

## ■ Introduction to Eduvisors

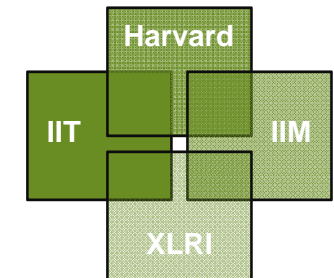
# A Brief Introduction

## The Firm

A knowledge leader in education sector, we are a research & consulting firm pioneer in providing business advisory and implementation services to the stakeholders in K12 and higher education in India.

## People

- Team comprising senior professionals with years of experience in:
  - Strategy and operations consulting
  - Academia and administration of education institutes
  - Transaction Advisory (M&A, Equity and Debt Funding)
  - Technology strategy and implementation consulting
  - Large projects and program management
  - Sales, marketing and brand management
- Professionals with education qualifications from premier global institutes



## Presence

- Gurgaon
- New Delhi
- Hyderabad
- Bangalore



# Consulting Services

## Our Clients

### Educational Institutions

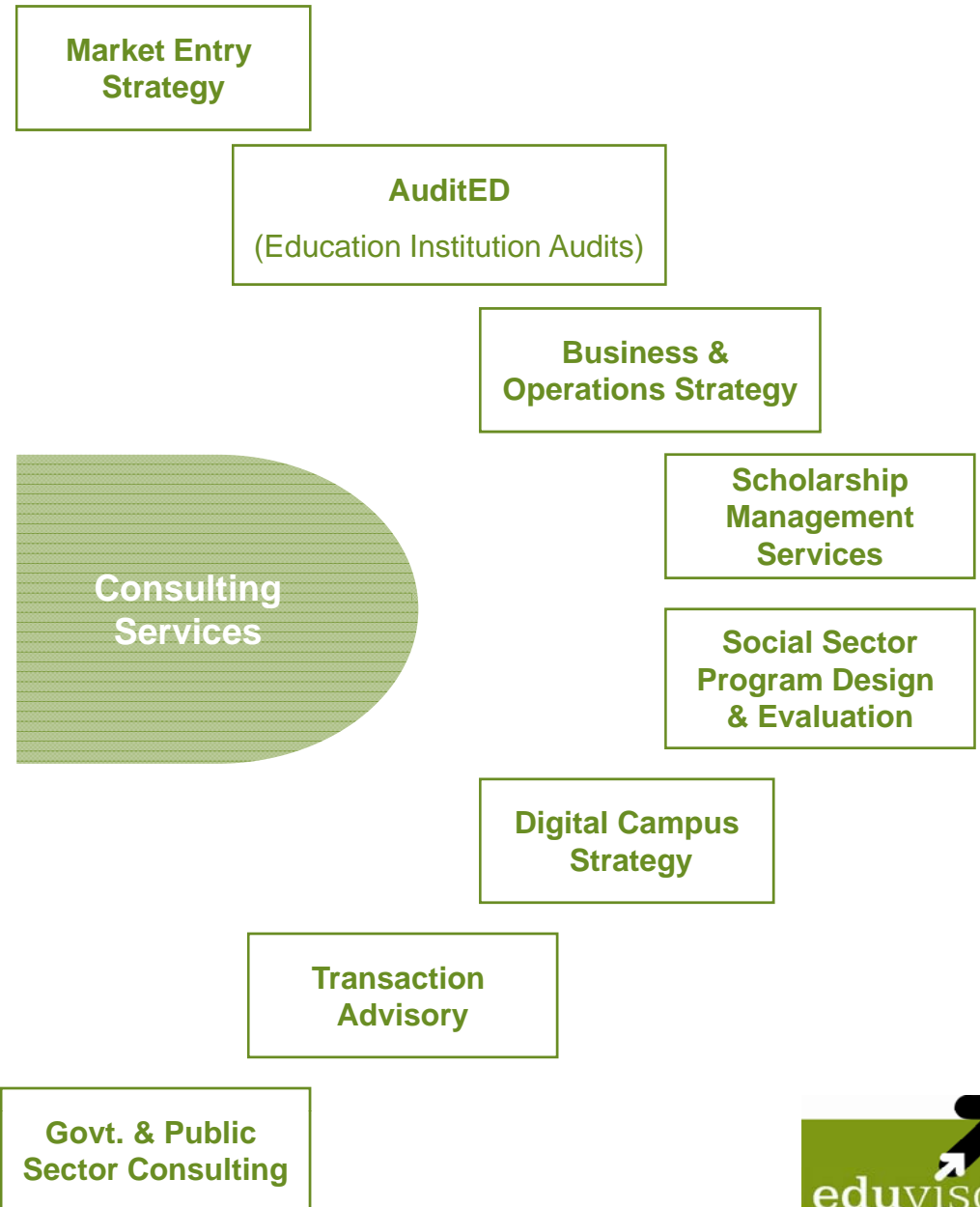
- K12
- Higher Education

### International Stakeholders

- Colleges and Universities
- Education businesses
- Not-for-profit organizations

### Other stakeholders in Indian Education

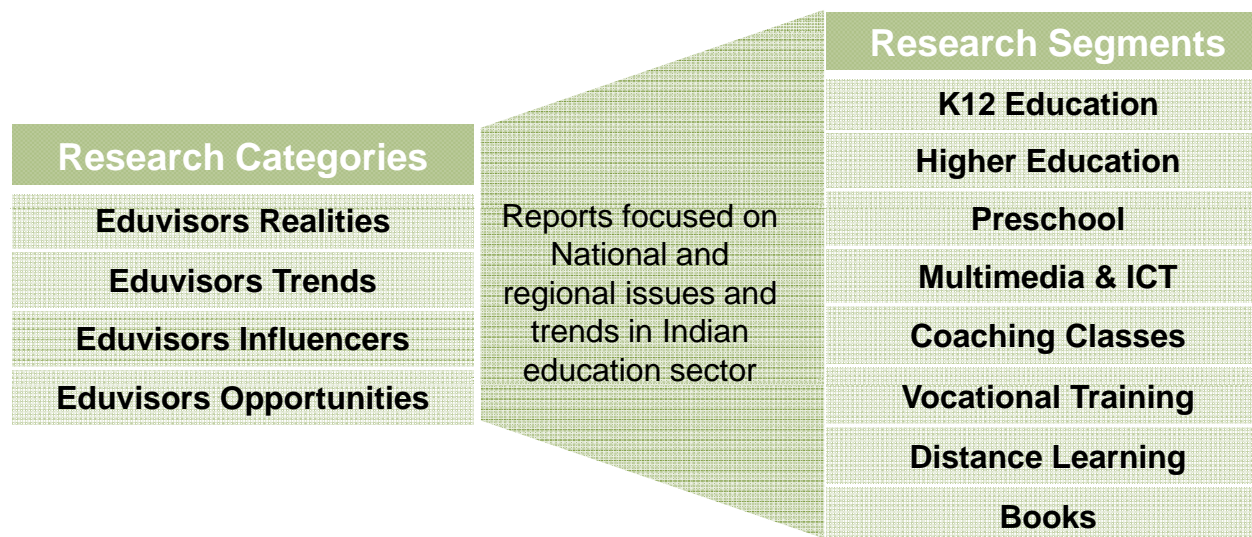
- Corporates
- Investors (VCs/PEs)
- Foundations
- NGOs
- Govt. and quasi-govt. org.



# Research Services

Indian education sector is unique with its own challenges and opportunities. Today's educators serve many stakeholders including students, parents, regulatory bodies, government and employers. **Eduvisors' Research Services** assists stakeholders in Indian education meet these demands and pressures with insightful strategies through customized research services.

Apart from customized research services, Eduvisors comes up with **regular research reports** under the following categories and segments:



- **Eduvisors Realities** brings data-driven reports with data on school performance, students, teachers, reach, equity etc.
- **Eduvisors Trends** are reports that highlight trends in the Indian education sector
- **Eduvisors Influencers** are reports on business & policy frameworks and issues influencing Indian education sector. These reports cover legal, regulatory and policy frameworks impacting Indian education
- **Eduvisors Opportunities.** Aimed towards government, private and not-for-profit investors in Indian education, these reports are developed to identify opportunity areas for investors in terms of financial and social returns.

# India Entry Strategy: Consulting and Implementation Services

## Strategy and Planning

## Implementation

### Business Planning Feasibility Studies

- Market intelligence - sizing, share and segment research & analysis
- Regulatory framework – applicable regulations, policies and rules
- Financial modelling for feasibility and planning
- Project implementation planning

### M&A Advisory (Buy, Sell and Funding)

- Industry research and market intelligence
- Potential target identification and short listing
- Discussions with identified targets
- Business, financial and legal due diligence\*
- Valuation and deal structuring
- Negotiation support and agreements\*
- Execution of MoU / term sheet
- Implementation and transaction closure

### Project Management Regulatory Approvals Operations Management Services

- In-Depth Implementation Support
- Assistance in structuring and setting up Indian operations
- Filing applications and obtaining necessary approvals
- Seeking and Developing Partnerships and Alliances

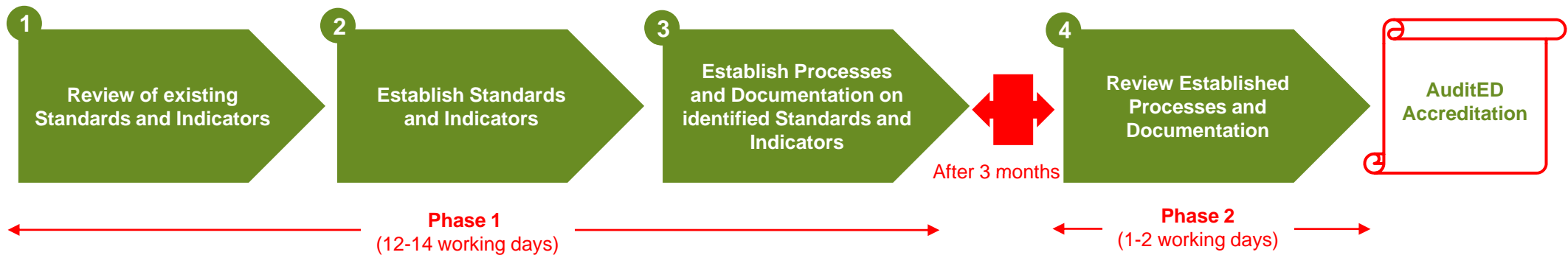
\* In partnership with leading Tax and Law firms

# AuditED – School Audits

**AuditED** provides educational leaders in K12 sector with state-of-the-art resources, tools, and support services to enhance and promote student growth and school improvement through accreditation.

Eduvisors' research team, with inputs from practitioners and education experts has developed the **AuditED Accreditation Standards for Quality Schools**. The standards have been designed with the needs and challenges of K12 schools in India in mind.

Accreditation is a voluntary method of quality assurance with an objective to evaluate, verify, and improve an education institution's quality, leading to some of the following '**clearly defined benefits**'.



- AuditED accreditation process involves Eduvisors team spending time with the School management over 4 steps demonstrated above. Initial assessment, followed by establishment of processes and documentation to achieve prescribed standards and indicators is achieved in the Phase 1 of the process.

- Phase 2 of the process reviews the implementation of established processes and recommendations, successful implementation of which leads to AuditED Accreditation Certificate.

- Continuous internal reviews once every year is a part of the accreditation process and is supported by Eduvisors. The certification process is expected to be done afresh every 5 yrs, ensuring complete review of the processes.

# Business and Operations Strategy

**Customized Business and Operations Strategy Services** by Eduvisors draw upon our market research, data analysis, and knowledge of best practices developed through our experience in working with institutions of international repute

**Areas where Eduvisors has added value to our clients are -**

- Identify and launch new programs
- Studies to improve enrolment, both in terms of quality and numbers
- Existing program retirement studies
- Cost containment and operational efficiency
- Design and implement online program strategies
- Evaluate and setup international partnerships and exchange programs
- Market assessment for facility expansion across geographies
- International and domestic trends analysis for improved programs
- Feasibility study for addition of new certification programs
- Branding efforts for improved market positioning

# Scholarship Management Services

Eduvisors 'Scholarship Management Services' consultants design and manage scholarships and other education assistance programs for corporations, foundations, associations and individuals. **'Standard' education assistance programs** include

- Scholarships
- Tuition fee assistance
- Education loans

Over and above the standard programs, we also design and administer programs customized to the needs of our corporate clients, most of which are designed with the following focus:

- Education assistance to the children of employees and other stakeholders
- CSR initiatives towards promoting local community relations
- Marketing - build awareness of products or business
- Partnership - partner with local schools or organizations
- Recruitment - attract and support students in the organization's area of need
- Diversity - provide opportunities for underrepresented students

# Social Sector Program Design and Evaluation

Limited resources for educational programs combined with increasing expectations for evidence of impact has made effective management of programs more important than ever. Today, programs must define intended results in terms of improving student learning and achievement.

Eduvisors with its data driven expertise provides comprehensive educational program services from inception to implementation along with evaluation and reporting

## Needs Assessment

Identify the program needs through consultations, institutional surveys and feasibility studies

## Grant Proposals

Our professional proposal writing services include planning of the program design, development of the project description, and submission of the proposal for grants.

## Program Implementation

Work with project leadership and staff to review the implementation plans, objectives, and baseline data outlined in the original proposal towards targeted milestones of the project

## Data Collection

Design and implement customized qualitative and quantitative key indicator data collection instruments

## Program Evaluation

Data collection, validation, and analysis, survey design and implementation, site visits, focus groups, and individual interviews. Summative evaluations to measure final outcomes and provide information on the project's effectiveness.

## Project Publications

Expertise in producing professionally designed booklets and brochures to share your project strategies and outcomes. Document your accomplishments so that they can be disseminated to stakeholders, and the general public.

# Transaction Advisory

- Assistance on complex mergers, acquisitions & other corporate reorganizations, both domestic & cross border – **focused on Education as a sector.**
- Entire deal continuum from **pre investment financial analysis** to **investment negotiations** and **structuring** through to documentation, coordination & **implementation.**

## Deal Planning Phase

- Desktop Reviews
- Vendor Assistance
- Sell Side Reviews

## Deal Execution

- Integrated Financial, Fiscal & Legal \* Diligence
- IT Due Diligence
- Business Plan Review

## Post Deal Services

- Review of transaction documents
- Post Acquisition Integration Support
- Process Reviews
- IT Reviews

### Integrated approach to the project

At Eduvisors we provide the following categories of due diligence consolidated in one report:

- Business and Financial
- Tax } \*
- Legal }

We work with specialists who possess in-depth industry knowledge and market know-how and identify comprehensive key transaction risks and concern areas (value destroyers) along with potential upsides (value enhancers).

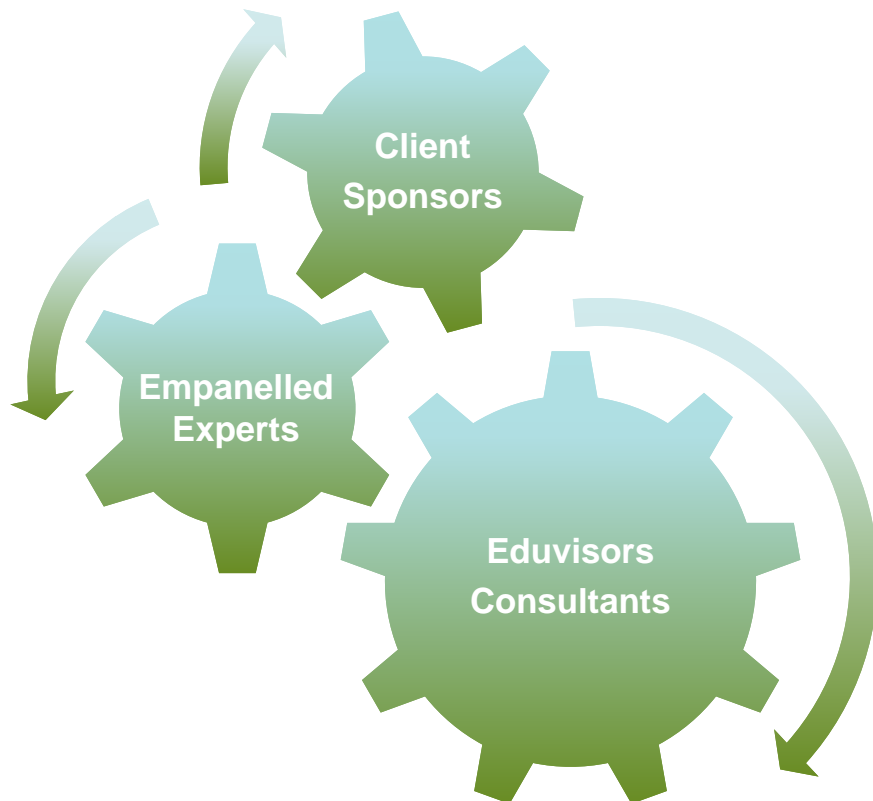
*\* In partnership with leading Law firms*

# Government & Public Sector Consulting

- Organisations across Government and the public sector require insights into the implications of key policies and wider trends on their current and future strategies in Education. We combine a thorough knowledge of the way governments operate with an unrivalled expertise in Education as a sector to provide practical, delivery-focused policy analysis.
- Our research & consulting team provides evidence-based advice to Government and public sector clients in India.
- Our consulting services to the government and public sector in India comprise design and implementation of policy and Public Private Partnerships (PPP) models in Education as a sector. Our assignments in government and public policy involve:
  - Policy development advice
  - Option identification and appraisal
  - Feasibility & evaluation studies

# Delivery Team of Experts → Internal and Empanelled

Every project at Eduvisors is staffed with a core team of senior consultants and empanelled experts from industry and academia



## **Senior Consultants** *with expertise in ...*

- Education business planning & mgmt.
- Research methodologies
- Operations strategy and process
- Brand mgmt. and marketing operations
- IT strategy and implementation mgmt.
- Public policy and program mgmt.
- Org. design and HR

## **Empanelled experts** *for each track of education ...*

(K12 and Higher Education)

- Directors, Deans, Administrators and senior academicians from leading education institutes in India
- Industry professionals

# Representative Sample of Projects

- Entry strategy and implementation support for a Foreign Education Provider's (FEP) entry into India
- CSR strategy (design & implementation) for a oil & gas exploration major. Included adoption of 14 government schools and development planning of a private K12 school in a remote location in Rajasthan.
- Audits of school management processes for a chain of premium English medium schools
- Business planning and implementation of a solar energy vocational training business.
- Feasibility study for setting up a higher education institution for a Private Equity fund planning to partner with an international university
- Online strategy, business planning and implementation of a new line of revenue generating online business for one of the largest publisher of books on competitive exams
- Due diligence review of an investment opportunity in Higher Education for a Private Equity fund
- Transaction advisory (sell-side mandate) for
  - a leading Education & Training provider in Life Sciences
  - Two K-12 schools in NCR
- Design and documentation of the RFP for the voucher program of a State govt.

# Core Team



**Vijay Shukla**  
Managing Partner

Vijay has over 15 years of industry experience, Vijay co-founded a successful mobile data services company, ValueFirst, which raised series-B funding from New Enterprise Associates. Vijay earlier worked with Steel Authority of India, E&Y and Glaxo SmithKline and he specializes in the areas of business development, consulting and engineering. Vijay's passions are in the area of innovation, value creation, entrepreneurship and education.

An engineering graduate from IT-BHU and MBA from XLRI, he has mastered the 'art' of evaluating business strategies and organizational processes through his career with working in the domains of public sector, information and mobile technology, FMCG, and education research and education consulting.



**Bharat Parmar**  
Partner

After having successfully developed Consulting and professional services businesses for Keane and BMR Advisors and with a work experience of over 12 years, Bharat ventured into starting a consulting firm dedicated to the Education sector. With expertise in data and research driven consulting services, he strives to deliver measurable value through business strategy and operations improvement assignments to his clients in the Education sector.

An engineering graduate from IT-BHU and MBA from IIM-Lucknow, his experience as a part of Business Strategy teams has given him the skills of analyzing business models across industries, a value-add to the Eduvisors clients.

# Core Team

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## **Sivaram Bandhakavi**

### **Director**

Policy Research  
& Consulting

Sivaram holds a Master in Public Administration from Harvard Kennedy School. His public policy experience include consulting assignments in the areas of Business-Government policy, Economic Management and e-Governance and has consulted for organizations in the public and private sectors including the World Bank, Government of India, Government of Karnataka. He is empanelled as a public policy consultant with the National Institute for Smart Government. He also brings in rich private sector experience in the areas of strategy, organization development and consulting working in the Technology industry.

Sivaram has a MBA from IIM-Lucknow and a Bachelor of Technology from IIT-Madras.

## **Gaurav Misra**

### **Director**

K-12 Practice

Gaurav has over 15 years of rich experience in the fields of education and information technology. Gaurav has hands-on experience from the perspective of has conceptualization, creation and delivery of projects in the non-formal and k-12 segments in education sector in India. and USA.

Gaurav studied at IT BHU and IIT Delhi and has been associated with the field of education since 1998.

# Education Research & Consulting



## Gurgaon

C-47, Ground Floor  
Sun City, Sector - 54  
Gurgaon – 122 002  
India

## Delhi

2nd Floor, L-4, CR Park  
Nehru Place - Savitri Main Road  
New Delhi 110 019  
India

## Bangalore

317, Golden Corner Apts  
Belandur Gate, Sarjapur Road  
Bangalore – 560 103  
India

## Hyderabad

Lotus 107, Serene County  
Gachibowli  
Hyderabad – 500 032  
India