



BUSINESS PLAN · INDIA

Educational Content & Courseware Studio

Curriculum, assessments & courseware for edtechs, publishers & institutions - B2B services + retainers

EDTECH

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out an **Educational Content & Courseware Studio** in India — a B2B studio that creates curriculum, assessments, courseware, e-learning modules & educational content for edtechs, publishers, schools, universities, corporates & government (SarvaShiksha/NEP content, textbooks, question banks, video lessons, SCORM/xAPI modules). It earns project-based content-development fees plus retainer & licensing income, monetising the large, ongoing demand for quality educational content.

Edtechs, publishers, institutions & corporates constantly need quality, curriculum-aligned content & assessments — and building it in-house is costly, so they outsource to specialist studios. India's instructional-design & subject-expert talent serves domestic & export demand. A well-run studio with strong pedagogy, subject expertise & reliable delivery earns healthy, largely recurring B2B services revenue.

The promoter — an instructional-design / education professional — seeks total funding of **₹12 lakh** (₹4.5 lakh promoter + ₹7.5 lakh working-capital/term finance, eligible under Mudra/CGTMSE), targeting **₹42 lakh** revenue in Year 1 and **₹1.2 crore** by Year 3. (*B2B content-services + retainer/licensing, people-driven, asset-light model.*)

2. Business Description, Vision & Legal Structure

Concept: A B2B educational-content studio building curriculum, assessments & courseware for edtechs, publishers, institutions & corporates.

Vision: To be a go-to content & courseware partner for the education ecosystem.

Mission: Deliver pedagogically strong, curriculum-aligned content & assessments - reliably, at quality & scale.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as the team & clients grow.
- **Private Limited** — for scaling, larger clients, export & content IP.

Regulatory anchor: a content studio is a B2B people- & contract-driven services business — GST (export zero-rated LUT), content IP/work-for-hire & licensing contracts, subject-expert & author agreements, quality/curriculum-alignment (NEP/board), and DPDP. Pedagogy & subject expertise, delivery quality & reliability, retainer/licensing & utilisation determine profitability; asset-light with optional content-IP upside.

3. Promoter & Ownership

Led by a promoter with instructional-design, curriculum or education-content experience. Delivery uses instructional designers, subject-matter experts (SMEs, often freelance), content developers/writers, and media/production & QA. Year-one ownership rests with the promoter; ownership and profit-sharing (and content-IP) are editable inputs.

4. Market Analysis — India & Export

Demand for educational content & courseware is large & growing — edtechs need content pipelines, publishers & institutions need curriculum & assessments, corporates need training content, and NEP/board reforms drive new content. Outsourcing to specialist studios is common & cost-effective. India serves domestic & export (global edtech/publishing). The market rewards pedagogy, subject depth, quality & reliable delivery.

Demand drivers

- **Edtech content pipelines.**
- **Publisher & institution** curriculum/assessments.
- **NEP/board reform** content.
- **Corporate training** content.
- **Export/global** content outsourcing.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Educational-content/courseware demand (India + export)	Very large
SAM	Reachable clients in the studio's niche	Substantial
SOM (Yr 1-3)	Projects + retainer clients	Scaling

Target segments

- Edtech companies (content pipelines).
- Publishers & institutions.
- Corporates (training content).
- Government/NEP & export.

5. Competition & Competitive Advantage

Landscape: other content studios, freelancers, in-house teams, and large content firms. The firm competes on pedagogy, subject depth, quality, reliability & niche.

The firm's edge

- **Strong pedagogy & instructional design.**
- **Subject-expertise network (SMEs).**
- **Quality & reliable delivery.**
- **Curriculum/NEP alignment.**
- **Retainer & export relationships.**

6. Services & Revenue Model

Service	Model	Basis
Curriculum & courseware development	Project	Per project
Assessments & question banks	Project / per-item	Volume
E-learning modules (SCORM/video)	Per module/hour	Per unit
Content retainer / pipeline	Monthly retainer	Recurring
Content licensing	Licence	IP upside

Project development & assessments give volume; content retainers/pipelines give recurring revenue; owned content licensing adds IP upside. Margin sits on instructional-design & SME efficiency & utilisation; retainers & export drive stable, higher-value economics.

7. Go-to-Market — Marketing & Sales

- **Edtech & publisher** B2B relationships.
- **Portfolio & quality** (samples).
- **Export/global** content clients.
- **NEP/institution** & corporate outreach.
- **Retainer/pipeline** conversion.

Sales approach

Win content projects via portfolio & relationships → deliver quality reliably → convert to content retainers/pipelines → grow accounts, export & licensing. Quality, reliability & retainers drive recurring, scalable B2B revenue.

8. Operations Plan

- **Base:** a studio/office (or remote-first) with content & media-production tools.
- **Process:** brief & instructional design → SME content → development & media → QA & alignment → delivery (SCORM/xAPI/print) → retainer/pipeline.
- **Talent:** instructional designers + SME network + developers; quality & pedagogy standards.
- **Quality & IP:** curriculum alignment, QA, content IP/licensing, plagiarism & accuracy.
- **Capacity:** content-team & SME capacity; scale by designers, SMEs & retainers.

Content workflow

Stage	Activity	Metric
Design	Instructional design	Quality
Author	SME content	Accuracy
Develop	Media/modules	Throughput
QA	Align & check	Standards
Deliver	Handoff/retainer	Recurring

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (domestic; export zero-rated LUT); Udyam (MSME).
- **IP & contracts:** content IP/work-for-hire, licensing, author/SME contracts & NDA; plagiarism & accuracy.
- **Alignment:** curriculum/NEP/board alignment; accessibility standards.
- **Data & export:** DPDP; forex/FEMA for export receipts.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Lead ID	1	1	1
Instructional designers	2	5	8
Content developers & media	2	5	9
QA & project management	1	2	4
Sales & admin	1	2	3
SMEs (freelance)	Network	Network	Network
Total (core)	7	15	25

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Team, SME network, tools, portfolio, first clients
Launch	Month 1-3	First content projects delivered
Traction	Month 3-8	Retainers/pipelines build; break-even nears
Scale	Year 2	Bigger clients; export; licensing
Growth	Year 3	Strong retainer base & reputation

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. B2B content-services + retainer/licensing; people-driven, asset-light.

12.1 Project cost & means of finance

Capital requirement	₹
Office & workstations	3,50,000
Content, media & authoring tools	2,50,000
Branding, portfolio & sales	2,00,000
Working-capital buffer	4,00,000
Total project cost	12,00,000
Promoter contribution	4,50,000
Term/WC loan (Mudra / CGTMSE)	7,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Content & courseware projects	28,00,000	50,00,000	68,00,000
Retainers & pipelines	10,00,000	28,00,000	44,00,000
Licensing & other	4,00,000	8,00,000	8,00,000
Total revenue	42,00,000	86,00,000	1,20,00,000
Salaries & SME/freelance	24,00,000	48,00,000	66,00,000
Tools, media & production	3,50,000	6,50,000	9,00,000
Office & overheads	4,00,000	7,50,000	10,00,000
Sales, marketing & admin	3,50,000	7,00,000	10,00,000
Interest on loan	80,000	60,000	35,000
Total expenses	35,80,000	69,60,000	95,35,000
Net profit (before tax)	6,20,000	16,40,000	24,65,000
Net margin	14.8%	19.1%	20.5%

12.3 Unit economics & break-even

- **Per project/module:** fee – (ID + SME + media + overhead); efficiency & SME network drive margin.
- **Retainers:** content pipelines give predictable, recurring revenue; utilisation is the lever.
- **Break-even:** reached around month 4–7 as projects & retainers build (asset-light).

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	3,40,000	3,60,000	4,20,000
Collections	8,00,000	10,50,000	12,00,000	12,50,000
Operating outflows	8,40,000	10,10,000	11,20,000	11,70,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	3,40,000	3,60,000	4,20,000	4,80,000

Project payments are milestone-based & can lag; content retainers/pipelines give steadier cash. Milestone billing, advances & the WC buffer manage the gap; export earns forex. SME/freelance costs flex with projects.

12.5 Key Performance Indicators to Monitor

- **Utilisation:** designer/SME utilisation; project pipeline; throughput.
- **Recurring:** retainer/pipeline revenue %; retention.
- **Quality:** revisions; alignment; client satisfaction.
- **Economics:** margin per project/module; export share.

13. Funding Requirement & Bankability

Total ask: **₹7.5 lakh term/WC finance** against ₹4.5 lakh promoter contribution — asset-light, mainly working capital (salaries/SME vs. receivables); eligible under **PMMY (Mudra)/CGTMSE**. Year-1 net profit ~₹6.2 lakh against modest debt service gives a strong DSCR; utilisation, retainers & export underpin bankability.

13.1 Funding utilisation

Use of funds	₹	% of total
Working-capital buffer	4,00,000	33%
Office & workstations	3,50,000	29%
Content, media & authoring tools	2,50,000	21%
Branding, portfolio & sales	2,00,000	17%
Total	12,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Low utilisation / project lumpiness	Retainers/pipelines; SME-flex; pipeline building
Quality/alignment issues	ID standards, QA, curriculum alignment, SME vetting
Talent/SME availability	SME network; core team; scheduling
Client concentration	Diversified clients (edtech/publisher/corporate/export)
IP/plagiarism risk	Original content, checks, contracts & licensing

15. SWOT Analysis

Strengths Large ongoing demand; recurring retainers; asset-light; export & IP upside; India talent.	Weaknesses Utilisation & SME dependent; project-lumpy; quality-critical; receivable lags.
Opportunities Edtech pipelines; NEP/reform content; corporate & export; content licensing.	Threats Freelancer & AI-content competition; price pressure; client budget cycles.

16. Recommended AiSevak Tools for This Business

This content studio would use AiSevak's EdTech vertical tools in delivery:

- **Studio ops:** project/pipeline-tracking, SME-network, QA/alignment and retainer-billing tools.
- **IP & compliance:** content-IP/licensing, author/SME-contract and GST(LUT) tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-project/module economics and Break-even tools to model the studio.

17. Key Assumptions & Notes

- B2B content-services (projects) + retainers/pipelines + optional licensing; margin on ID/SME efficiency & utilisation.
- Retainers grow over Years 1–3; export earns forex & is GST zero-rated (LUT); SME/freelance costs flex.
- Term/WC finance ~11% p.a.; asset-light; receivables 30–60 days.
- Pedagogy, subject depth, quality, reliability & retainers are decisive; figures exclude GST.

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