# Rethinking Return on Education

Abhishek Ballabh

Co-Founder

Copyright © ExtraAEdge.com

July 15, 2014

extraaedge.com

Share. Progress. Achieve.

# Agenda

- ✓ About Me & Extraa<span style="color:blue">Edge</span>
- ✓ Lessons Learnt
- ✓ Consumer  Attitudes & Buying Behavior.
- ✓ Education categories that will grow and shrink.
- ✓ Franchising & Joint Ventures
- ✓ Business models

**Abhishek** **Ballabh @ 28**

Co-Founder | **ExtraaEdge.com**

B.E. ( IT ) – B.V.P.C.O.E | Pune (2003-07)

**7** years in the Tech & Product Industry

aballabh@theextraaedge.com

**Skills**

Web Developer    Business Analyst    Consultant

Data Architect    Product Manager    Operations

Sales

# Co-Founder

# Companies I worked





# Companies I started

# About Extraa**Edge**

# e traaedge.com

**Share. Progress. Achieve.**

Social Student Lifecycle Management Platform

# We help progressive institutes acquire, serve, manage & connect with their students year on year.

INTERESTING. TELL ME MORE.

# CollEDGE is a

# Social Student Lifecycle Management Platform
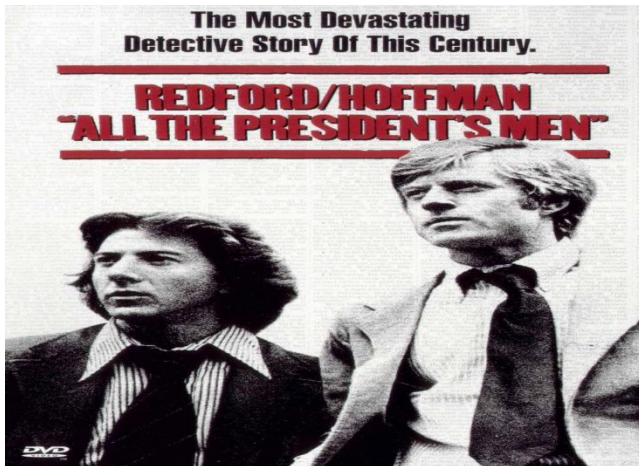
**1**

**Year old**

**6**

**Customers**

**5000+**

**Students**

**3**

**Awards**

e**traaedge**.com

Share. Progress. Achieve.

# Lessons Learnt
## in Education Business

**extraaedge**.com

Share. Progress. Achieve.

**Build relationship in community**



**Focus on GROWTH + SALES
Charge your customers**



**Follow the money
Think ROI**



**Keep USER first**

e**x**traa**edge**.com
Share. Progress. Achieve.

**Passion**



**Build a great Team**



**Deliver VALUE**



**Have patience**

e**x**traa**edge**.com
Share. Progress. Achieve.

# Consumer Attitudes & Buying Behavior

extraaedge.com

Share. Progress. Achieve.
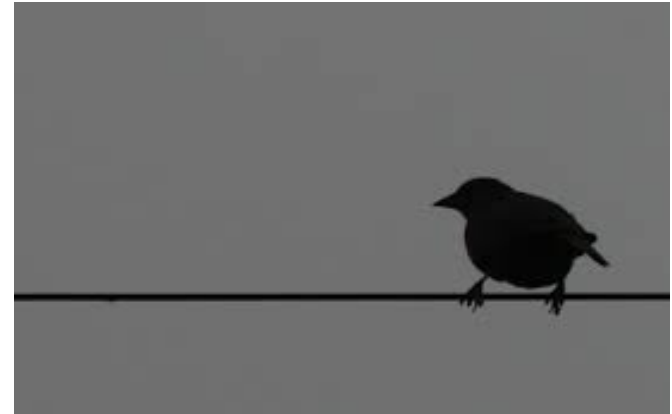
- ✓ **Sales happen through a channel of  TRUST.**

- ✓ **Are you selling: Vitamins or Antibiotics**

- ✓ **Customers get it: Value vs Commodity**

- ✓ **Technology – Mobile, SaaS, MooC etc.**

- ✓ **One size fits all – never works**

- ✓ **They WANT a Comprehensive Solution**

**e*x*traaedge**.com
Share. Progress. Achieve.

# Education

# Categories that will grow & shrink

**eXtraaedge**.com
Share. Progress. Achieve.

| CORE EDUCATION | PARALLEL EDUCATION | ANCILLARY SERVICES |
|---|---|---|
| **K-12 EDUCATION**<br>• School management<br>• PPP**<br>• Special education<br><br>**HIGHER EDUCATION**<br>• Higher education management<br>• For-profit colleges<br>• Twinning colleges and programs<br>• Distance learning | **PRE-SCHOOLS**<br><br>**VOCATIONAL TRAINING**<br>• IT, sales hospitality<br>• Languages<br>• Hospitality training<br>• Distance learning<br><br>**CORPORATE TRAINING**<br>• Outsourced training<br>• In-house / captive training<br><br>**TEST PREPARATION**<br>• Undergraduate<br>• Graduate<br><br>**TUTORING**<br>• Location based<br>• Distance learning<br><br>**TEACHER TRAINING** | **ICT / TECHNOLOGY**<br>• Hardware<br>• Software<br><br>**BOOKS & SUPPLIES**<br><br>**ERP SOFTWARE**<br><br>**LEARNING MANAGEMENT SYSTEMS**<br><br>**CURRICULUM DEVELOPMENT**<br><br>**DURABLES**<br><br>**TRANSPORTATION** |

*** Public Private Partnerships*

**CORE EDUCATION**

**K-12 EDUCATION**
- School management
- PPP**
- Special education

**HIGHER EDUCATION**
- Higher education management
- For-profit colleges
- Twinning colleges and programs
- Distance learning

** Public Private Partnerships

**PARALLEL EDUCATION**

**PRE-SCHOOLS**

**VOCATIONAL TRAINING**
- IT, sales hospitality
- Languages
- Hospitality training
- Distance learning

**CORPORATE TRAINING**
- Outsourced training
- In-house / captive training

**TEST PREPARATION**
- Undergraduate
- Graduate

**TUTORING**
- Location based
- Distance learning

**TEACHER TRAINING**

**ANCILLARY SERVICES**

**ICT / TECHNOLOGY**
- Hardware
- Software

**BOOKS & SUPPLIES**

**ERP SOFTWARE**

**LEARNING MANAGEMENT SYSTEMS**

**CURRICULUM DEVELOPMENT**

**DURABLES**

**TRANSPORTATION**

Growth

# Franchising & JVs

✓  **Sell yourself first and then PARTNER.**

✓ **JV's with complimentray service providers help to reach the decision makers.**

✓  **Customers buy in a cycle & great to have right resellers & partners as timing matters.**

✓  **Information is critical for business development.**

e**x**traa**edge**.com

Share. Progress. Achieve.

# Business Models

✓ **Repeatable, Scalable, Sales Play, Low Cost, Recurring Revenue, License based SaaS models.**

✓ **e.g. Products**

# Keep Hustling
# All the Best

Copyright © extraaedge.com

extraa**edge**.com
Share. Progress. Achieve.