

PR FAQs

1. What is the business of 361 Degree Minds?

361 Degree Minds (361DM) is an OPM (Online Program Management) company that helps universities create their digital twin and aids in their curriculum adoption for online, student outreach, enrolments, and delivery process in the digital world. Working with some of the Top Universities in India 361DM has built systems and processes that allow universities to improve the value proposition of their online programmes.

From developing more relevant online curriculum, to teaching methodologies better suited to online learning, to developing a quality course online, 361DM aids universities with their delivery goals. In addition to aiding better delivery, 361DM also takes charge of the end-to-end brand and enrolment processes helping universities meet their online admission goals.

2. What is the opportunity CL Educate sees in the online higher-ed space? Why are you keen on entering this space?

a. The National Education Policy (NEP) 2020 has ushered in an era of high-quality online formal education.

India aims to enroll 50% of the eligible population (17 – 23 years) in university / higher education by 2035. By that time, India will have close to 150 million youth in that slab and if India will enroll close to 70-75 million of them in higher education the only option available will be through online universities. In terms of number of students, the Online University Education market is anticipated to reach 13 – 14 million students by 2028. That makes for a market opportunity of USD 1 billion in India, growing at 13.5% annually. Over 225 established universities are now eligible and, on their way, to launching their online degree programs.

b. Globally, the OPM market doubled from 2015 to 2019, reaching \$3 billion. The market is expected to expand to \$7.7 billion by 2025.

c. Comparing this with international markets, the US University Online Education market is already sized at more than USD 80 billion, simply indicating the scope that this market has in terms of growth both in number of learners and the ability to command a competitive pricing. India's penetration rate is also still relatively low, nearly a 4th of that of the US, highlighting the immense scope this market has in terms of growth potential in the future.

3. How do you evaluate the opportunity? Long term, how exactly do you see it?

- Almost 80% of students in Higher Education in India are currently studying at the UG level. By 2035, we need to enroll 70Mn youth into Higher Education. The choice is between building 1000s of colleges, 100s of universities or to use the digital framework to expand our education infrastructure. This is what the NEP 2020 has mainstreamed Online higher-ed in a big way. Online education will be the core strategy to improve the GER in higher education for India as a country according to NEP2020.
- Today, conventional distance education has 4 million learners, many of them are in their 30s. However, online education will attract young professionals in their 20s, even college aspirants, which is a larger sliver of the overall demography. Of the 30-40 million new entrants entering Higher Ed in the boosted GER scenario, we expect at least one third of them to opt for an online delivery method - precisely the market segment we are going after.
- Going forward, a large number of first-generation learners who have entered the workforce will take an online degree rather than quitting their jobs to go for PG.

4. Who are your competitors? What is the market segmentation and where is your focus in each market segment?

The online education market is divided into the following segments:

- a. The premium segment which is catered to by some of our peers such as Upgrad or 2U in the US, though their business models and approach to the market are different from one another.
- b. The mid-premium segment where we are present has peers such as Jaro Learning, U18, USDC, etc. This is a fairly large segment working with top Indian universities of the kind 361DM are working with now – Jain, Manipal, SRM, etc.
- c. The low premium segment comprising universities that offer online degrees and Distance Education at a lower cost, say Rs.50,000 or so. 361DM is also focusing on this segment.

5. What is the differentiation you as an aggregator is bringing? What are your USPs?

361DM is trying to answer every question that a university has on the supply side and students have on the demand side. We support a university in every aspect of online education. We offer an end-to-end model to universities to enter the online higher ed - Design | Develop |

Deploy | Deliver | Digital marketing. So from the Design of courses, Development of the course content in varied digital formats, Deployment the courses in the server or cloud, product testing, etc., Delivery of courses (including industry-oriented lectures and insights with experts, assessment, assignments, analytics, etc.); Digital marketing and student acquisition services, besides student support and help desks for the programs.

6. What is your collaboration strategy? What is the process for your alliances signing?

- a) We approach our target universities with a pitch explaining our experience and expertise of working in this segment for over a decade. And how 361DM can deliver value to the university – expanding their market footprint; increasing admissions and completion rates because of a comprehensive student engagement and support process. In addition, we also offer technology, curriculum and content development support, industry expert sessions and value-added skills that many of our peers don't offer.
- b) Once we see synergies, we do the legal paperwork for a long-term contract.

7. What is your market strategy?

- a) 80-90% of revenues from India (good spread across India; with a special focus in East and Far East states; Tier I, II cities); Balance from GCC and specific African countries
- b) We focus on work-ex / professionals who are close to 95% of our learner-base. We market extensively on social media platforms to generate prospects and convert them into enrolments. Also, with CL's network, we plan to set up local distribution partners across India and create a hub – spoke model to ensure we become the equivalent of neighborhood clinics for a national health care provider.
- c) Offer value addition in a freemium model as a USP to help students in their career growth.

8. What is your product strategy?

Programs: MBA contributes to 80% of our revenues (Over 10-12 specializations; 8-10 Universities offering; diverse price range & geographically spread across India). MCA, B.Com, BBA, etc. contributing to 20% of revenues.

Our plan is to increase our range of value adding short courses in areas that enables corporate readiness - which most normal curriculum does not touch: Data / analytics / statistical modelling | Niche areas in finance (Financial Analytics) / HR (HR Analytics/ Compensation and Benefits / Managing Gig workers, etc.) | Communication and Behavior | Generative AI for business, etc. | Taxation (GST) | E-Commerce Regulations | MIS tools for business, etc.

9. What is your execution roadmap?

Our idea for expanding our business and becoming a key aggregator of top online universities include the following:

- a. Creating a branding strategy for our university partners using our aggregation platform
- b. A robust hub-and-spoke model for having last mile connectivity with our audience.
- c. Admission centers in key cities in India, in south Asian countries, West and East Africa; GCC and south-east Asia.
- d. Partner with top ranked universities and offer over 100 UG and PG degrees.
- e. Market the most popular degrees region wise.

10. What is the expected size of 361DM in a 3-5 year horizon?

We expect to sign up with 25-30 university partners (including some international partners), offering in excess of 200 programs that would enroll more than 25,000 students globally across STEM, management, law, etc. The student fee for these programs ranges from INR 20,000 to INR 60,000 per student.