



Allegiance  
Educare

*Start  
Your Own  
Career Counselling Center*

# White label Proposal

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# About Us



**Allegiance  
Educare**

A platform to solve India's present and future  
Career guidance needs

Career Counselling | Career Guidance | Career Advice

**2014** Founded with  
HQ in Mumbai

**5000+** Student Guided

**130+** Career Mentor

**30+** Cities

# Recognitions and Alliances



# Why White Label Business ?

## Counselling-deficit Education Sector

### In India

1 lakh career counsellors  
for 315 million students

### In U.S.A

2.6 million career counsellors  
for 56 million students



14 lakh +

Career Counsellors  
required to meet the demand

- ✓ Great career option
- ✓ Build your presence and expand reach
- ✓ Learn and grow with training and certification

# What Is White Label Partner ?

- Allegiance Educare white label partner is a **career counselling franchise opportunity** in India
- White label partner will get a existing Allegiance Educare career counselling portal which will be accessible to public under **the subdomain** designated by customer
- White label will get a login to enter their logo, contact details and **edit the website** as per their requirement. The automated report and whole website is featured under their logo, contact details and brand
- White label partner can grow their business through **onboarding independent mentors** under them
- White label can view reports of mentor and can track everything from their **CRM**
- **Complete training** materials including **Sales Pitch audio**, examination and certificates will be issued by Allegiance Educare

# Who can become a White label Partner ?

- ☐ People who are related to the education industry
- ☐ Interested in operating an educational franchise in India
- ☐ People who want to start small scale career counselling franchise business in India



# How to become a White label Partner ?

## Franchise Perquisite ( not mandatory )

- Minimum of 200 sq. ft. infrastructure  
( Reception / System / Counseling Room )
- Good managerial and administrative experience
- Business Associate will generate business through meetings with individual customers or by visiting schools in their nearby area.

**Lifetime Franchise**

**Fees : Rs. 25000/-**



# Offering From Allegiance Educare To White Label ?

- ✓ **High Validity/Reliability** Psychometric Assessment Test + Report generated under the franchise logo and brand name.
- ✓ **Automated Email notifications** of welcome, festive, and offer emails sent to users under the franchise brand name.
- ✓ **Razorpay payment gateway** where transfers done directly to the franchise bank account.
- ✓ PAN India trained the **Mentor database** to facilitate franchise counseling anywhere.
- ✓ Student relationship management system to keep track of franchise counseling. **Dedicated WhatsApp chats** for the franchise website.
- ✓ **Lead generation system** – Introductory offer for a first-year wherein student leads and mentor leads will be free.





# Support from Allegiance Educare to White label ?



## Business Strategy

Efficiency  
Operation Management



## BTL Marketing

Expanding market and penetrate existing one



## People Function

Training and hiring mentors and staff  
24\*7 technical support via phone / email



## Cobranding

Customized Website  
SEO help



**Sending Customized Final career**  
path and college/course details to students



# Mentor Offerings



## **Get featured**

On Allegiance Educare Platform  
Online Mentor Certification



## **Get access**

Counsellor dashboard  
Career roadmap planning tool  
Career Bank  
Student database



## **Training and Support**

Onboarding & Counsellor  
Training Videos Marketing  
and Promotion resources  
Dedicated support



## **Revenue Sharing**

Earn Rs. 600 per counselling  
session Student / Mentor  
referral schemes



Allegiance  
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# Revenue Sharing

**Partner** : Allegiance Educare

**100%** : **0%**

[Click here for Top Up Plans](#)

Multiple Revenue Source :

- ✓ Mentor certification
- ✓ Career guidance seminar
- ✓ Lead generation for courses and colleges
- ✓ Recruitment through institutional tie ups
- ✓ Advertisement on website



# Career Assessment Test

**Career  
Assessment  
Test**

Career  
Interest

Aptitude

Personality  
Test



Career Assessment Report



3 Aspired Careers  
suitability Analysis

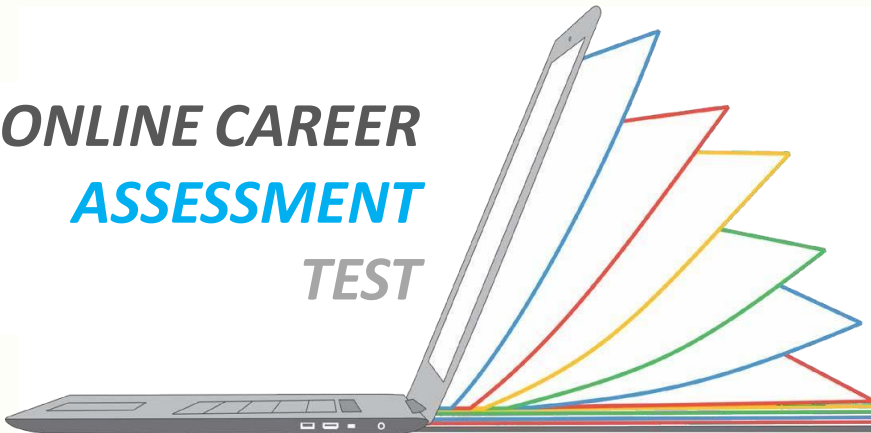


Face to Face/Online  
Counselling with Mentor



Student Helpline

**ONLINE CAREER  
ASSESSMENT  
TEST**



**CAREER  
COUNSELLING**

**STREAM  
SELECTOR**

**DEGREE  
SELECTOR**

**CAREER  
SELECTOR**

## Free Access

- Career Bank ( 600+ career option)
- Career Tour
- Blogs



# Product To Choose ?

	All Age groups	Class 8 <sup>th</sup> - 10 <sup>th</sup>	Class 10 <sup>th</sup> -12 <sup>th</sup>	Graduates
Product	Career Counselling	Stream Selector	Degree Selector	Career Selector
Career Assessment Test	Yes	Yes	Yes	Yes
Career Assessment Report	Yes	Yes	Yes	Yes
3 Aspired Careers suitability Analysis	Yes	Yes	Yes	Yes
Face to Face Counseling with a Mentor	-	Yes	Yes	Yes
Online Mentoring Session	Yes	-	-	-
<b>Pricing</b>	<b>Rs. 1599/-</b>	<b>Rs. 2499/-</b>	<b>Rs. 2999/-</b>	<b>Rs. 3499/-</b>

[Click here to view plan](#)

# Roadmap For Driving Business ?

## Operating Cost

One Time Annual **Franchise Fees**      **Rs. 65,000**

Monthly Expense For **First Six Month:**

Office Rent : Average Rs. 5000  
Miscellaneous Expense : Rs. 1500

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**Rs. 6500/month**

Monthly Expense For **Next Six Month:**

Office Rent : Average Rs. 5000  
Miscellaneous Expense : Rs. 1500  
Marketing Budget : Rs. 2000

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**Rs. 8500/month**

If you don't go for office space then the total operating cost can be **minimized up to Rs. 2000/month**

## Bootstrap Your Business



- ✓ References from family/friends
- ✓ Social media posts
- ✓ Meetings with educational institutes

## Earning Opportunities



- ✓ Career counseling from 8th std till working professionals
- ✓ Career counseling seminars
- ✓ Career counseling certification program

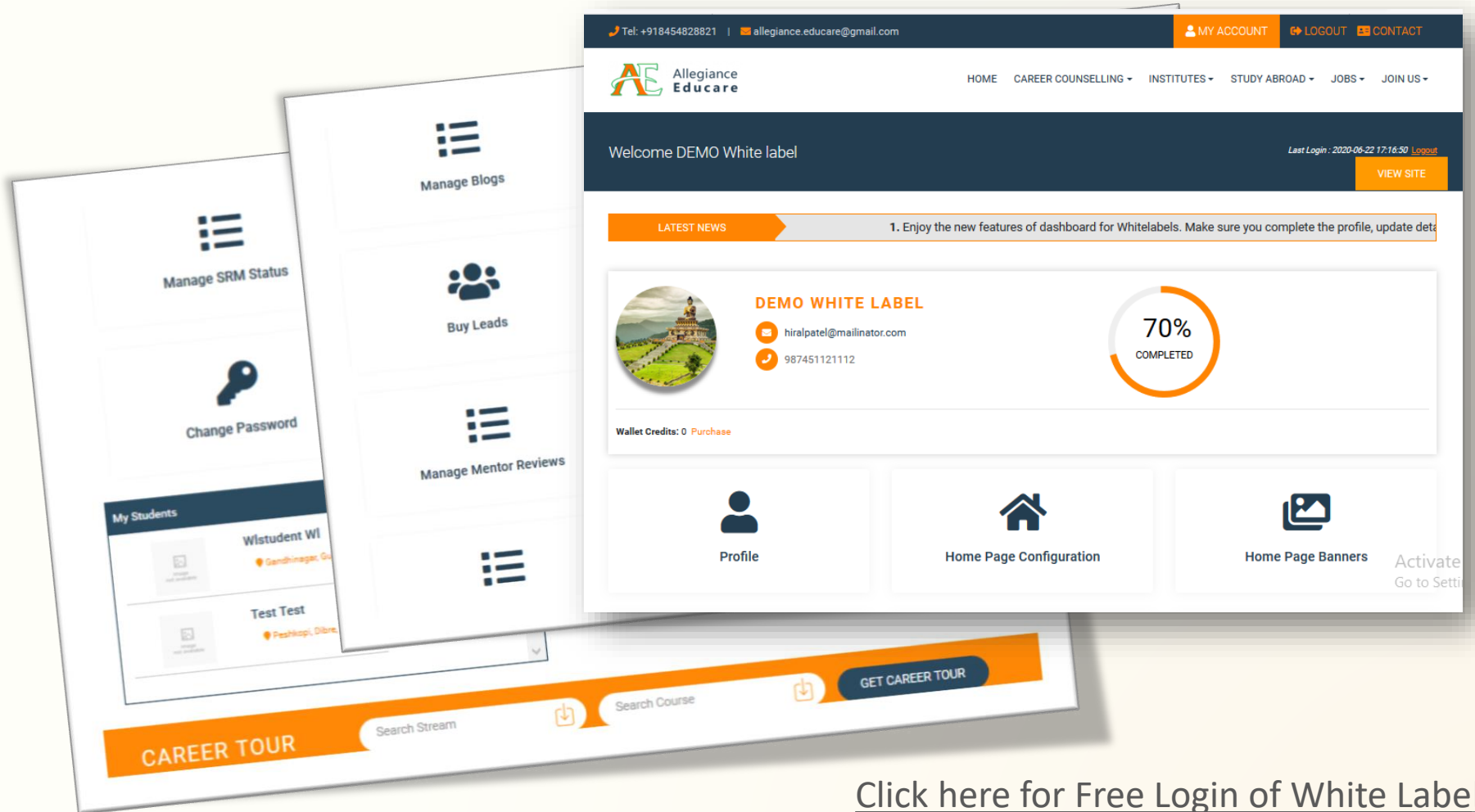


# Sample White Label Website



Click on image  
to visit website

# White Label Dashboard






# Career Report and Mentor Profile



**Search Mentor**

**Search**



**Mentor Code**  
**1475039691**

**Overall Rating**  
★★★★☆  
13 Ratings

**Profession**  
**Career Counsellor**

**Counseling Location**  
**Andheri West**

**Counseling City**  
**Mumbai**

**Contact Details**

[View Contact Details](#)

**Mentor Profile**

**About Myself**

Has overall 17 years of industry experience and has supported several leadership positions in various industry. Been with the Education Industry since 2005 and has played an integral role in shaping the company. She has



# Thank You!

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For Demo and More  
Information

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[Visit Us](#)