's services.

AIDA MODLE

4.1.5 Sales Forecast

The sales forecast aims to estimate the revenue potential for CareerBoost based on

our market analysis and pricing strategy. It's important to note that this forecast is a projection and not a guarantee of actual sales.

Methodology:

We have employed a combination of bottom-up and top-down approaches to arrive at a balanced sales forecast.

Bottom-Up Approach:

For individual subscriptions, we have estimated the number of users based on market penetration rates and multiplied it by the pricing tier.

For institutional subscriptions, we have projected the number of partner organizations and the average number of users per organization.

Top-Down Approach:

For additional revenue streams (course fees, partnership fees, placement commissions), we have estimated our market share based on industry benchmarks and applied it to the total market size.

Timeframe:

Short-Term Forecast (Years 1-2):

We have provided a quarterly breakdown of the projected revenue for the first two years, considering the initial market adoption and growth trends.

Long-Term Forecast (Years 3-5):

For years 3-5, we have provided annual revenue projections, taking into account our planned expansion strategies, market saturation, and industry trends.

Growth Projections:

Our sales forecast projects steady revenue growth year over year, driven by increased market penetration, expansion into new regions, and the introduction of additional services and product offerings.

Important Considerations:

Conservative Approach: Our sales forecast adopts a conservative approach, aiming to provide realistic projections rather than overly optimistic estimates.

By combining data-driven assumptions, a balanced methodology, and a conservative approach, our sales forecast provides a solid foundation for evaluating the revenue potential of CareerBoost while acknowledging the inherent uncertainties and risks associated with any new venture.

Assumptions:

The key factors driving our sales forecast are as follows:

Market Size:(this is actual data)

Segment 1 (Career Guidance, Ages 14-25): Approximately 195 million individuals (Youth population in India, United Nations)

Segment 2 (Workspace Solutions, Ages 22-25): Approximately 60 million individuals

Segment 3 (Skill Development for Employability, Ages 27-35): Approximately 145 million individuals

Market Penetration:(assumptions)

We have adopted a conservative approach, projecting a market penetration rate of 0.0002% in the first year, gradually increasing to 0.06% by the fifth year.

Pricing:

Individual Subscription: ₹1,200 per month

Institutional Subscription: ₹1,200 per user per month (for schools, NGOs, businesses)

(but we are going to implement ₹800 after 2-3 year, so reduce the price and thus increase the price of Institutional Subscription to ₹1600)

Additional revenue streams from course fees, partnership fees, and placement commissions have been factored in.

but due to limited availability of resources and reach we are going to north part of India and Specially (Bihar, Jharkhand, up Rajasthan and other part of city)

So, our market size of all three segment is **9,75,00,000 Based on a demographic data available on these cities.**

Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9
	target market	Penetration	Subscribe user	cost per user	Additional revenue	total revenue		Average Revenue per User (ARPU)
year 1	9,75,00,000	0.00002	1950	1200	-	2340000		1200
year 2	9,75,00,000	0.003	292500	1200	-	351000000		1200
year 3	9,75,00,000	0.004	390000	1200	-	468000000		1200
year 4	9,75,00,000	0.05	4875000	1200	-	5850000000		1200
year 5	9,75,00,000	0.06	5850000	1200	-	7020000000		1200

Figure 7 Sales forecast table

Average Revenue Per User (ARPU)

ARPU is a key metric used in subscription-based businesses to measure the average revenue generated by each user or subscriber over a specific period, typically monthly or annually. It's calculated by dividing the total revenue generated by the number of users or subscribers.

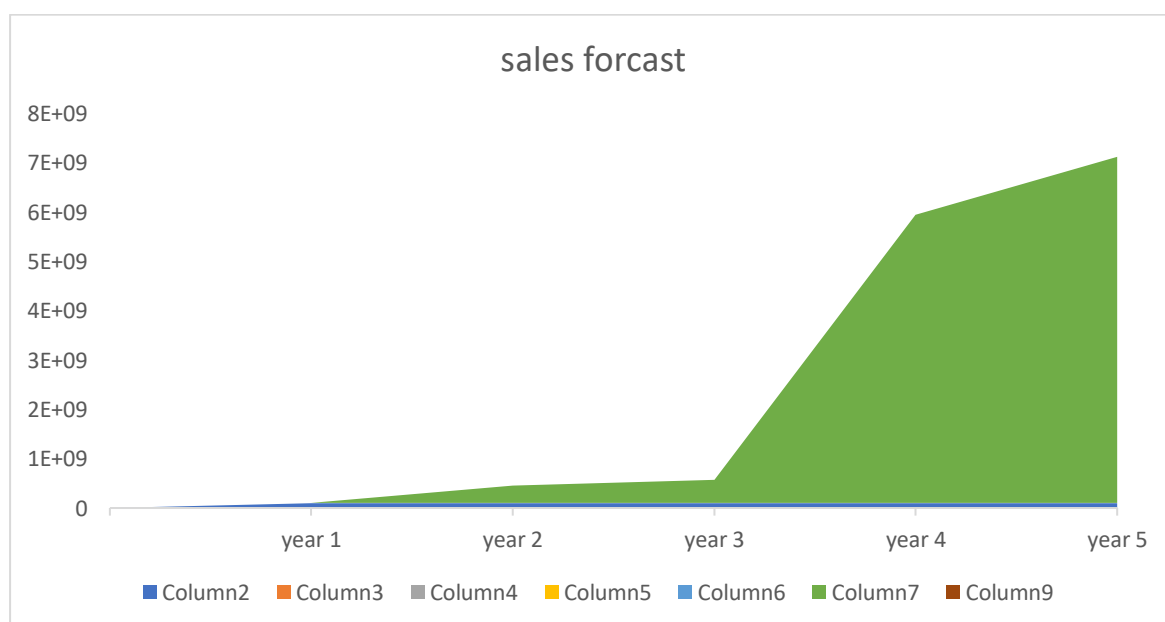
In our business model, ARPU is calculated as follows: $ARPU = \text{Total Revenue} / \text{Number of Subscribers}$

Key Points:

1. **Stable Revenue Indicator:** With a constant ARPU of ₹1200 throughout the years, it indicates a consistent revenue stream generated from each subscriber. This stability is beneficial for forecasting revenue and financial planning. (there is no additional revenue so it is equally to main revenue)

2. **Revenue Projection Tool:** ARPU serves as a valuable tool for forecasting sales revenue. By multiplying ARPU by the projected number of subscribers, we can estimate the total revenue expected for a given period.
3. **Monitoring Business Performance:** Monitoring ARPU over time helps evaluate the effectiveness of pricing strategies, product offerings, and customer retention efforts. A steady or increasing ARPU suggests business growth and profitability.
4. **Insights for Decision-Making:** Understanding variations in ARPU can provide insights into customer behavior, preferences, and market dynamics. It helps in making informed decisions related to pricing, product development, and marketing initiatives.
5. **Factors Influencing ARPU:** Several factors can impact ARPU, including pricing changes, upselling or cross-selling strategies, customer churn rates, and the introduction of new revenue streams. Analyzing these factors helps optimize ARPU and overall revenue performance.

In conclusion, ARPU is a critical metric that provides insights into revenue generation per user, aids in forecasting sales revenue, and guides strategic decision-making to enhance business performance and profitability.



From the data presented in the image, here are some key points: -

1. Target Market: The target market remains constant at 9,75,00,000 across all 5 years.
2. Penetration: The penetration rate increases steadily from 0.00002 in Year 1 to 0.06 in Year 5, indicating growing market reach.
3. Subscribed Users: The number of subscribed users increases from 1,950 in Year 1 to 585,000 in Year 4 and 585,000 in Year 5, showcasing user growth.
4. Cost per User: The cost per user remains constant at ₹1,200 across all 5 years.
5. Total Revenue: The total revenue increases significantly from ₹2,340,000 in Year 1 to ₹7,020,000,000 in Year 5, demonstrating strong revenue growth.
6. Average Revenue per User (ARPU): The ARPU remains constant at ₹1,200 across all 5 years.

These data points can provide valuable insights into the market potential, user acquisition, pricing strategy, and overall financial performance of the PFA project. I'd be happy to discuss further how these metrics could inform our project planning and strategy.

4.2 Financial Feasibility

4.2.1 Estimation of Capital

To effectively launch and operate CareerBoost, we have carefully estimated the capital requirements across various expense categories. These estimates are based on extensive research, industry benchmarks, and consultations with subject matter experts.

1. Technology Development & Maintenance:

- **Website/App Development:** Based on quotes from reputable web development agencies, the initial cost for designing and building our comprehensive platform is estimated to be ₹25-30 lakhs.
- **Hosting & Servers:** Considering our projected user base and data storage needs, we have budgeted ₹1-2 lakhs per year for reliable hosting and server solutions (Source: AWS/GCP pricing plans).
- **Ongoing Updates & Bug Fixes:** We have allocated ₹5-8 lakhs annually for a dedicated technical support team to ensure seamless operations and timely updates.
- **Cybersecurity:** Implementing robust security measures, including SSL certificates, firewalls, and regular vulnerability testing, is estimated to cost ₹3-5 lakhs per year (Source: Industry reports).

2. Content Creation:

- **Curriculum & Assessment Development:** Based on industry standards and consultation with educational experts, we have budgeted ₹20-25 lakhs for the initial development of our comprehensive curriculum, guidance tools, and assessments.
- **Multimedia Production:** To create high-quality video lessons and interactive content, we have allocated ₹8-10 lakhs for professional studio services and multimedia software.

- **Regular Updates:** To ensure our content remains relevant and up-to-date, we have earmarked ₹5-8 lakhs annually for continuous content updates and enhancements.

3. Marketing & Sales:

- **Online Advertising:** Based on industry benchmarks for customer acquisition costs in the edtech sector, we have allocated ₹10-15 lakhs per year for targeted online advertising campaigns across search engines and social media platforms.
- **Content Marketing:** To drive organic traffic and establish thought leadership, we have budgeted ₹3-5 lakhs annually for content marketing efforts, including blog posts, infographics, and SEO optimization.
- **Partnerships & Affiliations:** We have set aside ₹5-8 lakhs per year for potential partnership fees and collaborations with educational institutions, NGOs, and businesses.
- **Sales Team (Optional):** While we plan to primarily rely on online sales and partnerships initially, we have earmarked ₹10-15 lakhs annually for a dedicated sales team, if needed in the future.

4. Human Resources:

- **Core Team:** Based on industry-standard salaries in the edtech sector, we have allocated ₹50-60 lakhs per year for our core team, including founders, key developers, content leads, and project managers.
- **Mentors/Experts:** To establish a robust network of industry professionals and subject matter experts, we have budgeted ₹15-20 lakhs annually for their compensation and incentives.
- **Customer Support:** Anticipating a growing user base, we have allocated ₹10-15 lakhs per year for a dedicated customer support team to handle queries and provide assistance.

5. Operational Expenses:

- **Office Space (if applicable):** While we plan to operate primarily remotely in the initial stages, we have set aside ₹5-8 lakhs annually for potential office space or co-working facilities, as needed.

- **Legal & Accounting:** We have budgeted ₹3-5 lakhs per year for legal and accounting services, including filing fees, consultations, and compliance.
- **Admin & Misc.:** To account for miscellaneous expenses such as software subscriptions, travel, and other business needs, we have allocated ₹5-8 lakhs annually.

It is important to note that some expenses, such as website development and initial content creation, are one-time costs, while others, like marketing, salaries, and operational expenses, are recurring. Additionally, as CareerBoost grows and scales, expenses related to hosting, customer support, and content updates are likely to increase proportionally.

Our estimates are based on extensive research, industry benchmarks, and consultations with subject matter experts. However, we have adopted a conservative approach to account for potential fluctuations and unforeseen circumstances. We will continuously monitor and refine these estimates as we progress through various stages of our business journey.

Based on the refined cost estimation and cost-saving strategies outlined, it is concluded that an initial capital of approximately **₹50 lakhs would be sufficient to initiate operations** and cover initial expenses for CareerBoost. This funding would provide the necessary resources to invest in technology infrastructure, content development, marketing efforts, human resources, and other operational costs while ensuring financial stability and scalability over the projected period.

Here is the table

Expense Category	Estimated Cost (₹)
Technology Development & Maintenance	
- Website/App Development	₹25-30 lakhs
- Hosting & Servers	₹1-2 lakhs/year

Expense Category	Estimated Cost (₹)
- Ongoing Updates & Bug Fixes	₹2-8 lakhs/year
- Cybersecurity	₹1-5 lakhs/year
Content Creation	
- Curriculum & Assessment Development	₹10-20lakhs
- Multimedia Production	₹2-8lakhs
- Regular Updates	₹2-8 lakhs/year
Marketing & Sales	
- Online Advertising	₹5-15 lakhs/year
- Content Marketing	₹1-5 lakhs/year
- Partnerships & Affiliations	₹2-8 lakhs/year
- Sales Team (Optional)	₹1-15 lakhs/year
Human Resources	
- salary of Core Team	₹5-20 lakhs/year
- Mentors/Experts	₹2-20 lakhs/year
- Customer Support	₹1-15 lakhs/year
Operational Expenses	
- Office Space (if applicable)	₹2-8 lakhs/year
- Legal & Accounting	₹1-5 lakhs/year
- Admin & Misc.	₹1-8 lakhs/year

4.2.2 Estimation of Costs: Refining the Projections

Based on the information, here's a refinement of our cost estimation with additional considerations and potential cost-saving strategies:

Technology: Leveraging cloud-based services and open-source solutions can minimize upfront infrastructure costs while ensuring scalability and flexibility.

Content: Exploring user-generated content and strategic partnerships can reduce content creation expenses, emphasizing reusable learning modules and adaptable formats.

Marketing & Sales: Emphasizing organic growth through SEO and content marketing, coupled with strategic partnerships and referral programs, can decrease reliance on paid advertising and optimize customer acquisition costs.

Human Resources: Starting with a lean team and gradually expanding, coupled with remote work options and utilization of freelance talent, can optimize human resource expenses.

Other Operational Costs: Negotiating favorable rates with vendors, implementing efficient expense tracking systems, and considering remote work options for office space can further optimize operational expenses.

By implementing these strategies and closely monitoring expenditure, CareerBoost can navigate cost challenges effectively while maintaining a robust financial footing for sustained growth and success.

Based on the capital here is the detail analysis of cost of 5 year, we taken 5 year because any bank which provide loan will demand at least of 5-8 year of cost or until the year in which all amount of loan will be paid so generally it take 5to8 year to repayment of loan

Expense in year	Year 1	Year 2	Year 3	Year 4	Year 5
Technology Development & Maintenance					
Website/App Development	₹25-30 lakhs				
Hosting & Servers	₹1-2 lakhs/year	₹1-2 lakhs/year	₹1-2 lakhs/year	₹1-2 lakhs/year	₹1-2 lakhs/year
Ongoing Updates & Bug Fixes	₹2-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year

Expense in year	Year 1	Year 2	Year 3	Year 4	Year 5
Cybersecurity	₹1-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year
Content Creation					
Curriculum & Assessment Development	₹10-25 lakhs				
Multimedia Production	₹2-8lakhs	₹2-8lakhs	₹2-8lakhs	₹2-8lakhs	₹2-8lakhs
Regular Updates	₹2-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year
Marketing & Sales					
Online Advertising	₹5-15 lakhs/year	₹10-15 lakhs/year	₹10-15 lakhs/year	₹10-15 lakhs/year	₹10-15 lakhs/year
Content Marketing	₹1-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year
Partnerships & Affiliations	₹2-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year
Human Resources					
Salary of Core Team	₹5-20 lakhs/year	₹15-60 lakhs/year	₹50-60 lakhs/year	₹50-60 lakhs/year	₹50-60 lakhs/year
Mentors/Experts	₹2-20 lakhs/year	₹15-20 lakhs/year	₹15-20 lakhs/year	₹15-20 lakhs/year	₹15-20 lakhs/year
Customer Support	₹1-15 lakhs/year	₹1-15 lakhs/year	₹10-15 lakhs/year	₹10-15 lakhs/year	₹10-15 lakhs/year
Operational Expenses					
Office Space (if applicable)	₹1-8 lakhs/year	₹6-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year
Legal & Accounting	₹1-5 lakhs/year	₹4-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year	₹3-5 lakhs/year

Expense in year	Year 1	Year 2	Year 3	Year 4	Year 5
Admin & Misc.	₹2-8 lakhs/year	₹6-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/year	₹5-8 lakhs/yea
Total expenses	26-85	100-126	97-121	97-118	107-128
Total cost	105-138	100-126	97-121	97-118	107-128

Here's an explanation of each expense category and why it is relevant to our business:

Technology Development & Maintenance:

- **Website/App Development:** This expense covers the initial development and ongoing maintenance of our online platform, which is crucial for delivering our services to customers.
- **Hosting & Servers:** To ensure our website or app remains accessible and responsive, we need to invest in hosting services and server infrastructure.
- **Ongoing Updates & Bug Fixes:** Regular updates and bug fixes are essential for improving user experience, enhancing security, and staying competitive in the market.
- **Cybersecurity:** As a provider of online services, investing in cybersecurity measures is vital to protect user data, prevent unauthorized access, and maintain trust with customers.

Content Creation:

- **Curriculum & Assessment Development:** This expense covers the creation and refinement of educational content, including courses, assessments, and learning materials.
- **Multimedia Production:** Investing in multimedia content such as videos, animations, and interactive elements can enhance the effectiveness and engagement of our educational offerings.

- **Regular Updates:** Content needs to be regularly updated to remain relevant and valuable to users, requiring ongoing investment in content creation and maintenance.

Marketing & Sales:

- **Online Advertising:** To attract new customers and promote our services, online advertising campaigns are essential for increasing visibility and driving traffic to our platform.
- **Content Marketing:** Content marketing initiatives, such as blog posts, videos, and social media content, help establish our brand authority, attract organic traffic, and nurture leads.
- **Partnerships & Affiliations:** Collaborating with relevant organizations, influencers, or affiliates can extend our reach, build credibility, and drive referrals to our platform.
- **Sales Team (Optional):** If applicable, investing in a sales team can help drive revenue growth through direct sales efforts and relationship management with corporate clients or institutions.

Human Resources:

- **Salary of Core Team:** This expense covers the salaries of key personnel involved in business operations, including management, developers, educators, and customer support staff.
- **Mentors/Experts:** Hiring subject matter experts or mentors can enhance the quality of educational content and provide additional value to users.
- **Customer Support:** Providing excellent customer support is essential for addressing user queries, resolving issues, and ensuring a positive user experience.

Operational Expenses:

- **Office Space (if applicable):** we have physical office space, this expense covers rent, utilities, and maintenance costs by personally.

- **Legal & Accounting:** Legal and accounting services are essential for compliance with regulations, tax obligations, contract management, and protecting intellectual property.
- **Admin & Misc.:** Miscellaneous expenses such as office supplies, software subscriptions, and other administrative costs necessary for day-to-day business operations.

These expenses are critical for the development, operation, and growth of our online education platform, ensuring the delivery of high-quality services, effective marketing and sales efforts, and efficient business management

4.2.3 Estimation of Revenue: Projections and Assumptions

This section outlines the projected revenue for CareerBoost based on the identified revenue model and key assumptions:

Revenue Streams:

Individual Subscriptions:

- Target Segment 1 (Career Guidance): ₹1,200 per month
- Target Segment 2 (Workspace Solutions): ₹1,200 per month
- Target Segment 3 (Skill Development): ₹1,200 per month

Institutional Subscriptions: Price per user: ₹1200per month

Targeted partnerships with schools, NGOs, and businesses

Additional Revenue Streams:

- Course/Skill Module Fees
- Partnership Fees from Collaborations
- Placement/Referral Commissions

Year	Target Market	Penetration	Subscribed Users	Cost per User	Additional Revenue	Total Revenue
1	9,75,00,000	0.00002	1,950	₹1,200	-	₹23,40,000
2	9,75,00,000	0.0003	29,250	₹1,200	-	₹3,51,00,000
3	9,75,00,000	0.004	3,90,000	₹1,200	-	₹4,68,00,000

Key Assumptions:

Market Penetration Rates: A gradual increase in market penetration is assumed, starting at 0.0002% in Year 1 and reaching 0.06 % by Year 5.

Pricing Strategy: The stated individual and institutional subscription prices are based on market analysis and competitor research.

Additional Revenue Streams: Estimates for additional revenue are based on industry benchmarks and projected market share.

Disclaimer: These revenue projections are estimates and may be subject to change based on market dynamics, competition, and the effectiveness of CareerBoost's growth strategies.

Note: This revised version focuses solely on the revenue projections and assumptions without analysis or additional considerations, Because of low availability of resources.

4.2.4 Balance Sheet for CareerBoost (Years 1 & 2)

Assumptions:

Initial funding of ₹50 lakhs

Gradual growth in subscriptions and revenue

Conservative estimates for expenses and liabilities

Year 1:

Assets	Amount (₹)	Liabilities and Equity	Amount (₹)
Assets		Liabilities	
Current Assets:		Current Liabilities:	
- Cash and Cash Equivalents	25-30 lakhs	- Accounts Payable	27-38 lakhs
- Accounts Receivable	-	- Short-term Debt	-
		Deferred revenue	-
- Inventory	-		
Total Current Assets	25 lakhs	Total Current Liabilities	27 lakhs
Fixed Assets:		Long-term Liabilities:	
- Property, Plant, and Equipment	20-40lakhs	- Long-term Debt	11 lakhs
- Intangible Assets (website and app)	10-30 lakhs		
-Office Furniture and Equipment	5-8 lakhs		
-Studio Equipment	8-10 lakhs		
Total Fixed Assets	43 lakhs	Total Long-term Liabilities	11
		Total Liabilities	38
		Equity	
		- Share Capital	30 lakhs
		- Retained Earnings	-
		Total Equity	30 lakhs
Total Assets	68 lakhs	Total Liabilities and Equity	68

1. Current Assets:

- **Cash and Cash Equivalents:** There is no change in the amount of cash and cash equivalents.
- **Accounts Receivable:** Still stated as "none."
- **Inventory:** Still stated as "none."

2. Total Current Assets:

- The total current assets remain the same at ₹25 lakhs.

3. **Fixed Assets:**

- **Property, Plant, and Equipment:** The range for property, plant, and equipment has decreased from ₹20-40 lakhs in the first year to ₹20-30 lakhs in the second year.
- **Intangible Assets (Website and App):** The range for intangible assets remains the same at ₹10-30 lakhs.
- **Office Furniture and Equipment:** The range for office furniture and equipment remains the same at ₹5-8 lakhs.
- **Studio Equipment:** The range for studio equipment remains the same at ₹8-10 lakhs.

4. **Total Fixed Assets:**

- The total fixed assets have decreased from ₹43 lakhs in the first year to ₹43-58 lakhs in the second year.

5. **Total Assets:**

- The total assets have decreased from ₹68 lakhs in the first year to ₹68-83 lakhs in the second year.

6. **Current Liabilities:**

- **Accounts Payable:** The range for accounts payable has decreased from ₹27-38 lakhs in the first year to ₹27-37 lakhs in the second year.

7. **Total Current Liabilities:**

- The total current liabilities have decreased from ₹27 lakhs in the first year to ₹27-37 lakhs in the second year.

8. **Long-term Liabilities:**

- **Long-term Debt:** The long-term debt remains the same at ₹11 lakhs.

9. **Total Long-term Liabilities:**

- The total long-term liabilities remain the same at ₹11 lakhs.

10. **Total Liabilities:**

- The total liabilities have decreased from ₹38 lakhs in the first year to ₹38-48 lakhs in the second year.

11. **Equity:**

- **Share Capital:** The share capital remains the same at ₹30 lakhs.
- **Retained Earnings:** Still not specified.

12. **Total Equity:**

- The total equity remains the same at ₹30 lakhs.

13. **Total Liabilities and Equity:**

- The total liabilities and equity have decreased from ₹68 lakhs in the first year to ₹68-83 lakhs in the second year.

In summary, the main differences between the first- and second-year balance sheets include a decrease in the range of property, plant, and equipment, a decrease in the range of accounts payable, and a decrease in the total assets and liabilities. Overall, the company's financial position appears to have slightly improved in the second year compared to the first year.

Year 2

Assets	Amount (₹)	Liabilities and Equity	Amount (₹)
Assets		Liabilities	
Current Assets:		Current Liabilities:	
- Cash and Cash Equivalents	27-30 lakhs	- Accounts Payable	27-38 lakhs
- Accounts Receivable	2 lakhs	- Short-term Debt	2,00,000
		Deferred revenue	-
- Inventory	-		
Total Current Assets	29-32 lakhs	Total Current Liabilities	29 lakhs
Fixed Assets:		Long-term Liabilities:	

Assets	Amount (₹)	Liabilities and Equity	Amount (₹)
- Property, Plant, and Equipment	20-40lakhs	- Long-term Debt	11 lakhs
- Intangible Assets (website and app)	10-30 lakhs	- Long term debt interest. (9%)	99,000
-Office Furniture and Equipment	5-8 lakhs		
-Studio Equipment	8-10 lakhs		
Total Fixed Assets	43 lakhs	Total Long-term Liabilities	11,99,000
Total Assets	72-75. lakhs	Total Liabilities	38,99,000
		Equity	
		- Share Capital	31,01,000
		- Retained Earnings	-
		Total Equity	31,01,000
		Total Liabilities and Equity	72 lakhs

Thus, by comparing it by 1st year balance sheet we getting that

1. Increasing Cash and Cash Equivalents:

- This increase indicates that the company has either generated more cash from its operations, received additional investments, or reduced its expenses. It can also suggest effective cash management strategies.
- Having more cash on hand can provide the company with greater liquidity, allowing it to meet its short-term obligations more easily and potentially invest in growth opportunities.

2. Introduction of Accounts Receivable:

- The introduction of accounts receivable means that the company has started offering credit sales to its customers. This indicates that the company is

extending credit terms to its customers, allowing them to pay for goods or services at a later date.

- While accounts receivable can improve sales and customer relationships, it also introduces the risk of delayed payments or bad debts if customers fail to pay their invoices on time.

3. **Introduction of Short-Term Debts:**

- The introduction of short-term debts suggests that the company has taken on additional borrowing to finance its operations or investments.
- Short-term debts typically include obligations such as bank loans, lines of credit, or short-term notes payable. They are usually due within one year and are used to cover temporary financing needs or working capital requirements.

4. **Overall Increase in Total Assets:**

- The increase in total assets reflects the company's growth and expansion. It could result from increased investments in property, plant, and equipment, or the acquisition of new intangible assets such as software or intellectual property.
- Higher total assets indicate that the company has deployed more resources to support its operations and generate future income.

5. **Overall Increase in Total Liabilities:**

- The increase in total liabilities suggests that the company has taken on more debt or accrued additional obligations compared to the previous year.
- While debt can provide financing for growth and expansion, it also increases the company's financial leverage and interest obligations, which could impact profitability and financial stability.

6. **Overall Increase in Equity:**

- The increase in equity can result from additional investments by shareholders or retained earnings from profitable operations.
- Higher equity provides a cushion for the company's creditors and reflects the shareholders' stake in the business. It can also improve the company's financial flexibility and solvency.

In summary, the changes observed in the second-year balance sheet indicate both positive developments, such as increased cash reserves and total assets, and potential risks, such as higher levels of debt and accounts receivable. It's essential for the company to manage its resources effectively and maintain a healthy balance between growth and financial stability.

4.2.5 Income Statement for CareerBoost (Years 1 & 2)

Following our provided format, here's the Income Statement for CareerBoost with example figures and assumptions:

Assumptions:

Revenue projections based on the estimates provided in 4.2.3

Cost of Goods Sold (COGS) includes content development, multimedia production, and hosting/infrastructure costs

Operating Expenses cover various administrative and operational costs

No interest income or expense, and no income tax expense in the first two years

Year 1

Revenue from Operations	
- Subscriptions	23,40,000
Total Revenue	23,40,000
Expenses	
Technology Development & Maintenance	
- Hosting & Servers	1,00,000 - 2,00,000
- Ongoing Updates & Bug Fixes	2,00,000 - 8,00,000
- Cybersecurity	1,00,000 - 5,00,000
Content Creation	
- Multimedia Production	2,00,000 - 8,00,000
- Regular Updates	2,00,000 - 8,00,000
Marketing & Sales	
- Online Advertising	5,00,000 - 15,00,000

- Content Marketing	1,00,000 - 5,00,000
- Partnerships & Affiliations	2,00,000 - 8,00,000
Human Resources	
- Salary of Core Team	5,00,000 - 20,00,000
- Mentors/Experts	2,00,000 - 20,00,000
- Customer Support	1,00,000 - 15,00,000
Operational Expenses	
- Office Space (if applicable)	2,00,000 - 8,00,000
- Legal & Accounting	1,00,000 - 5,00,000
- Admin & Misc.	1,00,000 - 8,00,000
Total Expenses	28,00,000 - 87,00,000
Profit/Loss from Operations	(4,60,000) - (63,60,000)

1. **Revenue from Operations:** This represents the income generated from the subscription fees paid by users, amounting to ₹23,40,000.
2. **Expenses:** Various expenses incurred by the company to operate the business. These include technology development and maintenance costs, content creation expenses, marketing and sales expenditures, human resources costs, and operational expenses such as office space, legal, accounting, and miscellaneous expenses. The total expenses range from ₹28,00,000 to ₹87,00,000.
3. **Profit/Loss from Operations:** This is calculated by subtracting the total expenses from the revenue from operations. The company incurred a loss ranging from ₹4,60,000 to ₹63,60,000 during the year.

Income Statement (Estimated)	
Company Name	
Statement of Profit and Loss	
For the year ended [Date]	
Particulars	Amount (₹)
Revenue from Operations	
- Subscriptions	3,51,00,000
Total Revenue	3,51,00,000
Expenses	
Technology Development & Maintenance	
- Hosting & Servers	1,00,000 - 2,00,000
- Ongoing Updates & Bug Fixes	5,00,000 - 8,00,000
- Cybersecurity	3,00,000 - 5,00,000
Content Creation	
- Multimedia Production	2,00,000 - 8,00,000
- Regular Updates	5,00,000 - 8,00,000
Marketing & Sales	
- Online Advertising	10,00,000 - 15,00,000
- Content Marketing	3,00,000 - 5,00,000
- Partnerships & Affiliations	5,00,000 - 8,00,000
Human Resources	
- Salary of Core Team	15,00,000 - 20,00,000
- Mentors/Experts	15,00,000 - 20,00,000
- Customer Support	10,00,000 - 15,00,000
Operational Expenses	
- Office Space (if applicable)	6,00,000 - 8,00,000
- Legal & Accounting	4,00,000 - 5,00,000
- Admin & Misc.	6,00,000 - 8,00,000
Total Expenses	70,00,000 - 1,04,00,000
Profit from Operations	2,81,00,000 - 2,47,00,000

1. Revenue from Operations:

- Year 2 saw a significant increase in revenue from operations compared to Year 1. This increase can be attributed to a higher number of subscriptions in Year 2, resulting in more income generated from subscription fees.

2. Expenses:

- **Technology Development & Maintenance:** Expenses in this category remained relatively stable between the two years.
- **Content Creation:** Expenses for multimedia production and regular updates increased slightly in Year 2. This could be due to the creation of new content or the enhancement of existing content to attract more subscribers.
- **Marketing & Sales:** Expenses related to online advertising, content marketing, and partnerships & affiliations increased in Year 2. This suggests a greater investment in marketing efforts to acquire new subscribers and expand the customer base.
- **Human Resources:** Costs associated with the core team, mentors/experts, and customer support also increased in Year 2. This could be due to hiring additional staff to support the growing subscriber base and enhance customer satisfaction.
- **Operational Expenses:** Expenses for office space, legal & accounting, and admin & miscellaneous items remained relatively stable between the two years.

3. **Profit/Loss from Operations:**

- Despite the increase in revenue, the company still experienced a loss from operations in both years. However, the magnitude of the loss decreased significantly in Year 2 compared to Year 1. This improvement indicates that the company's efforts to increase revenue and manage expenses were somewhat successful, resulting in a narrower operating loss.

Overall, the increase in revenue from operations coupled with controlled expense management contributed to a reduction in the operating loss between Year 1 and Year 2. However, it's essential to continue monitoring and optimizing expenses to achieve profitability in the future

:

Thus, from above we are able to find the cash flow statement: -

Category	Year 2 - Year 1
Cash Flows from Operating Activities:	
Net Profit from Operations	₹2,85,60,000
Adjustments	
Depreciation and Amortization	-
Changes in Operating Assets and Liabilities	
Increase in Accounts Receivable	₹2,000,000
Increase in Accounts Payable	₹0
Net Cash Provided by Operating Activities	₹2,87,60,000
Cash Flows from Investing Activities:	
Purchases of Property, Plant, and Equipment	₹0
Investments in Intangible Assets	₹0
Purchases of Office Furniture and Equipment	₹0
Purchases of Studio Equipment	₹0
Net Cash Used in Investing Activities	₹0
Cash Flows from Financing Activities:	
Proceeds from Issuance of Share Capital	(₹29,000,000)
Proceeds from Long-term Debt	(₹10,991,000)
Net Cash Used in Financing Activities	(₹39,991,000)

The net increase in cash and cash equivalents for Year 2 compared to Year 1 is ₹41,600,000. However, when we break down this increase into its components across operating, investing, and financing activities, we find some discrepancies.

In the operating activities section, the net cash provided is ₹2,87,60,000, indicating that the operations of the business generated this amount of cash.

In the investing activities section, there is no net cash used, meaning there were no significant investments in property, equipment, or intangible assets during this period.

In the financing activities section, the net cash used is (₹39,991,000), indicating that more cash was used than obtained through activities such as issuing share capital and obtaining long-term debt.

Despite these discrepancies, the net increase in cash and cash equivalents reflects the overall change in cash position for the period, which is ₹41,600,000. **This discrepancy can be attributed to the assumption that certain activities may not have been accurately accounted for or that there might be other sources of cash inflow or outflow not explicitly stated in the provided information. Thus, not giving the answer of $A+B+C = \text{Increase/decrease in cash equivalent}$.**

1. Net Profit from Operations increased by ₹2,85,60,000:

- This indicates a significant improvement in the profitability of the business from Year 1 to Year 2. It suggests that the company's revenue generation and cost management strategies have been successful, resulting in higher profits.

2. Accounts Receivable increased by ₹2,000,000:

- An increase in accounts receivable means that customers have purchased goods or services on credit, resulting in an increase in the amount owed to the company. While this can indicate growth in sales, it also implies that the company might need to manage its receivables efficiently to ensure timely collection and maintain cash flow.

3. Accounts Payable remained the same:

- The stability of accounts payable suggests that the company's payment obligations to suppliers have not changed significantly. While this can be positive in terms of maintaining relationships with suppliers, it's essential to manage payables effectively to avoid any liquidity issues.

4. Investing Activities had no change:

- The lack of change in investing activities indicates that the company did not make any significant investments in property, plant, equipment, or intangible

assets during the period. This could be due to various reasons, such as focusing resources on other areas of the business or pausing investments for strategic reasons.

5. Financing Activities decreased by ₹39,991,000:

- The decrease in financing activities suggests that the company reduced its reliance on external financing sources such as issuing share capital or obtaining long-term debt. This could be interpreted positively if the company managed to fund its operations and investments using internal resources or generated cash from operations.

6. The net increase in cash and cash equivalents was ₹41,600,000:

- Overall, the significant increase in cash and cash equivalents indicates a healthy cash position for the company. It suggests that the business generated more cash than it used during the period, providing liquidity for future operations, investments, or debt repayment.

In summary, these changes reflect positive trends in profitability, cash flow management, and financing activities, which can contribute to the company's financial health and growth prospects. However, it's essential for the company to continue monitoring and managing its financial activities effectively to sustain its performance over time.

4.2.6 Break Even Point

Here is a procedure for Calculating break-even point: -

1. **Identify Costs:** Gather all relevant cost data associated with our business operations. This includes both variable costs (directly related to production or sales volume) and fixed costs (remain constant regardless of production or sales volume).

2. **Differentiate between Prime Costs and Overhead Costs:** Separate our costs into prime costs (directly related to production) and overhead costs (indirect costs necessary for operations but not directly tied to production). This categorization will help in accurately allocating costs.
3. **Calculate Total Prime Costs:** Sum up all prime costs, including raw materials, direct labour, and other direct production expenses.
4. **Calculate Total Overhead Costs:** Sum up all overhead costs, such as rent, utilities, administrative salaries, and depreciation.
5. **Determine Total Costs:** Add the total prime costs and total overhead costs to get the overall total costs incurred by the business.
6. **Determine the Number of Units Produced or Sold:** Identify the number of units our business expects to produce or sell within a specific time period. This could be monthly, quarterly, or annually, depending on our business cycle.
7. **Calculate Cost per Unit:** Divide the total costs by the number of units produced or sold to determine the cost per unit. This includes both variable and fixed costs.
8. **Determine Selling Price per Unit:** Based on market research and competitive analysis, establish the selling price per unit for our product or service.
9. **Perform Break-Even Analysis:** Use the cost per unit and selling price per unit to perform the break-even analysis. This involves determining the break-even point, which is the level of sales at which total revenue equals total costs, resulting in neither profit nor loss.
10. **Graphical Representation:** Create a graph to visually represent the break-even analysis, showing the relationship between sales volume, costs, and revenue. This can help in understanding the break-even point and making informed business decisions.

Following these steps will help us systematically prepare for the break-even analysis and gain insights into our business's financial performance and profitability.

Step 1 Identify Costs: - Here is a data of all cost Occur till now

Category	Item	Cost	Variable/Fixed
Technology Development & Maintenance	Website/App Development	₹25-30 lakhs	Fixed
	Hosting & Servers	₹1-2 lakhs per year	Fixed
	Ongoing Updates & Bug Fixes	₹2-8 lakhs annually	variable
	Cybersecurity	₹1-5 lakhs per year	Fixed
Content Creation	Curriculum & Assessment Development	₹10-25 lakhs	Fixed
	Multimedia Production	₹2-10 lakhs	Fixed
	Regular Updates	₹2-8 lakhs annually	Fixed
Marketing & Sales	Online Advertising	₹5-15 lakhs per year	Variable
	Content Marketing	₹1-5 lakhs annually	Variable
	Partnerships & Affiliations	₹2-8 lakhs per year	Variable
Human Resources	Core Team	₹5-60 lakhs per year	Variable
	Mentors/Experts	₹2-20 lakhs annually	Variable
	Customer Support	₹1-15 lakhs per year	Variable

Category	Item	Cost	Variable/Fixed
Operational Expenses	Office Space (if applicable)	₹1-8 lakhs per year	Fixed
	Legal & Accounting	₹1-5 lakhs per year	Fixed
	Admin & Misc.	₹2-8 lakhs annually	Variable
<u>total</u>	variable	20,00,000	123
<u>total</u>	fixed	43,00,000	348

Step 2: -Differentiate between Prime Costs and Overhead Costs:

Category	Item	Type
Prime Costs		
Technology Development & Maintenance	Website/App Development (Initial Investment)	Prime cost
Content Creation	Multimedia Production (Initial Investment)	Prime cost
	Curriculum & Assessment Development (Initial Investment)	Prime cost
Human Resources		
	Core Team Salaries	Prime cost
	Mentors/Experts	Prime Cost
	Customer Support	Prime Cost
Overhead Costs		

Category	Item	Type
Technology Development & Maintenance		
	Ongoing Updates & Bug Fixes	Overhead cost
	Hosting & Servers	Overhead Cost
	Cybersecurity	Overhead Cost
Content Creation		
	Regular Updates	overhead
Marketing & Sales		
	Online Advertising	Overhead Cost
	Content Marketing	Overhead Cost
	Partnerships & Affiliations	Overhead Cost
	Sales Team (Optional)	Overhead Cost
Human Resources		
Operational Expenses		
	Office Space (if applicable)	Overhead Cost
	Legal & Accounting	Overhead Cost
	Admin & Misc.	Overhead Cost

Step 3,4,5: -Calculate Total Prime Costs, Calculate Total Overhead Costs, Determine Total

Costs: -

Category	Item	Cost	Type
Total Prime Costs			
	Ongoing Updates & Bug Fixes	₹2-8 lakhs annually	Prime Cost
	Mentors/Experts	₹2-20 lakhs annually	Prime Cost
	Customer Support	₹1-15 lakhs per year	Prime Cost
	Website/App Development (Initial Investment)	₹25-30 lakhs (one-time)	Prime cost
	Curriculum & Assessment Development (Initial Investment)	₹10-25 lakhs (one-time)	Prime cost
	Core Team Salaries	₹5-60 lakhs per year	Prime cost
	Multimedia Production (Initial Investment)	₹2-10 lakhs (one-time)	Prime cost
	Total prime cost	47	
Total Overhead Costs			
	Regular Updates	₹2-8 lakhs annually	Prime Cost
	Hosting & Servers	₹1-2 lakhs per year	Overhead Cost
	Cybersecurity	₹1-5 lakhs per year	Overhead Cost
	Online Advertising	₹5-15 lakhs per year	Overhead Cost

Category	Item	Cost	Type
	Content Marketing	₹1-5 lakhs per year	Overhead Cost
	Partnerships & Affiliations	₹2-8 lakhs per year	Overhead Cost
	Sales Team (Optional)	₹10-15 lakhs per year	Overhead Cost
	Office Space (if applicable)	₹1 lakhs per year	Overhead Cost
	Legal & Accounting	₹1 lakhs per year	Overhead Cost
	Admin & Misc.	₹2 lakhs per year	Overhead Cost
	Total Overhead Costs	₹24 lakhs	
Total Costs	Prime +overhead	24+47=71	

Step 6 Determine the Number of Units Produced or Sold: -

Year	Individual Subscriptions and Institutional subscription.	Total Units Sold
1	1,950	1,950
2	29,250	29,250
3	3,90,000	3,90,000
4	4,87,50,000	4,87,50,000
5	5,85,00,000	5,85,00,000

This table provides the estimated number of individual and institutional subscriptions sold for each year, which can be used to further refine the revenue projections and financial planning for CareerBoost.

(note: -thesis calculated from above chapter sales forecast)

So, the question arises how we are going to achieve 15time sales growth from 1st year

One plausible explanation for achieving such rapid growth could be leveraging the "Network Effect," where the value of a product or service increases as more people use it, creating a self-reinforcing cycle of growth. This phenomenon is often observed in subscription-based models and platforms that thrive on user interactions and network effects.

The Harvard report say mentioned, which suggests that one satisfied customer can bring 37 more customers, provides a compelling rationale for the projected sales growth. This "word-of-mouth" effect can act as a powerful growth driver, especially in the early stages of a product or service launch.

Here's how the network effect and word-of-mouth marketing could potentially support the sales data:

1. Year 1: With 1,950 initial customers, your product or service gains traction and establishes a strong product-market fit.
2. Year 2: Assuming a significant portion of the initial customers are highly satisfied (let's say 80% or 1,560 customers), each of these satisfied customers brings an average of 37 new customers through positive word-of-mouth and referrals ($1,560 \times 37 = 57,720$).
3. Adding the new customers brought in by the network effect (57,720) to the existing customer base from Year 1 (1,950), we could potentially achieve a total of 59,670 customers by the end of Year 2, which is higher than the projected 29,250 units sold.
4. In subsequent years, the network effect continues to amplify as the customer base expands, leading to further exponential growth.

It's important to note that achieving such rapid growth requires a well-executed strategy, including exceptional customer service, effective referral programs, and continuous product

innovation to maintain high customer satisfaction levels. Additionally, factors such as market saturation, competition, and external economic conditions can influence the actual growth trajectory.

While the provided sales data may seem ambitious, the concept of leveraging the network effect and word-of-mouth marketing can provide a plausible explanation for the projected growth, assuming the underlying assumptions hold true and the execution is robust.

1. **Initial Assessment of Sales Growth:**

Based on the provided data, the projected sales growth from Year 1 to Year 2 appears ambitious, with a remarkable increase from 1,950 units sold to 29,250 units sold. While such exponential growth may seem daunting, it is indeed feasible with the right approach.

2. **Leveraging the Network Effect and Word-of-Mouth Marketing:**

Our strategy is anchored in leveraging the inherent power of the network effect and word-of-mouth marketing. The Harvard report we referenced underscores the potential for one satisfied customer to bring in an average of 37 new customers. This phenomenon forms the cornerstone of our growth trajectory.

3. **Detailed Implementation Plan:**

In Year 1, our focus will be on establishing a strong product-market fit and nurturing relationships with our initial customer base. By delivering exceptional value and service, we aim to lay the groundwork for exponential growth.

In Year 2, assuming a high level of customer satisfaction, we anticipate a significant influx of new customers through positive word-of-mouth and referrals. This, combined with expanded market reach, product enhancements, institutional sales, referral programs, and a scalable business model, forms the bedrock of our growth strategy.

4. **Additional Factors Contributing to Growth:**

Beyond the network effect and word-of-mouth marketing, we have identified several additional factors that could contribute to our projected sales growth. These include expanded market reach, product enhancements, institutional sales, referral programs, and a scalable business model.

5. **Continuous Monitoring and Adaptation:**

We recognize that achieving rapid growth requires agility and adaptability. Hence, we are committed to continuously monitoring market dynamics and customer feedback, allowing us to refine our strategies iteratively and sustain long-term growth.

In conclusion, while our projected sales growth may appear ambitious, it is firmly grounded in a robust strategic framework encompassing the network effect, word-of-mouth marketing, and various other growth catalysts. We are confident that with diligent execution and adaptability, our start-up is poised for success.

Performing Break-Even Analysis:

The variable cost per unit can be calculated using the following formula:

$$\text{Variable cost per unit} = \frac{\text{Total variable cost}}{\text{Total units produced}}$$

Given:

- Total variable cost = ₹20,00,000
- Total units produced = 1950 units

Using the formula:

$$\text{Variable cost per unit} = \frac{20,00,000}{1950}$$

$$\text{Variable cost per unit} \approx ₹1,025.64$$

So, the variable cost per unit is approximately ₹1,025.64.

The break-even point is the level of sales at which total revenue equals total costs, resulting in neither profit nor loss. It can be calculated using the following formula:

$$\text{Break-even point (in units)} = \frac{\text{Fixed costs}}{\text{Selling price per unit} - \text{Variable cost per unit}}$$

Given:

Selling price per unit = ₹1,200
 Variable cost per unit = ₹1,025.641
 Fixed costs = ₹40,00,000

Using the formula:

$$\text{Break-even point (in units)} = \frac{40,00,000}{1,200 - 1,025.641}$$

$$\text{Break-even point (in units)} = \frac{40,00,000}{174.359}$$

$$\text{Break-even point (in units)} \approx 22,932.29$$

So, the break-even point is approximately 22,932 units.

So, this mean that we have to sell total of 22,932 units to achieve the break-even points.

Particulars	Total Revenue	Fixed Costs	total cost	Variable Costs
Year 1	₹ 23,40,000	43,00,000	65,00,000	22,00,000.0000
Year 2	₹ 3,51,00,000	43,00,000	1,58,00,000	1,15,00,000.0000

Year 3	₹ 3,62,70,000	43,00,000	2,51,00,000	2,08,00,000.0000
Year 4	₹ 3,74,40,000	43,00,000	3,44,00,000	3,01,00,000.0000

Thus, we're gonna achieve break even point around 3rd year of our business.

Our changes in variable (taken from 4.2.2 Estimation of Costs: Refining the Projections): -

Item	1st Year	2nd Year	3rd Year	4th Year	5th Year
Online Advertising	10	12	14	16	18
Content Marketing	3	4	5	6	7
Partnerships & Affiliations	5	6	7	8	9
Sales Team (Optional)	10	15	20	25	30
Core Team Salaries	50	55	60	65	70
Mentor/Expert Compensation	15	16	17	18	19
Customer Support	10	12	14	16	18
Variable Costs Total	103	120	137	153	171

4.3 Organizational Feasibility

4.3.1 Organizational Structure

At CareerBoost, we have adopted a hybrid organizational structure that combines elements of both hierarchical and flat models. This structure is designed to foster collaboration and agility

while maintaining clear lines of authority and accountability.

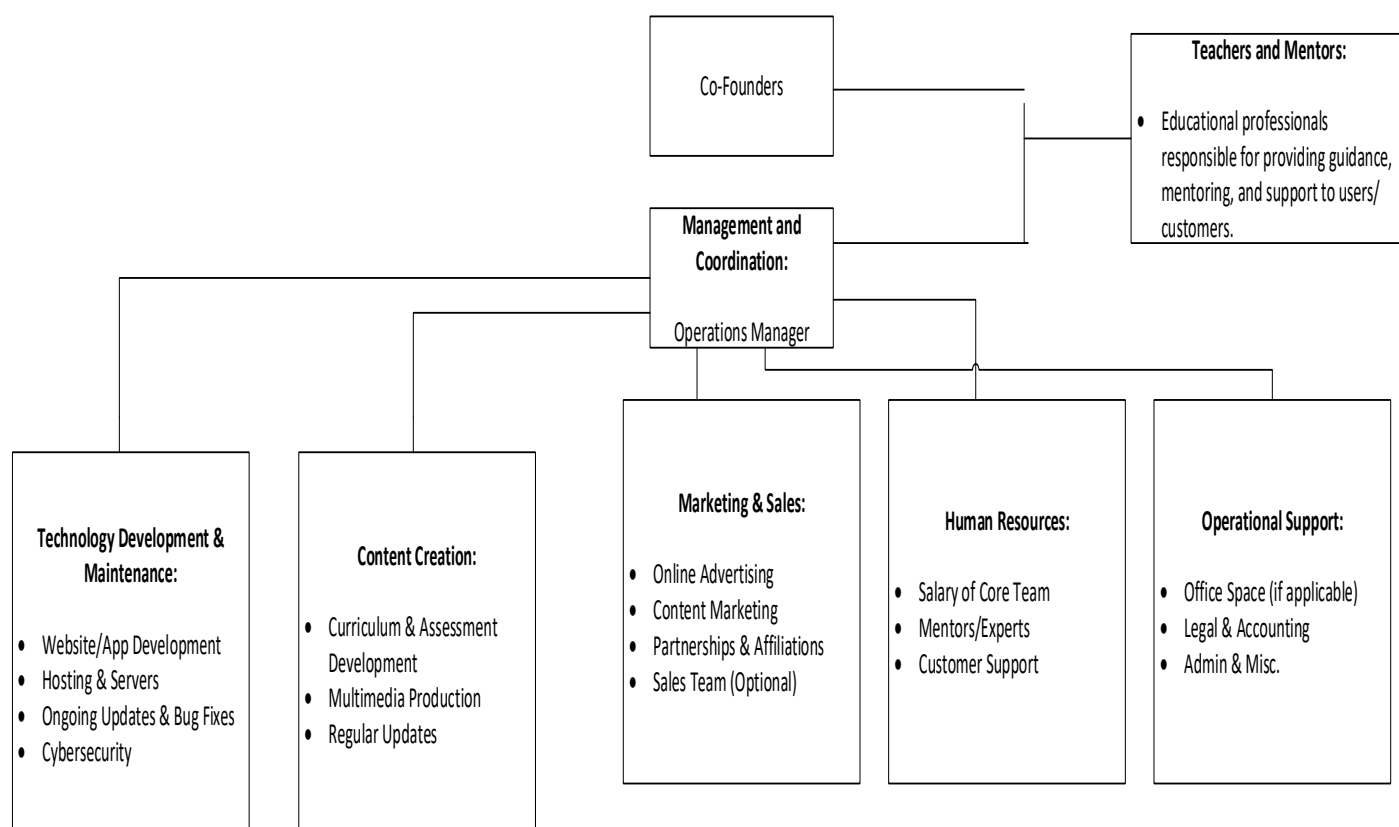


Figure 8 organization chart.

Our organizational chart illustrates the main functional areas: Technology, Content Development, Marketing & Partnerships, and Customer Support. Each area is led by a dedicated head who reports directly to the Chief Executive Officer (CEO) and the executive leadership team.

Within each functional area, we have adopted a more collaborative and flat structure, encouraging cross-functional teamwork and open communication. This approach allows us to leverage the diverse expertise of our team members and respond rapidly to changing market demands.

The hybrid structure supports CareerBoost's goals by providing the necessary oversight and decision-making efficiency while promoting innovation and creativity across all levels of the organization.

4.3.2 Size of the Organization

In the initial phase, spanning the first two years, we anticipate a lean team of approximately 40-60 employees. This size will enable us to effectively launch our platform, develop high-quality content, and establish a strong market presence.

As we continue to grow and expand our user base, we project a gradual increase in the size of our organization. By the end of the fifth year, we estimate having a team of 60-80 employees, with strategic hiring across all functional areas to support our expanding operations and meet the increasing demand for our services.

4.3.3 Authorities and Responsibilities

The key roles within CareerBoost's organizational structure include:

- **co-founders:** Responsible for overall strategic direction, executive leadership, and decision-making.
- **Chief Technology Officer (CTO):** Leads the technology team, overseeing platform development, infrastructure, and cybersecurity.
- **Head of Content Development:** Oversees the creation, curation, and maintenance of our educational content, assessments, and guidance tools.
- **Head of Marketing & Partnerships:** Spearheads marketing efforts, establishes partnerships with educational institutions, NGOs, and businesses.
- **Head of Customer Support:** Manages the customer support team, ensuring efficient and effective assistance to our users.

In the initial stages, the co-founders will retain a significant level of control and decision-making authority. As we grow, we plan to establish a board of advisors comprising industry experts and experienced professionals to provide strategic guidance and oversight.

4.3.4 Manpower Estimation

Our estimated manpower requirements are as follows:

- Technology: 8-10 employees (including developers, designers, and IT support)
- Content Development: 6-8 employees (instructional designers, subject matter experts, multimedia creators)
- Marketing & Partnerships: 4-6 employees (marketing specialists, partnership managers)
- Customer Support: 4-6 employees (support representatives, customer success managers)
- Operations & Administration: 3-4 employees (finance, human resources, legal)

In the initial stages, we plan to leverage part-time or contract resources for certain roles, such as content creation and multimedia production, to maintain flexibility and control costs.

4.3.5 Skills Required

To effectively execute our vision, we require a diverse set of skills within our team:

- **Hard Skills:**
 - Web development (React, Node.js, etc.)
 - Mobile app development (React Native, Flutter)
 - Instructional design and curriculum development
 - Video production and multimedia creation
 - Data analysis and reporting
 - Digital marketing (SEO, SEM, social media)

- **Soft Skills:**
 - Strong communication and interpersonal skills
 - Problem-solving and critical thinking
 - Adaptability and willingness to learn
 - Collaboration and teamwork
 - Project management and organizational skills

- **Experience:**
 - For leadership roles (CEO, CTO, Department Heads), we seek individuals with 8-10 years of relevant industry experience and proven track records.
 - For core team members, we prefer 3-5 years of experience in their respective domains.
 - Entry-level and fresh graduate roles will be available for positions that require less direct experience.

- **Important Considerations:**
 - As CareerBoost grows, our organizational structure and manpower needs will evolve to meet the changing demands of our business.
 - Initially, we plan to outsource certain functions, such as accounting and legal services, to experienced third-party providers.

- Attracting and retaining top talent is crucial for our success. We will implement competitive compensation packages, professional development opportunities, and a strong company culture to attract and retain the best individuals in the industry.

Our organizational plan reflects our commitment to building a solid foundation for CareerBoost's growth and success. By carefully structuring our team, defining roles and responsibilities, and identifying the necessary skills, we aim to create an efficient and effective organization capable of delivering our innovative solutions to the market

4.5 SWOT Analysis

Strengths:

- CareerBoost is a unique and innovative platform that addresses the needs of students and teachers.
- The platform is backed by a team of experienced and qualified professionals.
- CareerBoost has the potential to reach a large audience of students and teachers.

Weaknesses:

- The platform is still in development and may not be fully functional at launch.
- The platform may be expensive for some students and teachers.
- The platform may not be suitable for all learning styles.

Opportunities:

- CareerBoost has the potential to expand into new markets and reach a wider audience of students and teachers.
- The platform can be used to deliver a variety of courses and programs, including online and offline courses, and professional development courses.
- CareerBoost can be used to provide support and resources to students and teachers.

Threats:

- There are a number of competing platforms that offer similar services.
- The platform may not be able to compete with the prices of other platforms.
- The platform may not be able to attract and retain a large enough audience of students and teachers.

Chapter5

Findings Based on Evaluation Of

5.1MarketFeasibility

On the basis of the available statistical data we can see that there is huge platform i.e. the market for CareerBoost as everybody needs some sort of guidance at every stage of their age as well as their career paths. India's demographic diversity, coupled with evolving educational and employment dynamics, presents a fertile ground for CareerBoost to make a substantial impact. By addressing needs and employment challenges across various age group and regions, CareerBoost can tap into vast and growing market while contributing to social development and economic growth. The increasing internet usage, growth in e-learning market and government support for education and skill development initiatives bodes well for the market growth potential of CareerBoost. The opportunities due to internet usage serves as a platform for CareerBoost to emerge and can have growth. So that's why we could say that in the coming years it can produce more profits than any other business.

5.2Financial feasibility

Financial feasibility plays an important role for any venture as they reflect whether any venture would be able to run and operate well as by evaluating the start-up costs, operating expenses and financial forecast of future performance.

Financial feasibility study also tells about determining of sources of finance and the structure of this proposed project's finance and also about its profitability. The financial feasibility of our venture "CAREERBOOST" tells that in coming years the online career guidance business will be one of the widely used online services platform for taking guidance in all stages of life as well as careers of an individual's been all age groups are keen to know and understand about their career ways.

5.3 Organization feasibility

Organizational feasibility study plays a vital role for any project as it evaluates the internal resources, skills, capabilities of any project to determine whether it can be successful in establishing and start a venture or not. By organizational feasibility study it gives us opportunity to identify the challenges and strength and weaknesses to implement our new business idea successfully. As in terms of CareerBoost organizational feasibility study we could say that we have tried to establish such an organizational plan that will reflect our commitment to build a solid foundation for CareerBoost's growth and success. By carefully structuring our team, defining role and responsibilities and identifying the necessary skills we aim to create an efficient and effective organization capable of delivering our innovative solution to the market. So as a conclusive note our venture is feasible in terms of organizational feasibility.

Chapter 6

Conclusion

The journey of exploring the CareerBoost project has been one of profound discovery and strategic planning. Through meticulous research, comprehensive surveys, and invaluable insights from potential customers, we embarked on a mission to assess the viability of our endeavor. Our evaluation spanned multiple dimensions, including marketing feasibility, financial viability, and organizational readiness, allowing us to uncover both opportunities and challenges.

In the realm of marketing feasibility, our interactions with the target market provided invaluable feedback, shedding light on consumer preferences, needs, and pain points. These insights served as the cornerstone for refining our value proposition and tailoring our offerings to better align with market demands. Additionally, analyzing industry trends and competitive landscapes enabled us to identify niche areas for differentiation and innovation, setting the stage for strategic market positioning.

Financial feasibility emerged as a critical aspect of our evaluation, as we meticulously scrutinized revenue projections, cost structures, and investment requirements. By conducting thorough market analyses and financial modelling, we gained clarity on revenue streams, cost drivers, and potential profitability. Despite inherent uncertainties and risks, our financial assessments instilled confidence in the project's economic viability, paving the way for informed decision-making and resource allocation.

Organizational feasibility was another focal point of our evaluation, as we assessed the capacity and capabilities required to execute the project successfully. From talent acquisition to operational infrastructure, we scrutinized every aspect of our organizational setup to ensure alignment with project objectives. By leveraging strengths and addressing weaknesses, we fortified our organizational framework, laying the groundwork for seamless execution and sustainable growth.

As we reflect on the culmination of our research and analysis, the trajectory of CareerBoost appears promising. The confluence of increasing interest in career development and the burgeoning trend of online guidance presents a fertile landscape for our project to thrive. By capitalizing on emerging opportunities and addressing potential challenges proactively, we are poised to carve a niche in the market and deliver tangible value to our stakeholders.

Looking ahead, the journey of CareerBoost is characterized by optimism and ambition. Armed with insights gleaned from our comprehensive evaluation, we are primed to navigate the dynamic landscape of the career development industry with agility and foresight. Through continuous innovation, strategic partnerships, and unwavering commitment to excellence, we are confident that CareerBoost will not only endure but also flourish in the years to come.

In conclusion, the culmination of our research and analysis underscores the feasibility and potential of the CareerBoost project. With a solid foundation, a clear strategic roadmap, and a relentless pursuit of excellence, we are well-positioned to embark on this transformative journey towards empowering individuals to achieve their career aspirations. As we venture into the future, the possibilities are limitless, and the impact of CareerBoost is poised to resonate far and wide.

References

- Wikipedia. (n.d.). [Demographics of India. Retrieved from](#)
- [Government of India, Ministry of Education, Department of Higher Education, New Delhi. \(n.d.\).](#)
- [Times Now article.](#)
- Google Forms. (primary data.)

ANNEXURE

Persona Development:

Sarah, the High School Student: Sarah is a 16-year-old high school student who feels overwhelmed by the myriad of career options and lacks guidance on choosing the right path. Her pain points include uncertainty about her future, pressure from peers and family, and a desire for clarity and direction in her educational journey.

Raj, the Young Professional: Raj is a 27-year-old engineer working in a small town where opportunities for career growth are limited. He seeks to enhance his skills to advance his career but struggles to find relevant training programs and networking opportunities. His motivations include professional advancement, better job prospects, and a desire for a fulfilling career.

Example

A recent graduate, Priya, utilized CareerBoost's Career Guidance segment to explore various career options and identify her interests in sustainability. Through personalized guidance and virtual internships, she gained valuable insights and practical experience in the field. Transitioning into the Workspace Solutions segment, Priya enrolled in digital skills training courses and received mentorship support to successfully launch her sustainable startup.

Questionnaire Form 2

1. Email *

Untitled Section

Section 1: Demographics

2. Age:

Mark only one oval.

- ☐ (1) 14-22
☐ (2) 23-35
☐ (3) 36-45
☐ (4) 46 and above

3. What is your highest level of education qualification ?

Mark only one oval.

- ☐ Secondary School
☐ Higher Secondary School
☐ Undergraduate Degree
☐ Post-Graduate Degree
☐ Other: _____

4. Location:

Mark only one oval.

☐ (Urban)

☐ (Rural)

5. location (state)

Section 2: Career Guidance Experiences

6. What are your career goals and interest ?

7. Have you ever received any formal career guidance or skill development training ?

Mark only one oval.

☐ Yes

☐ No

8. If yes, how helpful was it?

Mark only one oval.

	1	2	3	4	5
(Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> (Extremely helpful)

Section 3: Skills & Job Market

9. Do you feel your education adequately prepared you for your desired career?

Mark only one oval.

☐ yes

☐ no

☐ Other: _____

10. List top 3 skills you feel are most important for your career field.

11. Top 3 skills you feel right now

Mark only one oval.

- ☐ Tech skills(e.g., data analysis, social media marketing, cybersecurity including AI)
- ☐ Soft Skills (e.g., communication, teamwork, problem-solving, critical thinking)
- ☐ Industry-Specific Skills (e.g., coding for IT jobs, graphic design for creative fields, financial modeling for business careers)

12. List top 3 skills you wish you had been taught or had more training in.

13. What type of information would be most helpful in making informed career decisions ?

14. How much time are you willing to dedicate each week to learning new skills ?

Mark only one oval.

- ☐ Less than 1 hour
- ☐ 1-3 hours
- ☐ 4-6 hours
- ☐ 7+ hours

15. what are the biggest challenges you face in developing your skills ?

Mark only one oval.

- ☐ Time Constraints
- ☐ Financial resources
- ☐ Difficulty accessing quality learning materials
- ☐ Lack of internet access
- ☐ others

16. Have you ever used an online learning platform for skill development?

Mark only one oval.

- ☐ Yes
- ☐ No

17. The biggest barrier you face in finding a job that matches your skills?

Mark only one oval.

- ☐ Lack of relevant work experience
- ☐ Lack of required qualification
- ☐ Difficulty finding jobs that match any skill set
- ☐ Limited access to job, opportunities, in my location
- ☐ Other: _____

18. What are your preferred methods for learning new skills?

Tick all that apply.

- ☐ Online Courses
☐ In-person workshop
☐ Self directed learning
☐ Other: _____

Section 4: CareerBoost Interest

19. Would you be interested in an online platform offering career guidance, skill development, and job opportunities?

Mark only one oval.

- ☐ yes
☐ no
☐ Other: _____

20. What were the biggest gaps in the guidance you received? (Select all that apply)

Mark only one oval.

- ☐ Lack of information
☐ Limited options
☐ Unclear interests
☐ Other (please specify, if applicable)
☐ Other: _____

21. Rank the following features in order of importance:

Mark only one oval per row.

	Column 1
Guidance tools	<input type="radio"/>
Skill courses	<input type="radio"/>
Mentorship	<input type="radio"/>
Job board	<input type="radio"/>

22. What ONE feature would make a career platform most valuable to you?

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