



BUSINESS PLAN · INDIA

Crypto Education & Content Business

*Courses, research & community on blockchain, Web3 & crypto-tax - credible, compliant,
non-advisory*

CRYPTO & WEB3

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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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 a **Crypto Education & Content Business** in India — a media & education venture producing courses, research, explainers, newsletters & community products that teach people about blockchain, Web3, crypto-tax & safe, responsible participation. It earns course & subscription fees, sponsorships & content services, and community/premium revenue — an education & media business (not investment advice, trading, or buy/sell calls).

Crypto & Web3 are complex, fast-moving & widely misunderstood, and demand for credible, unbiased education — on technology, risks, taxation & responsible use — is strong as adoption grows. A content/education business with quality, trustworthy, compliant material earns course, subscription & sponsorship revenue, positioned firmly as education & literacy (with clear risk disclosure), not financial advice.

The promoter — a crypto-educator / content professional — seeks total funding of **₹10 lakh** (₹4 lakh promoter + ₹6 lakh term/WC finance or self-funded; largely fee/subscription-funded), targeting **₹28 lakh** revenue in Year 1 and **₹80 lakh** by Year 3. (*Education/media services + subscription; asset-light, compliant, clearly non-advisory.*)

2. Business Description, Vision & Legal Structure

Concept: A crypto/Web3 education & content business - courses, research, explainers & community - building literacy & responsible understanding (not advice).

Vision: To be a trusted source of crypto/Web3 education & literacy in India.

Mission: Deliver credible, unbiased, compliant crypto/Web3 education - helping people understand the tech, risks & rules.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as content & team grow.
- **Private Limited** — for scaling, sponsorships & product.

Regulatory anchor: a crypto-education/content business is a media & education venture — GST on courses/subscriptions/sponsorships, content IP, honest & balanced content with clear risk disclosure, and (critically) **no investment advice, buy/sell calls, tips or unregistered advisory** — strictly education & literacy. Advertising norms (crypto-ad disclaimers) & DPDP apply. Content quality, credibility, trust & compliant (non-advisory) positioning determine success; asset-light.

3. Promoter & Ownership

Led by a promoter with crypto knowledge, education or content/media experience. Delivery uses content creators/educators, researchers/writers, video/production, and community & sales. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India has crores of crypto-curious & participating users, most lacking solid understanding of the technology, risks & tax rules, driving strong demand for credible education. Beyond hype-driven "tips" (which the firm avoids), there's a real, underserved need for unbiased literacy, tax/compliance understanding & responsible-use education. The market rewards credibility, quality & trust; it grows with adoption & regulation.

Demand drivers

- **Crores of crypto-curious** users.
- **Complexity & misinformation** gap.
- **Tax/compliance & risk** literacy need.
- **Responsible-use & safety** education.
- **Web3/blockchain** upskilling.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Crypto/Web3 education & content in India	Large & growing
SAM	Reachable learners/subscribers	Substantial
SOM (Yr 1-3)	Paying learners + subscribers	Scaling

Target segments

- Crypto-curious learners.
- Professionals & developers (Web3 upskilling).
- Tax/compliance learners.
- Businesses & institutions (literacy).

5. Competition & Competitive Advantage

Landscape: free content (YouTube), influencer "tips" (often non-compliant), global courses, and platforms. The firm competes on credibility, unbiased quality, compliance (non-advisory) & India-context.

The firm's edge

- **Credible, unbiased education.**
- **Compliance-first (no tips/advice).**
- **India-context (tax/rules).**
- **Quality courses & research.**
- **Trust & community.**

6. Products & Revenue Model

Offering	Model	Basis
Courses (blockchain/Web3/tax)	Per course	Fee
Research & newsletter subscription	Recurring	Subscription
Sponsorships & content services	Per campaign / project	B2B
Community & premium	Membership	Recurring
Corporate/institutional literacy	Contract	B2B

Courses give volume; research/newsletter subscriptions & community give recurring revenue; sponsorships, content services & corporate add income. Credibility & compliant (educational, non-advisory) positioning are the moat & sustain trust — no buy/sell calls or tips.

7. Go-to-Market — Marketing & Sales

- **Free content & SEO/social** (authority funnel).
- **Credibility & unbiased** reputation.
- **Community building**.
- **Sponsorships & corporate** literacy.
- **Subscription & course** conversion.

Approach

Build authority via free, credible content → convert to courses & subscriptions → grow community & corporate literacy → add sponsorships & services. Credibility, quality & compliant positioning drive trust, conversion & sustainable growth.

8. Operations Plan

- **Base:** a content/studio setup (or remote) with production & platform tools.
- **Process:** research & curriculum → content/course production → publishing & distribution → community & subscription → updates & compliance review.
- **Content & compliance:** accuracy, balance, risk disclosure, no advice/tips; content IP; ad-disclosure compliance.
- **Platform:** LMS/course, subscription, community & distribution.
- **Capacity:** content team scales output; scale by courses, subscribers & sponsorships.

Content workflow

Stage	Activity	Metric
Research	Curriculum	Accuracy
Produce	Courses/content	Quality
Publish	Distribute	Audience
Convert	Course/subscribe	Conversion
Retain	Community	Retention

9. Regulatory, Licences & Compliance (India)

- **Non-advisory scope (critical):** education & literacy only — no investment advice, buy/sell calls, tips or unregistered advisory; clear risk disclosure.
- **Advertising:** crypto-ad disclaimers & honest, balanced content; consumer-protection.
- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (courses/subscriptions/sponsorships); Udyam (MSME).
- **Content & data:** content IP; DPDP-aligned learner/subscriber data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Lead Educator	1	1	1
Content creators & researchers	2	5	9
Video/production	1	2	4
Community & sales	1	3	4
Admin	1	1	2
Total	6	12	20

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Content, platform, first courses, audience
Launch	Month 2-4	Courses & subscription live
Traction	Month 4-9	Subscribers & sponsorships; break-even nears
Scale	Year 2	More courses; community; corporate literacy
Growth	Year 3	Strong subscriber & course base

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. Education/media + subscription; asset-light, compliant (non-advisory).

12.1 Project cost & means of finance

Capital requirement	₹
Content/studio & production setup	3,00,000
Platform/LMS & IT	2,00,000
Content development & branding	3,00,000
Working-capital buffer	2,00,000
Total project cost	10,00,000
Promoter contribution	4,00,000
Term/WC loan (Mudra / CGTMSE)	6,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
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Courses	14,00,000	30,00,000	42,00,000
Subscriptions & community	8,00,000	22,00,000	32,00,000
Sponsorships, services & corporate	6,00,000	12,00,000	6,00,000
Total revenue	28,00,000	64,00,000	80,00,000
Content, research & production salaries	15,00,000	32,00,000	44,00,000
Platform, tech & production	3,00,000	6,00,000	8,00,000
Marketing & acquisition	4,00,000	8,00,000	11,00,000
Office, admin & overheads	3,00,000	5,50,000	7,50,000
Interest on loan	65,000	50,000	30,000
Total expenses	25,65,000	52,00,000	70,80,000
Net profit (before tax)	2,35,000	12,00,000	9,20,000
Net margin	8.4%	18.8%	11.5%

Note: Yr-3 dip reflects illustrative sponsorship/services volatility (crypto-market linked) — course & subscription revenue holds while sponsorships soften; the base leans on courses/subscriptions.

12.3 Unit economics & break-even

- **Per course/subscriber:** fee/subscription – (content + platform + acquisition); low marginal cost, scalable.
- **Recurring:** subscriptions & community give predictable revenue; sponsorships are variable (crypto-cycle linked).
- **Break-even:** reached around month 5–8 as courses & subscriptions build.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,00,000	1,80,000	2,10,000	2,80,000
Collections	5,00,000	7,00,000	8,50,000	8,50,000
Operating outflows	5,05,000	6,55,000	7,65,000	7,70,000
Loan EMI	15,000	15,000	15,000	15,000
Closing balance	1,80,000	2,10,000	2,80,000	3,45,000

Course fees & subscriptions give steady cash; sponsorships are lumpy & crypto-cycle-linked. The subscription/course base & buffer manage volatility; credible, compliant education sustains trust across market cycles.

12.5 Key Performance Indicators to Monitor

- **Audience:** reach; course enrolments; subscribers.
- **Recurring:** subscription/community revenue %; retention.
- **Credibility:** trust/quality; no-advice compliance.
- **Economics:** revenue per learner; CAC; margin.

13. Funding Requirement & Bankability

Total ask: **₹6 lakh term/WC finance** against ₹4 lakh promoter contribution — asset-light, funding content, platform & marketing; eligible under **PMMY (Mudra)/CGTMSE** (largely fee/subscription-funded). Year-2 net profit ~₹12 lakh gives a sound DSCR; courses & subscriptions (recurring) underpin bankability; compliant, credible positioning sustains it across crypto cycles.

13.1 Funding utilisation

Use of funds	₹	% of total
Content/studio & production setup	3,00,000	30%
Content development & branding	3,00,000	30%
Platform/LMS & IT	2,00,000	20%
Working-capital buffer	2,00,000	20%
Total	10,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Compliance (advice/tips) risk	Strict education-only scope; risk disclosure; no buy/sell calls; legal review
Crypto-cycle demand/sponsorship	Courses & subscriptions base; evergreen & tax/literacy content
Free-content competition	Credibility, depth, structure & India-context differentiation
Accuracy / misinformation	Research, review & balance; updates
Reputation/trust	Unbiased, compliant, quality content

15. SWOT Analysis

Strengths Strong literacy demand; recurring subscriptions; asset-light & scalable; credibility moat.	Weaknesses Crypto-cycle & sponsorship-linked; compliance-critical; free-content competition.
Opportunities Tax/compliance literacy; Web3 upskilling; corporate/institutional; community & subscriptions.	Threats Regulation; crypto downturns; influencer/free content; misinformation noise.

16. Recommended AiSevak Tools for This Business

This crypto-education business would use AiSevak's EdTech/Media vertical tools in delivery:

- **Content ops:** LMS/course, subscription, community and content-calendar tools.
- **Compliance:** education-scope/disclaimer, content-IP and GST tools (with Legal & Finance verticals).

- **Practice:** Business Plan, subscription/course economics and Break-even tools to model the business.

17. Key Assumptions & Notes

- Education & media only (courses/subscriptions/sponsorships) — strictly non-advisory, no tips/buy-sell calls.
- Courses & subscriptions are the recurring base; sponsorships are variable (crypto-cycle linked).
- Term/WC finance ~11% p.a. (largely fee-funded); GST on courses/subscriptions; crypto-ad disclaimers & DPDP.
- Credibility, quality, compliant positioning & recurring base are decisive; figures exclude GST; not investment advice.

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Every tool referenced in this plan is available on aisevak.in. Open the [Crypto & Web3 toolkit](https://aisevak.in/service/cryptoweb3) to browse and use them all at <https://aisevak.in/verticals/crypto> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>. No signup needed to explore; each tool guides you step by step.

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