

India2 Business Plan



A digital system that provides quality education on select but essential subjects, and in the process, eradicates the dependency of social causes on external funding.

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Executive Summary

1.1 The Problem

There are several problems we aspire to solve. First, we want to act as a catalyst to bridge the ever growing knowledge gap. We believe that we humans have created a world so complex, that the common citizen cannot even begin to understand the cause-effect relationships of the present variables - let alone trying to take decisive action to prevent any unintended consequences.

For example, exponential technologies like Genetic Engineering & Big Data, to name a few, are evolving at such a fast pace (Appendix H) that the majority cant even take them into consideration when, say, picking a political leader - even though these technologies are going to be primary determinants of the future. As a result, we have political leaders decided on superficial reasoning such as religion and cast.

Second, India is one of the leading countries in terms of 'everyday giving', in other words, philanthropy by the common citizen. However still majority of it is not only done in the informal sector, but also is it carried out in a very inefficient and untraceable manner. (Appendix A)

Nonetheless, there are tertiary problems India2 plans to solve. These include the lack of truth in the history we teach our children about our own great civilization, and the susceptibility of people through digital media.

1.2 The Product / Solution

Our first step in achieving this mission will be creating a mobile app & online platform that will one, provide *entertaining & understandable* online courses covering ONLY the absolute essentials every human being needs to be aware of to even stand a chance at succeeding in the 21st Century; and two, partner with organisations/individuals pursuing projects that have a *scalable* solution to any country wide problems.

Our courses will cover Simple English (Up to middle school level), Business Literacy Fundamentals, Digital Literacy Fundamentals, Human Psychology Fundamentals, and real, evidence-based Indian History. In order to make the courses entertaining

whilst informative, we plan on delivering the information using a narrative structure & vibrant animations.

In essence, we will launch the largest and most simple public education campaign - with the hope that at least the right questions can begin to be asked.

The entire package will be priced at 10Rs/month and all profits from course sales will go directly to the social project of the subscriber's choice.

1.3 Mission

“To be a national standard for the facilitation of philanthropy carried out in the country, and be the solid foundation any citizen needs to tap into their full potential.”

Too many organizations focused on improving social well-being are reliant on donations and external funding to carry out their mission. Thus making it incredibly difficult not only to retain great social workers who are trying to pursue their passion, but also making it near impossible to scale the social impact.

We want to break the negative connotations of asking for money when providing a disproportionate amount of value in return.

Because in reality, money is not inherently good or bad, it's just a tool. So it really astounds us that no amount of money can be too much when it comes to products that harm oneself and society (alcohol & cigarettes) and no amount can be too less when it comes to providing a very real social benefit to the same parties (charitable donations).

1.4 Customers / Target Market

Our courses will be specifically made to be entertaining to watch and simple to understand, thereby making it appropriate to anyone above the age of 16. But theoretically, because of the price point and medium, literally anyone can learn from it.

Anyone with a smartphone connected to the internet, and wants to learn english, learn about our great nation's past, learn how to start a business, or simply wants to give back to their country, are all potential customers.

As for the social projects, at first, we will allow only those that fit the following criteria:

“A project that aids in the development of India and its citizens, by providing a scalable and impactful solution to any major problem present today”

1.5 Meet The Founders

Siddhant Sanghvi (Sid) and Rishi Surana, the founders of India2, have known each other for the better part of a decade and have a strong desire to give back to the country that has given them everything.

Sid is in his last year pursuing an undergraduate degree in ‘Applied Information Management Systems’ at Loyola Marymount University. He has a background in Theater & Film Production, and Digital Marketing.

Rishi is a budding programmer with an experience at front end & back end development, and is currently 1 year from getting an undergraduate degree in Computer Science. Rishi too has a strong background in Film & Theatre Arts.

1.6 Company Objective / Revenue Projection

Within the next 3 years (1 year to launch & 2 post launch), our objective is to penetrate 5% of Mumbai city, thus giving us a subscriber base of approx. 500,000 and a monthly revenue stream of approx. 50Lakh. With this, we want to facilitate the inflow of funding to social causes of *at least* 1 lakh per month.

Based on a high quality product (ie: entertaining and informative courses), the 10Rs/month price point, and contribution to social causes that benefit the country, we believe this is a very achievable target.

1.7 Cost Projection / Funding Requirement

Other than Staff & Management Team costs, the main cost drivers are going to be for Animation, Technology Development, & Marketing Spend.

For the next 3 years, we predict that a runway of ~INR 3CR will give us a solid foundation to achieve our goals.

The Problem

The world is changing.

For better or for worse, we are now entering a time in human civilization where our growth is akin to a car driving up a mountain really fast. And the higher we get, the further the clouds block our vision of where we are going.

There might be clear skies up ahead or we might drive straight off a cliff.

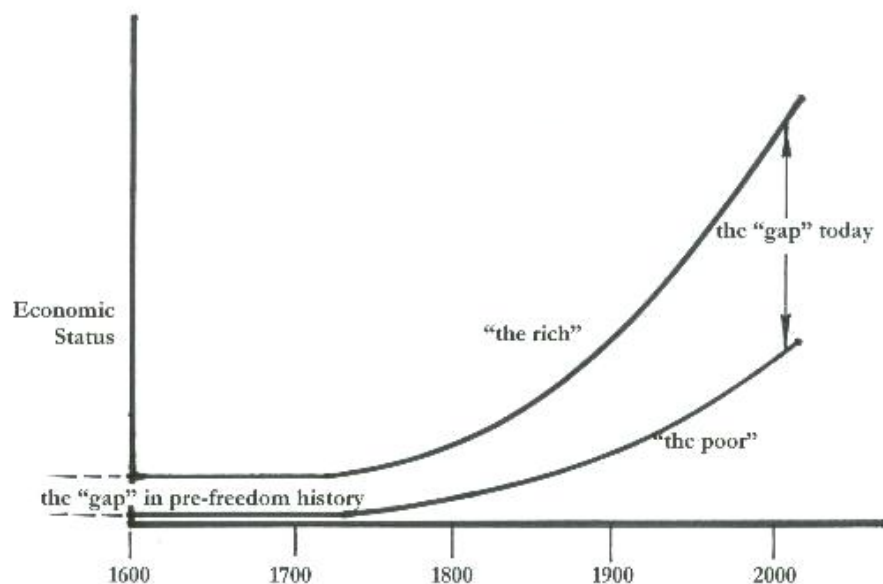
The good news is we are driving. And if we choose, we can slow down the car until we have a better idea of the road up ahead.

But the issue is, decision making is a 2-step process.

1. Being acquainted with sufficient relevant information
2. Acting in the direction that reflects our conclusions from the information

And we fear we have created a world so complex, that the common citizen cannot even begin to understand the cause-effect relationships of the present variables - let alone trying to take decisive action to prevent any unintended consequences.

Even in spite of the revolutionary free access of all information through the internet, the knowledge gap is much like the wealth gap.



Theoretically, access to more information than the US president had a decade ago should result in stupendous growth for everybody.

But the issue here is that the huge quantity of information has created a lot of noise, noise that even I, someone who has grown up with the internet, sometimes cannot distinguish from the truth.

Based on the disproportionate knowledge distribution, when it comes to reliable decision making at national and global magnitudes, it is literally impossible for the majority to contribute in a productive manner.

But that is all fine, this is precisely why we have a government - to take responsibility for guiding its society through times of uncertainty.

But what happens when people with the power to guide change in the right direction, either have much shorter time horizons for prioritizing issues to deal with, or and even worse, have not even acquainted themselves with the issues, and by definition, cannot even comprehend the gravity of the situation that they have simply deemed not worth their time?

You can see the direct effects of precisely this phenomenon through the monumental events that are the Trump Presidency and Brexit.

We believe it's incredibly unfair to expect the common man to not only learn up on complex matters emerging in other parts of the world, but also speak up in a reliable manner on issues that will not help them get through month end. They have enough to deal with.

And like mentioned before, our political leaders are far too caught up in the "game of politics" to lead the way on solving real issues - issues that get more blurry the more you look into them.

We will say it again, we have created a world far too complex for the average Homo Sapien to comprehend. And like, quite literally, the history of the universe has taught us, complexity will never cease to rise.

If our civilization as a whole does not rise in knowledge in a proportionate manner, we will perish. It could be physically, mentally, psychologically or all of the above.

You may be surprised, in agreement, or simply confused at what you have just read. We will elaborate on exactly the issues we have thus far been referring to.

But before, it's worth knowing that there are secondary and tertiary problems India² plans to solve.

These include the immense over-dependence of social ventures on donations, the lack of truth in the history we teach our own children about our civilization, the abundant influence of religion in political matters, and lastly the susceptibility of people through digital media.

This is not to say any of these issues are less important than the first, but we stress on the first because we believe the lack of knowledge is the root cause of the other issues, and not resolving that in a timely manner may not even give us a fighting chance to solve the rest.

Company & Team

2.1 Company Overview

Founded in May 2018, India2 is a Mumbai based ____ Organisation

We started this organisation when we realised that the underlying issue to the majority of India's and the world's problems is a growing knowledge gap. And fortunately, over the last few years, the necessary infrastructure to tackle this issue was finally put into place - Jio fixed the internet problem, Samsung/Oppo and others solved the smart device problem, and lastly, PayTM/PhonePe/Google solved the digital micropayment problem.

2.2 The Team

Currently our team comprises of 3 people: Sid Sanghvi, Rishi Surana, & Aman Kothari. Childhood friends brought up in Mumbai, we are a headstrong group firmly focused on leveraging existing and now seemingly trivial technologies to solve the great problems of today.

India2 is the brainchild of Sid and has a grand vision for its evolution. He is incredibly passionate about the future of education & has a long term aspiration to revamp the system every child is thrust into at an early age. As a strong advocate of Sir Ken Robinson's philosophy of education (Appendix B), Sid is adamant on eradicating the bad reputation 'learning' has gotten as a result of the torid rote memorization that has plagued our schools. With a strong background in Film Production & the Theatre Arts, he has first hand experience in how simply adding a narrative structure to any information can make it immensely more encapsulating.

In addition, Sid has a background in Digital Marketing - strategizing and executing successful campaigns with Facebook & Instagram advertising. Nonetheless, he has experience in Youtube Ads, Google Ads & SEO. Currently, he is in his last year at Loyola Marymount University pursuing an undergraduate degree in 'Applied Information Management Systems'.

With Sid's exuberant and tenacious ambition to achieve India2's goals, Aman provides the team with a calming influence and firmly grounds us in reality. Amongst friends and family he is known as the guy who, bluntly put, "gets shit

done”. With experience as a Part-Time Analyst at Adequita Capital in London, and in the Banking Financial Services at Ernst and Young, he has once again showed us that all praise for him is not unfounded.

Currently a Senior in Boston University pursuing a degree concentrated in ‘Finance’, ‘Strategy & Innovation’ and ‘Operations & Technology Management’ - his comprehensive understanding of numbers and operation efficiency has also earned him a seat on the Executive Board as Treasurer in his college fraternity, ‘Phi Kappa Tau’.

With a strong but controlled fire burning within the India2 team, Rishi comes in as the wind giving us the means to move in the direction we wish to. Having completed General Assembly’s Web Development Immersive course, and as a Junior Full-Stack Developer, Rishi gives us the needed technical know-how to make our dreams a functioning reality. As still a budding programmer, he is not only adamant on learning and improving on his trade by pursuing a ‘Computer Science’ degree at Mumbai University & working on projects out of the classroom, but also compensates for this fact by allowing us to tap into General Assembly’s large alumni base - thus making most potential technical obstacles solvable.

To add to his contribution to the India2 team, Rishi provides us with another dimension of perspective. With a strong background in Film & Theatre Arts as well, his creative side adds to the dynamic between the three team members giving us a unique ability to execute innovative strategies at solving today’s problems - the only way, we believe, a better tomorrow can be left for generations to come.

The Product / Technology

3.1 The Front End / User Experience

The India2 platform will be accessible via website & mobile app.

3.1.1 E-Learning Service

On one hand we will provide comprehensible and affordable online courses, a consumer trend that is on the rise (Appendix C), on the bare minimum of topics that are absolutely essential for every human being on this planet to be aware of.

The courses will be presented in a narrative structure and be constructed using Kurzgesagt style animation (Appendix D).

The main KPI that we will measure is “Course Completion Rate”. A Warwick University study of over 1000 online courses (Appendix E) concluded that the completion rate for most “Massive Open Online Courses, or MOOCs, is below 13%. Another joint-university study analysed the possible factors for this high attrition and came to the following conclusion: a lack of time, lack of learner’s motivation, feelings of isolation & the lack of interactivity in MOOCs, insufficient background & skills, and hidden costs. (Appendix F)

To combat this, we will target the “Learner’s Motivation” and eliminate all hidden costs. Our target will be to average at least a 25% completion.

The topics covered and why are as follows:

English (Up to Middle school level)

This is for the simple reason that English is the language predominantly used in business. Our goal is to help people reach a point in their english learning journey where they may be able to further improve on their own if they wish to.

Business Literacy Fundamentals

Whether we like it or not, our lives revolve around the principle of income and expenses. Thus, it is absolutely essential that people are aware of the rules of the

“money game” if they want to get anywhere in life. Of course, this subject is far too complex to cover in its entirety, therefore, we will focus on the fundamentals (Income Generating Assets, Consumer Liabilities etc.), and stress the importance of entrepreneurship as in the future, we believe, it will be one of the most important career paths.

Digital Literacy Fundamentals

We will go over what exactly the internet, the computer, Google and other daily tools are. Seeing that they have and continue to shape the 21st Century, we believe learning about this is much more important than learning about, say, the Steam Engine. We will also go over how to use the internet effectively when trying to learn something; how to navigate, connect the dots, retrieve and understand from the vast pools of information being thrown at us.

In addition, we will also go over exponential technologies like Artificial Intelligence, Blockchain, Synthetic Biology and many others. These are those that grow deceptively fast, holds the potential to impact every single citizen on this planet in profound ways, and is at the core of why our world is becoming far too complex for the average citizen to understand. There are far too many cases to cover right now so below are 2 described briefly:

Embryonic Artificial Selection: As the name suggests, no longer will it be “fate” that causes a child to be born with disabilities. We have always had the issue of a finite and scarce pool of Female Egg Cells, but not anymore. Now an embryo can be handpicked by analyzing 1000s thereby ensuring no birth defects or assuring the absence of genetic diseases. At first, this is amazing, but what will happen when the “natural” physical conception of a baby is seen as a potential risk? There are currently 10Million+ babies born with birth defects, what if this technology could bring it down to 0? Will insurance companies refuse to provide health insurance if a couple decides to pursue “natural” conception? Will the immensely affluent create artificially selected “natural” geniuses? What will it mean to be born with a “gift”?

Big Data: This is not new as is it's one of the first exponential technologies to go mainstream. It is also the perfect example to highlight the urgency of the growing knowledge gap situation. Through strategic Social Media advertising, individuals are given the power to psychologically influence the masses. We've already seen individuals leverage Big Data to push forward their own agendas through Trump's

Campaign, Brexit and even Modi's campaign. Precedence has been set for negative/selfish use of exponential technologies at the expense of the public.

Human Psychology Fundamentals

The reality we have constructed is a direct reflection of our collective minds. Not necessarily a reflection of our opinions, but the physiological capabilities of the brain. In other words, in order to understand why we do what we do, or why the world is how it is, or even how to change it for the better, we must first understand how our mind functions.

A Complete, Evidence-Based Indian & Big History

History is not the study of the past, it is the study of change. And change is the only constant we know for a fact that will exist in the future. Considering the future, on the most fundamental level, always holds a strong resemblance with the past, it is crucial to understand where we've come from to get to where we want to go. Big History will cover material from the birth of the Universe to the happenings of the distant future.

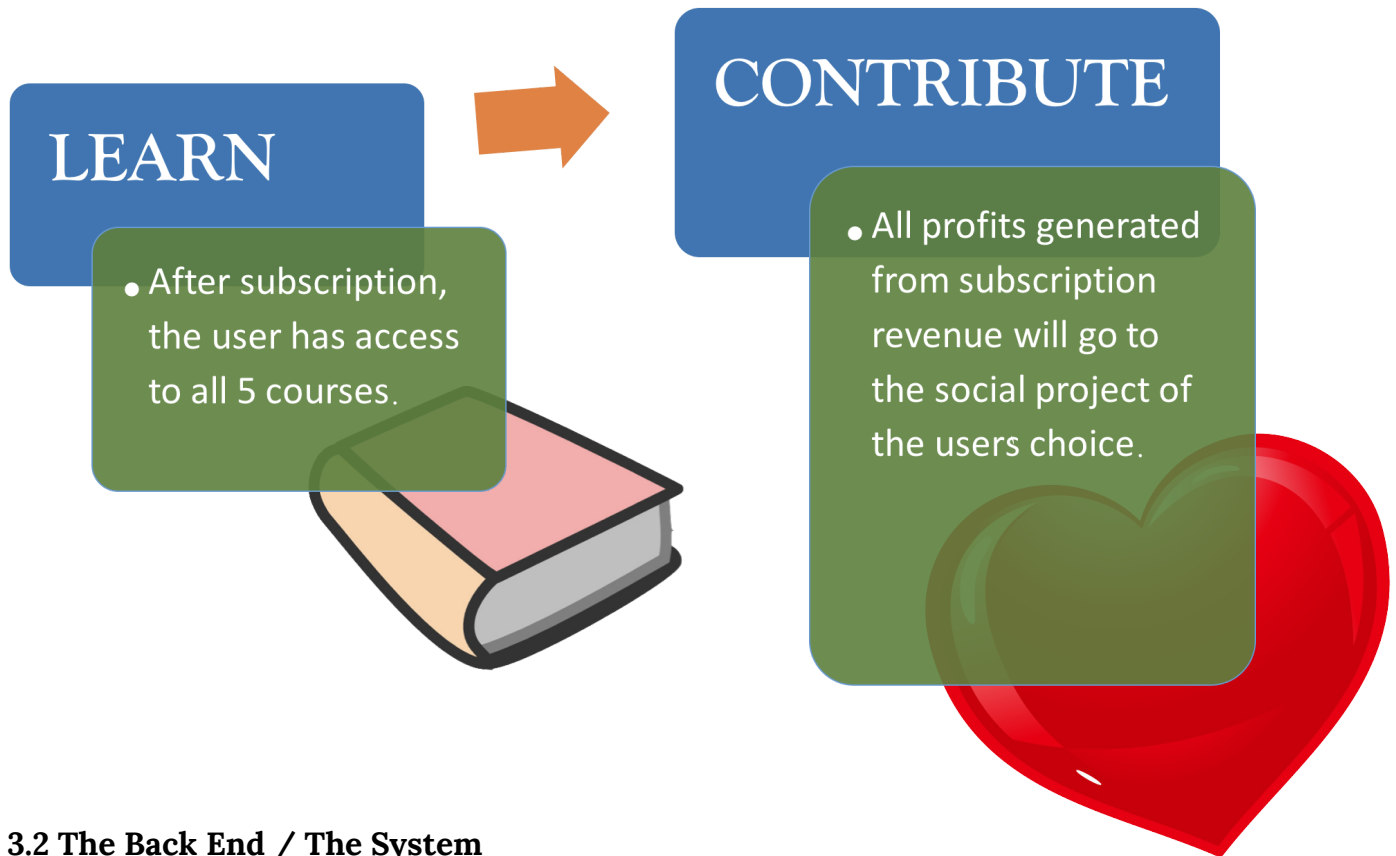
In addition, we believe it's critical that we correct the ideologies about our country that we have been spoon fed since our independence. Bringing to light the facts and evidence of India's past will not only open our nation's eyes but also empower us moving forward. Therefore, we will release a 3hr module at launch for viewers to binge & get hooked. We will continue releasing 20min episodes per month with the goal of creating a quality resource to correct and educate people on the journey our nation has taken thus far - a full timeline of India from ancient times.

3.1.2 Donation Service

On the other hand, the India2 platform will provide a donation service. Essentially we will be a platform that lists projects that organisations can put up for funding from individuals. All projects allowed will meet the following criteria:

“A project that aids in the development of India and its citizens, by providing a *scalable* and *impactful* solution to any major problem present today”

3.1.3 The User Process



3.2 The Back End / The System

The back end to the India2 system consists of specific monthly & quarterly recurring actions.

One, all monthly profits will be divided amongst projects based on the number of times selected by users. For example: If profits = Rs. 100, and 30/100 people have picked 'Project X', then, 30% of 100Rs. will be go to 'Project X'.

Two, we will release quarterly financials in an effort to make the process of transfer of funds, from user to project, as transparent as possible.

Market Opportunity

4.1 E-Learning Overview

Key Statistics (Appendix C)

- 735 Million projected internet users by 2021
- 470 Million projected smartphone users by 2021
- Indian Online Education market to reach USD 1.96 Billion by 2021 from the ~USD 250 Million in 2016
 - The supplemental education sector is to surpass USD 700 Million by 2021, and become the largest sector in the E-Learning market.

Overall, the E-Learning industry is poised to witness exponential growth. We humans are naturally curious creatures, and with the necessary infrastructure finally in place, every member who is part of this new knowledge based economy is bound to be a potential customer.

Today, regardless of socioeconomic status, a majority have got their hands on a smart device through products of Samsung, Oppo, Vivo, Xiaomi etc. Subsequently, Reliance Jio provided us with the necessary internet connection to these devices. And lastly, GooglePay, PhonePe, PayTm etc. solved the missing link necessary to tap into the massive information product consumer base in a scalable and efficient manner.

Major players in the industry currently include Unacademy, BYJUs, Vedantu, Udemy, Toppr, Coursera and many others. They each are players in their respective sub-niches and will be discussed further below.

4.2 'Everyday Giving' Overview

Key Statistics (Appendix A)

- In 2017, 'everyday giving' totalled ~INR 34k CR (USD 5.1B) to community, religion, disaster-relief and charitable causes.
- India's formal charitable giving is poised to grow to ~INR 15,500 cr (USD 2.3B), in the next 3-5 years.

- Offline giving channels dominate in India, but online channels are growing at ~30% CAGR.
- With 191 Million givers, India leads the way in quantity of people donating
- New digital channels have catalysed unprecedented levels of philanthropy
 - #GivingTuesdayIndia was launched in 2017, growing 6.7x in just one year, from raising INR 1.4 CR in 2017 to INR 9.03 CR in 2018
 - INR 7 cr (USD 1.1 m) was raised in 36 hours for Pulwama families via Bharat Ke Veer app
- India is facing a INR 533 lakh CR (USD 8.5 trillion) funding shortfall in realising the UN Sustainable Development Goals.

But who is the 'Everyday Giver'?

Anyone with an income over INR 2.5 Lakh (USD 3.8k) per year & a net worth below INR 7 CR (USD 1 Million), and gives money, goods, skills and/or time to Indian social development.

Since the act of charitable giving is clearly not the issue, the main hindrance to propelling India's growth by the 'everyday giver' is the fact that out of the INR 34,000 CR generated in 2017 for charitable causes, only 10% of it was carried out through the Formal channels - thus making it highly inefficient & opaque.

However, strategic technical interventions have helped propel everyday giving potential all over the world. For example, in China, everyday giving has risen to 10% of private philanthropy for social development in the last 10 years largely due to policy and technology barriers being eased. More specifically, Tencent played a significant role in lowering barriers for giving when it launched WeChat Pay, Tencent Foundation and the 99 Charity Day, which alone raised USD 19 Million, USD 45 Million and USD 122 Million from everyday givers in 3 days, in 2015, 2016 and 2017 respectively.

Within our borders, Paytm alone collected INR 30 CR (USD 4.6 m) from 12 lakh users in a week for Kerala flood-relief; so there is no reason why the same growth cannot be achieved in India, especially because India has the most number of people volunteering and donating money in the world.

Competition

It's no secret that neither online courses & other information products, nor philanthropy is new in the Indian Market. Even though they are still in infancy compared to mature industries such as offline education, a host of players provide us with perspective of how the landscape is evolving.

There are a plethora of E-Learning Platforms & Donation services, each in their own niche. So mentioned below are those that are the closest to India2, and thus could be classified as 'competition'.

5.1 E-Learning

The overwhelming focus of E-Learning in India is on Test Prep. BYJU's, Vedantu, Toppr, and even Unacademy, Udemty & Coursera to some degree, all provide Test Prep products and services - this is the first differentiator from India2. Our main focus will be solely on teaching people something *relevant* & new, and making the 'act of learning' fun.

Nonetheless, all the services mentioned above do have one strength that India2, at least in the initial stage, will not be able to compete with - the breadth of content. Due to their business models, they have managed to offer an enormous amount of content; for BYJUs, Unacademy, Vedantu & Toppr, this includes study material for a whole host of different examinations in India, and for Coursera & Udemty, this includes material on a variety of subjects like Philosophy, Business, Sciences etc. from established universities all around the world. It's worth mentioning Unacademy does offer a limited amount of "extra-curricular" subjects such as History, Leadership and so on.

While this is a great asset, it is also their greatest weakness. The immense amount of material seldom allows them to focus on the quality of presentation needed to make the content engaging. This is obviously less important for Test Prep as students anyway don't plan on remembering the material after the exam, but for the more abstract topics like History it's vital because here the only way for the student to retain the information is to make the Learning experience as "real" as possible; for example, when you watch an enthralling movie.

Lastly, the absence of Hindi content makes Coursera & Udemy useless to a majority of India, while the relatively higher price point makes India2 incredibly more attractive. (Coursera does have free courses but falls short on presentation, and Udemy courses range from INR 500-1000). Unacademy does offer free courses but they are monotonous and dull.

5.2 Online Donation Platforms

Recently, many individual SPOs have created their own gateways for people to donate through. However, from the entities that aggregate social projects and create a “philanthropy marketplace”, the players include Ketto, ImpactGuru, Milaap, FuelADream & GiveIndia.

Ketto, ImpactGuru, Milaap, and FuelADream are all For-Profit crowdfunding companies that allow individuals and NGO/NPOs to put up projects for donations (FuelADream also allows for Reward based projects). They have all been successful in raising funds in the crores of Rupees and have quality technology backing up their service, thus allowing for a convenient method for people to donate through. That said, none have a functional app usable on both IOS & Android; considering half the country will be online via smartphone in the next couple years, this is a huge missed opportunity.

On the other hand GiveIndia is a Non-Profit organisation offering donation crowdfunding as well. It's Non-Profit status and subsequent partnerships with established NGOs all throughout India have given them a strong brand image for transparent philanthropy - a goal that we aspire to reach as well. Their technology is also industry standard and offers a subscription format of giving like India2 but fall short by not having a functional mobile app spanning all operating systems.

Overall, several initiatives like the aforementioned, and others like ‘Make A Difference’ & ‘Teach For India’ are all making it extremely easy for the common citizen to give back to their community. However, they all have 1 fundamental flaw that will anchor them in a never ending cycle - they ask for something (money, volunteers, etc.), and promise to solve some problems in return. Their only Value Proposition is that of the emotion of fulfillment that arises when an individual gives back to society with no predisposition of asking for something in return. While this is a wonderful thing, it is also what is restricting them to grow. A new innovative strategy is needed to incentivize people to open their wallets and keep it open consistently.

Company Roadmap

6.1 Go To Market Strategy

Since no project like this has taken place so far, educating the public on what India2 stands for and how it works is absolutely essential.

Therefore, a month before the release of the complete app, we will start a marketing campaign educating the public. At this time, we will release the “Big History” course for free and also additional material that educates on India2 as a whole.

We have chosen Big History to lead the way because of several reasons. One, because of the nature of the content, we can make the visuals very cinematic allowing us to capture more attention. Two, Big History is literally the history of all of us - in a world where everything is getting further divided, it is absolutely essential that we must remember that we all come from the same origins and must work together for the greater good irrespective of caste, creed, color etc. And lastly, every since India’s successful mission to Mars, we see a growing interest in space that we can capitalize on; the release of “Mission Mangal” will only further add fuel to this fire.

Our marketing campaign will leverage the immense flexibility & reach of Digital Marketing features. (How ironic that we use the very technology that we called an issue before. A perfect example of how technology is not inherently bad or good. Like money, it's simply a tool) And in addition to leveraging Youtube, Google, Facebook & Instagram, we plan on leveraging the existing audience of the Bollywood industry to penetrate the more remote areas. We will reach out to several potential spokespeople as we believe our mission will resonate with many.

Lastly, we will offer a 1-month free for anyone who pre registers with their payment information before the complete platform is launched. After the early adopters are in the bag, we believe the snowball would have been set in motion and exponential growth will be witnessed.

6.2 Post-Launch Roadmap

Post launch our primary objective will be to become cash flow positive and achieve financially self-sufficiency. Our conservative estimates for this is by Year 2 end, however we believe this is achievable by Year 1 end as well.

After achieving this we have an array of services and initiatives we aspire to pursue. The path we take will be determined by *when* post-launch we accomplish our primary goal and our financial position at that time.

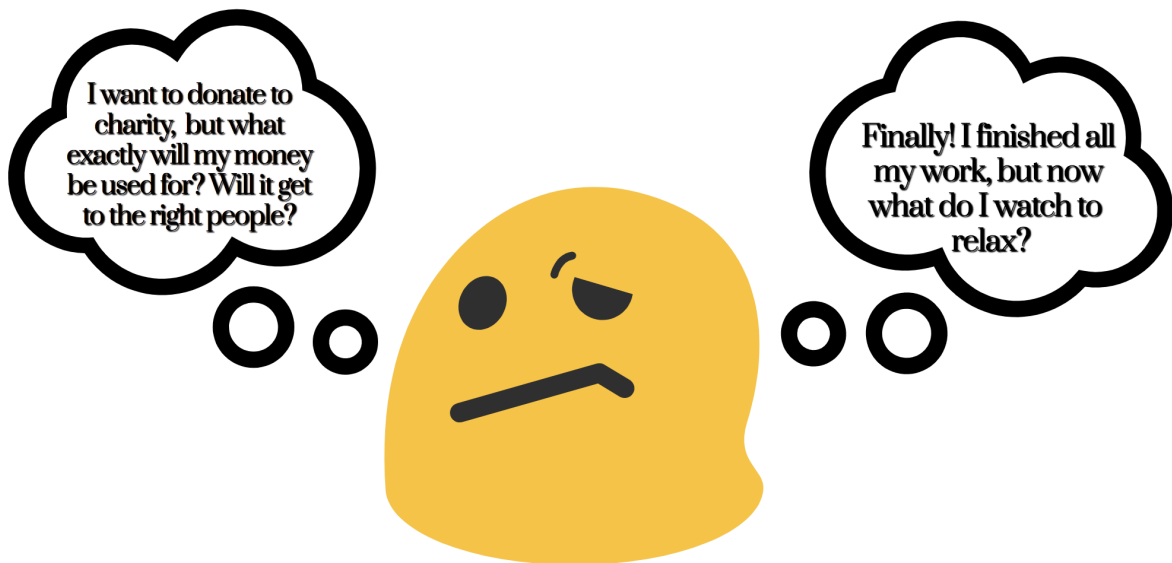
The services we will add includes, but is not limited to:

1. After acquiring 1 million subscribers, we will create a graphic of India's map showing the general location of each subscriber.
 - a. Every week, a random user is picked and is given the opportunity to upload a max. 1-minute video message to be seen by the rest of India, on India2.
2. A news section.
 - a. It is not going to be a provider of breaking news, but is instead going to pick the most talked about subjects in the media at that time, and present an unbiased review of the matter. The good, The bad, the ugly etc.
3. A course on the Sanskrit language
4. Improvement of the quality & depth of existing content.
5. A competition, similar to the X-Prize Foundation (Appendix G), held for teams to join to solve a problem picked by the people of India.
 - a. India2 will create a short list of issues which subscribers can vote on as the most important to be solved.
 - b. 1 or more of the top voted issues will be picked as the problem for teams to solve.
 - c. Whichever team solves the issue given the criteria (For example: Elegance/simplicity of solution, breadth/how many other problems does it solve, feasibility etc), wins a large crowdfunded money prize.
6. Entertaining summaries of the most insightful books

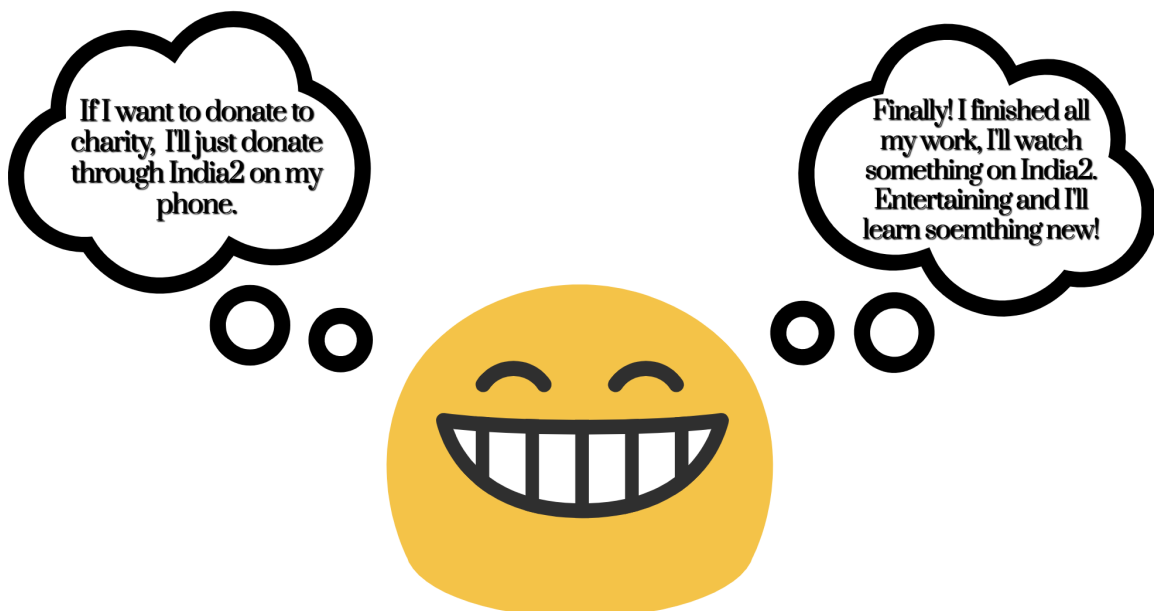
7. Quarterly NGO standards review
 - a. An agent, paid for by the respective NGO, will conduct a review of the NGOs operations
 - b. A precursor for any local NGO wanting to put up a project on India2
 - c. Cost of review will be only to cover the costs agent incurs in performing the review.
8. A crowdfunding platform that enables individuals to donate directly to social projects.

6.3 The Country With India2

Before India2



After India2



Projected Costs & Revenues

7.1 Core Revenue Stream

Our main source of revenue will be course subscriptions, and will be priced at 10Rs/month. However, we will frame it in a manner that the cost is perceived as a donation, which subscribers can increase to any value above the minimum 10Rs.

Given a quality product (presenting information not spoken about amongst other popular media, that is relevant to the learner, and is visually presented in an enthralling & aesthetically pleasing manner), the price point, and what we stand for, we believe the revenue stream will be more than sufficient to sustain *and* grow operations.

Our 3 year target (1 year to launch & 2 post launch), is to acquire a subscriber base of approx. 500,000, and thus a monthly revenue stream of ~INR 50Lakh. While this may seem ambitious, it is still only 5% of a conservative estimate of the Mumbai city population alone. Also, due to the nature of our product, it's potentially accessible and affordable to the majority of the 1 Billion Indians - not to mention the Indian diaspora all over the world.

7.2 Ancillary Revenue Stream

We will also have several ancillary revenue streams. Most which will come into play later down the line after India2 establishes itself.

Ad revenue is the largest, minor potential revenue stream once we have amassed a substantial subscriber base. Also, when we hit an appropriate number to start generating significant Ad Rev, we can offer a "Premium" subscription package which will have no Ads to improve user experience.

Merchandise sales, Social Media following, and strategic sponsorships will all be explored as we grow.

7.3 Cost Projection

To be safe than sorry, the following cost estimates are all based on pessimistic outcomes.

Year 0

Amongst our initial costs, content creation will be the primary driver. Since we are not going to compromise on quality of content, the animation we require hovers around the price point of INR 40k-50k per minute. Considering the duration of the content at release, the cost split for animation between the courses will be as follows: 35L for Big History, 25L for Indian History, and 10L each for the 4 others.

For the research phase of the Indian History & English course, we believe 23L will allow us to get the necessary people on board; while 2L will be sufficient to cover translation and narration costs.

Technical and product development will be the 2nd strongest cost driver. This consists of hiring software developers, and for administrative & various softwares used for company internal operations. A 5L budget will be adequate to get the supplementary manpower we need in software development, and 3L will be sufficient to get the appropriate admin softwares.

Lastly, a budget of 5L will be enough for the necessary marketing required pre-launch.

Item	INR Cost
Animation	1CR
Course Research & Prep	25L
Software Engineers	5L
Company Internal Ops. Softwares	3L
Marketing Spend	5L
Other Unforeseen Costs	2L
Total	1.4Cr

Year 1-2

Post launch, we will incur a handful of additional costs.

To add to our team we will hire employees to help with financials, branding, and customer service. We will offer an option to be paid with a % of profits, as opposed to a pre-decided salary, for these 2 years to drive down immediate costs.

In addition, our technology costs will see a huge spike due to application servers and video hosting. However, the projected server costs could vary greatly because it all depends on the number of subscribers we have at any given time.

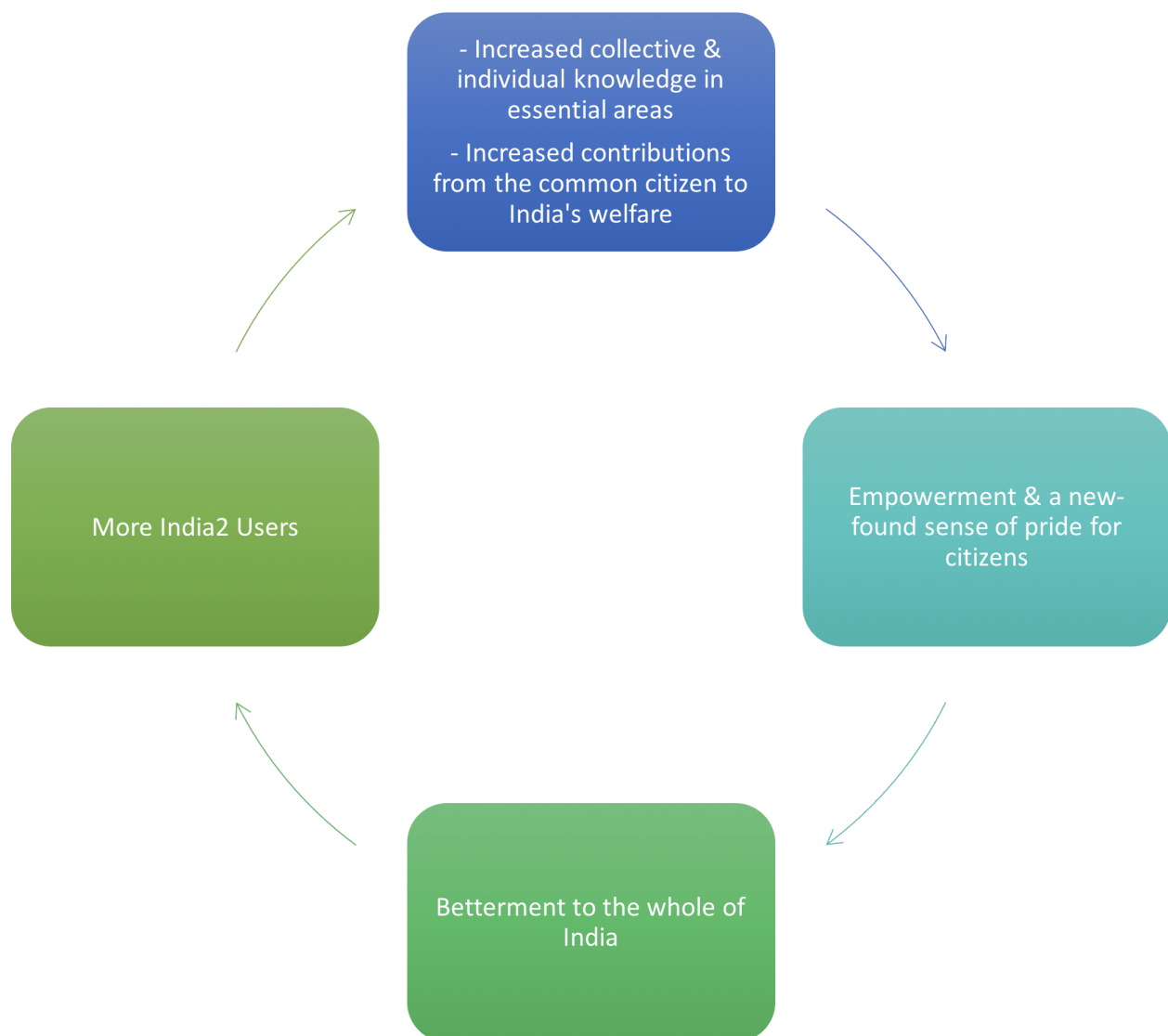
Lastly, while animation costs will reduce greatly, our marketing spend will see an uptick.

Item	INR Cost / annum
Animation	25L
Course Research & Prep	2L
Software Engineers	10L
Branding/Content Marketing Team	10L
Accountant/Operations Assistant	5L
Customer Support Team	10L
Video Hosting	2L
App Server Costs	12L-24L
Company Internal Ops. Softwares	12L
Marketing Spend	12L
Other Unforeseen Costs	3L
Total	1.03-1.15Cr

Funding Requirement

Based on the projections above, a runway of INR 3.5CR will give us the foundation we require to achieve the impact we envision to have.

Trust us when we say we aren't oblivious to the large ask, but if it works, we believe the positive feedback loop of citizens learning *and* directly contributing to the development of social welfare simultaneously, could catalyse India's progress at an unprecedented pace - far outweighing the potential benefits to the initial cost, especially for the affluent elite.



If even 1% of the 1 billion in our country adopt this service, it could provide solutions for problems that the bureaucratic governments have been unable to address.

Look, we are not saying that this is the only hope we have for a better future.

Throughout history, there have always been a plethora of people pursuing contradicting agendas. Fortunately, every single time so far, even when it seemed like we had passed the point of no return, the good has prevailed.

But for the first time ever, all it takes is *one* person; any one of the new technologies in the wrong hands could mean the end of civilization as we know it. The mere *quantitative* advantage of goodness is not enough anymore.

We'll say it one last time, we have created a world far too complex for the average Homo Sapien to comprehend. And like, quite literally, the history of the universe has taught us, complexity will never cease to rise.

It is time to take matters into our own hands and start being precautionary rather than reactionary.

And now, we have a plan.

By no means is it perfect, but as far as we know, it's the only plan we have that is pursuing a solution to the problems of the bigger picture.

If we are successful, not only would we have created a system to solve India's greatest problems in a timely manner, but also exemplify a potential strategy to achieve UN Sustainable Development Goal 4 (Quality Education to Everyone), as well as several others.

Bibliography

Appendix A

Everyday Giving Report

https://www.sattva.co.in/wp-content/uploads/2019/04/Sattva-Everyday-Giving-in-India-Report_Key-Findings.pdf

Appendix B

Sir Ken Robinson Speech

<https://www.youtube.com/watch?v=iG9CE55wbtY&t=319s>

Appendix C

Recent Investments in Indian E-Learning

<https://www.franchiseindia.com/education/Online-Education-Market-in-India-2016-2020.9263>

E-Learning Report KPMG

<https://assets.kpmg/content/dam/kpmg/in/pdf/2017/05/Online-Education-in-India-2021.pdf>

THE ONLINE EDUCATION INDUSTRY IN INDIA – PRESENT AND FUTURE

<http://www.aurumequity.com/the-online-education-industry-in-india-present-and-future/>

Appendix D

Most Popular Kurzgesagt Videos

<https://www.youtube.com/user/Kurzgesagt/videos?view=0&sort=p&flow=grid>

Appendix E

University Of Warwick Study Titled “DROPOUT RATES OF MASSIVE OPEN ONLINE COURSES: BEHAVIOURAL PATTERNS”

https://warwick.ac.uk/fac/sci/dcs/people/research/csrmaj/daniel_onah_edulearn14.pdf

Columbia University Research Study “Benefits and Costs of MOOC-Based Alternative Credentials”

https://docs.wixstatic.com/ugd/cc7beb_5803e625ebee463ebc6f4796027366f1.pdf

Appendix F

Joint University Study Titled “MOOCs completion rates and possible methods to improve retention-A literature review”

https://www.researchgate.net/publication/306127713_MOOCs_completion_rates_and_possible_methods_to_improve_retention-A_literature_review

Appendix G

What is the X-Prize Foundation?

<https://www.xprize.org/about/about-us>

Appendix H

Exponential Technology Trends

<https://su.org/blog/exponential-technology-trends-defined-2019/>