



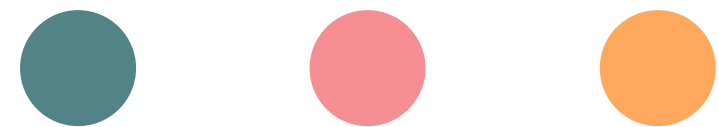
**Creating Confident
Communicators**





BDT Program:

Your Gateway to join the
Business Development Team!



WHY PLANETSPARK?



Sales is a skill which if imparted well, can open the gateway to join the most advanced Business Development Team here.



Our Mission is not to hire resources on a particular stipend, what we aim is to hire a fresh resource and qualify him/her as a career oriented BDT whose skill becomes unmatched across the sector.



The Training Team at PlanetSpark initiates this process of actively probing through the process using Training Decks, Live Experiences, Re-Training Programmes that aim to give you an overall Learning Experience alongwith your paid stipend along the journey.



WHY PLANETSPARK!?



PlanetSpark is an online Platform that is providing "new age" skills through our live virtual classes .



We are backed by FITJEE, Indian Angel Network, Hyderabad Angels and many more .



The platform marks its presence in the untapped area of aesthetic and cognitive skills regarding Public Speaking, Creative Writing that comes along with an overall personality development of the student/adult.



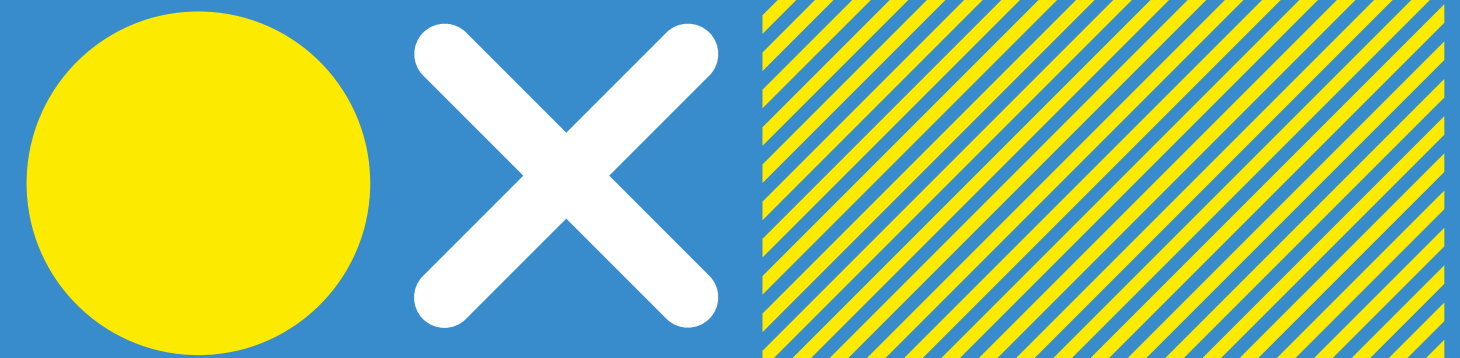
Due to this market staying largely untapped and the huge demand that pertains to this essential life skill our Curriculum and Content Team has developed a fully functional program that is purely customised as per the needs of the student .





At the present scenario, edtech has been providing courses and contents that are freely available. But, customers are also looking for value-added services such as tutoring, facilitation, social learning, doubt solving, learning recommendations, career counselling, etc. through technology-enabled by AI and ML.

PlanetSpark is also a one-stop-shop to help parents develop key life skills aligned with their need-gaps, career aspiration and interest.

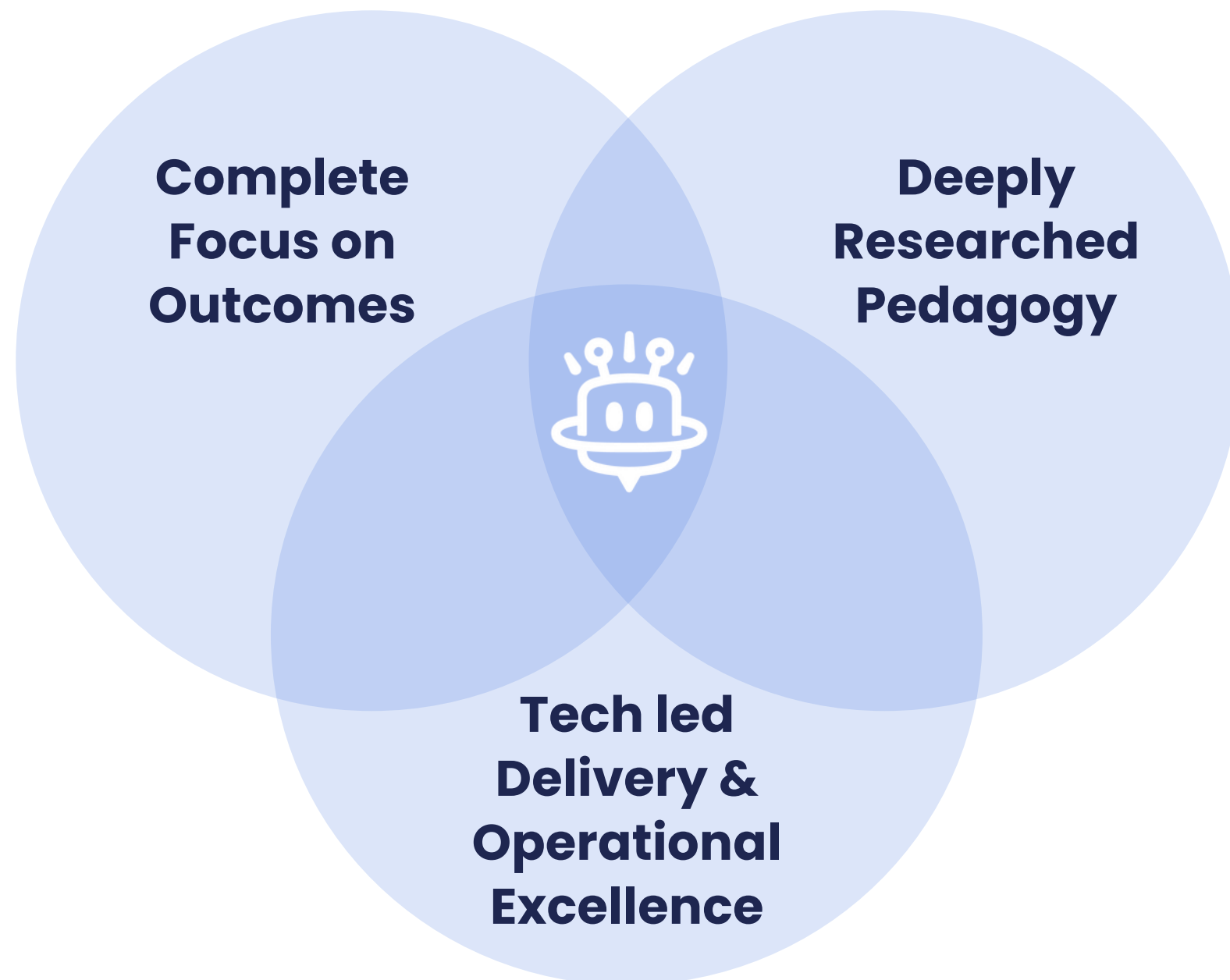


**Communication Skills are fundamental
for Success in the Real World, yet,
are neglected**

Building the world leader in communication skills for kids

First player globally to structure a program on communication skills

Magic Formula for **Rapid Category Creation**



An optimal mix of all forms of learning

1:1 Live Learning

+

Asynchronous Learning

+

Real World Project based Learning

On track to deliver Real world Outcomes for ~100k learners globally by Mar'23

Producing a generation of **Confident Communicators**



Nihal 
Chef & Vlogger, 10L+ views on his YouTube channel



Peyton 
Global Public Speaking Championship Winner



Kashvee 
Wrote & published the bestseller "Lost in the Woods"



Amy 
Kindle e-book author



Kyle 
Theatre Festival 2021 Winner

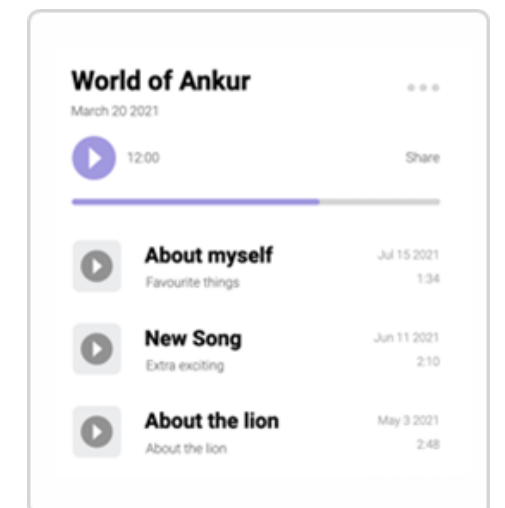
who **Create**



**~2,000
TED Talks**



**~5,000
Stories**



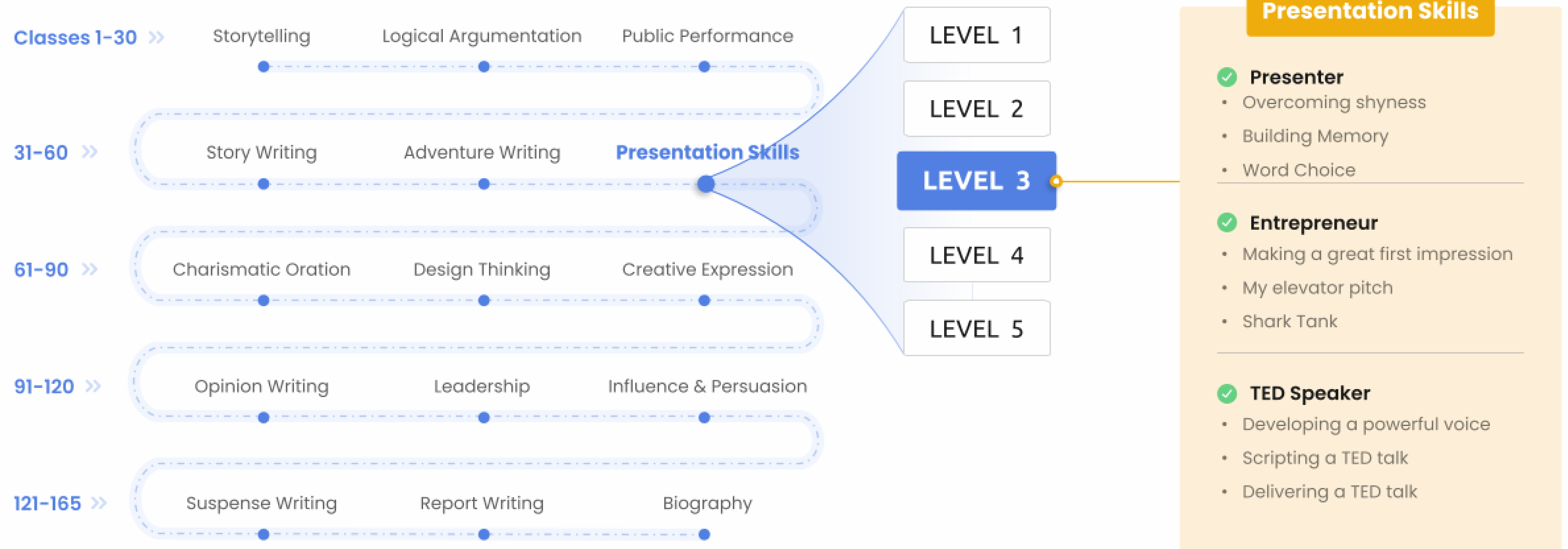
**~2,500
Speeches**

<< click here to watch Oviya Singh's TEDxTalk >>

Our Deeply Researched & detailed Curriculum enables Mastery

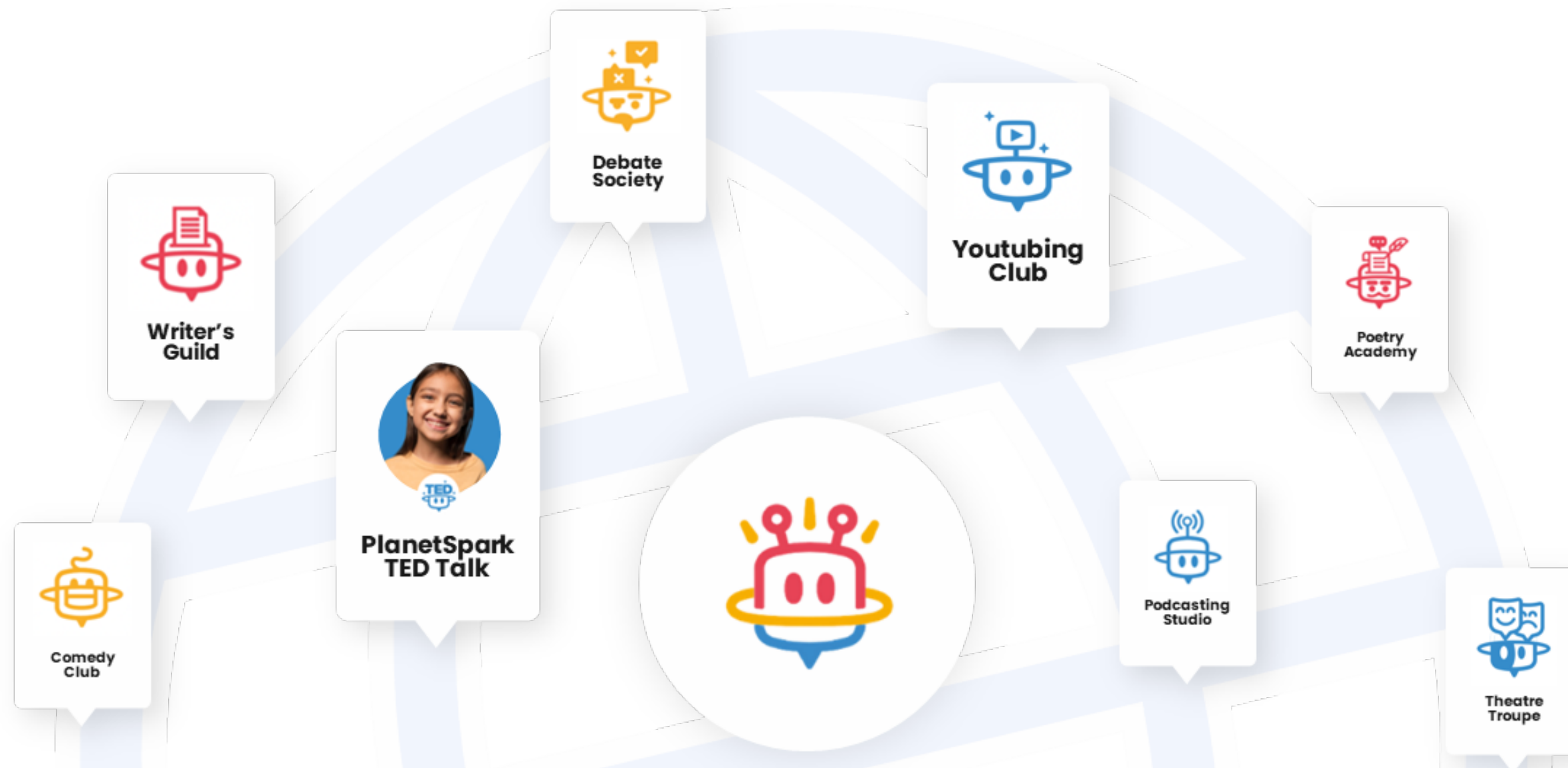
Tuned to **Cultural nuances, Proficiency Levels** and **Local Customisations**

165 Class transformation journey



Global community of confident and fearless kids from 13+ nationalities to meet, learn & compete

Free, Gamified, 24/7 – Daily online, **Clubs, Competitions, Live events**



20 Jan

7 connected learning activities for kids to boost learning abilities

21 Jan

Boost your child's vocabulary with reading

22 Jan

8 tips to raise an effective communicator

23 Jan

10 interesting & fun speaking activities for kids

24 Jan

15 creative ways to improve your child's vocabulary

PlanetSpark teachers have higher earnings, leading to ~85% retention



Ms. Gurdeep Kaur
B.Ed Graduate

10 yrs exp | **38 students**

~\$**10,000** Annual earnings from PS



Ms. Arshia Sethi
Private Tutor

5 yrs exp | **24 students**

~\$**8,000** Annual earnings from PS



Ms. Iqra Fazal
Existing School Teacher

7 yrs exp | **33 students**

~\$**9,000** Annual earnings from PS

#2,400+ teachers

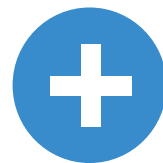
Actively Teaching as in May '22

18% monthly growth

In Active Teachers

Strong hiring filters

- ✓ PSAT percentile
- ✓ 3 interview rounds
- ✓ 3 mock sessions



Extensive training process

- ✓ Teacher training academy
- ✓ Induction (Live & video)
- ✓ Pitch training (Live, video & OJT)
- ✓ Demo training (Live, video & OJT)
- ✓ 140+ online learning courses



According to founder

KUNAL MALIK

“We see career and life skills as the most exciting and fastest-growing segment with younger parents investing heavily in building new-age skills in children. The company uses AI algorithms that ensure bespoke experiences for the learners by analysing their learning behaviour, courses selection, and their preferred format for learning.”





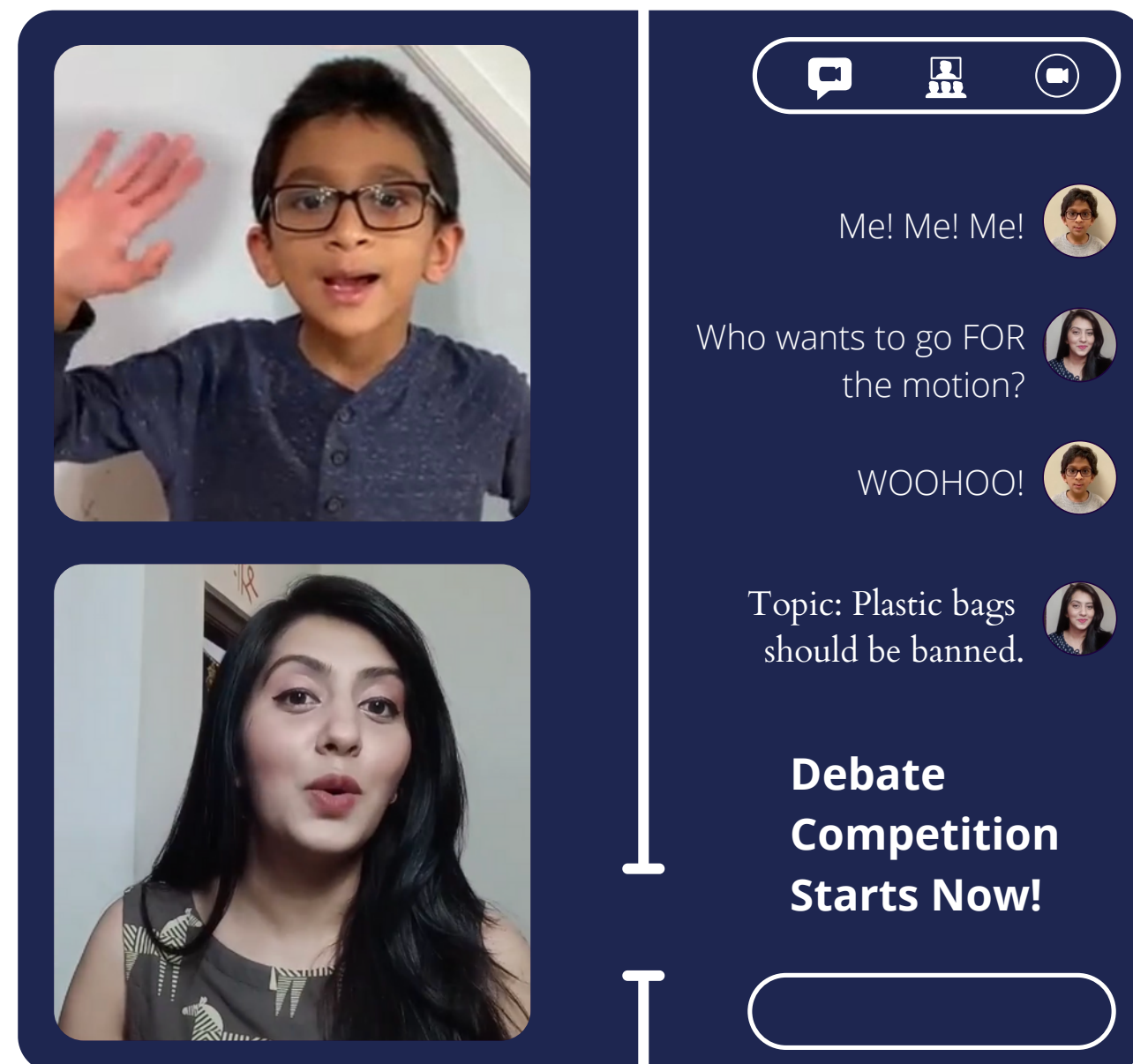
According to founder

MANISH DHOOPER

"There are major segments in the edtech space - test prep, school tuitions, and career and life skills, where the test-prep has seen a lot of activity, and the school tuitions have been steadily moving online. The flagship product of PlanetSpark is a live online product of a career stream in one of the following pillars, which are Language Learning, STEM and Creative Arts. Here, each career stream has a structured learning path for the child, with clear learning objectives, videos, presentations, and quizzes. As the children progress on the path, they collect badges, certificates, and experience points and keep them to their skill repository."



HOW IS PLANETSPARK DIFFERENTIATED FROM OTHER COMPANIES IN THE MARKET?



Firstly, the segment of career and life skills in which PlanetSpark operates is focussed on building new-age skills in children. There is no organised player that is catering to this largely unmet need in a scalable manner.



Secondly, the product has been designed to enable activity-based learning using PlanetSpark's proprietary STEPS methodology. This ensures that children develop real skills in an engaging manner.



Thirdly, live online classes in the presence of a teacher not only helps in doubt-solving and mentoring but also provides motivation and encouragement to learn. Hence, it is a much more powerful offering as compared to stand-alone videos.

Who are we looking for?



WE ARE LOOKING FOR INDIVIDUALS WHO HAVE A BELIEF SYSTEM ON THE VIEWS THAT INTERPERSONAL SKILLS , BEHAVIOURAL ATTRIBUTES , PERSONALITY DEVELOPMENT , PUBLIC SPEAKING ARE ESSENTIAL LIFE SKILLS .



THE INDIVIDUAL SHOULD BE SINGLE -FOCUSSED AND MUST HAVE A MINDSET TO GROW BEYOND HORIZONS WITH UNLIMITED WILLINGNESS TO LEARN AND EXPERIENCE NEW THINGS .



WE WOULD LIKE THE CANDIDATE TO BE ADAPTABLE TO BE WORKING IN THE GROWING CULTURE OF A STARTUP AND MUST ALIGN HIMSELF WITH THE VISION AND MISSION STATEMENT OF THE COMPANY.

Who are we looking for?



AN APPARENT FOUNDER'S MINDSET I.E. A MINDSET WHERE THE PERSON CAN OWN UP BUSINESS DEVELOPMENT/SALES AND SHAPE IT INDEPENDENTLY LIKE A FOUNDER.



THE CANDIDATE WILL BE EXPECTED TO CONNECT WITH A HUGE CLIENTS ON A DAILY BASIS AND CREATE HIS SALES PIPELINE VIA CALLING / FIXING MEETS WITH THE CLIENTS.



USING THE RIGHT SALES STRATEGY AND APPROACH A TARGET SHALL BE INCLINED PER INDIVIDUAL , EVERY BDT IS EXPECTED TO ALIGN HIMSELF WITH THE TARGETS .

What does a BDA exactly do?



A **business development associate** helps companies to boost growth and sales. They conduct market research, develop business strategies, build client relationships, and identify new business opportunities.

Salespeople work directly with individual customers to close deals, business development consists of taking more of a **big-picture approach** and employing various tactics to position the business for long-term growth.





Let's be clear -

**Why Business
Development IS
Important!**



THIS IS WHY >



IT BUILDS IMPORTANT RELATIONSHIPS.

A savvy business developer can hone in on the relationships that demand the most attention. Connecting with clients, colleagues and other members of one's network can be fundamental to identifying new business opportunities, generating leads and making critical hires.

KEY STRATEGY FOR BOOSTING REVENUE AND LOWERING COSTS

Key to business development process is devising strategies to help increase amount of money that's coming into an organization, while making sure less money is going out. Business development can help an organization identify which markets and products have the most profit potential, and which deals to chase first.

HELP IMPROVE THE COMPANY'S OVERALL IMAGE.

A business developer can work closely with the marketing team to develop campaigns that solidify the company's target audience and reach new customers and markets.

OPEN UP EXPANSION INTO NEW MARKETS.

Tapping into new areas of opportunity could be a lucrative growth strategy. By analyzing demographics and customer data, a business developer can find ways to enter these markets and access new segments of customers.

What being a **BDT** @ **PlanetSpark** brings you?

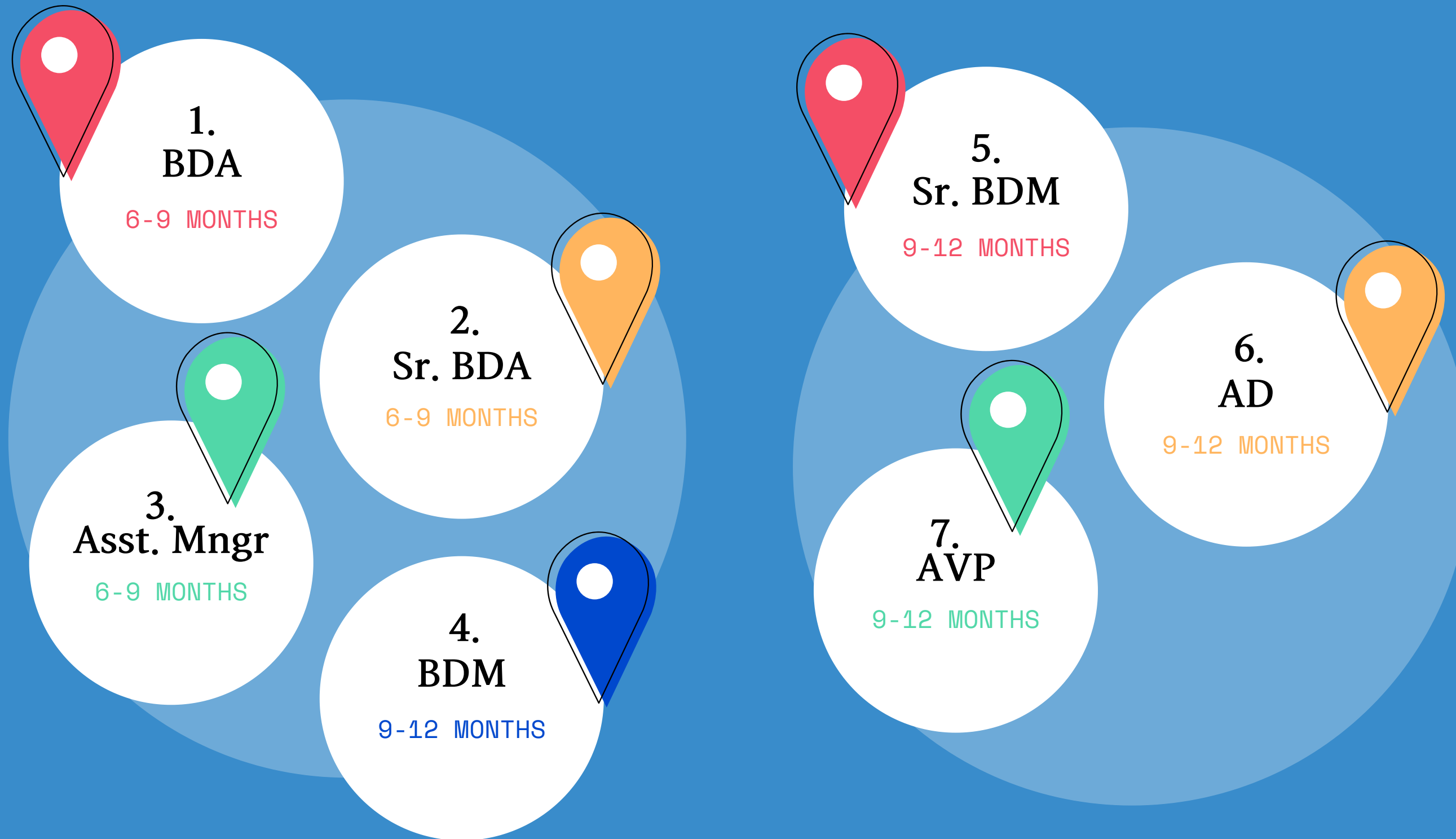


01	HUSTLE
02	GREAT STIPEND
03	FLEXIBILITY
04	FAST GROWTH
05	FREEDOM
06	A LOT OF LEARNING
07	CONFIDENCE
08	BUSINESS ACUMEN

PS: We Work Hard, Party Harder!



your career path



your career growth



new BDT

target: high performers

high potential career path

0-1 month

License to Sell – 5 Weeks induction training

Jumpstart – Inputs on basic aspects to kickstart your journey

1-6 months

Foundation – inputs to handle current job effectively

Bootcamp – Creating Deep impact for high performing BDT's/BDCs

>6 months

First Time **Manager** – mindset change, building confidence and building core skills for a line manager



your support system

- 1 AD** - help you identify your strengths and areas of developments and reviews progres

- 2 TL/Sr. BDM** - helps you settle down and guide you on how to succeed

- 3 HR** - supports on your queries and keeps track of your progress



What it takes to be a ★ performer?

SKILLS :

GOOD COMMUNICATION	PROBLEM SOLVER	ESTABLISH RAPPORT EASILY	GOAL ORIENTATION	BUSINESS ACUMEN
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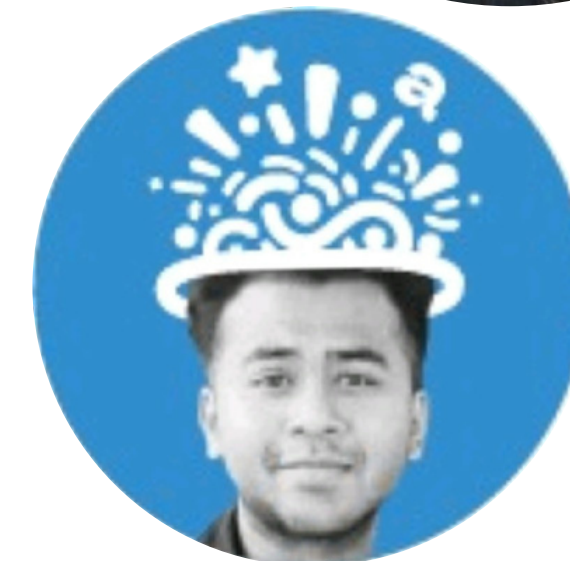
TRAITS :

RESULT ORIENTED	POSITIVE & CONFIDENT	DISCIPLINED	HONEST	WILLINGNESS TO LEARN
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Some of our Sr. BDAs promoted **within 6 months**



NAME	DESIGNATION
Ekta Kumari	Sr. BDA
Iram jan	Sr. BDA
Vaishali Phalke	Sr. BDA
Deeksha Sahu	Sr. BDA
Soumya Santhpurkar	Sr. BDA
Swarnim Shukla	Sr. BDA



& 60 more...

Look at some of the **Success Stories!**



1.



Archit Negi • 2nd

Building the next generation of confident public speakers a...

1yr •

+ Follow ...

Hi everyone!
Greetings to all!

Today, I'm not here to just curate just another LinkedIn post that we're tired of seeing. Today, I'm gonna take you all through a journey.

Like every other college student, I was also quite nervous while sitting for placements; contemplating what's gonna happen next, I gave a few rounds of; honestly speaking- rigorous and tough interviews for [PlanetSpark](#), and thankfully, I was finally placed!

I remember being particularly excited about Planetspark's placements since I'm confident that I've a flair for sales, I have a knack for it too. Apart from that, Planetspark itself seemed like an intriguing and promising organisation.

When I started, I was introduced with a very close knit team of just 3 members. Just 3. Today, our team, Inferno, is going strong with 70 members and maybe more as I write this post.

In the past 6 months, I saw myself progressing from the post of a Business Development Associate to Senior Business Development Associate, and in a very short time, I was promoted to the post of an Assistant Manager. This in my opinion, is textbook growth.

I, as a person, like to be challenged and sitting idle is my pet peeve. Here, Planetspark gave me this wonderful opportunity to take up such a dynamic role where you get connected with different people from different walks of life.

2.



Wajahat Mir • 2nd

Senior Manager - United Kingdom & Middle East at PlanetS...

1yr •

+ Follow ...

If the word 'no' didn't exist, there wouldn't be a 'yes'



My 1st post on LinkedIn, I would like to thank [Nitish Bhardwaj](#) for mentoring me & showing the way from day 1, I would also like to thank [Karandeep singh](#) for the constant motivation & support.



Look at some of the Success Stories!




3.

 **Aishwarya Kindo** • 2nd
Digital Marketing Specialist at PlanetSpark
2yr • 



Blessed 😊

#PlanetSpark #TeamSpartan #Teamwork #Teamspirit #KSOM



The certificate features the PlanetSpark logo at the top left. On the left side, there is an illustration of two overlapping heads in profile, with an orange arrow pointing from the left head to the right head. The text on the certificate reads: "BEST BUDDY", "THIS IS PRESENTED TO", "AISHWARYA", "for exemplary performance in terms of training new joinee in the month of June 2020", and a signature of Kunal Malik with the text "KUNAL MALIK CEO & Founder". At the bottom left, there is a dark grey button with a white icon and the text "with PlanetSpark".

4.



 **Malvika Mishra** • 2nd
Growth & Expansion Manager at PlanetSpark
1yr • Edited • 

+ Follow ...

These overwhelming words means alot!

Thankyou so much PlanetSpark for giving me this opportunity to learn and grow.

#sales #growth #success #opportunity #leadership #motivation # #marketing

 **PlanetSpark**
1yr • 

Back to back target achiever! 🎯


[Malvika Mishra](#) started her Day 1 of work life at PlanetSpark.

With her scintillating style of work, she's been able to achieve 2 promotions in less than a year's time.

Her high energy and ability to stay motivated all the time has helped her achieve all her targets back to back.

She's currently leading the team called "Trail Blazers". Empowering them each day with her positive aura and productive tips to work better.

Malvika is enthusiastic & is a chirpy person who is always active and highly responsive.

 Drop your reactions in the comment section if you know Malvika or are inspired by her journey!

Also, We're making News!



'Demand for soft skills, communication courses rise'

Firms providing test preparation services are now looking to enlarge their offerings

SHOBHA ROY
Kolkata, January 13

Edtech companies have been witnessing an increased traction in demand for soft skills and communication-based programmes particularly from semi urban and rural markets with a large number of parents enrolling their children for overall personality development.

While some edtech companies are specifically focusing on this category and designing courses to meet their demand, others, which have been so far providing test preparation and academic tuition-based services, are looking to enlarge their product offering by introducing communication skills-

based programmes. According to Maneesh Dhooper, Co-founder, PlanetSpark, career and life skill-based courses is the fastest growing segment in the market at present. But the segment is expected to grow substantially in the next five years.

'Global demand'

"Communication skills and confidence is one of the most important skills that parents want in their children. The need is high and the demand is global. However, these skills are rarely taught anywhere and people didn't believe that a reliable and structured option existed. With live learning coming-of-age in the past two years, we are



According to industry experts, India offers a pool of 1.8 m English teachers who can impart communication skills to the entire globe

the first global company to structure a programme on new-age communication skills for kids," Dhooper told *BusinessLine*.

PlanetSpark is an edtech company that offers live 1:1 classes in public speaking and creative writing for children aged 4-16. The company's curriculum includes storytelling, debate, podcast-

ing, stand-up comedy, poetry and much more. Growing at 30 per cent month-on-month, the company currently has close to 22,000 students on its platform from across 13 countries.

The global market for communication skills is estimated to be over \$80 billion and remains largely untapped. According to in-

dustry experts, India offers a pool of 1.8 million potential and current English teachers who can impart these skills to the entire globe. "We plan to hire 50,000 teachers on our platform by the end of 2022," Dhooper said.

Safalta.com (Safalta Education Pvt Ltd), which provides personalised online coaching for various competitive exams, also offers programmes to develop the communication skills of individuals particularly in smaller towns and cities with a view to make them more "job ready".

"In India, the entire focus has been more on developing the hard skills or academic part of an individual. But now with the New Education Policy we see this changing," said Himanshu Gautam, Co-founder & CEO of Safalta.

PlanetSpark Lands \$13.5 million



Mumbai: Edtech startup PlanetSpark has raised \$13.5 million (₹100 crore) in a Series B funding round led by Prime Venture Partners and other angel investors. The company said it will use

the funding for product development, hiring senior leadership and for global expansion. Other investors who participated in the round include Binny Bansal, Deep Kalra, Ashish Gupta, Gokul Rajaram and Shirish Nadkarni. — Our Bureau

Prime Ventures-backed PlanetSpark records over 8X jump in scale in FY21

Harsh Upadhyay & Md Salman Ashrafi | March 1, 2022 | Fintrackr

Also, We're making News!



Edtech firm PlanetSpark raises \$13.5 million in Series B round

Bengaluru: Edtech platform for kids PlanetSpark raised \$13.5 million from Prime Venture Partners, as it looks to double down on growth. Marquee global entrepreneurs Flipkart's Binny Bansal, MakeMyTrip's Deep Kalra, Helion Advisors' Dr Ashish Gupta, DoorDash's Gokul Rajaram, and angel investor Shirish Nandkarni also participated in the fundraising. The latest round takes the total sum raised by PlanetSpark to \$17.2 million. **TARUSH BHALLA**

Go to Settings to activate Windows

STARTUP

With over 1M classes across 13 countries, PlanetSpark aims to be a leader in communication skill segment

By Trisha Medhi | January 24, 2022



Kunal Malik, Maneesh Dhooper
Co-founders, PlanetSpark



YourStory Media @YourStoryCo · 21h · Edited · 802,924 followers

#PlanetSpark raises \$13.5 million in a Series-B funding round from Prime Venture Partners and marquee global entrepreneurs including Binny Bansal, Deep Kalra, Dr. Ashish Gupta, Gokul Rajaram, and Shirish Nandkarni.

PlanetSpark Kunal Malik

Kunal Malik and Maneesh Dhooper
Co-Founders, PlanetSpark

[Funding alert] Edtech startup PlanetSpark raises \$13.5M in Series B from Prime Venture Partners and others

yourstory.com · 3 min read

214 · 18 comments

ETtech @ETtech · 3h

Edtech startup PlanetSpark has raised \$13.5 million in a Series B funding round led by Prime Venture Partners and other angel investors.

ET tech

economictimes.indiatimes.com

PlanetSpark bags \$13.5 million in funding led by Prime Venture Partners. The company said it will use the funding for product development, hiring senior leadership and for global expansion.

BW Disrupt @BwDisrupt

PlanetSpark Raises \$13.5M In A Series-B Round @myplanetspark

#funding #startup #planetspark

bwdisrupt.businessworld.in

PlanetSpark Raises 13.5M In A Series B Round

The freshly infused funds will be deployed towards aggressive business growth, product development and

1:43 PM · Dec 7, 2021 · Twitter Web App

Business Today @business_today

The funds will be deployed for product development, talent acquisition in senior leadership, and further global business expansion | @bismahmalik | #PlanetSpark #fundraising

business.today.in

Edtech platform, PlanetSpark, raises \$13.5 mn led by Prime Venture Partners. The funds will be deployed for product development, talent acquisition in senior leadership, and further global business expansion.

1:30 PM · Dec 7, 2021 · Twitter Web App

1 Retweet 2 Likes

Mint @livemint

#StartUps | Edtech platform for kids, PlanetSpark has raised \$13.5 million from Prime Venture Partners, as it looks to double down on growth.

Creating Confident Communicators

Live 1:1 Online Classes for Public Speaking & Creative Writing to improve fluency, confidence and transform your child's overall personality.

livemint.com

Edtech PlanetSpark raises \$13.5 million in Series-B round. The latest round takes the total amount raised by PlanetSpark to \$17.2 million, to date.

1:50 PM · Dec 7, 2021 · TweetDeck

3 Likes

YourStory @YourStoryCo

#PlanetSpark raises \$13.5 million in a Series-B funding round from Prime Venture Partners and marquee global entrepreneurs.

@myplanetspark @Primevp_in @binnybansal @deepkalra

Kunal Malik and Maneesh Dhooper
Co-Founders, PlanetSpark

yourstory.com

[Funding alert] Edtech startup PlanetSpark raises \$13.5M in Series B from Prim... According to the company, the freshly infused funds will be deployed towards aggressive business growth, product development and international expansion.

1:45 PM · Dec 7, 2021 · Buffer

2 Retweets 1 Like

Inc42 @inc42

@myplanetspark offers live one-on-one classes in public speaking and creative writing for children between the ages of 4 and 16.

#Funding

inc42.com

PlanetSpark Raises \$13.5 Mn To Teach Children Communication Skills

PlanetSpark offers live one-on-one classes in public speaking and creative writing for children between the ages of 4 and 16.

1:03 PM · Dec 7, 2021 · CoSchedule

1 Retweet 2 Likes