

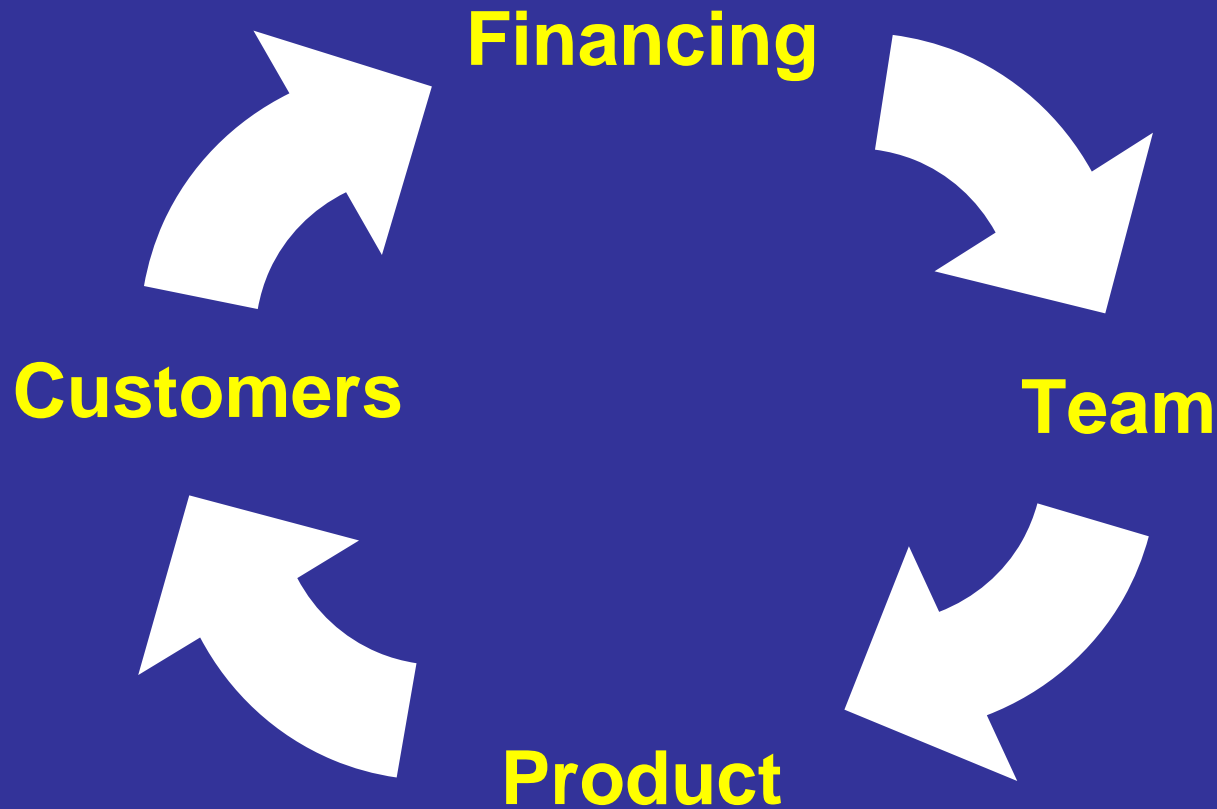
Zero  1

Firefish Networks

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It's a Cyclical Challenge



How Did I Get Here?



- Engineering



- Technology



1 2

- Operations
- Gen. Mgmt.
- Supply Chain Mgmt.



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- Education sector
- Non-profits



4

- Formal Business Education



5

- Investment Banking
- Media Telecom sector

FireFish Business Plan



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English Certification Exam

- Reading
- Listening
- Writing
- Speaking

- Priced at Rs. 500
- Pratham and other franchisees deliver a 3 month English learning program using Cambridge University content for Rs. 1,000

Hedging Startup Risk

- How do you hedge startup risk?



▼ Tremendous distraction to time and energies

Partnering with Non-Profits

Positives

- ▲ Identification of Real Problems
- ▲ Isolating for-profit and non-profit components
- ▲ Access to large networks
- ▲ Piloting projects
- ▲ Generating financing

Negatives

- ▼ Conflict of Interest
- ▼ Managing partnership is difficult

Identification of Real Problems: Non-profits typically work on problems that the Government is paying inadequate attention to (externalities and public services?)

Generating Financing: Grants from Foundations and the Government

Isolating For-profit and Non-profit Components

Zero Margin English Program

For-profit English Certification

Computer Donation To Schools

For-profit Computer Education Program

Zero Margin Library Program

For-profit Book Publishing

Access to Large Networks

Network as Distribution Channel

- English Certification distributed via franchise of Pratham employees

Network as Consumer

- Mobile Social Networking targeted at Pratham employees

Network as Facilitator Of Pilot

- PikTalk pilot
- NES pilot

- Pratham has 10,000 employees and 300,000 volunteers
- SKS has [X] employees

Venture Capital is the Way In

