



Capacity Building Edtech

# FLATOUT WAY

**The Journey Continues...**

**STRICTLY CONFIDENTIAL**

**Updated : 1 June 2026**

# Vision

---

Capacity Building  
**2025**

- We aim to build a global platform that enhances career stability and fosters awareness of essential skills, opportunities, and personal growth, addresses the critical need for career clarity in an increasingly complex and shifting job market.
- we envision a world where every professional, regardless of background or experience, has the tools and insights they need to confidently navigate and stabilize their career path.

# Case Study

INDIA TODAY



SIGN IN

Edition



IN



**Subscribe**



Home



TV



Magazine



NEW

[News](#) / [Education Today](#) / [Jobs and Careers](#) / 90% of Indian students choose careers blindly. Here's why that's a crisis

## 90% of Indian students choose careers blindly. Here's why that's a crisis

The career counselling crisis in India is real when only 1 in 10 students receive professional advice, according to the study by the UN. The problem persists in career choices, with decisions often based on advice from cousins, uncles, or prevailing trends rather than a student's true capabilities or what they want to do. From private to government schools, this issue remains widespread. In this article, we discuss what experts say about it, the factors behind it, and possible solutions.

● Live TV



Share

# Problem

## PROBLEM 1

**Lack of Clarity on Course Relevance and Job Profiles:** Many individuals struggle to understand how their chosen courses align with specific job roles, leading to confusion about career paths and a mismatch between education and employment opportunities.

## PROBLEM 2

**Uncertainty About Higher Education:** Students and professionals often lack clarity on how to effectively apply their degrees in the real world, making it difficult for them to leverage their education for career growth or to make informed decisions about further specialization.

## PROBLEM 3

**Misinformation Available Online:** The abundance of misleading or inaccurate information on platforms like Google further exacerbates career confusion, leaving individuals with limited, unreliable, and often contradictory advice

# Solution

To solve the challenges of career clarity, degree application, and misinformation, we offer an integrated solution that focuses on Personalized Career Portfolios, Comprehensive Career Planning Courses, and Expert Insights Across Specialized Domains.

---

✓ **SOLUTION 1**

**Career Portfolio** that not only tracks their academic achievements, skills, and work experience but also helps them explore how their background can apply to various industries and job roles.

✓ **SOLUTION 2**

**Career Diversification Courses**, These in-depth courses will focus on niche career pathways, providing specialized knowledge on how to transition into emerging fields, enhance existing skills, and develop expertise in specific job roles

✓ **SOLUTION 3**

**Expert-Led Insights:** To address the challenge of misinformation and confusion, we will integrate expert advice and mentorship from professionals across various specialized domains. These experts will provide in-depth, reliable, and real-world insights into specific careers

---

# Timing

why now is the time for our product or service to shine.

## REASON 1

People are facing greater career uncertainty and need guidance on how to pivot or diversify their careers effectively.

## REASON 2

As industries and technologies evolve, there is an increasing emphasis on upskilling and reskilling.

## REASON 3

people want personalized insights into how they can optimize their careers based on their unique backgrounds and aspirations.

## REASON 4

The shift toward remote work has created more global career opportunities, but it also requires workers to adapt to new ways of thinking about job roles and career paths.

## REASON 5

People are increasingly seeking careers that align with their personal values and offer a sense of purpose and fulfillment.

---

# Concept In Business

**Data Analytics**

**App/ Platform**

**consulting/ consumer service**

<b>Business Concept</b>	<b>Details</b>
<b>App-Based Platform</b>	The core of the business revolves around creating an app that serves as a platform for delivering services.
<b>Data &amp; Experts Availability</b>	The app will provide access to a wide range of data and experts in a particular field, accessible to users.
<b>Consumer Service</b>	Consumers will use the app to access services provided by experts, utilizing data to enhance the experience.
<b>Service Delivery</b>	The service is delivered through the app, creating a seamless experience for consumers to engage with experts.

# Product or Service

**We at F.OW is Solving an Existing Problem with Technology and Strong Expertise team which is a volume centric Business**

## Why Portfolio ?

Its a combination of your Future and Present Situation, helping you understand the Metrics better.

## Why Need ?

- Students are dependent on parents and relatives to make decision for their career.
- People are moving in herd mentality and copying each other. landing in wrong jobs.
- Dependent on Google whereas lot of info is out of scope, and of no use. not addressing every individuals situation and condition.
- Awared decision making.



# India Market Analysis

Market Segment	Total Students (TAM)	Active Learners (SAM)	Serviceable Obtainable Market (SOM)
10th to 12th Grade	100 million	30 million (30%)	1.5 - 3 million (5-10% of SAM)
Graduates (Undergraduates)	35 million	14 million (40%)	0.7 - 1.4 million (5-10% of SAM)
Postgraduates	10 million	5 million (50%)	0.25 - 0.5 million (5-10% of SAM)
Freshers (Recent Graduates)	10-15 million	7.2 million (60%)	0.36 - 0.72 million (5-10% of SAM)
Professionals	10 million	6 million (60%)	0.3 - 0.6 million (5-10% of SAM)
<b>Total</b>	167 million	62.2 million	3.11 - 6.22 million

# Global Analysis

<b>Country</b>	<b>TAM (Millions)</b>	<b>SAM (Millions)</b>	<b>SOM (Millions)</b>
<b>India</b>	167	62.2	3.1 - 6.2
<b>United States</b>	46.2	19.9	1 - 2
<b>UAE</b>	2.12	0.82	0.04 - 0.08
<b>China</b>	137	52.4	2.6 - 5.2

# PRICE, CAC AND ARPU

- assume that the cost to acquire a customer is proportional to the product cost.
- Sales occur at a rate of 7 out of every 100 people (7% conversion rate).
- We'll take an average price for Product D and Product E since their prices vary.

<b>Product</b>	<b>Product Cost (INR)</b>	<b>CAC (INR)</b>	<b>ARPU (INR)</b>
<b>Product A (Portfolio)</b>	1200	171.43	1200
<b>Product B( Portfolio)</b>	1800	257.14	1800
<b>Product C (portfolio)</b>	2500	357.14	2500
<b>Product D (Course)</b>	1950	278.57	1950
<b>Product E (Experts)</b>	2750	392.86	2750

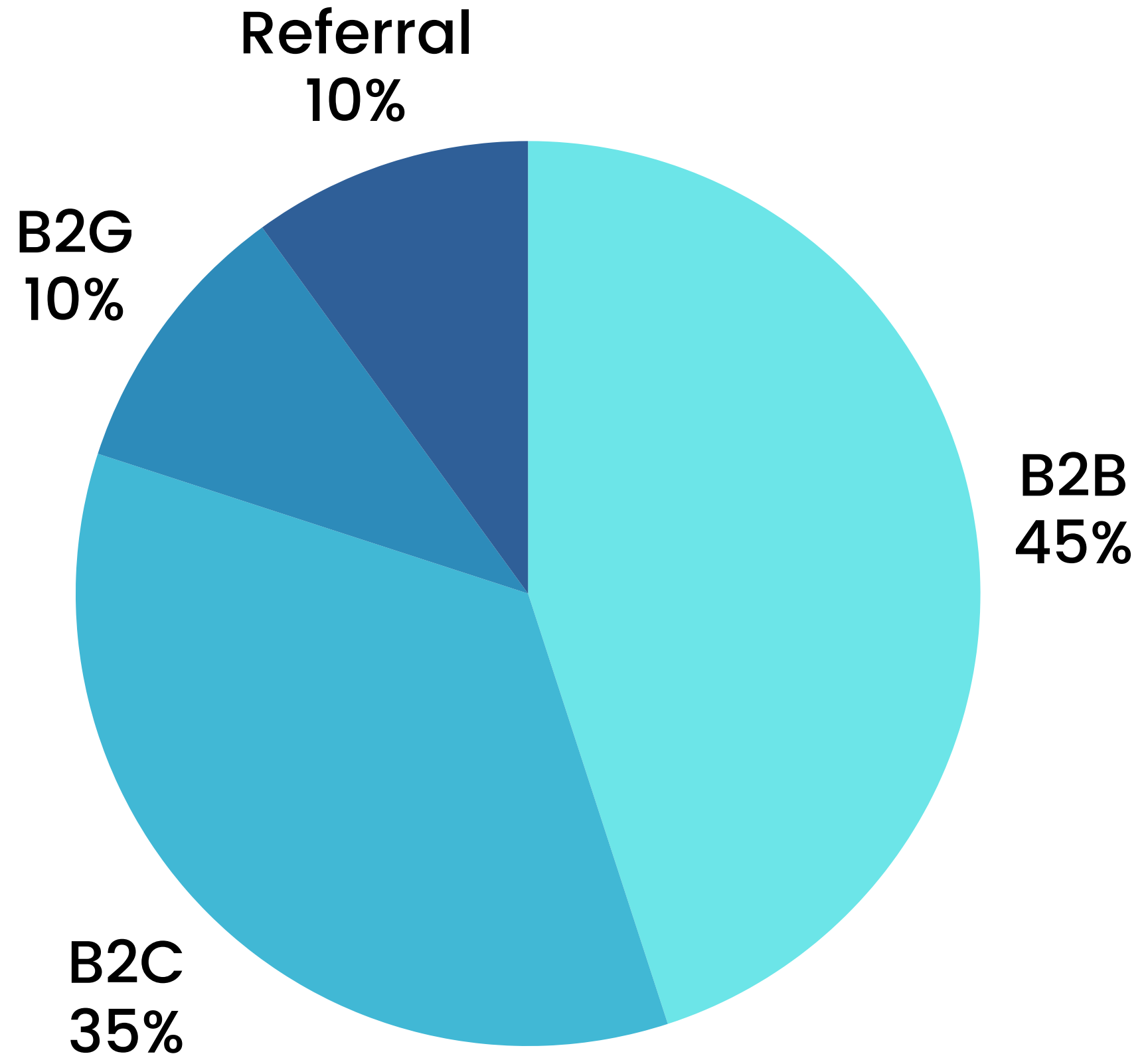
# Revenue streams

**45%**  
B2B

**10%**  
Referral

**10%**  
B2G

**35%**  
B2C



# GROWTH PLAN

Phase	Action	Details
<b>Phase 1</b>	Reach out to convert 100 customers for each product (A, B, C, D, E)	Focus on customer acquisition for all products (A, B, C, D, E).
	Need a strong tech background person	Required to handle technical aspects of the platform and product development.
<b>Phase 2</b>	Reduce the cost of the product through multiple iterations	Aim to reduce product cost. Requires high coding experience and technical expertise.
	Scale the product by 5x	Increase the product's reach and user base by 5x while reducing costs.
<b>Phase 3</b>	Scale the platform up to 20-50x once the app/platform is built and bulk traffic is achieved	After building the app/platform and attracting a large user base, focus on scaling the product significantly (20-50x).

# CHALLENGES

<b>Challenges</b>	<b>Details</b>
<b>High Research and Development Costs</b>	- The product's development is complex, with multiple factors to consider (design, features, testing, etc.).

# KNOWLEDGE PARTNERS



# COMPETITORS



LinkedIn Learning

coursera

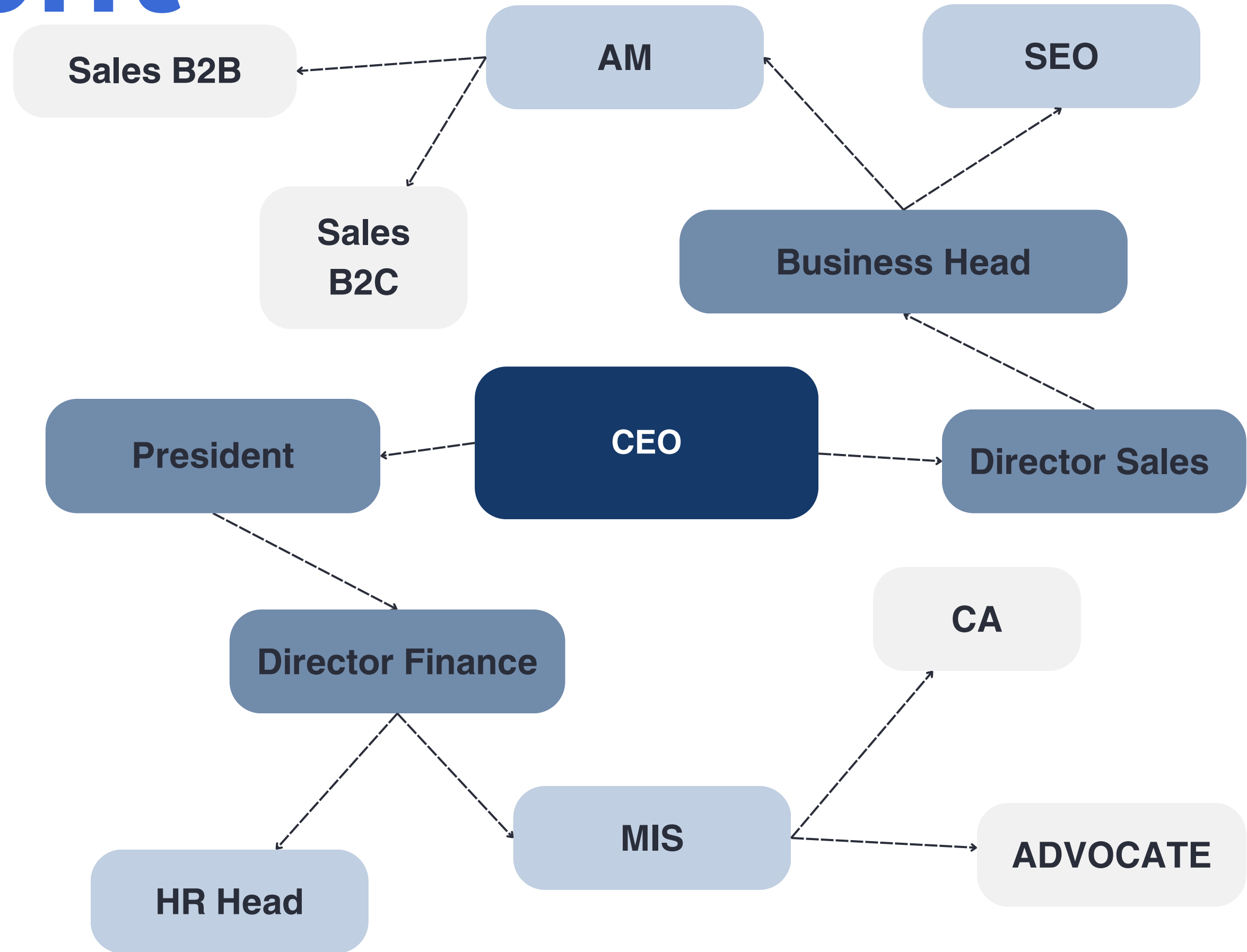
Unikon.ai



# F.O.W ADVANTAGE OVER COMPETITOR

- **Holistic Approach:** We are committed to fostering the overall development of students' skills and personalities, preparing them to confidently navigate the challenges of the real world.
- **Efficiency and Time Saving:** Utilizing a holistic approach, we streamline processes by integrating various functions, effectively saving students time and energy, allowing them to focus on their growth and development.
- **Career Development:** Continuously updating your portfolio encourages reflection on your career progression, identifying areas for growth and development. It can serve as a roadmap for setting future goals and aspirations.
- **low-cost product :** Relatively inexpensive price compared to other similar products in the market.

# Management Team



# Contact Us

## PHONE NUMBER

+91 9888892022

## WEBSITE

[www.flatoutway.com](http://www.flatoutway.com)

## EMAIL

[ceo@flatoutway.com](mailto:ceo@flatoutway.com)

## OFFICE ADDRESS

2nd floor, Silvertown Tower,  
Sector 50, Gurugram ,  
Haryana , 122101

# Thank You

HARJEET SINGH  
(Founder and CEO)

[www.flatoutway.com](http://www.flatoutway.com)