C.K. Prahalad inspired us to think outside the box when he published The Fortune at the Bottom of the Pyramid in 2004. We want to continue to honor him by motivating you to think innovatively to come up with a unique for-profit, self-sustaining business model. Since 2004, many companies have attempted to emulate the BoP but only a select few have been successful. Please review the following article to understand some of the pitfalls of modeling the BoP:

http://www.theguardian.com/sustainable-business/10-lessons-doing-business-base-of-the-pyramid-markets

Goal :

Education is, and will continue to be, a major asset to anybody in the workforce. Unfortunately, India's education system has not kept up with the changing times in comparison to the education systems that are prevalent in industrializing nations. There is visible lack of appropriate and transferable skills training in the education curriculum and first hand experiences being provided in colleges. This, in turn, is creating a large divide between what the employment market demands and the kind of human resources that are being supplied, thus worsening the problem of unemployment. **For the C.K. Prahalad Grand Challenge 2019, we want you to build an innovative sustainable business model that supplements the current education system and bridges the gap between the skills needed by the industry and what is taught in colleges and other professional institutes.**

Please review the below articles for reference on this subject:

https://www.firstpost.com/business/employability-in-india-talent-crunch-across-industry-forces-stakeholders-to-point-fingers-at-a-spiritless-education-system-4451127.html

Be innovative and think beyond the bounds of "traditional" business practices to push the frontier further. We are open to your definition of the problem, but we will use the criteria below to evaluate your business plans.

Evaluation Criteria:

How will we judge your business plan?

• Economic feasibility
• Logistical feasibility
• Level of positive impact

• Scalability

• Quality of submission

Directions:

• Submission deadline: December 17, 2018 11:59 PM EST

• Please present sources for all your facts and data.

• Email your presentation as an attachment to: michiganindiaconf@umich.edu

• Presentation file name: <team unique identifier>_<team name>

• Email subject: <team unique identifier>_<team name>

• Submissions must be no longer than 10 slides (excluding appendix)

• Submission format: PDF

To help guide you in your process think about the following design criteria:

1. Project description

2. Scope

3. Constraints

4. Target users

5. Exploration Questions

    a. What are the biggest pain-points of current job seekers?

    b. What sustainable business model can solve some of the pain points and support the education system so that it is more relevant in the real world?

    c. Are there any new technologies that can be leveraged to solve this problem?

6. Expected Outcomes