

Yugma

Your TODAY and TOMORROW!

TEAM 101

Team Members

Jennifer Cooley	New Zealand	First
Shivnay Chand	Fiji	First
Aneesh A. Chand	Fiji	First
Aarya Kuikel	Nepal	Second
Sneha Singh	Nepal	Second
Brent Wattenberg	Netherlands	Second
Shuoshuo Liu	China	Second
Taofeek Hassan	Nigeria	First

Business Plan Content

1. Executive Summary
2. Business Overview
 - 2.1 The Problem
 - 2.2 The Solution
3. Marketing
 - 3.1 Target Market
 - 3.2 Competition
 - 3.3 Marketing Strategy
4. Economic Analysis
 - 4.1 Capital Investment
5. Implementation

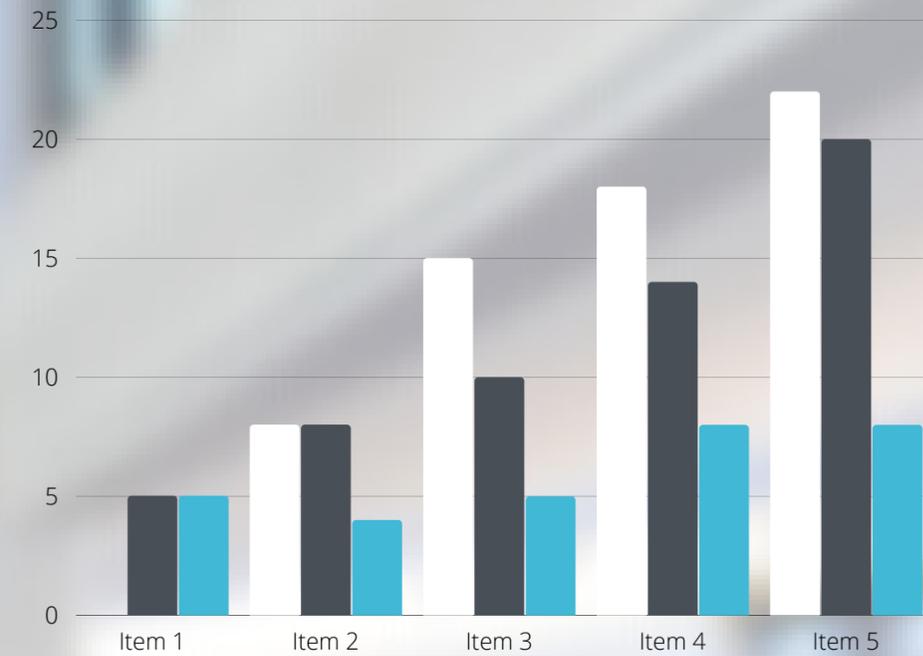
1. EXECUTIVE SUMMARY

The Problem:

- Nepal's unemployment rate for youth aged 15-29 is 19.2%.
- University graduates in Nepal are unemployed because they lack experience and knowledge on what skills they need.

The Solution:

- Yugma is a website to help newly graduated students to build up experience in their work field in Nepal.
- Provide students with courses on what a workday would look like for them in a particular job, what skills they would use, and informational videos teaching these skills.



The Marketing and Finance:

- Target audience: Undergraduates and Graduates
- Marketing Strategies: Outreach Promotion, Influencer Marketing, Digital, and Social Media Marketing
- What profit will it generate by when
- Net Cash Flow in year 5: \$83,313.59
- NPV of business: \$58,479.54

The End Goal:

- Graduates are more prepared for the workplace.
- Graduates with experience before entering the workplace, reducing unemployment and poverty.

2.1 The Problem

The Nepal unemployment rate for youth aged 15-29 is 19.2% [1]. This is much larger than the overall unemployment rate for the country, making it a big concern for university students coming up to graduation and looking for employment.

Despite advancements in today's Education and Career Awareness Program (CAP), there is still an information-sharing gap between employees and graduate students. Graduates are trained by the use of old-fashioned books and lecture notes. Leaving graduates unaware of the true image of the workforce and expectations, as well as regular deadlines, and project collection. This lack of real-life experience results in a difficult work career or unemployment.

2.2 The Solution

Yugma, which means collaboration in Sanskrit, is dedicated to providing real-life skills to undergraduates and freshly graduates for finding a job and performing well throughout their professional journey. Yugma will be a platform to collaborate with various other audiences, businesses, and mentors to bring out the best in a student's professional career. To address these challenges Yugma will create a website with videos from employees demonstrating how each job is performed in their business. After watching these videos graduates will be able to access courses that will teach them important skills they will need. These courses will also give graduates experience using the skills, which is the most important service we offer. This experience will make graduates more likely to be hired.

Objectives:

In conducting this project the following goals are set to achieve:

- Create a website that can accommodate employer and graduate insight.
- Decrease unemployment in university graduates.
- Shows the unemployed rate together with vacant job positions.
- Show real-life experiences and demonstrate how to work in the field is done.
- Maintain confidentiality and copyright.

2.3 Product Design

To create the website, various web development tools (both online and offline) will be used. To ensure that the website operates smoothly and that data can be retrieved and processed, sufficient coding will be completed. All copyrights for each video and photograph will be protected, and no information will be not released without the written permission of the authors.



3.1 Target Market

The target market is fresh and existing graduates from three major universities of Nepal, Kathmandu University, Tribhuvan University, and Pokhara University. In Nepal, most young graduates struggle to find a job or start their entrepreneurial journey right after graduating. Furthermore, as theoretical knowledge does not match well with practicality in the workplace, it is hard for the graduates to identify what skill is needed to be hired in certain positions of a company. In the initial stages, Yugma is targeted towards the undergraduates and graduates 19+ who have been looking to gain insights and knowledge on different fields they are interested in exploring as a working professional. The potential target audiences reside inside the Kathmandu Valley, as the valley is a hub for colleges and universities, and most of the graduates around the country are the products of the three major universities operating inside the Kathmandu valley. For higher education, the students mostly migrate to Kathmandu and complete their studies, and likewise seek job opportunities later on.

The target audience is broadly categorized into three types:

Undergraduates and Graduates: *The group of fresh graduates as well as undergraduates who are willing to work but are confused about the skill sets or the position they want to apply for.*

Audiences trying to understand the everyday activities of an employee in an industry: *Audiences who are clear about the organization they want to join, have the necessary skills but do not have any prior experience, and want to know what the organization expects before/after hiring them.*

Audiences willing to work but lacking the required skills: *Audience who have a degree but lack the particular course or skill set to apply for the job in a practical working scenario.*

Potential Partners:

Udhyami Nepal - *Udhyami Nepal Initiative aims to promote entrepreneurship and support entrepreneurs and business owners of small and medium-sized enterprises by providing them with the information they need to start, grow and manage their business.*

Idea Studio - *Idea Studio is a platform to turn promising ideas into solutions and ultimately ignite social change by enabling youth potential in favor of entrepreneurship through innovation. The realization to find new solutions to the current challenges facing societies led to social innovation taking a central stage supported by decision-makers at the highest levels worldwide.*

3. MARKETING PLAN

3.2 Competition

Mero Job: Mero Job provides recruitment solutions to employers finding, fostering, and preparing the right candidates in every possible way with an effective tracking system and a dedicated team of customer service to both; the employers and the job seekers.

Linked In: LinkedIn connects the world's professionals to make them more productive and successful. LinkedIn is the world's largest professional network. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, Sales Solutions, and Premium Subscriptions products.

Kumari Jobs: Kumari Job is one of the leading legally certified Human Resource consulting firms operating in Nepal. Kumari Job is morally operating by following the principles where the value of clients is highly understood and recognized.

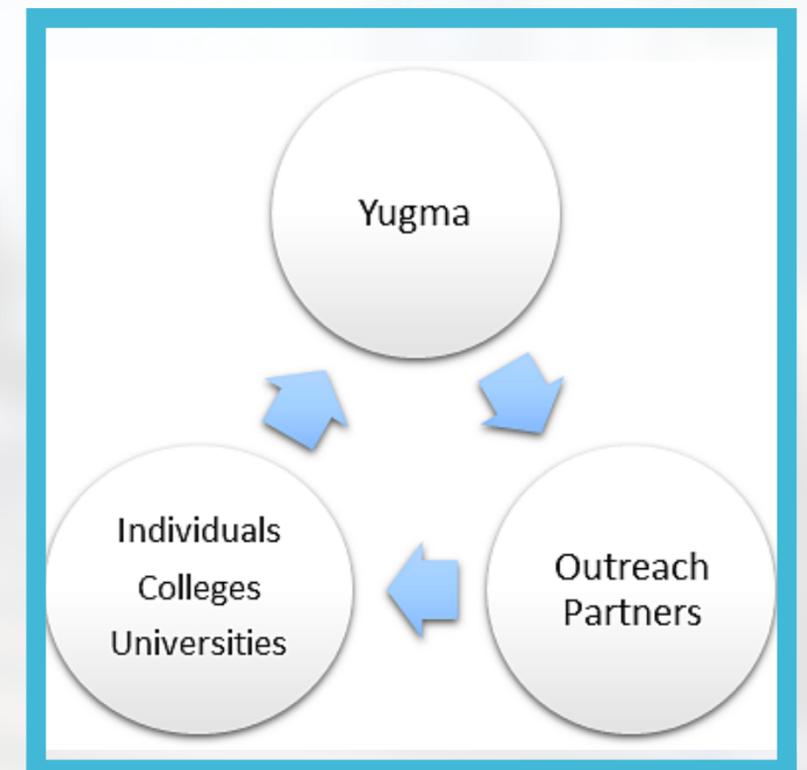
3.3 Marketing Strategy

Our principal marketing medium will be an Outreach Promotion through our potential partners, Udhyami Nepal and Idea Studio. As we know these business incubators are already established and have a wide reach of audiences so it will be easier for us to get higher engagement and reach for our startup.

Initially, the promotion shall start from colleges and universities inside the Kathmandu Valley, linking with their placement cells so that they can easily verify and engage in our service. The product promotion will then be done by our potential partners by reaching the universities and introducing them to our service on our behalf. The graduates accumulated through colleges and universities again can join the outreach partners for job opportunities.

Along with business incubators and university placement cells, we can market our products using social media and digital platforms such as Instagram and Facebook, and through blogs (inbound marketing) as the targeted group has higher engagement in these platforms. This will be one of the best options for us to market our product without having to rely on any other sources.

Through Influencer Marketing, we can collaborate with well-known entrepreneurs, bankers, and other public figures to get a word about our service in the target market. As the sources are reliable and valid, it is a series for us to gather more and more audiences to the platform.



4. ECONOMIC ANALYSIS

NPV (₹)	₹4,451,237.89
NPV (\$NZD)	\$83,313.59

Indian Rupees	₹
New Zealand Dollars	\$

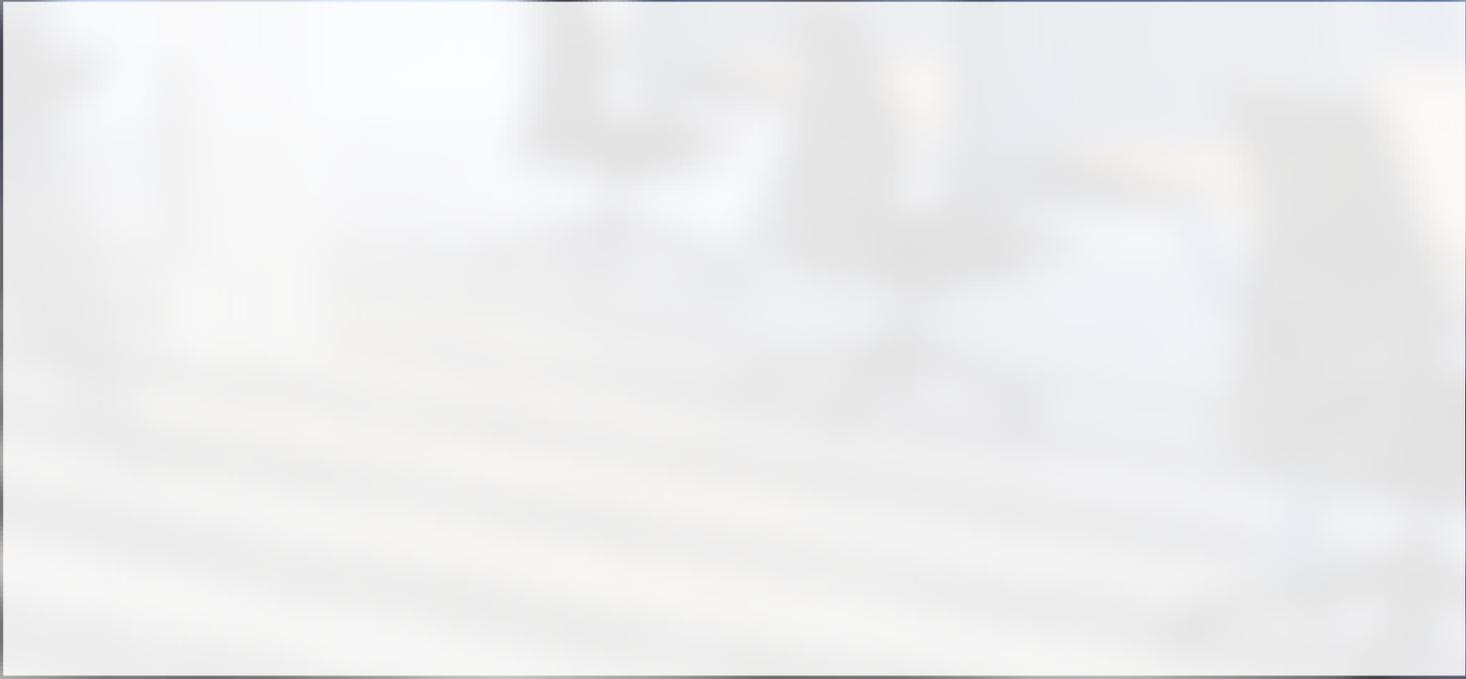
Every video we show on our website will be recorded by a crew we hire, giving us a greater ability to control the quality and content. We will charge the businesses \$754.40 to film the videos for each course and display them on our website. Each course will then be priced at \$138.25 for students. At these prices, we are looking to make a profit in the second year of business with a net cash flow of \$2,516.10. This net cash flow will increase to \$18,068.16 in the fifth year, making the business worth \$83,313.59.

4.1 Capital Investment

Yugma only requires a \$2122.20 capital investment in Y0. This can all be covered by the Social Entrepreneur Award Seed Funding of \$4,000.00, with plenty of room for adjustment for any unexpected costs.

Assumptions:	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Sale price (₹)	₹7,330.00	₹7,330.00	₹7,330.00	₹7,330.00	₹7,330.00	
Video recording sale price	₹40,000.00	₹40,000.00	₹40,000.00	₹40,000.00	₹40,000.00	
Ad revenue/click (₹)	₹5.00	₹5.00	₹5.00	₹5.00	₹5.00	
Students demand	5	30	50	100	₹150.00	
Business demand for videos	1	5	10	20	₹25.00	
Hire of Film Crew/video (₹)	₹36,657.00	₹36,657.00	₹36,657.00	₹36,657.00	₹36,657.00	
Website Costs (₹)	₹15,863.00	₹15,863.00	₹15,863.00	₹15,863.00	₹15,863.00	
Legal fees (₹)	₹2,500.00	₹0.00	₹0.00	₹0.00	₹2,500.00	
Minimum Wage	₹50,000.00	₹80,000.00	₹100,000.00	₹100,000.00	₹200,000.00	
Projected Revenues (₹)						
Income	₹76,650.00	₹419,900.00	₹766,500.00	₹1,533,000.00	₹2,099,500.00	
Other Income	₹25.00	₹150.00	₹250.00	₹500.00	₹750.00	
Sale of business						₹4,789,810.00
Total revenue:	₹76,675.00	₹420,050.00	₹766,750.00	₹1,533,500.00	₹2,100,250.00	₹4,789,810.00
Projected Variable Costs (₹)						
Temporary Film Crew	₹36,657.00	₹183,285.00	₹366,570.00	₹733,140.00	₹916,425.00	
Wages	₹50,000.00	₹80,000.00	₹100,000.00	₹100,000.00	₹200,000.00	
Total Variable Costs:	₹86,657.00	₹263,285.00	₹466,570.00	₹833,140.00	₹1,116,425.00	₹0.00
Projected Fixed Costs (₹)						
Advertising	₹7,500.00	₹7,500.00	₹7,500.00	₹7,500.00	₹7,500.00	
Legal fees	₹2,500.00	₹0.00	₹0.00	₹0.00	₹2,500.00	
Website costs	₹15,863.00	₹15,863.00	₹15,863.00	₹15,863.00	₹15,863.00	
Total Fixed Costs:	₹25,863.00	₹23,363.00	₹23,363.00	₹23,363.00	₹25,863.00	₹0.00
Net Cash Flow	-₹35,845.00	₹133,402.00	₹276,817.00	₹676,997.00	₹957,962.00	₹4,789,810.00
Discount rate	₹0.10					
Discount rate + 1	₹1.10					
Discounted net cash flow	-₹35,845.00	₹121,274.55	₹228,774.38	₹508,637.87	₹654,300.94	₹2,974,095.16
Net present value	₹4,451,237.89					
Internal rate of return %	476.76%					

5. IMPLEMENTATION



References