

The background is a green-tinted photograph of a cricket pitch. Several sets of stumps are visible, arranged in a diagonal line across the field. A cricket ball is positioned in the lower-left quadrant. The overall scene is captured from an elevated perspective.

ZenRoc

www.ZenRoc.Com

Innovating Markets Group

www.InnovatingMarkets.Com



Headquartered Outside Nagpur City

Innovating Markets (IM) - Concept Summary

Innovating Markets (IM) is a concept born out of prevalent conditions in which we operate.

There is a very great need for basic services to a growing rural community through innovating commercially viable models in parts of India which are still extremely under developed. The most basic of needs are not being met - quality education and health care, and onwards towards sports and entertainment.

This is where Innovating Markets (IM) sees its future, in bridging that gap between a village and a town, at the intersection of money and meaning, defined as social capitalism.

Innovating Markets (IM) – The School

www.WorldEducationTrust.Org



Above, children learning the Montessori way. Below, school lessons in progress



Above the junior school at their sports day. Below, learning the Montessori way



Innovating Markets (IM) – The School

www.WorldEducationTrust.Org



Above, the first digital school in a rural location being launched by Smita Thakeray at the school. Below, the School children with Yusuf Pathan, cricket player for India



The school children with Rahul Dravid, cricket player for India. Below, learning the Montessori way



Innovating Markets (IM) – The Sports Facility

www.InstituteOfSport.Org



Number of Rooms Named After Cricket Stars, above Watson, below Botha



Above The Practice Area, below The Dining Area and Museum Dedicated to Sports Stars



Innovating Markets (IM) – The Sports Facility

www.InstituteOfSport.Org



Player Records Displayed in various areas, Shane Warne (above), Anil Kumble (below)



Other facilities at the academy



Innovating Markets (IM) – The Sports Facility

www.InstituteOfSport.Org



Above and Below, The Sports Museum



Above and Below The Recreation Area



Innovating Markets (IM) – The Sports Facility

www.InstituteOfSport.Org



Rahul Dravid (above), Naman Ojha (below)



Shaun Tait (left), Yusuf Pathan (below) South Australia (above)



Innovating Markets (IM) - Road Map

Goal

“Invest In Commercially Profitable Ventures Which Will Enhance Growth Opportunities For The Community”



Innovating Markets (IM) - Status

Vision

“To Create Platforms Of Growth Opportunities For Communities To Progress and Enhance Their Standard Of Living”

Progress

- Invested \$1.0MN in the Innovating Markets headquarters which includes the school, the sports facilities, the restaurant, and the Sports Museum.
- Launched the World Education Trust an academic institution in 2012 with over 350 students now enrolled, and an additional 150 to be enrolled this term
- Launched Institute Of Sport in 2009 and all the sports under it, including Fitness, Cricket, Squash, Football, Tennis.
- Launched Emerging Players Private Limited in 2010 with contracts with a number of players across the country as well as leading IPL franchise Rajasthan Royals
- Launched the World Cricket Academy brand, developed Intellectual property including learning systems and methods



Growth

- Opportunities to grow villages into townships by providing basic services like Education, Sports, Entertainment and Primary Health Care under one complex by maximizing the use of space and increasing profitability.
- Opportunities to open more such facilities across Rural India.
- Provide institutional sports services to various schools, colleges, associations and real estate developments

Innovating Markets (IM) - Future

Reducing Risk

- Investment in India with Indian costs and salaries minimizes risk even further
- Minimal risks as each product is currently launched with internal finance with minimal external assistance.
- Maximum space utilization i.e. under one complex a number of additional services are added without additional costs, but with increased profitability
- The biggest risk is growing too slowly as competitors are awakening to the grass roots opportunity across rural India

Rural Markets

- The opportunity to grow and grow quickly is primarily based around the lack of investment which is prevalent in these locations across the country at present
- The most basic of needs are not met water, electricity, education and health care
- The time is ripe for investment and growth and particularly beginning with services targeted for the youth

Outsourced Sports Market

- This a huge area of opportunity as expertise is severely in short supply
- This can be in the areas of State associations with Cricket as an example, as well as with schools, colleges and real estate complexes.
- This automatically translates to controlling the coaches, which are in short supply today, hence we need to train them and deploy them to our contracted clients.

Next Steps

- Aim to reach \$10MN in profit in under 10 years
- Funding and strategic joint ventures will however allow us to grow rapidly, focusing on generating substantially larger revenues than predicted in this plan, from the various products

Innovating Markets (IM)

www.InnovatingMarkets.Com

Portfolio

www.InstituteOfSport.Org

www.WorldEducationTrust.Org

www.ThePlayersGroup.Org

www.FamiliesInTraining.Com

www.WorldCricketAcademy.Com

www.WorldSquashAcademy.Com

www.InternationalFootballAcademy.Com

www.WorldSportsTrust.Com

SLC.

Sport Learning Centre

WSA.

World Squash Academy

IOS.

Institute of Sport

WST.

World Sports Trust

WCA.

World Cricket Academy

IM.

Innovating Markets

TPG.

The Players Group

F.I.T.

Families in Training™

WET.

World Education Trust

IFA.

International Football Academy