

EnterpriseLab

Group 7

Poorvi Kukreja 20DM152

Priyam Verma 20DM161

Riya Malik 20DM178

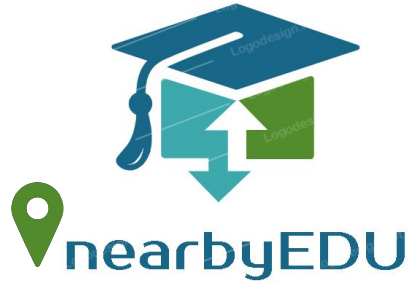
Rupal Bhargava 20DM181

Sakshi Varshney 20DM183

Samyak Jain 20DM184



Company – nearbyEDU



Facilitates Approachable and Affordable Education for All

MARKET PAIN POINT

Extensive research for institutes.

Unavailability of online presence of local tutors

01

02

03

04

Difficulty in finding a local tutor.

Lack of proper career counselling.

GENESIS OF THE IDEA

- Vast opportunity in education sector.
- Identified education sector as unorganized market.
- Felt the need of services which can help in finding appropriate institutes as per requirements.
- Personal Experience



SERVICE

- ❑ Marketplace for Coaching Providers (Formal & Informal)
- ❑ Marketplace for Courses
- ❑ Career Counselling
- ❑ Test series for all competitive exams
- ❑ Detailed Comparison of Tutors/Institutes

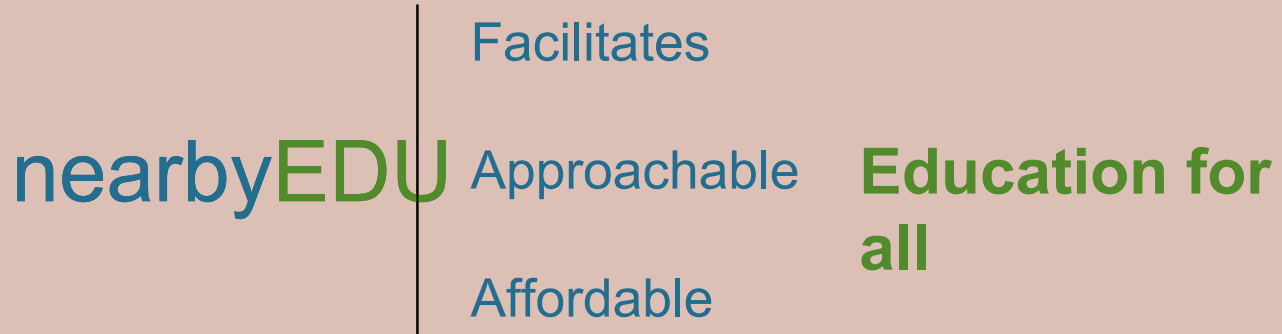


SOLUTION PROTOTYPE / MVP

nearbyEDU.com is a resourcefully designed one unique digital platform which aims to-

- Bridge the gap between teachers and students
- Enabling qualitative and holistic learning across demographics in a cost effective and efficient manner.

MVP





[Home](#)

[About](#)

[Services](#)

[Register as a Coaching](#)
[Register as a Tutor](#)

Search Nearby Coachings

By Category 

By 
Location 

Get **Free** Details about Competitive
Examinations

[Signup](#)

Meet more Students near you

Register as a Coaching

Register as a Tutor

Find Nearby Coachings from the Directory



Ambition Coaching
Delhi
Maths
www.ambicoach.com



Ignite Coaching
Delhi
Chemistry
www.ignitecoach.com



TIME
Delhi
CAT/GMAT
www.time.com



Music Coaching
Delhi
By Mr/Ms
Cont. - xxxxxx



Dancing Coaching
Delhi
By Mr/Ms
Cont. - xxxxxx



Singing Coaching
Delhi
By Mr/Ms
Cont. - xxxxxx

Get Detailed Comparison of Tutors

Maths Tutor 1



Distance	2 km
Ratings/ Reviews	****
Tutor Experience	5 Yrs
Fees	Rs.2999/-
Discount	10%
Course Duration	3 Months
No. of Sessions	4 per week
Tutor Profile-	Click here

Maths Tutor 2



Distance	5 km
Ratings/ Reviews	*****
Tutor Experience	7 Yrs
Fees	Rs.3500/-
Discount	10%
Course Duration	3 Months
No. of Sessions	5 per week
Tutor Profile-	Click here



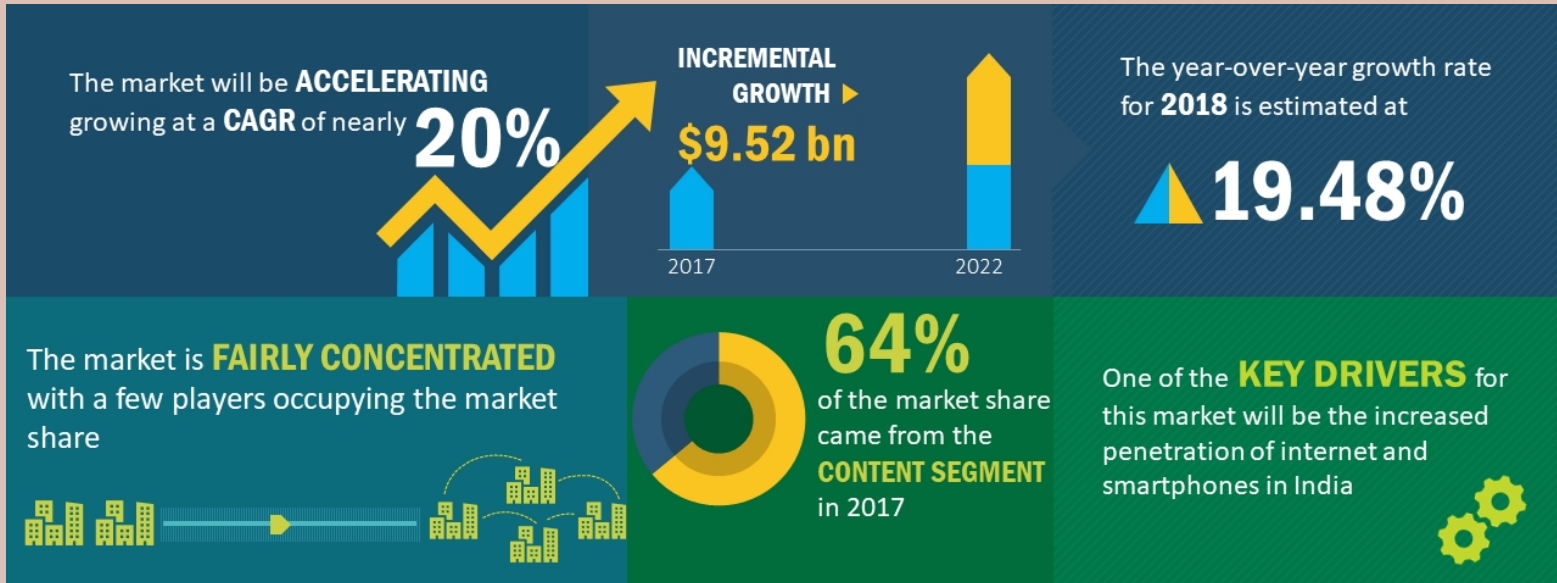
Confused?

MARKET AND PRODUCT POSITIONING

Early adopters

- B2B - Education Providers (Formal & Informal)
- B2C – Students

Projections on how market will evolve over time?



GO TO MARKET STRATEGY



Free Listing



Genuine Leads



Booking Online Live Class



MARKET SIZE



- The market size can be viewed under 2 categories:
 - **K12 Market:** Students from Grade 1-12: **\$1.7 Billion** market (approx.)
 - **Post K12 Market:** Consists of higher education, technical skilling, test preparation for government jobs, test preparation for other jobs: **\$1.8 Billion** market (approx.)

INDUSTRY AND ECOSYSTEM POSITIONING



Recent in the Industry

Pandemic shifted the whole education market from offline to online, adding more to the education industry.

PESTE ANALYSIS OF BUSINESS ENVIRONMENT

	POLITICAL (Govt. Policy/ Regulatory)	ECONOMIC (Growth, Inflation, interest rates etc.)	SOCIAL (Behavior changes, Buying patterns)	TECHNICAL (R&D, Automation, Digitization)	ENVIRONMENTAL (Ecological & Environmental changes)
FAVOURABLE	<ul style="list-style-type: none"> Political Stability and Importance of Education Sector in Indian Economy. Intellectual Property Protection. 	<ul style="list-style-type: none"> GDPR Increase in allocation of Budget. Stable Interest rate 	<ul style="list-style-type: none"> Integration with local Tutors Integration of students with special needs parental preference 	<ul style="list-style-type: none"> Easy and affordable access to technical requirements. Internet penetration. 	<ul style="list-style-type: none"> Decrease in Paper waste. Decrease in carbon footprint.
UNFAVOURABLE	<ul style="list-style-type: none"> Transition of Government and changes in policies. 	<ul style="list-style-type: none"> High cost of resources. 	<ul style="list-style-type: none"> Lack of Human Interaction. 	<ul style="list-style-type: none"> Cyber Threat Risk of selecting the wrong technology at times of change 	

SchoolConnects

Yet5.com

eLearn(Sulekha)

nearbyEDU

Strengths

- Effective learning material.
- Easy with mobile, self paced and personalised.
- Focuses on Training Programmes for college graduates to enhance their professional skills.
- Live online courses by selected expert instructors
- Offering an amalgamation of the best features and listing of the Business Directory website in a simple UI.
- Comparison between Tutors/institutes

Weakness

- Complex UI
- Categories not organized decently.
- Limited geographic segmentation.
- Only limited to training and professional courses.
- High price courses
- Low brand awareness.

Price Point

- Selling K12 courses
- Counselling
- Subscription packages to training providers.
- Subscription packages to online coaching providers
- Selling Gold/Silver/Platinum subscription packages to institutes and tutors.

UVP

- SchoolConnects is self discovery platform and a social network of parents with shared interests, helping easily find and access quality educational resources that improve student outcome.
- Trusted training and information portal one needs anytime.
- Explore the best of live coaching classes to enjoy engaging & faster learning experience.
- Facilitates approachable & affordable education for all
- Dashboard for Institutes.

IMPLEMENTATION PLAN

- Onboarding of hundreds of institutes (2-3 months) (2020)
- Expecting 1000-1200 leads per month with 7-8% conversion rate

-
- Initial marketing would be done for brand awareness & trial
 - Major focus would be to on-boarding major institutes.
 - Competitive Exams & Govt Test prep
 - Revenue Drivers would be mainly be subscription & selling courses

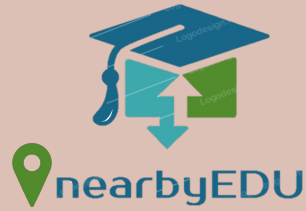
- Focus on subscription fee Build up & Selling of courses
- Introduction of Paid listings
- Launching own Private label of coaching & Courses
- Monetization of website

- Consolidating model of Subscription, Paid listings, courses & Monetization
- Focus on Private label and venturing into off-line space for launching coaching for UPSC etc with best faculty in place.
- Launching vocational courses- focussing on Job Employability and Job Portal all at one-place.



- Technological Risk - Data Privacy & Data Security
- Market Risk - Is there enough interest in your service?
- Financial Risk - Do you have a sufficient margin to be profitable?
- Intellectual Property

WHY



“We are the right team who can deliver the commitment because

- We provide affordable education and assistance for all on a single platform”
- We are determined to grow 5 times within 4-5 years.
- Hybrid Model
- EdTech sector is a booming sector.
- We are expecting Break-even within a year.

PRICING STRATEGY

Features	Free	Silver	Gold	Platinum
Listing Page	✓	✓	✓	✓
No. of Categories you can list yourself	1	5	7	10
Average Fee Structure	✓	✓	✓	✓
Display Portfolio (Past Results)	3	10	25	50
Display Faculty Details	1	3	5	7
No. of Institute Images	1	3	5	7
Dashboard with insights	✗	✓	✓	✓
Course Management	✗	✓	✓	✓
List and Sell Offline Courses	✗	5	10	unlimited
List and Sell Online Live Class Courses	✗	5	10	unlimited
List and Sell Pre-Recorded Video Courses	✗	✗	✗	5
No. of Leads per month	1	5	12	20
Visibility Preference (Out of 1to 5 ;1being the lowest-5 highest)	1	3	4	5
Key Account Executive	✗	✗	✓	✓
Quarterly Subscription Plan	₹ 0/-	₹ 2999/-	₹ 5999/-	₹ 8999/-
Half-Yearly Subscription Plan	₹ 0/-	₹ 5499/-	₹ 10999/-	₹ 16299/-
Yearly Subscription Plan	₹ 0/-	₹ 10299/-	₹ 20499/-	₹ 30999/-

BASIC FINANCIAL PLAN: YOUR BUSINESS IDEA

Startup Costs	INR
Web Developer	40,000
License	40,000
Equipment	2,50,000
Medical Insurance	50,000
Furniture	1,50,000
Total	530000

Revenue (for 30 days)	
Number of customers	250
Units per purchased	1
Price per unit (INR)	2100
Purchase frequency	1
Total sales in units (INR)	250
Total sales revenue (INR)	525000

Fixed Costs (for a month)	INR		
Salary	336000		
Rent/Electricity	85,000		
Advertising	25,000		
Cloud/Server Security	30,000		
Fuel	12,000		
Total	488000		

Team	Salary	No. of Employee	Total
Content Expert	25000	2	50000
Counsellors	40000	2	80000
Sales Team	30000	3	90000
Marketing Team	35000	2	70000
Web Developer	30000	1	30000
Assistant Helper	8,000	2	16000
Total			336000

Variable Costs (per unit)	Cost	Unit	Rate (INR)
Stationary	10	0.01	1000
Refreshment	10		
Total	20		

SUMMARY	
Revenue	INR
Sales	5,25,000
Others	
Total	525000
Profit	32000
Breakeven (months)	234.6153846
Contribution	2080

ASK

Ask from the investor - ₹60,00,000

Broad Usage of Funds

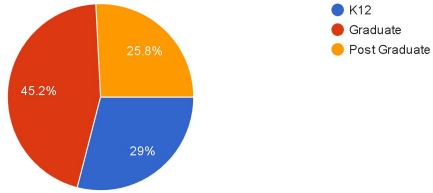
- IT Infrastructure – 20%
- Digital marketing – 30%
- Human Resource – 40%
- Miscellaneous – 10%

**Stake do you offer in the company –
20%**

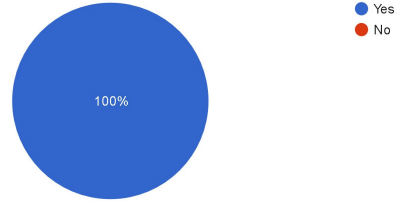


STUDENT SURVEY

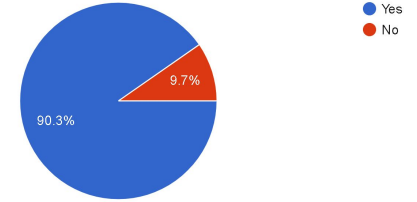
Education
31 responses



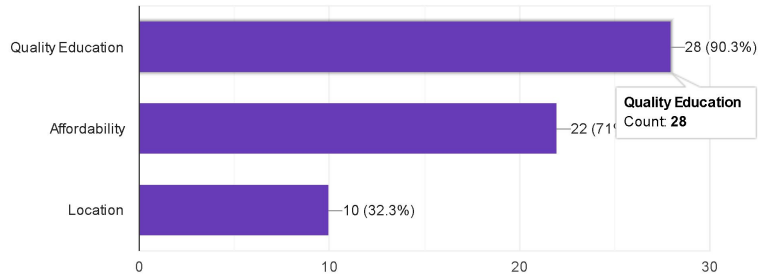
According to you, Career Counselling is the need of hour?
31 responses



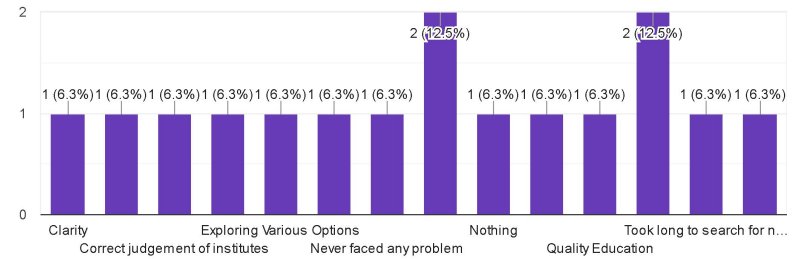
Ever faced difficulty in searching the right Coaching Institutes/ Private Tutors?
31 responses



What do you seek for while selecting a Coaching Institute?
31 responses

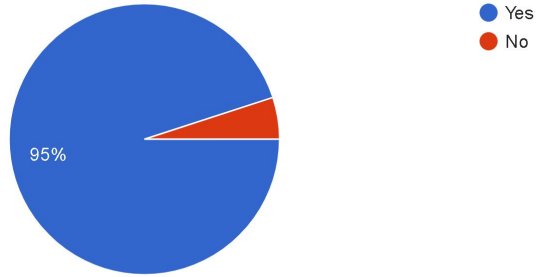


Major Problem Faced during searching for coaching Institutes?
16 responses

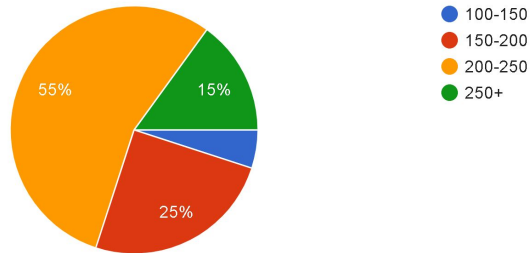


INSTITUTE/TUTOR SURVEY

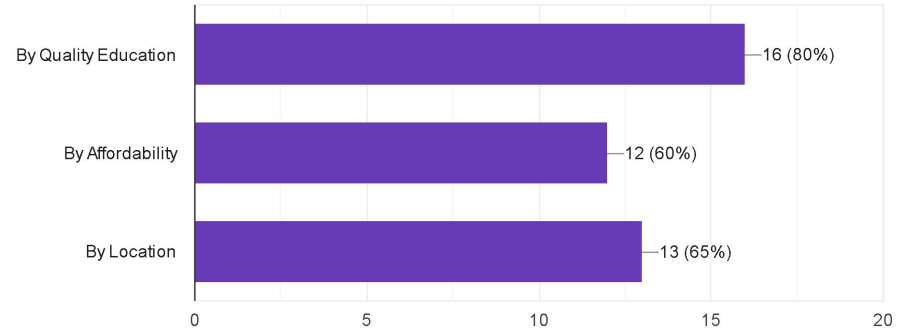
Ever felt the need of online presence?
20 responses



How much would you like to invest for one relevant lead?
20 responses



Wish to be the first choice of the students
20 responses



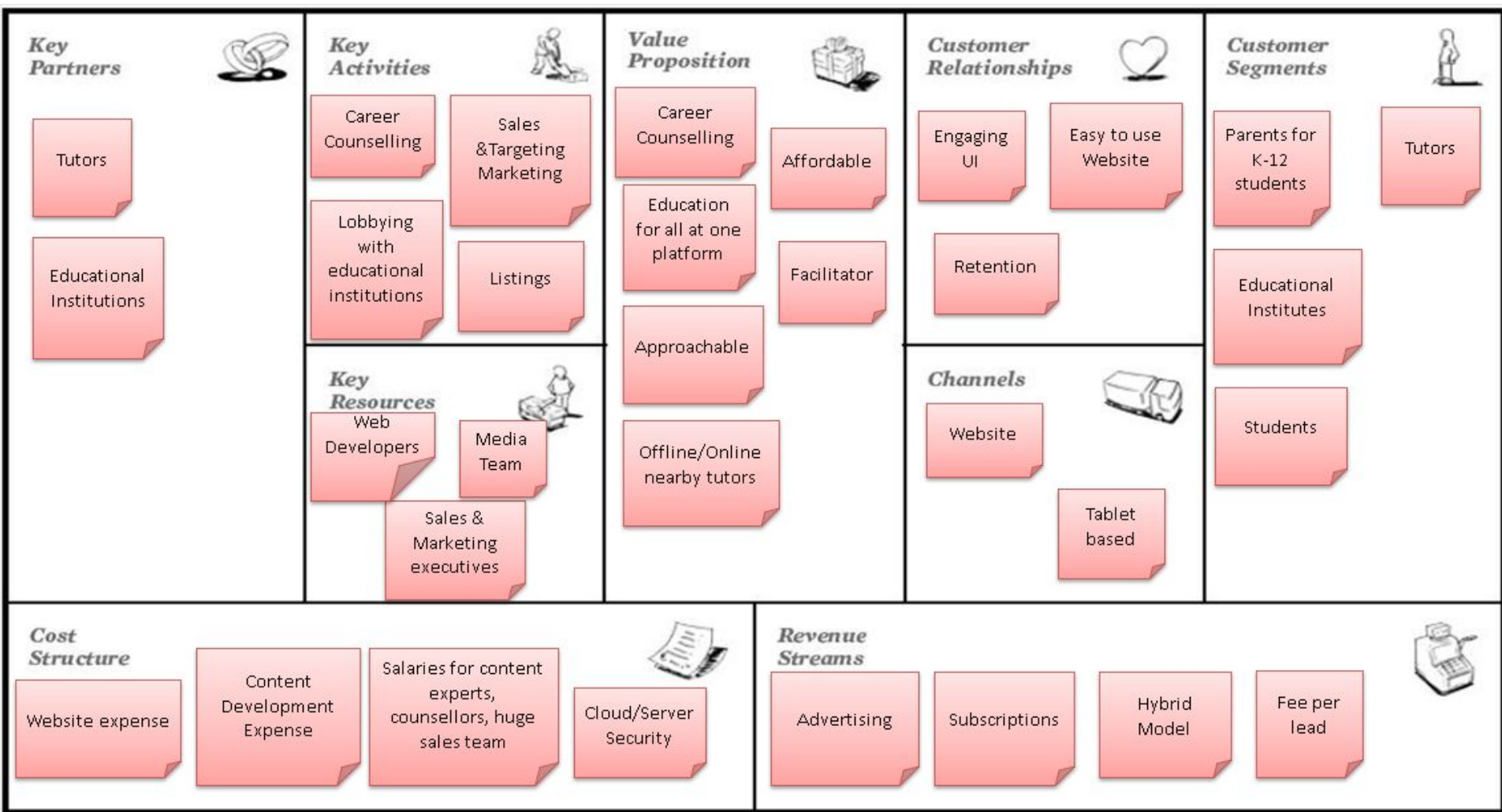
Interaction With Industry Experts



<https://drive.google.com/drive/folders/1DXRHUY5zylqPJoSVvKm9s1RNjDRkPwrG?usp=sharing>



Lean Canvas



THANK YOU