SINGH LAW ACADEMY PRIVATE LIMITED

Building India's Integrated Legal Learning Ecosystem

"Transforming Legal Education through Innovation, Technology & Strategic Academic Collaboration with Chanakya National Law University (CNLU), Patna"

Detailed Concept Document

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1. Full Name of Company, Tagline

Company	**Singh Law Academy Private Limited**
Tagline	***"Bringing India's Best Legal Education to Every Law Student, Affordably"***

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2. Website of the Company

singhlawacademy.com

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3. Brief Introduction of Company's Business Operations, Problem Solved, Business Model

Executive Summary

Singh Law Academy Private Limited is building India's Integrated Legal Learning Ecosystem with a vision to make quality legal education accessible, affordable, practical, and career-oriented for every law student across the country.

India is home to more than 2,000 law colleges and 15 lakh+ law students, with nearly 1.5–2 lakh+ new students entering legal education every year. Despite the scale of this ecosystem, access to structured academic support, practical legal training, mentorship, career guidance, and affordable digital learning remains highly unequal. While a small percentage of students benefit from institutional advantages, the majority continue to face significant academic and professional barriers throughout their legal education journey.

Singh Law Academy bridges this gap through three integrated products — a Semester Academic Library, Practical Litigation Training, and structured Mentorship & Career Guidance — delivered on a mobile-first, AI-enabled technology platform. Rather than offering isolated courses, the platform supports students from their first semester of law school through professional practice.

The Company has built a strong foundation through its technology platform, a growing academic content library, and early product validation. A prototype of the platform was developed and presented to Chanakya National Law University (CNLU), Patna. Based on this demonstration, CNLU entered into a five-year Strategic Academic Collaboration with the Company. This partnership validates the platform's credibility and reinforces the Company's mission to build a scalable, high-quality legal education ecosystem for law students across India.

"Our vision is to build India's most trusted and comprehensive legal learning ecosystem, ensuring that every law student — regardless of geography, language, or financial background — has access to quality legal education, practical skills, mentorship, and meaningful career opportunities."

Problem Statement: The Gaps in India's Legal Education Ecosystem

India's legal education system has grown rapidly — nearly 12–13% annually — but this growth has outpaced quality. Today, India has 2,000+ law colleges and over 20 lakh active law students, yet the benefits of this expansion remain deeply concentrated. Only 15–20% of students, mostly from the top National Law Universities and a handful of elite law schools, get access to structured academics, experienced faculty, practical exposure, mentorship, and real career support. The remaining 80–85% — the overwhelming majority of India's future lawyers — are left to fend for themselves in a fragmented, under-resourced system.

1. Academic Quality Gap

Most law colleges operate under severe resource constraints. Low fees make it difficult to attract or retain qualified faculty, leading to shortages and inconsistent teaching. The Bar Council of India has already taken regulatory action against several institutions for falling short. Left without strong instruction, students end up relying on self-made notes instead of real conceptual grounding — and graduate underprepared for the profession they've spent years training for.

2. Practical Skills Gap

Legal education in India remains overwhelmingly theoretical. Moot courts, where they exist, rarely build the skills that actually matter in practice — drafting, case analysis, advocacy, client counselling, negotiation, courtroom strategy. Internships offer exposure, but mostly through passive observation, not systematic training. The result: graduates enter the profession with degrees but not confidence, forced to learn on the job through trial and error — a major driver of slow growth and early attrition from litigation careers.

3. Mentorship Gap

For most law students, continuous mentorship simply doesn't exist. Financial constraints and thin institutional resources mean colleges can't attract experienced professionals to guide students. Critical decisions — which internships to pursue, which specialization to choose, whether to pursue higher education or competitive exams — end up made in the dark, without anyone who's actually walked that path to advise them.

4. Geographical Inequality

A law student in Delhi or Bengaluru has access to experienced faculty, professional networks, and practical training that a student in a Tier II or Tier III town simply doesn't. India's legal talent and infrastructure are concentrated in a handful of cities, leaving the rest of the country's law students structurally disadvantaged — through no fault of their own.

5. Language Barrier

Most quality legal education is delivered in English — but a large share of India's law students are more comfortable learning in regional or bilingual formats. This isn't a question of ability; it's a mismatch between how education is delivered and how students actually learn. The cost shows up in classroom participation, legal research skills, professional confidence, and ultimately, employability.

6. High Cost of Legal Education

Becoming a genuinely competent lawyer costs far more than tuition. Practical training, mentorship, certifications, and competitive exam prep all come with steep additional costs — and premium coaching remains out of reach for most families. Internships, moots, conferences, study materials, and networking add further financial burden. The result is that access to real legal competence depends more on a family's bank balance than a student's merit.

7. A Fragmented Ecosystem

Even where digital resources exist, they exist in silos. A student today juggles separate platforms for legal research, practical training, internships, mentorship, certifications, and career guidance — with no integration between them. There is no single platform that walks a student from their first semester of law school all the way through skill-building, mentorship, certification, and career placement. Learning stays disconnected, repetitive, and hard to navigate — exactly when students need it to be seamless.

The Bottom Line

The problem isn't a shortage of legal education in India — it's the absence of one integrated ecosystem that brings together quality academics, practical training, mentorship, technology, and career development under a single roof. Over 20 lakh law students are currently navigating this journey alone, piecing together fragments of what they need from wherever they can find it. We are building the platform that closes that gap — making high-quality, affordable, career-oriented legal education accessible to every law student in India, regardless of which college they attend or which city they call home.

Business Model & Revenue Streams

Overview

Singh Law Academy runs a subscription-based, tiered revenue model built around how a law student's needs actually evolve — foundational academics in early semesters, practical litigation training as they advance, and mentorship/career guidance as graduation nears. This lets the Company do two things at once: keep entry pricing low enough to drive mass adoption across India's price-sensitive student base, and capture significantly higher lifetime value from students who progress through tiers over their multi-year journey, rather than treating legal education as a single flat-rate purchase.

Subscription Plans

Plan	Monthly	Annual	Includes	Target Stage
Foundation	₹99	₹999	Semester Academic Library (50+ subjects, lectures, bilingual notes, MCQs, mentor connect)	Early semesters — primary acquisition driver
Practitioner	₹249	₹2,499	Foundation + Practical Litigation Training (50+ real-practice modules)	3rd year onward — first natural upgrade
Complete Journey	₹599	₹5,999	Practitioner + Mentorship & Career Guidance	Final years — highest LTV plan

Annual pricing carries a ~15–17% discount versus monthly, encouraging upfront commitment and reducing in-year churn. Complete Journey is priced so mentorship (independently valued at ₹499/month) is bundled at near-zero marginal cost for upgrading students — making it feel like a natural step up, not a new purchase.

Why Students Renew and Upgrade (Not a One-Time Purchase)

- **The curriculum itself changes each semester.** Students aren't repaying for content they've already consumed — Semester 1 needs Contracts and Torts, Semester 5 needs Company Law and Evidence. Continued access is necessary to keep pace with an evolving syllabus.
- **Needs shift as students advance, and plans are built to follow that shift.** Academic content matters most early on; litigation training becomes relevant from year 3; mentorship and exam prep matter most pre-graduation. Upgrades mirror genuine changes in what the student needs — not a sales tactic layered on top.
- **Mentorship is a continuous relationship, not a static asset.** Weekly live sessions and career guidance are delivered over time, like any recurring coaching service — it can't be "finished" the way a set of lectures can.

Institutional & Bulk Distribution Channel

Beyond individual subscriptions, the Company can extend plans through institutional partnerships — building on relationships like the CNLU, Patna collaboration and other leading Institutes, partnership. Colleges can subscribe entire student batches at a discounted per-student rate (e.g., a bulk Foundation rate for 100+ student cohorts). This turns institutional credibility into a direct distribution channel and sharply lowers effective CAC versus one-by-one individual acquisition.

Supplementary Revenue Levers

- **Referral rewards:** Formalizing the Company's 20%+ target referral rate (free month or renewal discount for both parties) converts organic word-of-mouth into a low-cost acquisition channel, cheaper than the ~₹500 CAC.
- **Post-subscription exam-prep add-on:** The Bar Council's evolving Bar Exam framework creates fresh demand; a standalone short-term add-on can monetize graduating students beyond the core 3–5 year subscription window.
- **Cohort-capped mentor economics:** With each mentor capped at 200 students, mentorship revenue scales linearly and predictably as the Complete Journey subscriber base grows, without diluting service quality.

Unit Economics

Assuming realistic tier progression over a 5-year student journey (Foundation in Years 1–2, Practitioner in Years 3–4, Complete Journey in Year 5):

Scenario	Assumption	5-Year LTV
Conservative	Stays on Foundation only	**~₹5,000**
Base Case	Staged progression through all tiers	**~₹13,000**
Upside	Upgrades to Complete Journey by Year 2	**~₹20,000+**

Metric	Value	Interpretation
CAC	~₹500	~1/3 the industry average (~₹1,500)
LTV (base case)	~₹13,000	Reflects real tier progression, not flat pricing
LTV/CAC Ratio	~26x	~9x the industry benchmark of 3x
Payback Period	Under 3 months	Year 1 (Foundation) revenue alone nearly covers CAC

Why the Model Scales

The wide, low-cost Foundation funnel supports aggressive user-growth targets across a 20 lakh+ addressable market. The Foundation → Practitioner → Complete Journey upgrade path lifts blended ARPU over time without changing acquisition cost. And because the 1,500+ hour content library is built once and reused across every cohort, marginal cost per additional student — or per additional year of an existing student — declines as the platform scales, improving margins alongside revenue growth.

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4. Past Year Revenue, Projected Revenue

Historical Revenue — Prototype Validation

Singh Law Academy's initial product was developed and launched as a prototype to validate market acceptance before undertaking a full-scale commercial launch. The paid window was intentionally kept open for approximately one month, during which the Company tested multiple price points (₹99, ₹499, and ₹999).

Metric	Value
Registrations/Users	**4,000+**
Paid Transactions	**75 sales on 500 organic users**
Historical Prototype Revenue	**₹30,000**

The platform was subsequently made free to maximise reach and gather broader market feedback. This prototype revenue was generated as part of a controlled market-validation exercise and should not be considered representative of the Company's future recurring revenue model.

Transition to Full Commercial Platform

Following prototype validation, Singh Law Academy is moving toward a full-scale commercial launch, supported by its academic collaboration with Chanakya National Law University (CNLU), Patna, under the leadership of Dr. Faizan Mustafa. Content will be developed jointly with this academic collaboration, and the platform will be marketed and distributed at significantly larger scale.

Plan	Annual Price
Foundation	**₹999**
Practitioner	**₹2,499**
Complete Journey	**₹5,999**

Student Journey: Foundation → Practitioner → Complete Journey

This structure allows the Company to acquire students at a low entry price and progressively increase revenue per student through renewals, upgrades, practical training, mentorship, and career-oriented services.

Five-Year Revenue Projection

Year 1 is based on a target of 50,000 paid students at approximately ₹1,000 blended annual revenue per student. From Year 2 onward, revenue per student is expected to rise progressively as students renew and move from Foundation into Practitioner and Complete Journey plans.

Financial Year	Paying Student Base	Blended Revenue/Student	Projected Annual Revenue	Primary Revenue Driver
Year 1	50,000	₹1,000	₹5.00 Cr	Foundation-led acquisition
Year 2	1,25,000	₹1,250	₹15.63 Cr	Scale + renewals + initial upgrades
Year 3	2,50,000	₹1,500	₹37.50 Cr	Scale + plan upgrades + institutional distribution
Year 4	4,00,000	₹1,750	₹70.00 Cr	National scale + higher-value plans

Financial Year	Paying Student Base	Blended Revenue/Student	Projected Annual Revenue	Primary Revenue Driver
Year 5	6,00,000	₹2,000	₹120.00 Cr	Mature subscription ecosystem + upgrades
Total			**₹248.13 Cr**	**5-year core revenue**

Year-wise Revenue Build-Up

Year 1 — Full Commercial Launch

Target: 50,000 paying students · Primary product: Foundation · Blended ARPU: ~₹1,000

Calculation: 50,000 × ₹1,000 = ₹5.00 Cr

Focus: student acquisition, brand establishment, platform adoption, and building the initial paying base — driven primarily by the affordable Foundation subscription.

Year 2 — Scale and Retention

Target: 1,25,000 students · Blended ARPU: ~₹1,250 → ₹15.63 Cr

Growth drivers: continued new-student acquisition, annual renewals, early Foundation→Practitioner movement, growing use of practical-learning products, and initial institutional/bulk distribution.

Year 3 — Expansion and Plan Upgrades

Target: 2,50,000 students · Blended ARPU: ~₹1,500 → ₹37.50 Cr

Revenue supported by: Foundation subscriptions, renewals, Practitioner upgrades, Complete Journey adoption, institutional subscriptions, litigation training, and exam-prep products — lifting blended ARPU without raising the entry-level price.

Year 4 — National Scale

Target: 4,00,000 students · Blended ARPU: ~₹1,750 → ₹70.00 Cr

Growth drivers: national network expansion, higher retention/renewal, Foundation→Practitioner and Practitioner→Complete Journey upgrades, institutional/bulk subscriptions, mentorship and career services, exam-prep products.

Year 5 — Mature Subscription Ecosystem

Target: 6,00,000 students · Blended ARPU: ~₹2,000 → ₹120.00 Cr

Revenue reflects the full student lifecycle — Foundation, Practitioner, and Complete Journey subscriptions, renewals, institutional subscriptions, mentorship, exam prep, and supplementary products.

Revenue Growth Mechanism

Projected growth rests on two interconnected drivers moving together:

- **Student Base Growth:** 50,000 → 1,25,000 → 2,50,000 → 4,00,000 → 6,00,000
- **Blended Revenue Growth:** ₹1,000 → ₹1,250 → ₹1,500 → ₹1,750 → ₹2,000

The rise in blended revenue is expected to come primarily from renewals and tier progression — not from raising the entry-level Foundation price.

5. Outlets and States in which Company Operates

Digital Presence — Pan-India

Singh Law Academy operates as a mobile-first, digital-only platform, meaning there are no physical "outlets" in the traditional retail sense. The Company's reach is measured through organic student adoption across states.

Current Geographic Footprint (Prototype Stage): Organic user adoption recorded across 20+ Indian states, including:

- Uttar Pradesh
- Bihar
- Delhi
- Maharashtra
- West Bengal
- Madhya Pradesh
- Rajasthan
- Gujarat
- Andhra Pradesh

- Haryana

This spread was achieved during the prototype phase itself — without large-scale marketing — indicating natural, nationwide demand rather than concentration in one region.

Physical/Institutional Presence

While the platform itself is digital, the Company has physical operational touchpoints through its institutional partnerships:

Location	Presence
CNLU Campus, Patna (Bihar)	Professional recording studio for content production; academic collaboration base
Delhi	Company's operational base (Founder/HQ)

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6. Financial Summary (Brief)

Bootstrapped Investment to Date

Singh Law Academy Private Limited has been entirely self-funded (bootstrapped) since inception, with no external investor capital raised to date. The Company's founders have personally funded all operations, technology development, content production, and institutional partnership-building.

Detail	Value
Total Investment to Date	₹2.5+ Crore
Funding Source	Bootstrapped — Founders' personal capital
Contributing Directors	Amardeep Singh, Nidhi Dahiya

Source of Funds: The ₹2.5+ Crore invested has been routed through three accounts:

- Amardeep Singh — personal bank account
- Nidhi Dahiya — personal bank account

- Singh Law Academy Private Limited — company current account

This capital has funded platform development (technology, content production, the CNLU studio collaboration), team building, and early market validation — bringing the Company from concept to a functioning platform with institutional academic backing, without reliance on external funding.

Why This Matters for Valuation

This bootstrapped investment demonstrates strong founder conviction and commitment, and represents the Company's actual sunk cost/capital deployed to date — a relevant data point for the valuation exercise, distinct from the prototype's ₹30,000 revenue figure.

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7. Proposed Cost of Project

Singh Law Academy is raising ₹5 Crore to fund complete Pan-India operations — scaling from prototype validation to full-scale national commercial launch, backed by its institutional foundation with Chanakya National Law University (CNLU), Patna.

Item	Details
Funding Amount	₹5 Crore
Purpose	Complete Pan-India operational scale-up
Institutional Backing	Signed 5-year MOU with CNLU, Patna — academic collaboration, joint content development, dedicated campus studio, joint IPR framework
Runway Targeted	18–24 months (aligned with the Company's go-to-market roadmap)

Use of Funds

Category	Purpose
Content Production	Scaling academic + litigation video content (1,500+ hours target) in Hindi + English, jointly developed with CNLU

Category	Purpose
Technology Development	Completing and scaling Web app, Android app, CMS, AI features, payment infrastructure for national traffic
Team Expansion	Hiring across content production, technology, mentor-network operations, instituti partnerships
Marketing & Institutional Partnerships	Pan-India college partnerships (200+ institutions target), referral programme, paid acquisition

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8. Any Important or Distinguishing Features of Business

Singh Law Academy is India's first fully integrated platform built to serve a law student's complete legal education journey — from Semester 1 through professional practice — under one roof.

Why This Is Genuinely Unique

No existing platform in India's legal edtech space covers the complete journey the way Singh Law Academy does. The market today is fragmented into narrow, single-purpose players:

- **Exam-prep giants (Tier 1)** — focus only on CLAT/Judiciary entrance exams, then the relationship ends
- **Institutional libraries (Tier 2)** — offer research/certification content, but no structured semester learning or practical training
- **Micro-transactional apps (Tier 3)** — sell capsule courses, no continuity or depth
- **Peer-to-peer marketplaces (Tier 4)** — freelancer-dependent, no standardized quality or long-term relationship

Across all 43 platforms mapped in the Company's competitive analysis, not one combines semester academics, real litigation training, and continuous mentorship into a single ecosystem. Each existing player serves a narrow slice of a student's 3–5 year journey — Singh Law Academy is built to serve all of it, continuously, from day one of law school to entry into practice.

The Complete Market, Not a Niche Segment

Most competitors chase the same narrow slice — students preparing for CLAT or judiciary exams, a segment that's already crowded and expensive (₹30,000–₹3,37,000 in Tier 1 alone). Singh Law Academy

instead targets the entire law student population — all 20 lakh+ students across 2,000+ colleges, including the 80–85% who today have no meaningful academic, practical, or mentorship support at all. This is a genuine blue-ocean position: solving for the underserved majority, not competing for the already-served minority.

What Makes This Defensible, Not Just Different

- **Zero direct competition on the combined offering** — semester support + litigation training + mentorship + vernacular-first delivery, together, doesn't exist anywhere else in the market
- **1,500+ hours of proprietary content** (50 subjects × 15 hrs + 50 litigation modules × 15 hrs) — a 2–3 year head start for any new entrant trying to replicate it
- **Institutional credibility from day one** — the CNLU, Patna collaboration anchors academic quality in a way no purely commercial edtech player can claim
- **3–5 year student retention by design** — competitors retain users for 6–18 months; Singh Law Academy is built around the full multi-year law-school lifecycle, extending naturally into career entry

"Singh Law Academy is not competing for a slice of the legal education market — it is building the market's first complete journey, for the students the rest of the industry has left behind."

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9. Market Opportunity

India's legal education ecosystem represents one of the country's largest underserved professional education markets — large in scale, structurally fragmented, and still overwhelmingly offline or self-directed. With 2,000+ law colleges and rising legal awareness and regulatory complexity, the need for accessible, practical, and technology-enabled legal education is growing every year.

Market Sizing

Market Segment	Estimated Size
Law Students (3-Year + 5-Year LL.B.)	15,00,000+
Young Advocates (0–5 years practice)	5,00,000+
New Admissions to Legal Education Annually	1.5–2,00,000+

Market Segment	Estimated Size
Total Addressable Market (TAM)	**20,00,000+ users**

From TAM to Realistic Opportunity: Even at a conservative 3% penetration of this TAM (~60,000 students) at a blended ARPU of ₹1,000–2,000/year, the serviceable revenue opportunity already exceeds ₹6–12 Crore annually — before accounting for institutional/bulk channels or the 5 lakh+ young advocate segment, which remains almost entirely unaddressed by any structured post-graduation platform today.

The Access Gap Driving This Opportunity

Despite the scale of this market, access to experienced faculty, structured academic resources, practical litigation training, mentorship, career guidance, and professional networks remains concentrated in a small number of premier institutions and major legal centres. The remaining majority of students — across Tier-2, Tier-3, and remote-region colleges — depend on fragmented, self-directed resources with no structured support system.

At the same time, three converging trends are making this the right moment to address the gap at scale:

- Rising smartphone and internet penetration across Tier-2/3 India, removing the traditional access barrier to quality content
- Growing acceptance of digital-first learning, accelerated post-2020, even in traditionally offline sectors like legal education
- Regulatory tailwinds — the Bar Council of India's evolving Bar Exam framework is formalizing entry-to-practice requirements, directly increasing demand for structured, exam-aligned preparation

Why This Market Matters

- **Large, recurring population:** 15 lakh+ students move through 3-Year and 5-Year LL.B. programmes every year, replenishing the addressable base annually — this is not a one-time market, it renews itself every year
- **Severe quality-access gap:** A small minority (15–20%) at premier NLUs get structured academics, mentorship, and career support; the remaining 80–85% get none of it
- **Affordability gap:** Quality coaching, mentorship, and career development remain priced for the few (₹30,000–₹3,37,000 in existing exam-prep platforms), out of reach for the majority

- **Underserved adjacent segment:** 5 lakh+ young advocates (0–5 years practice) have almost no structured platform supporting their transition from theory to real practice — an extension opportunity beyond the core student base
- **Digital delivery removes the traditional constraint:** Unlike physical coaching centres limited by geography, a digital-first platform can serve a student in a Tier-3 town as effectively as one in Delhi or Mumbai, at a fraction of the cost

Additional Long-Term Opportunity

- Opportunity to build a long-term legal learning ecosystem rather than a single-course education platform
- Potential to retain and serve learners beyond graduation through litigation practice, competitive examinations, certifications, and career services

The opportunity is not limited to selling courses to law students — it is the opportunity to build the digital learning infrastructure for India's next generation of legal professionals.

Bottom Line

This isn't a niche market waiting to be created — it's a 20 lakh+ user market that already exists, is growing every year, and remains structurally underserved by every current player. The opportunity is not to win a slice of an existing solution, but to become the first platform to serve the market at its actual scale.

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10. Team Members with Brief Profile

Amardeep Singh — Founder & CEO

Amardeep Singh is the Founder and Director of Singh Law Academy Private Limited, a DPIIT-recognised legal EdTech startup. He has over 10 years of experience in legal education and built Singh Law Academy from the ground up over approximately two years — including the technology platform, curriculum, faculty network, and institutional relationships. He is based in Delhi.

Vipul Anand Jha — Creative Director

Vipul Anand Jha is a Creative Director, media professional, and digital content strategist with over a decade of experience in visual storytelling, large-scale production, and digital media. With a background in Journalism and Mass Communication, he has led productions for prestigious projects including the

Global WHO Summit and the International Fleet Review — a global maritime exercise conducted on behalf of the President of India.

As Creative Director of Singh Law Academy, Vipul leads and strengthens its creative and digital ecosystem. He has played a pivotal role in conceptualising and producing 1,000+ hours of educational content while driving the Academy's visual identity, promotional campaigns, social media content, and overall digital presence.

Shivani — Legal Administrator / Faculty

Shivani is a Criminal Litigation Advocate and Faculty Member at Singh Law Academy, mentoring aspiring legal professionals in litigation strategies and legal administration. With 5 years of courtroom practice at Delhi High Court and District Courts, she specializes in bail applications (CrPC §438 & §439), FIR quashing (§482 CrPC), and constitutional litigation. She served as Legal Researcher in Hon'ble Justice Ms. Rekha Borana's Chambers at Rajasthan High Court, contributing to judicial orders and legal analysis. Holding an LLM in Constitutional Law and ranking 1st in her BA LLB batch, Shivani combines academic excellence with practical advocacy to advance legal education and access to justice.

Sachin Sharma — Accounts & Student Counselling

Sachin Sharma has over 15 years of professional experience in accounting and related responsibilities. He started his career with a Chartered Accountant firm, gaining around 3 years of experience and building a strong foundation in accounting, taxation, financial reporting, and compliance. He then worked for around 12 years with India Tourism Development Corporation Ltd., handling various accounting responsibilities and gaining extensive experience in maintaining financial records and accounting processes in a professional corporate environment.

At Singh Law Academy, alongside his accounting responsibilities, Sachin is also involved in student counselling — interacting with students to understand their requirements, concerns, and expectations, and collecting and understanding student feedback to continuously improve the overall student experience.

Bharat Shrivastava — Digital Marketing Specialist & Visual Media Professional

Bharat Shrivastava is a Digital Marketing Specialist & Visual Media Professional with 4+ years of experience working across India, UAE, and international markets. He currently works remotely with Unilosa PTE Ltd, Singapore, managing digital marketing, social media, SEO, content, website performance, and B2B lead-generation initiatives across 9+ countries. His expertise combines performance marketing with creative storytelling — including video production, cinematography, photography, branding, and website development — with a focus on building strong digital identities and implementing data-driven strategies that generate visibility, engagement, leads, and measurable business growth.

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11. Advantage over Competitors

Singh Law Academy's advantage isn't a single feature — it's a structural position that the market's existing 43 platforms, split across four narrow tiers, cannot easily replicate.

Competitive Landscape Snapshot

Tier	Category	Players	Pricing Range	Core Focus
Tier 1	High-Ticket Exam Prep	10	₹30,000 – ₹3,37,000	CLAT/Judiciary entrance exams
Tier 2	Institutional Libraries	9	₹4,000 – ₹2,87,000	Corporate certifications, research
Tier 3	Micro-Transactional Apps	12	₹149 – ₹40,000	Micro-courses, capsule content
Tier 4	Peer-to-Peer Marketplaces	12	₹250 – ₹3,230/hour	Freelance tutoring

Direct Comparison

Feature	**Tier 1**	**Tier 2**	**Tier 3**	**Tier 4**	**Singh Law Academy**
Core Focus	Exam clearance	Research & certs	Micro-courses	Freelancer tutoring	Semester + Litigation + Mentorship

Feature	Tier 1	Tier 2	Tier 3	Tier 4	Singh Law Academy
No. of Subjects	5–10	5–15	1–5	Freelancer-dependent	50+ semester + 50 litigation
Practical Training	Corporate sims	Legal research	None	Freelancer-dependent	Real district court litigation
Mentorship	Limited/none	None	None	Ad-hoc, per-hour	Structured, continuous 3–5 year
Language	English-only	English-only	Hindi (only Finology)	Scattered bilingual	Hindi-first + 12 languages
Student Lifecycle	6–12 months	1–6 months	1–3 months	On-demand	3–5 years
Curriculum	Exam-focused	Modular	Fragmented	No standard	Single unified curriculum

Where the Real Advantage Comes From

1. Zero Direct Competition on the Combined Offering

No platform today combines semester academics, real litigation training, structured mentorship, and vernacular-first delivery in one product. Each tier solves one problem in isolation — Singh Law Academy is the only platform solving all of them together, for the same student, across their entire journey.

2. Three Structural Gaps No One Else Fills

- **No semester-wise support:** Tier 1 = exam-only, Tier 2 = research, Tier 3 = micro-content, Tier 4 = freelancer — 15 lakh+ students get zero structured semester coverage anywhere.
- **No real district court training:** 90% of advocates practice in district courts, yet no platform teaches the actual drafting → evidence → cross-examination → judgment lifecycle.

- **No vernacular-first education at scale:** 80%+ of students come from non-English-medium backgrounds; only one competitor (Finology) offers Hindi content, and only as micro-courses.

3. Content Moat That Takes Years to Replicate

Singh Law Academy's library runs to 1,500+ hours of structured content (50 academic subjects + 50 litigation modules, 15 hours each) — versus a competitor average of just 100–500 hours. A new entrant would need an estimated 2–3 years to build a comparable library, and even then would lack the institutional co-development and quality assurance the Company already has through CNLU.

4. Retention No Competitor Comes Close To

Existing platforms retain students for 6–18 months at most, tied to a single exam or course. Singh Law Academy's model is built around the full 3–5 year law-school journey — meaning student relationships, and revenue per student, last several times longer than anything competitors are structured to capture.

5. Institutional Credibility Competitors Can't Buy Overnight

The 5-year Strategic Academic Collaboration with CNLU, Patna gives the Company academic legitimacy — jointly developed, quality-assured content — that a purely commercial edtech player cannot replicate through marketing spend alone. This isn't a feature competitors can copy quickly; it requires the kind of institutional trust that takes years to build.

6. Proven Demand at a Fraction of the Cost

Finology's 50,000+ user base proves standalone demand for vernacular content; LawSikho's ~₹50 Crore ARR proves demand for practical skills training. Singh Law Academy is built to capture both demands simultaneously — at a fraction of the price of either.

Bottom Line

"Competitors are fighting over narrow, already-crowded segments. Singh Law Academy isn't trying to out-compete them at their own game — it's built a category none of them are positioned to enter."

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12. Product Portfolio / Demo

Singh Law Academy's product portfolio consists of three integrated products, delivered through a common mobile-first, AI-enabled technology platform — designed to take a student from Semester 1 through professional career entry.

Product 1 — Semester Academic Library

A structured, semester-wise academic programme covering 50+ core and elective law subjects across the 3-Year and 5-Year LL.B. programmes, aligned with the BCI framework and leading Indian university syllabi.

Feature	Detail
Coverage	**50+ Core & Elective Law Subjects**
Content Depth	**15 hours / 30 video lectures per subject**
Language	**Hindi + English (bilingual delivery)**
Support	**Structured notes, chapter-wise MCQs, weekly live mentor connect, academic doubt resolution**
Pricing	**₹99/month or ₹999/year**

Subject Categories: Core Law (Jurisprudence, Constitutional Law, Contracts, Torts, Criminal Law, CPC, Evidence, etc.), Public & Regulatory Law (IPR, Environmental Law, Taxation, Labour Law, etc.), Technology & Specialised Law (Cyber Law, IT Law, White Collar Crimes, etc.), and Practical & Professional Law (Drafting, Legal Research, Moot Court, ADR, etc.).

Product 2 — Practical Litigation Training

A practice-oriented programme built around 50+ real District Court matters, using actual decided cases to teach the complete litigation journey — from client consultation to final judgment.

Feature	Detail
Coverage	**50+ Practice-Oriented Litigation Modules**
Content Depth	**15 hours per module**
Method	**Real decided cases, practical draft bank, live sessions with practising advocates**

Feature	Detail
Skills Covered	**Drafting, evidence, cross-examination, advocacy, client counselling, professional conduct**
Practice Areas	**Criminal, Civil & Property, Family Law, Commercial & Corporate, Constitutional/Service/Public Law**

Product 3 — Mentorship & Career Guidance

A long-term, structured mentorship programme delivering continuous academic, professional, and career guidance across the student's full LL.B. journey.

Feature	Detail
Format	**Weekly live sessions (~2 hours), 1-to-1 and group interaction**
Duration	**Continuous, 3-year/5-year mentorship**
Coverage	**Academic planning, internships, judiciary/higher-ed guidance, career counselling, CV/interview pre**
Mentor Model	**Each mentor manages max 200 students; scalable network**
Pricing	**Starting ₹499/month**

Technology Platform (Underlying All Products)

- Mobile-first, AI-enabled learning experience
- 24×7 academic support and instant query resolution
- AI-based mentor for routine academic guidance
- Personalized learning pathways, performance analytics, adaptive revision recommendations
- Auto-generated digital certifications
- Multilingual interface, cloud-based infrastructure

Demo / Proof of Concept

Since the platform has already been validated at 90 day pre-marketing prototype stage, the "demo" component is not conceptual — it's a functioning, tested demo product:

Validation Metric	Result
Functional Android App	**Deployed and live**
Video Lectures Created	**1,000+**
Organic Android Downloads	**11,000+**
Registered Users	**4,000+**
Student Enquiries (WhatsApp + other)	**20,000+**
Daily Organic Registrations	**50+ (without large-scale marketing)**
State-wise Reach	**20+ Indian states**

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13. Conclusion & Vision: The Legal Education Revolution

Singh Law Academy Private Limited is not merely building another educational platform; we are spearheading a profound legal education revolution across India. By democratizing access to high-quality semester academics, practical litigation training, and continuous mentorship through cutting-edge technology and prestigious university partnerships like Chanakya National Law University (CNLU),

Patna, we are bridging the historical divide that has left millions of law students stranded outside elite institutions.

Looking ahead, Singh Law Academy actively aspires over the next 5 years to scale its impact and form a unified community of 10 Lakh+ law students' association. This vibrant, empowered association will not only transform individual careers from Tier-2 and Tier-3 towns to the highest courts of the land, but will also serve as the foundational bedrock to stand up and build the planet's biggest legal services network — ensuring affordable, world-class legal access, representation, and justice for every citizen.

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