



STARTUP LIFE STORY



“I want to hit a sixer in my sixties!” - Pravin Gandhi

SIXER IN SIXTIES

When I saw my fellow colleagues take compulsory retirement at the age of 60 and were planning life after 60, I thought “I want to hit a sixer in my sixties!”

I spent a year thinking of, and discarding, several ideas. Then the government’s Digital India mission got me thinking: Here was an opportunity to create something of value which could not only be a great business idea but also work towards nation-building.

It struck me that one of the roads to Digital India could pass through India’s School system. I quickly calculated that that there would be a few lakh schools in India, and if each school had even one thousand students that would mean 2000 parents, we are talking of an addressable segment of 20,000 urban schools and 4 crore parents. This was down my street, because I consider myself adept at low-cost, mass-market products. Subsequently, we could permeate into Rurban India and expand exponentially.

Thus was born SchoolVita, a mobile app-as-service for easy and meaningful School—Parents engagement.



SCHOOLVITA

SchoolVita is a MOBILE APP-AS-SERVICE which consists of a cloud-based control panel and dashboard for use by schools, and a mobile app for Parents. The entire service is provided and managed by SchoolVita for a nominal Subscription.

SchoolVita is a READY-TO-USE mobile-delivery platform that can be On-boarded with ZERO Capital Investment, ZERO time, and ZERO hassles of developing, owning, and running.

The creators of SchoolVita have spent months discussing with parents, teachers, principals, trustees and board members on ways to improve the current level of engagement of Schools with Parents within practical limitations and while still retaining control.

Many schools continue to believe that their existing website can be enhanced with a parent log-in to give parents information about what they need to know. However, a website is a passive property which waits for a parent to come to the website and login. SchoolVita mobile app "pushes" information to mobile phones of parents, and alerts them, anytime-anywhere, without having to login, while also avoiding cost of SMS messaging.

SchoolVita gives a 21st CENTURY IMAGE TO A SCHOOL and would drive more parents to seek admission of their child in the school.

SchoolVita offers MANY FIRSTS:

- Fee Payment from the App: Schools can define their heads of fees, while Parents can pay anytime, from anywhere and choose the frequency and mode of payment.
- Subject-wise Performance Graphs over the academic year, not just a printed report card. Parents “see” the aptitude of their child(ren) and weak/strong areas;

- “Where Is My Child” child-tracking through a GPS device. Shows the location on a map in the app, delivers a feeling of assurance to parents and school;
- Multi-Child, Multi-School, Multi parent-guardian. More than one child can be added to Parents’ mobile app; both parents and guardians can add the same child on their respective mobile apps; the children could be in different schools.
- In keeping with the STEM (Science Technology Engineering Mathematics) Education Coalition philosophy to improve competitiveness in science and technology development, SchoolVita has the provision to carry selected announcements on workshops, competitions and activities in the region for skills and ability development, e.g. Math Olympiad, Talent Contests, etc.
- SchoolVita has the provision to display offers from regional vendors of school-related goods and services in the vicinity of the Parent’s school.

Schools send instant communications to parents of all students, of a particular class or a student, via Push Notifications replacing hand-written notes and SMS. Parents view calendar events, class and exam timetables but also get automatic reminders.

The Cloud-based Control Panel works on any existing school management data and can import student and marks data in simple steps.

The app works on Android and Apple phones and incorporates a popular payment gateway and Google Maps.

The App can be used by Parents even if the School is not On-board. Thus, SchoolVita works on an B2B as well as B2C model