

ProAvenues – Franchise Partner Program Overview

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ProAvenues
Redefining learning. Changing lives.

The next level.

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ProAvenues aims to be the fastest growing education / technology company in the world

Our students will have access to world class content & innovative technology at a cost that is within their reach

- ProAvenues (*earlier Career Avenues*) is a firm founded by IIT – IIM graduates, HR professionals and academicians located in Mumbai and Bangalore
- Operating in the areas of Education, E-learning, Corporate Training & Consulting and Content Development since 2002
- **Education / E-learning:**
 - Genesis: Campus recruitment training and development - Trained over 12000 students in the past 5 years across colleges in India
 - CAT Prep: Currently setting up franchises across India for the online & classroom CAT prep institute, CATAvenues (www.CATAvenues.com)
 - GMAT: We represent one of the world's largest and most advanced online GMAT preparation company for the Indian market
 - CommLabStudio: We are developing a one-to-one communication skills enhancement product that will be available to a large number of students at a low cost.
- **Corporate Training, Consulting & Content Development**
 - India's leading HR consultants in advising companies in the campus recruitment space.
 - Areas of operation include:
 - Recruitment process standardization
 - Creation of assessment tools
 - Campus to Corporate transition
 - Among India's largest creator of content for aptitude and technical tests
 - Tests used by leading corporate organizations and educational institutions
 - Tests designed by ProAvenues assess over 100,000 candidates annually

Our Credentials in the CAT Prep Business since 2002

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From 2002 to 2008, Career Avenues revolutionized CAT prep with concepts like:

- **Highest conversion ratio** : On an average, 30% of our students since 2002 made it into top B-schools, a record no institute can boast of.
- **Individual Attention** : A student faculty ratio of 6 : 1. That is an IIM grad to help a max of 6 IIM wannabe's. No other institute can still match that.
- **First to use Computer Based Tests and Assessment** : In 2002, we were the first CAT prep company to use Computer based tests for training, when we partnered India's largest assessment company to provide students with assessment and batch-wise comparison on each study topic.
- **Innovations Galore** : Monster Chess to build analytical skills was covered by all newspapers. Library with book, magazine and article reviews to help students read what they should. Theater workshops to build personality. Software games to build special skills. Outbound training program, to build interests to talk about in B-school interviews, and classes in Cafe Coffee Day to break classroom monotony.
- Media mention about Career Avenues:

[The Hindu - Career Avenues to coach for CAT exams](#)

[The Times of India - Play and pass your CAT](#)

[The Times of India - Study smart for CAT](#)

- **First to start a batch exclusively for 2nd time CATters (and 3rd, 4th, 5th...timers as well)** : When you have seen other CAT prep institutes and come to Career Avenues, you know the difference it will make.

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Read what students have to say about us:

- **On PaGalGuY** : We have been the first to advertise our courses on PG forum and also launched counseling and advisory services on www.pagalguy.com
- Some threads on PaGalGuY about us:

[Welcoming Career Avenues! - PaGaLGuY.com - The Everything of MBA ...](#)
[Career Avenues Institute - PaGaLGuY.com - The Everything of MBA ...](#)
[Career Avenues presents "Guru Gyan-Country's 1st online ...](#)
[Free MoCATs by Career Avenues & PaGaLGuY.com - PaGaLGuY.com - The ...](#)
[Ask Career Avenues! - PaGaLGuY.com - The Everything of MBA in ...](#)

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ProAvenues Franchise Program

Be our partners in growth. The ProAvenues Franchise program is looking out for committed individuals across India to share the wealth and contribute to the education sector.

We are committed to making you succeed – whatever it takes. In your success lies ours.

- ProAvenues wishes to partner with franchises for its products and services
- We are currently seeking professionals and businessmen with relevant experience in the educational sector to partner us in our growth initiative
- Some of the salient features of the ProAvenues franchise program are:
 - **Low level of investment:** We believe that our franchisees should focus on growing their business and for us it will form a strong foundation for a fruitful long-term business relationship. Hence, we have very limited setup costs to start a business with ProAvenues, thereby encouraging even first time entrepreneurs and professionals to be a part of our growth model.
 - **No own branches:** We do not intend to start company-owned or managed branches for most of our products, thereby being able to focus on providing support to the franchisees to deliver and succeed. Our motto is simple – Make our partners succeed.
 - **Business support services:** Not only product assistance, we would work towards playing a role in capturing market intelligence and sharing that with our partners, providing tech support and CRM for office functioning and course implementation plus sharing a part of the overall marketing expenses of the partners.
 - **Faster breakeven:** We seek to make our partners profitable in the least possible time. Our proven methods in reducing setup costs, low cost promotions, lower overheads, and multiple products assist our franchisees being able to break-even in between 6 to 12 months.
 - **Expansion opportunity:** ProAvenues is in the process of setting up an all India franchise network and has many more offerings in various stages of development. This gives our franchisees an opportunity to expand their business with our growth.

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Current Products offered on Franchise Program

On an average, 30% of our students since 2002 made it into top B-schools, a record no institute can boast of.

We were the first CAT prep institute to offer computer based testing and assessment long before many of the mainstream CAT prep institutes even gave it a thought

- We are seeking partners for CAT training (CATAvenues) and for Campus Recruitment Training (Genesis).
- Our CAT training products are
 - Long Term CAT Prep
 - Classic CAT Prep
 - Power CAT Prep (CAT for second timers)
 - Classic Quant Workshops
 - MoCATs (Mock CATs)
 - Online and Offline FundaMENTOR programs
 - GD & PI
 - CATDoctor
 - Club99
- Genesis programs are based on specific needs of the colleges and the Classic Genesis for in-house programs.

For more details on our products and services, visit www.catavenues.com and www.proavenues.com

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ProAvenues Franchise Program - Setup Requirements

“Career Avenues instilled the idea of smart preparation and this was the main reason for my clearing CAT.

I have attended other coaching institutes and the difference in Career Avenues was in the way they drive this concept of smart preparation. The atmosphere is very informal and the faculty pays individual attention to the students. Each student is given a feedback according to his/her preparation level and this is a big differentiation that I have seen only in Career Avenues.”

- Satyajit, IIM-L

- An appropriate office space located in an area that is easily accessible to college students
- Access to classrooms – either in the office, or being able to hire them from educational institutes
- Staff – Counselors and Faculty. You should have access to top quality faculty (preferably MBAs from top B-schools) who could teach either full time or part time
- Capital (excluding office setup) – For metros and large cities in India, you will need approximately Rs.10 lakhs. For other state capitals and smaller cities, you will require between Rs. 3 to 5 lakhs
- Franchise Fees and Deposits – Between Rs. 3 to 5 lakhs for metros and large cities in India, and between Rs. 1 to 2 lakhs for other state capitals and smaller cities
- Attitude – The right attitude and loads of passion to really make a difference to student’s life and career. Our differentiator has been the energy we bring to our business that motivates our students to give their best.

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Our Clients

We have worked with some of the top companies and educational institutions in India and abroad

We are proud that we have delivered more than 100% of the client expectation each time, every time

Corporate



Cognizant



Educational Institutions



The University of Western Ontario



Gogte Institute of Technology, Belgaum

PC Jabin College – Hubli

Global Institute of Technology – Bangalore

BLDE, Bijapur

7 Contact Us

In case you are interested, please write to: Info@ProAvenues.com

Or Call/Email:

Amit Saboo – Amit@ProAvenues.com (09930406369)
Anshul Gupta – Anshul@ProAvenues.com (09987507485)

Thank You!

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