

# **FRANCHISE MEET WITH ISDM**

**STARTS in 4-5 Minutes**

**KEEP JOINED, DONT LEFT**

**THANKS**

# Get answer to all your Questions

- **About ISDM !**
- **ISDM & It's Group of Companies !**
- **Top Challenges in this Industry ?**
- **Segments – We are working in ?**
- **Features and Facilities**
- **Minimum Requirement to Start Franchise**
- **Investment and ROI ?**

# About Us

- **Working Since 2007 – 17 Years Experience in Education and Academics**
- **Registered Under NCT New Delhi, Govt of India**
- **Registered Under**
  - **Ministry of Labour and Employment,**
  - **Skill India, NSDC**
  - **Ministry of Health and Fitness,**
  - **Ministry of Skill Development**
  - **Start Up India**
- **545+ Franchise PAN India**

# 3 in 1 Franchise

Multiple Businesses

Capture Multiple Students in Education Sector

Increase Earning by 10x

# Our Companies



**Skill Training  
Institutes**

**Online  
Education**

**Hybrid  
Schooling**

# Our Own Placement Compnay



#

# Courses

300+ Well Designed & Industry  
Oriented Courses



# We Covers all Highly Demand Courses



**Computer, IT, Web Designing &  
Cloud Computing Courses  
Animation, Graphics,  
All Diploma and Certificate Courses**



**Skill Development  
Fashion Design, Technical,  
Robotics, Fire & Safety  
etc.**



**K12 Hybrid Schooling  
For 1<sup>st</sup> to 12<sup>th</sup> Standard  
Students – All Subjects**



**Internship Programs for  
College Students  
MBA, Btech, Mtech, and all**



**Corporate Training Programs**



**150+ Online Courses  
With Live and Hybrid  
Learning Mode**

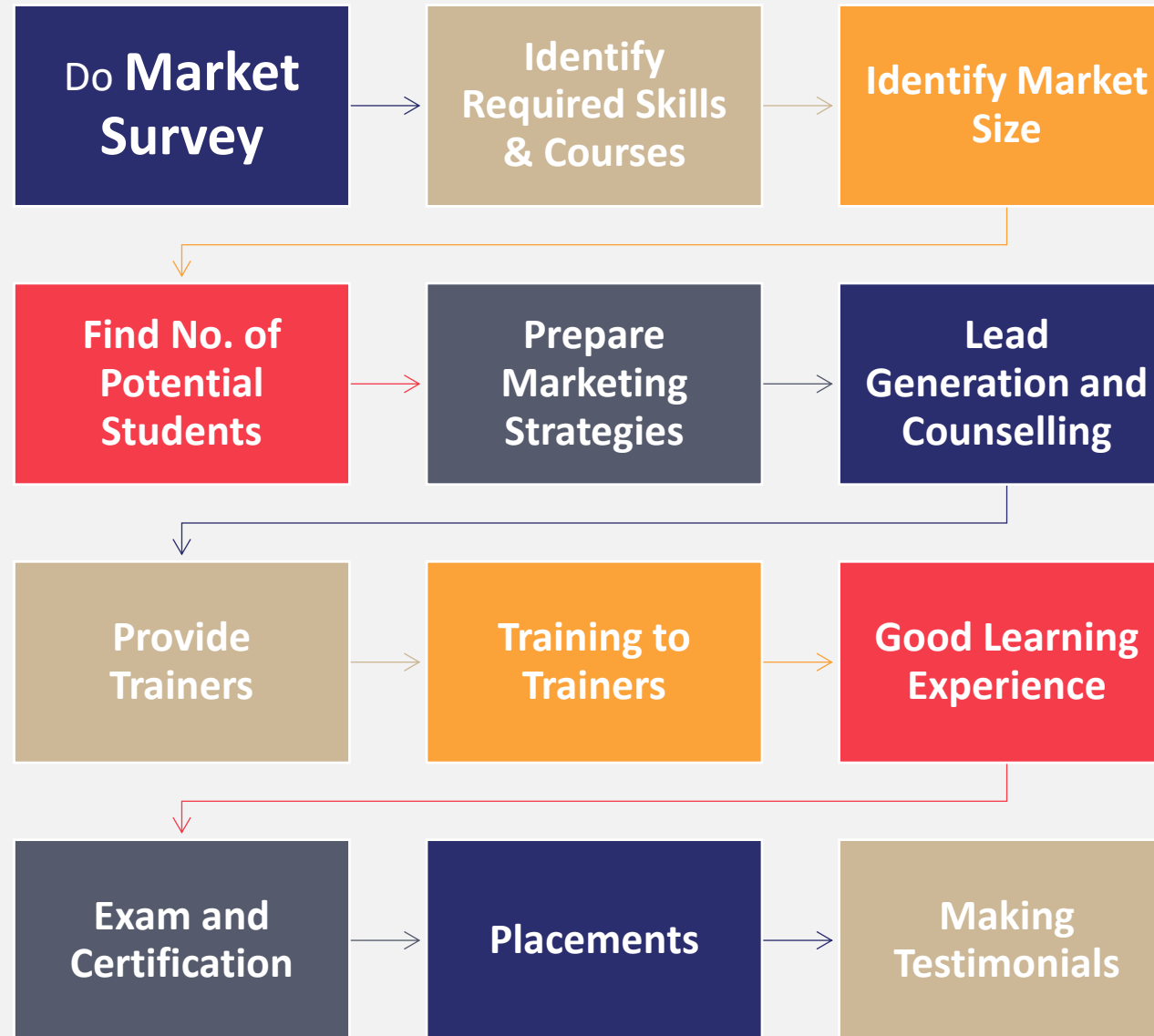
# Top Challenges

When you start any Institute !!



# How We Work ?

To our Franchise



# We Complete in 3 Parts

- 1. Training Institute**
- 2. Online Courses**
- 3. Digital Schooling**

# Part I

# ISDM Training Institute Franchise

Offline Education



# 300+ Well Designed Courses

- All Diploma and Certificate Programs (DCA/PGDCA/ADCA)
- Programming and Language
- Web Designing and Development
- Animation and Multimedia
- Graphic Designing & UI UX Design
- Artificial Intelligence and Machine Learning
- Accounting and Taxation Courses
- Cyber Security and Ethical Hacking
- + 300 Programs

# Ready to Serve Academic Material

- **Complete Study Material for All Courses**
- **Projects and Assignments**
- **Exam Material**
- **Practice Lessons**
- **Career Guidance & Assistance**

# HAVE A LOOK ON FEATURES @ISDM

# Trainer Support & ToT !

- We provide the TRAINERS.
- We provide proper TRAINING OF TRAINERS. We ensure the QUALITY TRAINING EXPERIENCE to the students
- You can take TRAINING in any of our COURSES in online mode. That's how we can UTILIZE one trainer in MULTIPLE COURSES.
- You don't have to pay SALARY for each COURSE.

## OUTCOME –

1. Save 15-50K Monthly Salary
2. +50% in No. of Admissions

# Franchise Startup Training

- Institute Setup
- Operations
- Marketing
- Counselling
- Admission Techniques
- Handling the Franchise Portals

## **OUTCOME –**

- 1. Don't have to waste your TIME on experiments and preparing SOPs.**
- 2. Increase the SUCCESS RATE by 300%**
- 3. You utilize the 17 YEARS of our Experience in INSTITUTE MANAGEMENT.**

# No Cost of Material Supply

- Prospectus
- Leaflets
- Admission Forms
- Indoor Banners
- Outdoor Banners
- Frills
- Flyers
- Student ID Cards

## OUTCOME –

1. Save Up To 1,00,000+ every year on Printing Material

We save your more than **1 Lakh** every year.

# Strategic Marketing Plan

- We Do Market Survey
- We Find out the
- Market Size
- No. of Potential Students.
- Which courses are most in demand in the Market,
- Students Learning Level and
- Paying Capacity.
- Marketing Strategies will be prepared specifically according to your Market.
- Gives you're the Complete Marketing Training and Execution Plan.
- 25000+ Students Visitors on the Website every month

# 90% of Marketing Task done by ISDM!

- **Offline Marketing**

- Marketing Plan by ISDM
- Training By ISDM
- Only Execution by Centers

- **Digital Marketing**

- Marketing Plan by ISDM
- Strategy by ISDM
- Execution by ISDM



# Strategic Marketing Plan

## **OUTCOME –**

- 1. 500% More Leads from Market**
- 2. 1000+ Admissions every Year.**
- 3. 50 Lacs + Revenue every Year.**

# Placement is our USP

- **90% Students are looking for placement after course**
- **We have our own placement company JOBFIXER**
- **1,00,000+ Employers/Corporate connected with us**
- **We provide placement through JOBFIXER to each students**

## **OUTCOME –**

- 1. Increase CONVERSION RATIO**
- 2. Monopoly in MARKET**
- 3. +200% Admissions and Revenue**
- 4. Increase the Mouth Publicity and Brand Positioning**

# Royalty Sharing

- **Regular Courses: Only 500/- Per Student in Regular Courses (200+ Courses)**
- **You can decide the fees whatever you want to charge the fees from students.**

# Part II

# Online Educaton

Online Education



# Why i-Learning ?

- You cannot hire unlimited **Trainer**
- You can not fulfill the demands of all **Potential Student's Enquiries**
- You can serve only **30% of Potential Market.**
- Rest **70% still not covered.**

# Lets Capture BIG ONE ?

- **By Offering Online Courses**
- **We can offer WIDE RANGE OF COURSES**
- **We can capture BROADER MARKET**
- **We can increase the REVENUE BY 10x**

# How we Do ?

- **When any UNMATCH ENQUIRY comes to us, We can offer Online Courses to them.**
- **All Trainings will delivered by directly from i-Learning.**
- **You never have to spends on Salary, Infra or any other Recurring Expenses.**

## **OUTCOME –**

- 1. You can CAPTURE 100% of MARKET POTENTIAL.**
- 2. No Enquiries will WASTE**
- 3. 150+ Courses are READY TO SERVE.**

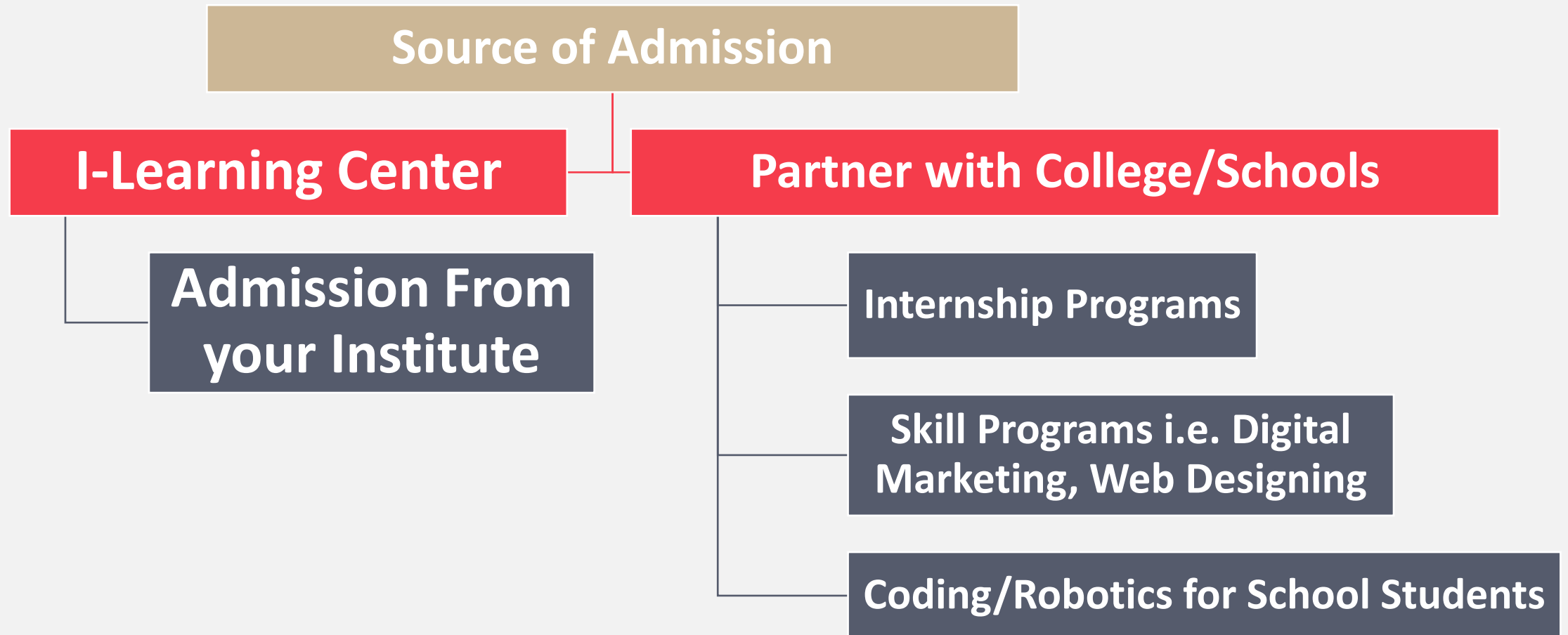
# what is **UNIQUE** at i-Learning Center

- India's 1<sup>st</sup> Online Training Provider who provides online training via Live Projects and Practical Assignments
  - We have 300+ Trainers to monitor the student's learning activities.
- 24x7 Quick Doubt Clearing
  - Live Chat and Meets with our Trainers
- Provide Placement Assistance to Students
  - Even Big Players of this industry are not giving jobs and placement
- Govt Approved Certificate
  - Are one of the very rare organization where students get govt certification in online courses.

# Make your Business at Large Level

Revenue

# Student Acquisition



# i-Learning Centers Revenue Sharing

- **Revenue Sharing (50%)**

# Part III

# Innovative School

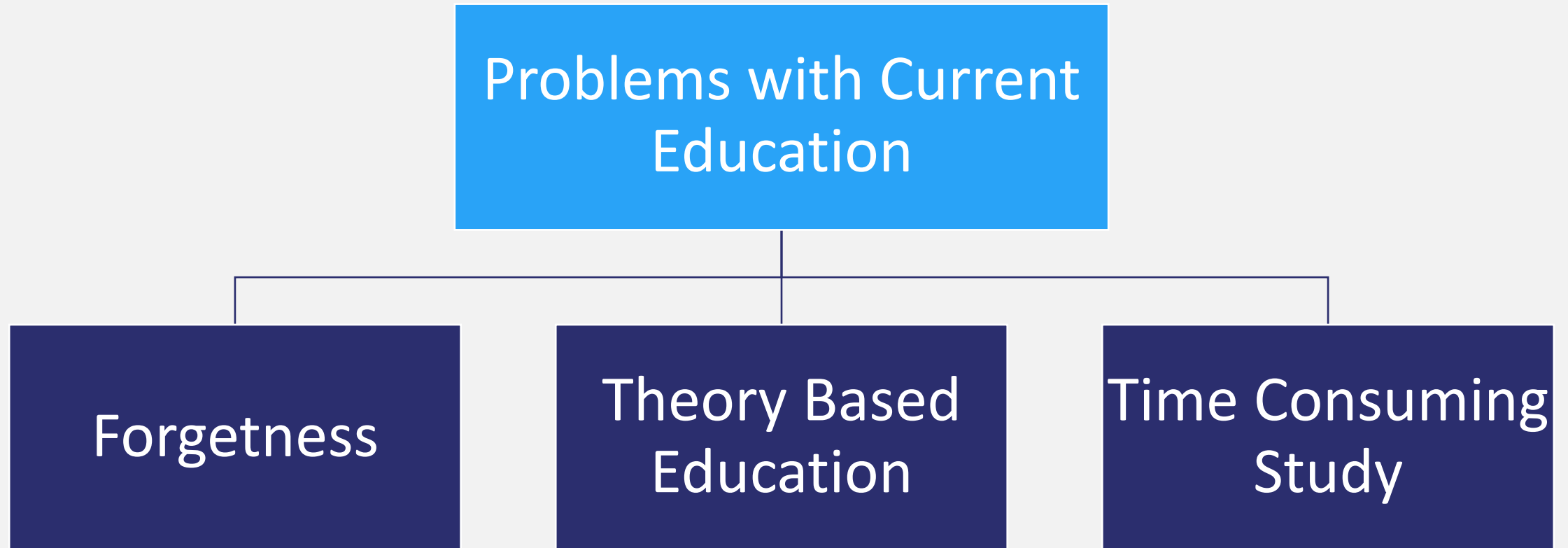
Online Education



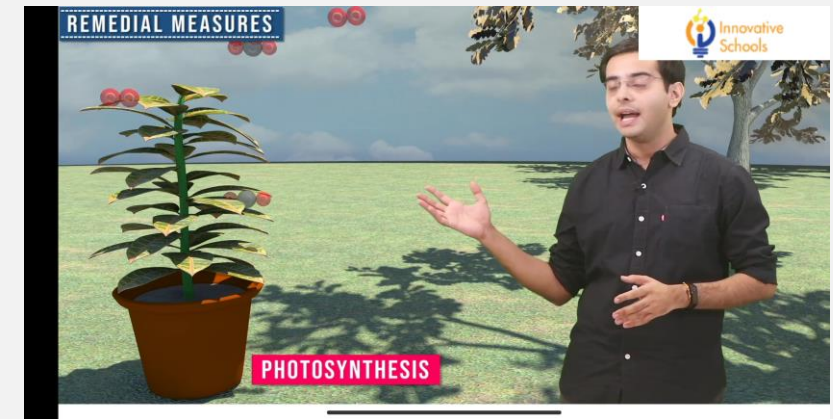
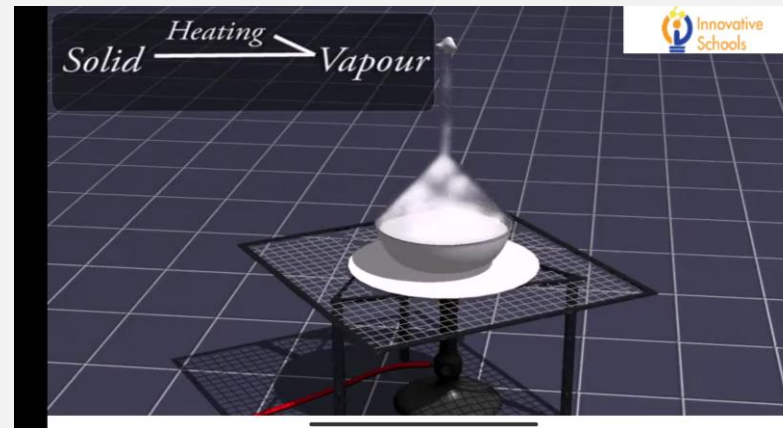
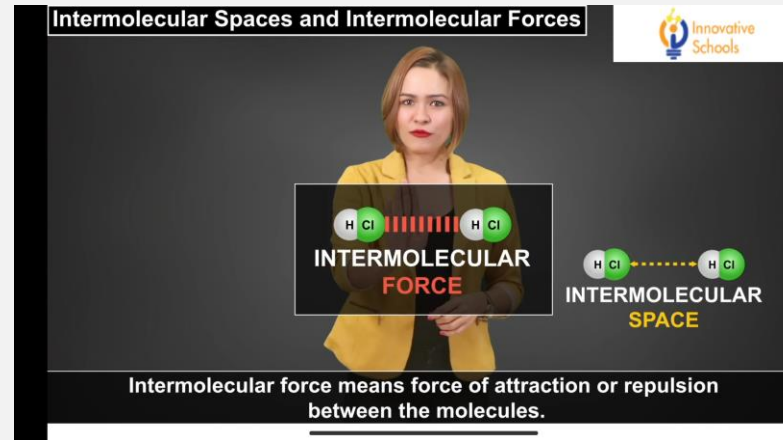
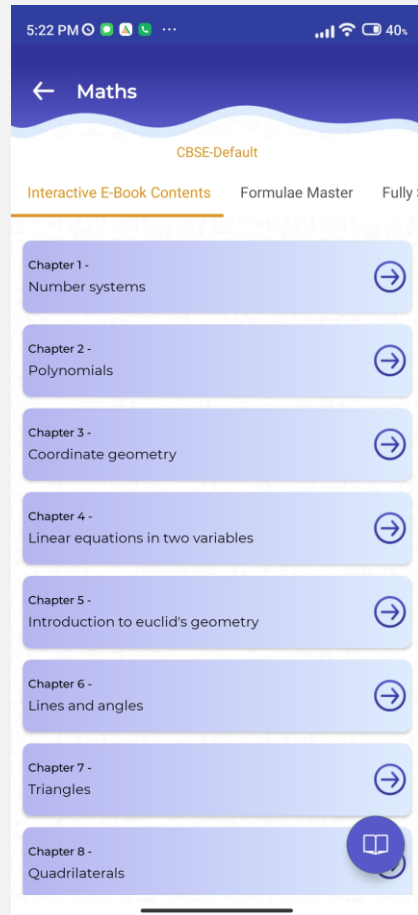
# About our Product

- **Innovative School is Mobile Application Based Learning Platform**
- **We offer our application to play group & 1<sup>st</sup> to 12<sup>th</sup> Class**
- **We provide CBSE, ICSE, State Board based syllabus**
- **Our Application is certified by CBSE**

# Common Problem of the Students



# Our Solution – Study through 2D and 3D Classroom



# Experience the **BEST LEARNING EXPERIENCE**



# Key Terms and Key Points

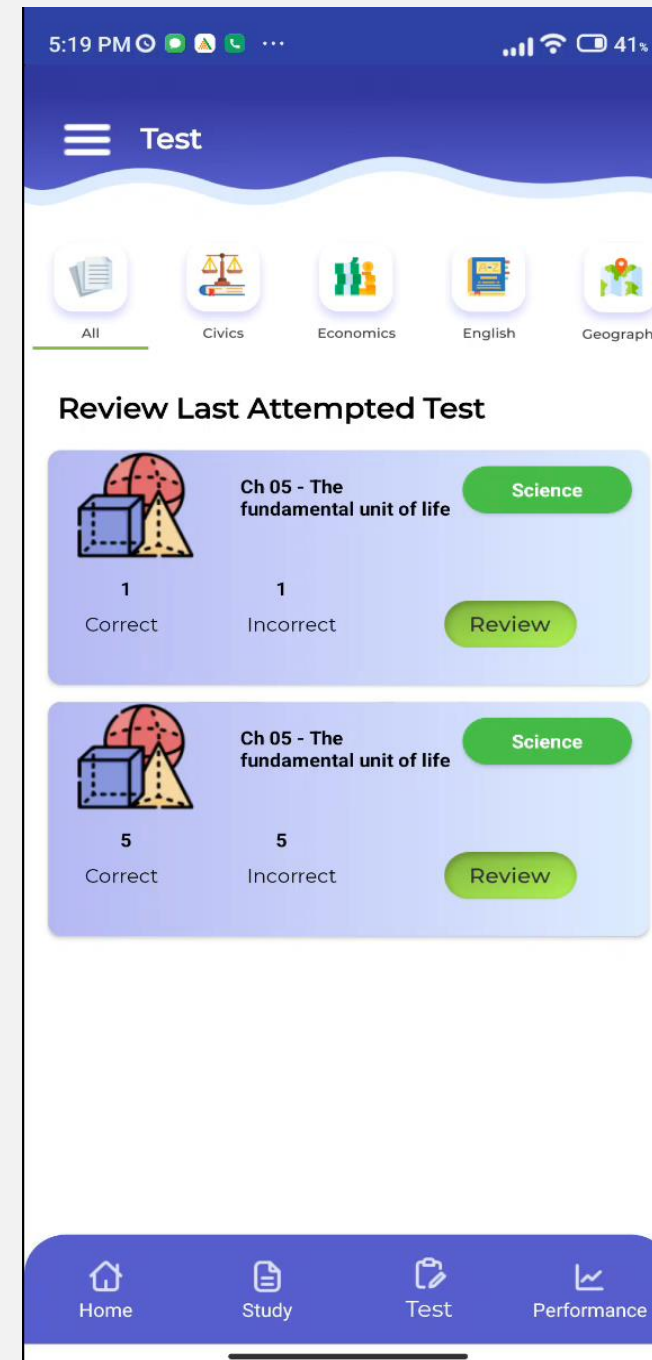
The screenshot shows a mobile application interface. At the top, a dark blue header contains the title "Fun with Magnets" in white text. Below the header, on the left side, there is a vertical list of four buttons labeled "Key Point - 1", "Key Point - 2", "Key Point - 3", and "Key Point - 4". The "Key Point - 1" button is highlighted in green, while the others are blue. To the right of this list, the content area displays "Key Point - 1" in a large font, followed by a horizontal line and the text "Magnetite is a natural magnet." The top status bar of the phone shows the time as 3:58 PM, along with icons for signal strength, Wi-Fi, and a battery level of 67%.

# Questions and Answers

The screenshot shows a mobile application interface. At the top, the status bar displays the time as 3:59 PM, along with icons for notifications, LTE signal, Wi-Fi, and a 67% battery level. Below the status bar is a black header with the text 'Fun with Magnets' in white. The main content area is divided into two sections. On the left, there is a vertical list of four question buttons: 'Question - 1' (highlighted in green), 'Question - 2', 'Question - 3', and 'Question - 4'. On the right, the content for 'Question - 1' is displayed. The question text is 'What is a magnet ?'. Below the question, the answer is provided: 'A material which shows an attraction for magnetic materials such as iron, cobalt and nickel is called a magnet. When it is suspended freely, it points in the geographical north- south direction.'

# Quizzes

- We have more than 14000 quizzes
- After every chapter student will see which questions can be come in exam
- Student will attempt the quizzes and review their knowledge



# Worksheet / Practice

4:00 PM ▲ M ↻ ...

🕒 VoLTE 📶 📶 📶 🔋 67%

Worksheet - 1

Class - VI

Science

## Instructions:

- 1. Worksheet should be attempted after going through the concerned chapter.*
- 2. It is advisable to first self attempt the worksheet before checking the answer.*
- 3. The student can time the attempt as per his/her convenience.*

## 1. Multiple Choice Questions

# Digital Science Lab

- **Students unable to perform All 100% and physics, chemistry or biology experiments in school**
- **We prepared India's first Digital Science Experiment Lab**
- **We mapped all Science Experiments in this section where student can watch and understand all practical experiments**

# Digital Science Lab

Civics

Economics

Geography



Hindi



English



Scholar Zone

## Last Viewed Videos



# Real Life Videos

- **When we study any topic, it is related to real life**
- **We recorded a real life videos and inbuilt in our application**
- **Student can see How to things working in real life**
- **For example if student study water treatment plant, they can see practical real life video of plant**

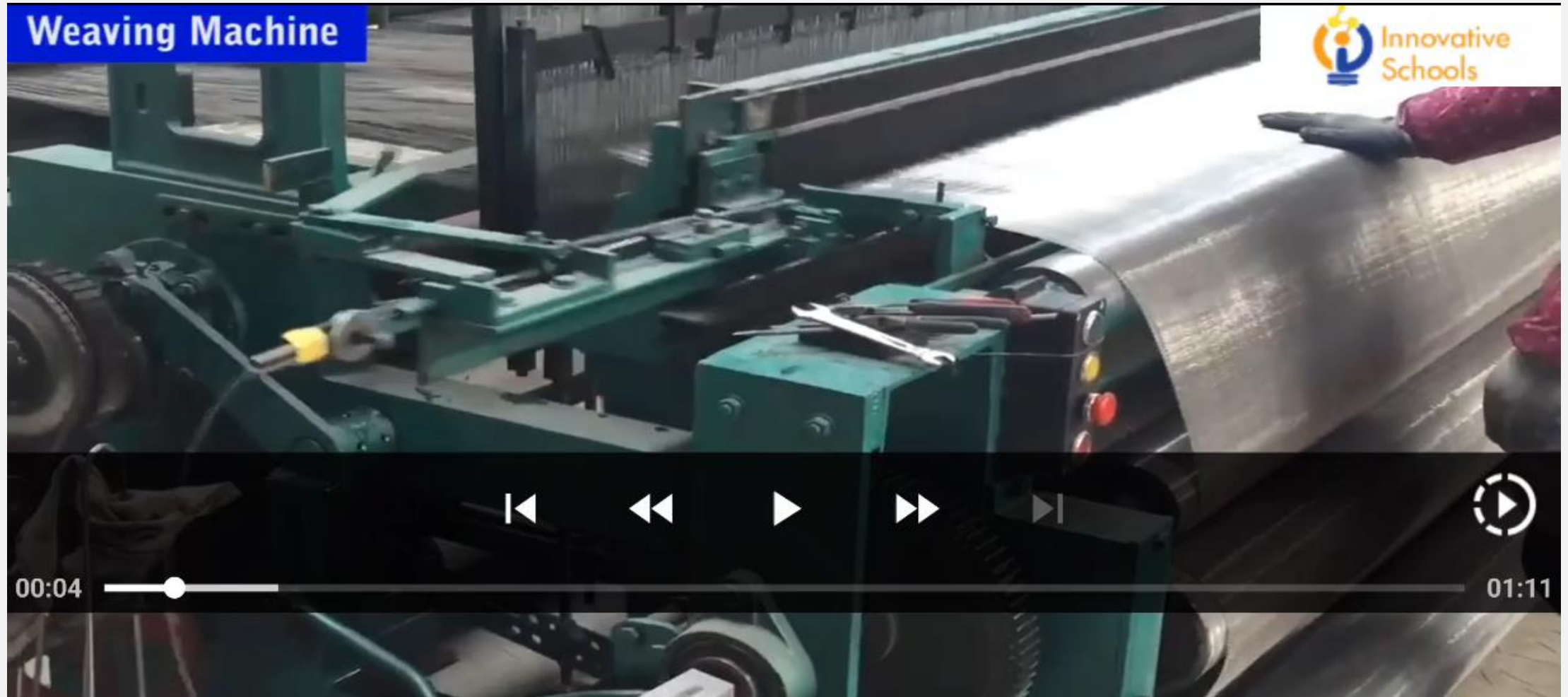
# Real Life Videos Example



# Real Life Videos Example



# Real Life Videos Example



# Work as a Franchise

- **Become a Franchise & Serve this product in your area as “Distributor”**
- **Get Upto 50% Profit Share**

# Our Base Prices K12 Schooling Courses

Maximum Sale Price	Franchise Price
8,000/- to 12,000/-	4000/- per students / year

Margin 4,000/- to 8,000/- Per Student

# Estimated Revenue





# Questions and Answers

Any questions?

You can find us at:

[www.isdmgroup.in](http://www.isdmgroup.in)

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