

Launch Your Personal Coaching Brand

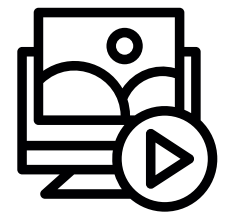


Be an Edupreneur

5 REASONS TO PARTNER WITH US

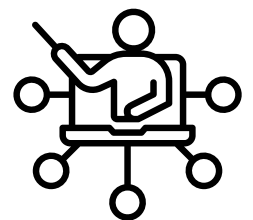
1 Ready-To-Use Business Model.

Proven system. Minimal risk. Launch your institute with confidence today.



2 Training on Subjects and Counseling

Training you and your team in subject delivery and student counseling through our LMS.



3 Marketing and Brand

We help you build your sales funnel as per your interest and budget.



4 Collaborate with colleges

Sell courses to colleges at affordable price by mentoring and evaluating. Earn at least 10 Lakh / College



5 No need to record content

Ready to use 4500 videos, Study materials and Mock Tests



Who Can Benefit from Our Content?



**Coaching
Institutes**



**Teachers &
Trainers**



**Colleges &
Schools**



**Tuition class
owners**



**Online Educators
& Freelancers**



**Entrepreneur /
Edupreneur**

- 5 Effective Ways -

To make money

Through Our Collaboration

Offline classes

Course sales

Online classes

Collaboration with colleges

Paid workshops



Conduct Offline or Online Classes in These Categories



01

Competitive Exams

Lead coaching classes that prepare students in aptitude, reasoning, and exam strategies.



02

Soft Skills

Conduct impactful spoken English and soft skills sessions for students and professionals.



03

Digital Marketing

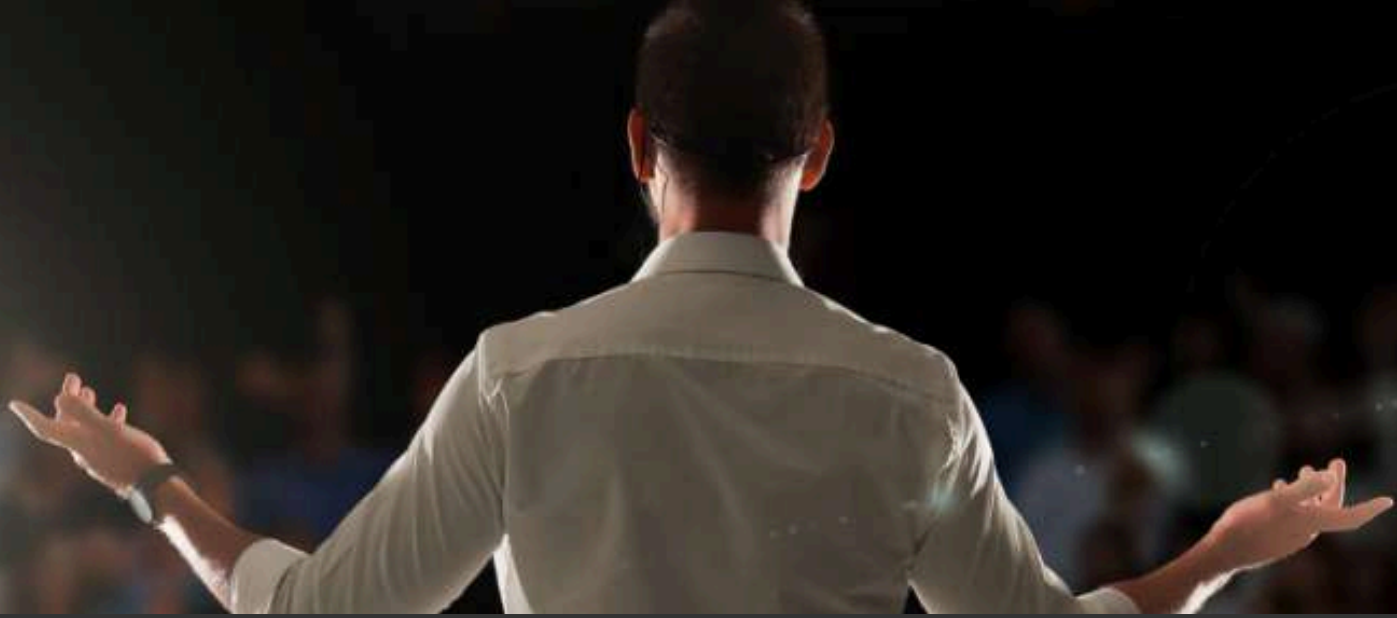
Offer practical training on online marketing, social media, and business growth tools.



04

AI

Deliver beginner to Advanced AI and automation classes suited for today's technology needs.



Soft Skills Courses



Spoken English

PPT, PDF of content, Worksheets, Videos and Mock Tests



Advanced English

PPT, PDF of content, Worksheets, Videos and Communication Activities



Communication Skills

PPT, PDF of content, Worksheets, Videos and Communication Activities



Public Speaking

PPT, Videos and Assignments



Personality Development

PPT, Videos and Assignments



COMPETITIVE EXAMS

Content in English, Kannada, Marathi and Hindi.

1

QUANTITATIVE APTITUDE

Level 1 and Level 2 content, PPT, PDF, Videos, Mock Tests and Video Solutions

2

LOGICAL REASONING

Level 1 and Level 2 content, PPT, PDF, Videos, Mock tests and Video Solutions

3

ENGLISH LANGUAGE TEST

Level 1 and Level 2 content, PPT, PDF, Videos, Mock Tests and Video Solutions

4

OTHERS

Daily Current Affairs, General Awareness E Book, Banking Awareness E Book, Weekly Magazine and much more

DIGITAL MARKETING

Learn, Train and Sell

A TO Z



Social Media Marketing



Pay-Per-Click Advertising



Search Engine Optimization



Analytics and Data Analysis



Digital Strategy & Consulting



Social Media Management

And Much More

Future Ready Courses

Unleash the Power of Artificial Intelligence

Deliver beginner to
Advanced AI and
automation classes suited
for today's technology
needs.



You can add on these services too



Study Abroad Consultancy

Through this you earn atleast 1 to 3 Lakh Per Student



Online Degree Consultancy

Help you build your education consultancy business

Our other Services



3 Month Mentorship Program & Advanced TTT

For Personal and Professional Growth



LMS for Colleges with ready to use content

Comp Exams / Soft Skills / AI / Digital marketing



Train The Trainer Program

To be a certified soft skills training



OUR VISION

To revolutionize education by creating India's most impactful and affordable coaching ecosystem — where every educator can launch their own branded institute with ready-made content, training, and technology.

Our vision is to empower every city and town to become a hub of quality learning in Soft Skills and Aptitude.



OUR MISSION

To make India's youth self-reliant (Aatma-Nirbhar) by:

- Helping educators build their own coaching brands
- Providing white-labeled content & mobile app solutions
- Training teachers in industry-ready skills
- Promoting access to affordable, multilingual education
- Bridging the gap between academia and employability



About Smart Sutra

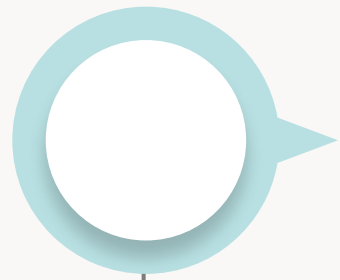
Smart Sutra, established in 2016, is a leading platform in soft skills, competitive exam training, and trainer certification. Our mission is to empower educators, trainers, and institutions to start and scale their own coaching brands — both online and offline.

With over 100 certified trainers and thousands of learners trained, **Smart Sutra** has become a trusted name in the education and skilling ecosystem. We are backed by a robust digital learning infrastructure, trusted by over 1 crore+ students across 150+ countries, ensuring reliability, reach, and scalability.

As a Smart Sutra partner, you gain access to:

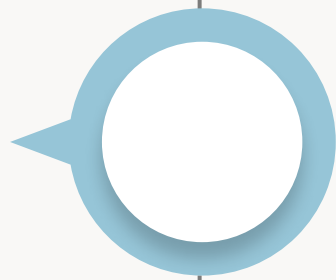
- Business training to start and scale your brand
- Subject training to master teaching delivery
- 4500+ videos and 500 mock tests ready to use
- Professionally designed study materials
- Marketing training to grow your coaching business
- Lifetime mentorship for continuous guidance
- Weekly online meetups with a community of trainers

Training stages



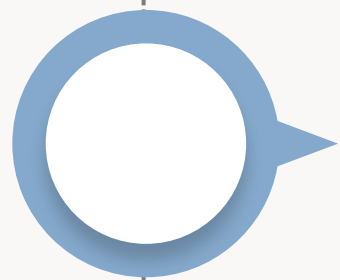
Step 1

Understanding your skills, budget and goals.



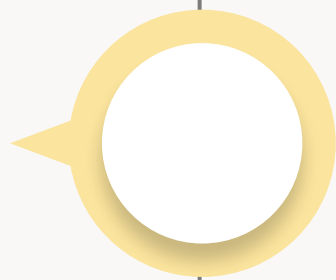
Step 2

Onboard with full App Access



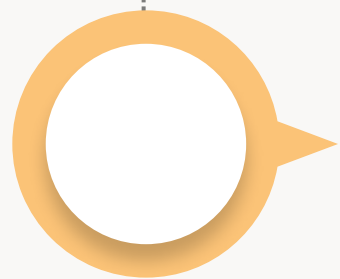
Step 3

Business and Subject Training



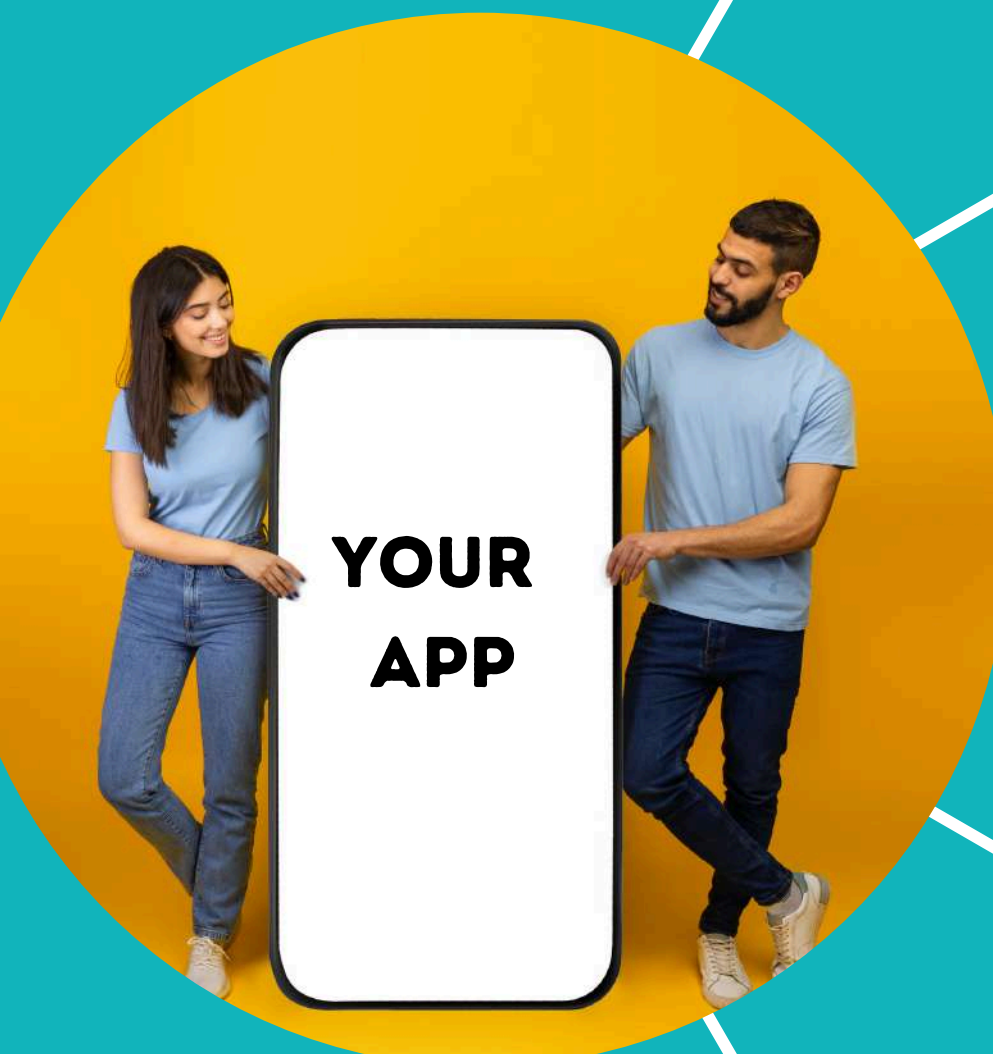
Step 4

Track Progress and evaluate your progress



Step 5

Launch and Grow Your Business



**Your branded
Mobile App**



4500 Videos



**500 + Mock
tests**



**Multiple
Language**



**Competitive exams
Soft Skills
Digital Marketing and AI**



Branded Mobile App+ Web Learning Access

Deliver your courses seamlessly across Android, and web – under your own name and logo.

Smooth HD Video Streaming

Host or stream high-quality video lectures in multiple languages without buffering or delay.

Smart LMS with Progress Tracking

Monitor student learning, assignment completion, and engagement through an integrated dashboard.

Built-In Mock Test Engine

Offer topic-wise, section-wise, and full-length tests with instant reports and analytics.

Custom Pricing & Course Access

Set your own prices, course durations, and access rules. Offer discounts, coupons, and bundles.

Live & Recorded Class Hosting

Deliver real-time classes or schedule pre-recorded sessions – all within your app.

Course Bundling & Coupon Offers

Create custom course bundles and generate coupons to attract more enrollments.

CHANNEL PARTNER
PRICING DETAILS

No.	Program	Value
1	Only Soft Skills Training	3 Lakhs
2	Only Competitive Exams Training	3 Lakhs
3	Only Digital Marketing and AI	3 Lakhs
4	Only Study Abroad	1 Lakh
	Total Value	10 Lakhs

SCROLL DOWN FOR
DISCOUNT PRICE



~~₹10 Lakhs~~



₹50,000/-
Onwards



CHANNEL PARTNER (FRACNHISE)
DISCOUNT PRICING DETAILS

No.	Program	One time price	Yearly Renewal Fees
1	Spoken English	₹50,000	₹10,000
2	Soft Skills Combo (Public Speaking + Personality Development + Communication Skills + Advanced Grammar + Spoken English)	₹80,000	₹15,000
3	Competitive Exams (BANK/ SSC / RRB / MBA CET etc)	₹80,000	₹15,000
4	Maha Combo (Soft Skills Combo + Comp Exams + Digital Marketing + Ai + NCERT Videos)	₹1,20,000	₹20,000

- Please Note: The above fees are one-time non-refundable fees
- The fees include Business Training Fees, Business Model Fees, Faculty Training Fees, Content, curriculum, PPTs, and Seminar Training



Return on Investment for competitive exams and soft skills For Offline Classes

No.	Course	No. of Students	Fees (INR)	Total (INR)
1	Competitive Exams	20	12,000	2.4 Lakhs
2	Advanced Grammar	20	5,000	1 Lakh
3	Basic/Spoken English	20	4,000	80,000
4	<ul style="list-style-type: none"> • Public Speaking • Communication Skills • Personality Development 	20	10,000	2 Lakhs
	Total			6.2 Lakhs

6.2 Lakhs can be achieved within 2 months

Excluding Collaboration Service

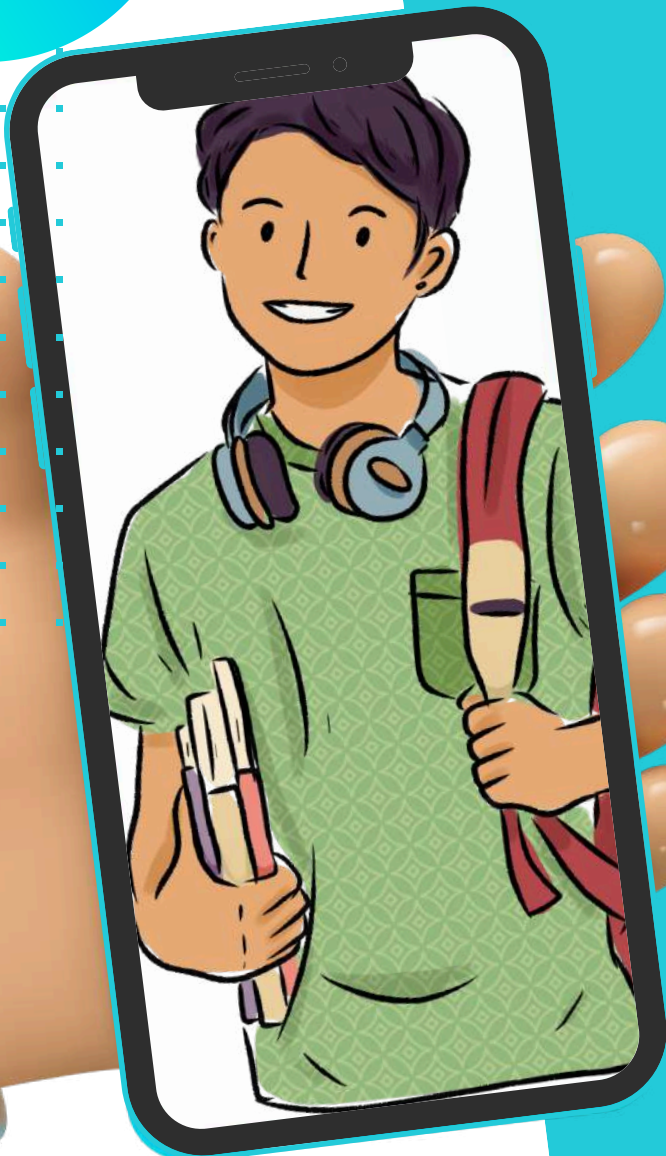
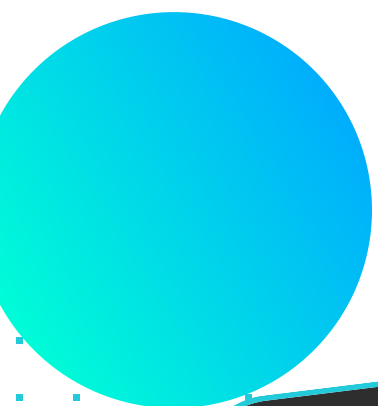
Collaboration Revenue Model

No.	Course	Value (INR)	Price (INR)	You can charge
1	Competitive Exams	50,000	10,999	1,999
2	Soft Skills	30,000	10,999	1,999
4	Combo Course	80,000	15,999	2,999
5	Maha Combo	1,20,000	20,000	3,999

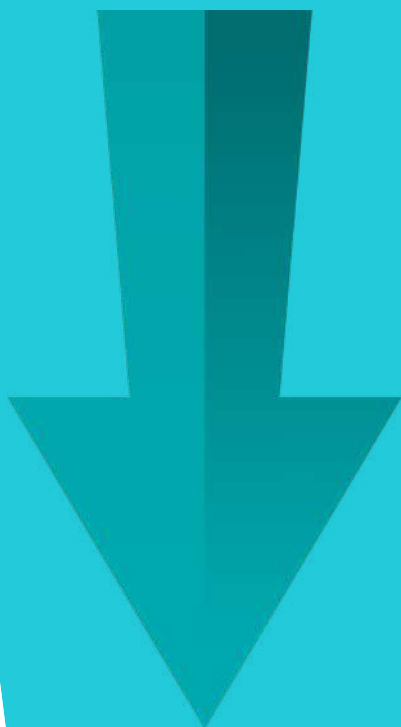
- If the total number of students enrolled in a college are 500 then you earn

$$500 \times ₹4000 = ₹20 \text{ lakhs.}$$

- **The pricing can be negotiated if the students are more in number.**



Competitive Exams Contents



1. Quantitative Aptitude Content

1. Vedic mathematics
2. Operation on numbers
3. Arithmetic and geometric progression
4. Decimal and fractions
5. Surds and indices
6. Power Surds and Indices
7. Square roots and cube roots
8. Linear and Quadratic equations
9. Number series
10. LCM and HCF
11. Average
12. Ratio and Proportion
13. Partnerships
14. Problems on ages
15. Percentage
16. Profit and Loss
17. Time speed distance

18. Problems on trains
19. Boats and streams
20. Time and work
21. Pipe and cistern
22. Simple interest
23. Compound interest
24. Mixture and Allegation
25. Height and distance
26. Area
27. Volume and surface area (Mensuration)
28. Permutation and combination
29. Probability
30. Data interpretation
31. Data sufficiency
32. Algebra
33. Trigonometry
34. Geometry



2. Logical Reasoning Content

1. Number related test
2. Number series and time
3. Ordering test
4. Direction sense
5. Blood relation test
6. Input-output
7. Syllogism
8. Venn diagram
9. Seating arrangement
10. Inequality
11. Tests on alphabets
12. Coding & Decoding
13. Puzzles
14. Matrix
15. Calendar
16. Clock

17. Critical reasoning
18. Analogy
19. Classification (odd one out)
20. Statements and arguments
21. Statement and conclusion
22. Theme detection
23. Inference
24. Cause and Effect
25. Non-verbal reasoning
26. Spotting out the embedded figures
27. Mirror image
28. Water image
29. Paper cutting
30. Series image
31. Pattern Perception
32. Cubes, Dice & Cuboid



3. Competitive English Content

1. Introduction to parts of speech
2. Noun
3. Pronoun
4. Verb
5. Adjectives
6. Adverbs
7. Conjunctions
8. Prepositions
9. Interjections
10. Articles
11. Active & Passive voice

12. Direct & Indirect speech
13. Reading Comprehension
14. Sentence correction
15. Spotting Errors
16. One word substitution
17. Cloze test
18. Idioms & Phrases
19. Parajumbles
20. Fillers
21. Precise writing



SOFT SKILLS

CONTENTS



1. Basic/Elementary English Content

1. Vowels and Consonants
2. Word Building
3. Learning Numbers
4. Days of the week
5. Months
6. Season
7. Concept of Clock
8. Parts of the Body
9. Talking about Ailments and body conditions
10. Let's Dress Up
11. Talking about Family Members
12. House and Household articles
13. Professions and Occupation
14. Antonyms
15. Synonyms
16. Everyday Action Words
17. Describing Words
18. Singular and Plural
19. Genders
20. Punctuation Marks
21. Homonyms
22. Article A, An, The
23. Spell It Right
24. Using At, In, On
25. How much? How many?
26. Prefixes and Suffixes
27. Comparative and Superlative words
28. Compound words
29. Silent Letters in Words
30. There, Their, They're
31. Parts of Speech
32. Introducing yourself and other people
33. Greetings
34. Asking Questions
35. Asking for and giving permission
36. Giving directions
37. Making an Appointment
38. Expressing Thanks and Gratitude
39. Let's go Shopping
40. Expressing Feelings
41. Expressing condolence in English
42. Apologizing



2. Advanced English Grammar Content

1. The sentence
2. Nouns
3. Kinds of Nouns
4. Behaviour of Nouns
5. Countable Nouns vs. Uncountable Nouns
6. Possessive Nouns
7. Pronouns
8. Kinds of pronouns
9. Behaviour of pronouns
10. Verbs
11. Gerunds
12. Infinitives
13. Auxiliary verbs
14. Subject –verb agreement
15. Adjectives
16. Adjective rules
17. Adjectives usage
18. Degrees of adjectives
19. Adverbs
20. Kinds of adverbs
21. Usage of adverbs
22. Also /too/either
23. Enough /too
24. Conjunctions
25. Types of conjunctions
26. Subordinating conjunctions
27. After /before,
28. Because/since/as,
29. When/while/as,
30. If/unless
31. Although/even though
32. /despite of/in spite of,
33. as soon as/once,
34. even if
35. Coordinating conjunctions
36. And/but/or, for / so/ yet
37. Correlative conjunctions
38. Both and/Either
39. or/neither nor /
40. not only but also
41. Interjections
42. Prepositions
43. of place, position, time
44. Usage of prepositions:
45. Of /By /For /To/About/
46. Into /in /out of
47. At/towards /Back/Around
48. Tenses
49. Present tense
50. Past tense
51. Future tense
52. Articles
53. Active and passive voice
54. Direct and Indirect speech
55. Question tags
56. Punctuation
57. Homophones
58. Idioms and phrases

3. Communication Skills Content

1. Communication skills
 2. Importance of communication skills
 3. Barriers to communication
 4. Communication Etiquettes
 5. Improving your communication skills
 6. Effective Speaking
 7. Importance of Listening
 8. Day-to-day conversations
 9. Closing skills
 10. Written communication
 11. Non-verbal communication
 - 12 Building an effective LinkedIn profile
- Many more....

- Communication skills activities
- Activity 1 Communication origami
 - Activity 2 Let us Guess
 - Activity 3 Power of Body language
 - Activity 4 Guess the Emotion
 - Activity 5 The name Game
 - Activity 6 Follow the instructions
 - Activity 7 Stand up for Fillers
 - Activity 8 One word letters
 - Activity 9 Four at a time
 - Activity 10 Talk for a minute
 - Activity 11 Drawing dictations
 - Activity 12 Consequences Role play



4. Personality Development Content

1. Power of Positive Thinking
2. Know your strengths
3. Value of Self-Esteem
4. Self-confidence
5. Be a Team Player
6. Negotiation skills
7. Don't conform
8. Empathize
9. Managing your time
10. Goal
11. Mind mapping technique
12. Decision-making
13. Browse to learn
14. Decision-making
15. Browse to learn
16. Know your resume

17. Body language
18. Interview preparation
19. Be the change to see the change
20. Social responsibility
21. Earth, our home
22. Know if You Are A Leader
23. Effective PowerPoint Presentation
24. Debate
25. Group Discussions
26. Personal Branding
27. Emotional Intelligence
28. Problem Solving Skills
29. Networking and Collaboration
30. Self Motivation
31. Adaptability and much more

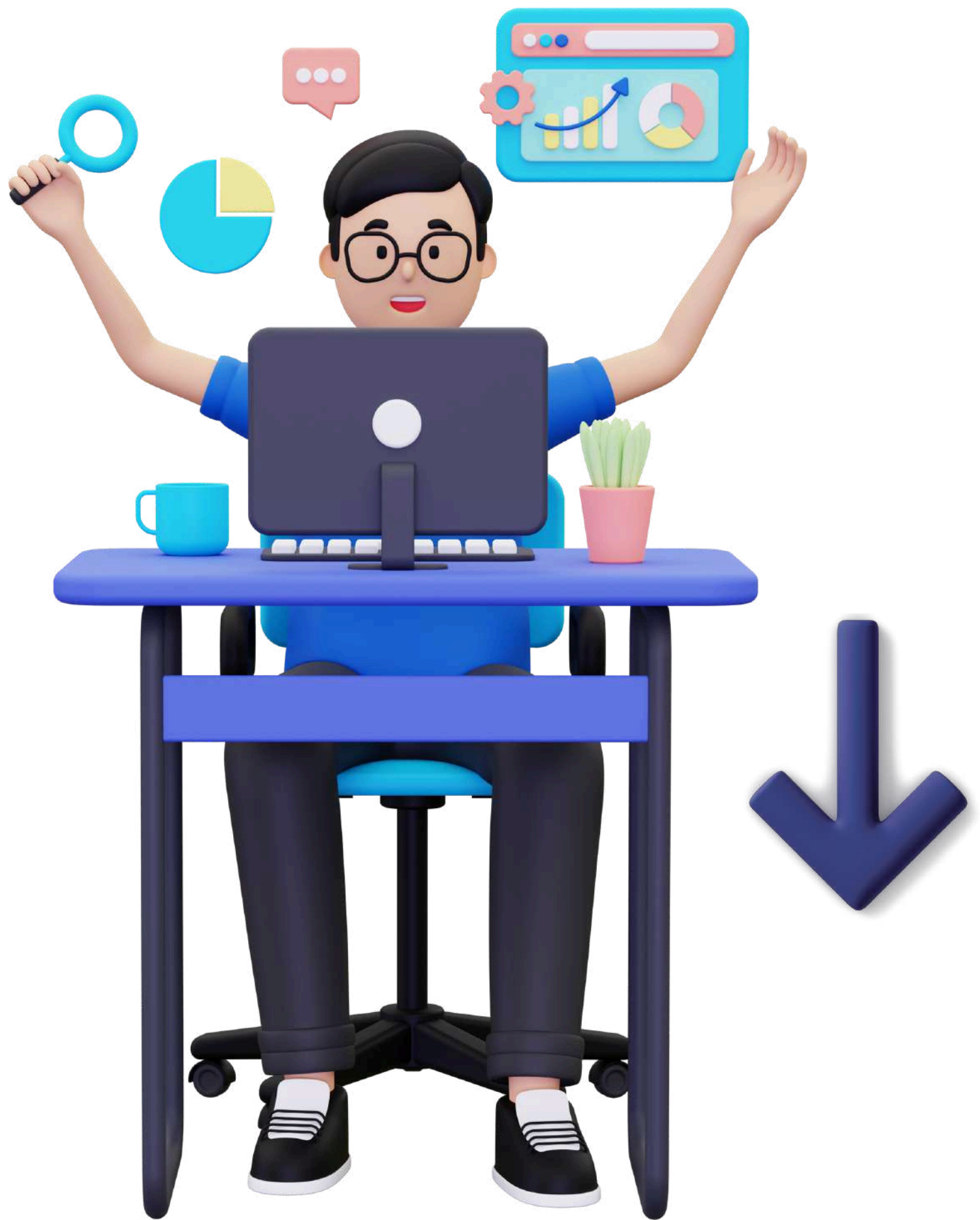


5. Public Speaking Content

1. Introduction to Public Speaking.
2. Why Public Speaking?
3. Fear of Public Speaking.
4. Myths of Public Speaking.
5. The flow of communication.
6. Public Speaking challenge no. 1.
7. Story telling.
8. Everything about Speech.
9. How to write a speech.
10. Stage Fear.
11. How to deal with difficult audience
12. Body language in Public Speaking.
13. Voice modulation in Public Speaking.
14. Best practices before you deliver your final speech.
15. Tips for Public Speaking.
16. Dealing with difficult audience
17. Conclusion.
18. Speeches to learn from Best Speakers.



Digital Marketing and AI Content



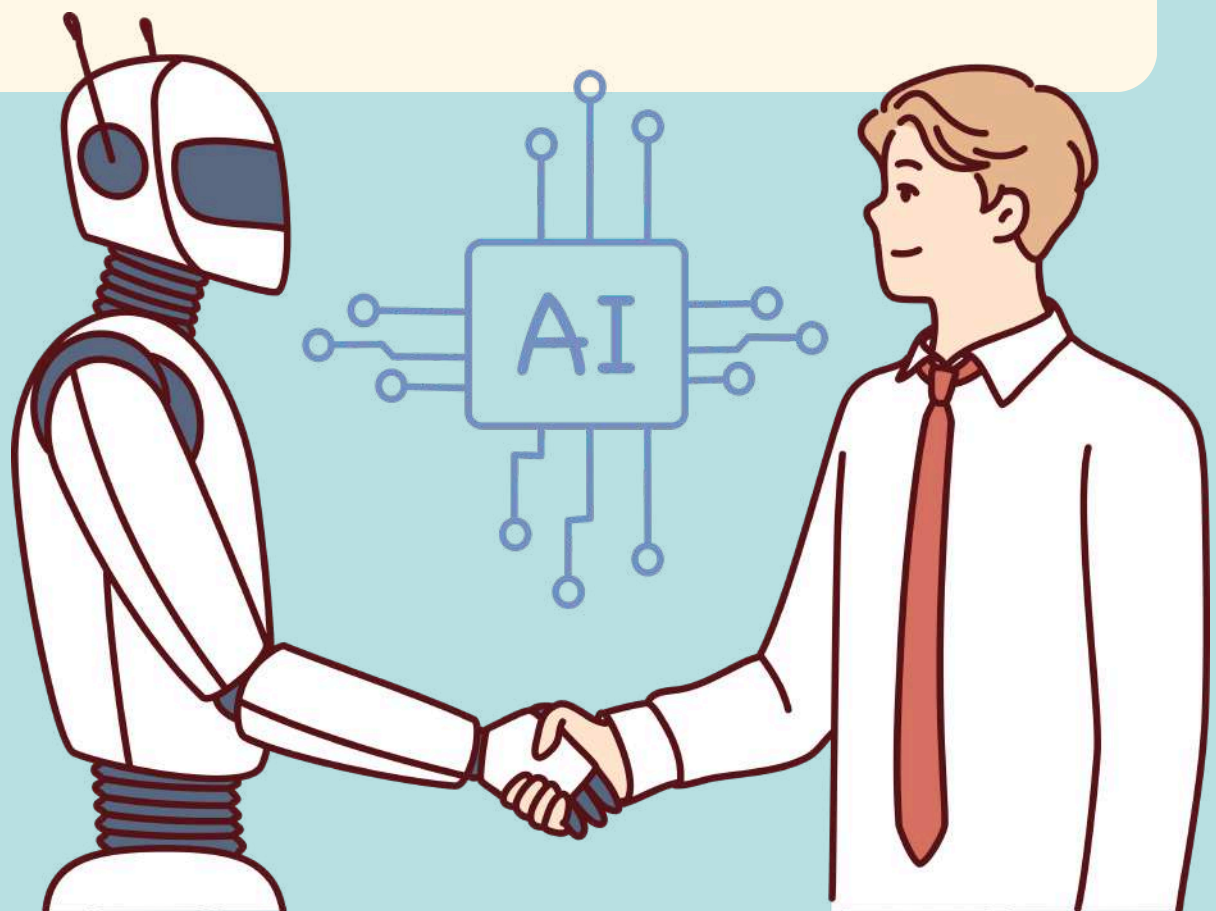
Digital Marketing Courses

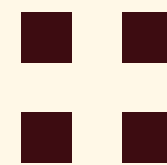
1. Facebook Ads Course for Lead Generation
2. Facebook Ads Course for Selling Courses
3. Facebook Ads Course for E-commerce
4. Google Search Ads Course
5. WordPress Course
6. Landing Page Course
7. Funnel Masterclass
8. Beat Your Competition Masterclass
9. Shopify Course
10. Marketing Fundamentals
11. YouTube Ads Course
12. Lead Generation Without Website
13. Affiliate Marketing
14. Email Marketing
15. Omnipresence Ads
16. Facebook Ads Analytics
17. Canva
18. How to Write Ad Copy & Video Scripts
19. Chat GPT for Marketing
20. Google Analytics



AI Courses

1. AI for Freelancers
2. AI for Graphic Design
3. AI for HR & Recruiters
4. AI for Instagram Growth
5. AI for Service Businesses
6. AI for Job Seekers
7. AI for Parents & Kids
8. AI Resume Side Hustle
9. Earn from AI: Step-by-Step Earning Systems
10. The ₹1 Lakh AI Research Skill
11. AI Simplified: Zero to Hero
12. AI Ways to earn money
13. Brand in a Box
14. The 50k Copy Machine

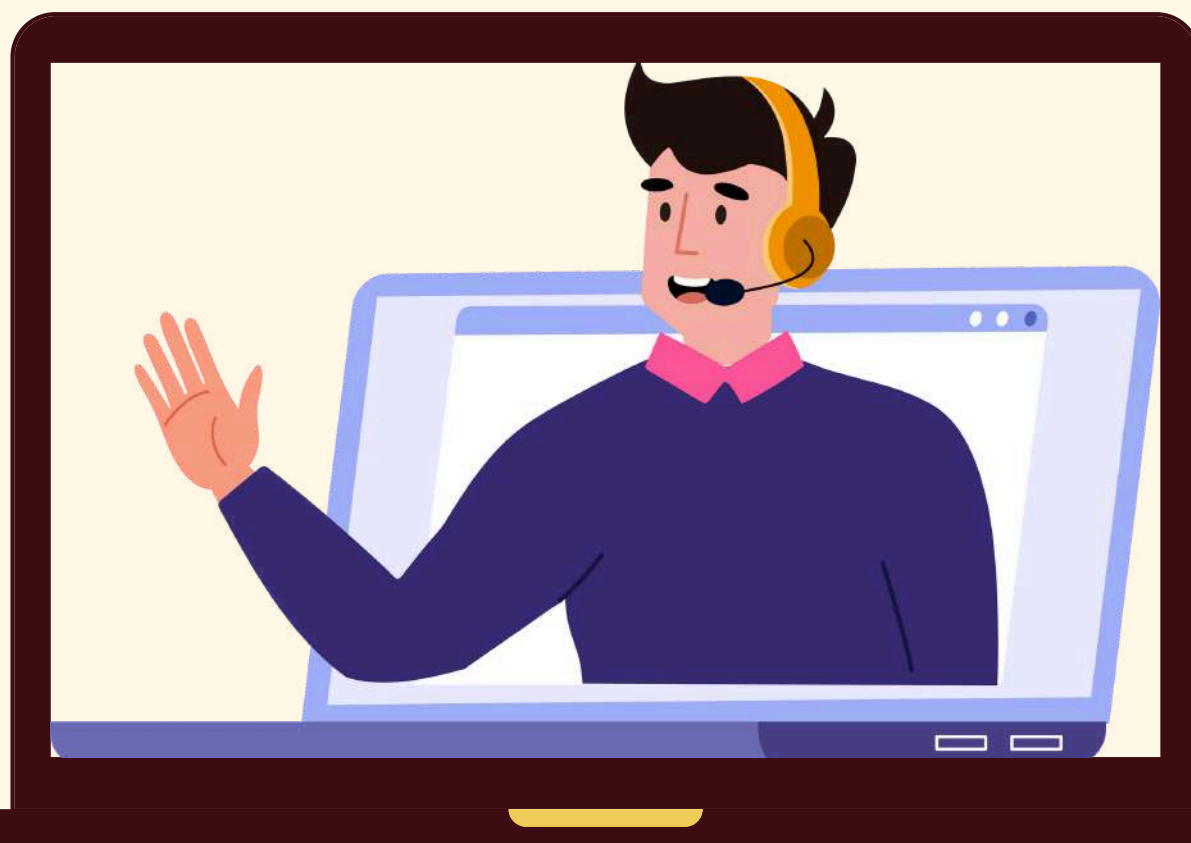




FREE BONUS COURSES

Class 1 to 12

Animated Videos, Notes and PPTs



- Available Preloaded – Only with the App Plan
- Subjects Math, Science and Social Science
- NCERT Based Content

LET'S BUILD THE FUTURE TOGETHER

At Smart Sutra, we don't just create educators — we build edupreneurs.

Our mission is to help teachers and business enthusiasts start their own successful coaching brand with the right mentorship, subject expertise, business training, premium content, study materials, and technology support — all under their own name.

We believe every educator can become a leader who transforms lives and communities.

Join Smart Sutra — where your teaching passion turns into a powerful brand.

🙏 Warmest Regards,

Shrinivas Balaraju

Founder & CEO



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🌐 www.smartsutra.com