INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

FINAL SUMMER PROJECT REPORT

On

Opulence Business Solutions Private Ltd.

Submitted by:

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Roll No: 191337

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TITLE DETAILS

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Presented to:	Institute of Management, Nirma University
Submitted to:	Dr. Chitra Khari

DECLARATION

I **Nishi Khandelwal** accept that this project titled "**Yugparivartan**" is done by me under the guidance of **Mr. Bhavesh Patel** (Faculty, IMNU). I also declare that this project is used as a part of our course, and has not been submitted in any of the universities with the same or different titles. Moreover, work that has been used from other sources has been mentioned in references.

<u>ACKNOWLEDGEMENT</u>

I would like to convey our gratitude to **Mr. Bhavesh Patel** (Faculty, IMNU), who has supported throughout with patience and immense knowledge. I would not be able to finish this project without his guidance and encouragement. I have gained lateral and in-depth knowledge of the assigned topics due to this Summer Internship. Also, I would like to thank **Dr. Chitra Khari** (Faculty Mentor) who has helped me during my summer internship and with the preparation of my Final Report. I would also like to extend my thanks to the Institute for giving me such a wonderful opportunity to work with such a great organization.

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EXECUTIVE SUMMARY (300 WORDS)

The internship report is about the performance of creating an online and offline aggregation platform ecosystem for Opulence Business Solution Private Limited (OBSPL) industry stakeholders within an eight-week period. OBSPL is an individual company created on October 3, 2008. It is registered at Registrar of Companies, Ahmedabad. Opulence is a global multidisciplinary company with offices in Singapore and India (Mumbai and Ahmedabad). Creating an online aggregation platform ecosystem for industry stakeholders is a core activity that can provide customers and partners with a variety of solutions in the areas of consulting, proprietary technology processes, outsourcing and financial services. Its main competence in the organization lies in in-house know-how in handling many regulatory and judicial institutions, monetary institutions, players from private fairs, banks, laws and technical consultancy. These technologies are supported by a strong team and have a deep consulting process. Specialize customers at all points of the transaction. The main objective of the report is to study and analyze various aspects of the YugParivartan project, which is a joint venture between Opulence Business Solutions and the Defined Value Consultant Group. The idea is to start and develop a network of self-actualized leaders through the EdTech platform, through online courses, e-books, webinars, personal mentoring programs, etc., through its Leadership Consulting Framework and Self-Actualized Leadership Development Program. Within five years, build a network of six change leaders who lack self-actualization in India to realize this vision is the main aim of the project. The project has several tasks, such as researching the EdTech industry and Spiritual platforms, and establishing a five-year financial model with evaluation by estimating cost and revenue models, pricing strategies and final content and investor presentation. Finally, it is executed by signing the terms and conditions and developing an online platform.

PART A

PROFILE OF THE ORGANISATION

COMPANY OVERVIEW

About the Company:

Opulence is a global multi-disciplinary firm with Headquarter in Singapore and offices in US, Australia, & India. (Mumbai, Delhi, Bangalore &Ahmedabad)

The investment bank division of Opulence Business Solutions provides the knowledge, expertise, and new market opportunity which helps its promoters/investors to cover the operational cost and provide you new ways to sell/buy your assets with the premium class of people. Here in Opulence, they deal in M&A, IPO, Bridge financing, selling residential unit as financial products, funding and so on. Their network includes HNI, domestic, NRI clients from the buy side and also sell-side advisory, which are industry experts. The whole team provides a platform where the commercial lender and industry experts interact with each other and get the guidance in the value chain, such as reduce operation cost, increase sales, designing, architecture, etc.

Opulence Business Solution Private Limited is a personal enterprise established on 3rd October 2008.

• It is registered at Registrar of Companies, Ahmedabad. Opulence is a global multidisciplinary company with places of work in Singapore and India (Mumbai and Ahmedabad).

• Mr Bhavesh Patel is the founder and promoter of Opulence Business Solutions Private Limited. Opulence Business solutions is an integrated one stop consulting firm engaged in Investment banking and Strategic management consulting. The spectrum of their services includes Fund syndication, M&A, JV & Research exploring various opportunities and suggesting right solutions for areas of concerns, having experience in varied sectors working for reputed listed and unlisted companies associated with reputed global investors/PE funds, banks and financial institutions.

Their Core competency lies in in-house expertise in dealing with several regulatory and judiciary bodies, financial institutions, private equity players, banks, legal, technical consultancy, backed by strong team having in depth knowledge of advisory handling clients at every point of the transaction.

They provide their Clients and Partners with a wide range of solutions in the domain of consulting, knowledge process outsourcing and financial services. Opulence deal with its clients right from Pre-transaction, Transaction till Post-transaction taking care of company's growth considering implications at every stage for promotors and stakeholders.

Vision

"To become a global market leader in fund management, strategy consult, integrated end to end multidisciplinary advisory for helping Medium & Small-Scale Industries (MSME) and enhancing vision of promoters for wealth maximization by increasing the productivity & efficiency and reducing the gap in management capabilities & cost optimization."

Mission

"Creating an ecosystem of online & offline aggregation platform for industry stakeholders like buyers, sellers, investors, intermediaries, academia, government & sovereign entities for ease of transactions and saving cost & time."

View Point of the Company-

Opulence provide their Clients and Partners with a wide range of solutions in the domain of consulting, knowledge process outsourcing and financial services. The broad-spectrum expertise helps them look at today's dynamic global market with a wide-angle lens. Their three Primary Verticals are intertwined in such a fashion that it facilitates cross-domain knowledge transfer so that clients can utilize the expertise in a cost-effective fashion.

Objective-

To create every year 100 in-house force & warriors with entrepreneurial skill sets under Opulence Platform- an ecosystem with quality input & output mindset.

COMPANY'S PRODUCT AND SERVICES: -

1. Mind Set Transformation Solution
2. Corporate Health Check up
3. Solution Designing and Strategy Solution
4. Fund Raising & M&A Solution
5. Consulting & Implementation.

Opulence Group is a Global Resource Bank. Their core interest is in:

1) **Investment Banking** - Our investment banking division serves governments, corporations, and institutions by providing underwriting (capital raising) and mergers and acquisitions (M&A) advisory services. We act as intermediary between investors and corporation. We have professional advice to a large client base that includes leading Indian companies, global corporations and private equity funds.

2) **Consultancy**- In this competitive business environment, companies are looking for unique ways to grow and increase their market share. Our team takes strategic approach to problem solving. By exploring all angles to the challenges our team provides useful and practicable solution to clients. We help businesses to improve their performance and grow by solving problems and finding better ways to do things.

3) **Asset Management Company**- Our asset management division develops and manages relationships with high-net-worth individuals, their families, family offices and select foundations and endowments. Our team works to develop and execute thoughtful investment solutions for our diverse client base which includes corporate and public pension funds, foundations and endowments, insurers, financial institutions and governments.

4) **Private Placements**- Capital is integral to build and grow any business. Our team provides an alternative for capital raising through the service of private placements. We help the clients to sale their securities to relatively small number investors. Our team makes sure to facilitate this process by finding placements.

5) **Structured Finance**- Some financial needs are not satisfied through conventional financial instrument. For those needs, our team provides structure finance services to facilitate those needs that are not fulfilled by conventional financial instrument.

6) **Risk Management**- There is no business or investment option without risk. We help our client to identify, analysis and acceptance or mitigation of uncertainty. Our team helps to quantify the potential for losses and then take the appropriate action.

7) **Investment Research**- Our firm's most prestigious and visible   strength its research capabilities. We have gained investment analysis expertise to develop underwriting and money management businesses. Through these capabilities, we provide best in class services to our customers.

8) **Public Finance**- Our team enables the raising of money for governments ("sovereigns") at all levels: national governments, state governments, county and municipal governments. We also work with national governments in the privatization of government assets.

9) **Financial Advisory**- Financial have grown drastically in last decade. Our team works with the large number of private funds such as hedge funds and private equity to provide beneficial deal to our clients.

They are more of global investors and buy-side focused Investment Bank having clientele in India and investors globally.

PART B

PROJECT WORK

INTRODUCTION: -

Area of Work (Project Profile):

Investment Banking Intern Profile (Gathering, analyzing and interpreting complicated numerical information, assessing and predicting financial risks and return, providing investment advice, tactics and recommendations, preparing legal documents and prospectuses, liaising with accountants, lawyers and financial experts.)

About Project: -

Project Yugparivartan is the largest and one of its kind projects ever undertaken on this planet. The magnitude of the project is such that it inculcates all the other projects going on in the world. This project has been created with the vision of reintegrating the world into one family. This project was founded by Chief Mentor Hitesh Chandel to fulfil the vision of vasudaiv kutumbakam.

Mission Yugparivartan is a joint venture between DVC (Defined Value Consultants) and Opulence. The JV aims at creating a spiritual EdTech platform which will be an ecosystem aimed at sharing content that brings in a synergy in the world as well as mentoring those who need guidance in their life. The version one of the platforms will be aimed at courses which are divided into four levels, e-books and journals that will be available on e-library. The later versions will incorporate technologies like AR/VR as well as Gamification of content to attract the youth.

The main mission of this project is to create Self-Actualized leaders for the future & to create a society that transcends division based on wealth, cast and religion and embraces unity and equanimity based on social justice and humanitarian values. A society equal in spiritual and economic wealth for the entire world. One world One family united by one philosophy.

Mission

- To develop and network the Self-Actualized Change Leaders from all walks of life so as to fix the root causes of issues which are adversely affecting the quality of life of the citizens of this planet, by creating a Global Integrated Ecosystem of peace, prosperity, justice and universal harmony.

- Train 5 crore people through this platform in next 5 years.

Vision

- We aim to develop and network 6 lac Self-Actualized Change Leaders in India.

- We aim to repair the entire Ecosystem, by fixing the root causes of issues affecting the quality of life of citizens and take the world towards recovery.

- A society that transcends division based on wealth, cast and religion and embraces unity and equanimity based on social justice and humanitarian values.

- A society equal in spiritual and economic wealth for the entire world. One world One family united by one philosophy.

Aim of the Project-

To create and develop an online platform to provide teachings on self-actualization i.e. SALDP (Self-Actualized Leadership Development Program) to create leaders who will guide the world towards Satya-yug.

- There are four levels of courses that will be shared through the online program. DVC is working on a grand vision, codenamed as Project YugParivartan.

- This project aims to develop a network of 6 lac Self-Actualized Change Leaders in India to implement the vision of Project YugParivartan.

- It aims to repair the entire Ecosystem, by fixing the root causes of issues affecting the quality of life of citizens and take the world towards recovery.

<u>Objectives of The Project-</u>

a) To provide valuable leadership advice, especially to company employees, and all professionals, to improve management and leadership effectiveness for all participants.

b) To unveil a straight forward path to actualize one's potential in the field of choice by aligning with the values prescribed by great leaders, philosophers and self-actualized and self-realized souls, who have left a legacy of wisdom for humanity to learn from.

c) To facilitate the realization of the mission of the participants to maximize their knowledge and beliefs when achieving the goals of "Yug Parivartan Project" (the task of integrating the world's institutions under a system of shared values & speed up implementation).

The daily tasks include-

1). Preparing the strategy for the day.

2). Meeting with leads to discuss the work

3). Work on the allocated tasks like revenue modelling document preparation etc.

4). Analysis and review of the project.

5). Progress of the entire project and reviewing every work done by all members to stay updated and to know the progress as a team as where we are with respect to the project.

6). Researching on various parameters and deriving results from them which are helpful in our project YUGPARIVARTAN.

Research on various aspects like:

- Financial Modelling
- Documentation
- Pitchbook preparation
- Investor presentation
- Revenue models

- RFP
- Cost models

The project has been a great learning experience. Following are the learning insights:

- Various Business Documents
- Financial Modelling for a real project
- Different factors essential for business
- Feasibility report of a business
- Data Research
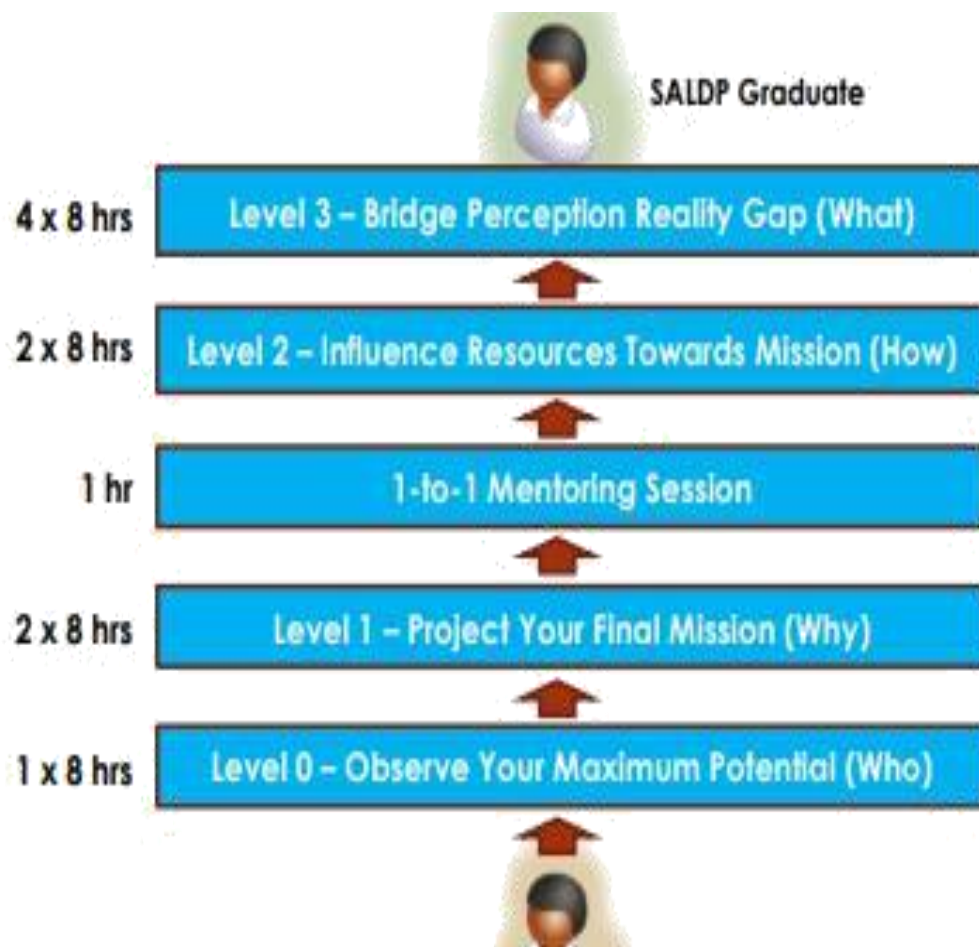- Insights on financial modelling
- New project Initiation

Fig. 2.1 The Road Map for SALDP course structure. (DVC group)

Project YugParivartan includes tasks starting from scratch to an MVP and finally to the agreement term sheet. The J.V. project includes varied of managerial tasks in not only Investment banking but also in financial analysis such as-

- Research based work on EdTech platforms in India and also over the globe.
- Research on Top Spiritual Platforms and their offerings.
- Making of initial Business Canva Model.
- Feasibility Reports: Financial, Technical and Market viable reports.
- Making of M.V.P. (Minimum Viable Product)
- Questionnaire Sessions for J.V. partners.
- Industrial Investor Pitch Presentation.
- Financial Modelling: Revenue Model, Cost Model.
- Forecasting Financial Reports.
- Valuation.
- Report for Vendor Promoters.
- Making of RFP (Request for Proposal) report.
- Finalising the DPR (Detailed Project Report).
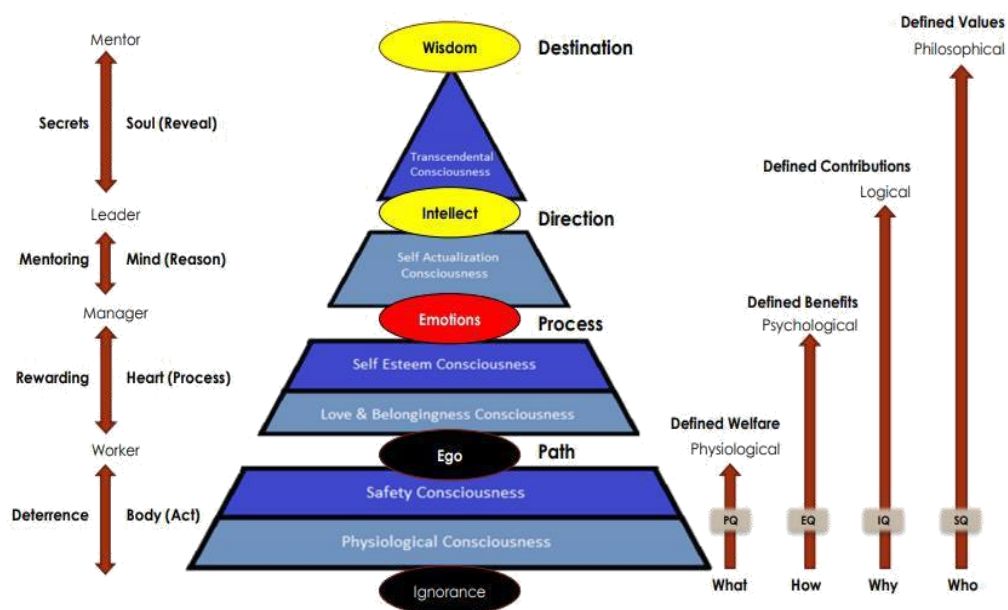- Finalising the Term Sheet and so on

Fig. 2.2 The SALDP course structure of Project YugParivartan. (forwarded by DVC group)

NATURE OF PROBLEM

To design a spiritual edutech platform and a website to include an interactive, easy-to-use interface that allows visitors, learners and business partners to learn and gain knowledge quickly and easily regardless of the device they are using. It is a joint venture of OBS (opulence Business Solution Pvt. Ltd.) and DVC (Defined Value Consultants) to create and develop an online platform to provide teachings on self-actualization i.e. SALDP (Self-Actualized Leadership Development Program) to create leaders who will guide the world towards Satyuga.

OBJECTIVES OF THE STUDY

a) To study and research on the top hundred EdTech & top fifty Spiritual platforms simultaneously on various parameters i.e. mode of delivery, pricing strategy, marketing strategies, unique features, user interface, reviews etc.

b) To study commercial, market and technical viability of the platform and mention them in forms of feasibility reports.

c) To study the cost and revenue streams, evaluate the growth of platform and project them in the Financial Model.

d) To forecast the Financial Reports for first five years based on the valuation sheet.

e) To clarify all the requirements from the J.V partner through questionnaire and online presentations.

f) To synthesize the legal, technical, financial, and economical reporting part of RFP document.

g) To study and finalise dual party term sheet and agreement sheet.

UTILITY OF THE STUDY

1. The research on various EdTech and spiritual platforms helped to learn the investment banking aspect of Joint Venture and Mergers & Acquisition programs.
2. To build an MVP (Minimum Viable Product) for the start-up program.
3. Learned to build a financial model for a start-up from scratch to its valuation for next five years,
4. Identified the gaps in the valuation of the financial model and defined the need of potential investors for this project.

METHODOLOGY

Approach: -

The whole approach of the project was complex in nature. The data was collected in two sets: one was of Edtech companies and the other one was Spiritual platforms. Different parameters such as mode of delivery, pricing strategies, ratings and reviews, user interface, unique features etc. were taken and the data was analyzed accordingly. These parameters were used for the analysis of top 100 Edtech platforms as well as for the top 50 spiritual platforms. The data was mostly qualitative in nature.

Company Name	Mode of delivery	Pricing strategy	Marketing techniques	Reviews and acceptability	Unique feature of site	User Interface	Any other important
otdash / RT OF LIVING - Meditation, Spirituality, Yoga	articles, blogs courses, meditations, books, webinars	generated through advertisements and a very little contribution	platforms, very well know tie up quality serve and community serving	widely accepted, followed and	everything is unique and c... that chrge fixed amount with 30 day 100% refund gurantee if not liked, membership include access to basic course 3	since content is less not much to i have visited ever for such a platform a good UI but doesnot look professional but functionalities are very good	everyone should visit this site atleast once
sk-Angels.com	videos, blogs, books, articles, sell products also	membership basis, course wise charges, paid products and books	celebrity endorsements, videos and through products				similar platform
wakening People	The content is delivered through videos, blogs and articles. It also provides personalised	The platform uses a subscription based model under which it provides three types of subscription	Uses all online platforms like Twitter, Facebook, Linkedin, etc to promote itself.	No information regarding the reviews as it is a simple site with no section dedicated to discussions on the content.	No unique features. It states that it is Not-for-Profit Organisation while it still charges for the content shared on its	Basic website, with no unique features added to it. It simply lists down all the content.	Not useful for us as this platform is not looking for earning profit. It was created by a group of believers just to spread the word with no intention to make it a commercial platform.
leliefnet	The content is shared through blogs, articles and newsletters. It also provides an option to subscribe to their daily emails for free.	The website is more like a blog than a commercial, revenue generating platform. It primarily earns its revenue through	media platforms to promote itself. In addition it has created a youtube channel, where they interview people. They also invite articles from	No information regarding the reviews or acceptability. It earlier had a section where people shared their reviews but it was later removed.	The website invites articles from the users which are later posted on the platform.	Not so unique. Simply lists down the content with no effort given to making it stand out. The first thing that.	Too much focus on advertisements. It focused on a particular religions rather on spirituality.
alnnik	The platform provides VR/AR experience to its users. It allows the devotees to experience the ceremonies at temples like ISKCON temple with 360°	They use freemium model where the users can stream a part of a video for free but has to pay a certain amount to continue watching.	They promote their platform on platforms like Twitter, Facebook and Linkedin.	The average review of the application is that the experience is great and the idea is very unique. But the platform is finding it difficult to broadcast live(as claimed by them) everyday which is	The entire idea of bringing VR/AR technologies and Spirituality together is completely unique. It is important for the startups to understand the pain-	Even though the platform is famous among users, the users face difficulty in using the application. As far as the website is	It is important that if someone is thinking and conceptualising an idea that revolves around technology, they have to be ready to fix the problems that the users face while using the platform as quick as possible. Otherwise it sends out a negative impression to the user.

Company Name	Mode of delivery	Pricing strategy	Marketing techniques	Reviews and acceptability	Unique feature of site	Any other important	User interface
EverFi	networking platforms, blogs, case studies, ebooks, webinars, and everything available on one interactions and peer learning	free to paid everything available	large corporate level	and a large organization uses as thier training platform to develop skills due to effective learning with audiovisual and animations	traininng platform, mass learning and organization value customized material as per individual need	in various forms, text audio, visual and gamification	content organization, call the user to visit and then ask to
HotChalk		paid	school level education solution k-12				
Yuanfudao	smart phone exercise, application based test	was found due to being chineese)	-	-	-	-	
Coursera	online videos, text files, discussion forums	recognized universities(3000- cheap products but small size players (350-1000)	quality at doorsteps basically target to students for developing their skills	services, certification has values, capstone bridge depenss on the organization providing course, certification	university level programs, many PG level courses	life time membership to the courses	appealing colours ar images
Udemy	online videos, text files, discussion forums				life time availability of course once registered		
BYJU's	tablet, audiovisual aids, customized data for everygroup, online	costly course package (50000-1500000)	target k-12 and other competitive exams material	has not much value but give costly for this price, not accepted by much people due to prefeed data and less	have content so no piracy issues, counselling sessions for		
Udacity	Online videos, reading resources, blogs, live projects, personalised feedback, 1:1 sessions, student's community and online tests.	Courses are provided on the basis of membership ($300-$350 per month), usually on discount for instance, COVID free for the students but in order to earn a certificate at the end of a course, a	Marketing is done through platforms like YouTube, Twitter, LinkedIn, etc. keeping in mind the target audience(Students). Also through partnering up with companies like	The platform is not only famous among students, but also among professionals. The general review of the platform is that the courses provided are of high quality and updated regularly. the	The platform is aimed at making students job-ready. Along with the courses provided by them, they also provided career guidance, resume review, LinkedIn introduce VR to its platform with its $46 million Series B funding. It also focuses on promoting learning	They also provide "Nanodegree" which is a credential programme under which a student has to complete a list of requirements including The model of pricing used by this startup is famous among a number of platform for instance Coursera.	
Xingshuai Teach	This platform is confined only to Chinese users. Provides 32 courses through interactive	student needs to	As the platform is not avaible to users outside of China, little information is available regarding the marketing techniques	The platform is famous among the people who do not have time to take up a comprehensive course as they only provide crash courses for			

Fig. 2.3 Data collected. Top: Spiritual Platforms, Bottom: EdTech Platforms. (author's own)

Sources of Data and Research Work

The sources of the data collection were both primary and secondary in nature. In primary sources, interviews with the partner company and technical partners were taken. Information on the overall look of the website was generated through video calls. Questionnaire method was also used to collect the data and to have their view on that.

Analysis on the Edtech platforms was done on the basis of the data collected from secondary sources such as websites, reports, news publications, magazines, ratings and reviews from different websites, reviews from ex-employees of the organizations etc. then the data was converted to a simple and compact format after which each of the team member reviewed the data and tried to reduce the gap

if found in the data collected. After doing a thorough research, the data was sent to the review team to analyze it further.

Size of Samples and Method of Sampling

The size of samples is taken on the basis of table toppers. The method adopted for sampling was systematic sampling. The companies with the highest revenue size were the basis for the collection of systematic data. Since random data collection method results on reducing the quality of data, systematic study was used. For Edtech platforms, the sample size taken was 100 samples and for Spiritual platforms, 50 samples were taken. Since high quality data was required for blending spiritual content as well as platform model of Edtech, systematic data study was used.

After having deep discussions with the founders and promoters of this project as well as Joint Venture partners, the sampling base was taken. Although there are high chances of errors when small sample size is taken but since table toppers were considered for collecting qualitative data, the method suited the best. For consideration of report and data analysis, open ended questionnaire was prepared and the questions were asked from all the partners of the project for collecting primary data. Three questionnaire sessions were arranged by both the parties individually for the contents of website development and other reports.

Method of Data Collection

The data for analyzing spiritual and Edtech platforms was collected through various ways such as informal questionnaires, video conferencing, reports of the companies, news publications, magazines, public announcements, websites and blogs of the respective companies, group interviews with the partners of the project etc. Google forms were also used to collect the responses from both the parties the sample of which is attached below: -

Project YugParivaratan Questionnaire

Opulence Business Solutions Pvt. Ltd.
C-902, Ganesha Meridian NR High Court
S.G Highway, Ahmadabad-380060 Gujarat.
Contact us on: -
bhavesh@opulencegroups.com

* Required

You are a part of? *

○ DVCPL

○ OBSPL

YugParivaratan Questionnaire

* Required

Financial Model:

What percentage of market share are you aiming at? *

Your answer

What is your estimation of the costs and how are we going to recover it? *

Your answer

Project YugParivaratan Questionnaire

* Required

Pricing Strategy:

If the content is in the form of courses, what will be their price range? *

Your answer

What will be the highest pricing course and why so? *

Your answer

What will the pricing of other sources you have think upon like books webinars etc ? *

Your answer

Back   Next

Fig. 2.4 Sample of Questionnaire form filled by both J.V. partners. (author's own)

CONTEXT OF INDUSTRY PROBLEM AND RESOLUTION

Spirituality and religion are two such concepts which are often termed as relatable to each other but in actual there is a line of difference between these two terms. The perseverance of people is what makes them a common dot but a bottom line differentiates them. The psychological view of spirituality nowadays is presented with a new type of form i.e., Spiritual Intelligence.

The current Economic, Social, Political, Religious and Physical infrastructure of the country and the world has become so chaotic that it is not easy to resolve the current situation through the conventional wisdom and existing systems. While the principles of administration are largely defined in discipline, the principles of leadership are eternal and apply to all human professions and have been present since the beginning of human civilization. Very conscious people of antiquity recorded these principles in literature now known as the Vedas. There is an urgent need of decoding the Eternal Principles of effective leadership documented in the ancient Wisdom literature, so as to make practical utilization of the same to resolve the current situation of the Ecosystem. This is a rare cosmic phenomenon which takes place to re-inject the Eternal wisdom in the collective human consciousness, whenever it starts declining to dangerous levels. Thus, has codenamed the scope of this work as Project YugParivartan.

The YugParivartan project is a blend of EdTech plus Spirituality into a learning platform. The YugParivartan project framework will be implemented in cooperation with the efforts of self-renewal leaders and home mentors according to the vision outlined in the Citizens' Code of Conduct (Rashtradharma). This is primarily accomplished by creating synergies from SALDP accredited professionals as part of the Self-Renewable Leadership Network (SALN).

The platform will incorporate self-actualized leaders into the mentorship program, along with the mentorship program it will also include SALDP courses ranging from level zero to four and E-books section separately. Adding to these features it will also provide Webinar facilities to the subscription holders and the members.

This platform will be a one of such kind with no competitors at all. There is no such spiritual platform till now which provides spirituality in the form of courses, webinars and e-books. There will be social media connect directly to the leaders all well as the spiritual mentors who will guide their fellows in the real time basis and can evaluate their acceptance and their growth throughout the process.

Adding to all these features the platform is in scope of incorporating gamification features as well as the AR-VR technologies to their courses to attract the youth.

KEY BENEFITS OF THE PROJECT:

a) **Developing a Leadership culture:**

The paradigms of thinking about management and leadership roles are not the same. The effectiveness of management lies in the implementation of operations, laws and guidelines. This requires a manager to learn, understand, and transform processes, laws and policies as needed. SALDP makes the participants "drowned" who better understand how everything works in space and are good observers of the problems to be solved. The areas of improvement for current processes emerge easily from a self-fulfilling self-confidence situation that improves the overall quality of service for the individual and thus the overall quality of the institution in which it operates.

b) **Enhanced Will to work:**

The effectiveness of a person's work is a combined result of his Hard Skills (Domain Knowledge), Soft Skills (Behavioural Aspects) and the Attitude (Will) towards work. While skills are important to perform work, it is the 'Will' which makes all the difference. If the Will for the work is strong, a person stays self-motivated to acquire new skills and learn better ways of solving the problems at hand. SALDP develops the 'Will to Work' in people, by aligning their thought process with the Eternal Principles.

c) **Increased Circle of Influence:**

Managing human beings is one of the most difficult tasks from amongst the plethora of tasks that we do in our personal and professional lives. SALDP takes the participants to the higher zones of self-awareness, thereby making them cognizant of the interdependence eternally working throughout the Ecosystem. Participants are shown a lot of visual models to understand other's reference points, so as to handle the Ego clashes and Emotional weaknesses of self and others very effectively, even under very difficult situations. This results into an increased influence of the participants on other human beings, thereby enabling them to deliver much more than what they can do through their individual efforts only.

Benefits for Institutional Tracks

a) **Reduced attrition and disengagement:**

Attrition of employees and the disengagement of the ones who remain in the organization incur a number of costs to fill vacant positions or take over the work of an employee who works without enthusiasm. By incorporating SALDP's philosophy into the organization, employees are always under the supervision of self-updated managers and CEOs.

b) **New opportunities through Networking:**

Network platform membership opens up many B2B and B2C opportunities for many individuals and member organizations. Various platforms for cooperation have a strong synergistic effect, which leads to waste reduction or full use of human and material resources. In addition, participants, including senior executives of the organization, open new career paths that play a more important role than they have achieved in their careers, such as becoming a member of SALN or SRMN without leaving the organization.

c) **Improved Ecosystem:**

Today's business is becoming increasingly difficult due to the degradation of the ecosystem. Environmental issues such as inflation, depression, corruption, resource depletion, terrorism, pollution, urban bottlenecks, political pitfalls, and family conflicts, especially the increasing number of natural disasters associated with global warming, have reached to the alarming levels. This leads to a bad picture of the economy, which makes the business environment difficult every day. By incorporating institutions into the platform and the network, the negative impacts of the above issues are greatly reduced for all participating organizations.

Benefits for Individuals

a) **Smooth Transition from being an Employee to becoming an Employer:**

Setting up one's own venture always require more than a product or service idea. There are many other things that entrepreneurs must do to succeed in the company. Whether it is a non-profit organization or a non-governmental organization, every business needs time, money, energy, investment in good resources, and a sharp educational curve has been virtually unprofitable over the years since its creation. is being. Often times, the company cannot be broken even within the time frame and the company is closed. Joining SALDP will ensure that many of these early challenges are addressed before one decides to pursue a full-time leadership journey.

b) **<u>Networking with other professionals:</u>**

Group learning with institutions and other professionals opens up various opportunities to connect with other participants across the platform, which is built by consultants of specific value. As a result, one can have more opportunities to find SALDP clients, good business partners, investors and trained employees.

c) **<u>Leadership work opportunities:</u>**

Participation in SALDP opens several opportunities to develop one's leadership acumen, which includes involvement in real-time leadership activities and getting short-term or long-term paid assignments from Defined Values Consultants and allied institutions. Becoming a member of SALN also opens up a possibility of getting a full-time leadership position in our own Institutions or in a client organization of our network.

d) **<u>Improved overall personal and professional life:</u>**

Participation in SALDP makes a person cognizant of higher reason of human life, which results into a better sense of understanding of the world around, thereby improving the overall quality of living and working.

PRESENTATION OF DATA, ANALYSIS AND DISCUSSION

From the focused group interviews with DVC and also from questionnaires, data was collected and the assumptions for the Financial model were made. The Financial model was built from scratch to a full pledge model with proper allocation of cost and estimation of revenue. Initially the cost streams were estimated by comparing the similar listed or unlisted companies. There after the COGS model was made by allocating the different costs into its defined sectors.
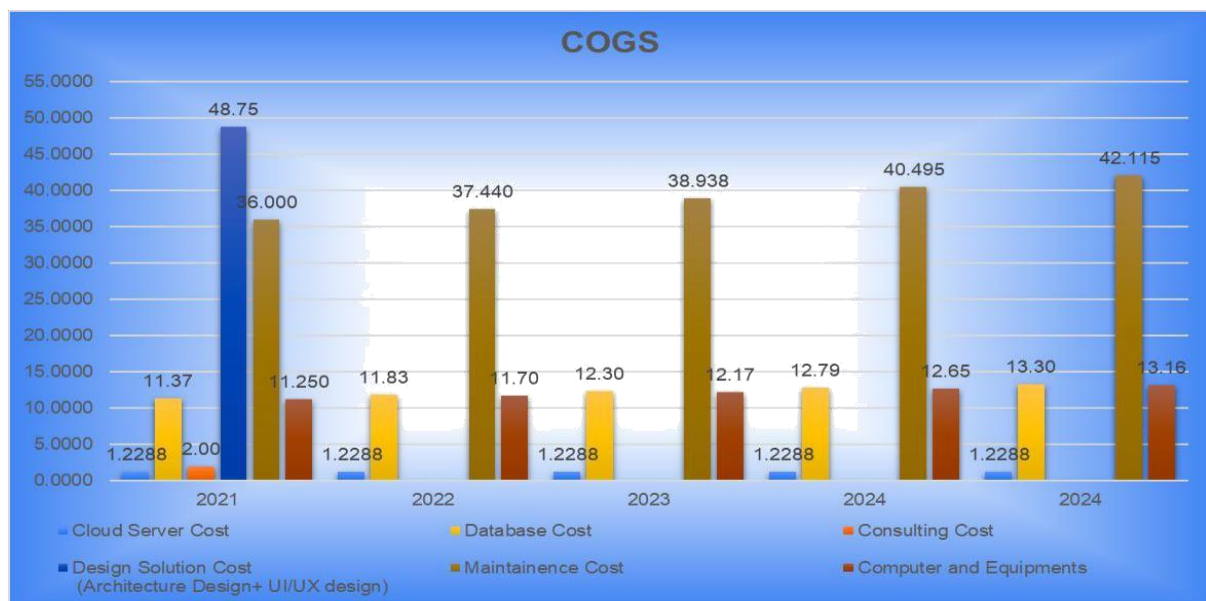
Fig. 2.5 The COGS model of Project YugParivartan's Financial Model. (author's own**)**

After the defining the cost model, the revenue streams were identified by discussions with DVC and technical partners. Before the revenue model completion, the pricing strategy was made for institutional as well as for regular buyers. The pricing strategy was made according to the different SALDP courses offered by DVC as well as to meet the financial valuation in next five years. Different categories were defined according to the different discount offers provided.

Pricing model							
Course Name Price in ₹	Cat A (0% discount)	Cat B (20% discount)	Cat C (40% discount)	Cat D (60% discount)	Cat E (80% discount)	Cat F (100% discount)	Cat I (Institutional Bulk Buyer)
% of People of total target	15%	15%	15%	15%	15%	25%	
SALDP Level 0	1500	1200	900	600	300	0	1000
SALDP Level 1	3000	2400	1800	1200	600	0	2000
SALDP Level 2	4500	3600	2700	1800	900	0	3000
SALDP Level 3	6000	4800	3600	2400	1200	0	4000
total	15000	12000	9000	6000	3000	0	10000

Fig. 2.6 The Pricing model of Project YugParivartan. (author's own**)**

After identifying the best pricing strategy, three cases were made- Best, Base & Worst. The three cases were made based on different growth models. (after discussions with DVC)

Growth Rate					
Course	2021	2022	2023	2024	2025
Best case		220.00%	168.89%	163.75%	136.67%
Base Case		200.00%	148.89%	143.75%	116.67%
Worst Case		180.00%	128.89%	123.75%	96.67%
Selected Case		200.00%	148.89%	143.75%	116.67%

Fig. 2.6 The Growth Model. (author's own**)**

The growth models were linked in a such a way that, the revenue model values changes in just one link. The revenue model was then prepared by defining the revenue drivers and allocating proper values to the number of students per courses (refer Appendix). Then the growth was applied each year and the projections were marked. The number of subscriptions were taken by targeting the final number and then taking the growth factor year on year basis (refer to the Appendix). The individual growth sums ups to the total growth of the model.
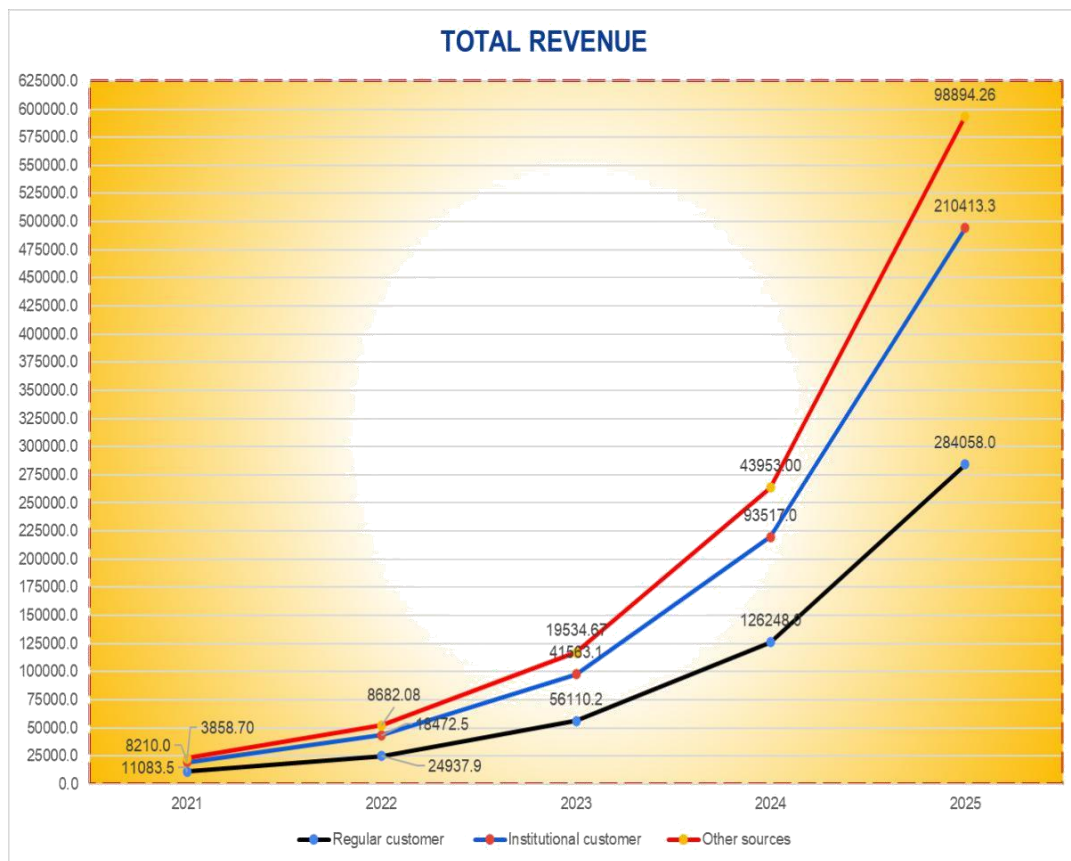
Fig. 2.8 The Total Revenue Projections of Project YugParivartan. (author's own)

The regular and institutional customers have very much varied results over the years but have an exponential growth even for the base case scenario. The revenue growth is then depicted as:
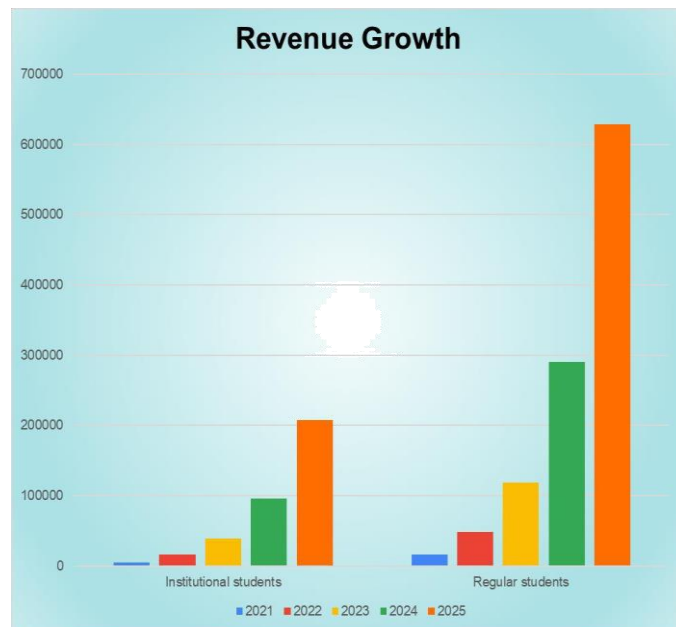

Fig. 2.9 The Revenue on the basis of customer segments. (author's own)

After the overall revenue model, now it was the turn of expenses and operating costs. These were defined by taking assumptions on the basis of average of top five similar industries. Also, some of them were taken on the basis of percentage of revenue growth year on year basis. On the ground of such assumptions the SG&A model was prepared. All the assumptions were taken with prior concerns of both the J.V. partners and discussions with the technical and marketing partners. The SG&A constitutes costs like payrolls, rents, legal fees, consultancy fees, insurance fees, KPO costs, marketing costs (taken percentage of revenue), travel and accommodation expenses, utilities, payment and processing charges etc. These cost segments were considered by comparing with the best rival and also by considering the statements from the questionnaires filled by DVCPL and OBSPL. The consolidated SG&A is as follows:

CONSOLIDATED SG&A					
	2021	**2022**	**2023**	**2024**	**2025**
Payroll	78	85.74	94.31	103.75	114.12
Rent	6.00	6.60	7.26	7.99	8.78
Legal and Consultancy fees	127	382	950	2,315	5,015
Insurance	127	382	950	2,315	5,015
KPO Costs	118.08	354.24	881.66	2,149.06	4,656.29
Marketing Cost	10,174	30,521	75,964	1,85,161	4,01,183
Travel and Accomodation Expenses	254	763	1,899	4,629	10,030
Utilities	51	153	380	926	2,006
Payment processing charges	50.87	152.61	379.82	925.81	2,005.91
Total expenses (in lakhs)	**10,986.14**	**32,798.93**	**81,504.65**	**1,98,531.73**	**4,30,032.90**

Fig. 2.10 The consolidated SG&A statement year on year basis. (author's own)

Finally, after allocating all costs and estimating revenues to the financial model, the profit and loss statement is being prepared. From P&L statement then all other financial models are being prepared. For cashflow statement refer to the Appendix. In P&L, the revenue & cogs were listed then and depreciation is adjusted, followed by SG&A and deductions of taxes to calculate the net profit and the profit margin, year on year basis.

Profit & Loss Statement					
(in lakhs)	2020	2021	2022	2023	2024
Revenue	25434.2	76302.7	189909.0	462903.2	1002956.9
COGS	(110.602)	(62.197)	(64.635)	(67.172)	(69.809)
Gross Profit	25323.6	76240.5	189844.4	462836.0	1002887.1
% Gross Profit	99.57%	99.92%	99.97%	99.99%	99.99%
SG&A	(10,986.14)	(32,798.93)	(81,504.65)	(1,98,531.73)	(4,30,032.90)
EBITDA	14337.5	43441.6	108339.7	264304.3	572854.2
% EBITDA	56.37%	56.93%	57.05%	57.10%	57.12%
Depreciation	(14.27)	(18.98)	(23.87)	(28.96)	(34.26)
Interest charges					
EBT	14323.2	43422.6	108315.8	264275.3	572819.9
%EBT	56.31%	56.91%	57.04%	57.09%	57.11%
Taxes (30%)	(4,296.97)	(13,026.78)	(32,494.75)	(79,282.59)	(1,71,845.97)
Net Income	10026.3	30395.8	75821.1	184992.7	400973.9
% margin	39.42%	39.84%	39.92%	39.96%	39.98%

Fig. 2.11 The Profit & Loss Statement of Project YugParivartan. (author's own)

ANALYSIS & DISCUSSION

Based on the data collected and deep research on the points, a Minimum Viable Product is being formed & for that it needs various analytical reports and presentations of those reports to all the stake-holders i.e. the promotors, the founders of both the groups, the partner groups, vendors in contract and finally the investors for funds. This is the heart of any project and decides the future of it. Its importance in any project is indispensable.

The analysis part of Project YugParivartan contains various report works viz. feasibility reports, RFP (Request for Purpose) report, Detailed Project Report (DPR), Business Canva Model and presentations of those in the content ppt and Investor presentation. The details of reports is as below:

- **Business Canva Model:**

  The Business Canva Model is a primer to the main MVP (Minimum Viable Product). It is a strategic start-up template for developing a new project. The model describes the overall firm's product and its value proposition. This model was developed by Alexander Osterwalder in 2005 which consists of nine building blocks. They include Key Activities, Key Resources, Partner Network, Value Propositions (offerings), Customer Segments, Channels, Customer Relationships, Cost Structures and Revenue Streams. These nine building blocks are represented in forms of visual charts.

  Key Activities includes the tasks which are utmost important for creating value for the product to launch. The Project YugParivartan's key activities includes making of online spiritual courses, providing awareness about self-actualized leaders, creating community with similar interest people, organizing webinars, covering the new and trending subject matters, daily posting in blogs and connecting through social media, surveys to see the demand of the product and creation of investor pitch to get the funding.

  Key Resources includes assets that are responsible generating value for the product or for the project as a whole. They are required to provide sustainable growth and smooth execution of the project. Here in Project YugParivartan's resources include technical development team to take care of the product infrastructure, finance team to find the investors and keep business in cash, high quality spiritual content, social media connect, knowledge process outsourcing & strategic team.

Partner Network are the connectivity of the firm required to optimize and upgrade the firm's smooth functioning in a real time basis. These are the core tasks and strategic activities that create value for the project. The Project YugParivartan's networks include DVC group which has the spirituality content expertise to develop and deliver good products and content, Opulence group which has expertise in Financial and consulting for keep the business running, Marketing Channel Partners (not to be disclosed) and the Technical partner (not to be disclosed).

Value Propositions are those unique features which distinguishes a product from its competitors. Basically, they become the USP of the product in the future. It includes customizations, trends, and out of box content to the product which is used to highlight the product. Project YugParivartan's value propositions include simple website i.e. easy to navigate, free to subscription-based model, accounts having spiritual biography and various text result to know their spiritual achievement and features like lifetime access to the course.

Customer Segments are the customers to which the product is targeting. In order to revolutionize the market, it is necessary to segmentize the bases of customers to which the product aligns. There are various categories in which segmentize the customer base such as niche, mass market, diversified, multi-sided and many more. Here in Project YugParivartan the customer segments include 18 and above age group, people looking for serenity in life, people who value spirituality in life, spiritual mentors, and people who have interest in this field (for selecting gen y/z group mentors to attract more youth).

Channels are the streams in which the main value execution of a product depends. They can be delivery channels, partner channels, vendor or promotor channels. Channels of this project are online platform (modes- text, videos, audio), offline events yearly or quarterly events, webinars, e-books and the marketing and technical channel partners.

Customer Relationships are the key connections which makes a product feasible in all angles. In order to maintain a consistent purchase of product or need of service, it is mandatory to have transparency in the customer relationship throughout. In this project the key responsibilities include continuous feedbacks, proper channel for connecting members and students in real time, free webinars, customer care helpline for grievance handling and volunteer participations.

Cost Structures defines the monetary costs for execution of values to the project. They are the key drives through which the whole business model runs. They can be classified as fixed, variable, economies of scale and economies of scope etc. The cost drivers of this project are website development and maintenance, salaries of mentors and teachers and administrative expenses.

Revenue Streams are the ways in which a project generates money. They are the main drivers of the money in the entire viable product. They can be further classified as asset sale, usage fees, subscription fees, lending/leasing fees, licensing/brokerage fees and advertising fees. In this project, the drivers of revenue streams are course fees, membership fee, e-library charges, personal mentorship charges, donations, webinar fees and advertisement on the website.
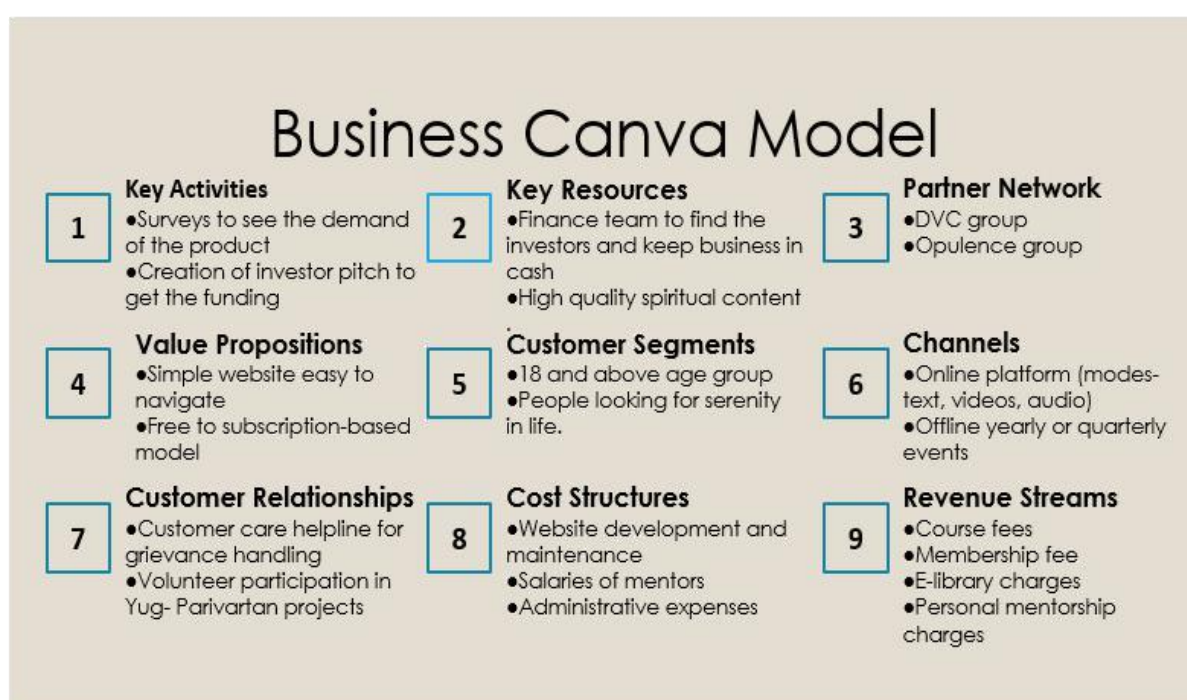

Fig. 2.12 The Business Canva Model of Project YugParivartan. (Author's own)

• **Feasibility Report:**

In order to formulate the MVP i.e. Minimum Viable Product, the project needs to be verified in grounds of its feasibility. The feasibility report examines all possible solutions and evaluates them on the grounds various parameters to beat all probable constraints. This report verifies the background check, assures the requirements, evaluates the processes and finally provides the conclusive evidence of its feasibility. Thereafter on the basis of conclusions provided, the definition of MVP is formulated.

Project YugParivartan has been checked, verified, evaluated, and formulated on the basis of three feasibility checks:

Commercial Viability is the effectiveness of a product to hold to the market in order to generate profit. A product should be commercially so sound that in can compete its competitors to capture the market share. Commercial Viability not only defines the product's profit-making capacity but also the revenue generation ability in the long run. A commercially viable project holds capacity to produce such an end product or service that is sustainable and that is viable to all financial constraints and at last results in mass production of revenue. In project YugParivartan the commercial viability is maintained through initial free courses to influx new customers, different levels in the course structure to abstain attrition, cost attractive offers for different segments of customers, webinars for members and subscription holders, advertisement offers for trusted members, preview sections for E-books, certifications margins maintained for different levels and finally live project facilities by different icon members.

Marketing Viability identifies gaps in the current trends of the product or service and advises feasible solutions in order to maintain its hold in the market. A product can be profitable but if it is not marketable then it can sustain long. So as trends change a product's marketability should also change in order to maintain a perfect camouflage. In this project the marketing viability is maintained through influencers or mentors who influx followers through their webinars and personal mentorships programmes, through social media connects, reminders and real time feedbacks, guidance and supports to have transparency in connectivity, and finally digital magazines and biographies to attract more and more customers.

Technical Viability defines that can a product be produced through the existing hardware and software so that it maintains its feasibility in the market. It also examines the technical expertise needed to maintain a product in its smooth functioning state. In the project YugParivartan the technical grounds are held tight through secure data privacy software, real time chat services, use of high-quality processors for web development, use of cloud-storage, pixels for higher audio-video quality, and easy navigation for providing better user interface.
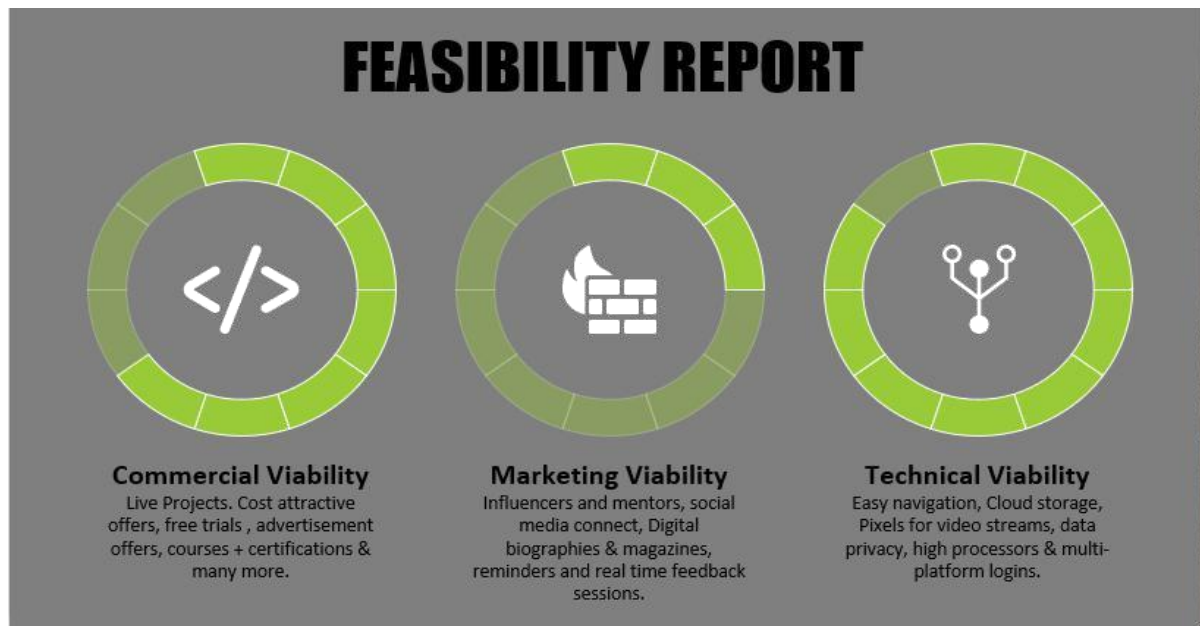
Fig. 2.13 A Glimpse of Feasibility Report of Project YugParivartan. (author's own**)**

There are even features and suggestions from the research undergone in this report. Features like gamification in the courses and certifications programmes will influx the Gen Z youth. Introduction of AR-VR technologies and simulation courses will create a new era in the learning programmes of spirituality. It will be the first to introduce such out of box items into their future upcoming programmes. This report acts as a certificate for the partners i.e. marketing partner, technical partner, and the vendor-promotor partner so that they proceed further with the deployment of all technical and market related aspects of the project.

- **Detailed Project Report (DPR):**

This document is the core of the Project. DPR outlines the all the key aspects and joints all the stings related to the project. One can address it as the document to extract full pledge knowledge about the entire tasks that is done already, the future deliverables, the path to achieve the goals, key objectives, resources to the project, roles of all the stake holders along with the growth of the entire project.

The primary purpose of this report is to highlight the profile of the promotors and the founders of the project. Along with that it specifies the organisation's culture, structure, project scope, key deliverables, streams of production, project goals, products and services, project schedules & milestones. It also includes all the important assumptions, their results and 360-degree reviews from all the stake holders. It also contains the pricing strategy for the revenue and cost models.

The DPR includes production strategies, marketing strategies, pricing strategies, operations as well as intra to inter organizational KRAs and KPIs. It also includes functional domains of each departments and their work derivatives specifically. The DPR of Project YugParivartan is a confidential documents and findings of the documents cannot be disclosed as per the company norms.

- **RFP Report:**

The RFP (Request for Proposal) is a business document that publishes and provides details about the project and requests a proposal from a project dealer who can assist with project implementation. It is done through bidding by allowing proposals to vendors. While submitting a proposal for a project, the vendors have to review the proposal and evaluate its feasibility, the bidder's condition, and implementation of the proposal.

The report describes the bidding process, terms and conditions and provides information on how to coordinate it. It also contains information about the issuing agency and its field of activity. The RFP process begins with the creation of a request for quotation. The bidder confirms the bid and offers suggestions for improvement. After the comments have been implemented, the final invitation to the proposal will be issued. The bidder then submits the proposal. The client selects a small group of bidders and initiates negotiations on pricing and technical details. Customers can request the remaining bidders to submit the best final bid before placing the order. Then finally the contract is presented to the project dealer that provides the best solution.

The RFP report of Project YugParivartan was the most important part of execution of this project. The document contains varied sections for different stakeholders. It mentions the vision & mission statements, overview of the industry, overview of the products and services offered, target audience and objectives of the project. It also identifies the project deliverables, its scope, key milestones, key stakeholders and their roles along with the general conditions required to them. It also specifies the technical proposal attention terms, payment terms and conditions, contract period and even the uptime guarantee terms & service levels. Along with the above points it also highlights the product history, functional and technical requirements of the project. It also contains the E-tendering processes, guidelines to the contractors, prerequisites to participate in the bidding process and functionalities of the digital certificates required to the project.

The RFP documents contains details about the required files for implementation vendor's bidding rounds, also contains the documentation, training, and testing process. It states the ongoing support and maintenance requirements, annual technical requirements, evaluation criteria and eligibility of the bidding process. Along with that it also contains details about technical bid evaluation, commercial bid evaluation, weighted evaluation, contract terms, ownership details, grant and delivery details. It contains licencing details, right and authorization details, respondent details, legal documents and final term sheet details. RFP document contains pricing bids, rules to respond, price compositions, performance guarantee documents, governing laws, rights to dispute resolutions, waiver and confidentiality documents. RFP report contains termination criteria, publicity documents, documents related to corrupt and fraudulent practices, violation norms, authorization terms and property rights. Finally, it contains the budget details, valuation projections disclaimers and price proposals.

- **Content Presentation:**

This presentation contains pictorial form of the MVP i.e. Minimum Viable Product details and its execution processes. Based on the analysis of research work done on the EdTech platform and the spiritual platforms, and recent technological reformations, the whole content team along with the technical partners decide how the platform should look like and how to provide customers the features in a very smooth way. This presentation is just a glimpse of the whole content in a nutshell. It is then to be submitted to the vendors, promotors and the investors required for financing the project. It is also useful for attracting mentors to this project.

It contains short description of the project, website look, login facilities and overall content flow, platform over view and some detailing for the technical partners.

- **Investor Presentation:**

The investor ppt is the final task to an investment banking project. It is eye-catching model, which indeed is showcased to the investors for funding of the project. It contains the 360-degree overview of the project, facts about the business model and details about the partners, promotors and vendors. It showcases it immediate sales growths, competition and industry analysis, overall game plan, terms and conditions, management team & plans, big picture of the project (scope) and the financial goals along with its path to achieve.

CONCLUSION:

In review with the internship, it has been an excellent and rewarding experience. The project was successful and was able to network with so many people that surely it will help people with opportunities and provide various learnings in the future. As we know that, EdTech platform has a huge scope for building a market share. Spirituality in EdTech is something untouched. There are various ways of connecting people through spirituality. Self-actualization and Realization through spirituality and spreading these insights is the theme of Project YugParivartan. One main thing that the project required was it was in need of people who are good in time management skills as well as in self-motivation. The project needed good organising skills, leadership skills and high interpersonal skills. The project came up with various proposals and ideas that the company is still looking into using. The project gained appreciations knowledge from the EdTech industry. It actually comprised of the process of how a start-up is conceptualised and commercialised. The most exciting and enthusiastic thing of the project was to know how to develop the platform from scratch and also how to start a new business only with an idea that connects people. It involved various technicalities like RFP, DPR and feasibility reports. This project basically required the financial skills while making the Financial Modelling. The conclusion when it comes to a project is that, it becomes successful only when there is some kind of synergy that exists between the members. It is the collective effort that takes a project towards its destination and finally to its execution.

MANAGERIAL IMPLICATIONS:

Initially members were selected as per interest and domain knowledges to this project, then further few of the team members were selected as the leads in the team. As a team to this project, there were intense work load and managing the entire group was the sole task. The team leads were basically involved in deciding the agenda and assign the work among the team. The roles provided in the project are versatile. The project has different roles for every stream be it Marketing, Finance or IT. Team members from the marketing background work on the overall marketing strategy, 360° strategy as well as research on the competitors. The team members from Finance background work on the Financial Model and platform's Valuation as well as the fund-raising strategy for the project. People interested in content writing were also given the opportunity to work on documents like Concept presentation, Detailed project report and so on. The team leads required high interpersonal skills in connecting the team members to the objective of this project and in the same time to report directly to the head of J.V. partners. It also included high ended responsibility of the entire team so that the entire work goes smoothly. The team leads were also responsible to present and explain the entire reports, financial models as well as the investor presentation through google meet t both the parties. Some of other important tasks includes:

- Content writing
- Power Point Presentation maker
- Financial model analyst
- Data Analysis
- Financial analysis
- Data Research
- Team leading
- Preparing of the concept presentation
- Revenue modelling
- Preparation of the concept of the JV
- Working in Edu tech analysis
- Spiritual sites analysis
- Request for proposal
- Financial modelling
- Cost model

Mostly the roles in which the members of the project worked on are as follows:

1. Analysis of various EdTech and spiritual companies.
2. Competitor analysis to determine their USP, marketing strategies, pricing, company's mode of delivery and its acceptance.
3. Rating of various companies and its features to see and compare if any ideas can be generated from our platform,
4. KPI's for the project, feasibility report, Contents of RFP, qualitative analysis of companies, UI suggestions for the platform, determining various costs and resources of revenue, working on Fin model.
5. Research & Financial Analyst.
6. Vendor and Investment Pitching

There have also been some keen learnings on how financial things work in a company and also things like team work. Practical exposure of the online business industry, requirements to start a new business & Time management were the important things to learn. The project actually provides with a great and ultimate learning experience. Following are the things that has been learned, managed and observed in the project:

● Various Business Documents
● Financial Modelling for a real project
● Different factors essential for business
● Feasibility report of a business
● Data Research
● Insights on financial modelling
● New project Initiation

The project was also involved in research on various Ed-tech companies and analysed the unique features like:

• Qualitative analysis was done by finding all the features of the Ed-tech companies by writing the features which are required for the DVC Platform.

• Analysed the user interface and wrote about the UI platform specialties.

• The project has a major role in analysing the spiritual Ed-tech platforms and ranked the sites according to the UI and functionality.

• Founded the technical, financial KRI's of the companies, marketing and content KRI's of the EdTech companies which are beneficial for the DVC project.

• It has a great role in findings of the product and service details required for RFP. Then it has also started analysing the cost estimation for the Fin-model of DVC.

• The project also defined the contact terms required for RFP. Then it gave the marketing points for attracting new customers in the feasibility report.

• It has discussed the values of costs required for the cost model and differentiated the cost drivers to COGS and SG&A. Also analysed revenue models in a similar way.

• It has also discussed the values of costs in fin-model and finalized the revenue and cost structure. The project gave a brief instruction on how to use:

• G-mass
• G-suite
• Clear-bit
• Pitchbook preparation
• RFP documentation
• Investor presentation

PART C

LEARNING FROM THE SUMMER TRAINING PROJECT

Key Learning

❖ Managed to find and analyse the technical, commercial and marketing feasibility of different projects.

❖ Analysed the user interface of different spiritual websites and make the key points which is required for DVC project.

❖ Defined the parameters of RFP report, also defined the KPI and KRA of the projects, which is helpful to measure the products and services from different aspects.

❖ Develop the business canvass for different projects.

❖ Analysed the cost and revenue drivers in Financial modelling and forecasted the valuation for five year.

❖ Develop the COGS and SG&A of different projects.

❖ Done qualitative analysis by analysing the user interface and highlighted about their UI platform specialties .to the investors

❖ found the technical, financial KRI's of the companies, marketing and content KRI's of the companies which are beneficial.

❖ Defined the product and service details required for RFP, defined the contact terms required for RFP

❖ Mentioned marketing points for attracting new customers in the Market feasibility report.

❖ The project brings a positive change in our thoughts and actions day by day.

Project Deliverables

Products:

1. Paid online Spiritual classes
2. Online webinars
3. Newsletters
4. Blogs by known writers
5. E- Books
6. Merchandises sold by the company (Can feature main products to attract consumers)

Services:

1. Personalised trainers' section
2. Corporate level motivational speakers
3. Free webinars to get familiar with the products we offer

Our business should:

● Serve the needs of all spiritual learners by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis, allowing them to share information and interact with our educators, enhancing their journey and guiding them on the path to be self actualized leaders
● Provide a pleasant and delightful experience to all users by making it easy for them to complete their tasks or find what they want in a simple manner to achieve their goals.

RECOMMENDATIONS FOR ACTION:

• There should be no biasness among the interns working in the organisation.

• Should have a detailed discussion with new interns and assign them projects and work according to their skills and experience.

• Lacks collective orientation and togetherness of people, so some sporty or some interesting stuffs should be done.

• Very rigid structure and lacks organic culture in the firm.

• Lack of technical expertise which might affect the functioning of our company.

• The process should be a bit organised and there should be from the senior team constantly working and guiding us.

• The induction programme should be more focused on: Inter personal relationship, Work introduction, Organization background

• Proper PMS should be there for assessing performance of working interns.

• More leisure activities to offer a feeling of "working pleasure."

• Company should follow a modern methodology and conventional performance evaluation approaches.

APPENDIX

	Regular	Institutional		Drop Factor		
Best Case	80000	80000		level 0-1	80%	
Base Case	70000	70000		level1-2	64%	
Worst case	50000	50000		level2-3	51%	

Regular students						
Course	2021	2022	2023	2024	2025	total customer served
SALDP Level 0 – Observe Your Maximu	80000	240000	597333	1456000	3154667	5528000
SALDP Level 1 – Project Your Final Mis	64000	192000	477867	1164800	2523733	4422400
SALDP Level 2 – Influence Resources T	51200	153600	382293	931840	2018987	3537920
SALDP Level 3 – Bridge Perception Rea	40960	122880	305835	745472	1615189	2830336
Total	236160	708480	1763328	4298112	9312576	

Institutional students						
Course	2021	2022	2023	2024	2025	total customer served
SALDP Level 0 – Observe Your Maximu	80000	240000	597333	1456000	3154667	5528000
SALDP Level 1 – Project Your Final Mis	64000	192000	477867	1164800	2523733	4422400
SALDP Level 2 – Influence Resources T	51200	153600	382293	931840	2018987	3537920
SALDP Level 3 – Bridge Perception Rea	40960	122880	305835	745472	1615189	2830336
Total	236160	708480	1763328	4298112	9312576	

Other Revenue (webinar ,subscription model,e-library)					
	2021	2022	2023	2024	2025
Sources	4239.04	12717.12	31651.50	77150.53	167159.48

Regular students Revenue (in lakhs)

Course	2021	2022	2023	2024	2025
SALDP Level 0 – Observe Your Maximum Potential	540.0	1620.0	4032.0	9828.0	21294.0
SALDP Level 1 – Project Your Final Mission	864.0	2592.0	6451.2	15724.8	34070.4
SALDP Level 2 – Influence Resources Towards Mission	1036.8	3110.4	7741.4	18869.8	40884.5
SALDP Level 3 – Bridge Perception Reality Gap	1105.9	3317.8	8257.5	20127.7	43610.1
Total	**15940.8**	**47822.4**	**119024.6**	**290122.6**	**628598.9**

Institutional students Revenue (in lakhs)

Course	2021	2022	2023	2024	2025
SALDP Level 0 – Observe Your Maximum Potential	800.0	2400.0	5973.3	14560.0	31546.7
SALDP Level 1 – Project Your Final Mission	1280.0	3840.0	9557.3	23296.0	50474.7
SALDP Level 2 – Influence Resources Towards Mission	1536.0	4608.0	11468.8	27955.2	60569.6
SALDP Level 3 – Bridge Perception Reality Gap	1638.4	4915.2	12233.4	29818.9	64607.6
Total	**5254.4**	**15763.2**	**39232.9**	**95630.1**	**207198.5**

Cash flow (in lakhs)

	2021	2022	2023	2024	2025
EBIT	14323.2	43422.6	108315.8	264275.3	572819.9
TAXES	(4,296.97)	(13,026.78)	(32,494.75)	(79,282.59)	(1,71,845.97)
DEPRICIATION	14.27	18.98	23.87	28.96	34.26
CAPEX		(24)	(24)	(25)	(26)
Net cash flow	10040.5	30414.8	75845.0	185021.7	401008.2
NPV	**$4,41,251.97**				

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- https://www.sebi.gov.in
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- https://indiainvestmentgrid.gov.in/

ANNEXURES

Certificate of Completion -

Opulence Business Solutions Pvt. Ltd.
Ganesh Meridian, C - 902,
Opp. Gujarat High Court, D Block,
S.G Hwy Sola,
Ahmedabad, Gujarat 380060
http://www.opulexfintech.com/

Certificate of Completion

27th June, 2020

This is to certify that **Ms. Nishi Khandelwal,** from Institute of Management, Nirma University has successfully completed Eight weeks (from 27th April to 27th June 2020) internship program as an Investment Banking Analyst at Opulence Business Solutions Pvt. Ltd.

During the course of her internship, she was exposed to various activities of Investment Banking Department and specifically worked in the Aviation Sector. In addition to that, she also worked for Yugparivartan deal. She was keen to learn about the core functions of the department and also willing to put her best efforts to get in depth knowledge of the subject to understand it better.

Her association with us was very fruitful and we wish her all the best in her future endeavours.

Bhavesh Patel
Managing Director
Email: Bhavesh.patel@opulencegroups.com