

# **Affordable interactive education for Test Preparation & Distance Learning**



# India's \$2.5bn test prep industry and \$600mn distance learning is facing major structural issues

## I. Classroom coaching faces an acute shortage of good faculty

- “Pre - Stanley Kaplan” situation with thousands of small coaching units
- Sub standard education in small towns leading to migration to coaching hubs

## II. Distance learning still exists in “paper era”

- Most students are using paper based correspondence courses resulting in costs, logistics and environmental issues.
- unsuitable for vocational and professional courses

## III. Web based learning is restricted by Infrastructural issues

- Student computer penetration only 5%
- Broadband unavailable & Web cafes is not suitable for studies
- Piracy restricts availability of good content

**iProf, the e-learning superstore, is mitigating these issues...**

# iProf solution consists of three parts- LMS, Study Zone and Tablet



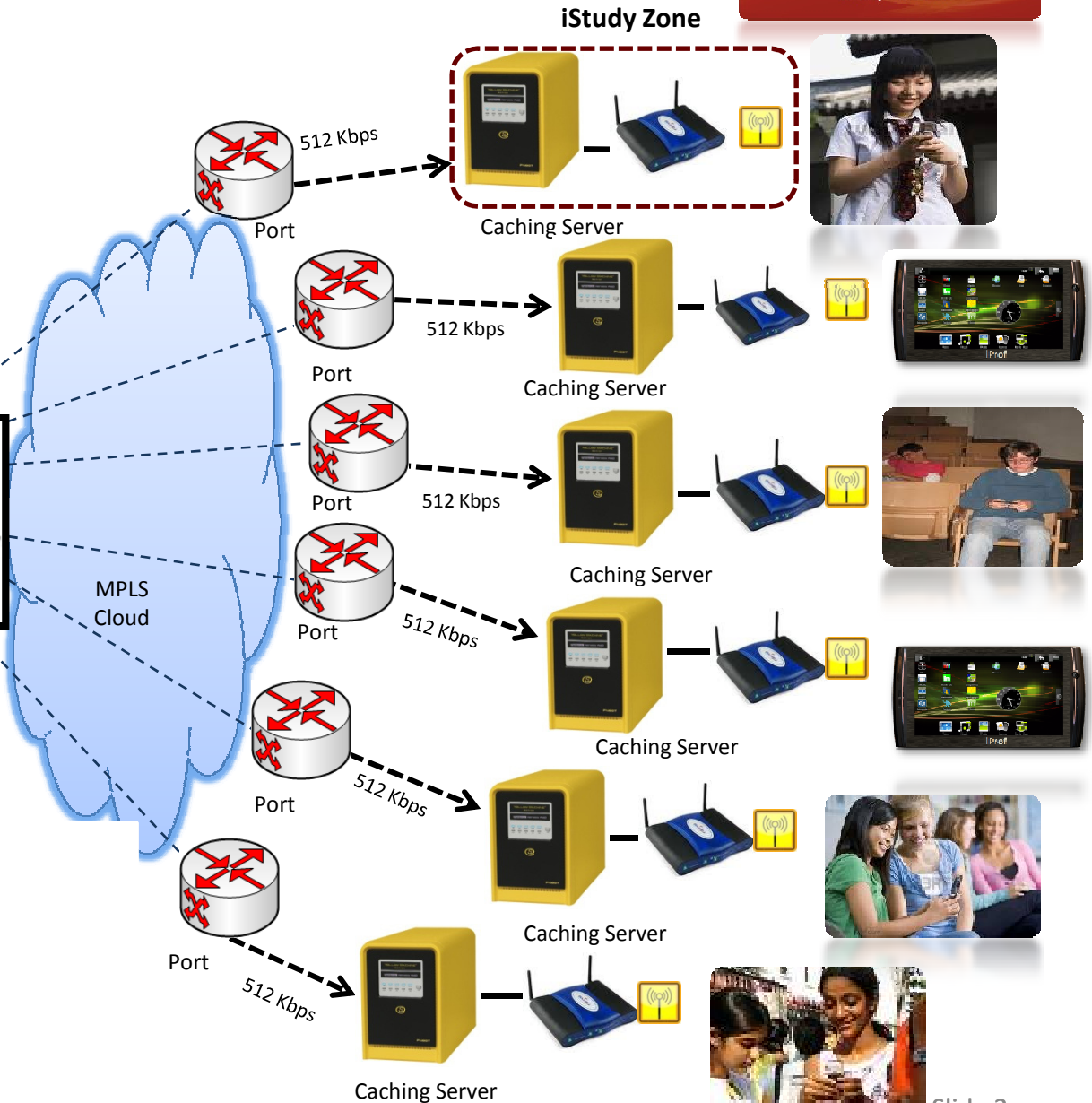
**Database Server**



**Collocated  
Server  
Switches and  
Routers**



**Learning Management  
System (LMS)**



iStudy Zone platinum provides quick download and Video conferencing for doubt clearing sessions

 **iProf** *iStudy Zone*  
Self Study. 30% Smarter.

IITJEE

AIEEE

PMT

CAT

GRE

GMAT

LAW

CA-CPT

[www.iprofindia.com](http://www.iprofindia.com)



# iProf Tablet – A low cost enabler of elearning



➔ **No Computer Required**

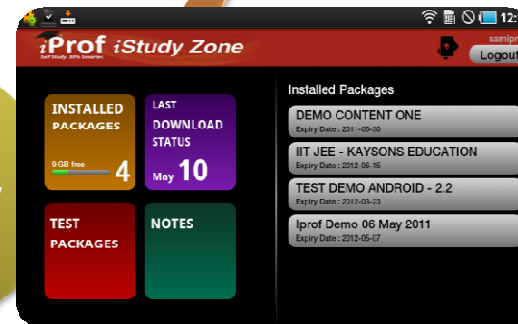
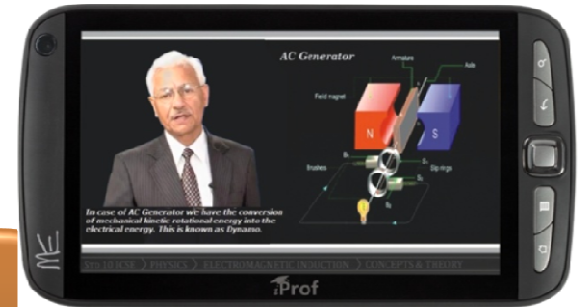
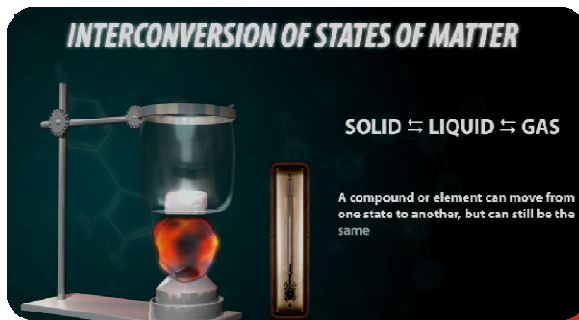
➔ **No Broadband Required**

➔ **Chargeable Device,  
continuous electricity not  
required**

➔ **5 hours of non stop video**

- **7"touch Screen**
- **8GB Memory**
- **Android OS**
- **Offline Browsing capability**

VIDEO	TEST	ANALYSIS
Video Lectures	Scheduled Test	Content Analysis
Animations (2D, 3D)	Practice Test with Answers	Test Analysis
Reading Text (EBooks)	Create your own quiz	Complete Performance Analysis



- **Audio & Video**
- **Digitized Text**
- **Unlimited Tests**
- **Doubt Clearing Sessions**

# Creation of the elearning superstore

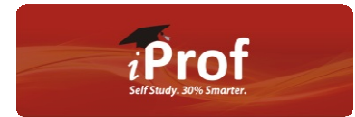


# Competitive analysis indicates iProf as better solution on many parameters



Comparison Parameters	Class Room education (ILT)	Correspondence	VSAT (Learning via Satellite)	iProf
<b>Cost / Affordability</b>	Expensive, good Institutes charge \$1500 - \$2000 p.a	Low - \$250 to \$350 per year	Medium cost - Ranges from \$800 -\$1000	Low Cost solution - \$400 to \$500 per course
<b>Audio / Visual learning advantage</b>	Teacher explains nicely. However digital animation is not used.	No Audio visuals. Poor retention. Not suitable for vocational courses	Same as class room	Highly capable to use Animation & simulations to explain concepts. Improved retention
<b>Flexibility of time</b>	Very Rigid structure	Complete Flexibility	Rigid Time Schedule	Study at your time
<b>Mock Tests, Results &amp; Feedback</b>	Limited mock tests. Manually checked answer sheets given after a week	Very few tests. Results come by mail in a month	Limited number of tests. Results comes by mail in 10-15 days	Unlimited number of tests generated by test engine. Instant results post submit
<b>Interactivity</b>	Good possibility. But due to class size reaching 150 , practically impossible	No Interactivity. Can ask questions by mail & get reply in a month	Good interactivity	Doubt clearing sessions designed to provide interactivity in small groups
<b>Flexibility of Location</b>	None . Relocation to Metros is required	Complete Flexibility	Coming up in Non Metro areas. Required travel to centers for all classes.	Study at your Place. Centre visit only for doubt clearing and download
<b>Ability to Adjust Pace of Learning</b>	Students have different pace. Classroom is regimented & topics are not repeated	You can read and re - read at your pace	Same challenge as class room	Study at your pace Flexibility to replay video lectures and animations
<b>Scalability</b>	Shortage of good faculty restricts possibility of expansion	Completely scalable	Scalable, but high fixed transponder cost requires large nos. to breakeven.	HIGHLY Scalable. Low Opex & breakeven. Can open even in a small town. Single student of a course can be served

# Growing beyond the iStudy Zone... It is planned to make iProf available in thousands of places



3G Enabled Tablets

Partner with Telecom Operators

Small Packet Transfers

## Silver (Content Download facility)

Food joints

College Campus

Coffee Shops

School Canteens

Education hubs

Telecom Retail Outlets

Internet Cafes

Book Shops

Hostels

## Gold (Sales & Content Download facility)

College Campus

Schools

Book Shops

Coaching Institutes

Mobile Distributors

## Platinum (Full fledged iStudy Zone)

iProf study zones with  
Dedicated Partners

650 iProf  
Franchisees by 2012

# Leadership Team members



<b>Sanjay Purohit</b>	Business transformation specialization with some successful turnaround of companies by using IT . Former CEO of companies in US and India. Mechanical Engineer (IITB) and MBA Gold Medal (IIMA)
<b>Rajesh Nair , Franchise development</b>	Franchise Development experience of 12 years with respected firms like Career Launcher and HCL.
<b>Nitin Kaushik , Operations</b>	Black belt holder in Six Sigma and a detailed operations experience of 13 years. He has worked in both multinational like GE and startup.
<b>Anil Verma, Product development</b>	Anil K Verma is an Educomp veteran with over 16 years of experience in educational institutes of national and international standards. He is M.Phil in education with specialisation in ICT and e-learning.
<b>Hannah Arora, B2B</b>	8 years global experience in developing B2B relationships and account management in ITES sector.
<b>Japinder Singh, CTO – LMS, Portal and Application</b>	Portal, Learning Management System and Elearning Industry experience of more than 10 years with expertise in Project planning and execution.

# Content pipeline is full and growing

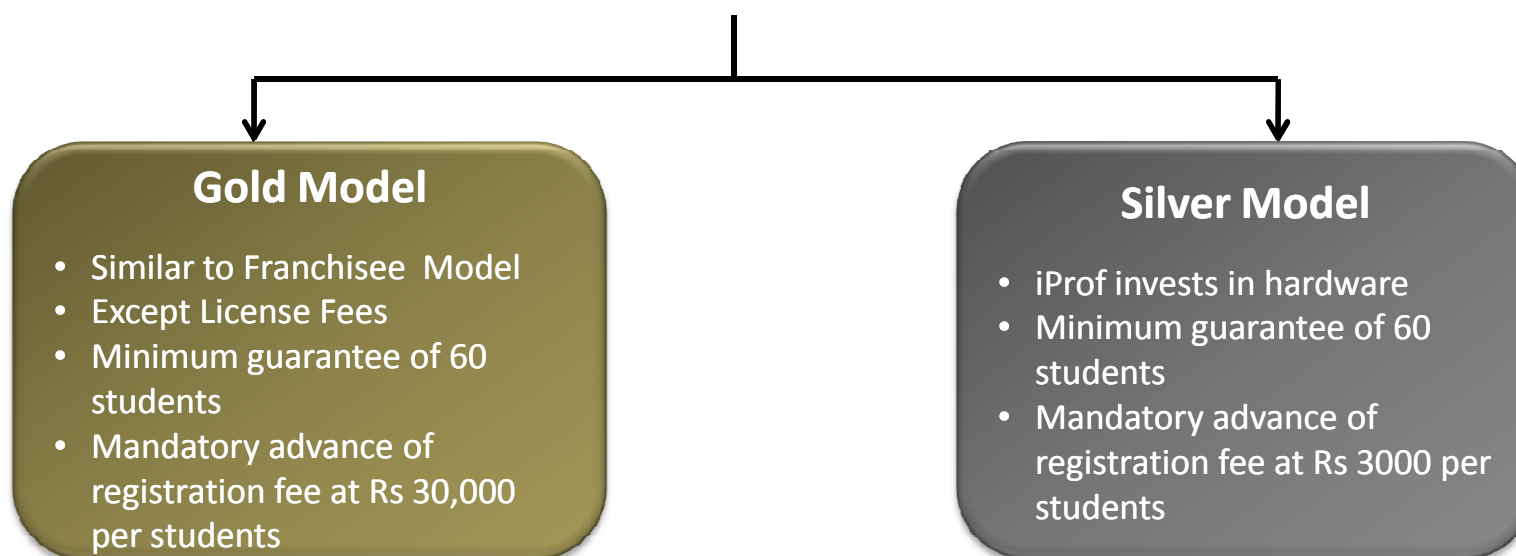


Success	Work in Progress	Future Plan
<p>Launch of Maestro's series with Module 1</p> <ol style="list-style-type: none"> <li>1. IIT JEE</li> <li>2. AIEEE</li> <li>3. AIPMT</li> <li>4. Civil Services (CSAT)</li> <li>5. CAT</li> <li>6. GMAT</li> </ol> <p>In addition to earlier partnerships.</p>	<p><b>CONTENT PARTNERSHIPS ( Under negotiations)</b></p> <ol style="list-style-type: none"> <li>1. Evaluating Edurite for K12 content</li> <li>2. Sparsh learning for content for Engineering colleges.</li> <li>3. Red Hat for networking training for Engineering students.</li> <li>4. Gupta Tutorials Indore for Hindi segment students.</li> <li>5. Wordsworth interactive content with flash</li> <li>6. Shree Eduserve content for K12 segment and English Speaking course.</li> </ol> <p><b>Other Projects</b></p> <ol style="list-style-type: none"> <li>1. Mastro's series -Content development continuing for IIT JEE, AIPMT, CSAT, CAT.</li> <li>2. Kaplan - GMAT content customization and marketing material finalization. SAT initial discussion .</li> <li>3. Shom's timely delivery of the CAT</li> <li>4. Additional faculties being recruited for IIT JEE.</li> <li>5. Evaluating faculties for CA CPT</li> </ol>	<ol style="list-style-type: none"> <li>1. CA CPT, <ul style="list-style-type: none"> <li>• Kaplan UK for financial courses like ACCA, CIMA , Book keeping in the Indian Market.</li> <li>• Kaplan US for SAT</li> </ul> </li> <li>4. Launch of Shree Eduserve and Words worth interactive content</li> <li>5. IGNOU MBA is approved for launch</li> </ol>



## Institutional Sales – A separate team has been created for increased focus from July

- **Total 20 centers fully functional** –6 COCO's, 6 COOLs and 8 Franchisees . 4 new Coco's are in Lucknow, Ahmedabad, Hyderabad and Indore .
- Some new centers coming up in **MUMBAI, JAMMU (J&K), Pune (Maharashtra) , Gulbarga**
- Institutional Sales – A separate team has been created for increased focus from July. The three institutes where deals are signed are all in C category town in: Yamuna Nagar, Haryana , Patna suburb, Bihar , Samstipur, Patna



## Students gathering during BTL Activities.



Education Fairs



Seminar in KOTA - 650 Attendees



Seminar at Schools



Seminar in Indore- 411 Attendees



Information Desks at Hostels



Scholarship Exams



Cantor Activity