





Mentoring Made Easy

“Every tool that a start-up, incubator, accelerator, etc. requires for a hassle-free online mentorship on a single platform.”

MentorBox allows users to get mentored as a company or as a learning group.





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Premises

- ✓ Online education & incubation with emerging technology support will have a widespread requirement in the coming days.
- ✓ MentorBox is targeted at Incubators, Accelerators, Start-ups, Corporates, Learning Groups & Team, etc.





Vision & Mission

Vision

- ***“Every tool that a start-up, incubator, accelerator, etc. requires for a hassle-free online mentorship on a single platform.”***

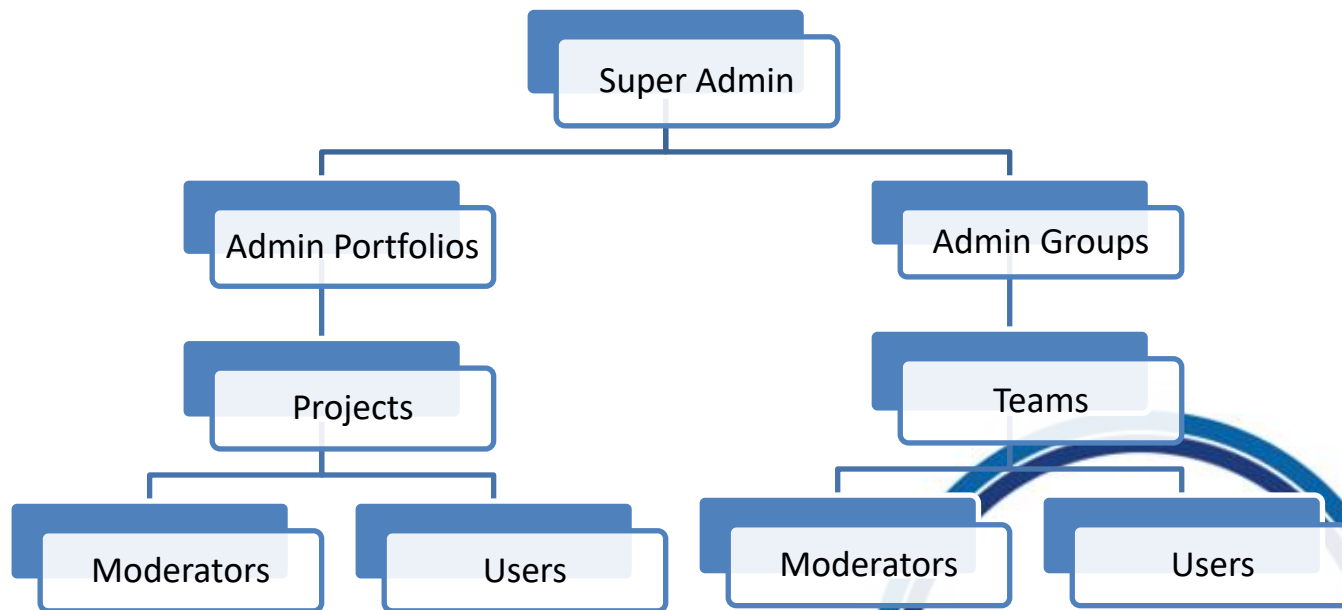
Mission

- **A Tool for Everyone - MentorBox** allows users to get mentored as a company or as a learning group.
- A place for design thinking –
 - There is a huge amount of information created through NotesBuddy and it is refined by **MentorBox**.
 - The **MentorBox** ultimately produces a good amount of knowledge imparted by the mentor to the users.
- Leading to the creation of the **PitchDeck** - the users start reaping the benefits of the products by creating a well-defined pitch deck and fundraising from investors.





User Access Rights





Dashboards

The dashboard of Mentor Box allows users to get mentored as a company or as a learning group.

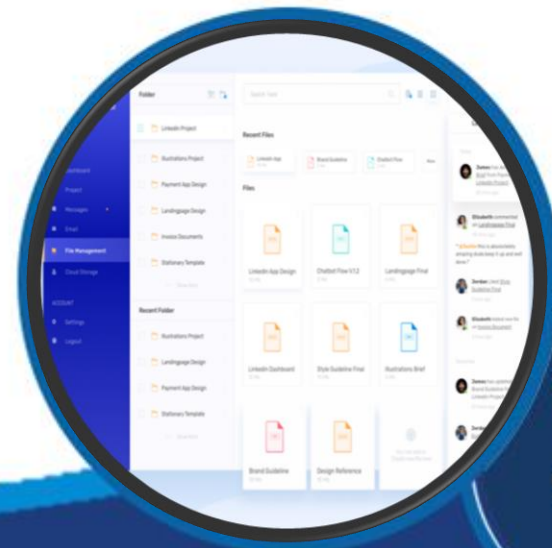
✓ **Dashboard by Portfolio**

Here the user can subscribe to the segment where the project is connected with like Information Technology, Emerging Technology, Financial Technology so on and so forth.

✓ **Dashboard by Group**

Here the group may be classified under Financial Markets, Finance, Marketing, IT Development and so on and so forth.

The files will be saved in MP4, DOCX, PDF, XLS, TXT, etc. which can be further carried to Pitch Deck.





MentorBox Tools

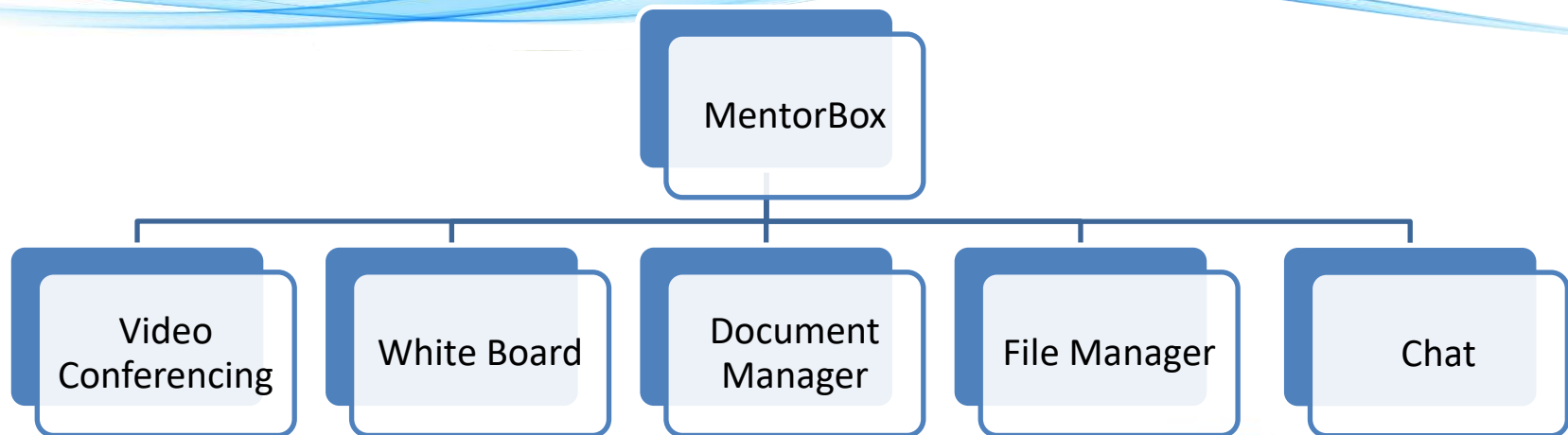
The tools used are:

1. **Video Conferencing** - One can then share their screen as well as chat during the video conference. Additional features of recording the conference are as well available.
2. **White Board** - One can collaborate to share blueprints, strategic plans, system drawings in real time.
3. **Document Manager** - The Document Manager allows the user to create different documents that are going to be consumed by the team/project.
4. **File Manager** - the File Manager allows the users of the team to organize the files created in the process to store.
5. **Online Chat** - allows users of the team to communicate via chat.





MentorBox Tools





White Board

- ❑ White Board enables online team collaboration to be used for brainstorming, tutoring for education/ discussion, collaborate to share blueprints, strategic plans, system drawings in real time.
- ❑ The whiteboard can be saved as an image into a pdf file and can be shared across the team.
- ❑ The whiteboard can have a live audio chat (Skype for example)





Video Conferencing

- ❑ Video conferencing tool that enables multiple users to join the conference independent of their physical location, creating a dedicated/ locked room with a flexible layout.
- ❑ One can then share their screen as well as chat during the video conference. Additional features of recording the conference are as well available





Document Manager

- ❑ The Document Manager allows the user to create different documents that are going to be consumed by the team/project. Each file gives information about its author when it was created and other file credentials.
- ❑ The File Manager allows the users of the team to organize the files created in the process to store it on the server so that it can be downloaded later on for reference or otherwise.





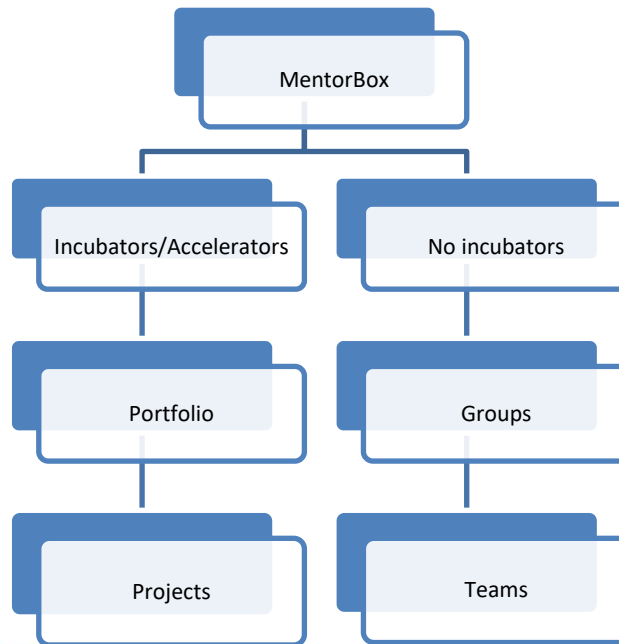
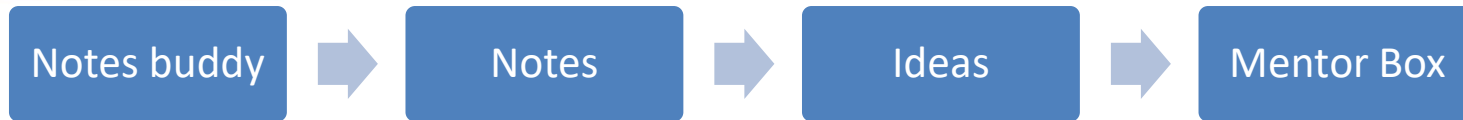
Technology Stack

- ✓ Apache Server
- ✓ SCSS, Angular & Node JS, Python
- ✓ MySQL
- ✓ SaaS Model Cloud Services
- ✓ Permissioned Blockchain Fabric & Composer (Hyperledger)
- ✓ API based services
- ✓ Alignment to standards & regulations
- ✓ AI API's
- ✓ Statistical Analysis System (SAS)





Input Process Flow Diagram





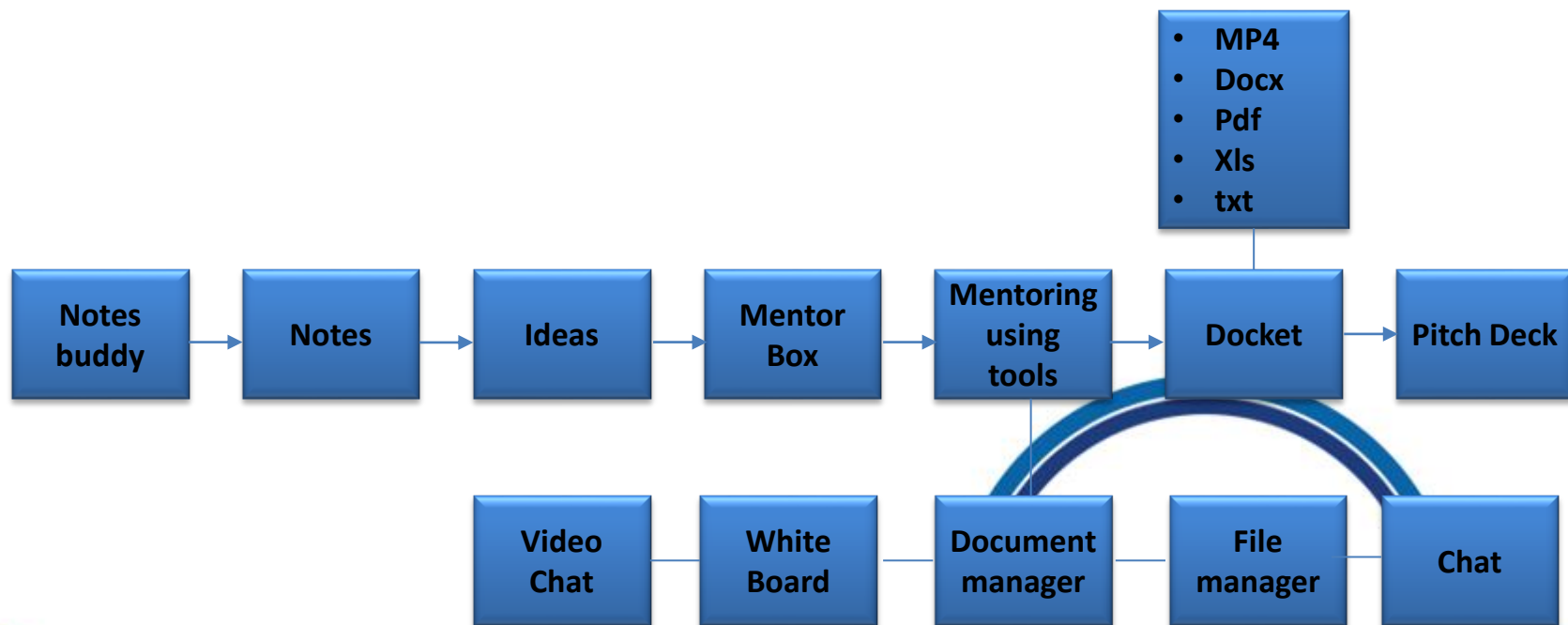
MentorBox Process flow

1. Ideas are generated from the notes in the notesbuddy, and taken as an input in the mentor box.
2. Then the promoters are mentored by different mentors using several tools like:
 1. Video conferencing
 2. White Board
 3. File Management
 4. Document Management
3. Then a Docket is created as an output of the mentor box which can be of different formats like pdf, text file, mp4 or an xl sheet.
4. This is then passed on to the next tool which is Pitch Deck as an input.





Mentor Box Process flow





Go-to-Market Strategy

MentorBox is targeted at Incubators, Accelerators, Start-ups, Corporates, Learning Groups & Team, etc.

INDIVIDUALS

Influencer & Content Marketing

Social Media

Google Ads

Free Trail Period

Email

World of Mouth

CORPORATES

Events

Telecalling

Free Trail Period

Email

Regional B2B Sales Teams





Financial Strategy

1. Start-up On-boarding – A minimum on boarding charge for the platform
2. Online Support – Charge per support in document creation
3. Charges on any mentorship services provided by ISF's mentors.

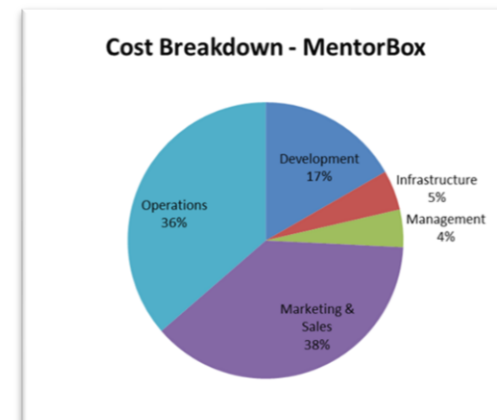




Financial Strategy

- **Revenue Stream**
 - Start-up On-boarding – A minimum on boarding charge for the platform
 - Online Support – Charge per support in document creation
 - Charges on any mentorship services provided by ISF's mentors.
- **Source of Funds**
 - Seed Funding
 - Grants
 - Incubation by Accelerators
 - Revenue YoY
- **Application of Funds**

Funds required is **0.125 Million USD** for a year for



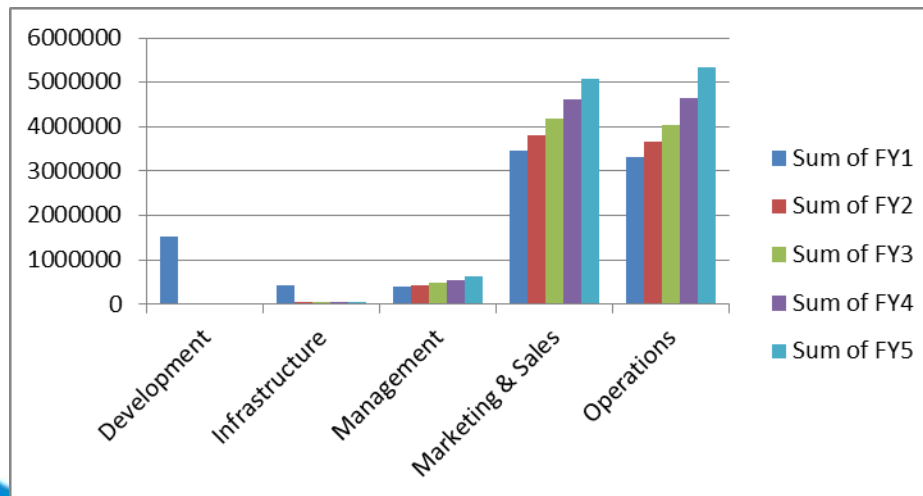
Row Labels	Sum of FY1
Development	15,30,952
Infrastructure	4,28,222
Management	4,01,190
Marketing & Sales	34,67,857
Operations	33,30,000
Grand Total	91,58,222





Cost Projections

Row Labels	Sum of FY1	Sum of FY2	Sum of FY3	Sum of FY4	Sum of FY5
Development	15,30,952	-	-	-	-
Infrastructure	4,28,222	42,822	47,104	54,170	62,296
Management	4,01,190	4,41,310	4,85,440	5,58,257	6,41,995
Marketing & Sales	34,67,857	38,14,643	41,96,107	46,15,718	50,77,290
Operations	33,30,000	36,63,000	40,29,300	46,33,695	53,28,749
Grand Total	91,58,222	79,61,775	87,57,952	98,61,840	1,11,10,330





Pricing Strategy

Sr. No.	Product ID	Product Name	Website	Pricing Model
3	ES02	MentorBox	www.mentorbox.net.in	Subscription

MentorBox Pricing

Sr. No.	Plan	Period	Deal Type	No. Of. Users	Amount (USD)	Per User Cost (USD)	Amount (INR)	Per User Cost (INR)
1	Basic	Yearly	Best Deal	4	20.00	5.00	1,451	363
2	Standard	Yearly	Ideal Deal	15	100.00	6.67	7,253	484
3	Gold	Yearly	Effective Deal	25	150.00	6.00	10,880	435
4	Platinum	Yearly	Premium Deal	50	175.00	3.50	12,693	254

Basic	Standard	Gold	Platinum
Yearly	Yearly	Yearly	Yearly
20 \$	100 \$	150 \$	175 \$
Best Deal	Ideal Deal	Effective Deal	Premium Deal
4 users subscription license for a period of 1 year.	50 user subscription license for a period of 1 year.	75 user subscription license for a period of 1 year.	100 user subscription license for a period of 1 year.
Purchase	Purchase	Purchase	Purchase





Financial Projections

Note	All figures in INR	1 USD	74	Qty %	100%	100%	75%	50%				
				Price %	10%	15%	15%	20%				
				Fee %	Base Price/ Amount Raised	FY1	FY2	FY3	FY4	FY5	Total (INR)	Total (INR Crores)
Product ID	Product Name	Deal Type	Quantity		-	78	156	312	546	819		
ES02	MentorBox	Best Deal	Price		1,480	1,15,440	2,30,880	4,61,760	8,08,080	12,12,120	28,28,280	
			Quantity		-	78	156	312	546	819		
		Ideal Deal	Price		7,400	5,77,200	11,54,400	23,08,800	40,40,400	60,60,600	1,41,41,400	
			Quantity		-	78	156	312	546	819		
		Effective Deal	Price		11,100	8,65,800	17,31,600	34,63,200	60,60,600	90,90,900	2,12,12,100	
			Quantity		-	78	156	312	546	819		
		Premium Deal	Price		12,950	10,10,100	20,20,200	40,40,400	70,70,700	1,06,06,050	2,47,47,450	
						25,68,540	51,37,080	1,02,74,160	1,79,79,780	2,69,69,670	6,29,29,230	6.29
						0.26	0.51	1.03	1.80	2.70	6.29	





Income Statement & Analysis

Sr. No.	Product ID	Product Name	Head	FY1	FY2	FY3	FY4	FY5	Total
3	ES02	MentorBox	Revenue	0.26	0.51	1.03	1.80	2.70	6.29
			Cost	0.92	0.80	0.88	0.99	1.11	4.69
				-0.66	-0.28	0.15	0.81	1.59	1.61





Net Present Value & Benefit Cost Ratio

	Cost of Capital	11.00%					
	Inflation	10.00%					
				Present Value			
Year	Phase	Cash Inflow	Cash Out Flow	Net Cash flow	PVCF	PVCI	PVCO
1	Investment Period (includes CAPEX)	0.26	0.92	(0.66)	-0.59		(0.59)
2	Investment Period	0.51	0.80	(0.28)	-0.23		(0.23)
3	Repayment Period	1.03	0.88	0.15	0.11	0.11	
4	Repayment Period	1.80	0.99	0.81	0.53	0.53	
5	Repayment Period	2.70	1.11	1.59	0.94	0.94	
	Total	6.29	4.69	1.61	0.76	1.59	0.82

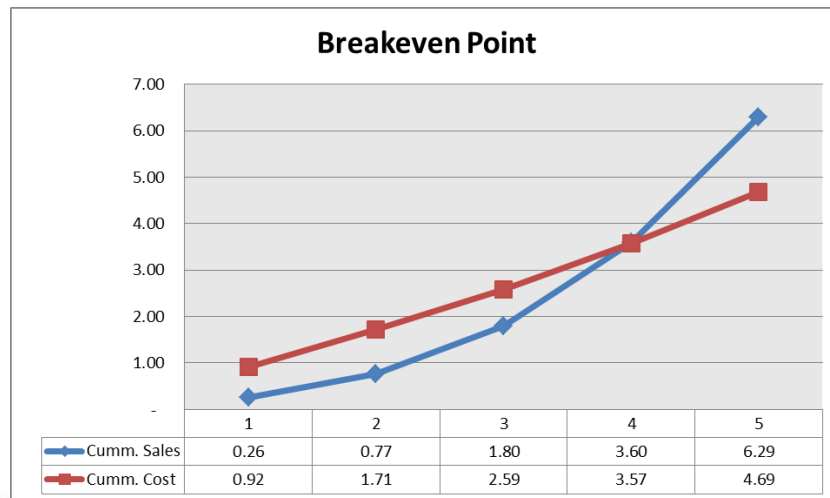
Method	Terminology	Value	Interpretation
PVCF	Present Value Cost	0.76	
NPV	Net Present Value	1.29	Positive - So Go ahead project
PVIC	Present Value Cash Inflow	1.59	
PVCO	Present Value Cash Outflow	0.82	
BCR	Benefit Cost Ratio	1.93	More than 1, so Go ahead project





Breakeven Analysis

Year	Turnover	Expenses	GOP	Overhead s	CAPEX	Expense + Overhead	Total Cost	Depr.	Tax	PAT	ROI	Profitability	Cumm. Sales	Cumm. Cost	Net Cashflow
1	0.26	0.49	(0.23)	0.39	0.04	0.87	0.92	-	-	-0.66	-71.95%	-256.55%	0.26	0.92	(0.66)
2	0.51	0.37	0.15	0.43	0.00	0.79	0.80	-	-	-0.28	-35.48%	-54.99%	0.77	1.71	(0.94)
3	1.03	0.40	0.62	0.47	0.00	0.87	0.88	-	-	0.15	17.31%	14.76%	1.80	2.59	(0.79)
4	1.80	0.46	1.33	0.52	0.01	0.98	0.99	-	-	0.81	82.32%	45.15%	3.60	3.57	0.02
5	2.70	0.53	2.16	0.57	0.01	1.10	1.11	-	-	1.59	142.74%	58.80%	6.29	4.69	1.61
	6.29	2.25	4.04	2.37	0.06		4.69	-	-	1.61	26.99%	15.93%			





Competition Landscape

- Indiaaccelerator
- Chaturideas
- Businessmentoringsolution
- Tie Mumbai
- www.bplans.com
- Startup Yard
- MentorPitch
- Wadhvani Ventures
- MentorMe India





Partnership & Synergy

- ✓ MentorBox seeks partnership with global institutes, universities & collaborators to co-build the eco-system.
- ✓ Create jobs in the ecosystem.
- ✓ Build Communities.





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