



# Campuseuro – We connect talent with opportunities.

Speaker: Abhinav Khare

Date: 08/02/2008

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# Problem



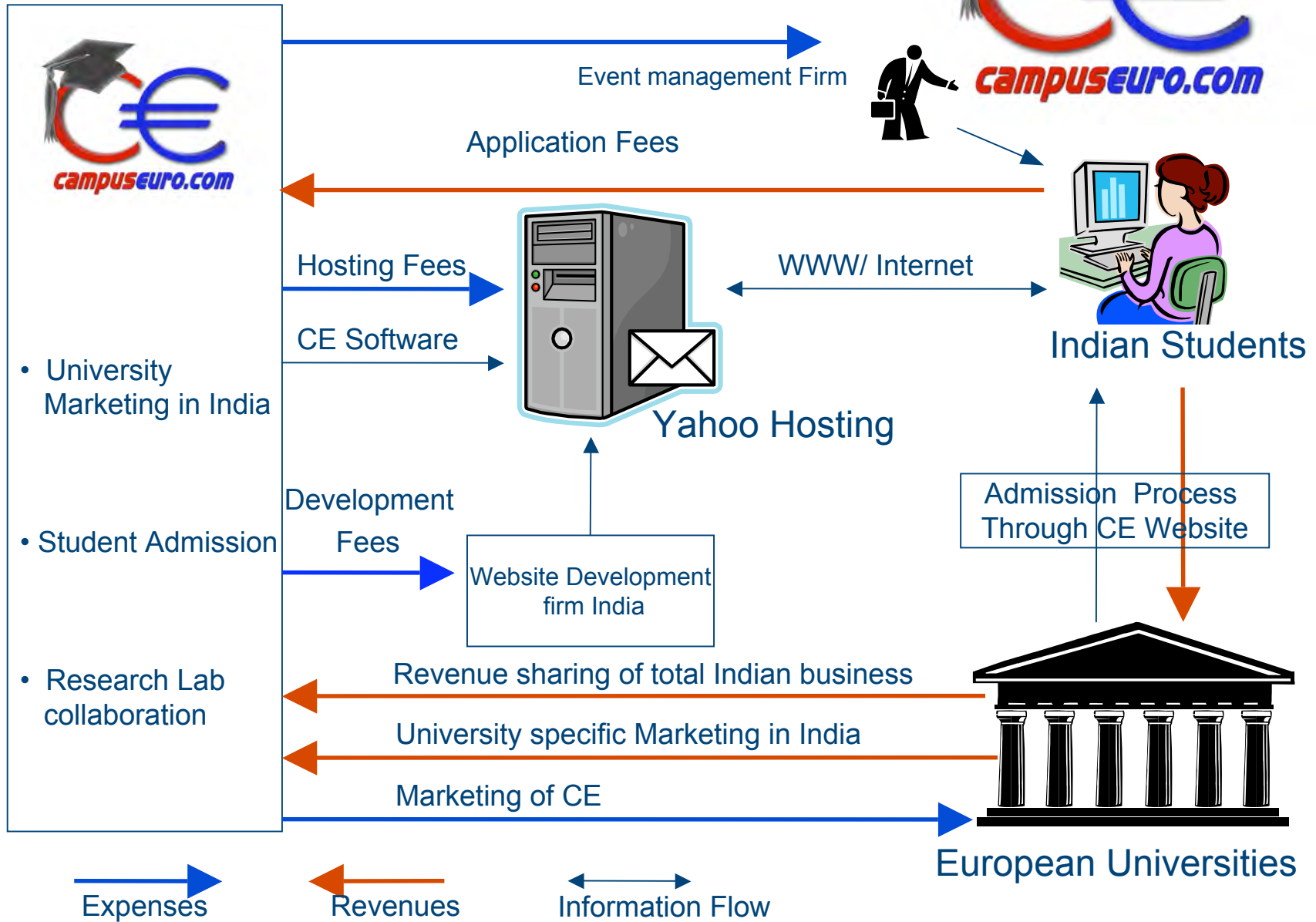
**European universities are finding it very hard to access the Indian market and recruit talented Indian students.**

**Indian students are not aware of the study opportunities at the European universities.**

# Solution



**The Innovation: Direct and simple linking of talented Indian student's database and European universities Program through the Campuseuro web platform.**

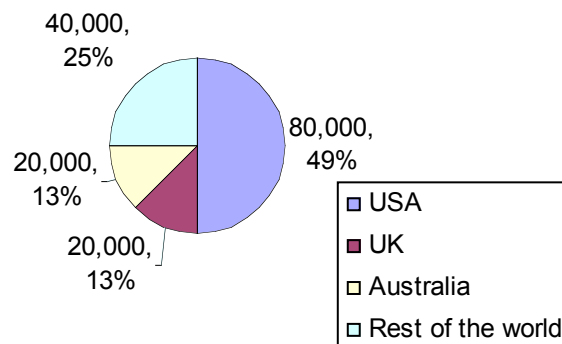




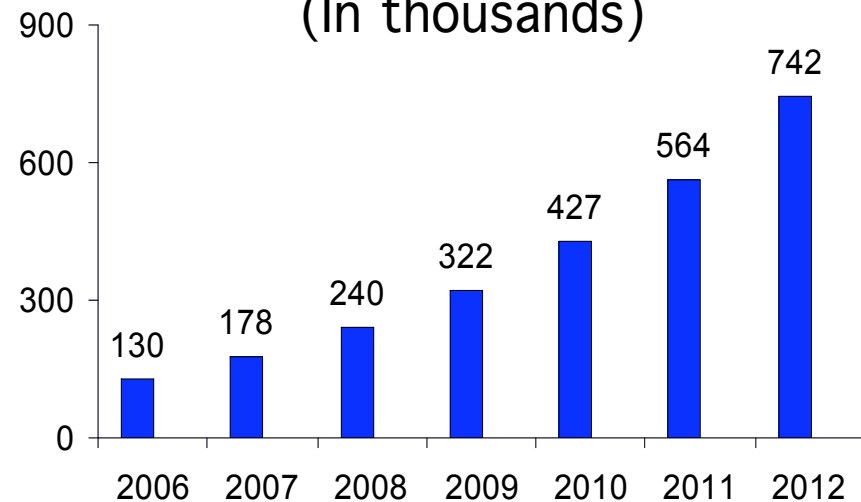
# Market: 4.5 to 10 Billions approx *campuseuro.com*

- **University market: 200 to 500 potential target universities (mainly in France, Germany, United Kingdom, Spain, Italy, and Sweden).**
- **Student market: 160'000 Indian students growing at 30-50% per year.**

Student distribution f  
different countries

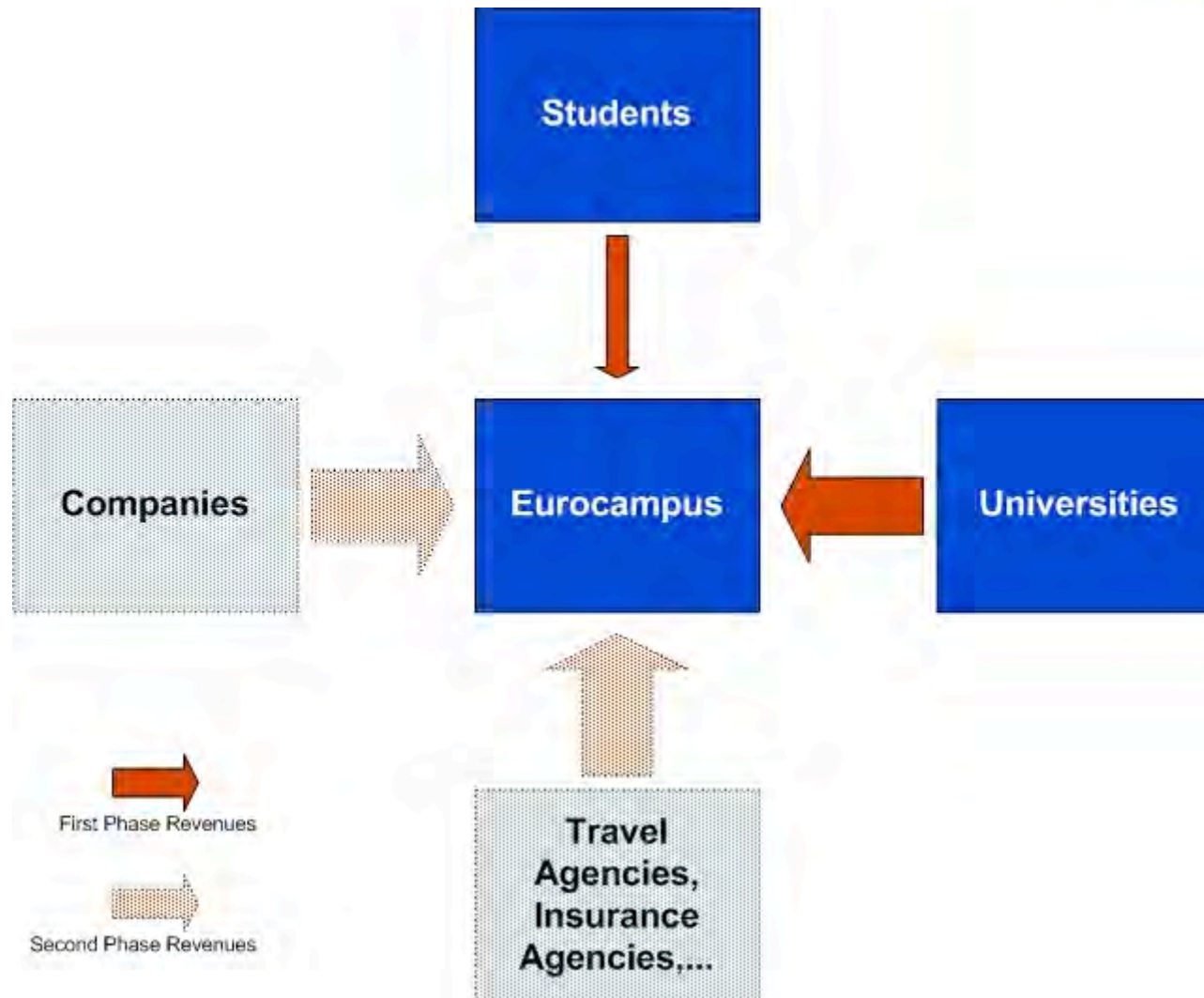


Forecast of student market :  
(In thousands)





# Future Scope





# Question and Answers



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# Risks to can



General	1	Low entry barriers in the beginning
	2	Ineffective marketing (not enough students can be motivated)
	3	Not enough demand from European universities
Cultural	4	Resistance against setting up English course programmes in Europe (for instance in France)
Sociopolitical	5	Resistance in Europe against “invasion” of Indian students
	6	Competition from governmental institutions in India
	7	Terror or crime against Indian students (can decrease the “students supply”)
	8	India fears brain drain and decrees restrictions

# Risks to cam



Financial	9	Liabilities because of unfavourable contracts with European universities
Natural Hazards	10	Asian flu in India can lead to travel restrictions
	11	Huge natural catastrophe (e.g. a flood) either in India or Europe
Man Made	12	Cyber risks (data fraud or loss)

# Risk Evaluation



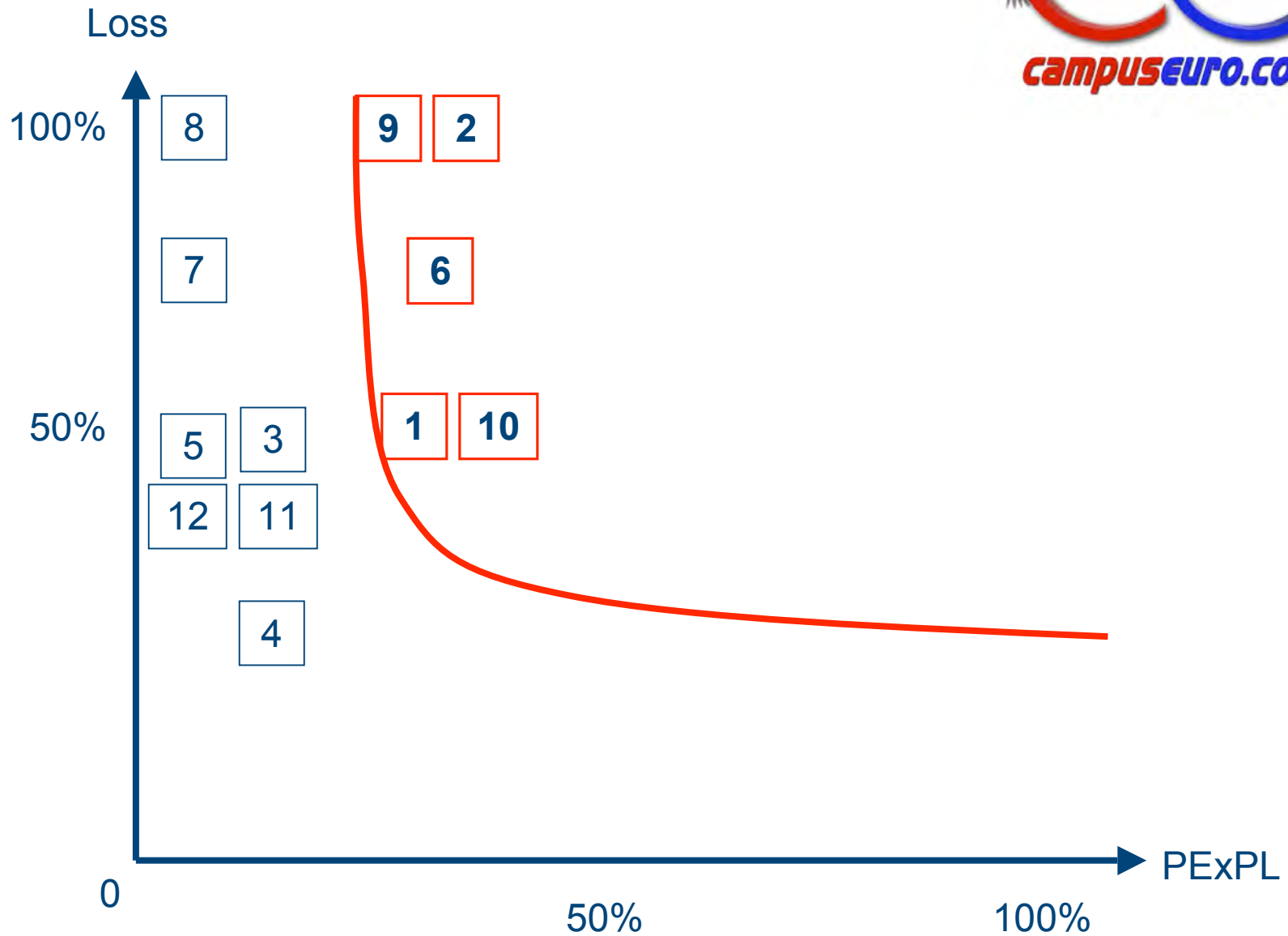
Risk	PE	PL	PExPL	Loss
1	50%	50%	25%	50%
2	50%	75%	37.5%	100%
3	25%	50%	12.5%	50%
4	25%	50%	12.5%	25%
5	25%	25%	6.3%	50%
6	50%	75%	37.5%	75%
7	25%	25%	6.3%	75%
8	25%	25%	6.3%	100%
9	25%	100%	25%	100%
10	25%	100%	25%	50%
11	50%	25%	12.5%	50%
12	25%	25%	6.3%	50%

Loss = Maximum loss of invested capital in case of event X

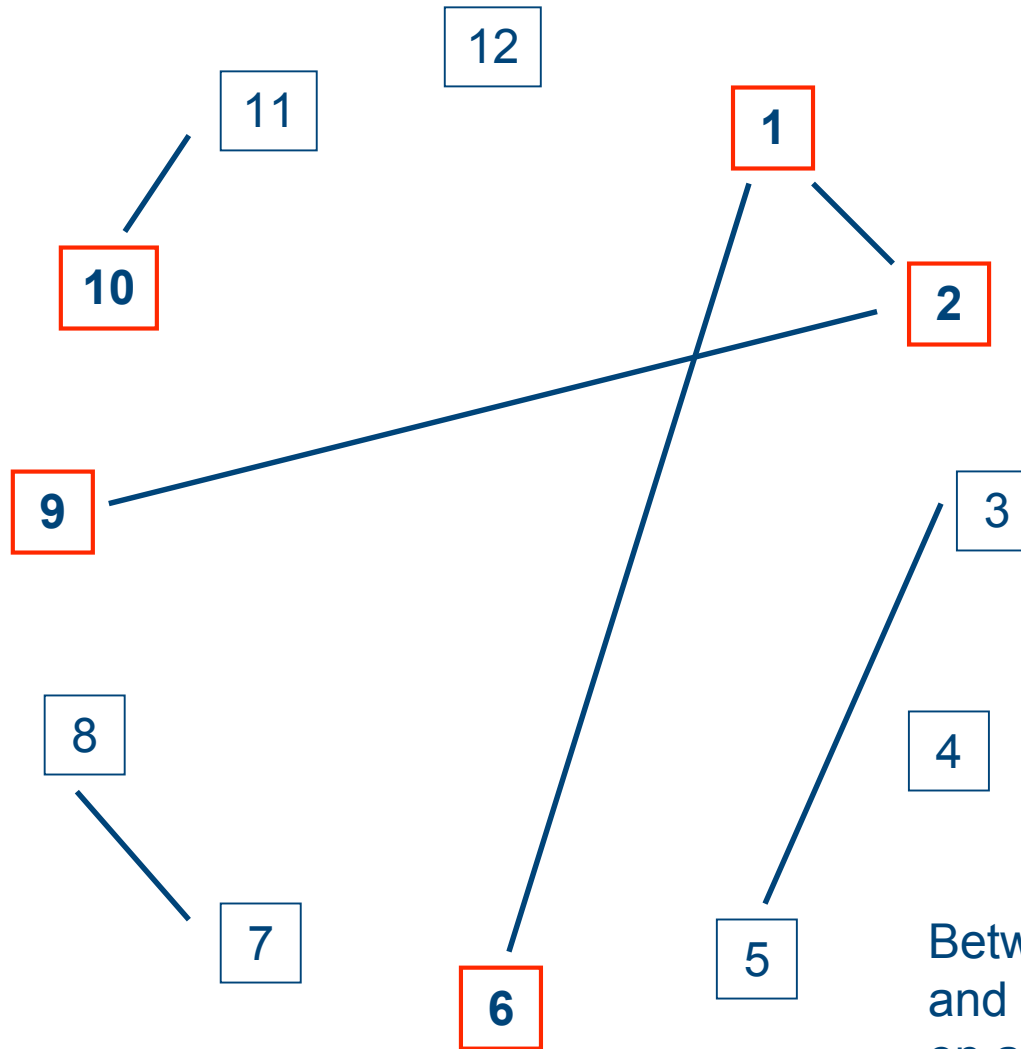
PE = Likelihood of event X

PL = Likelihood of maximum loss in case of event X

# Risks Classi



# Dependency



Between the main risks 1, 2, 6 and 9 are dependencies → Action on all of them are required!!

# Action on M



Risk	Main Risks
1	Low entry barriers in the beginning - Competition
2	Ineffective marketing (not enough students can be motivated)
6	Competition from governmental institutions in India
9	Liabilities because of unfavourable contracts with European universities
10	Asian flu in India can lead to travel restrictions

Risk	Required Action
1	Good contracts with universities and speed in marketing
2	Professional consultants
6	Exit, sell to government
9	Professional advisors (legal)
10	Tamiflu



# Question and Answers