



Innobuzz – Master Franchise Proposal

Introduction

Innobuzz is headquartered at Delhi, India with strong presence in Australia, United State of America and Canada. The main business of Innobuzz is providing training about Information Security and Robotics, which is delivered to its audience all over the world via Computer Based Training Courses, Onsite Training Programs and Company Owned learning centers.

Classroom Training Venture: www.innobuzz.in

Online Training Venture: www.innobuzzonline.com

Overseas Training Venture: www.innobuzzindia.com

We have strong linkages with the industry. Being partners with organizations like Microsoft Corporation, IBM, HP and Symantec have conducted training programs in all big corporate houses of India. At the same time we have a strong presence in colleges all over the world with over 100 colleges taking programs from us regularly and over 300 campuses who have subscribed with us for our services. Innobuzz has huge databases of strong technical fresher specialized in various streams trained and benchmarked by us in various Streams.

Our Clients

We have provided our services to some of the best colleges in the world. Included in our Client list are names such as IIT Delhi, Delhi College of Engineering, St. Stephens College, Faculty of Management Science, Modern School, Delhi Public School and etc. Some of Our Corporate Clients are DLF India, IBM, Spice Jet, Computer Society of India, Colt Telecom, Fidelity Investments, Arya Ventures, Dewsoft and many more!



Innobuzz Knowledge Solutions

Partners

Some of our Partners:



Registered Partners

Partner ID: 2254361



Registered Partners

Partner ID: 200071432



Registered Partners

Partner ID: 391571742210722E

Our Faculty (Speakers)

An internationally certified trainer with international training experience will conduct our training. Our trainers hold B.Tech, M.C.A and M.Tech, PhD degrees along with relevant work experience in the industry. Innobuzz has certified them after repeated evaluation. Our Trainers are certified as IB Certified Trainers (IBCT). In order to become an IBCT, each trainer has to clear through an online exam, pass an interview and write a white paper on a topic of their choice in their domain. Additionally, they have to renew their Certification every 12 months by clearing an online exam. This is done to ensure that only the best people can become our trainers. The detailed profile of our trainers is available on request.

Master Franchise Unit: The Proposal

Innobuzz is seeking partners in its Endeavour to spread Hi-technology education across the world.

Referred to as Accredited Training Partner (ATP), the partner is responsible for running instructor led training programs at their centers under Innobuzz's brand and expertise in Hi-technology training programs.

If you are an entrepreneur looking for business opportunities in the technical education sector, or an established enterprise/ group looking forward to expand into the IT Training Division, then joining hands with Innobuzz, will surely prove out to be a very good business decision in order to meet your business objectives and goals.

Since India is one of the biggest off shoring/outsourcing destinations in the world, the demand for Industry-ready Information Technology professionals continues to surge. Moreover, a new trend of Business Optimization and Process Improvement using Information Technology and enabled services is on the up surge resulting in a huge gap between the requirement for skilled IT man power and the supply available at this point in time.

Companies - Private and Public alike are constantly looking for skilled IT man power having experience and expertise over multiple domains and platforms. They lament the lack of adequate quality and skill-sets in students coming straight from mainstream education streams, thus leading to a serious shortfall of the right skills in the industry.

This widening gap between demand and supply is the BIG opportunity for those in the IT education and certification sector.

Innobuzz Knowledge Solutions

Why Franchising?

- Franchising as a business model has witnessed high success rate globally. A new franchise opens every 8 minutes of each business day.
- Statistics reveal that more than 80% of new startups close down within 5 years, whereas 80% of franchisees are still successful after 5 years.
- Success stories show that franchisee startups that adhere to the franchise system and standards rarely fail.
- Franchising has been an extremely successful business model in the IT Training Industry.

Why Innobuzz?

- A well established brand that is recognized domestically and globally.
- Very well known, world-wide, for our training programs in Info. Security & Ethical Hacking.
- Low initial establishment Cost.
- Franchisees are provided complete guidance and training to run their centers.
- Franchisees play an important role in the promotion of our centers in their area of operation.
- Course fees are finalized after thorough consultation, taking into account market conditions.
- Detailed Operations manuals and processes.
- Huge Internet Marketing Campaigns running 24x7.
- Center Management, Faculty and Sales training.
- Latest and updated Curriculum.
- Courseware and Promotional material provided.
- Center Management CRM Software Provided Free of Cost.
- Sales and Marketing, Technical and Systems Support.
- Profitable, sustainable and scalable business.
- Innovative Marketing Techniques

Eligibility Criteria to be a Franchisee

Educational Qualifications - Candidate should be a graduate in any discipline.

Financial Qualifications - The individual should possess the ability to mobilize resources through internal and external means. He/she should have the capability to personally invest around 8 Lacs.

Business experience -

- The individual should possess 1-3 years of experience in any functional area, preferably at the middle management level.
- Be a First time Entrepreneur.
- Self employed in Business.
- Self Motivated.
- Innovative.

Geographical knowledge - The candidate should have complete knowledge of the regional market. He/She must also be aware of number of schools, colleges & other local institutes & their business cycles.

Innobuzz Knowledge Solutions

Initial Investment and HIGH ROI

The initial investment for the project is approximately Rs. 8,00,000, if the location is to be taken on lease. However, it would come down to around Rs. 6,00,000, if the Franchisee already owns the property where the training center has been planned. The investment varies with various factors such as the Centre Location, Student Capacity, Duration and the Types of courses to be offered by the centre.

One should be able to recover this money in a 6-8 month period itself.

Franchise Fee

The Franchise Fee is Rs. 1.5 Lac for A - class cities. The first agreement shall be valid for 2 years. Franchisee fee is to be paid at the time of signing of agreement. There is no Extra cost for Initial Setup Guidance, Training for your Employees, Training Center CRM etc. A List of Deliverables from Innobuzz is mentioned at the Bottom of the Proposal. Establishment process starts once the agreement is signed. It takes a minimum of 1 month to launch the centre.

At the end of the 2 Year Contract Period, If the Franchisee qualifies the audits, maintains the quality of services, has no outstanding towards Franchiser and meets the business targets set by the Franchiser, Innobuzz will renew the contract on a mutual consent basis. The renewal fee will be 50% of the prevailing Franchisee fee.

Royalty

Innobuzz charges 30% Royalty on your gross collections, inclusive of all taxes. Royalty is collected on the gross collection only.

Existing Training Center Owners

If you already own a Training center, then taking our Franchise Program would be highly suitable to you. The initial investment will also fall drastically to around Rs. 3 Lacs only. However, there will be a few changes in your current center as per our center standards & guidelines.

Business Risk

Innobuzz understands the investment risk in Franchisee Business and to nullify your risk fear, we ensure in the agreement itself that if you don't register an average collection of Rs.18 Lac within first two years, the entire Franchisee fee will be refunded towards you.

Initial Manpower Requirement

Market potential, varied courses determine the need of staff. Initially, you will need the following:

- 1 - Centre Head /Centre Manager – (Optional).
- 3 - Faculty
- 2 - Academic Advisor/Counselor
- 1 - Office Boy
- 1 - Security officer.

Innobuzz Knowledge Solutions

Application Process

Phase 1:

- Understand the Franchisee proposal.
- If interested, please complete Franchisee Application Form available online or contact us.
- Upon review of your application, you will be invited to meet us at the New Delhi office.

After an initial deposit of Rs. 10,000/- (100% refundable), you will be given an ID to review the documents and the agreement.

Phase 2:

- You will be required to deposit an amount of Rs. 25,000/- through PO/DD.
- On realization of payment, our Franchise officer will visit your site. We recommend that you have two or more site options where you intend to open the centre so that we are in a position to choose the best option.

The Franchise officer will submit a detailed SITE VISIT report of your location(s). If your site is not approved due to any reason, the deposited amount will be refunded to you after deducting any expenditure incurred during the above procedure.

Phase 3:

- If your Site is approved, you will be required to submit the Site Plan.
- Our Franchise Officer will fix your appointment with the Innobuzz Management in order to complete the formalities of signing the Franchisee Agreement. You will be required to sign the documents in person at the New Delhi Head Office, along with one more person from your side as witness.

Once the agreement is signed and payments (if any) are realized, our officers will set up your sub domain account, and start further proceedings required to establish your centre.

Initial Deliverables

1. Providing rights to use our Brand name of "Innobuzz" which is being constantly promoted via Internet, National magazines, dailies, conferences and seminars.
2. Providing Placement assistance to all students who receive our certification.
3. Conducting Online Examination that checks student skills using a Test Engine.
4. Providing Student certification (which is accepted by corporate worldwide).
5. Providing Updated Courseware and curriculum.
6. Providing Center assistance including:
 - Counselor & Faculty Training.
 - Advertisement, Brochure & IPR for the Centre.
 - Printed Brochures and Marketing Material.
 - Database of Students for your Region.
 - Transfer of all incoming enquires from your region received centrally.
 - Regular Advertising.
7. Providing operational assistance including:
 - Technical Training.
 - Recruitment of Employees for the Training Center.
 - Detailed information regarding course duration, preferred timings, batch sizes etc.

Innobuzz Knowledge Solutions

Project Cost – Breakup

Estimated Project Cost (Class A City)				
Serial	Expenditure Heads	Particular	Rate	Amount
1	Franchise Fee	2 Year Contract		150,000
2	Lab Computers	12 Computers		100,000
3	Lab Equipment, Printer, Etc			50,000
4	Furniture & Interiors			250,000
5	Advance Rent*	Approx. Figure		150,000*
6	Fixture			25,000
7	Boards (outside / insides)			15,000
8	Buffer Amount			60,000
			TOTAL	Rs. 8,00,000

*Advance Rent – Approximate Figure. Kindly Waive-off if you already own the premises.

[A more detailed Proposal is also available on request.](#)

Next Steps

We are confident that you would have found our franchise program extremely beneficial. To proceed further or any clarifications please feel free to contact us.

Contact Details:

Contact Person: Mr. Ankit Oberoi
Email Address: ankit@innobuzz.in
Contact No.: (0)9811017657, 011-65905003

Innobuzz Knowledge Solutions
Corporate office in Delhi: 10, PVR Plaza, Connaught Circus, New Delhi – 110 001
Innobuzz Lab in Delhi: GD-28, Second Floor, Pitampura, Delhi.

Website: www.innobuzz.in

HQ: 10, PVR Plaza, Connaught Circus, New Delhi – 110 001
TC: GD-28, Pitampura, Near Pitampura Metro Station, New Delhi – 110 034
www.innobuzz.in | E-mail: info@innobuzz.in | Phone: 011-65905003