

SOCIAL ENTERPRISING BUSINESS PLAN IT COURSES

Date: 16.6.2015

Version: 0.2

Authors: Tsewang Norboo, Petr Horčíčka, Jiří Sázel

Document History

Version	Date	Author	Description
0.1	15.5.2015	Petr Horčíčka	Initial draft for discussion with Norboo
0.2	16.6.2015	Petr Horčíčka	Initial version for review of co-authors

Content

Management Summary.....	2
Business Plan Details	2
Value Proposition	2
Key Features	2
Schedule	2
Considerations.....	2
Hardware and Software	2
Affiliation	3
Budget	3
Financial Plan.....	3
Funding.....	3
Competition and Initial Survey – Norboo please review/extend.....	3
SWOT	3
Open Points	4
Next Steps.....	4
Referenced documents	4

Management Summary

SDPS has identified opportunity to organize IT courses in new school building during winter time. This activity has been already evaluated, considered as worth to do and decided to start in the winter 2015.

Business Plan Details

Value Proposition

IT courses fit very well into school mission to provide education and very much complementary also from timing and target group perspective as they shall be provided to students during winter holidays.

Courses are targeted to older students 10-12 classes who like to deepen their computer science knowledge.

Key Features

- The main course to start with is Basic IT course in duration of 3 months.
- Every day there are two lessons (60 minutes each) – one theoretical and one practical
- Planned schedule is from 10:00 to 12:00 (perhaps with 10 minutes break)
- If there is too many applicants afternoon course can be scheduled easily
- 1 month advance courses of MS Word and MS Excel are considered too

Schedule

15/08/2015 – HW and SW purchase in Delhi with support of Petr Havlicek

30/09/2015 – Computer lab set up, SW installation – Petr Havlicek

31/10/2015 – IT courses curriculum design – (Petr Havlicek?)

01/11/2015 – Advertise the courses, open for applications

30/11/2015 – Hire IT teacher (assumed from India additionally to Czech BvH volunteer)

15/12/2015 – Launch the IT course(s)

Considerations ??

Hardware and Software

- Number of PC
 - minimum – 12 laptops for students (2 students per laptop, maximum 25 students in class) + 1 central for teacher,
 - 15 is optimum
- Can be some of current laptops considered - No due to difficulties to maintain heterogeneous infrastructure
- Operating system – MS Windows to fit into mainstream from IT courses perspective
- MS Office – decided to buy students version to have legal up to date software
- Antivirus SW – some free option preferred due to budget constrains

See also ComputersforMulbekh2015-v2.docx for details.

Affiliation

There are two options

1. Government - strongly preferred as more valued
2. Private - can be done much easier, shall be considered only if Government one can't be achieved

In any case it's necessary to run one year of courses to get affiliation, i.e. soonest in winter 2016/17. This also allows to increase price of courses.

Budget

Financial Plan

Initial investment (2015):	429.000 INRI (165.000 CZK)
Operational costs:	66.700 INRI (25.654 CZK) per year
Revenue (2015):	230.000 INRI (88.462 CZK)
Revenue (2016 onwards):	388.500 INRI (149.423 CZK) per year

Please refer to Financial plan (SDPS IT Courses fin plan v2.xlsx) for details.

Funding

BvH is going to launch campaign to collect money. Campaign starts in September and lasts till end of the year. To overcome time gap in cash, as HW and SW needs to be bought in August/September, BvH agreed to provide the 75% of investment (124.000 CZK) in advance. Currently there is already 50.000 CZK (130.000 INRI) committed contribution from the donors.

It's agreed that after the closing the campaign missing amount between the collected money and target amount will be covered 50% by SDPS and 50% by BvH; for example if campaign brings 100.000 CZK (260.000 INRI), then BvH adds $(165.000 - 100.000)/2 = 32.500$ CZK (84.500 INRI) and SDPS the same.

Competition and Initial Survey

Initial survey and assessment has been done by SDPS principal Mr. Norboo with following conclusions:

- Typical and most required are general IT courses usually in 3 months duration
- Tuition fee is 5-10.000 INRS per month
- Market is mature with number of competition, but quality vary
- Government affiliation is more valued then the private one

SWOT

Strengths 1. Usage of school infrastructure (classroom, HW+SW, electricity) without additional costs 2. New infrastructure	Weaknesses 1. Competence needs to be built. Compensated by BvH volunteers. 2. Remote area – only limited number of potential customers. Compensated by hostel availability starting from winter 2016/17
Opportunities	Threads

1. Extend courses to other subjects (programming, accounting,...)	1. Well established competition
---	---------------------------------

Open Points

1. How to deliver the money to Delhi? (Norboo). Wire transfer bank to bank.

Next Steps

1. Organize HW, SW purchase in Delhi – **Norboo – 31/07/2015**
2. Keep Petr Havlicek Informed – **Jirka Sazel – 31/07/2015**
3. Outline IT courses curriculum – **Petr Havlicek** – review and collaboration **Norboo – 30/09/2015**
4. Find and hire IT teacher – **Norboo – 30/10/2015**

Referenced documents

1. ComputersforMulbekh2015-v2.docx (current version maintained by Petr Havlicek in google drive shared with all involved).
2. Financial plan (SDPS IT Courses fin plan v2.xlsx)

IT Courses Financial plan

Exchange rate CZK/INRI 2,60

Item	2015				2016 - affiliation				2017			
	Unit price	# of units	Total INRI	Total CZK	Unit price	# of units	Total INRI	Total CZK	Unit price	# of units	Total INRI	Total CZK
General IT course - 3 months	₹ 15 000	12	₹ 180 000	69 231 Kč	₹ 19 500	15	₹ 292 500	112 500 Kč	₹ 19 500	15	₹ 292 500	112 500 Kč
Specific courses (advance excel or programming basic) - 1 month course	₹ 5 000	10	₹ 50 000	19 231 Kč	₹ 8 000	12	₹ 96 000	36 923 Kč	₹ 8 000	12	₹ 96 000	36 923 Kč
Revenue Total			₹ 230 000	88 462 Kč			₹ 388 500	149 423 Kč			₹ 388 500	149 423 Kč
CAPEX - (Capital Expenditures = investment)												
General infrastructure (beemer, screen, sound system)	₹ 20 000	1	₹ 20 000	7 692 Kč			₹ 0	0 Kč			₹ 0	0 Kč
Laptops HW and OS MS Windows + mouse	₹ 20 800	15	₹ 312 000	120 000 Kč			₹ 0	0 Kč			₹ 0	0 Kč
MS Office	₹ 4 900	15	₹ 73 500	28 269 Kč			₹ 0	0 Kč			₹ 0	0 Kč
Contingency	₹ 23 500	1	₹ 23 500	9 038 Kč			₹ 0	0 Kč			₹ 0	0 Kč
CAPEX subtotal			₹ 429 000	165 000 Kč			₹ 0	0 Kč			₹ 0	0 Kč
CAPEX - 20% per year			₹ 85 800	33 000 Kč			₹ 0	0 Kč			₹ 0	0 Kč
OPEX - (Operational Expenditures = running costs)												
Teacher salary	₹ 18 000	3	₹ 54 000	20 769 Kč	₹ 19 000	3	₹ 57 000	21 923 Kč	₹ 20 000	3	₹ 60 000	23 077 Kč
Toner, other maintenance	₹ 5 000	1	₹ 5 000	1 923 Kč	₹ 5 000	1	₹ 5 000	1 923 Kč	₹ 5 000	1	₹ 5 000	1 923 Kč
IT course printed handouts	₹ 350	22	₹ 7 700	2 962 Kč	₹ 350	27	₹ 9 450	3 635 Kč	₹ 350	27	₹ 9 450	3 635 Kč
OPEX subtotal			₹ 66 700	25 654 Kč			₹ 71 450	27 481 Kč			₹ 74 450	28 635 Kč
Costs Total			₹ 495 700	190 654 Kč			₹ 71 450	27 481 Kč			₹ 74 450	28 635 Kč
Profit/Lost based on CAPEX 20%			₹ 77 500	29 808 Kč			₹ 231 250	88 942 Kč			₹ 228 250	87 788 Kč
Cummulative Cash Flow			₹ -265 700	-102 192 Kč			₹ 51 350	19 750 Kč			₹ 365 400	140 538 Kč