



**EASYLEARN VERSION 2
(SCHOOL EDITION)**

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Our Company



**Together We Build
“Your Future with a
Difference”**

- **ISF Edutech Private Limited** is a private limited company of the **ISF Analytica & Informatica** family with it's headquarter based out of Mumbai.
- ISF EduTech understands the need and services towards meeting the right requirement of today's Education System.
- ISF EduTech targets into imparting education better and systematic as it's now necessary to change & adapt to the new e-learning trends.
- The aim of ISF EduTech is to make online education easily accessible for each and every individual and make learning easy for students globally.
- ISF EduTech enables collaboration with Courseware Management Companies for quality content creation we are trying to achieve or mission.





VISION

“Education For All”

MISSION

“To enable conceptualization, designing, execution and delivery of emerging technology based complex projects in the most cost effective manner under the Innovative Solutions Framework”



EASYLEARN VERSION 2

- EasyLearn Version 2(School Edition) is providing an integrated digital experience for Schools, Colleges, public and private institutes, and Universities.
- A system that is one up to its previous edition, is designed to provide an easy user experience and a highly secured platform with the competency to support large data.
- It has been designed keeping in mind the ease of use, manoeuvrability to support large data and a highly secure platform.
- EasyLearn is protected by a Secure Login which makes sure your data is only shared with people authorized by the admin and allows students to get trained in a classroom or as a learning group.





Tapan Das
Director



Sutapa Das
Director



Anisha Jai
HR/Admin



Andrew Jayapal
Web Developer



Inbasagar Nadar
Web Developer



Barathan Nadar
Web Developer



Rahul Padale
Marketing Consultant



Mahima Singh
Data Analyst



Deepayan
Data Analyst

Admission

Applicant
Enrolment
Admit Card
Generation
Exam & Result
Student Enrolment

Courses

Add Courses
Add Topics to
Courses
Enrol Courses
Attend Course
Course Feedback

Boards

Whiteboard
Notebook
Mathematics
Physics & Chemistry
Math Formula

Media

News
Announcement

Library

Manage Library
Add Books to
Library
Read Books

MIS.

Student Fee
Staff Salary
Hostel
Management

ClassRoom

Add Students
Add Batches
Add Lectures

Assign Batches
Assign Schedule

Attend Lectures

Examination

Add Exam
details
Create Papers
(objective &
Subjective)
with Questions
Assessment

Tools

Text & Speech
Word
Video Conferencing
Mailing system
Document Manager
Screen Recorder

Groups

Add Groups
Add Sub-Groups
Conduct
1. Discussions
2. Extra-
curriculum
act.
3. Additional
Classes

Channels

Add Tech.
Channel/
Group.
Conduct
Webinar,
Podcast &
add
Competition
Knowledge
Channel/
Group

Acct. Mgmt.

Banks
Bills, Invoice,
Books of
Accounts

Attendance

Manage
Attendance
Manage Holidays

Poll Star

Create Poll
Vote Poll
Poll Statistics

Issue Mgmt.

Manage
Software Issues
List

Key Features

- Admission Management
- Classroom Management
- Secured Login
- Course Management
- Examination Management
- Attendance Management
- Group Management
- Management Information System
- Accounting System
- Feedback
- Channel Management
- Interactive Online Boards
- Reports & Statistics
- Online Utility Tools
- Data Management
- Media
- Course Timeline
- Fee Management
- Lecture Recording
- Certificate Management

Key Benefits

One Stop Integrated Solution

- Single Sign On
- No 3rd Party Integrations Required
- Ease of Use

Easy Analytics

- Easy Access to all data
- Makes deriving reports easy
- Easy to create a personalized dashboard

Reduces Costs

- Data migration done one time
- No large IT team required
- No dealing with multiple vendors

Super Admin

EasyLearn Admin

Approval for Institute on-boarding

Assign Principal

Admin

City/ State/ Country

Approval for School/Jr.College/College creation

School/College/Jr.College Admin

Admin/
Supervisor(School/College)

Admission Management

Applicant Enrolment
Admit Card Generation
Exam & Result
Student Enrolment

Classroom Management

Add Students, Batches,
Lectures

Assign Batches, Schedule

Attendance Management

Manage Attendance
Manage Holidays

Course Management

Add Courses & Topics

Examination Management

Add Exam details
Create Papers with Questions

MIS

Student Fee, Staff Salary,
Hostel Management

Accounts Management

Banks, Bills, Invoice, Books of
Accounts

Others

Manage Polls
News & Announcements

Classroom Admin

Admin/
Supervisor(Classroom)

Classroom Management

Add Students, Batches,
Lectures
Assign Batches, Schedule

Course Management

Add Courses & Topics

Examination Management

Add Exam details
Create Papers with
Questions

Others

Manage Polls
News & Announcements

Mentor/ Teacher

Course Management

Add Courses & Topics

Examination Management

Add Exam details
Create Papers with
Questions
Assessment

Accountant

MIS

Student Fee, Staff Salary,
Hostel Management

Accounts Management

Banks, Bills, Invoice, Books
of Accounts

Groups & Sub-groups

Create Groups for

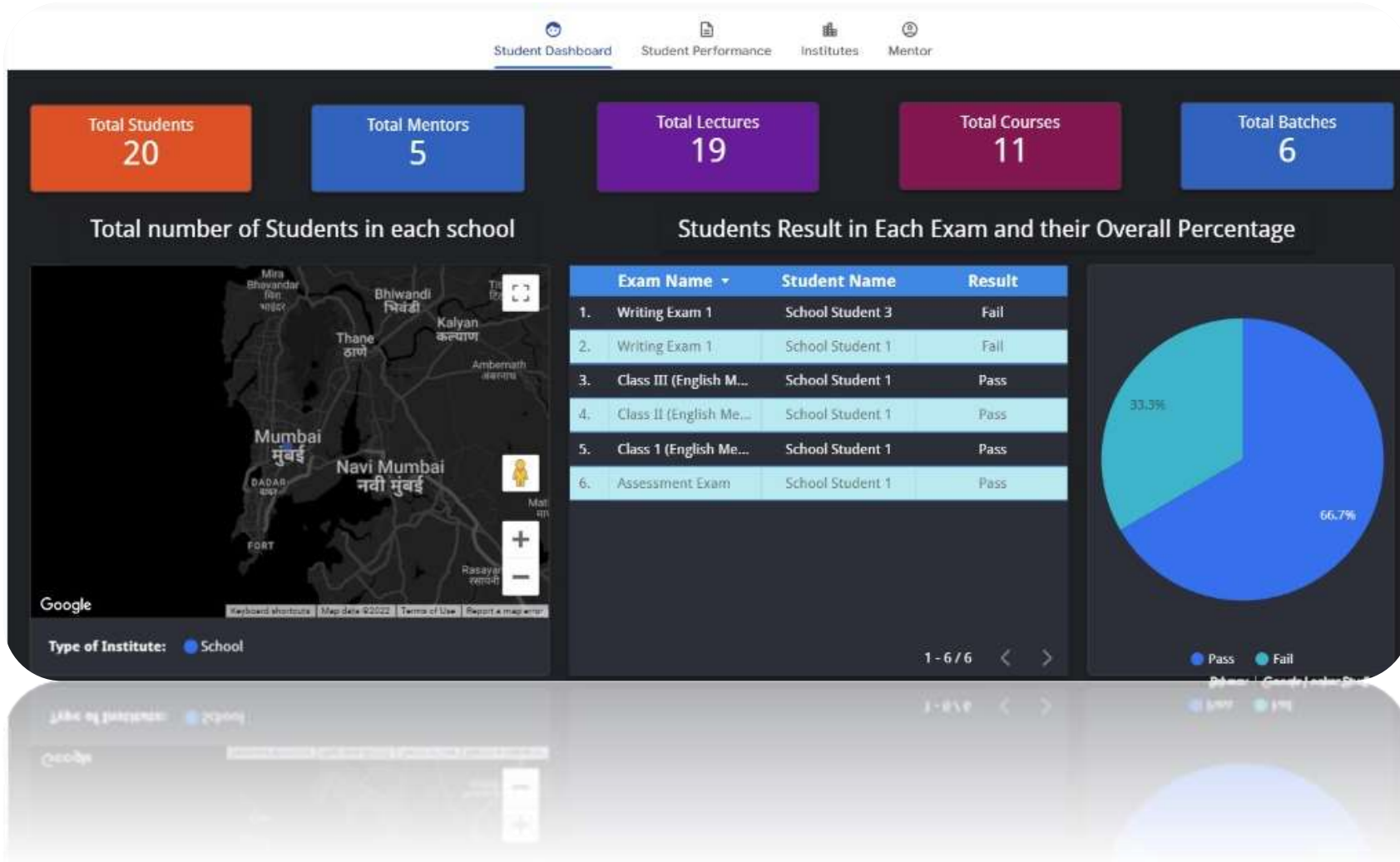
1. Discussions
2. Extra-curriculum act.
3. Additional Classes

Students

Attend Lectures
Submit Assignments
Enrol & Read Courses
Enrol & Attempt Exams
Access Library & Read
Books
Pay Fees (Tuition &
Hostel)
Participate in Polls

Parents

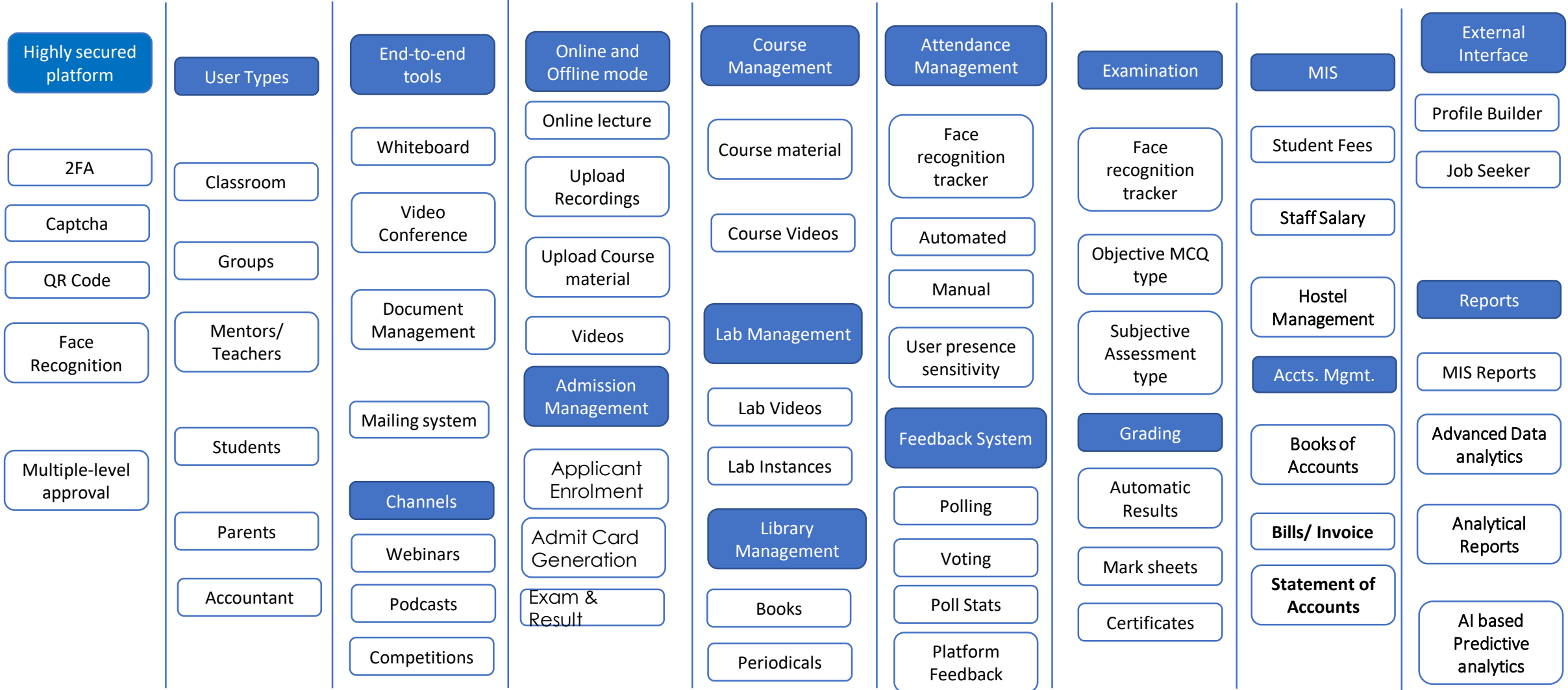
Check Student
1. Attendance
2. Performance



Admission Management	Academic Management	Webinars & Podcasts	Online Assessment	Video Conferencing
Staff Management	Course Content Management	Train the trainers	MCQ Examination	White Board
Students Management	Groups Management	Library Management	Fill in the blanks Examination	Mailing System
Attendance Management	Certificate Management	Audio and Video sharing	Sentence Examination	Document Management
Classroom Management	Accounts Management	Reports & Statistics	Writing Examination	Gadgets



EasyLearn V2 Feature List



Knowledge

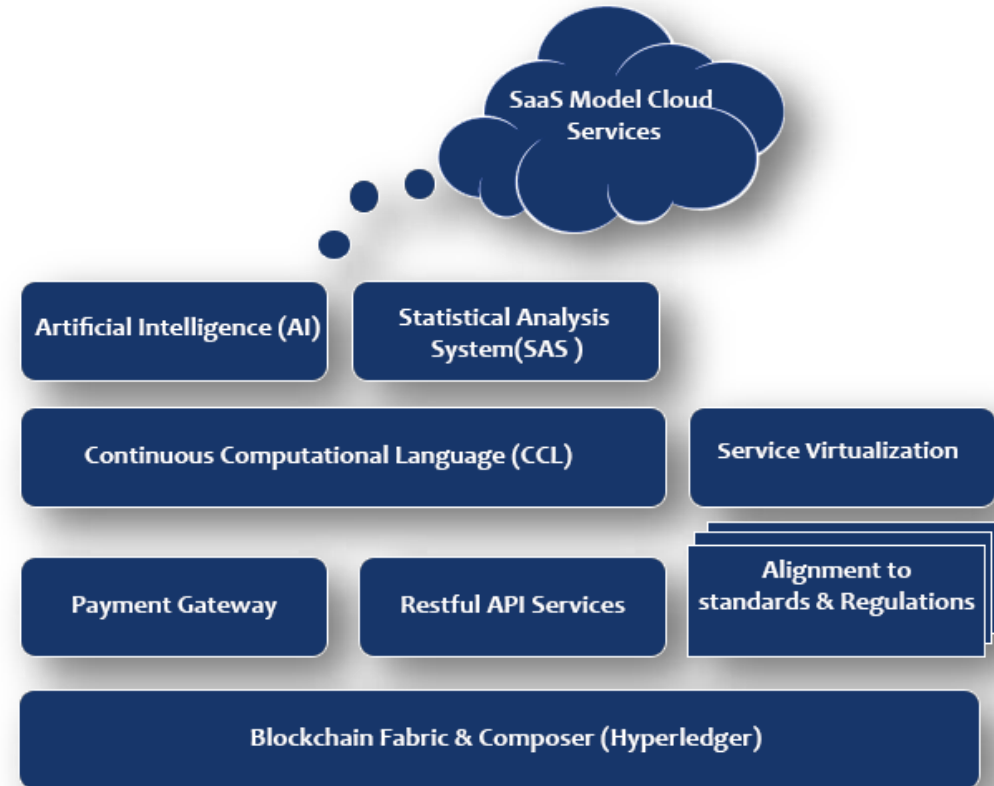
- Science
- Business
- Education
- History
- News
- Agriculture

Technology

- Webinar
- Podcast
- Competition



- HTML/Bootstrap , jQuery.
- PHP CodeIgniter Framework 4, Apache Server
- MySQL(PHP MyAdmin)
- SaaS Model Cloud Services
- Permissioned Blockchain Fabric Composer (Hyperledger)
- API based services
- Alignment to standards & regulations
- API based services
- Statistical Analysis System (SAS)



Target customer

Schools, colleges, universities, learning groups & institutes

Organic Strategy

- ✓ Events (seminar, webinar, workshop, competition)
- ✓ Tele calling
- ✓ Email campaign
- ✓ Corporate Sales Team
- ✓ Regional B2B sales team
- ✓ Promotions on Social Media, Blogs
- ✓ Google Ads
- ✓ Online Sales
- ✓ Online Promotions on various platforms
- ✓ Targeting IT Start-ups with Freemium Offers
- ✓ Discount offers for reserved instances
- ✓ Cloud Developer Community Tie-up

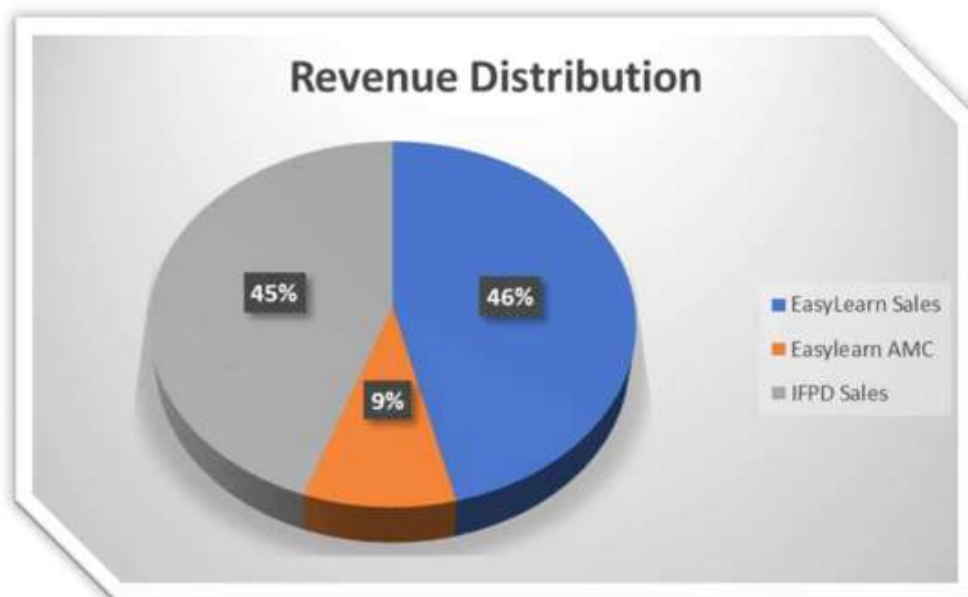


Inorganic Strategy

- ✓ Partner Programs
- ✓ Government Tendering
- ✓ Distributor & Dealership Network
- ✓ Affiliate Marketing
- ✓ CSR Activities with NGO's
- ✓ C-branding with Hardware Vendors

Company Financials - (Cost)

Yearly Increment		10%					
		Cost in INR Crores					
Sr. No.	Heads	FY1	FY2	FY3	FY4	FY5	Total
1	Infrastructure Cost	5.96	6.56	7.22	7.94	8.73	36.40
2	Product Development	1.04	1.15	1.26	1.39	1.53	6.37
3	Product Solutioning	0.55	0.60	0.66	0.73	0.80	3.33
4	Marketing	7.95	8.74	9.62	10.58	11.64	48.52
5	Manufacturing Infrastructure	7.28	8.01	8.81	9.70	10.66	44.47
6	IFPD Manufacturing	91.09	100.20	110.22	121.25	133.37	556.14
	Total Cost	113.88	125.27	137.79	151.57	166.73	695.25



		Growth per year 10%				
Sr. No.	Heads	FY 1	FY 2	FY 3	FY 4	FY 5
1	EasyLearn Sales	161	177	195	215	236
2	EasyLearn AMC	32	35	39	43	47
3	IFPD Sales	156	171	189	207	228
	Total Revenue	349	384	423	465	512

Head	FY1	FY2	FY3	FY4	FY5	Total
Revenue	349.39	384.33	422.77	465.04	511.55	2,133.09
Cost	113.88	125.27	137.79	151.57	166.73	695.25
	235.51	259.07	284.97	313.47	344.82	1,437.84

Investment Amount (in INR Crores)	113.88
Valuation (in INR Crores)	1,788.47

Method	Terminology	Value	Interpretation
PVCF	Present Value Cost	1,056.08	
NPV	Net Present Value	1,788.47	Positive - So Go ahead project
PVIC	Present Value Cash Inflow	3,177.81	
PVCO	Present Value Cash Outflow	695.25	
BCR	Benefit Cost Ratio	4.57	More than 1, so Go ahead project



		Cost of Capital	10.50%				
		Inflation	10.00%				
				Present Value			
Year	Phase	Cash Inflow	Cash Out Flow	Net Cash flow	PVCF	PVCI	PVCO
1	Investment Period	349.39	113.88	235.51	213.14	213.14	
2	Repayment Period	384.33	125.27	259.07	212.17	425.31	
3	Repayment Period	422.77	137.79	284.97	211.21	636.52	
4	Repayment Period	465.04	151.57	313.47	210.26	846.77	
5	Repayment Period	511.55	166.73	344.82	209.30	1,056.08	
	Total	2,133.09	695.25	1,437.84	1,056.08	3,177.81	-



Conclusion



- ✓ In its endeavour to growth in the emerging technology space, ISF EduTech plans to get into different geographies in the near future and Also would like to setup office across the globe.
- ✓ **EasyLearn** Development is complete and we have an MVP in place. Hence for the same we need to incur most of our cost into Marketing, this is the main area in which we are focusing and looking for funds.
- ✓ This setup would ensure ISF to venture into new markets and garner new clients across and thus enable strong financial strength of the company.

