

SIKSAM

Where Knowledge is Currency

Transforming Knowledge into Careers

A trusted ecosystem for knowledge creators.

SUMAN ROY



VANDE BHARATAM

The Team



SUMAN ROY

FOUNDER

- First-time Divyang entrepreneur building SIKSAM, India's Career Platform Ecosystem for Knowledge Creators.
- Building a trusted ecosystem where knowledge creators can learn, teach, earn, and grow.



Advisors & Mentors

Currently Seeking Strategic Mentors through the Vande Bharatam Initiative in:

- Product Strategy & MVP Development
- Creator Economy & EdTech
- Startup Growth & Go-to-Market



The Problem

1

Millions of teachers, trainers, artisans and self-taught experts possess valuable knowledge, yet many struggle to turn that expertise into sustainable careers.

2

Teachers, trainers, artisans, folk artists, filmmakers, and self-taught experts rely on multiple disconnected platforms to publish content, conduct workshops, build communities, receive payments, and establish professional credibility, while learners struggle to find focused educational content in entertainment-driven platforms.

3

Without a dedicated knowledge ecosystem, valuable expertise remains fragmented, under-recognized, and economically underutilized. Millions of creators lose opportunities to build sustainable careers, while learners and industry struggle to discover trusted knowledge and talent.



KEY STAT

Only 8–10% of active digital creators in India monetize their content effectively—leaving the vast majority without sustainable income opportunities.”

Data source (secondary) : Boston Consulting Group (BCG), "From Content to Commerce: Mapping India's Creator Economy" (2025), released at WAVES 2025.



The Solution

SIKSAM - India's Career Platform Ecosystem for Knowledge Creators

SIKSAM is a knowledge-first creator platform ecosystem where educators, trainers, artists, and self-taught experts can build a trusted professional identity, publish educational content, engage learners, and grow sustainable careers from their expertise—all within one ecosystem. Unlike today's fragmented tools, SIKSAM combines creator profiles, educational videos, learner trust, transparent earnings, and verified knowledge portfolios in a single platform. As the ecosystem grows, Digital Workshops and Khoj will connect creators with new income opportunities and career pathways.

- Benefit 1 – Build a trusted professional identity through verified knowledge portfolios and the Creator Trust & Lok Samman System.**
- Benefit 2 – Teach, engage learners, and earn through educational content and Gurukul Digital Workshops—all from one platform.**
- Benefit 3 – Access new career opportunities through Khoj by connecting with educational institutions, publishers, production houses, NGOs, and industry partners.**

CURRENT STAGE:
Ideation





Product / Service – How It Works

HOW IT WORKS

- Step 1 : Create & Share Knowledge**
Knowledge creators create a verified SIKSAM profile, publish educational videos, build a trusted portfolio, and establish their professional identity through the Creator Trust & Lok Samman System
- Step 2 : Teach, Engage, Build Trust & Grow**
Creators share knowledge through educational videos and Gurukul Digital Workshops, engage with learners, receive ratings and reviews, and strengthen their credibility within the community..
- Step 3 : Grow Your Career**
Creators earn through educational content and workshops, strengthen reputation, and unlock career opportunities through Khoj, connecting educational institutions, publishers, production houses, NGOs, and industry partners.





Market Opportunity

TAM [₹ 80000 Crore]

Total market for this solution

SAM [₹ 720 Crore]

The slice you can realistically reach

SOM [₹ 60-120 Crore]

What you'll capture in 3–5 years

SIKSAM's market opportunity is estimated using a hybrid Top-Down and Bottom-Up methodology supported by government data, industry reports, and conservative business assumptions.

TAM (₹80,000 Crore): Estimated by combining the major Indian markets where SIKSAM operates, including online education (₹35,000 Cr), digital skilling & vocational learning (₹15,000 Cr), and creator economy platform revenue (₹30,000 Cr). Since these sectors overlap, a conservative overlap adjustment is applied rather than simple addition.

Sources: Boston Consulting Group (BCG) From Content to Commerce (2025), FICCI–EY Education Reports, KPMG India, IBEF, NSDC / Skill India, and National Education Policy (NEP 2020).

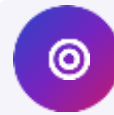
SAM (₹720 Crore): Estimated from SIKSAM's initial target audience of approximately 600,000 reachable knowledge creators, including 150,000 school and college teachers, 100,000 coaching educators, 80,000 digital skill trainers, 70,000 digital artists, 50,000 musicians, 30,000 filmmakers and screenwriters, 40,000 language trainers, and 80,000 craftsmen and folk artists. Assuming a blended annual platform revenue of ₹12,000 per creator, the serviceable market equals $600,000 \times ₹12,000 = ₹720$ Crore annually.

SOM (₹60–120 Crore in 3–5 years): Based on phased execution rather than market-share assumptions. The estimate assumes 50,000–100,000 active creators generating an average blended platform revenue of ₹12,000 per creator annually through subscriptions, Gurukul Digital Workshop commissions, premium creator tools, institutional partnerships, payment services, and, in later stages, Khoj talent discovery. All estimates are intentionally conservative and aligned with SIKSAM's phased growth strategy.



Why now?

India is at a turning point where the creator economy, digital education, and skill development are rapidly converging, making this the right time to build SIKSAM. According to the BCG Creator Economy Report (2025), India has over 2–2.5 million active digital creators, yet only 8–10% monetize effectively, leaving a significant gap for platforms focused on sustainable creator careers. At the same time, national initiatives such as NEP 2020, Skill India, and Digital India are accelerating digital learning, vocational education, and lifelong skill development across the country. The rapid adoption of affordable smartphones, UPI, high-speed internet, and AI-powered creator tools has dramatically lowered the barriers to creating, sharing, and monetizing knowledge. Meanwhile, learners increasingly demand regional language content, practical skills, and trusted experts rather than entertainment-driven content. However, knowledge creators still depend on multiple disconnected platforms for videos, workshops, communities, payments, and professional identity. SIKSAM brings these capabilities together into a single knowledge-first ecosystem where educators, trainers, artists, craftsmen, and self-taught experts can build trust, earn sustainably, and transform their expertise into meaningful careers. These technological, economic, and social shifts make this the ideal time to build SIKSAM.



Your early adopters?

SIKSAM will initially focus on high-intent knowledge creators who are already teaching or sharing skills online. Our first users include school and college teachers, competitive exam educators, digital skill trainers, language instructors, digital artists, filmmakers, musicians, craftsmen, folk artists, and self-taught experts seeking better ways to build sustainable careers. To validate the platform, we will interview **50–100 creators** through social media outreach, online communities, and personal meetings to understand their needs and refine the product. Our goal is to onboard the first **10,000 users** in 1 year after complete MVP through creator referrals, partnerships, and community-driven growth before expanding across India's broader knowledge creator ecosystem.



Business Model



Who pays?

SIKSAM primarily serves **knowledge creators**, including teachers, trainers, digital artists, filmmakers, musicians, craftsmen, language instructors, and self-taught experts. Additional paying customers include **learners**, educational institutions, publishers, NGOs, production houses, and industry partners seeking verified knowledge creators.



How they pay?

SIKSAM follows a **freemium model**. Creators can join and publish educational content for free, while premium features such as **Gurukul Digital Workshops, advanced creator tools, verified portfolios, analytics, and promotional services** are available through paid subscriptions. The platform also earns commissions from workshop bookings, payment transactions, and future **Khoj** talent discovery services connecting creators with institutions and employers.



Revenue per customer?

Revenue varies by customer type. Active creators are expected to generate an average **blended platform revenue of approximately ₹12,000 per year** through subscriptions, workshop commissions, premium tools, and platform services. Additional revenue comes from learner subscriptions, institutional partnerships, talent discovery commissions, and enterprise solutions, creating a diversified and scalable business model rather than relying on advertising alone.



Unit economics (Projected)

SIKSAM's projected unit economics are designed to support a scalable and sustainable business model. The **projected Customer Acquisition Cost (CAC)** is **approximately ₹1,000–1,500 per active creator**, achieved through creator referrals, partnerships, social media outreach, and community-led growth. The **projected Lifetime Value (LTV)** is **approximately ₹36,000 per creator**, assuming a three-year average retention and **₹12,000 blended annual platform revenue**. This results in a **target LTV:CAC ratio of 24:1–36:1**, indicating strong long-term customer value. SIKSAM also targets a **gross margin of 70–75%**, reflecting the scalability of a software platform with relatively low direct operating costs, including cloud infrastructure, video delivery, payment processing, and customer support.



Revenue streams

SIKSAM follows a **multi-revenue model** designed to grow with the platform. Initially, the primary revenue stream will be **Creator Premium Subscriptions**, providing access to advanced creator tools, verified portfolios, analytics, and enhanced platform features. Additional early revenue will come from **Gurukul Digital Workshop commissions** and **payment transaction fees**. As the ecosystem matures, SIKSAM will introduce **Khoj Talent Discovery**, enabling educational institutions, publishers, production houses, NGOs, and recruiters to discover and hire verified creators. Future revenue streams will also include **institutional partnerships, learner premium subscriptions, enterprise solutions, and selective knowledge-focused brand collaborations**, creating a diversified and scalable business model.



Roadmap & Milestones

1

TODAY

Where you are today

SIKSAM is currently in the Pre-MVP (Validation) stage. The problem statement, product vision, business model, revenue strategy, and market opportunity have been defined through extensive research and competitive analysis. Initial UI/UX mockups and product workflows have been designed to communicate the platform concept, while the business model and go-to-market strategy have been outlined for early validation.

2

+12 MONTHS

Next milestone

Within 12 months, SIKSAM aims to complete MVP development within 6 months of funding received, launch the platform, onboard the first 1,000 registered knowledge creators, and validate product-market fit through active user engagement and feedback. The platform will enable creators to publish educational content, build verified profiles, and conduct Gurukul Digital Workshops. By the end of the first year, SIKSAM aims to demonstrate early platform traction through creator adoption, user feedback, and initial recurring revenue.

3

+2 YEARS

Scaling milestone

Within two years, SIKSAM aims to become a trusted knowledge creator ecosystem with **10,000+ active knowledge creators** and **100,000+ registered learners** across India. The platform will offer Creator Trust & Lok Samman, Gurukul Digital Workshops, and Khoj Talent Discovery while generating sustainable recurring revenue through subscriptions, workshops, institutional partnerships, and creator services. Success will be measured by creator retention, learner engagement, recurring revenue, and a growing ecosystem where knowledge is transformed into sustainable careers..

4

+5 YEARS

Expansion milestone

Within five years, SIKSAM aims to expand beyond its initial creator ecosystem into a comprehensive knowledge and career platform. The platform will serve diverse creator communities across India, strengthen partnerships with educational institutions, publishers, production houses, NGOs, industry, government bodies, and continuously expand Gurukul Digital Workshops and Khoj Talent Discovery. By this stage, SIKSAM aims to become the preferred destination where knowledge creators can build trusted professional identities, earn sustainable livelihoods, and access career opportunities, while laying the foundation for future international expansion into multilingual knowledge markets.



Key Risks & Mitigation



RISK 1

The biggest risk is encouraging knowledge creators to adopt SIKSAM as an additional platform while they already use YouTube, Instagram, and other creator platforms. As an early-stage startup, successful execution depends on delivering unique value, building the right team, and establishing strong creator trust in a competitive digital ecosystem.



HOW WE'LL TACKLE IT

SIKSAM will complement—not replace—existing platforms by helping creators build verified professional identities, conduct Gurukul Digital Workshops, and access career opportunities through Khoj. Continuous creator interviews, phased MVP development, user feedback, and strategic partnerships will ensure the platform solves real creator needs before scaling.



RISK 2

SIKSAM's business model depends on the assumption that knowledge creators value trusted recognition, career opportunities, and additional income enough to actively use the platform and adopt premium services such as Gurukul Digital Workshops, creator subscriptions, and talent discovery.



HOW WE'LL TACKLE IT

We will validate creator demand through interviews, pilot programs, and early MVP testing before scaling. If premium adoption is slower than expected, SIKSAM will prioritize free creator growth, institutional partnerships, workshop commissions, and talent discovery services while continuously refining pricing and premium features based on user feedback.



RISK 3

SIKSAM is currently being led by a solo founder. Building and scaling a technology platform requires expertise in product development, engineering, design, marketing, and business operations.



HOW WE'LL TACKLE IT

The initial funding will be used to build a small multidisciplinary founding team. We will seek experienced mentors through the Vande Bharatam Initiative, hire key technical talent for MVP development, and expand the team in phases as the platform grows.



Competition & Your Advantage

Feature / Advantage	SIKSAM	YOUTUBE	UNACADEMY/PW	LINKEDIN
Knowledge-first creator ecosystem	✓	✗	🕒	✗
Verified Knowledge Portfolio	✓	✗	✗	🕒
Creator Trust & Lok Samman	✓	✗	✗	✗
Gurukul Digital Workshops	✓	✗	🕒	✗
Khoj Talent Discovery	✓	✗	✗	🕒
Knowledge-to-Career Pathway	✓	✗	🕒	🕒



SIKSAM ADVANTAGE

- **One integrated ecosystem** combining trusted creator identity, educational content, workshops, and career opportunities in a single platform.
- **Built for knowledge creators**, with Verified Knowledge Portfolios, the Creator Trust & Lok Samman System, and Khoj Talent Discovery—capabilities designed specifically for educators, artists, trainers, filmmakers, craftsmen, and self-taught experts.
- **Network effects create long-term defensibility.** As creators, learners, institutions, and industry partners join, SIKSAM builds trusted relationships, reputation, and proprietary ecosystem data that become increasingly difficult to replicate.



Financials & The Ask

WE WANT TO RAISE

₹ 50 Lakh

USE OF FUNDS

45% → Product / Tech

20% → Marketing / GTM

25% → Team / Salaries

10% → Operations

Provides an estimated 18–24 month runway to build, validate, and scale the MVP.

3-YEAR SNAPSHOT

Year 1

1,000 Active Knowledge Creators

Year 2

10,000 Active Knowledge Creators

Year 3

50,000 Active Knowledge Creators

Active creators who publish content, engage learners, or conduct workshops.



What non-monetary support would you like from Vande Bharatam?

Beyond funding, SIKSAM seeks two forms of strategic support:

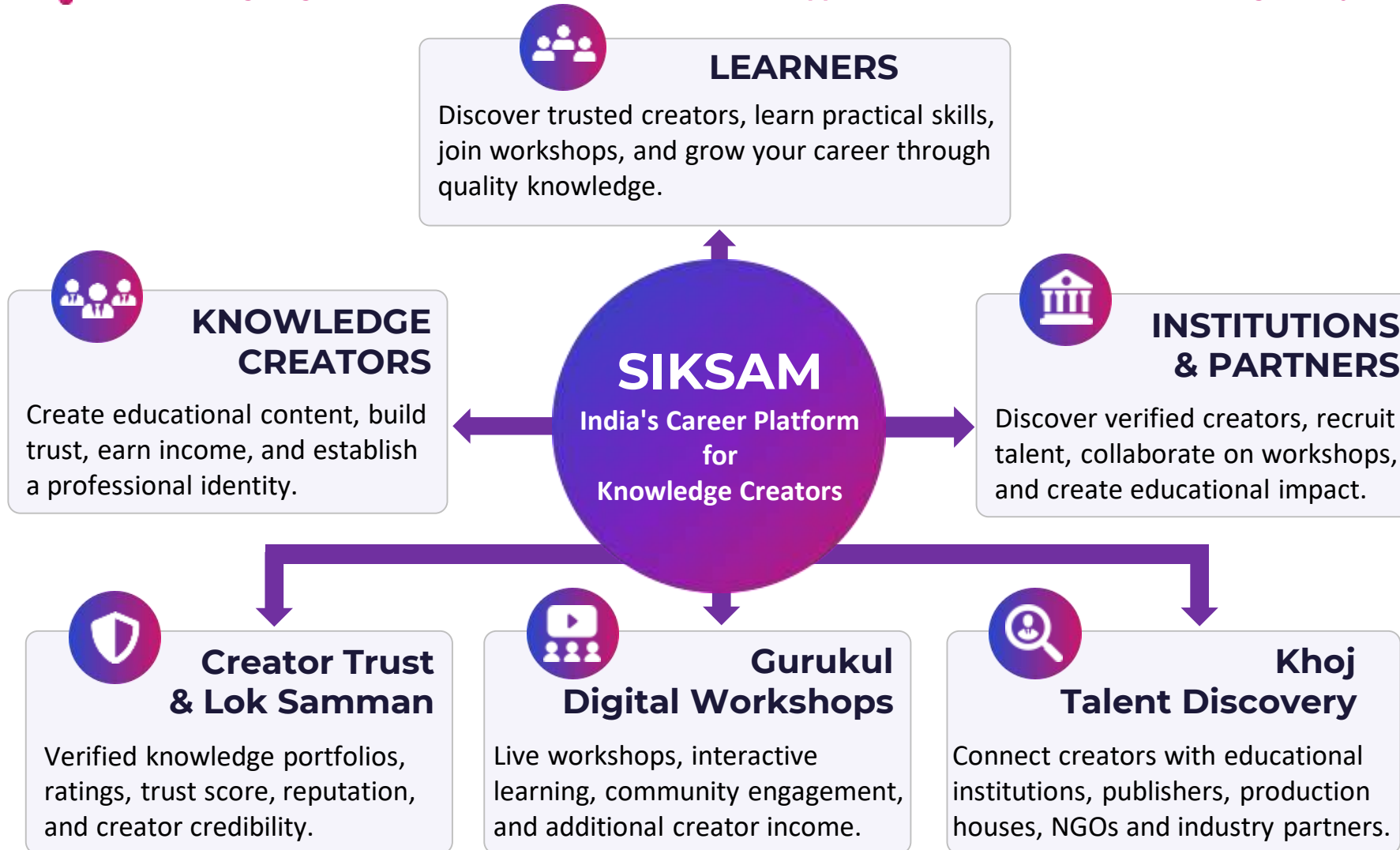
- **Introductions to educational institutions and creator communities** to accelerate early creator adoption.
- **Mentorship in product strategy and fundraising** to achieve product-market fit and prepare for future investment rounds.



VANDE BHARATAM

Product Vision & Ecosystem

SIKSAM brings together creators, learners, institutions, and opportunities into one trusted knowledge ecosystem.



VALUE CREATED FOR ALL



For Creators

Visibility, Trust,
Income, Career Growth



For Learners

Trusted Knowledge
Quality Learning
Practical Skills



For Institutions

Verified Talent
Easy Hiring
Educational Partnerships



For Society

Recognition of Knowledge
Skill Development
Cultural Preservation



Product Roadmap

SIKSAM is being built in carefully planned phases to create the most trusted career platform for knowledge creators.

PHASE 1

MVP

(0–6 Months)

Foundation

- Creator Registration
- Verified Creator Profile
- Educational Video Publishing
- Basic Learner Experience
- Creator Trust & Lok Samman (Basic)
- Wallet & Creator Payout (Basic)

PHASE 2

V1

(6-12 Months)

Engage & Monetize

- Gurukul Digital Workshops
- Live Sessions
- Workshop Booking
- Creator Ratings
- Reviews & Feedback
- Creator Analytics

PHASE 3

V2

(12-18 Months)

Discover & Connect

- Khoj Talent Discovery (beta)
- Creator Portfolio Showcase
- Opportunity Listings
- Application System
- Advanced Search
- Smart Filters

PHASE 4

V3

(18-24 Months)

Partner & Scale

- Institution Dashboard
- Recruiter Portal
- Collaboration Tools
- Verified Certifications
- Reputation Score
- Referral Program

PHASE 5

V4

(24-36 Months)

Intelligence & Personalization

- In partnership with AI providers.
- Personalized Learning
- Smart Creator Matching
- AI Assisted Recommendations
- Intelligent Analytics

PHASE 6

V5+

(36+ Months)

Pan India Expansion

- Regional Language Expansion
- Hybrid Online + Offline Programs
- Industry Verticals
- International Creator Opportunities
- Community-led Ecosystem
- Global Knowledge Network



50K+

**Active Creators
by 3 years**



5K+

**Institutional Partners
by 3 years**



**PAN INDIA PRESENCE
Year 5**



Go-To-Market Strategy

SIKSAM will grow through a creator-first, community-driven approach supported by strategic partnerships, trust, and phased expansion.

PHASE 1

(1–2 Months)

Discover & Validate

- We will interview 50–100 knowledge creators
- Understand pain points
- Validate product assumptions
- Refine MVP features
- Build early creator relationships

PHASE 2

(3–4 Months)

Build MVP

- Develop MVP
- Internal testing
- Early usability testing
- Improve user experience
- Prepare launch

PHASE 3

(4–6 Months)

Launch & Onboard

- Public MVP launch
- Onboard first 1,000 creators
- Creator onboarding sessions
- Early workshops
- Product feedback

PHASE 4

(6–12 Months)

Community Growth

- Creator Referral Program
- Community Building
- Social Media Campaigns
- Educational Content Marketing
- Ambassador Program

PHASE 5

(12–24 Months)

Partnerships

- Educational Institutions
- Universities
- Publishers
- NGOs
- Production Houses
- Industry Partners

PHASE 6

(24+ Months)

Scale Across India

- Regional Language Expansion
- Institutional Growth
- Pan-India Creator Network
- National Brand Awareness
- AI-driven Recommendations

OUR GO-TO-MARKET CHANNELS



Creator Communities & Networks



School, Colleges & Universities



Teacher Associations & Training Network



Social Media & Digital Platforms



Workshops, Webinars & Events



NGOs, Foundations & Government Initiatives



Long-Term Vision

Building India's trusted knowledge infrastructure that empowers creators, strengthens skill development, and transforms knowledge into sustainable careers.

VISION 2035

Powering India's Knowledge Economy



KNOWLEDGE

Every creator's knowledge is recognized and valued.



PROFESSIONAL IDENTITY

Build a trusted professional identity through verified portfolios and community trust.



TRUST

Creator Trust & Lok Samman System ensures credibility transparency and fair recognition.



LEARNING

Millions of learners access focused, quality education from trusted creators.



INCOME

Creators earn sustainably through content, workshops platform opportunities.



CAREER

New career pathways open through skills, reputation and opportunities.



OPPORTUNITY

Connecting creators with institutions, industry and the world to create lasting impact.



50,000+ Active creators by year 3



5000+ Institutions & Partners by year 3



1 Million+ Educational content pieces



10 Million+ Learning Journey Enabled



INDIAN Diaspora & South Asian Markets



VANDE BHARATAM



Thank You

Let's Build the Future of Knowledge Together.



SIKSAM

Where Knowledge is Currency

**Our success is measured not by how long creators stay,
but by how far they fly.**