



Social: Connect, Learn, Experience

A holistic career development platform taking your
career to the next level



Problem/Opportunity



ExplainSpeaking: The challenge of skilling India

At over 19% unemployment rate, one in every five Indian who graduate (or even better) is unemployed. It is almost as if the economy penalises you for getting educated.

- Huge skill gap amongst college students in India
- Less than 50% of college graduates are employable
- Students struggle to find experience during/after graduation

Problem of Skills | Problem of Work Experience

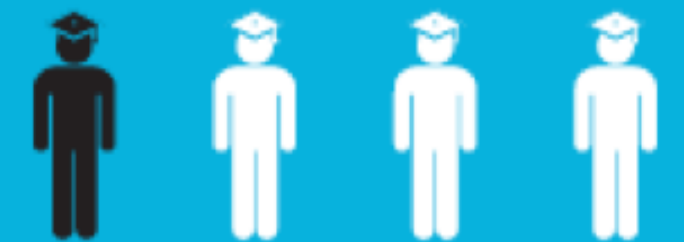
- Difficulty getting access to industry experts, mentors, personalized mentoring and career guidance
- Lack of quality career development platforms that provide all services



Growing skill gap



Only 1 in 10
organizations has all the skills
it needs to be successful



Roughly 3 out of 4
students and educators report
a moderate to major gap in their
ability to meet the skill needs
of the IT workforce

Possible Solutions and Business Idea

A holistic all in one career development platform which:



01

Provides 6-8 week experiential learning programs (covering various modules like which involve trending digital, work and employability skills that companies look for these days). Also provide industry projects after training



02

Provides all career related services like resume review, interview prep, counselling etc. becoming a one stop solution for all student needs



03

Provides a range of cohort based courses/weekly talks taken by practitioners (aim would be to assist students in preparing for different fields like Marketing, Finance, Consulting etc.)



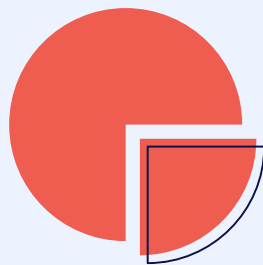
Customer Segmentation and Value Proposition

Target Customers: University students (public and private) and Job Seekers

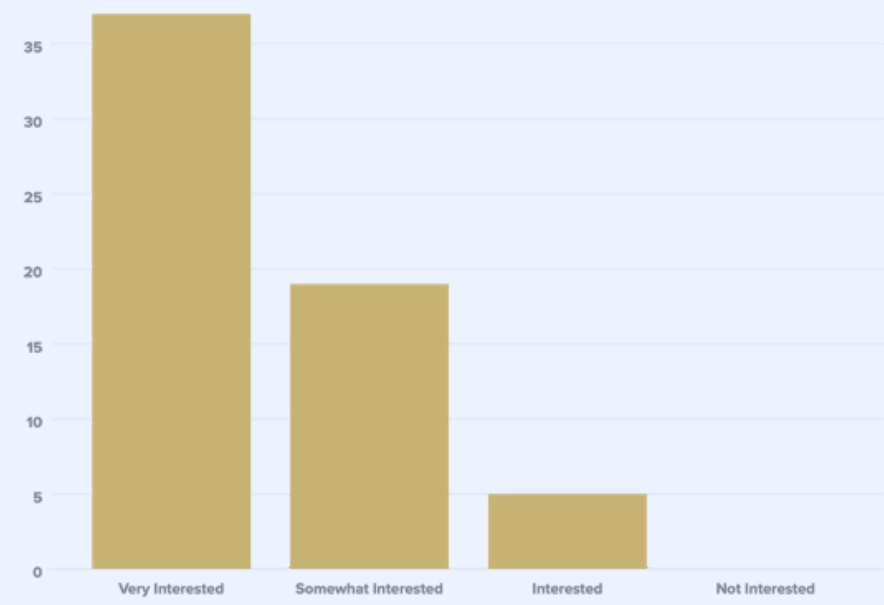
- **Qualitative Analysis** (Targeted Phone Calls) and **Quantitative Analysis** (Surveys)
- **Value Proposition:** a platform that gives candidates both: “skills” and “experience” in one place, enhances their resume and makes them more employable, and provides various other services.



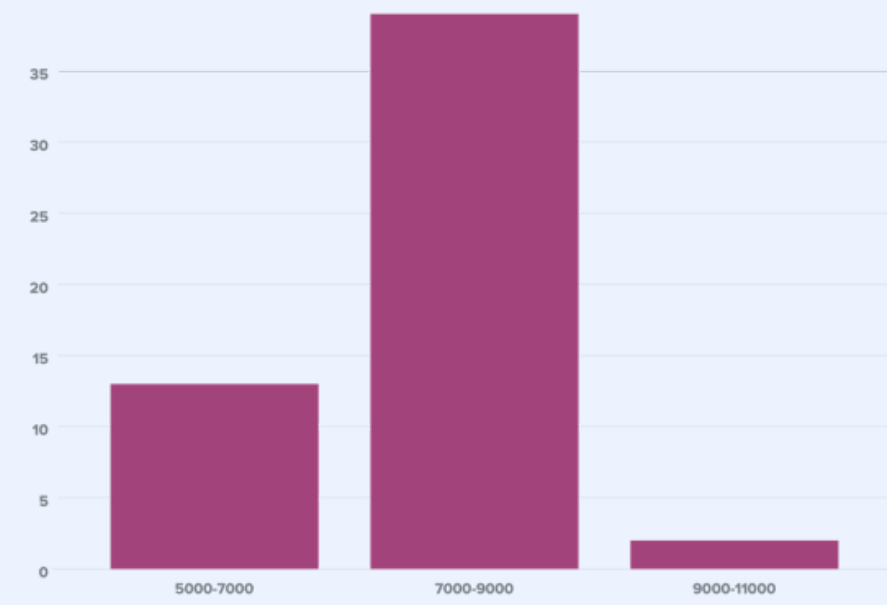
Quantitative Analysis and Market Readiness



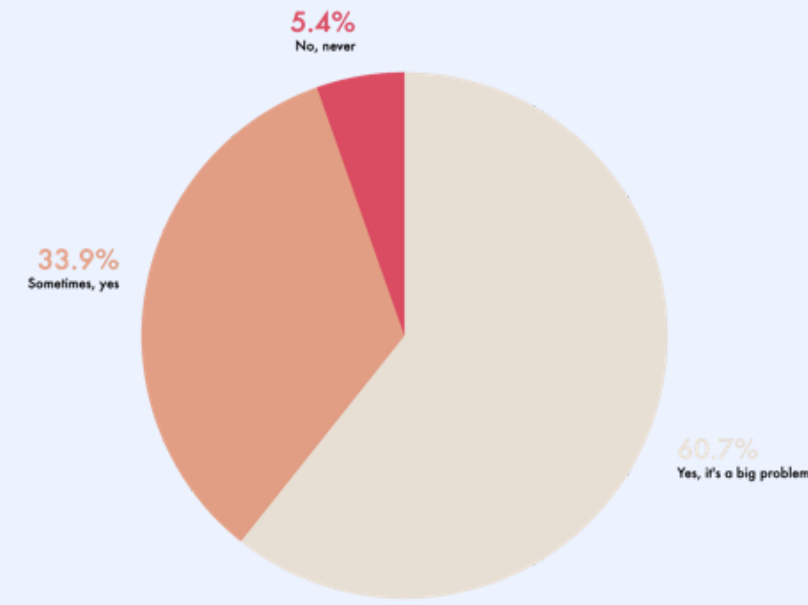
Interest in Social's experiential learning program



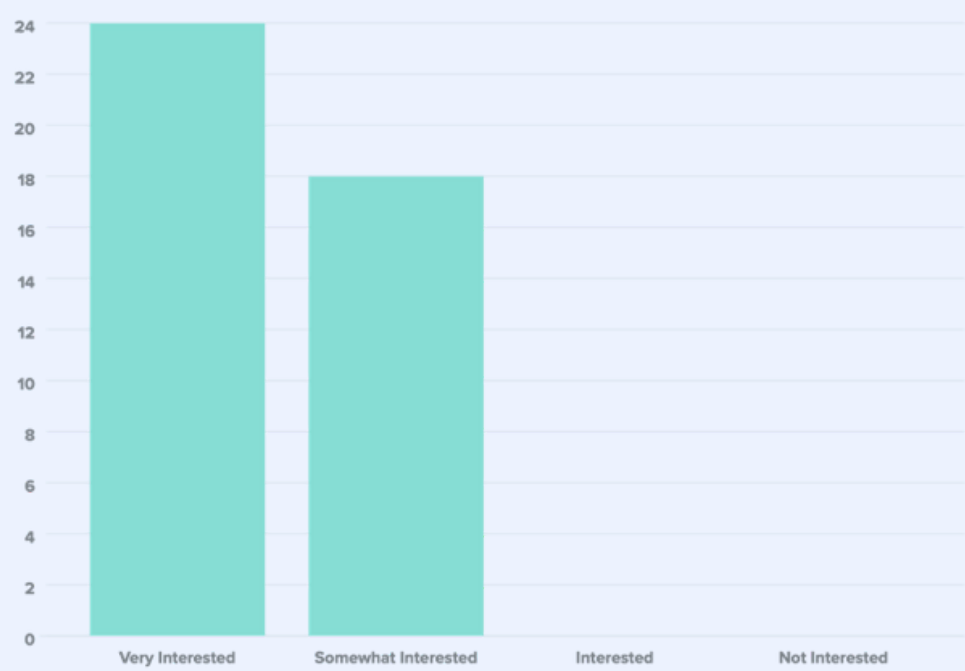
Willingness to pay for the program



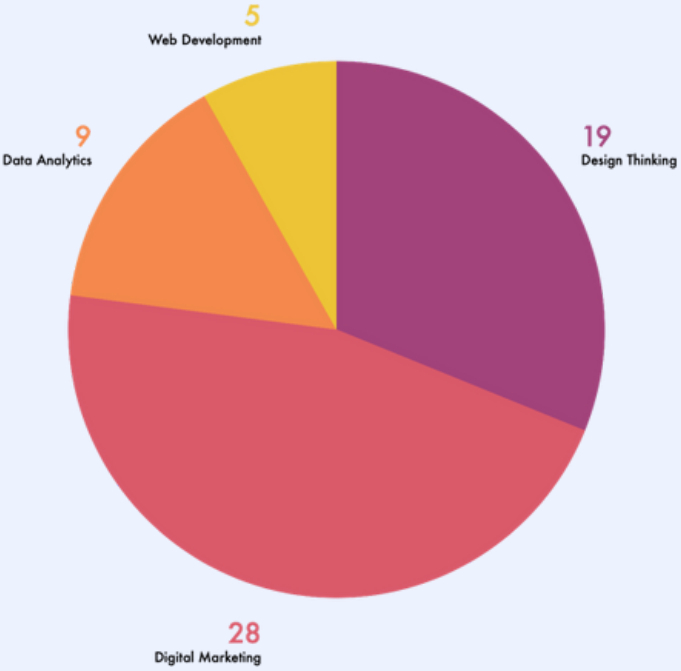
Have you ever felt challenged in finding a job/internship or credible resources to prepare for one?



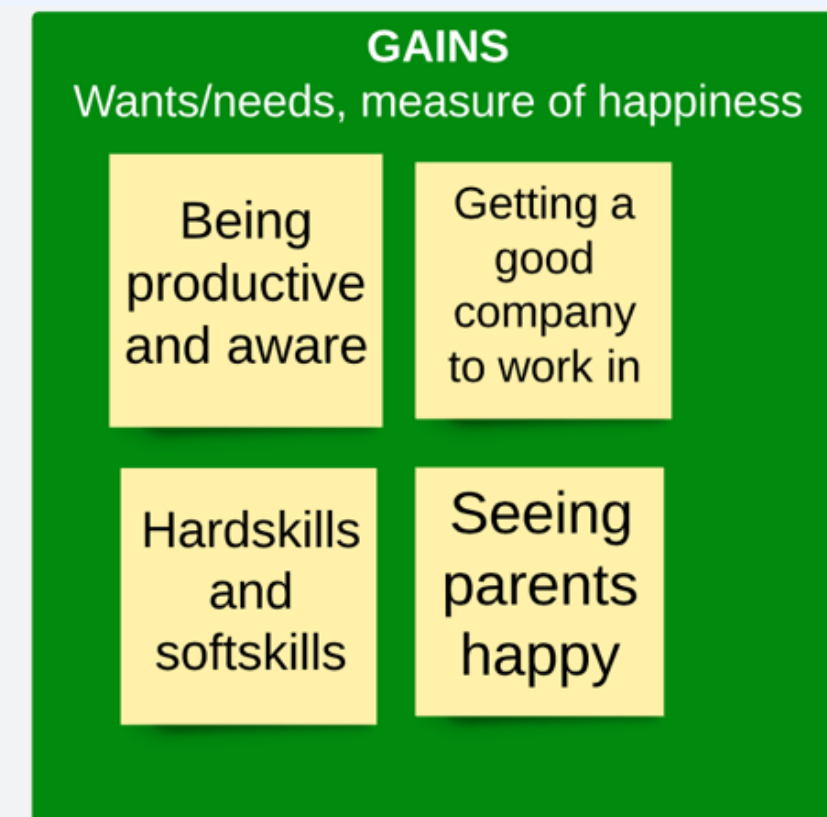
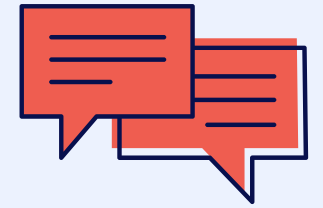
Interest in an end to end career development platform



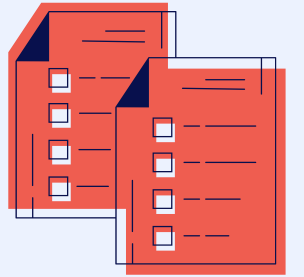
Which specific domains would you like to enroll for an experiential learning program?



Qualitative Analysis and Empathy Mapping



Qualitative Analysis: Phone calls with HR heads

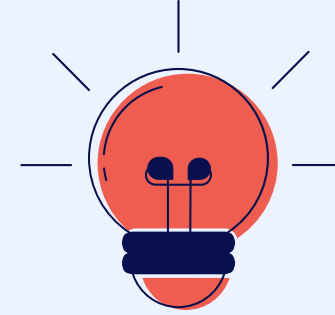


Possible companies who we could tie up with:

EkAnek, Ingenious Faces, Favcy, Finladder, Woodville Academy, AR Finance Room



Core Product Package



1) **Social SkillUp/Masterclass:** 6-8 week experiential learning programs covering core employability and entrepreneurial skills After learning, candidates would be exposed to projects with startups/clients where they work on a problem statement.

Digital Marketing | Design Thinking | Web and App Development | Content Creation | Data Analytics

2) **Social CareerPrep:** Students would be asked what career they are interested to pursue (for e.g, marketing, finance, consulting) and be provided with all necessary information and resources for that and career-specific modules

3) **Social Counsel:** One on one career coaching + Resume review + HR/Case interview prep



Learn In-demand Skills



Work on live projects and make your
CV stand out



Excel at domain specific knowledge



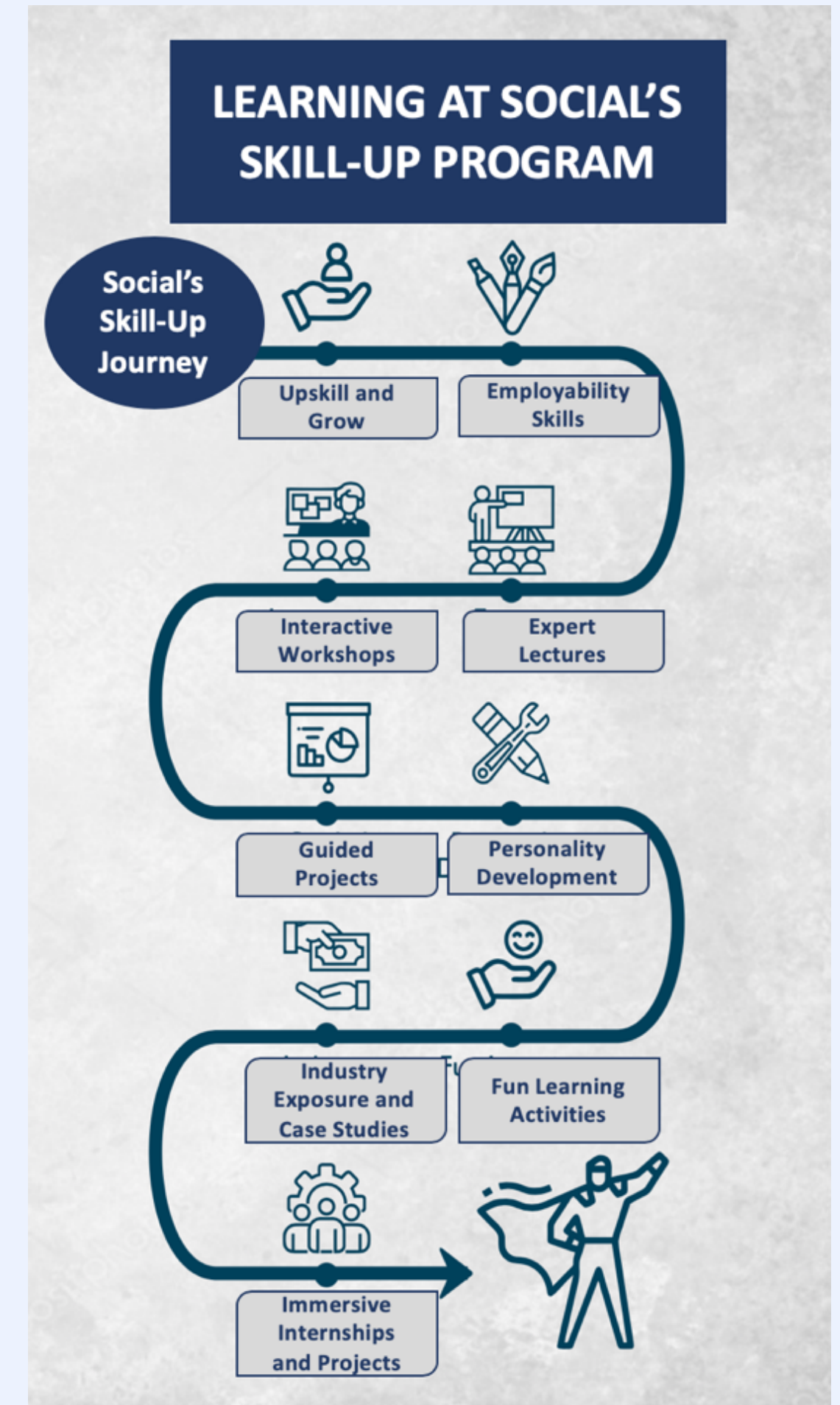
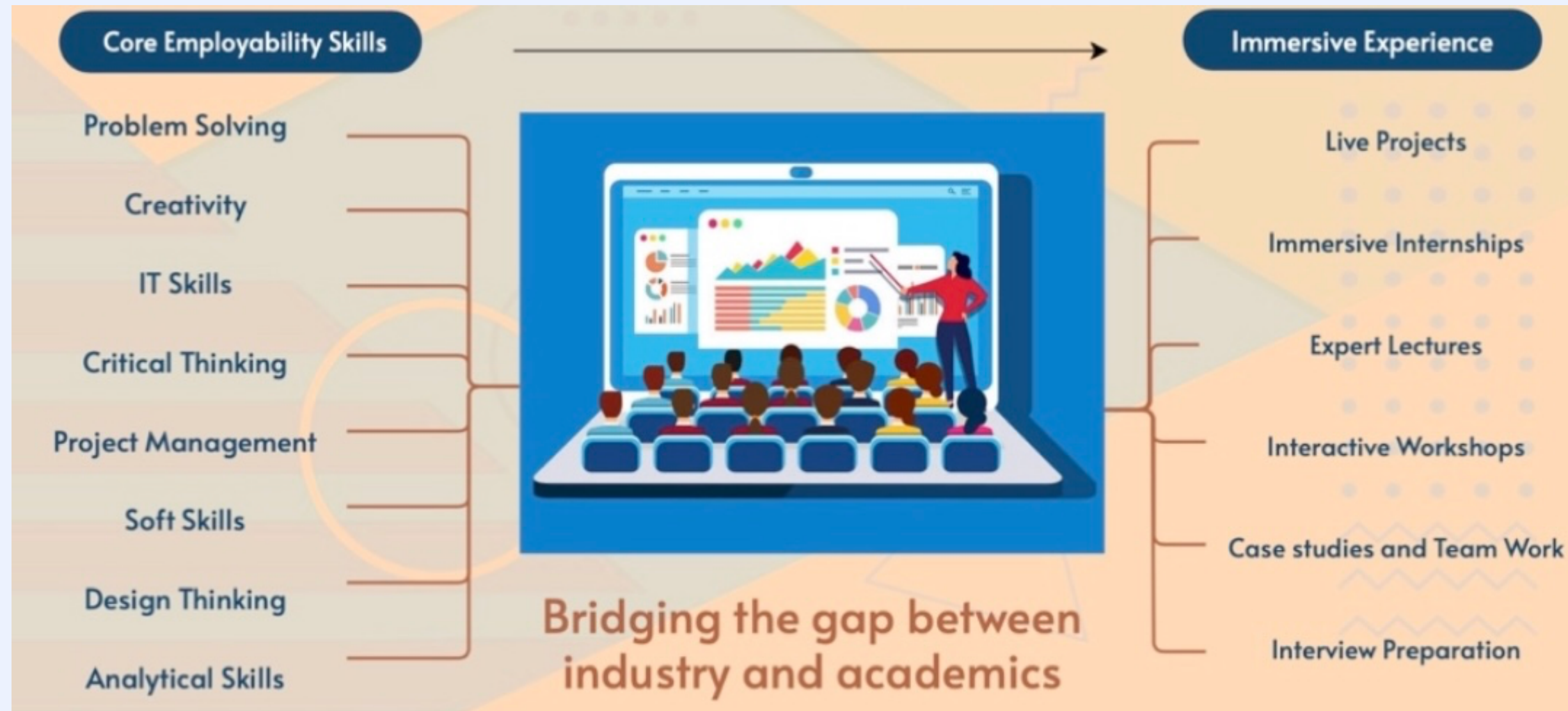
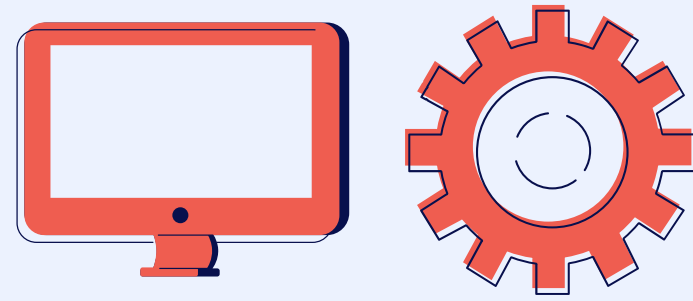
Practical know-how with experts

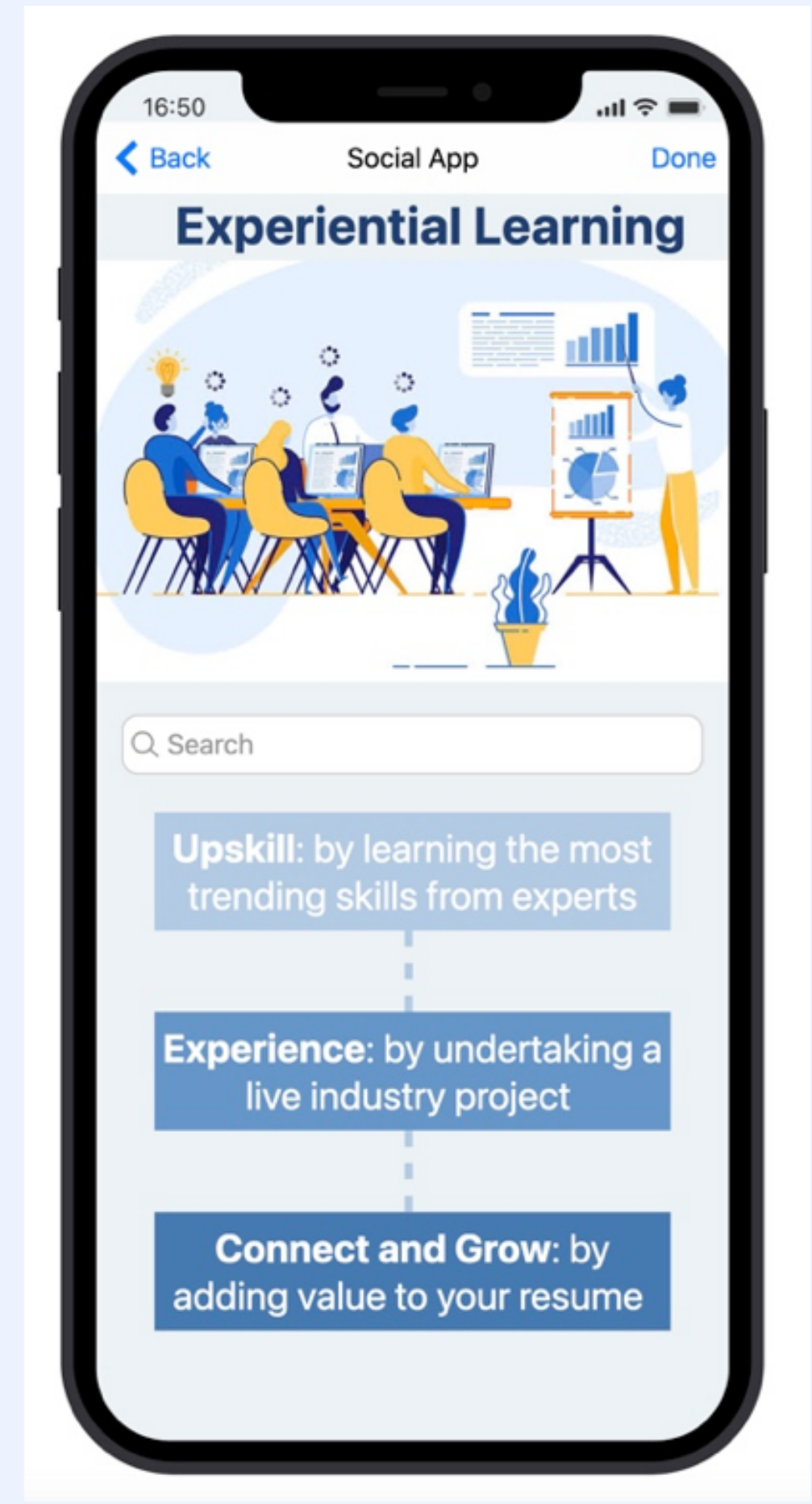
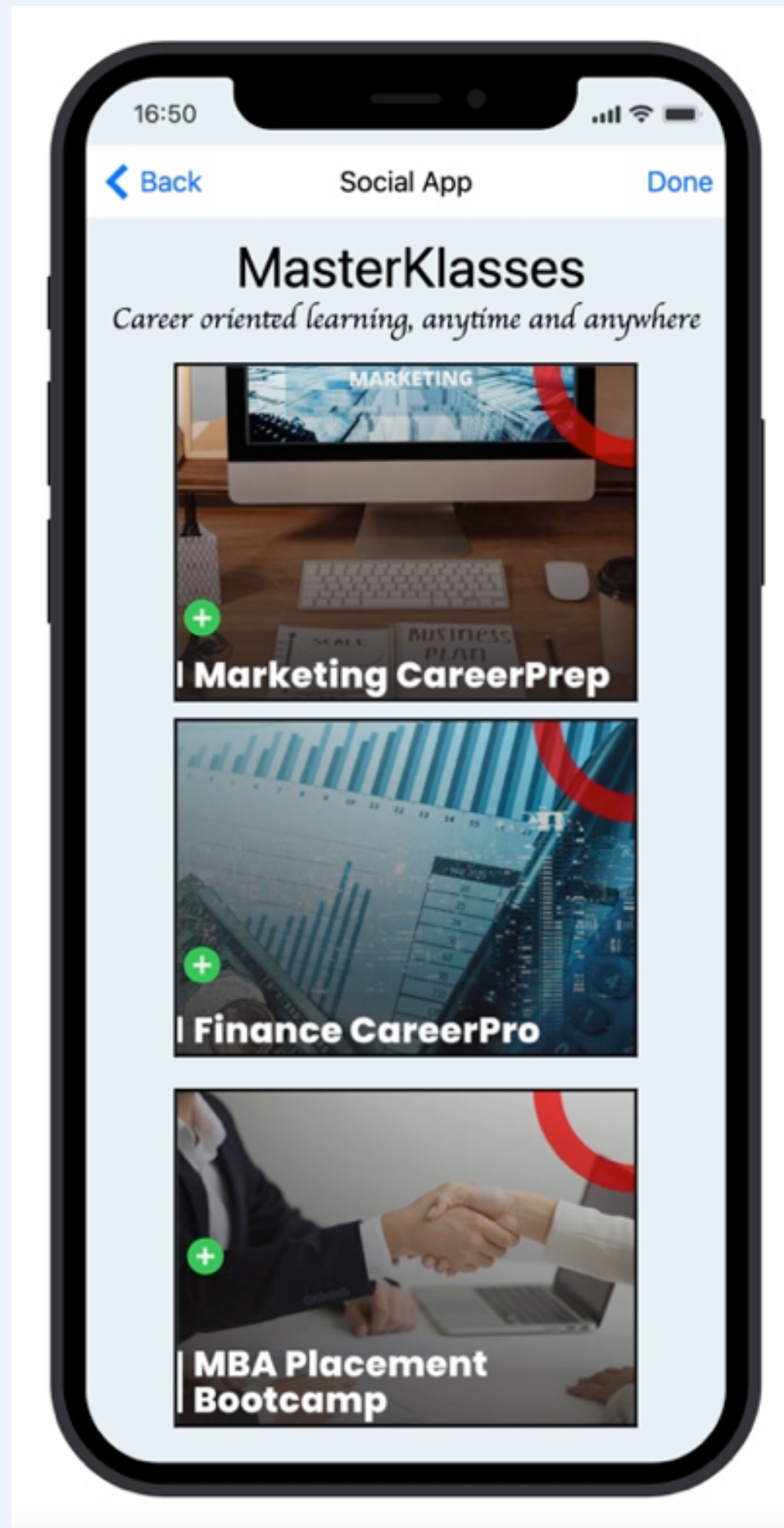
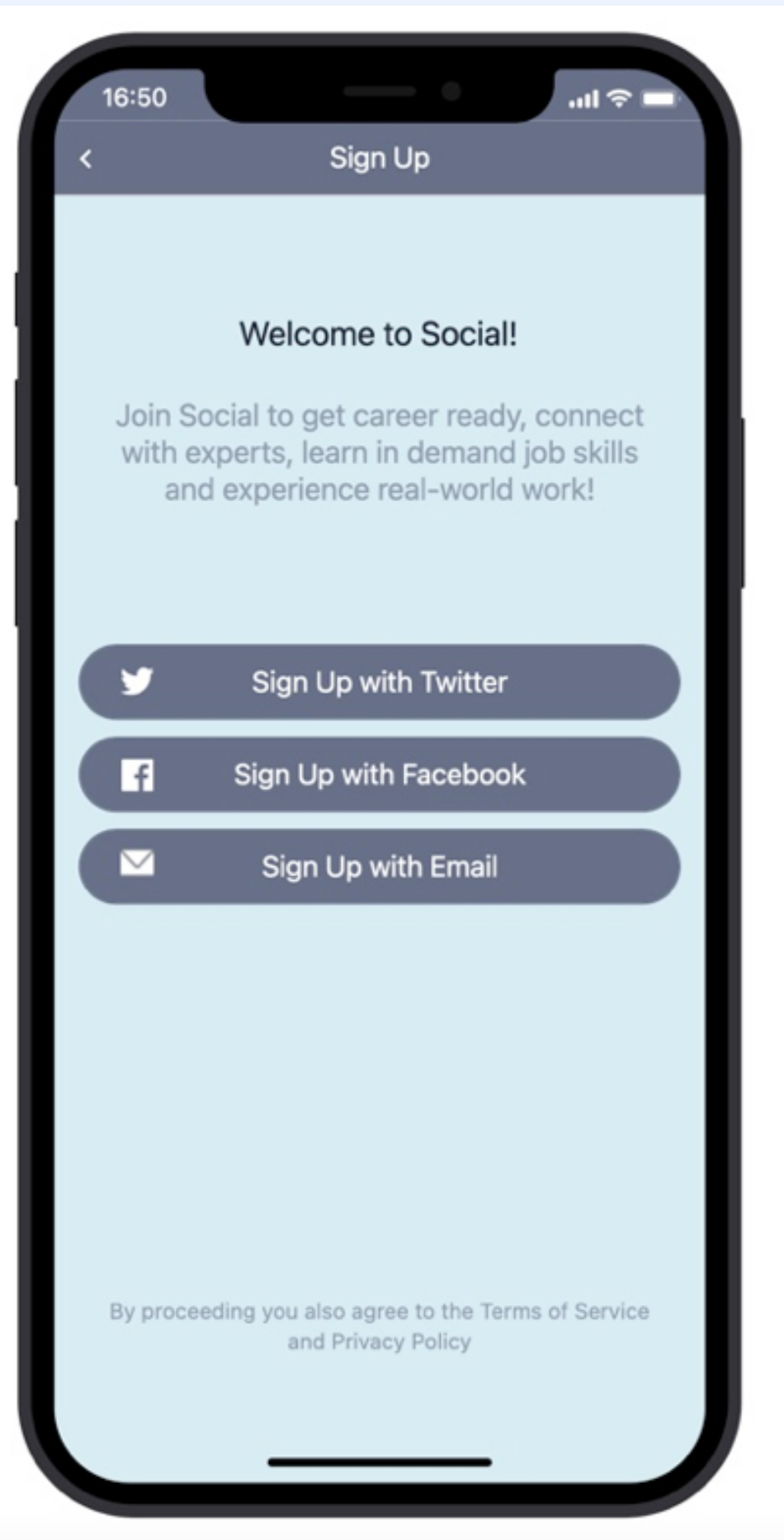


Highlight your rigor

Prototypes

Upskill | Experience | Grow





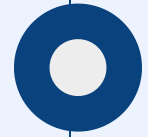
Business Plan: How to make it happen on the ground?

Pilot one subpart of the core product package at a small scale in phase 1



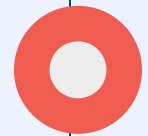
Creating Core

Building website/app, create a team, getting trainers/few startups on board, raising funds, hire career counsellors



Credibility

Collaboration with faculty/mentors/connections for quality experience



Brand Building

Create brand awareness through social media /digital marketing, reach out to influencers/universities to promote the idea



Pilot the Concept

With a small batch of students, one module, one startup and other resume/interview services



Roll out and Scale Up

Reach out to more public/private universities, introduce new modules, get more students, trainers, mentors, career counsellors and startups, raise more funds

Preliminary Financials

Year 1 (500 students)

| Expenses | Amount | Income | Amount |
|---|------------------|--|-----------|
| Salaries (faculty/mentors) - 3 faculty +3 career coaches | 48,00,000 | SkillUp Program (3 modules, 5 times/year and estimated 500 students in year 1 across modules at Rs. 7499 for each program) | 37,49,500 |
| Website and IT Expenditure | 6,00,000 | Career Coaching (200 students at Rs 1499 each) | 2,99,800 |
| Marketing and Workshop Expenses | 1,50,000 | | |
| Other Administration Expenses | 1,00,000 | | |
| | | | |
| Net Loss | 16,00,700 | | |
| | 56,50,000 | | 56,50,000 |

Year 2 (1000 students)

| Expenses | Amount | Income | Amount |
|--|-----------------|---|-----------|
| Salaries (faculty/mentors) - 3 faculty + 6 career coaches | 66,00,000 | SkillUp Program (3 modules, 5 times/year and estimated 1000 students in year 2 across modules at Rs. 7499 for each program) | 74,99,000 |
| Website and IT Expenditure | 7,50,000 | Career Coaching (400 students at Rs 1499 each) | 9,99,600 |
| Marketing and Workshop Expenses | 3,50,000 | | |
| Other Administration Expenses | 2,00,000 | | |
| | | | |
| Net Profit | 5,98,600 | | |
| | 84,98,600 | | 84,98,600 |

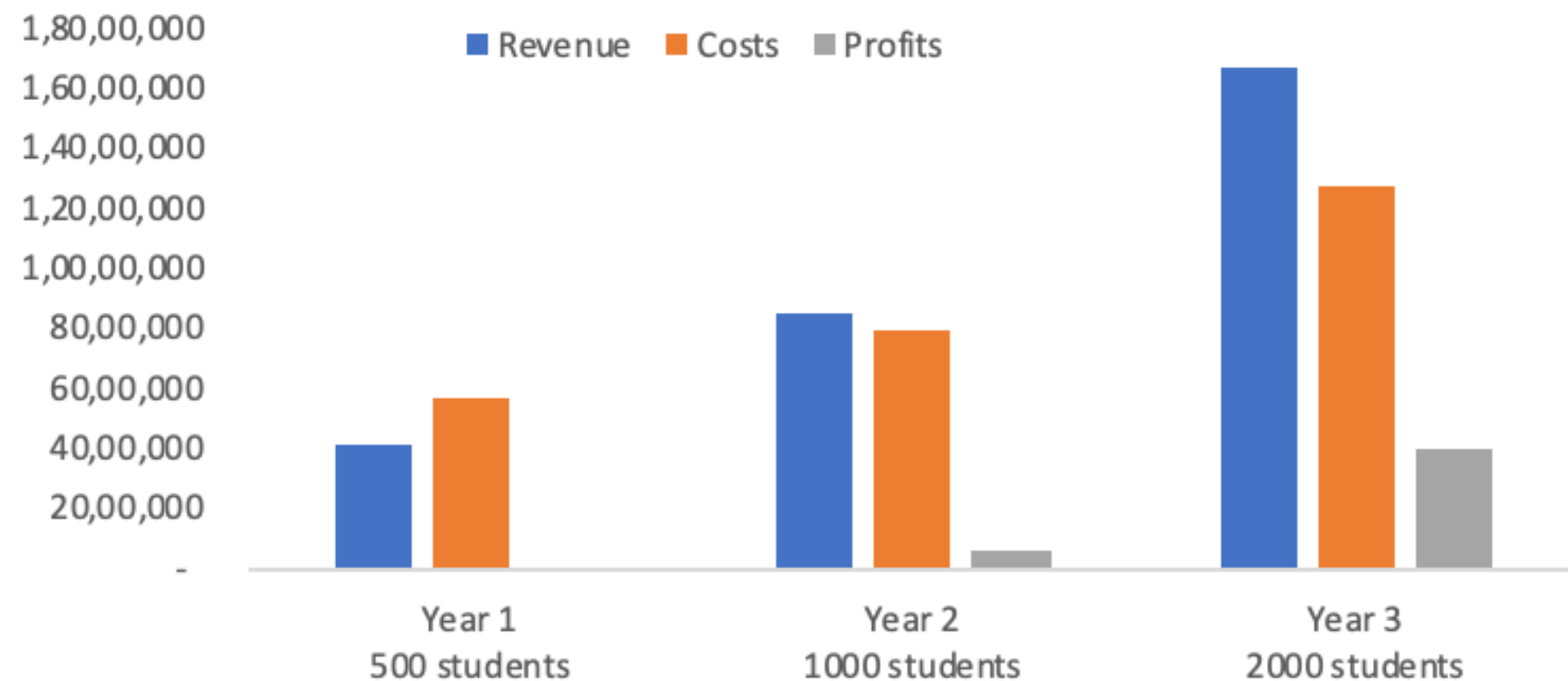
Year 3 (2000 students)

| Expenses | Amount | Income | Amount |
|--|------------------|---|-------------|
| Salaries (faculty/mentors) - 6 faculty + 8 career coaches | 1,08,00,000 | SkillUp Program (5/6 modules, 5 times/year and estimated 2000 students in year 3 across modules at Rs. 7499 for each program) | 1,49,98,000 |
| Website and IT Expenditure | 10,00,000 | Career Coaching (650 students at Rs 1499 each) | 9,74,350 |
| Marketing and Workshop Expenses | 6,50,000 | CareerPrep Resources (500 students at Rs.1499 each) | 7,49,500 |
| Other Administration Expenses | 2,50,000 | | |
| | | | |
| Net Profit | 40,21,850 | | |
| | 1,67,21,850 | | 1,67,21,850 |

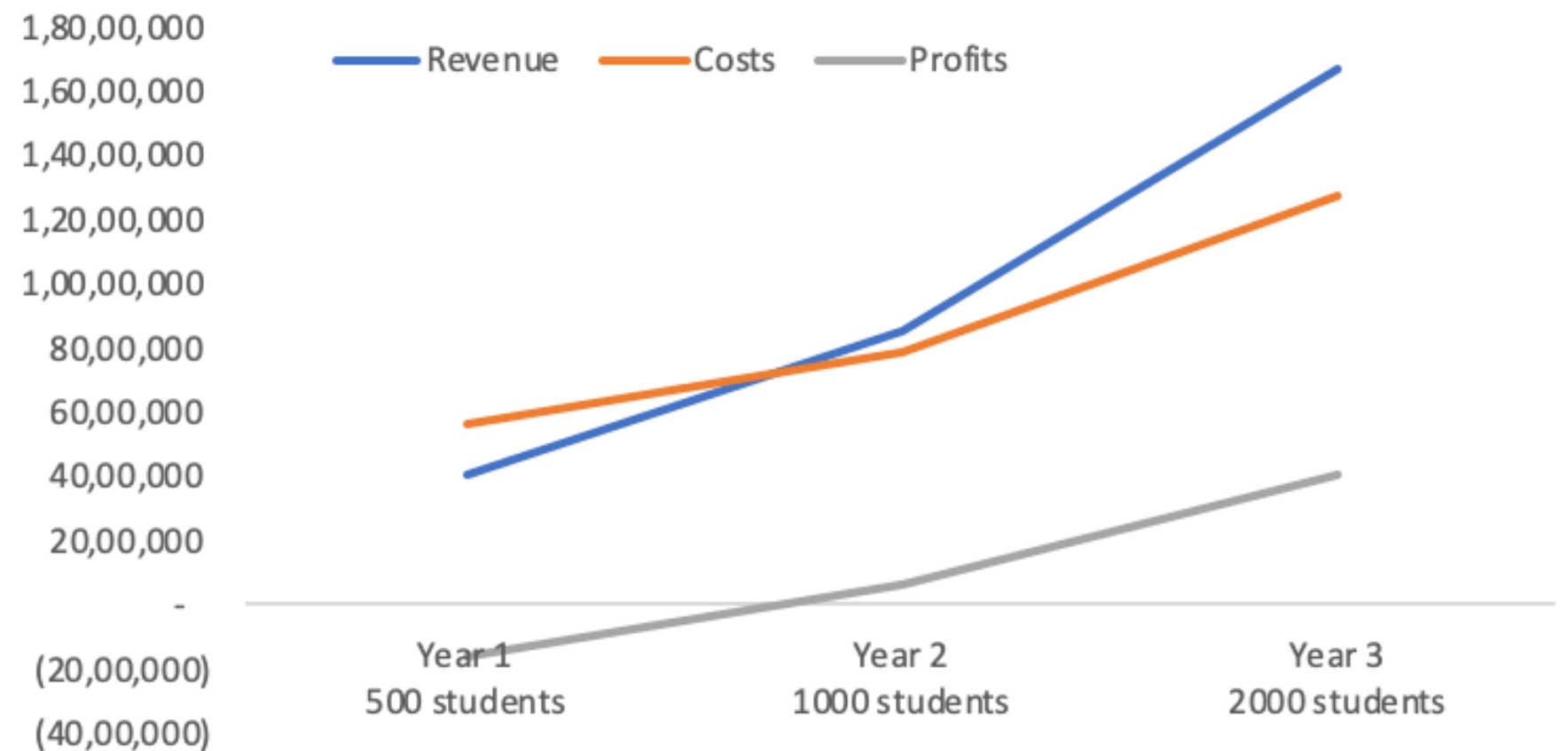
Preliminary Financials

We reach breakeven before year 2 and expect to be profitable after that

Revenues, Costs and Net Income



Revenues, Costs and Net Income



Thank you!