



B U S I N E S S P L A N · I N D I A

Upskilling / Career Bootcamp

*Job-oriented cohort bootcamps with projects, mentorship & placement - outcome-driven,
fee-based*

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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 **Upskilling / Career Bootcamp** in India — an intensive, job-oriented training business delivering cohort-based bootcamps in high-demand skills (full-stack/data/AI, digital marketing, design, cloud, sales) with hands-on projects, mentorship & placement support. It earns cohort fees (and optionally income-share agreements), monetising the strong demand for employability & career transitions — outcome- (placement-) driven, largely fee-funded.

India's employability gap & career-transition demand are large: graduates & professionals need job-ready skills that colleges don't provide, and employers want work-ready talent. Bootcamps that deliver real skills & placements command strong fees & word-of-mouth. A focused bootcamp with quality curriculum, mentors, projects & a placement network builds outcome-driven, cash-generative revenue — distinct from burn-heavy content edtech.

The promoter — an edu/industry professional — seeks total funding of **₹15 lakh** (₹5.5 lakh promoter + ₹9.5 lakh term/WC finance, eligible under Mudra/CGTMSE; largely fee-funded thereafter), targeting **₹50 lakh** revenue in Year 1 and **₹1.5 crore** by Year 3. (*Cohort-fee, placement-outcome-driven, cash-generative model.*)

2. Business Description, Vision & Legal Structure

Concept: A job-oriented bootcamp turning learners into work-ready professionals - intensive cohorts, projects, mentorship & placement.

Vision: To be a placement-leading bootcamp for in-demand careers.

Mission: Deliver real, job-ready skills & placements - through hands-on, mentored, outcome-focused training.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as cohorts & team grow.
- **Private Limited** — for scaling, ISA/financing partners or capital.

Regulatory anchor: a bootcamp is a fee-based (sometimes ISA-financed) training business — GST on fees, curriculum/content IP & instructor contracts, honest placement/outcome claims (advertising & consumer-protection), ISA/loan-partner & refund compliance, and DPDP. Curriculum quality, mentors, projects & real placements determine success & word-of-mouth; placement outcomes are the core asset.

3. Promoter & Ownership

Led by a promoter with edu, industry or training experience. Delivery uses instructors/mentors (industry practitioners), curriculum & projects team, placement/career team, and sales/admissions. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India's employability & upskilling demand is large & growing — millions of graduates & professionals need job-ready skills & career transitions, and employers want work-ready hires. Bootcamps (esp. tech, data/AI, digital) command strong fees where they deliver placements. The market rewards curriculum quality, mentors, projects & real outcomes; it is fee/ISA-funded & outcome-driven.

Demand drivers

- **Employability gap** & college-industry mismatch.
- **Career transitions & upskilling.**
- **High-demand skills (tech/data/AI/digital).**
- **Employer need** for work-ready talent.
- **Placement & ROI** focus.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Upskilling/bootcamp market in India	Very large
SAM	Reachable learners in the skill niche	Substantial
SOM (Yr 1-3)	Cohort learners per year	Scaling

Target segments

- Graduates & job-seekers.
- Career-switchers & upskillers.
- Working professionals.
- Employers (hiring partners).

5. Competition & Competitive Advantage

Landscape: large bootcamps & edtech, colleges, free content, and coaching. The firm competes on curriculum quality, mentors, projects, placements & outcomes.

The firm's edge

- **Job-ready curriculum & projects.**
- **Industry mentors.**
- **Real placements & outcomes.**
- **Cohort & community.**
- **Employer hiring network.**

6. Services & Pricing

Offering	Model	Indicative price
Cohort bootcamp (flagship)	Per cohort	₹40,000-1,50,000
Income-share agreement (ISA)	% of salary post-placement	Deferred/outcome
Short/weekend upskilling	Per course	Lower price
Corporate cohorts	B2B contract	Volume
Placement & career services	Included / employer-side	Value

Cohort fees are the core (upfront or financed/ISA); short courses & corporate cohorts add volume; employer/placement relationships add value. Placement outcomes drive fees, word-of-mouth & low CAC — the profitability lever. ISAs defer revenue but align to outcomes.

7. Go-to-Market — Marketing & Admissions

- **Placement outcomes & alumni** (core marketing).
- **Content, demos & webinars.**
- **Employer & hiring-partner** network.
- **Referrals & community.**
- **Financing/ISA** options for access.

Approach

Attract via outcomes, content & demos → admit motivated cohorts → deliver skills, projects & placements → build alumni & employer network → grow via referrals & results. Placements & outcomes drive fees, low-CAC growth & reputation.

8. Operations Plan

- **Base:** a studio/office for live cohorts & content; online delivery platform.
- **Process:** admissions & screening → intensive cohort (live + projects + mentorship) → assessment & portfolio → placement support → alumni & employer network.
- **Curriculum & mentors:** industry-aligned curriculum, projects, practitioner mentors, updates.
- **Placement:** career prep, employer partnerships, hiring drives; outcome tracking.
- **Capacity:** cohort sizes & frequency; scale by tracks, cohorts & corporate.

Bootcamp workflow

Stage	Activity	Metric
Admit	Screen & enrol	Cohort fill
Train	Live + projects	Completion
Assess	Portfolio	Job-readiness
Place	Employer drives	Placement %
Grow	Alumni/referral	Referrals

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (fees attract GST); Udyam (MSME).
- **Claims & consumer:** honest placement/outcome & advertising claims; refund policy; consumer protection.
- **ISA/financing:** ISA & loan-partner compliance; transparent terms.
- **Content & data:** curriculum/content IP, instructor contracts; DPDP-aligned learner data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Head	1	1	1
Instructors & mentors	3	7	12
Curriculum & projects	1	3	4
Placement & career	1	3	5
Admissions, sales & admin	2	4	6
Total	8	18	28

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Curriculum, mentors, platform, employer ties, first cohort
Launch	Month 2-4	First cohort runs & graduates
Traction	Month 4-10	First placements & results; break-even nears
Scale	Year 2	More tracks/cohorts; corporate; placement network
Growth	Year 3	Placement-brand; strong referral admissions

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. Cohort-fee, placement-outcome-driven; largely fee-funded & cash-generative (ISA defers revenue if used).

12.1 Project cost & means of finance

Capital requirement	₹
Studio/platform & tech	4,00,000
Curriculum & projects development	3,50,000
Branding & admissions marketing	4,00,000
Placement & setup	1,50,000
Working-capital buffer	2,00,000
Total project cost	15,00,000
Promoter contribution	5,50,000
Term/WC loan (Mudra / CGTMSE)	9,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Cohort bootcamp fees	38,00,000	78,00,000	1,10,00,000
Short courses & corporate cohorts	10,00,000	22,00,000	32,00,000
Employer/placement & other	2,00,000	6,00,000	8,00,000
Total revenue	50,00,000	1,06,00,000	1,50,00,000
Instructors, mentors & curriculum	24,00,000	48,00,000	66,00,000
Placement & career team	5,00,000	11,00,000	16,00,000
Marketing & admissions	8,00,000	16,00,000	22,00,000
Platform, studio & overheads	5,00,000	9,00,000	13,00,000
Interest on loan	1,00,000	75,000	45,000
Total expenses	43,00,000	84,75,000	1,17,45,000
Net profit (before tax)	7,00,000	21,25,000	32,55,000
Net margin	14.0%	20.0%	21.7%

12.3 Unit economics & break-even

- **Per cohort:** fees × learners – (instructors/mentors + placement + overhead); cohort size & completion drive margin.
- **Placement-led CAC:** outcomes & alumni drive referrals, keeping admissions cost efficient — the profitability lever.
- **Break-even:** reached around month 6–9 as cohorts & placements build; ISAs defer (but align) revenue if used.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,00,000	2,30,000	2,90,000	3,90,000
Fee collections	10,00,000	13,00,000	15,00,000	13,00,000
Operating outflows	9,50,000	12,20,000	13,80,000	12,40,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	2,30,000	2,90,000	3,90,000	4,30,000

Cohort fees are collected upfront (or via financing partner), giving good cash; placement outcomes drive next-cohort demand. If ISAs are used, revenue defers to post-placement — model financing accordingly. Placement-led referrals keep CAC efficient.

12.5 Key Performance Indicators to Monitor

- **Admissions:** cohort fill; applicants; conversion.
- **Outcomes:** completion %; placement %; salary uplift (the core asset).
- **Economics:** revenue per learner; CAC; margin per cohort.

- **Growth:** referrals; employer partners; alumni.

13. Funding Requirement & Bankability

Total ask: **₹9.5 lakh term/WC finance** against ₹5.5 lakh promoter contribution — funds curriculum, platform & admissions marketing; eligible under **PMMY (Mudra)/CGTMSE**. Fee-funded & cash-generative — Year-1 net profit ~₹7 lakh against modest debt service gives a strong DSCR — comfortably bankable, strengthening as placement outcomes drive low-CAC admissions.

13.1 Funding utilisation

Use of funds	₹	% of total
Studio/platform & tech	4,00,000	27%
Branding & admissions marketing	4,00,000	27%
Curriculum & projects development	3,50,000	23%
Working-capital buffer	2,00,000	13%
Placement & setup	1,50,000	10%
Total	15,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Poor placements / outcomes	Industry curriculum, mentors, projects, employer network; screening
Claim/advertising risk	Honest, verifiable placement claims; refunds; compliance
High admissions CAC	Outcomes & alumni referrals; content; financing access
ISA/financing risk (if used)	Financing partners; transparent terms; outcome alignment
Market/skill shifts	Curriculum updates; multiple tracks; industry ties

15. SWOT Analysis

Strengths Large employability demand; strong fees; cash-generative; outcome/referral-led; scalable cohorts.	Weaknesses Placement-outcome dependent; instructor-reliant; claim-risk; skill-shift sensitive.
Opportunities Tech/data/AI & digital skills; corporate cohorts; ISA access; employer network.	Threats Big bootcamps & free content; placement-market cycles; claims scrutiny; competition.

16. Recommended AiSevak Tools for This Business

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

- **Bootcamp ops:** admissions/LMS, cohort/project, placement-tracking and fee/ISA-billing tools.
- **Compliance & content:** claims/advertising, curriculum-IP/instructor-contract and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-cohort economics and Break-even tools to model the bootcamp.

17. Key Assumptions & Notes

- Cohort-fee, placement-outcome-driven; largely fee-funded & cash-generative (ISA defers revenue if used).
- Placement outcomes drive fees & low-CAC referrals; multiple tracks & corporate cohorts add scale.
- Term/WC finance ~11% p.a.; fees attract GST; honest placement claims & ISA/refund compliance.
- Curriculum, mentors, projects & real placements are decisive; figures exclude GST.

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