



B U S I N E S S P L A N · I N D I A

STEM / Robotics Education Brand

Coding, robotics & STEM for kids - kits, labs, school tie-ups & franchise; NEP-aligned

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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 **STEM / Robotics Education Brand** in India — a business teaching children (ages 6–16) coding, robotics, electronics, AI & STEM through kits, hands-on labs, after-school programs, school tie-ups & online classes, often with a franchise/centre model. It earns program & course fees, kit sales, and school-partnership & franchise income, riding the strong demand for future-skills education for kids.

Parents increasingly invest in coding, robotics & STEM for their children's future, and the National Education Policy (NEP) push for experiential & coding education (coding from Class 6) drives school & parent demand. A well-run STEM brand with strong curriculum, engaging kits/labs, good instructors & school tie-ups builds fee-based, scalable revenue — via own centres, school partnerships, franchise & online, largely self-/fee-funded.

The promoter — an education / STEM entrepreneur — seeks total funding of **₹18 lakh** (₹6.5 lakh promoter + ₹11.5 lakh term/WC finance, eligible under Mudra/CGTMSE; largely fee-funded & franchise-expandable), targeting **₹45 lakh** revenue in Year 1 and **₹1.3 crore** by Year 3. (*Fee-based programs + kits + school/franchise model.*)

2. Business Description, Vision & Legal Structure

Concept: A STEM/robotics education brand building kids' future-skills - coding, robotics & STEM - via kits, labs, school tie-ups & online.

Vision: To make quality STEM & coding education accessible & engaging for children.

Mission: Spark curiosity & build future-skills in kids through hands-on, curriculum-backed STEM learning.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as centres/partnerships grow.
- **Private Limited** — for scaling via franchise, schools & capital.

Regulatory anchor: a STEM-ed brand is a fee-based education & products business — GST on fees & kits, curriculum/content IP & instructor contracts, child-safety & background verification (working with minors), school-partnership contracts, franchise (FDD-style) agreements if franchising, and DPDP. Curriculum & kit quality, instructors, school tie-ups & NEP alignment determine success; scalable via franchise & schools.

3. Promoter & Ownership

Led by a promoter with education, STEM or edu-business experience. Delivery uses instructors/facilitators, a curriculum & kit-development team, school-partnership & franchise sales, and support. Year-one ownership rests with the promoter; ownership and profit-sharing (and franchise terms) are editable inputs.

4. Market Analysis — India

India's kids' STEM/coding-education demand is strong & growing, driven by parental aspiration, future-skills awareness, and NEP's push for coding & experiential learning (coding from Class 6). Schools seek STEM/robotics partners; parents seek after-school & online programs. The market rewards curriculum quality, engagement, instructors & school tie-ups; franchise & school models scale reach.

Demand drivers

- **Parental aspiration & future-skills.**
- **NEP coding/experiential** push.
- **School STEM/robotics** demand.
- **After-school & online** programs.
- **Coding/AI/robotics** trend.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Kids' STEM/coding-ed market in India	Very large & growing
SAM	Reachable students/schools in the region	Substantial
SOM (Yr 1-3)	Students + schools + franchises	Scaling

Target segments

- Kids (6-16) & parents.
- Schools (STEM/robotics labs & programs).
- After-school & online learners.
- Franchise partners.

5. Competition & Competitive Advantage

Landscape: STEM/coding-ed brands, coding apps, local classes, and school in-house. The firm competes on curriculum & kit quality, engagement, instructors, school tie-ups & NEP alignment.

The firm's edge

- **Strong curriculum & engaging kits/labs.**
- **Quality, trained instructors.**
- **School tie-ups & NEP alignment.**
- **Hands-on & project-based.**
- **Franchise/online scalability.**

6. Services & Pricing

Offering	Model	Basis
After-school / centre programs	Course/term fee	₹8,000-30,000/term
School partnerships (labs/programs)	Per-school / per-student	B2B contract
Kits & materials	Per kit	Product margin
Online classes	Subscription / course	Recurring
Franchise	Fee + royalty	Expansion

Program fees & school partnerships drive core revenue; kits add product margin; online & franchise scale reach. School tie-ups give recurring, higher-volume B2B; franchise scales capital-light. Curriculum & engagement drive retention & word-of-mouth.

7. Go-to-Market — Marketing & Sales

- **School partnerships** (B2B, recurring).
- **Parent & community** (demos, workshops, referrals).
- **NEP-alignment & outcomes** positioning.
- **Online reach** & digital.
- **Franchise** expansion.

Approach

Win school partnerships & enrol students via demos → deliver engaging, outcome-focused STEM → retain & earn referrals → scale via online & franchise. School tie-ups & curriculum quality drive recurring, scalable growth.

8. Operations Plan

- **Base:** a centre/lab & kit-inventory; delivery at own centre, schools & online.
- **Process:** curriculum & kit development → instructor training → program delivery (centre/school/online) → assessment & showcase → retention & upsell.
- **Curriculum & kits:** age-wise curriculum, robotics/electronics kits, projects & updates.
- **Quality & safety:** instructor training & verification, child-safety, engagement.
- **Capacity:** centres, schools & online batches; scale by franchise, schools & online.

Program workflow

Stage	Activity	Metric
Develop	Curriculum/kits	Quality
Enrol	Students/schools	Enrolments
Deliver	Classes/labs	Engagement
Showcase	Projects	Outcomes
Retain	Renew/refer	Retention

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (fees & kits attract GST); Udyam (MSME).
- **Child safety:** instructor background verification; safeguarding; consent (minors); DPDP.
- **Contracts:** school-partnership & franchise agreements; curriculum/kit IP; instructor contracts.
- **Products:** kit safety & standards; import/sourcing compliance for components.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Head	1	1	1
Instructors / facilitators	4	9	16
Curriculum & kit development	1	2	3
School & franchise sales	1	3	5
Admin & support	1	2	3
Total	8	17	28

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Curriculum, kits, centre, instructors, first schools
Launch	Month 2-4	First programs & school tie-ups
Traction	Month 4-10	Students & schools build; break-even nears
Scale	Year 2	Online, more schools; franchise launch
Growth	Year 3	Franchise & school network; strong enrolment

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. Fee-based programs + kits + school/franchise; largely fee-funded & franchise-scalable.

12.1 Project cost & means of finance

Capital requirement	₹
Centre/lab & setup	5,00,000
Curriculum & kit development + inventory	5,50,000
Branding, school & franchise marketing	4,00,000
Platform (online) & IT	2,00,000
Working-capital buffer	1,50,000
Total project cost	18,00,000
Promoter contribution	6,50,000
Term/WC loan (Mudra / CGTMSE)	11,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Programs & school partnerships	30,00,000	60,00,000	85,00,000
Kits & materials	10,00,000	20,00,000	28,00,000
Online & franchise	5,00,000	14,00,000	17,00,000
Total revenue	45,00,000	94,00,000	1,30,00,000
Instructors & curriculum salaries	22,00,000	44,00,000	60,00,000
Kit COGS & materials	6,00,000	12,00,000	17,00,000
Centre, platform & overheads	6,00,000	11,00,000	15,00,000
Marketing & sales	6,00,000	12,00,000	16,00,000
Interest on loan	1,15,000	90,000	55,000
Total expenses	41,15,000	79,90,000	1,08,55,000
Net profit (before tax)	3,85,000	14,10,000	21,45,000
Net margin	8.6%	15.0%	16.5%

12.3 Unit economics & break-even

- **Per student:** program fee + kit – (instructor + materials + overhead); school partnerships give higher-volume B2B.
- **Franchise:** capital-light scaling via fee + royalty; online adds reach at low marginal cost.
- **Break-even:** reached around month 6–9 as students & schools build.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	1,50,000	1,70,000	2,30,000	3,20,000
Fee & kit collections	9,00,000	12,00,000	13,00,000	11,00,000
Operating outflows	8,60,000	11,20,000	11,90,000	10,60,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	1,70,000	2,30,000	3,20,000	3,40,000

Program fees (term-based) & kit sales give good cash, with academic-year seasonality; school partnerships add recurring B2B. Franchise fees & royalties scale capital-light; the buffer covers the ramp.

12.5 Key Performance Indicators to Monitor

- **Enrolment:** students; schools; batches; conversion.
- **Retention:** renewals; referrals; engagement.
- **Economics:** revenue per student; kit margin; per-school value.
- **Expansion:** franchises; online; school network.

13. Funding Requirement & Bankability

Total ask: **₹11.5 lakh term/WC finance** against ₹6.5 lakh promoter contribution — funds centre, curriculum/kits & marketing; eligible under **PMMY (Mudra)**/CGTMSE. Fee-funded & franchise-scalable — Year-1 net profit ~₹3.85 lakh against modest debt service gives a sound DSCR, strengthening with schools & franchise — bankable, aided by NEP-driven demand.

13.1 Funding utilisation

Use of funds	₹	% of total
Curriculum & kit development + inventory	5,50,000	31%
Centre/lab & setup	5,00,000	28%
Branding, school & franchise marketing	4,00,000	22%
Platform (online) & IT	2,00,000	11%
Working-capital buffer	1,50,000	8%
Total	18,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Instructor quality/attrition	Training, verification & retention; standardised curriculum
Child-safety	Background verification; safeguarding; consent; protocols
School-partnership cycles	Multiple schools; recurring contracts; parent/after-school mix
Franchise quality	Franchise standards, training & support; brand control
Competition & trends	Curriculum quality, engagement & NEP alignment

15. SWOT Analysis

Strengths Strong growing demand; NEP tailwind; multi-channel (centre/school/online/franchise); kit margin.	Weaknesses Instructor & child-safety dependent; seasonal; franchise-quality risk; competition.
Opportunities NEP coding/STEM; school partnerships; franchise & online scale; AI/robotics trend.	Threats Coding-app & brand competition; trend shifts; school-budget cycles; safety/regulation.

16. Recommended AiSevak Tools for This Business

This STEM/robotics brand would use AiSevak's EdTech vertical tools in delivery:

- **Program ops:** enrolment/LMS, batch/scheduling, kit-inventory and school/franchise-CRM tools.

- **Compliance & expansion:** child-safety/verification, franchise-agreement and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-student & per-school economics and Break-even tools to model the brand.

17. Key Assumptions & Notes

- Fee-based programs + kits + school partnerships + online/franchise; NEP-driven demand.
- School tie-ups give recurring B2B; franchise scales capital-light; academic-year seasonality.
- Term/WC finance ~11% p.a.; fees & kits attract GST; child-safety & DPDP (minors) mandatory.
- Curriculum & kit quality, instructors, school tie-ups & NEP alignment are decisive; figures exclude GST.

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

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