### Society of the School of Excellence

Quality Education: Free for All

A GUEST PROJECT of YUNUS CENTRE 34<sup>th</sup> Social Business Design Lab

### Objective

Prepare interesting video lectures to make education easy.

#### Mission Quality Education: Free for All

## Vision

To make a platform for quality education which will be interesting & available all over the country.



## **Business Idea**

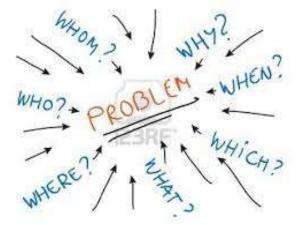
#### www.soebd.org





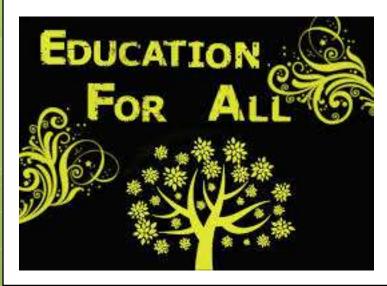
# Social Problems

- Educational Expense
- Quality Fluctuation
- All time availability
- Education: A hard nut to crack



# Solution

- Provide Quality Education to all
- Ensure 24/7 availability
- Making Education Interesting
- Free of cost

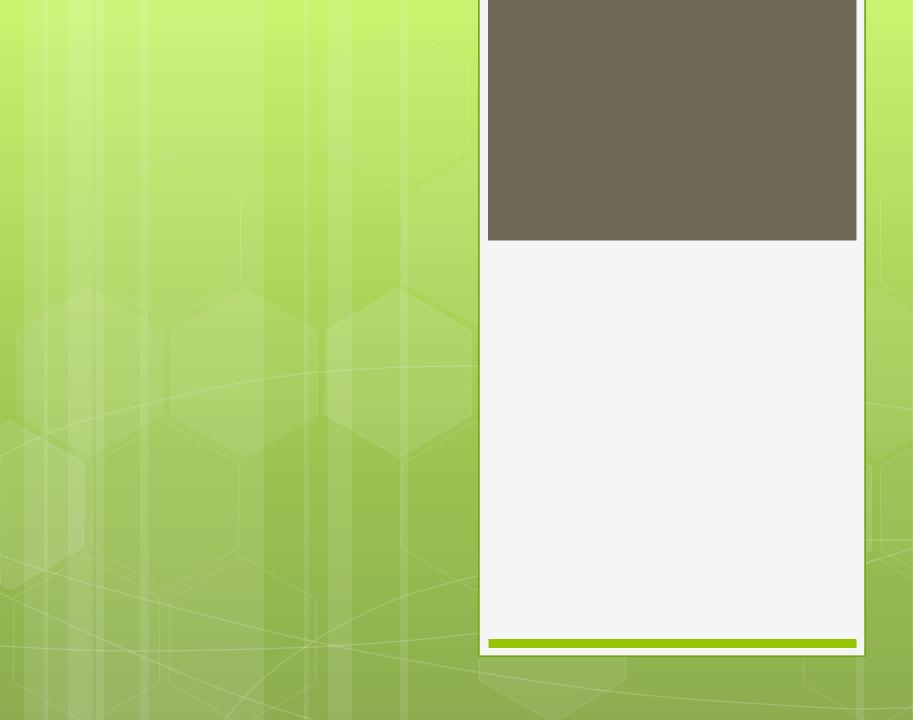






- Large number of students will get same quality education.
- Students will get the assistance of highly qualified teachers 24/7.
- Education will be reduced.
- Education will be entertaining.
- Fear of study will be gone.
- New opportunity of employment will be created.





### Who we are!

- Ex-Cadets
- Ex-BUET, IUT, DU, Medical Students
- Ex & Current MNC Professionals



Engr. Hasnain Ishtiaq B.Sc. (Hon's), Mechanical, IUT MBA, North South University Director, School of Excellence Employee, British American Tobacco



Ahammad Ali B.Sc. (Hon's), M. Sc. (Math), DU Director, School of Excellence MD, SOE Communications Former Employee, Evince Group



B.M. Farid Rahman B.Sc. (Hon's), BUET, M.Sc. (Electronics) Ph.D. (South Carolina University Director, School of Excellence Employee, Intel

# Similar Business type











#### Legal Information

A registered company under the Companies Act,1994 . It will be converted into Social Business.





### Office Location

House No. 452 (1<sup>st</sup> Floor), Road: 8, DOHS Baridhara, Dhaka

### Investment Size: BDT. 2 Million

1 <sup>st</sup> year Investment Break down						
Long Term	Amount in BDT	Short Term	Amount in BDT			
Web Site	250,000	Salary	360,000			
Projector	100,000	Rent	240,000			
Furniture	500,000	Utility	30,000			
Editing Panel	200,000	Transport	30,000			
Equipment	150,000	Others	30,000			
Legal & Others	110,000	Total	690,000			
Total	1,310,000	Grand Total	20,00,000			

### Cost Per Lecture: BDT. 6,000/=

	Title	Amount	Title		Amount	
Vario	iable Cost Fixed Cost					
	Scripts	1,000		Salary	800	
	Presenter	1,500		Infrastructure	500	
	Editor	500		Utility	200	
	Creative Works	1,000		Marketing Exp.	500	
Total		4,000	Total		2,000	
Cost Per Lecture = 4,000 + 2,000 = BDT. 6,000/=						

#### Requirement

#### Marketing Partner Investors



#### Investment Requirement BDT. 1 Million

Title	Amount
Camera	500,000
Lights & Others	100,000
Research	50,000
Editor	50,000
Marketing Exp.	150,000
Project Development	150,000

### Financial Statement

Amount in BDT '000'

Title	20	015	20	16	20	17	20	18	20	19
Revenue		1,900		3,500		6,200		8,200		11,300
Cost of Goods Sold		800		1,100		2,050		2,800		3,600
Gross Profit		1,100		2,400		4,150		5,400		7,700
Expense										
Sales Expense	220		410		720		1,020		1,530	
Admin Expense	775		1,035		1,690		2,400		3,200	
Total Expense		995		1,445		2,410		3,420		4,730
Profit Before Tax		105		955		1,740		1,980		2,970
Tax		0		143		348		396		594
Profit After Tax		105		812		1,392		1,584		2,376
Pay Back Amount		0		400		600		800		1,200

Break Even Point: 4 Years Payback Period: 5 Years

### **Gross Profit Projection**

#### Amount in BDT '000'

	2015	2016	2017	2018	2019
Revenue					
Advertisement	1,000	2,000	3,500	5,000	7,000
Media Works	600	1,000	2,000	2,500	3,500
Module Development	300	500	700	700	800
Total Revenue	1,900	3,500	6,200	8,200	11,300
Cost of Goods Sold					
Lecture Development	500	500	750	1,000	1,250
Media Works	200	400	1,000	1,500	2,000
Module Development	100	200	300	300	350
Total Cost of Goods Sold	800	1,100	2,050	2,800	3,600
Gross Profit	1,100	2,400	4,150	5,400	7,700

# Marketing Strategy

- Topic: Basic Mathematics.
- Target Group:
  - Primary school students.
  - Higher school Students: Class VI to Class X
  - Technical student and BCS Candidates
- Marketing Policy:
  - Internet Advertisement.
  - Sponsorship
  - Uploading video in Facebook Page: BCS Our Goal
  - Total Viewer: 92,000
  - Poster, Leaflet, banner
  - Campaign in school and colleges.



