GBS Learning

PRACTICE - CHALLENGES - OPPORTUNITIES

Exploring the learning landscape...

Invest before we enter IPO!

ON TODAY'S AGENDA

DISCUSSION POINTS

- About GBS Learning
- Our Statements
- Know our Services
- Achieving Milestones
- Meet the Team
- Problems around the Globe
- Factor Impacts
- Envisioning the Future
- Market Data & Growth
- Demand Process
- Giving Direction

- DMIT Analysis
- Certified Bodies
- Meetups & Talk Shows
- Need to Start
- Economic Structure
- Timeline
- Target Customers
- Decision Flow
- Return-on-Investment
- Certificate Samples
- Testimonials

Accreditation by,

Affiliation by,

Recognised by,

NASSCOM®

Sponsored by,

Ministry of Electronics and
Information Technology
Government of India

आत्मनिर्भर भारत

AatmaNirbharBharat Abhiyan

ECONOMY   INFRASTRUCTURE   SYSTEM   DEMOGRAPHY   DEMAND

Is it a PLATFORM that people really need?

THE FUTURE OF LEARNING

A digitized learner-centric open platform hosting online courses and e-certification in wide variety of disciplines to a worldwide student body and professionals. It helps one understand the global language of learning objectives and connect with industry professionals.

GBS's e-learning programs are cost-optimised and interactive to engage participants while learning about the relevant standards. And award them e-Certificate of Completion to learners who have successfully completed and passed the e-learning course.

We initiate industry-academia-government relevant learning by bringing eminent subject experts into e-learning or assistive education. GBS Learning is one of the best affordable EduTech organizations to be accredited with international private bodies and other national governing councils like NITI Aayog, NSDC-MoE etc.

GBS Learning is a Global Registered Learning & Certification Provider which is globally recognized for its rigorous education and/or professional experience, and exam-based credentials.

WHAT WE AIM TO ACHIEVE

GOLDEN STATEMENTS:

MISION : To establish our knowledge center cell (GBS Learning) in all Institutions or Training centers or other corporate hubs.

VISION : To empower to achieve goals of skill upgradation and discipline in action.

VALUE : Diversify & Grow by seeking new customers on the market opportunity while furthering current demands.

OBJECTIVE : To provide a variety of opportunities for straining and exchange of experiences such as workshops, orientations, learning communities, peer mentoring and other faculty development programs.

STRATEGY : Enhance Customer Satisfaction and Company Performance through improved collaboration & communications.

ACTION PLAN : To expand our authorized digital learning center by decentralizing globally. Safeguard people and be more competitive through sustainable education.

Our Services

TRAINERS-ON-DEMAND

Get an opportunity to access programs that provide maximum cross-functional and multidisciplinary level preparation, and nurture your career, professional strength, intellectual capacity with the trainer of your choice.
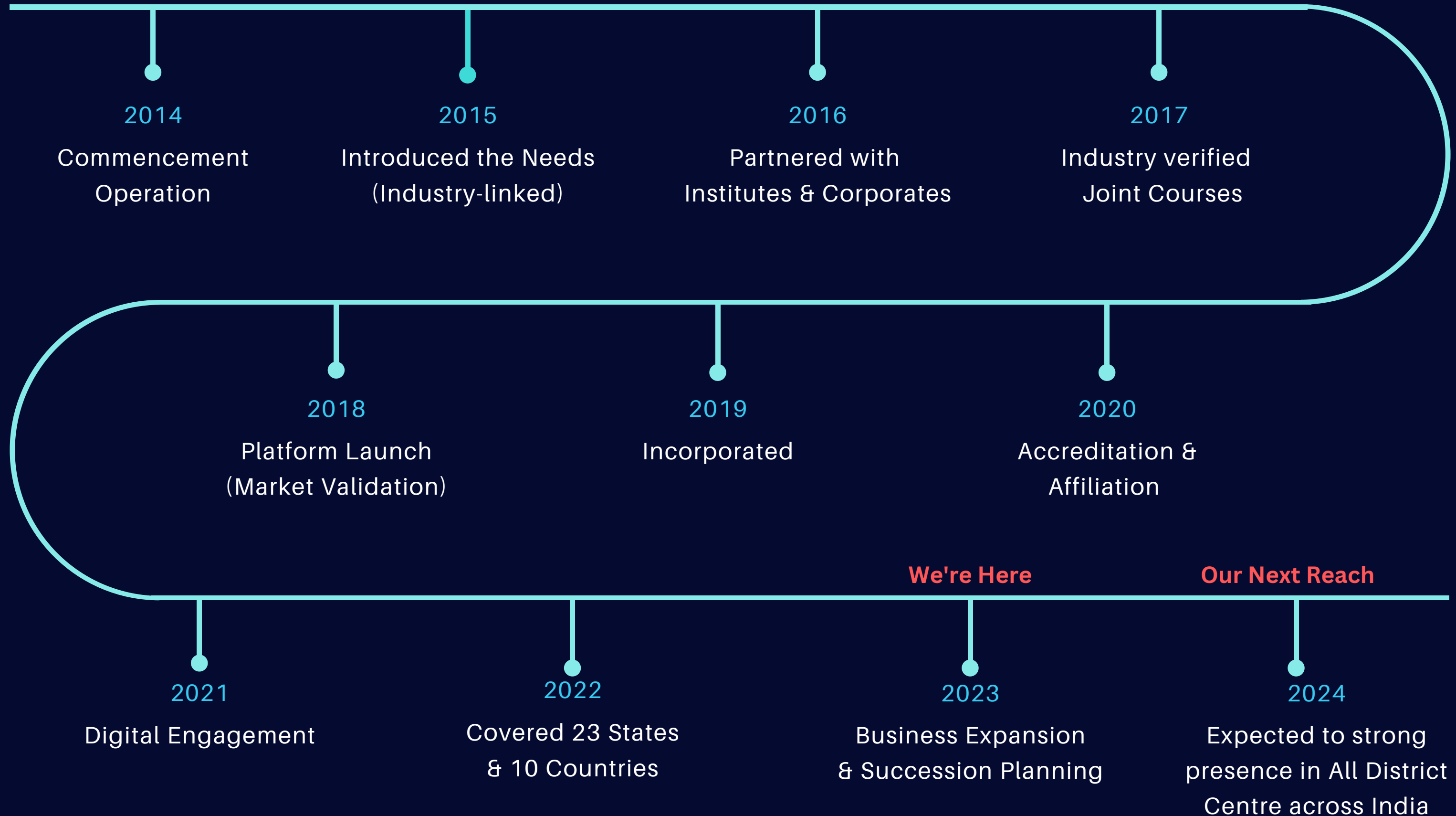
COURSES-ON-DEMAND

With our program you have access to anytime, any place, any pace learning! Explore our ever expanding catalog of On Demand Courses that can help foster new skills, strategies, and protocols for your Institute or Organisation.

INDUSTRY-ON-DEMAND

Tech is a broad field, and there are a lot of interesting directions you can go in. You start your learning journey and can build up your career focusing on the demands and skills an industry is looking for in you.

9yrs of Journey

Setting Milestone

2014
Commencement Operation

2015
Introduced the Needs (Industry-linked)

2016
Partnered with Institutes & Corporates

2017
Industry verified Joint Courses

2018
Platform Launch (Market Validation)

2019
Incorporated

2020
Accreditation & Affiliation

We're Here

Our Next Reach

2021
Digital Engagement

2022
Covered 23 States & 10 Countries

2023
Business Expansion & Succession Planning

2024
Expected to strong presence in All District Centre across India

WHAT WE BELIEVE

Looking to change fields and get into tech, but don't know what skills people need to launch their career?

Maximize their marketability by pursuing tech skills in demand for the future!
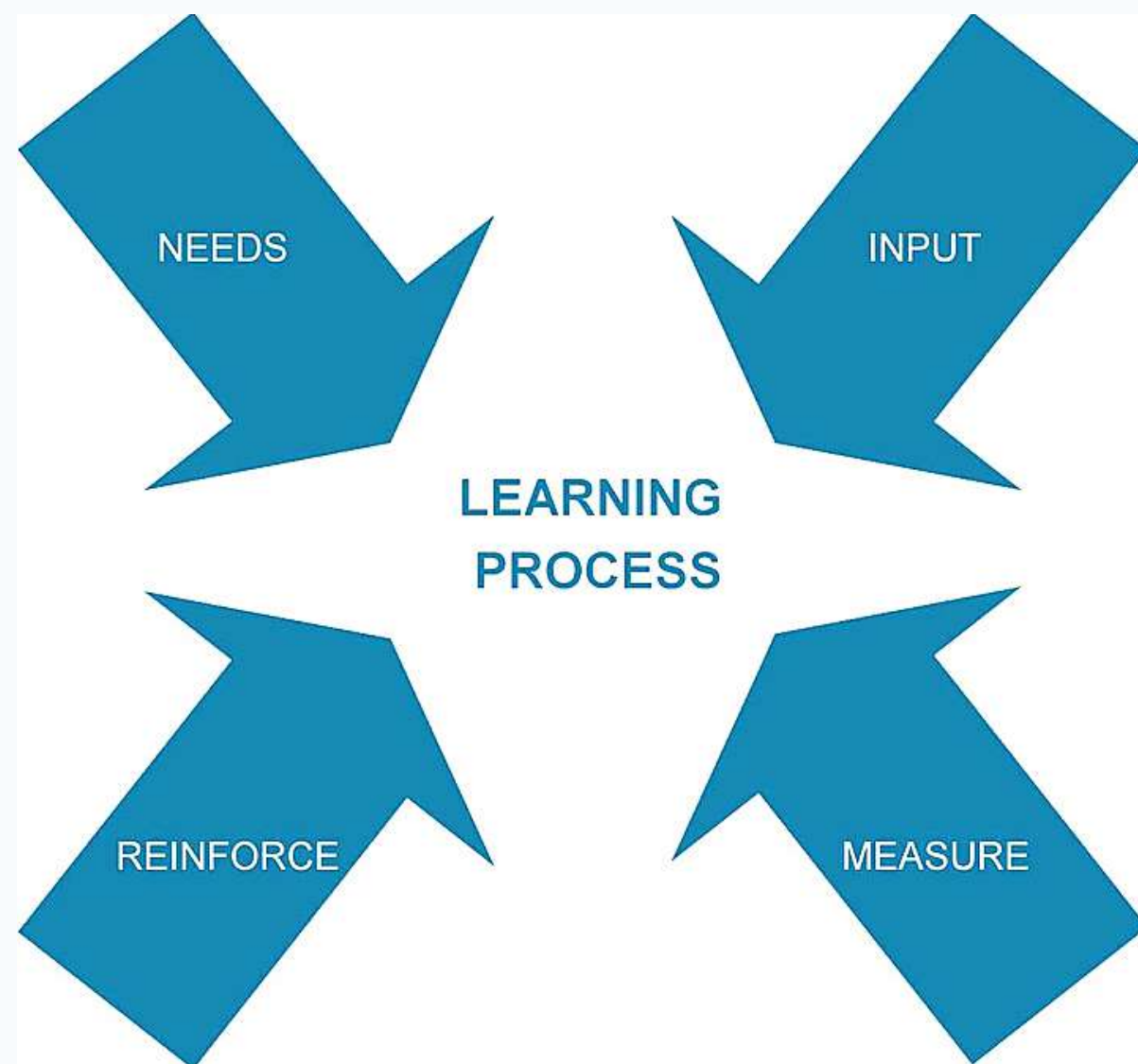

Problems in Learning & Education!

Problems around the Globe!

- Industry specific skill gap
- Teacher/Trainer selection criteria
- Less expenditure on education
- Improper education framework & Accreditation and branding – quality standards
- Neglect of briefing languages
- Problem of Brain drain and unstable learner's attention
- Online learning demands springing into action, accepting course material in a variety of multimedia formats, and taking part in one-to-one online discussions
- Old and outdated stimulating tools and software in e-learning
- Inefficient comprehensive assessment system tool
- Lack of computer literacy in e-learning system
- Lack of one-to-one interactive media and lecture notes
- LMS Imperfection
- Lack of training to teachers and educators on New Education System
- "Rattafying" or the rote learning process
- No emphasis on creativity
- Taking money laundering purpose
- Not focus on strengthening and clearing the concepts
- No Industry-specific counseling

Factors Impacting Indian Education 4.0

WHAT DRIVE US APART...

- Convenient and flexible access
- Easy on the budget
- Learner Resilence
- Serves assistive learning
- Self-driven, self-paced, self-directed open learning
- Measurable results and reporting
- Tracking progress and smart administration
- Interactivity and Gamification (Edutainment)
- Accessible user-generated content support
- Collaboration and community building
- Immediate feedback and recognition
- Widespread connection and standardization
- Sociocultural implications, research, practice, policy
- Aligned to 21st-century business
- Bridging the Skill-gaps

OTHER FACTOR PUSHING EDUCATIONAL DEMAND

Favorable Govt Policies:
Skill India, NSDE, NEP-20, PM eVIDYA, New India Literacy Programme, NISHTHA 3.0, Revitalising Infrastructure and System in Education (RISE) and Education Quality Upgradation and Inclusion Programme (EQUIP)

Changes in Education:
Digitally, Individually, LMS/LRS/LEP/LXP, Microlearning adoption, National Curriculum Framework

Changes in Social outlook:
Technical and vocational training to enhance employability, improve productivity, collaborative L&D and Neurodiversity

Structural unemployment:
Skills mismatch, geographic mismatch, not having the right quality and right quantity of manpower at the right time

ENVISIONING THE FUTURE

- Rapid e-Learning using 4R
  (*Record, Republish, Rebuild, Redesign*)
- Experimental Immersive Learning
- Proactive Learning analytics
- Human-digital adoption
- Connected Syllabus
- Education-as-usual (OER/MOOC)
- Sectoral Transformation
- Situational or Trend base learning
- Conceptual framework and integrated workflows
- Improving data system
- Contemporary developments in distance learning
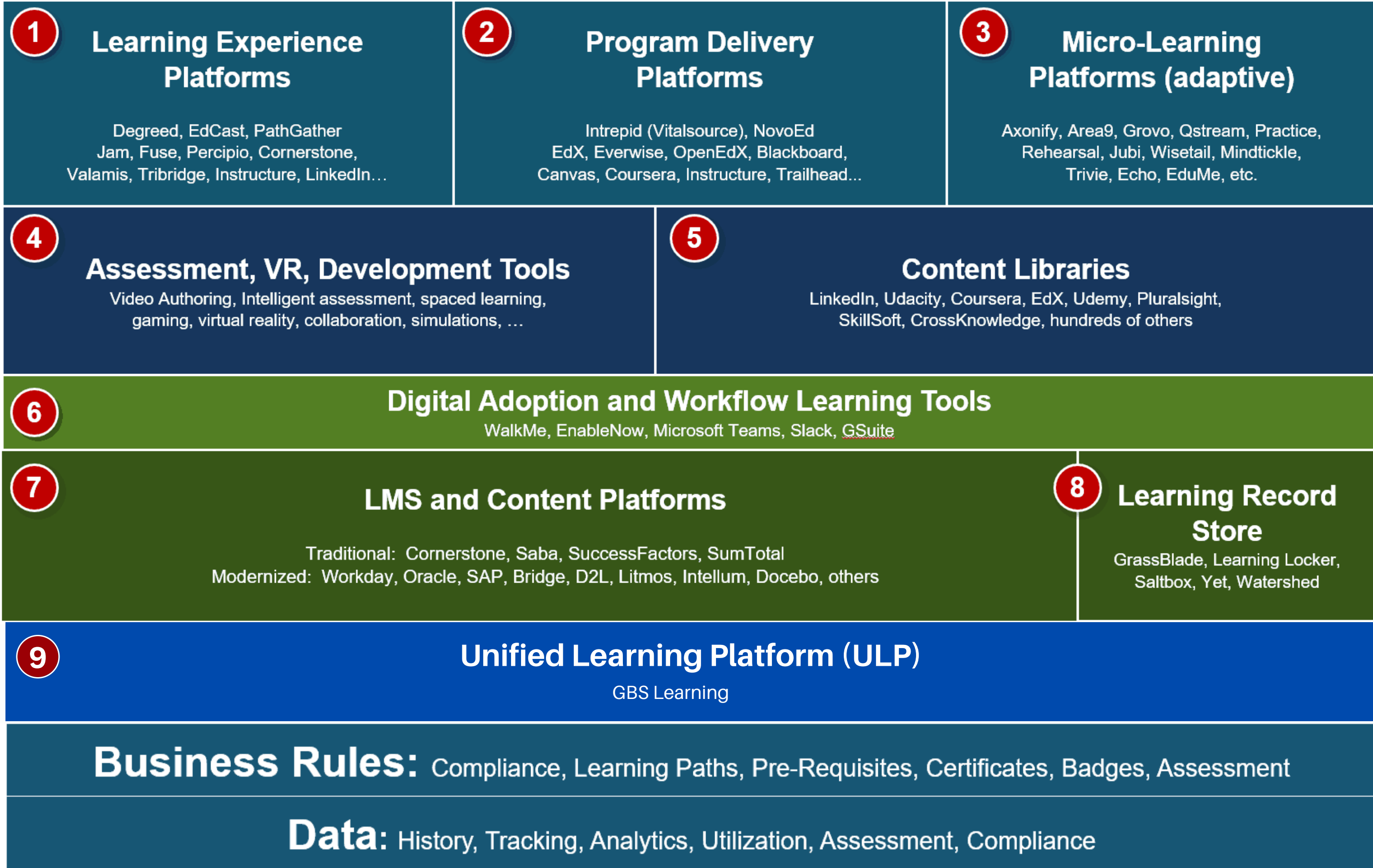- Learning and Innovation skills
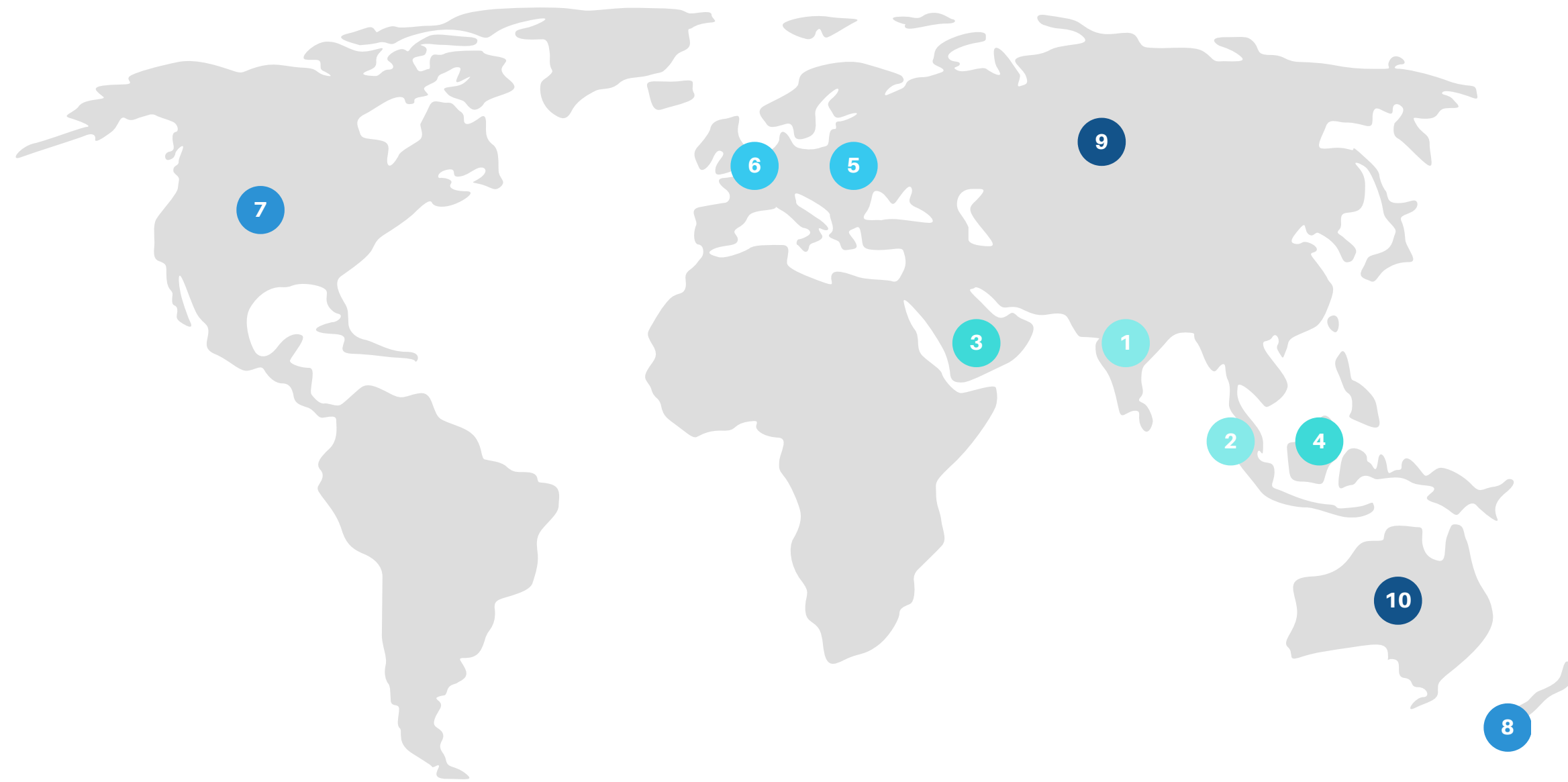- Digital literacy skills

Things are Changing!

Market Size

- E-learning has become an increasingly popular way of delivering education and training globally, and the market is expected to continue its growth trajectory in the coming years. In terms of industries, **e-learning has been widely adopted in corporate training, professional development, and higher education.**
- *According to a report by ResearchAndMarkets,* **The global TAM size of the corporate e-learning market was estimated to be around USD 57.2 billion in 2020. The market is expected to continue growing at a** CAGR of approximately 13.6% from 2021 to 2028**, reaching a TAM size of around USD 180 billion by 2028**.
- *According to a report by RedSeer Consulting,* **the TAM size of the Indian e-learning market was estimated to be around USD 2 billion in 2020, and it is** expected to reach USD 4.7 billion by 2025**, growing at a** CAGR of around 21% **during the forecast period.**
- *According to a report by Technavio,* **the global e-learning certification market size is** expected to grow by USD 11.94 billion during the period 2020-2024**, growing at a** CAGR of over 18% **during the forecast period.**

e-Learning (Corporate Training)		Global	India
	TAM	$320bn	$2bn
	SAM	$192bn	$1.2bn
	SOM	$70bn	$0.5bn

e-Certification Provider		Global	India
	TAM	$200bn	$2bn
	SAM	$2.9bn	-
	SOM	-	-

Vocational Training		Global	India
	TAM	$165bn	$90bn
	SAM	$62.5bn	$30bn
	SOM	$8.8bn	$2.5bn

Learning Platform		Global	India
	TAM	$1.8bn	$2bn
	SAM	-	$400mn
	SOM	-	-

As dated on: Nov 2022   Source: AISHE IBEF   *Strictly Private & Confidential*

1 **Learning Experience Platforms**

Degreed, EdCast, PathGather Jam, Fuse, Percipio, Cornerstone, Valamis, Tribridge, Instructure, LinkedIn...

2 **Program Delivery Platforms**

Intrepid (Vitalsource), NovoEd EdX, Everwise, OpenEdX, Blackboard, Canvas, Coursera, Instructure, Trailhead...

3 **Micro-Learning Platforms (adaptive)**

Axonify, Area9, Grovo, Qstream, Practice, Rehearsal, Jubi, Wisetail, Mindtickle, Trivie, Echo, EduMe, etc.

4 **Assessment, VR, Development Tools**

Video Authoring, Intelligent assessment, spaced learning, gaming, virtual reality, collaboration, simulations, …

5 **Content Libraries**

LinkedIn, Udacity, Coursera, EdX, Udemy, Pluralsight, SkillSoft, CrossKnowledge, hundreds of others

6 **Digital Adoption and Workflow Learning Tools**

WalkMe, EnableNow, Microsoft Teams, Slack, GSuite

7 **LMS and Content Platforms**

Traditional: Cornerstone, Saba, SuccessFactors, SumTotal
Modernized: Workday, Oracle, SAP, Bridge, D2L, Litmos, Intellum, Docebo, others

8 **Learning Record Store**

GrassBlade, Learning Locker, Saltbox, Yet, Watershed

9 **Unified Learning Platform (ULP)**

GBS Learning

Business Rules: Compliance, Learning Paths, Pre-Requisites, Certificates, Badges, Assessment

Data: History, Tracking, Analytics, Utilization, Assessment, Compliance

OUR MOST SATISFIED LEARNERS

Top 10 in 2022

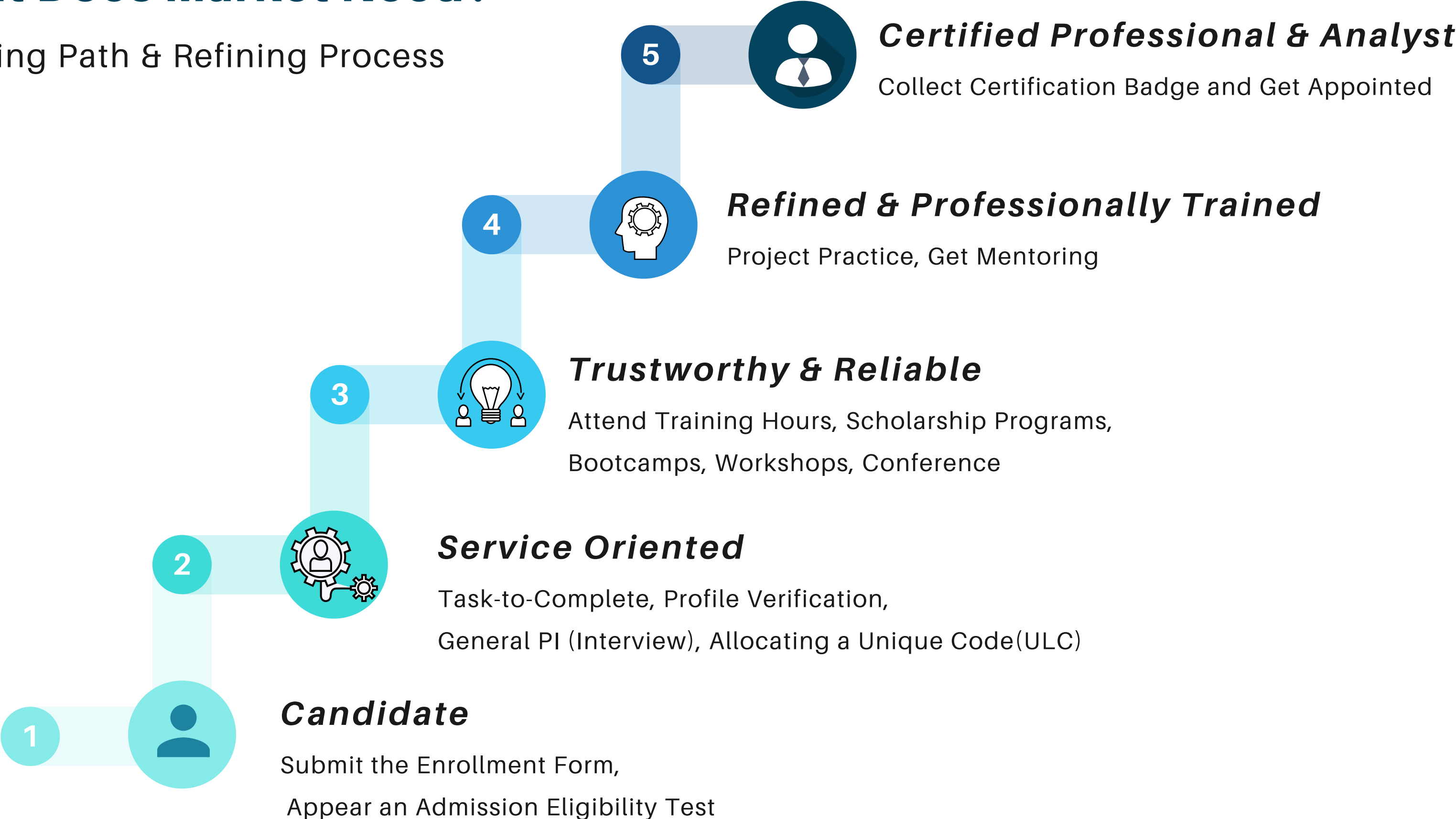| 1	2	3	4	5	6	7	8	9	10
India	Singapore	Dubai	Malaysia	Germany	Netherlands	USA	New Zealand	Russia	Australia

What Does Market Need?

Learning Path & Refining Process

5 **Certified Professional & Analyst**

Collect Certification Badge and Get Appointed

4 **Refined & Professionally Trained**

Project Practice, Get Mentoring

3 **Trustworthy & Reliable**

Attend Training Hours, Scholarship Programs,

Bootcamps, Workshops, Conference

2 **Service Oriented**

Task-to-Complete, Profile Verification,

General PI (Interview), Allocating a Unique Code(ULC)

1 **Candidate**

Submit the Enrollment Form,

 Appear an Admission Eligibility Test

SPECIAL PROGRAMS are We Offer

1. **CONTINUING EDUCATION PROGRAM (CEP)**   30 COURSES
2. **LEARNING OUTCOMES PROGRAM (LOP)**   40 COURSES
3. **TECHNICAL ADVANCEMENT PROGRAM (TAP)**   20 COURSES
4. **STEM IMPROVEMENT PROGRAM (SIP)**   10 COURSES
5. **PROFESSIONAL ENRICHMENT PROGRAM (PEP)** 20 COURSES
6. **LEADERSHIP DEVELOPMENT PROGRAM (LDP)** 10 COURSES
7. **FACULTY DEVELOPMENT PROGRAM (FDP)**

Potential Skill-gaps & Course Categories

1

IT & SOFTWARE

NPL, Cybersecurity, Blockchain, Cloud computing, AI/ML, UI Design, Networking Systems, Database, Data Science, DevOps, Digital Marketing,

2

BUSINESS & FINANCE

Business Intelligence, Process Optimisation, Data Analytics, Supply-chain, Quantitative Finance, Risk management, Regulatory compliance,

3

CORPORATE DEVELOPMENT

Leadership management, M&A, Product Agile, Project Planning, Program Development, Resource Allocation, Quality management

4

PERSONAL DEVELOPMENT & NLP

NLP, Self-awareness, Goal setting, Behavior Analysis, Business writing, Public speaking, Cross-cultural communication, Time management,

5

HEALTHCARE & MEDICAL

Health Informatics, Algorithm Development, Signal processing, Image Processing, Medical Coding,

6

LEGAL GOVERNANCE & COMPLIANCE

Corporate Governance, International law, Technology and data privacy, Internal Investigation, IP Law, Legal operations,

7

ENGINEERING & MANUFACTURING

Sustainability and Green Technology, Robotics and Automation, Cyber-physical systems, Hardware Design, Firmware development, Embedded & VLSI design

8

OTHER SUPPLIMENTARY PROGRAMS

Student Entrepreneurship, Business Modeling, Finance Literacy, Negotiation, Industrial Maintenance, Knowledge Practice,

COURSE PACKAGE

Institutional Package
₹ 3.60L Incl. Tax

Valid for 1Year

- Flagship Low-code Programming
- Career Guidance Support
- Live-project, Case-study, Literature
- Enterprise Accounting & Practice
- Joint Certification
- Industry-Academia Exchange Prog.
- Technical+Suplimentary course
- Used-case world-class conference
- Student-Faculty Collaborative dev.
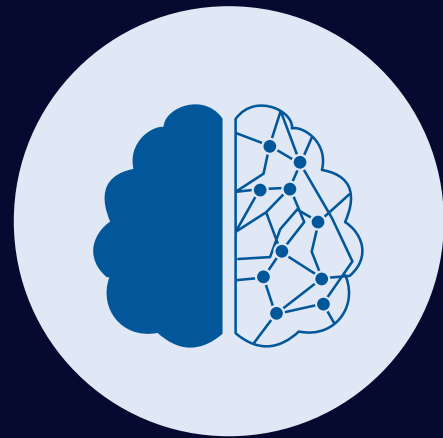
Corporate Package
₹ 4.20L Incl. Tax

Valid for 1Year

- Flagship Leadership Development
- Corporate Excellence Support
- Project Management
- Enterprise Accounting
- Global Certification
- Industry-Government Exchange Prog
- Technical+Suplimentary course
- Used-case world-class conference
- Trainer-Employee Collaborative dev.

GIVE A DIRECTION

Reconceptualising Learning-Intelligence

Case Study

Competitions

Hackathons

Conferences

Scholarship

e-Library

Publication

Workshop

Job & Intern

Mentorship

Partnering Ecosystem

TALK SHOW

CORPORATE MEET

WHAT'S FOR NEXT...

Recognizing Dermatoglyphics (DMIT Analysis)

- Every person is unique and they possess different inborn talents
- To use a scientifically proven method (up to 95% accuracy) to reveal people's potential (strengths and weaknesses)
- To give them an insight into themselves and to groom them effectively to the talents they possess
- To enable focus on their strength and to eliminate the 'guessing game' on their talent
- The Dermatoglyphics report is an essential guideline for a person to refer to when choosing a university major that best suits their inborn abilities and potential
- After graduation, the dermatoglyphics report will again be helpful in giving recommendations to close their career path
- As for adults, this test can be a very good reference for those who intend to make a career change, venture into a new business or pick up further skill/education

Discover your hidden talent & potential

We have the concept of Research and Development from Dermatoglyphic theory and the application(DMIT) from the latest MindTech. With the DMIT analysis, our analysts are able to discover the inborn intelligence of each individual and the best way to learn. Moreover, professional advices and suggestions will also be given to help solve problems in both short and long term.
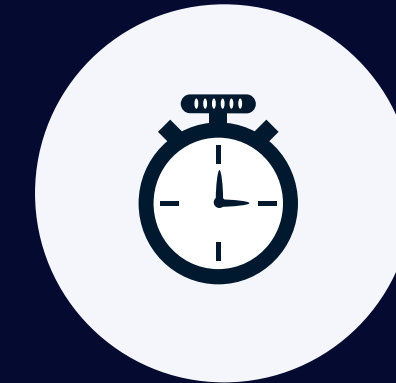
ABOVE THE CROWD

What Do You Need to Expand/Start?

1. **BRAND :** Credibility & Goodwill
2. **TRAINING :** Knowledge and Information
3. **TEAM :** Counsellor, Trainer, Mentor, Lab Assistance
4. **TECHNOLOGY :** ULP tools like LMS/LRS, CRM, Mobile App to be organized and productive
5. **NETWORK :** Connections with Institutes across the City, State and Country
6. **PARTNER TIE-UP :** Best Inventory
7. **LEADS :** Fresh Students and Working Professionals
8. **COMMISSION SLABS :** Better Payouts
9. **AFTER SALES CAPABILITY :** Must REPEAT BUSINESS and REFERENCES
10. **CAREER PROTECTION & PLACEMENTS :** Create a proven track record, Resume building and Highlighting, Placement assistance and Live Projects.

Is it the Right Time ?

- There is no wrong time for education! its one of the basic needs.
- Lockdown has made people realise the importance of education! Its only the place where you;re safe and secure.
- The one with ample amount of funds are thinking of upgrading their education with a dedicated workspace.
- Institutes are offering best discounts, and payment plans.
- Institutes are closely working with e-learning platform and want to decrease their dependency on direct placement through other portals.
- A large talent pool in the market can be roped in as educational consultants.
- There is always opportunity in every adversity and ones ready to grab it are the ones who make the upgrade.

Convenient, Flexible

Free Counseling

Reliable, Honesty & Commitment

HOW TO ASSOCIATE US...

INSTITUTIONAL PARTNER
Tier-1, 2 & 3 City

- Space required Upto 800sft
- Tenure : 4year
- vClassroom + iLab
- No Royalty
- Team of <5nos
- Basic amenities required

~~600,000~~

Investment ₹ 4L

Incl. GST

AUTHORISED PARTNER
Tier-1 & 2 City

- Space required 800sft-1000sft
- Tenure : 6year
- vClassroom + iLabs + eLibrary
- No Royalty
- Team of <10nos
- Basic amenities required
- Principal-protection Note (PPN)

~~14,00,000~~

Investment ₹7L

Incl. GST

AUTHORISED POWER-CENTER
Tier-1 & 2 City

- Space required 1200sft-1800sft
- Tenure : 10year
- vClassroom + iLabs + eLibrary + Project Assessments
- No Royalty
- Team of >10nos
- Basic amenities required
- Principal-protection Note(PPN)
- Convertible EPS

~~25,00,000~~

Investment ₹12L

Incl. GST

Valid for Limited
UP TO 50% OFF
Early-bird Offer

EARLY-BIRD OFFER   EARLY-BIRD OFFER   EARLY-BIRD OFFER   EARLY-BIRD OFFER   EARLY-BIRD OFFER   EARLY-BIRD OFFER
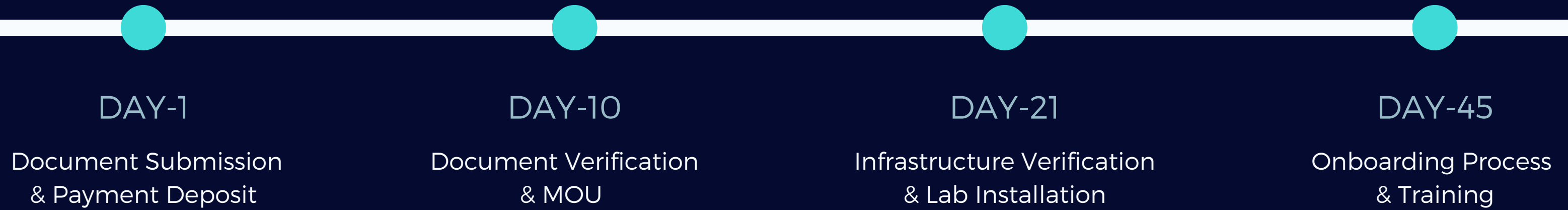
Strictly Private & Confidential

WHAT WE CAN DO FOR YOU

- Help You Upgrade, Give You Platform, Dream Space, the Best Fit.
- Comprehensive training
- Marketing and promotional support (Sales Pitch, Marketing Ad Templates for Google/FB/Insta, Student Acquisition Techniques, etc.)
- Technical support – Course Curriculum Materials, Trainer Identification and Shortlisting
- Career Enhancement Cell (Job/Internship Placement Support for Student, etc.)
- Guest Lectures on Industry Case Studies
- Website (sublink), Workmails, ID Card, Booklets, Visiting Cards
- Provide transparent and timely communication

Average Timeline

PROCESS

DAY-1

Document Submission
& Payment Deposit

DAY-10

Document Verification
& MOU

DAY-21

Infrastructure Verification
& Lab Installation

DAY-45

Onboarding Process
& Training

ADDITIONAL FEATURES

For our Alumni/Candidates:

- Gold Membership with Preferred Card (ULC)
- Industry-Academia Joint Certification
- 1-1 Mentorships
- Service-oriented Collaboration
- Essential soft-skill Training
- Test Assessments (eLitmus/PSU)
- Access to Digital Library and Practicing Server
- Fellowship-in-Practice Grant, Contingency Grant, International Conference.

For our Partner/Facilitator :

- Access to product development
- Inter-collaboration with Industry & institutions
- Incentives and Rewards
- Recognition & Awards (National/International)
- Adding Features to National Media or Magazines
- Convertible EPS (Earning-per-Share)
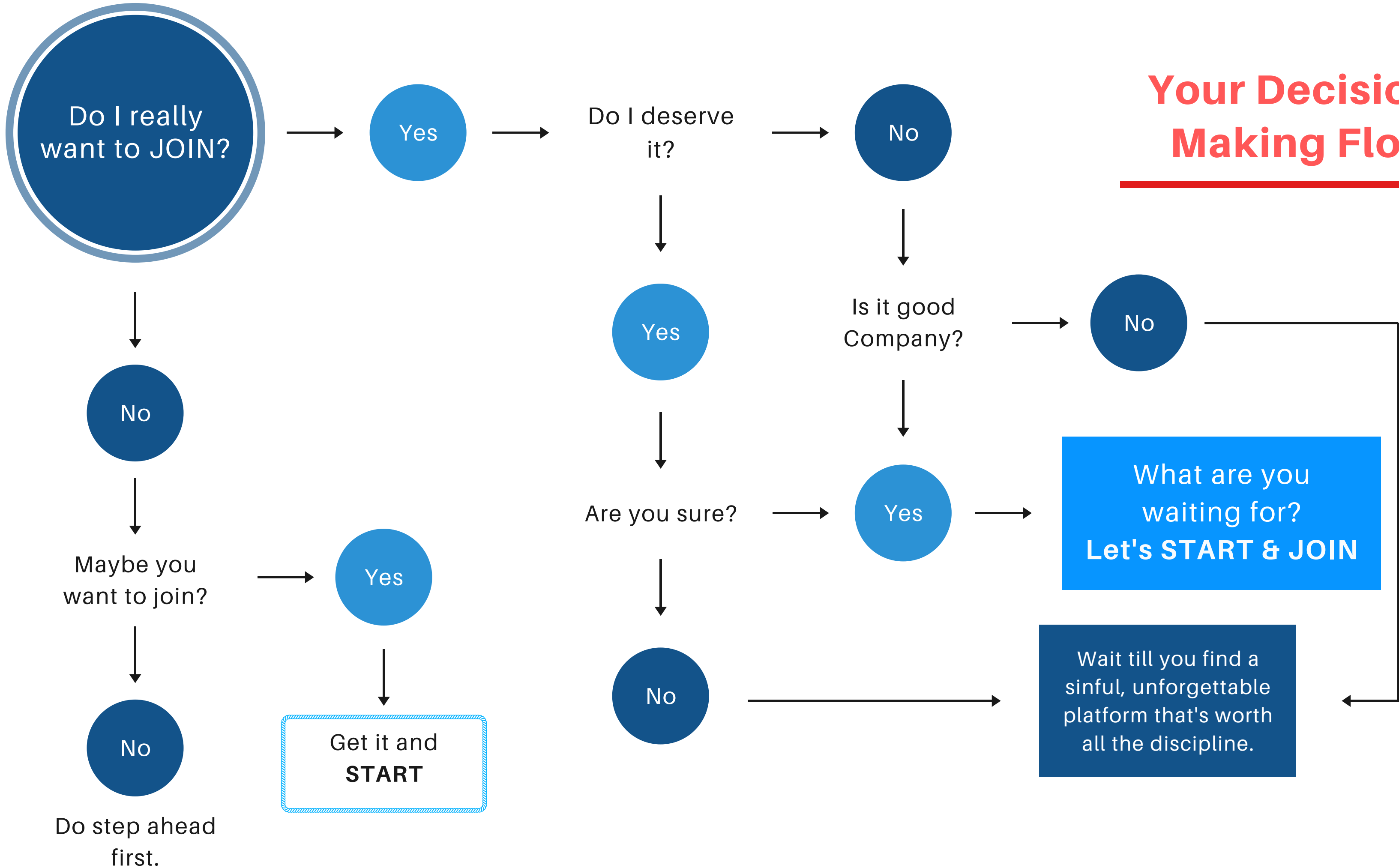- Healthcare benefits
- Financial Aids

Target Customers

PEOPLE WHO ARE BOMBARDED WITH **INSTITUTES OR CORPORATES**

PEOPLE WHO RELY ON THEIR CENTER FOR **BUSINESS PURPOSES/ TRAINING CENTERS**

PEOPLE WHO VALUE THEIR **STATE REGION/ LOCALITY**

Your Decision Making Flow

Do I really want to JOIN? → Yes → Do I deserve it? → No

Do I really want to JOIN? → No → Maybe you want to join? → Yes → Get it and START

Maybe you want to join? → No → Do step ahead first.

Do I deserve it? → Yes → Are you sure? → Yes → Yes → What are you waiting for? Let's START & JOIN

Are you sure? → No → Wait till you find a sinful, unforgettable platform that's worth all the discipline.

Do I deserve it? → No → Is it good Company? → Yes → Yes → What are you waiting for? Let's START & JOIN

Is it good Company? → No → Wait till you find a sinful, unforgettable platform that's worth all the discipline.

ROI Projections

Duration	Particulars	Projected Revenue	Total Expenses	Net Profits	Margin Share (to GBS)
Q1	30	12L	7.50L	7.5L	-
Q2	60	24L	7.50L	20L	-
Q3	120	48L	9L	33L	5%
Q4	180	72L	9L	57L	5%
Y2	780	3.12Cr	27L	2.6Cr	20%
Y3	1170	4.68Cr	27L	4.2Cr	20%
Y4	1560	6.24Cr	27L	5.8Cr	20%
Y5	1950	7.80Cr	27L	7.35Cr	20%
Y6	2340	9.36Cr	27L	8.90Cr	20%
In 6yrs	8190	31Cr	1.60Cr	30Cr	-
In worst	2730	10Cr	1.60Cr	8.4Cr	20%

AVERAGE ENROLLMENT RATIO

40%

ON MONTHLY BASIS

PARTNER SATISFACTION

90%

ON AVERAGE YEARLY

FULFILLMENT OF PARTNERS WITH ROI

You can't shut down the business while you switch gears, so the transition needs to be smooth and as quick as possible. The best way to ensure success is to plan as carefully as possible.

1. Choose strategy
2. Set up your system
3. Select and set-up KPIs
4. Start small

Start by walking through your fulfillment process, honestly evaluating your needs, and putting together the plan that works best for your business and your customers.
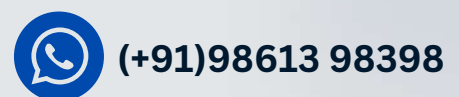
Certificate Samples

Invest before we enter IPO!

Thank You!

WE HOPE TO HEAR FROM YOU SOON.

No 1

GBS
Learning

Available on;

FAQs

Ask

(+91)98613 98398   business@gbslabs.com