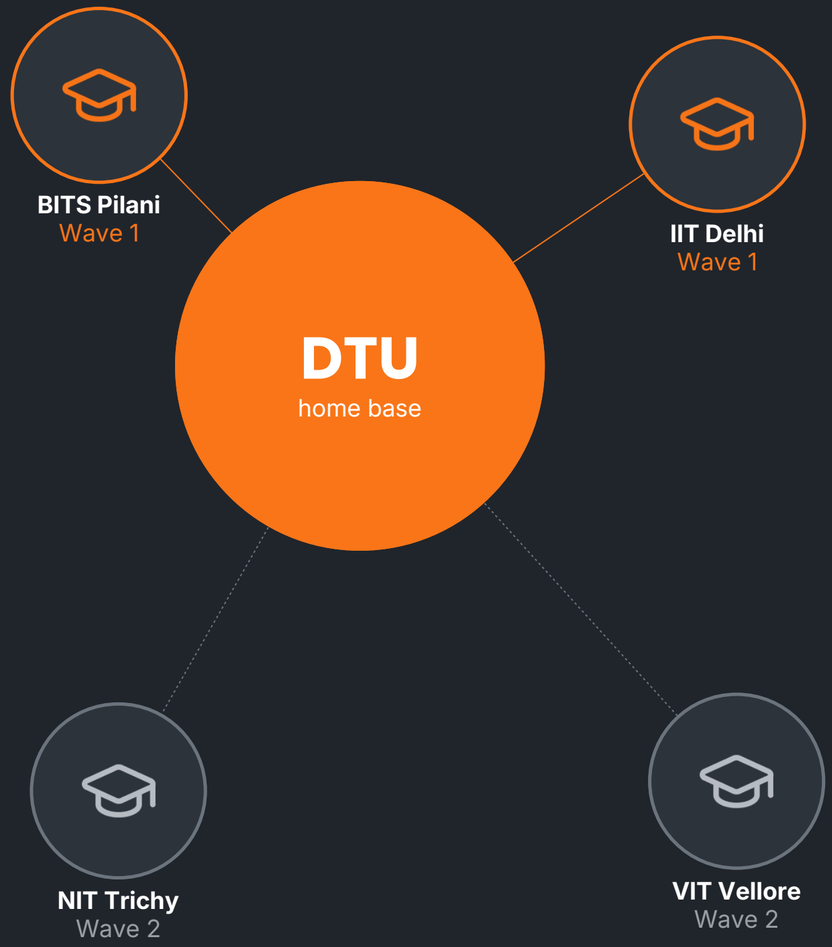
BEYONDTECH CASE COMPETITION 2026 | ROUND 2 | GO-TO-MARKET STRATEGY

Making BeyondTech's trust repeatable

Deeper at DTU, live at four new Tier-1 campuses before placement season 2027



Team Think Tank | Jatin Gupta, Ishita Garg, Juhi Varshney, Yashasvi Agarwal | Delhi Technological University

12 main slides + appendix A1 to A8 |

BeyondTech can turn founder-led trust into a repeatable engine (with 7-11-4 framework): grow DTU, launch at four new Tier-1 campuses, and stay profitable even if we miss targets

01 The story in four lines (SCQA)

Element	What we say
Situation	BeyondTech wins at DTU: 50+ selections this season, average package 13 to 14 LPA, highest 47 LPA at Eternal [C]. Growth comes from word-of-mouth and Harsh's LinkedIn.
Complication	That trust does not travel. 84.5% of BeyondTech's LinkedIn followers sit on one personal profile [V], and outside DTU, NSUT, Thapar and BIT Mesra almost no one knows the brand [C]. There is no marketing engine to forecast.
Question	How does BeyondTech grow at DTU and launch at 3 to 4 Tier-1 campuses with a plan it can afford and measure?
Answer	Replace one person's reach with a repeatable trust journey (4 channels, 7 hours of free value, 11 touches), sell one program through four cohorts timed to when students actually buy, and enter new campuses in two gated waves.

02 Three moves

1 Deepen DTU

4-7-11 trust journey;
₹2.4L budget split 70% organic, 30% paid

2027 TARGET **200 enrolments [P]**

2 Launch at four campuses

Wave 1: BITS Pilani and IIT Delhi (enter 5 Jan 2027).
Wave 2: NIT Trichy and VIT Vellore (enter 2 Feb, only if Wave 1 passes its week-4 check)

2027 TARGET **130 enrolments (40/30/30/30) [P]**

3 Build the engine

Four cohorts by persona; free course library (Levels 1 and 2); mentor network of 4 core + 5 external mentors

2027 TARGET **~50 mocks a week at peak, all covered**

03 What it adds up to (base case)

	Metric	Value
	Students enrolled	**330**
	Collected (GST-incl. ₹8,500 each)	**₹28.05L**
	Operating profit before founder pay	**₹11.51L**
	Break-even	**41 enrolments**
	Low case (180 students)	**₹5.55L op. profit**

04 How we'll prove it: three simple steps

STEP 1 Oct to Nov 2026

Run a 120-student survey at DTU; founders confirm price, current DTU enrolment and weekly mock capacity

STEP 2 Jan 2027

DTU Foundation cohort starts 15 Jan; Wave 1 enters BITS Pilani and IIT Delhi on 5 Jan; week-4 check on 2 Feb

STEP 3 Feb 2027 onward

Wave 2 starts only if Wave 1 passes; if not, the money stays at DTU and NIT Surathkal is next in line

→ **One decision today: approve Option C (DTU plus two gated waves) so ambassador recruitment can start in December 2026.**

Source: Case brief [C]; BeyondTech and founder LinkedIn pages, Oct 2026 [V]; r/DTU__Delhi [R]; team model, appendix A1 [E]; targets [P].

Students who know BeyondTech trust it, but that trust travels only through Harsh and DTU word-of-mouth

01 What already works

Results
DTU: 50+ selections this season at Eternal, JP Morgan Chase, Bain, ZS, Everest, PwC; average 13 to 14 LPA; highest 47 LPA [C]. Last batch: 40 selections across 14 organisations [C]. Lifetime: 300+ mentored, 250+ placed, 20+ companies [C].

Reputation
r/DTU__Delhi: "structured framework and guidance"; students report paying ~₹8.5k [R]. No scam accusations, unlike the closest competitor [R].

Selective entry
Application, then a Culture + Fit interview, then a payment link [V]. Signals quality and keeps cohorts serious.

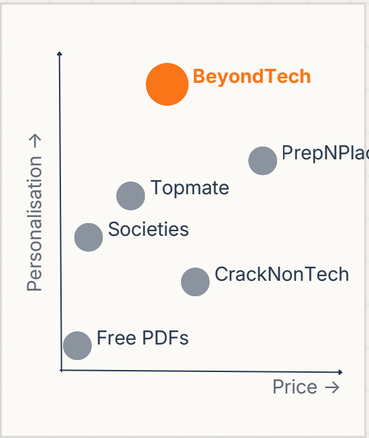
Product
11-week program in four phases: consulting, analytics (SQL), product, personalised mocks and off-campus referrals [C].

02 Channel audit

Channel	Reach	What we saw	So what
Founder LinkedIn	High	16,420 followers; usually 60 to 80 likes a post, a few viral [V]	84.5% of combined LinkedIn followers sit with one person (16,420 of ~19,420)
Company LinkedIn	Low	~3,000 followers; ~30 impressions on resource posts [V]	The brand page carries almost no reach on its own
WhatsApp communities	Medium	Opt-in groups, dense at DTU [C]	Good for warm students; not a cold channel. We keep them opt-in and add no broadcasts
Website	Low	No price shown; no college pages; Resources page is 8 unordered PDFs set to noindex [V]	A cold visitor from a new campus has nothing to judge and Google cannot find it
Reddit	Medium	No BeyondTech chatter in IIT, NIT or BITS subreddits [R]	Reputation is hyper-local
Instagram / YouTube	Low	No meaningful presence found [E, verify]	Absent where 3rd-years spend their scrolling time

03 Where BeyondTech sits against alternatives

Option	Price	Strength	Weakness
BeyondTech	~₹8,500 [R]	Personal 1:1 mentoring, clean DTU reputation	Founder-dependent, invisible outside core campuses
CrackNonTech	₹8,999 to ₹17,998 [V]	Big claims (1,500+ placements), broad curriculum	Scam accusations on Reddit, aggressive selling [R]
PrepNPlaced	₹20,000 to ₹59,000 [R]	1:1 mentoring from industry professionals	Expensive, skewed to data and tech roles
Topmate mentors	₹500 to ₹2,000 a session [R]	Pay per use, specific expertise	No curriculum, no accountability
Campus societies	Free	Peer network, prestige	Select a small share of applicants
YouTube / free PDFs	Free	Unlimited breadth	No structure, no feedback



04 Three gaps the plan fixes

Gap	Fix	Slide
Reach depends on one person	Four channels and alumni voices carry the message (4-7-11 journey)	5
Proof is vague and local	Verified selections page: named students (with consent), company, role, LinkedIn link; one consistent claim	5, A4
Cold visitors face friction	Course library with free Levels 1 and 2, sign-in, and a clearly shown price	5, A4

→ **BeyondTech's moat is a clean reputation in a market full of scam accusations. Scaling must protect it: verified claims only, no spam.**

Source: beyondtech.org.in/placement-mastery [V]; LinkedIn company and founder pages, Oct 2026 [V]; r/DTU__Delhi threads [R]; cracknontech.com/fellowship [V]; prepnplaced.com [R]; Topmate listings [R]; dossier Modules A and B. Map positions are indicative [E].

Non-tech prep is bought in a narrow window: students decide between April and June, just before the summer that ends in Day 1

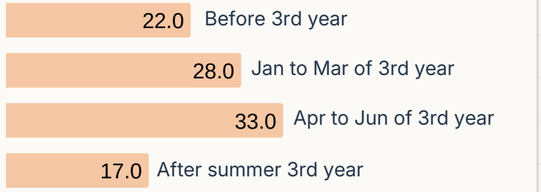
01 The placement year, from the student's side

BUY WINDOW

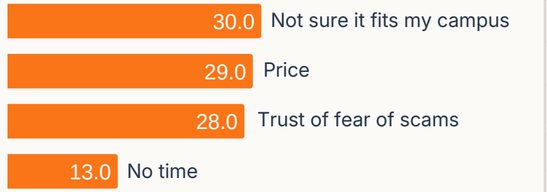
2nd yr to Dec, 3rd yr	Jan to Mar, 3rd year	Apr to Jun, 3rd year	Jun to Jul (summer)	Early Aug, 4th year	Aug to Nov
DOING Curious about consulting or product; watches seniors' offers **NEEDS** Free learning, Level 1 modules, society sessions	**DOING** Internship results arrive; coding fatigue sets in **NEEDS** A clear path: Foundation cohort (15 Jan)	**DOING** Decides to switch; compares courses; asks seniors **NEEDS** **Proof and a start date: Summer cohort, Mock Day 1**	**DOING** Last chance to prepare before Day 1 **NEEDS** Fast-track cohort; mocks	**DOING** Day 1: placement season starts **NEEDS** Company-wise question bank; last mocks	**DOING** Rounds continue; some rejected or blocked by CGPA cut-offs **NEEDS** Rolling rescue: mocks, off-campus route and referrals

02 Survey snapshot illustrative, n = 120 (Primary Survey)

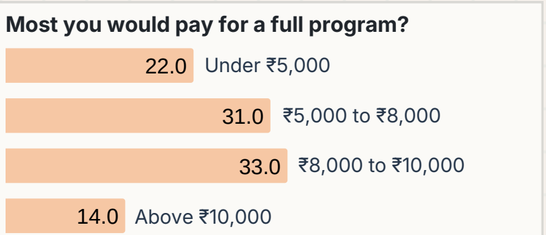
When did you start considering non-tech roles?



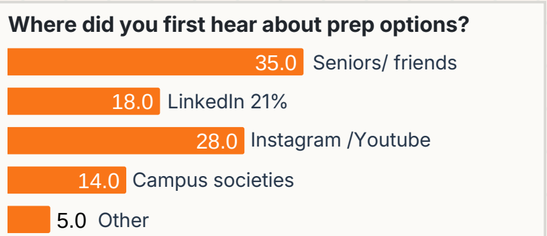
Biggest reason not to buy a paid course?



Most you would pay for a full program?



Where did you first hear about prep options?



03 Three objections and our answer

Objection	Our answer
"Will this work for my campus?"	Company-wise question library (company, date, round, the answer that got selected); campus-specific masterclass
"₹8,500 is a lot without a guarantee"	Levels 1 and 2 modules free; 30-day money-back on the first cohort at new campus
"Online coaches are scams"	Verified selections page; real mock-interview recordings of selected students (with consent)

04 Two insights that shape the plan

One touch never sells

Students buy after hearing from seniors, seeing proof and trying something free.
We plan with the 4-7-11 rule (a Google planning heuristic): 4 channels, 7 hours of content, 11 touches.

Low CGPA students feel locked out

Students filtered out by shortlist cut-offs try hard for off-campus opportunities. An off-campus placed mentor (per-session basis) gives them a credible second route and widens the market.

→ **Marketing must reach students before April and convert them by June. Anything later sells to panic, not planning.**

Source: Dossier Module C (placement calendar, objections) [R]; team's DTU experience, Day 1 in the first week of August [C]; survey numbers are placeholders [P]; 4-7-11 rule: Varun Mayya, Kata [R].

Five types of student buy at different moments, so BeyondTech should run the same program as four cohorts instead of one

01 Five personas

1. Early Planner

WHO 2nd or early 3rd year, curious about consulting or product
TRIGGER Seniors' offers, society events

Buys Dec to Jan → Foundation

2. Coding-Fatigued Switcher

WHO 3rd year, tired of the DSA grind
TRIGGER Internship results, coding fatigue

Buys Apr to Jun → Summer

3. Last-Minute Planner

WHO Pre-final summer, realises Day 1 is close
TRIGGER The Day 1 company list

Buys June → Fast-track

4. Shortlist-Blocked

WHO Low CGPA, filtered out by cut-offs
TRIGGER Missing shortlists

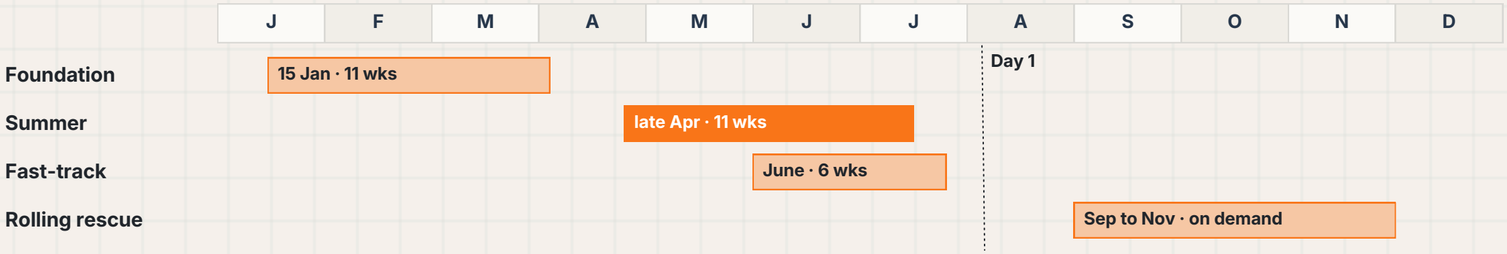
Buys Sep to Nov → off-campus track

5. Rejected-Once

WHO Reached interviews, lost early rounds
TRIGGER First rejection

Buys Sep to Nov → Rolling rescue

02 Cohort calendar (2027)



Cohort	Starts	Length	Ends	Serves
Foundation	15 Jan 2027 (matches website)	11 weeks	early April	Persona 1 (and early 2s); 28 weeks of runway before Day 1
Summer	late April (latest ~10 May)	11 weeks	mid-July	Persona 2
Fast-track	June	6 weeks	late July	Persona 3
Rolling rescue	Sep to Nov	On demand	Rolling	Personas 4 and 5

03 Why four cohorts beat one

Right moment
Meets each persona when they are ready to buy instead of forcing one start date.

Even mentor load
Spreads mock interviews across the year, so mentors and the founder are never idle or overloaded.

Smoother cash flow
Revenue arrives in January, April to June and September to November, not only before Day 1.

Flexible size
No fixed batch size: each cohort grows with mentor capacity (slide 9).

→ **Same ₹8,500 program, four entry dates: each student gets the version that fits their calendar.**

Source: Persona triggers from dossier Module C and the team's DTU experience [E]; Foundation start date from beyondtech.org.in [V]; cohort lengths [P].

A student should meet BeyondTech 11 times across four channels before being asked to pay, and every touch should teach something

01 Four channels, one job each

Channel	Job	What goes there
Campus (societies, masterclass, Mock Day 1)	First-hand trust	Free masterclass with a society; Mock Day 1 drive simulating a consulting round
LinkedIn (Harsh and placed alumni)	Proof	Selection stories posted by the students themselves; Harsh's case breakdowns; alumni tagging BeyondTech
Instagram (reels and retargeting)	Reach where 3rd-years scroll	"Reject Reel" (why I failed my first interview), 60-second case breakdowns, collaborations with other creators, retargeting of library sign-ups
Youtube (mocks and experience)	Connection	Recreation of interview of placed students
Website library and email	Depth and sign-in	Free Levels 1 and 2, free tools; opt-in email at most once a week

02 Seven hours of free value



	Content	Hours
	Campus masterclass	1.5
	Mock Day 1 drive with group debrief	2.5
	Course library Levels 1 and 2 modules	2.0
	Short videos and recorded mocks of selected students	1.0
	Total	**7.0**

03 The 11 touches, in order (4 channels → 1 enrolment)

1	2	3	4	5	6	7	8	9	10	11
LinkedIn	**Campus**	**Campus**	**Website**	**Website**	**Email**	**Campus**	**YouTube**	**Website**	**Instagram / LinkedIn**	**Website**
Sees a senior's selection post	Society poster for a free masterclass	Attends the masterclass	Signs in to the free course library	Finishes a Level 1 module	Gets the weekly email (opted in)	Takes part in Mock Day 1	Watches a recorded mock	Uses a free tool (random Case generator)	Sees a retargeted ad	Takes the Culture + Fit interview, then enrols

04 Free tools that cost nothing to run (no AI or LLM costs)

Random case generator
Draws a prompt from a fixed, curated bank

RCA simulator
SS of pseudo dashboard is given for RCA

Framework flashcards
Profitability, market entry, RCA, metrics

Non-tech placement calendar
Which companies visit when, by campus

05 Rules that protect the brand

- **Sign-in** required for the free library; this is how we count leads.
- **No WhatsApp broadcasts.** Email is a separate opt-in, at most one a week.
- **Verified only:** every selection we show is verified and published with the student's consent.

→ **Free Levels 1 and 2 do the selling; Levels 3 and 4, mocks and other personalised masterclasses are what students pay for.**

Source: 4-7-11 rule: Varun Mayya, Kata (credited to Google) [R]; freemium model inspired by takeUforward (Striver) [R]; channel jobs [E].

At DTU, ₹2.4L split 70% organic and 30% paid can bring BeyondTech 200 students in one season

01 The DTU funnel

~2,300 Registrations
Masterclass, Mock Day 1, library sign-ins; sum across the season [E]

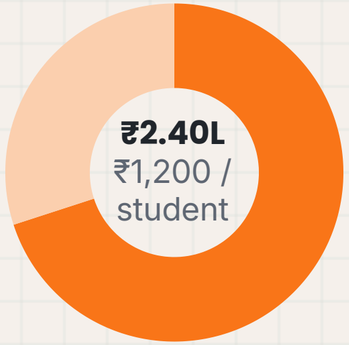
1,600 Attendees
70% registration-to-attendance [E]

200 Enrolments
12.5% of attendees convert [E]

Current DTU enrolment [P]: founders to confirm; dossier estimated ~100

02 Budget split

70% organic
~₹988 / student



30% paid
₹2,400 / student

Budget	Amount	Share	Students	CAC
Organic	₹1.68L	70%	~170	~₹988
Paid	₹72,000	30%	~30	₹2,400
Total	**₹2.40L**	100%	**200**	₹1,200 blended

03 Line items

Item	Type	Amount
Mock Day 1 drives: 2 drives (Feb and Apr) x ₹30,000 for hall, printing, refreshments	Organic	₹60,000
Society masterclasses and discovery workshops: 4 x ₹7,500	Organic	₹30,000
Society revenue share: 10% of ex-GST price (₹720) on ~60 attributed enrolments	Organic	₹43,200
Content: alumni selection stories, Reject Reel, case breakdowns (student editor stipend)	Organic	₹25,000
Question-bank and library upkeep	Organic	₹9,800
Instagram retargeting of library sign-ups and event attendees ~Rs 8000 CPM	**Paid**	₹38,000
LinkedIn retargeting with verified selection posts	**Paid**	₹22,000
Campus creator collaborations: 2 x ₹6,000	**Paid**	₹12,000
Total		**₹2,40,000**

04 Season calendar at DTU

Jan
Foundation cohort starts 15 Jan; first masterclass with a society; library launch

Feb to Mar
Discovery workshops; Mock Day 1 #1; selection-story content

Apr to May
Mock Day 1 #2; Summer cohort launch; max retargeting

Jun
Fast-track cohort; creator collaborations

Sep to Nov
Rolling rescue; light retargeting; collect new selection stories for next year

→ **₹2.4L of marketing brings 200 DTU students, who leave ₹7.95L after tax, marketing and mentors.**

Source: 70/30 split and society revenue-share idea: dossier Module D [R]; attendance and conversion rates are team estimates within the dossier's 8 to 12% conversion benchmark plus warm DTU referrals [E]; cost per student: team model [E].

BITS Pilani, IIT Delhi, NIT Trichy and VIT Vellore score highest on a five-factor scorecard weighted towards non-tech recruiting

01 Scorecard (1 = weak, 5 = strong)

College	Recruiters 30%	Culture 25%	Market size 15%	Reach 15%	Price fit 15%	Score	Decision
BITS Pilani	**5**	**5**	**4**	**4**	**5**	**4.70**	**Pick, Wave 1**
IIT Delhi	**4***	**4***	**4**	**5**	**4**	**4.15**	**Pick, Wave 1**
NIT Trichy	3	**4**	**4**	2	**4**	**3.40**	**Pick, Wave 2**
VIT Vellore	2	3	**5**	2	**5**	**3.15**	**Pick, Wave 2 (strategy overlay)**
NIT Surathkal	3	3	3	2	**5**	**3.15**	Next in line
Jadavpur	3	3	2	2	**5**	**3.00**	Reserve
NIT Warangal	2	3	3	2	**5**	**2.85**	Not now
MNNIT Allahabad	2	2	3	3	**5**	**2.75**	Not now
IIIT Hyderabad	1	2	2	2	**5**	**2.15**	No (pure tech)

02 What each factor measures

Factor	Weight	Measured by
Recruiters	30%	Consulting, product and analytics firms visiting campus (Bain, ZS, JP Morgan, Eternal-type roles)
Culture	25%	Active non-tech societies (180DC, ShARE, consulting and product clubs) that already educate students
Market size	15%	Undergraduate batch size times the share interested in non-tech
Reach	15%	How easily our team can be on campus and how much of our network is already there
Price fit	15%	Whether ₹8,500 feels affordable to students on that campus

03 One line per pick

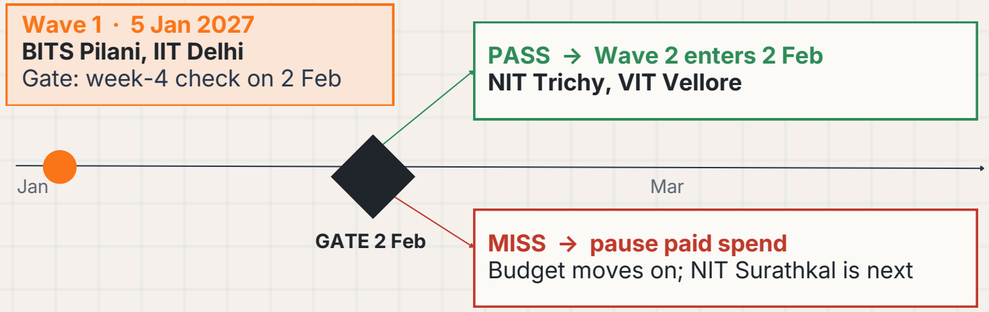
BITS Pilani	Strongest non-tech culture (180DC, ShARE chapters); students already know what a case interview is
IIT Delhi	Reachable in a day from DTU; draws consulting and product recruiters; * ratings provisional until its non-tech share is checked
NIT Trichy	Top-ranked NIT with active clubs and a large batch; strongest non-Delhi option after the two Wave 1 picks
VIT Vellore	Very large batch and good price fit, but students lack non-tech guidance: the biggest gap BeyondTech can fill. Ties with NIT Surathkal; our strategy overlay breaks the tie

→ **Three picks hold under every weighting; VIT is a deliberate bet on unmet demand, with NIT Surathkal ready if it fails its check.**

Source: BITS Pilani placement brochure 2024-25 [R]; NIRF and college placement pages via dossier Module E [R]; ratings are team judgement [E]. *IIT Delhi ratings provisional; if both fall to 3, score is 3.60 and still second. Core campuses (DTU, NSUT, Thapar, BIT Mesra) excluded: members already there. Other IITs excluded: DTU proof travels poorly into IIT culture.

BeyondTech can enter a campus without a local founder by borrowing trust: free value first, students who refer second, a guarantee third

01 Two waves with a gate



02 The 12-week entry plan per campus

WEEKS 1 TO 4 **Free value first**	WEEKS 5 TO 8 **Ambassadors**	WEEKS 9 TO 12 **Local cohort**
Masterclass with a mid-tier society; "The frameworks students used to crack Bain and ZS"; library sign-ins; Instagram retargeting of sign-ups	Recruit 2 to 3 respected students, ideally with non-tech internships; Mock Day 1 on campus	First local cohort with a 30-day money-back guarantee; first selection stories collected in the season

03 Ambassador scheme

Rule	Detail
Student gets	5% off with a referral code: ₹425 off, pays ₹8,075
Ambassador earns	10% of the ex-GST price (₹720), paid after day 31, once the refund window closes
Disclosure	Every ambassador post says "I earn a referral fee from BeyondTech"
Refer, not sell	No mass messages, no WhatsApp broadcasts; admission still goes through the Culture + Fit interview
Extra value	Free advanced mocks and a LinkedIn recommendation from the founders to ambassador

04 Week-4 check [E]

Signal	Pass if
Library sign-ins from the campus	**100 or more**
Masterclass attendees	**60 or more**
Ambassadors signed	**2 or more**
Program applications	**5 or more**
If missed	**Pause paid spend; move budget to the next college**

05 Budget per campus (₹1,200 / target student) [E]

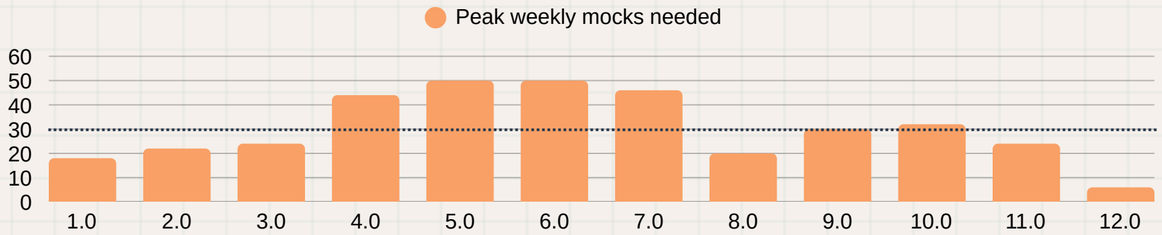
Line	BITS Pilani (40)	Each other campus (30)
Ambassador commissions (half of enrolments referred, ₹720 each)	₹14,400	₹10,800
Masterclass and Mock Day 1 (travel, venue, printing)	₹18,000	₹14,000
Instagram and LinkedIn retargeting	₹15,600	₹11,200
Total	**₹48,000**	**₹36,000**

→ **Trust is borrowed from people the students already know, and the guarantee removes the risk of trying an unknown brand.**

Source: Entry phases and money-back idea: dossier Module F [R]; ambassador terms: team decision [E]; thresholds [P]; budget: team model [E].

Mock interviews are the real bottleneck: peak demand of about 50 a week needs five placed mentors on top of the core team

01 Weekly mock demand vs core capacity [E] illustrative profile



02 Demand vs supply (base case)

Item	Number	How
Mocks needed in a year	990	330 students x 3 mocks
Peak weekly demand	~50	April to July, when Summer and Fast-track overlap [E]
Core team supply	30 a week	Harsh 15, Subham 5, Subrat 5, Akshit 5 [C]
Gap with 20% buffer	24 a week	(50 - 30) x 1.2
External mentors needed	5	24 / 5 mocks a week each

03 Mentors needed by scenario

Scenario	Students	Peak mocks a week	External mentors
Low	180	~27	0
Base	330	~50	5
High	500	~76	11

04 Who does what [E]

Harsh (founder)
Lead mentor; masterclasses; moderates the community
15 mocks / week

Subham (Bain)
Quality lead: rubrics, audits of recorded mocks
5 mocks / week

Subrat (Amazon)
Product track mentor
5 mocks / week

Akshit (Google)
Product and analytics track mentor
5 mocks / week

External mentors (5)
Placed within last 2 years; at least two woman mentor; ₹500 a mock
5 to 6 mocks / week each

Off-campus mentor
Placed off-campus; talks and mocks per session for Personas 4 and 5
As needed

05 How quality stays the same

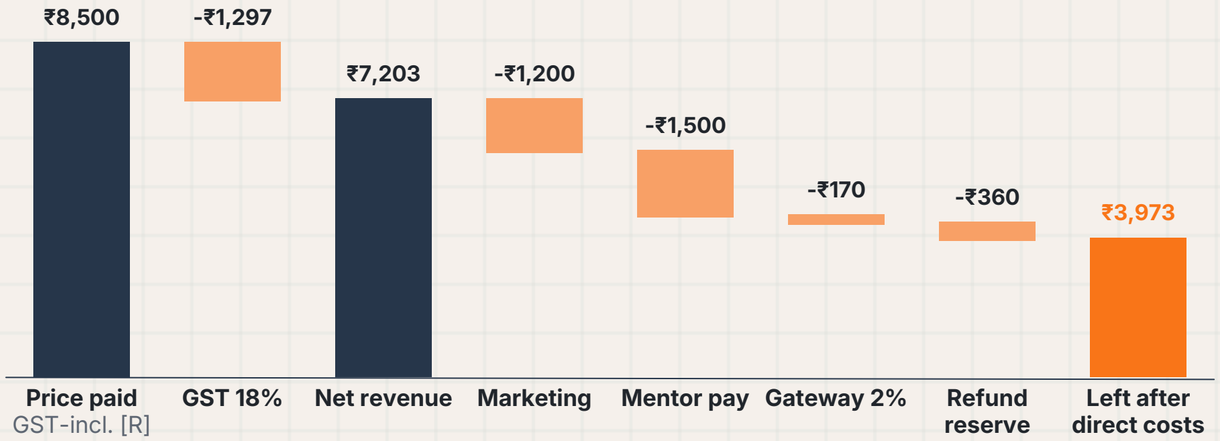
- **One-hour mocks**
  Every mock is 45 minutes of interview plus 15 minutes of feedback.
- **One shared rubric**
  Same rubric for every mentor; Subham audits 10% of recorded mocks.
- **Ratings gate**
  Students rate every mock; mentors below the rating threshold [P] stop taking mocks.
- **Self-renewing pool**
  Recruit new mentors from each year's selected students, starting with BITS and IIT Delhi.

→ **Five external mentors at ₹500 a mock remove the founder bottleneck without hiring anyone full-time.**

Source: Founder and mentor capacities [C]; mentor pay and peak estimate: team model [E]; monthly demand profile is illustrative around the modelled ~50 peak [E]; mentor-network idea: dossier Module F [R].

After tax, marketing, mentors and refunds, each enrolment leaves about ₹4,000, so the plan pays for its fixed costs by student 41

01 One enrolment, from ₹8,500 to what is left



03 Three scenarios

	Low	Base	High
Students	180	330	500
Collected (GST-inclusive)	₹15.30L	₹28.05L	₹42.50L
Net revenue (after GST)	₹12.97L	₹23.77L	₹36.02L
Marketing	₹2.16L	₹3.96L	₹6.00L
Mentor pay	₹2.70L	₹4.95L	₹7.50L
Gateway and refund reserve	₹0.95L	₹1.75L	₹2.65L
Left after direct costs	₹7.15L	₹13.11L	₹19.87L
Fixed costs	₹1.60L	₹1.60L	₹1.60L
Operating profit before founder pay	**₹5.55L**	**₹11.51L**	**₹18.27L**

05 Stress tests (base case, 330 students)

If...	Break-even	Operating profit
Base case	41	₹11.51L
Marketing at new campuses costs ₹1,800 a student (not ₹1,200)	43	₹10.73L
Marketing at new campuses costs ₹2,400 a student	46	₹9.95L
Refunds rise to 10% of net revenue	45	₹10.32L
Refunds rise to 15% of net revenue	50	₹9.13L
Every new-campus student uses a 5% referral discount	42	₹11.08L

02 Fixed costs: ₹1.6L a year

Portal and hosting (library, sign-in)	₹1.0L
Legal, accounting, GST compliance	₹0.6L
Video studio, paid tools, contingency (not included)	₹0
Break-even: ₹1.6L / ₹3,973	41 enrolments

04 Where the base case comes from

Market	Students	Left after direct
DTU	200	₹7.95L
Four new campuses	130	₹5.16L
Total	**330**	**₹13.11L**

→ **Even the low case of 180 students earns ₹5.55L before founder pay, and no single stress test pushes break-even above 50 students.**

Source: Price ₹8,500 from r/DTU__Delhi (student-reported) [R]; GST 18% on education services [V]; mentor pay, gateway and refund rates: team assumptions [E]; full model in appendix A1.

A 13-month roadmap with a check at every step means BeyondTech never spends ahead of evidence

01 Roadmap, October 2026 to November 2027

	Oct '26	Nov	Dec	Jan '27	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
DTU	Survey 120 DTU students and replace estimates with founders' real numbers		Sign society tie-ups	Foundation cohort starts 15 Jan	Host workshops		Second Mock Day 1; Summer cohort; Fast-track cohort in June				**Day 1**	Rescue Cohort		
New campuses	Pick society partners at BITS and IIT Delhi		Sign society partners: book masterclasses	Recruit ambassador	Week-4 check 2 Feb; Wave 2 enters if passed		First local cohorts with 30-day money-back guarantee				**Day 1**	Review each campus		
Engine	Build course library; verified selections page		Recruit 5 external mentors	ILibrary goes live	First mentor audits		Peak mocks (~50 a week)				Collect selections	Plan year 2 colleges		

◆ Week-4 check 2 Feb ◆ Day 1, early Aug

02 KPIs and targets

Type	KPI	Target
Leading	Library sign-ins per campus per month	100+ [P]
Leading	Cost per registration at events	Under ₹100 [P]
Conversion	Attendee to enrolment	12.5% at DTU; 8% at new campuses [E]
Conversion	Applications passing the Culture + Fit interview	Tracked, no target
Lagging	Verified selections (named, consented)	All published claims verified
Lagging	Mock ratings and referral rate	Above threshold [P]

03 Top risks

Risk	Mitigation
Quality drops as mentors grow	Shared rubric; 10% audits; rating threshold
A new campus doesn't respond	Week-4 check; at most ₹36,000 to ₹48,000 per campus before the decision
Ambassadors oversell	Disclosure line; paid after day 31; interview still gates admission
Inflated claims hurt trust	Publish only verified, consented selections

→ **Every rupee after January is released by a check, not by a calendar.**

Source: Dates: team plan [E]; KPI targets [P]; risks: dossier Module H [R].

We recommend Option C: DTU plus two gated waves, which adds ₹1.56L of marketing and ₹5.16L of profit over DTU alone

01 Three options

	A. DTU only	B. DTU + Wave 1	C. DTU + both waves (recommended)
Campuses	DTU	DTU, BITS Pilani, IIT Delhi	DTU, BITS, IIT Delhi, NIT Trichy, VIT
Students	200	270	**330**
Marketing added over DTU alone	₹0	₹0.84L	**₹1.56L**
External mentors needed	0	3	**5**
Operating profit before founder pay	₹6.35L	₹9.13L	**₹11.51L**
Builds a national brand?	No	Partly	**Yes: north and south India**

02 Why C

Downside is capped

Option C becomes Option B automatically if Wave 1 fails its 2 Feb check.

Tests beyond Delhi

It is the only option that tests BeyondTech outside Delhi, which the founders need for year 2.

Each campus pays back

Each extra campus earns more than it costs: ₹36,000 to ₹48,000 of marketing for 30 to 40 students.

03 Next steps (dated)

31 Oct 2026	15 Nov 2026	15 Dec 2026	5 Jan 2027
Approve Option C	Survey results; confirmed price, DTU enrolment and mock capacity	Ambassadors and society tie-ups signed at BITS Pilani and IIT Delhi	Wave 1 enters; Foundation cohort follows on 15 Jan

→ **Say yes by 31 October and BeyondTech enters two new campuses on 5 January with a check on 2 February.**

Source: All numbers from the slide 10 model [E]; mentor needs from slide 9 [E].

Unit economics and GST detail: every enrolment leaves ₹3,973 at ₹8,500, and ₹4,365 at the ₹8,999 test price

01 GST-inclusive price build-up (₹ per student)

Line	₹8,500 (base)	₹8,999 (test only)
Price paid	8,500	8,999
GST (18% inside the price)	1,297	1,373
Net revenue	**7,203**	**7,626**
Marketing	1,200	1,200
Mentor pay (3 x ₹500)	1,500	1,500
Gateway (2% of price)	170	180
Refund reserve (5% of net)	360	381
Left after direct costs	**3,973**	**4,365**
Break-even on ₹1.6L fixed costs	**41**	**37**
Base-case operating profit (330 students)	**₹11.51L**	**₹12.80L**

₹3,973
left per enrolment at ₹8,500 (55% of net revenue)

41 → 37
break-even enrolments if price is ₹8,999

02 Notes

₹8,999 is a price test only
₹8,999 is CrackNonTech's listed price, which the dossier wrongly attributed to BeyondTech. We show it only as a price test.

₹8,500 is student-reported
Comes from a student on r/DTU__Delhi; founders to confirm.

Referral discount
₹425 off reduces net revenue by ₹360 per referred student, partly offset by lower gateway and reserve costs (₹334 net effect).

Ambassador commission
The ₹720 commission is paid from the ₹1,200 marketing budget per new-campus student, not on top of it.

Source: Team model [E]; price from r/DTU__Delhi [R]; GST 18% on education services [V].

College scorecard: the evidence behind each rating and how the ranking holds under four weightings

01 Evidence behind the ratings

College	Evidence used	Tag
BITS Pilani	180DC and ShARE chapters; average domestic package ~₹20.3 LPA; ~1,000 UG a year	[R]
IIT Delhi	Consulting and product recruiters known to visit; Delhi reach; non-tech share not yet verified	[E] provisional
NIT Trichy	Top-ranked NIT; active clubs; ~1,000 UG a year	[E]
VIT Vellore	Very large batch; strong price fit; limited non-tech guidance on campus	[E]
NIT Surathkal	Average B.Tech package ~₹17.48 LPA; ~780 UG. The "13% finance and consulting" figure could not be verified, so it was dropped	[R]
Jadavpur	Strong value-for-money campus, moderate non-tech recruiting	[E]
NIT Warangal	Average ~₹14.35 LPA; ~800 UG	[R]
MNNIT Allahabad	~1,000 UG; north India reach	[R]
IIIT Hyderabad	Very high CS packages, pure software focus, negligible non-tech recruiting (control)	[R]

02 Weight test detail (Rec / Cul / Size / Reach / Price)

Weighting	1st	2nd	3rd	4th	5th
30/25/15/15/15% (ours)	BITS 4.70	IIT D 4.15	NIT T 3.40	VIT 3.15	NITK 3.15
20% each	BITS 4.60	IIT D 4.20	VIT 3.40	NIT T 3.40	NITK 3.20
25/35/15/10/15%	BITS 4.75	IIT D 4.10	NIT T 3.55	VIT 3.25	NITK 3.20
40/25/10/10/15%	BITS 4.80	IIT D 4.10	NIT T 3.40	NITK 3.20	Jadavpur 3.10

■ Orange = one of our four picks. ■ VIT drops out under recruiter-heavy weights.

03 Open decision: IIT Delhi

OPTION 1

Keep recruiter and culture at 4

4.15

with a "provisional" footnote

OPTION 2

Lower both to 3

3.60

still ranked second

Either way it stays second. Decide after the one-hour LinkedIn and placement-report check.

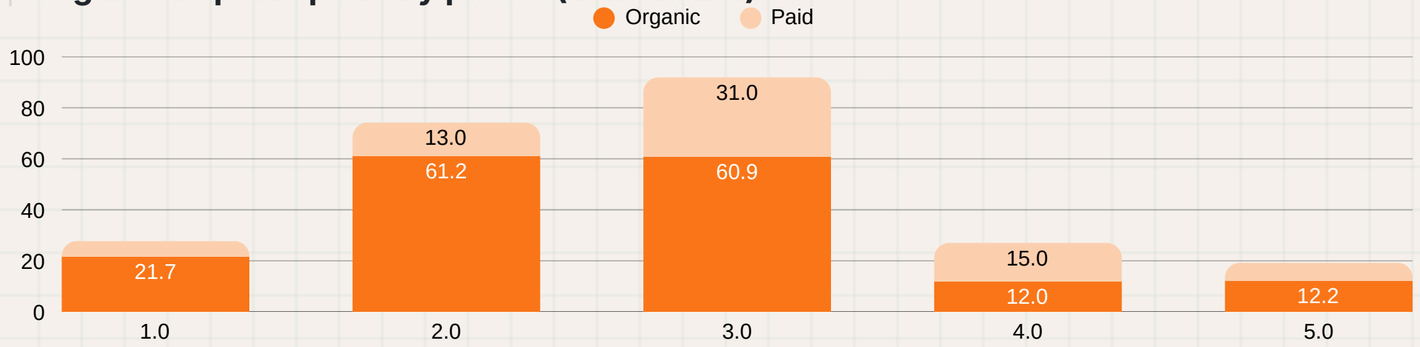
Source: BITS Pilani Placement Brochure 2024-25; NIT Surathkal and NIT Warangal placement pages (aggregators); IIIT Hyderabad placement comparisons [R]; team judgement [E].

DTU budget by month: ₹1.66L of the ₹2.4L lands between February and May, ahead of the buy window

01 Spend timing (₹)

Item	Jan	Feb-Mar	Apr-May	Jun	Sep-Nov	Total
Mock Day 1 drives (organic)	0	30,000	30,000	0	0	**60,000**
Masterclasses and workshops (organic)	7,500	15,000	7,500	0	0	**30,000**
Society revenue share (organic)	7,200	7,200	14,400	7,200	7,200	**43,200**
Content (organic)	5,000	7,000	7,000	3,000	3,000	**25,000**
Library upkeep (organic)	2,000	2,000	2,000	1,800	2,000	**9,800**
Instagram retargeting (paid)	4,000	8,000	16,000	6,000	4,000	**38,000**
LinkedIn retargeting (paid)	2,000	5,000	9,000	3,000	3,000	**22,000**
Creator collaborations (paid)	0	0	6,000	6,000	0	**12,000**
Total	**27,700**	**74,200**	**91,900**	**27,000**	**19,200**	**2,40,000**

02 Organic vs paid spend by period (₹ thousand)



03 Note

Self-correcting cost
Society revenue share is paid only on attributed enrolments, so it falls automatically if enrolments fall.

Front-loaded
Feb to May carries 69% of spend (₹1.66L), building awareness before the April to June buy window.

Split holds
Organic ₹1.68L (70%) and paid ₹72,000 (30%), matching slide 6.

Source: Team model [E]; line items from slide 6.

Website: the Resources page becomes a course library that counts leads and shows the next step

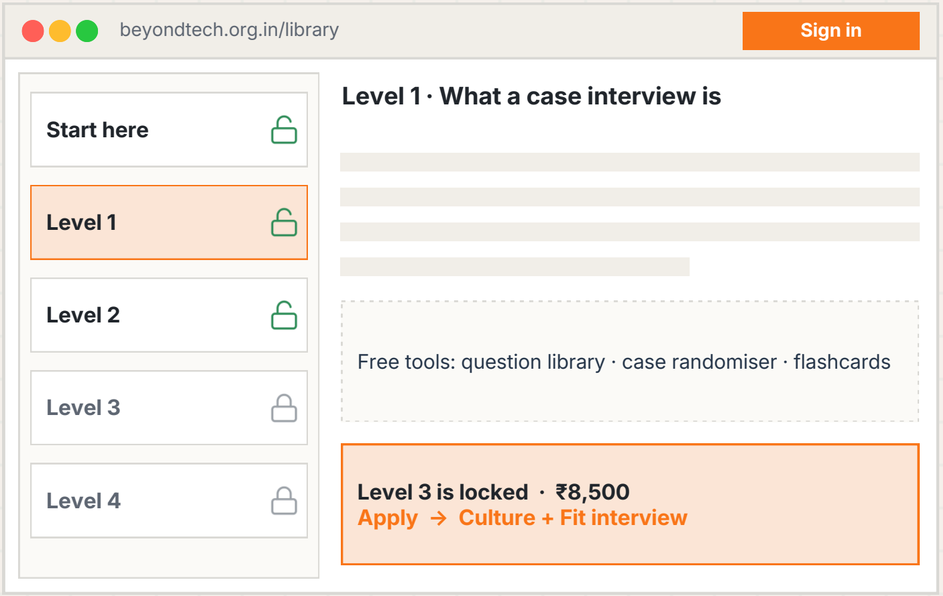
01 Today vs proposed

	Today	Proposed
Content	8 PDFs in no order	Ordered modules in a left sidebar: Start here, Level 1, Level 2 (free), Level 3, Level 4 (locked, paid)
Search visibility	Page set to noindex	Indexed module pages that Google can find
Access	Open, anonymous	Free account with email sign-in
Next step for student	None	Apply button and price on every locked module
Proof	Generic testimonials	Verified selections page linked from every module

02 Sidebar layout

Level	Example modules	Access
Start here	What non-tech roles exist; the placement calendar; how to use this library	**Free**
Level 1	What a case interview is; guesstimate basics; mental maths	**Free (sign-in)**
Level 2	Profitability and market-entry frameworks; SQL basics; product metrics	**Free (sign-in)**
Level 3	Advanced cases; intermediate and advanced SQL; product design and RCA	**Paid (locked)**
Level 4	Company-specific prep; 3 personal mocks; off-campus guidance and referrals	**Paid (locked)**

03 Proposed library page (wireframe)



04 Rules

- Marketing email is a separate opt-in, at most one a week.
- No WhatsApp broadcasts.
- Free tools sit next to Level 1 and 2 modules.

Source: beyondtech.org.in Resources page, Oct 2026 [V]; proposed structure: team design [E].

Survey: nine close-ended questions that test the buy window, price ceiling and channel mix

01 Primary Survey Questions

#	Question	Options	Tests
1	Which year are you in?	2nd / 3rd / 4th	Segmentation
2	Which roles are you considering?	Consulting / Product / Analytics / Finance / Not sure (multi-select)	Segmentation
3	When did you start thinking about non-tech roles?	Before 3rd year / Jan-Mar of 3rd year / Apr-Jun of 3rd year / After summer	Buy window (slide 3)
4	Have you heard of BeyondTech?	Yes, used it / Yes, not used / No	Segmentation
5	Where did you first hear about prep options?	Seniors or friends / LinkedIn / Instagram / Societies / YouTube / Other	Lead attribution (A6)
6	Biggest reason not to buy a paid course?	Price / Not sure it fits my campus / Don't trust online coaches / No time	Objections (slide 3)
7	Most you would pay for a full program?	Under ₹5,000 / ₹5,000-8,000 / ₹8,000-10,000 / Above ₹10,000	Price (slide 10)
8	Which free resource would you use most?	Question library / Case randomiser / Flashcards / Drills / Placement calendar	Free tools (slide 5)
9	Would you consider off-campus roles if shortlisted out?	Yes / Maybe / No	Persona 4 (slide 4)

Survey Link :
https://docs.google.com/forms/d/e/1FAIpQLSduRVfkVXaNYcXmC5kZ5AkDyydGcFs4pz0Tuaiot5LIZ_Q-jA/viewform?usp=header

02 Method

n = 120
DTU 3rd and 4th years

Reach
Via society groups, opt-in form; no broadcasts.

Timing
Run Oct to Nov 2026; results by 15 Nov.

Use
Charts on slide 3 use illustrative numbers until results arrive.

Source: Team draft [E]; survey results pending [P].

Assumptions and placeholders: eleven numbers to confirm before submission, most with the founders by 15 November

01 Register

Item	Value used	Status	Who confirms
Price	₹8,500 GST-inclusive	[R]	Founders
Current DTU enrolment	Unknown (dossier ~100)	[P]	Founders
Weekly mock capacity	30 core (15/5/5/5)	[C]	Founders
Peak weekly mocks	~50	[E]	Team, after cohort dates fixed
Year-1 campus targets	40/30/30/30	[P]	Team
Fast-track length	6 weeks	[P]	Founders
IIT Delhi non-tech share	Provisional 4/4 ratings	[P]	Team (1-hour check)
Survey charts	Illustrative	[P]	Team (survey)
Week-4 thresholds	100 / 60 / 2 / 5	[P]	Founders
Mentor rating threshold and KPI owners	Not set	[P]	Founders
Lead attribution (share from founder)	Not measured	[P]	Founders, survey Q5

02 Source tags

[V] Verified
Checked on a public page

[R] Reported
Reddit, aggregators, dossier pages

[C] Company-provided
Case brief or founder posts

[E] Estimate
Team estimate or model output

[P] Placeholder
Replace before submission

8 of 11
items still placeholders [P]

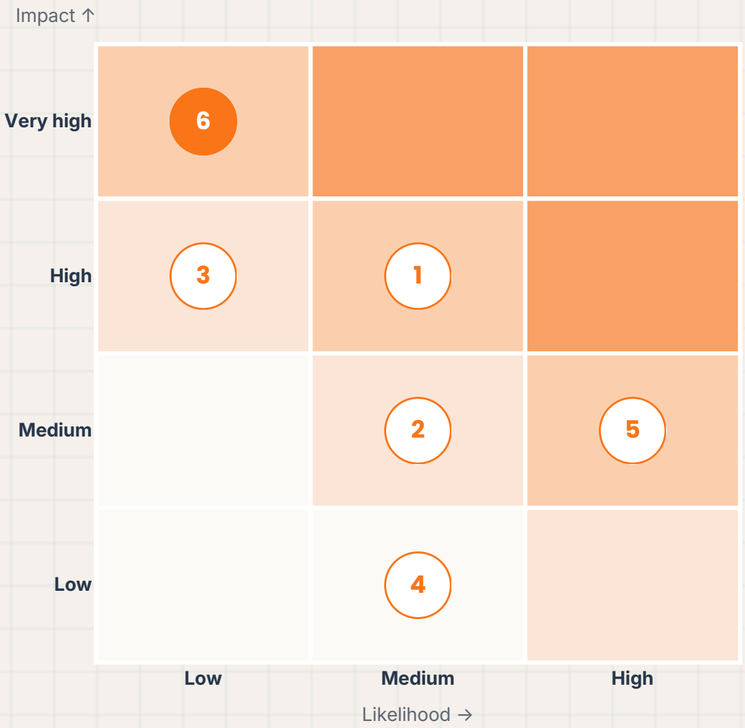
Source: Team register, October 2026.

Risk matrix: the costliest risk is inflated claims, so every published selection is verified and consented

01 Risks by likelihood and impact

#	Risk	Likelihood	Impact	Mitigation	Early warning
1	**Mentor quality drops**	Medium	High	Rubric, 10% audits, rating threshold	Mock ratings fall
2	**New campus ignores us**	Medium	Medium	Week-4 check; budget moves to next college	Sign-ins under 100
3	**Ambassadors oversell**	Low	High	Disclosure, pay after day 31, interview gate	Refund requests rise
4	**Competitor copies Mock Day 1**	Medium	Low	Society tie-ups and alumni proof are hard to copy	Rival events on campus
5	**Seasonal cash dips**	High	Medium	Four cohorts spread revenue across the year	Empty months in pipeline
6	**Inflated claims**	Low	Very high	Publish only verified, consented selections	Any unverifiable claim

02 Heat map



Source: Dossier Module H [R]; team assessment [E].

Sources and notes.

01 Sources

- BeyondTech Case Competition 2026 problem statement (brief).
- beyondtech.org.in/placement-mastery (program, application process, Foundation start date).
- LinkedIn: BeyondTech company page and Harsh Agarwal's profile (followers, engagement), October 2026.
- r/DTU__Delhi: "beyondtech vs cracknontech" thread (incl. student-reported ~₹8.5k price); "Cracknontech is a real scam" thread.
- cracknontech.com/fellowship/21-days (₹8,999 and ₹17,998 prices); prepnplaced.com/about; Topmate listings.
- BITS Pilani Placement Brochure 2024-25; NIT Surathkal and NIT Warangal placement pages (aggregators); IIIT Hyderabad placement comparisons.
- Varun Mayya, Kata: the 4-7-11 rule (credited to Google).
- Team research dossier (reported_j.pdf), Modules A to H, with the corrections listed on the right.

Source: As listed above.