



B U S I N E S S P L A N · I N D I A

Language-Learning Product

App-based English & language learning - freemium subscriptions, AI practice & live tutoring

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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 **Language-Learning Product** in India — an app/course business teaching English & other languages (spoken English, business English, regional & foreign languages) through interactive lessons, practice, AI-assisted speaking & live tutoring, via a freemium app & subscriptions. It earns subscription revenue plus premium live-tutoring & certification, monetising India's vast, aspirational English & language-learning demand.

English & language proficiency is a major aspiration & employability driver in India, and demand for accessible, affordable, mobile language learning — especially spoken English for Tier-2/3 & vernacular users — is enormous. A focused product with strong pedagogy, engagement & efficient acquisition can scale recurring subscription revenue at low marginal cost. This is a product/startup with an equity-funding profile, disciplined on unit economics.

This is a technology product venture — it raises **angel/seed equity** (DPIIT startup benefits) for product, content & growth, not a term loan. This plan models a seed round of **₹1.5 crore** to build the app & content, reach product-market fit & scale subscriptions, targeting **₹50 lakh** revenue in Year 1 and **₹3 crore** by Year 3. (*Illustrative freemium-subscription model — figures indicative.*)

2. Business Description, Vision & Legal Structure

Concept: A mobile-first language-learning product making English & languages accessible & effective - interactive, AI-assisted & affordable.

Vision: To help millions of Indians gain language & English proficiency & opportunity.

Mission: Deliver effective, engaging, affordable language learning at scale - with strong outcomes & retention.

Legal structure options

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

Regulatory anchor: a language-app is a product/subscription business — GST on subscriptions, content & curriculum IP, data protection (DPDP; minors care), app-store & payment compliance, and honest outcome/advertising claims. Pedagogy & outcomes, engagement & retention, unit economics (CAC, LTV, conversion), and efficient scaling determine success; equity-funded & scalable at low marginal cost.

3. Promoter & Ownership

Led by a founder (or team) with language-pedagogy, product & growth experience. The team includes content/linguists, product & engineering, growth, and (for live) tutors. A Private Limited holds IP; founder-plus-ESOP with angel/seed investors is typical. Ownership, ESOP & investor stakes are editable inputs.

4. Market Analysis — India

India's English & language-learning demand is vast & aspirational — spoken English for jobs, business & confidence, regional & foreign languages, across a huge, mobile-first, vernacular population. Affordable app-based learning reaches beyond metros. The market rewards effective pedagogy, engagement, affordability & outcomes; freemium-to-subscription conversion & retention drive economics.

Demand drivers

- **English as employability & aspiration.**
- **Mobile-first & vernacular** learners.
- **Spoken-English & confidence** demand.
- **Affordable app-based** access.
- **AI-assisted & live** practice.

Market sizing (illustrative framing)

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

Target segments

- Spoken-English learners (jobs/confidence).
- Students & professionals.
- Vernacular & Tier-2/3 users.
- Foreign-language learners.

5. Competition & Competitive Advantage

Landscape: global language apps, Indian English-learning apps, coaching, and free content. The firm competes on pedagogy, engagement, India/vernacular focus, affordability & outcomes.

The firm's edge

- **Effective pedagogy & outcomes.**
- **India/vernacular & spoken-English** focus.
- **Engagement & AI-assisted practice.**
- **Affordability & live options.**
- **Strong retention & unit economics.**

6. Product & Pricing

Offering	Model	Basis
Freemium app	Free tier (acquisition)	Funnel
Subscription (premium)	Monthly/annual	Recurring (core)
Live tutoring / speaking	Premium / add-on	Higher value
Certification	Per certificate	Add-on
B2B / institutional	Licence	Volume

Freemium drives acquisition; subscriptions are the recurring core; live tutoring, certification & B2B add revenue & ARPU. Low marginal cost per user makes it scalable; free-to-paid conversion, retention & efficient CAC (vs. LTV) drive sustainable economics.

7. Go-to-Market — Marketing & Sales

- **App-store & organic** (content/social/vernacular).
- **Freemium funnel** & conversion.
- **Outcomes & testimonials.**
- **Referrals & community.**
- **B2B/institutional** & efficient paid.

Approach

Acquire via freemium & organic → engage & convert to subscription → retain via outcomes & engagement → expand (live/certification/B2B). Conversion, retention & efficient CAC:LTV drive scalable, sustainable growth.

8. Operations Plan

- **Product:** mobile app (interactive lessons, speech/AI, practice, live), content & curriculum.
- **Content & pedagogy:** linguists & instructional design; quality, levels & updates.
- **Growth & success:** acquisition, onboarding, engagement & retention; live-tutor ops.
- **Data & compliance:** DPDP (minors), app-store & payment, analytics.
- **Capacity:** cloud-scalable; scale via content, product & growth spend.

Product workflow

Stage	Focus	Metric
Acquire	Freemium	Installs/CAC
Engage	Lessons/practice	DAU/streak
Convert	Subscription	Conversion %
Outcome	Proficiency	Outcomes
Retain	Renew/expand	Churn/LTV

9. Regulatory, Licences & Compliance (India)

- **Corporate:** Private Limited; DPIIT startup; ESOP & FEMA for fundraising; content IP protection.
- **Tax:** GST on subscriptions; app-store & payment-gateway compliance.
- **Data & consumer:** DPDP (minors care); honest outcome/advertising claims; refunds.
- **Content:** curriculum/content IP, linguist/tutor contracts, quality.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Founder(s)	2	2	2
Content & linguists	3	6	10
Product & engineering	3	7	11
Growth & marketing	2	5	9
Live tutors & support	2	5	9
Total	12	25	41

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Build	Month 0–4	App, content; seed raised; first subscribers
PMF	Month 4–10	Engagement & conversion validated; ₹50L revenue
Traction	Month 10–12	Efficient acquisition; unit economics proven
Scale	Year 2	Languages/segments; live & B2B; Series-A ready
Growth	Year 3	₹3cr revenue; strong retention

12. Financial Plan (Illustrative — freemium subscription)

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; product ventures invest ahead of revenue, equity-funded, with value in subscribers & retention.

12.1 Funding & means of finance (seed)

Use of seed capital	₹
Product & engineering	50,00,000
Content & pedagogy	35,00,000
Growth & marketing	50,00,000
Ops, compliance & buffer	15,00,000
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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Subscriptions	40,00,000	1,25,00,000	2,20,00,000
Live tutoring & certification	14,00,000	38,00,000	62,00,000
B2B / institutional	6,00,000	12,00,000	18,00,000
Total revenue	60,00,000	1,75,00,000	3,00,00,000
Product & engineering	50,00,000	80,00,000	1,15,00,000
Content & live tutors	30,00,000	55,00,000	80,00,000
Growth & marketing	45,00,000	70,00,000	95,00,000
Ops & overheads	15,00,000	25,00,000	35,00,000
Total expenses	1,40,00,000	2,30,00,000	3,25,00,000
EBITDA (before tax)	–80,00,000	–55,00,000	–25,00,000
Path	Invest / PMF	Scale	Toward profit

12.3 Unit economics & path to profitability

- **Core metrics:** installs, free-to-paid conversion, CAC, LTV (LTV:CAC > 3), retention/churn, ARPU, gross margin (high).
- **Engagement:** DAU/streaks & outcomes drive retention & conversion; live/certification lift ARPU.
- **Path:** equity-funded losses in Years 1–2; toward profit by Year 3 on retention & efficient CAC; Series-A bridges scale.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening cash	1,50,00,000	1,24,00,000	1,00,00,000	80,00,000
Revenue in	8,00,000	13,00,000	18,00,000	21,00,000
Cash burn (opex)	34,00,000	37,00,000	38,00,000	39,00,000
Closing cash (runway)	1,24,00,000	1,00,00,000	80,00,000	62,00,000

Like all product startups, this manages **runway** — seed capital funds ~15–18 months of net burn while proving engagement, conversion & retention toward a Series-A. Value is in subscribers, outcomes & unit economics; disciplined CAC is essential.

12.5 Key Performance Indicators to Monitor

- **Growth:** installs; paying subscribers; MoM growth.
- **Economics:** conversion %; CAC; LTV; LTV:CAC; ARPU.
- **Engagement:** DAU/MAU; streaks; retention; outcomes.
- **Runway:** burn; months of runway; Series-A readiness.

13. Funding Requirement & Investability

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

13.1 Funding utilisation

Use of funds	₹	% of total
Product & engineering	50,00,000	33%
Growth & marketing	50,00,000	33%
Content & pedagogy	35,00,000	23%
Ops, compliance & buffer	15,00,000	10%
Total	1,50,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Low conversion / retention	Engagement, outcomes, onboarding; live/certification hooks
High CAC / poor economics	Organic & freemium; referrals; niche/vernacular; discipline
Free-content competition	Structure, outcomes, AI-practice & certification differentiation
Runway / funding risk	Milestone spend; raise ahead of need; capital efficiency
Compliance (DPDP/minors/ads)	DPDP; honest claims; refunds; app-store compliance

15. SWOT Analysis

Strengths Vast aspirational demand; scalable & high-margin; recurring subscriptions; India/vernacular focus.	Weaknesses Pre-profit & burn-funded; conversion/retention risk; funding-dependent; content-heavy.
Opportunities Spoken-English & vernacular; AI-practice; live & B2B; certification & employability.	Threats Global apps & free content; funding caution; CAC inflation; retention challenge.

16. Recommended AiSevak Tools for This Business

This language-learning product would use AiSevak's EdTech & startup-oriented tools:

- **Product & growth:** app-analytics, conversion/retention, 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

- Freemium-subscription product; equity-funded (₹1.5cr seed); value in subscribers, outcomes & retention.
- Conversion, retention & LTV:CAC > 3 drive economics; toward profit by Year 3.

- GST on subscriptions; DPDP (minors) & app-store/payment compliance; DPIIT recognition.
- Pedagogy/outcomes, engagement, conversion & efficient CAC are decisive; figures illustrative, exclude GST.

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