



B U S I N E S S P L A N · I N D I A

EdTech Learning Platform

*Online courses & learning products - outcome-focused, unit-economics-disciplined,
equity-funded*

EDTECH

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 an **EdTech Learning Platform** in India — a technology venture offering online courses & learning products (self-paced & live, in a chosen segment: skills, exam-prep, K-12, professional, or vernacular) via web & app, monetised through course sales, subscriptions & certifications. It builds scalable digital learning that reaches learners anywhere at low marginal cost, earning recurring & course revenue.

India's online-learning market is large & growing with digital adoption, aspirational learners, skilling needs & vernacular demand — though the sector has matured past the hype into a focus on real learning outcomes & unit economics. A focused platform solving a real learning need for a defined segment, with strong content, engagement & efficient acquisition, can scale profitably. This plan models a focused, unit-economics-disciplined edtech (not a burn-heavy generalist).

This is a technology startup with an equity-funding profile — it needs product, content & growth capital and typically raises **angel/seed equity** (DPIIT startup benefits). This plan models a seed round of **₹1.5 crore** to build the platform & content, reach product-market fit & early scale, targeting **₹60 lakh** revenue in Year 1 and **₹3 crore** by Year 3. (*Illustrative focused-edtech model — figures indicative.*)

2. Business Description, Vision & Legal Structure

Concept: A focused online learning platform delivering real outcomes for a defined learner segment - great content, engagement & certification.

Vision: To be a trusted learning platform learners & employers value for outcomes.

Mission: Deliver effective, affordable, outcome-focused online learning at scale - with strong content & engagement.

Legal structure options

- **Private Limited** — recommended (for angel/VC funding, ESOPs & scale).
- **DPIIT Startup recognition** — tax benefits & easier fundraising.

Regulatory anchor: an edtech platform must handle GST on courses/subscriptions, content IP & instructor contracts, data protection (DPDP; special care for minors/K-12), advertising & consumer-protection norms (esp. edtech ad/refund guidelines), and payment/EMI compliance. Product-market fit, learning outcomes & engagement, unit economics (CAC, LTV, completion), and efficient scaling determine success — the post-hype edtech reality rewards discipline.

3. Promoter & Ownership

Led by a founder (or team) with education/domain, product & growth experience. The team includes content/academics, product & engineering, and growth/sales. A Private Limited holds IP; a founder-plus-ESOP cap table with angel/seed investors is typical. Ownership, ESOP & investor stakes are editable inputs.

4. Market Analysis — India

India's online-learning market is large & growing, driven by digital adoption, aspiration, skilling & job needs, exam-prep culture, and vernacular demand. Post-hype, the market rewards real outcomes, engagement & sustainable unit economics over pure growth. Focused segments (skilling, exam-prep, vernacular, professional) offer strong, monetisable demand. Success depends on outcomes, content & efficient acquisition.

Demand drivers

- **Digital adoption & access.**
- **Aspiration, skilling & jobs.**
- **Exam-prep & certification** culture.
- **Vernacular & affordable** learning.
- **Outcome & employability** focus.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Online-learning market in India	Very large
SAM	Reachable learners in the segment	Substantial
SOM (Yr 1-3)	Paying learners / subscribers	Scaling

Target segments

- Skilling / job-seekers.
- Exam-prep aspirants.
- Professionals (upskilling).
- Vernacular / affordable learners.

5. Competition & Competitive Advantage

Landscape: large edtech platforms, focused players, free content (YouTube), and coaching institutes. The firm competes on outcomes, focused content, engagement, affordability & unit-economics discipline.

The firm's edge

- **Real learning outcomes.**
- **Focused, quality content** (niche).
- **Engagement & completion.**
- **Affordable & vernacular** (if apt).
- **Sustainable unit economics.**

6. Product & Pricing

Offering	Model	Basis
Self-paced courses	Per course	One-time
Subscriptions / all-access	Monthly/annual	Recurring
Live / cohort programs	Per program (premium)	Higher value
Certifications	Per certificate	Add-on
B2B / institutional	Contract / licence	Volume

Courses give volume; subscriptions & cohort programs give recurring & premium revenue; certifications & B2B add income. Low marginal cost per learner makes it scalable; outcomes, completion & efficient CAC (vs. LTV) drive sustainable economics.

7. Go-to-Market — Marketing & Sales

- **Content & organic** (SEO/social/YouTube) acquisition.
- **Outcomes & testimonials** (placement/results).
- **Referrals & community.**
- **B2B/institutional** & college tie-ups.
- **Efficient paid** (disciplined CAC).

Approach

Acquire learners efficiently (organic + disciplined paid) → deliver outcomes & engagement → convert to subscriptions/cohorts & drive completion → grow via referrals, B2B & results. Outcomes & efficient CAC:LTV drive sustainable, scalable growth.

8. Operations Plan

- **Platform:** LMS/app (courses, live, assessments, certificates), payments & analytics.
- **Content:** curriculum, production (video/interactive), instructors & academics; quality & updates.
- **Growth & success:** acquisition, onboarding, engagement & learner success (completion/outcomes).
- **Data & compliance:** DPDP (minors care), content IP, refund/ad compliance, payment/EMI.
- **Capacity:** cloud-scalable; scale via content, product & growth spend.

Learning workflow

Stage	Focus	Metric
Acquire	Learners	CAC
Onboard	Activation	Start rate
Learn	Content/engagement	Completion
Outcome	Result/cert	Outcomes
Retain	Subscribe/refer	LTV

9. Regulatory, Licences & Compliance (India)

- **Corporate:** Private Limited; DPIIT startup; ESOP & FEMA for fundraising; content IP protection.
- **Tax:** GST on courses/subscriptions; payment/EMI & refund compliance.
- **Data & consumer:** DPDP (special care for minors/K-12); edtech advertising & refund guidelines; consumer protection.
- **Content & instructors:** instructor/content contracts, IP, quality & claims accuracy.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Founder(s)	2	2	2
Content & academics	3	7	12
Product & engineering	3	6	10
Growth & marketing	2	5	9
Learner success & ops	2	5	9
Total	12	25	42

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Build	Month 0–4	Platform, first courses; seed raised; first learners
PMF	Month 4–10	Outcomes & retention validated; ₹60L revenue
Traction	Month 10–12	Efficient acquisition; unit economics proven
Scale	Year 2	Content & segment expansion; B2B; Series-A ready
Growth	Year 3	₹3cr revenue; strong outcomes & retention

12. Financial Plan (Illustrative — focused edtech)

All figures are illustrative model assumptions, shown so the founders can replace them with the venture's real plan. They are not projections of guaranteed results; edtech requires unit-economics discipline (post-hype), often part-equity-funded while scaling.

12.1 Funding & means of finance (seed)

Use of seed capital	₹
Platform & product engineering	45,00,000
Content creation & academics	40,00,000
Growth & marketing	45,00,000
Ops, compliance & buffer	20,00,000
Total seed requirement	1,50,00,000
Founder / promoter equity	30,00,000
Angel / seed investors	1,20,00,000

12.2 Projected P&L (3 years, growth-stage)

Particulars	Year 1	Year 2	Year 3
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Course & program revenue	42,00,000	1,20,00,000	2,10,00,000
Subscriptions & certifications	12,00,000	40,00,000	70,00,000
B2B / institutional	6,00,000	15,00,000	20,00,000
Total revenue	60,00,000	1,75,00,000	3,00,00,000
Content & academics	35,00,000	60,00,000	88,00,000
Product & engineering	35,00,000	55,00,000	80,00,000
Growth & marketing	40,00,000	70,00,000	95,00,000
Ops & overheads	15,00,000	28,00,000	40,00,000
Total expenses	1,25,00,000	2,13,00,000	3,03,00,000
EBITDA (before tax)	-65,00,000	-38,00,000	-3,00,000
Path	Invest / PMF	Scale	Near breakeven

12.3 Unit economics & path to profitability

- **Core metrics:** CAC, LTV (LTV:CAC > 3 target), completion & outcome rates, retention, gross margin (high for self-paced).
- **Discipline:** post-hype edtech must control CAC & prove outcomes; subscriptions & B2B improve LTV & efficiency.
- **Path:** part-equity-funded losses in Years 1-2; approaching breakeven by Year 3 on disciplined economics; Series-A bridges scale.

12.4 Runway / cash — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening cash	1,50,00,000	1,22,00,000	98,00,000	78,00,000
Revenue in	8,00,000	13,00,000	18,00,000	21,00,000
Cash burn (opex)	36,00,000	37,00,000	38,00,000	39,00,000
Closing cash (runway)	1,22,00,000	98,00,000	78,00,000	60,00,000

Like all startups, an edtech manages **runway** — seed capital funds ~15-18 months of net burn while proving outcomes & unit economics toward a Series-A. Unlike the burn-heavy hype era, discipline on CAC & outcomes is essential; value is in learners, outcomes & sustainable economics.

12.5 Key Performance Indicators to Monitor

- **Growth:** paying learners; revenue; MoM growth.
- **Economics:** CAC; LTV; LTV:CAC; gross margin; payback.
- **Learning:** completion; outcomes/placement; NPS.
- **Runway:** burn; months of runway; path to breakeven.

13. Funding Requirement & Investability

This venture raises **₹1.5 crore seed equity** (₹30 lakh founders + ₹1.2 crore angels/seed) — not debt — to fund platform, content & growth to a Series-A or breakeven. Investability rests on a large market, real outcomes, disciplined unit economics (LTV:CAC, payback), a capable team, and a credible path. DPIIT recognition & clean compliance strengthen the raise. *Term loans/Mudra don't fit an equity-funded, pre-profit edtech startup; the path is angel/seed → Series-A / breakeven.*

13.1 Funding utilisation

Use of funds	₹	% of total
Growth & marketing	45,00,000	30%
Platform & product engineering	45,00,000	30%
Content creation & academics	40,00,000	27%
Ops, compliance & buffer	20,00,000	13%
Total	1,50,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
High CAC / poor unit economics	Organic acquisition; outcomes & referrals; subscriptions & B2B; discipline
Low completion / outcomes	Engagement, learner success, cohort/live, quality content
Free content (YouTube) competition	Outcomes, certification, structure & support differentiation
Runway / funding risk	Milestone spend; disciplined burn; raise ahead of need
Compliance (DPDP/minors/ads)	DPDP & edtech-guideline compliance; honest claims; refunds

15. SWOT Analysis

Strengths Large market; scalable & high-margin content; recurring subscriptions; outcome-focused; asset-light.	Weaknesses Pre-profit & burn-funded; CAC & completion risk; funding-dependent; content-heavy.
Opportunities Skilling & vernacular; subscriptions; B2B/college; certification & employability.	Threats Big edtech & free content; funding-market caution; CAC inflation; regulation.

16. Recommended AiSevak Tools for This Business

This edtech platform would use AiSevak's EdTech & startup-oriented tools:

- **Platform & growth:** LMS/course, learner-analytics, CAC-LTV and subscription tools.

- **Fundraising & compliance:** pitch-deck, cap-table, DPIIT/startup, DPDP (minors) and GST tools (with Finance & Legal verticals).
- **Practice:** Business Plan, unit-economics & runway and Break-even tools to model the venture.

17. Key Assumptions & Notes

- Focused, unit-economics-disciplined edtech (post-hype); courses + subscriptions + B2B; equity-funded (₹1.5cr seed).
- Value in learners, outcomes & sustainable economics (LTV:CAC > 3); approaching breakeven by Year 3.
- GST on courses/subscriptions; DPDP (minors care) & edtech ad/refund guidelines; DPIIT recognition.
- Outcomes, engagement, disciplined CAC & efficient scaling are decisive; figures illustrative, exclude GST.

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No signup needed to explore; each tool guides you step by step.

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