



GYAN FINDER

TEACH ALL YOU WANT, LEARN ALL YOU DESIRE

Business Executive Summary

BUSINESS EXECUTIVE SUMMARY

Introduction

Gyan Web Solutions is a software company that aspires to foster innovation by developing outstanding e-solutions to make daily life simple and feasible. It aims to be in sync with rapidly evolving web technologies to make its optimum use. The Company was recently established in India, by two ambitious and determined founders with years of dynamic experience in the fields of electronic and computer engineering. GyanFinder is the Company's first product on its way to achieving the target.

When the high-speed internet and facile electronic equipment are making extremely long distance communications (whether textual, audio or video in nature) remarkably practical then why not improvise the same technology to aid distance instruction? GyanFinder endeavours to be that solution.

Description

Gyan means Knowledge in Sanskrit. It pronounced as "Ghee-ahn". In essence, GyanFinder conveys 'Knowledge discovery for transfer'. It will drive on its phrase, 'Learn all you desire, Teach all you want'.

GyanFinder® is being fundamentally built to power a lucrative social training network for global use. It will serve as a user-friendly platform where people with a passion to teach and learn could congregate.

Around the world, people are on lookout for procuring new trainings every day, considering the progress and development that every field frequently undergoes. Keeping this in view, GyanFinder® will persistently attempt to accommodate several Live-trainings concerning various interests. It will welcome all trainings whether they pertain to a profession or a hobby.

Our market research shows that classroom learning is always preferable over distant learning. Therefore, GyanFinder aims to bring worldwide trainers on a myriad of interests to one's desktop, thus economizing the dreams of short-term, off-shore learning, which was previously taxing to the general public.

GyanFinder intends to act as an intermediate between the trainers and the trainees, organizing and then perpetuating collaborations between the two parties with its array of online services:

- Trainer database: A dedicated space that allows its customers to store their profile, contact information, articles and mostly importantly stream-through professional and simulating teaching aids like PowerPoint presentations during the Live-training sessions on the website.
- Trainee database: A dedicated space that allows its customers to store their profile, contact information, articles, requests, reviews, etc.
- Faceted search: An advanced search that produces concise and precise results, and thus saving valuable time of the Users.

- **Audio and Video Conferencing:** The uniqueness of GyanFinder lies in its ability to integrate trainings with the modern day technologies and make Live-learning accessible to worldwide customers through the internet, thus removing impediments caused by their global locations.
- **Social Network:** GyanFinder will enable face-to-face interactions between the trainer and the trainee and creation of connections, discussion forums among the users.
- **Advertising:** GyanFinder will also facilitate the appealing advertisement of training institutions, which would like to promote their organisations on the website.

Revenue Model

GyanFinder will have the following three as its primary stakeholders; they are basic sources of revenue for the website:

- Trainer
- Trainee
- Advertising Partners

For promotional purpose, GyanFinder will offer first 3 trainings for free to the trainers.

The trainer will be expected to pay a predefined amount of money for utilizing GyanFinder facilities for broadcasting the training sessions, depending on training package he/she had chosen.

The trainee will be expected to pay a predefined 8% of training cost to GyanFinder. The price for the training itself will be upon the trainer's discretion.

Educational institutions and training establishments will be encouraged to not only advertise themselves on the website, but also collect reviews generated by GyanFinder Lead Centre. They can select from text-based widgets, banners to whole graphic-designed web pages for the promoting their organisations. Each style of marketing on the website will have a predetermined price.

Beta-Launch of GyanFinder

Gyan Web Solutions plans to launch the first Beta version of the website in November 2011. The Business Analysis and the Engineering teams are working on introducing the scalable system with its basic features, while the Marketing team is striving to register at least 250 trainers with GyanFinder by the end of November.