

Case1 : Commercial Due Diligence in Offline Supplemental Education Market in T1 and T2 cities

Sector	Ed-Tech	CASE STUDIES
Objectives	<p>To understand</p> <ul style="list-style-type: none">▪ The current size of class 1 to 8 tuition going student market in T1 & T2 cities.▪ Quality, Availability, and Involvement of the tutors.▪ Operational and Financial metrics of the tuitions.▪ Needs and Decision making criteria of the parents.	
Approach	<ul style="list-style-type: none">▪ Conducting 50+ tutor interviews across two cities: Bangalore and Kanpur.▪ Conducting 100+ parent interviews across two cities: Bangalore and Kanpur.▪ Conducting 50+ student interviews across two cities: Bangalore and Kanpur.▪ Conducting Primary interviews with Industry experts.▪ Secondary Research using Online Free/Paid services, RedSeer Database, etc.	
Result	<ul style="list-style-type: none">▪ The study output helped the client to understand the market potential of offline supplemental education for class 1 to 8 in T1 & T2 cities.▪ To take an investment decision in offline supplemental education for 1 to 8 class in T1 & T2 cities.	