

ENTREPRENEUR | TEDX SPEAKER | AUTHOR



MANASVI SINGH

Co-Founder and CMO, OneTo11
Awards & Recognition

"To be an Entrepreneur, begin with
changing your mindset, the road to
success is always a longer and a lot
more painful than you might have
planned."

- Manasavi Singh



Entrepreneur of the Year:
Ed-Tech 2018



Buddy4Study

Redefining the tenets of Scholarship
Distribution System in India





”

“Entrepreneurship is about being able to face failure, learn to manage failure and success is assured.”

Awards and Recognition

01. South Asia and Asia Pacific Manthan Award, 2014 (Winner)
02. Capgemini Innovators Race 50
03. TEDx Speaker
04. Entrepreneur of the Year: Ed-Tech 2018
05. Top 50 Young CEO's of 2018
06. Winner of The Best CSR Project Award by India CSR in National CSR Summit in March
07. The Best Education Start-up of the Year Award by Indian Education Congress in 2016
08. Top 100 Social Enterprise of 2015 as Action for India Forum in February 2015
09. Top 50 Most Innovative IT Product Companies of 2015 as per NASSCOM in October 2015

”

“Being an entrepreneur is glamorous... for those who haven't done it. In reality, it's gritty, tough work where you will be filled with self-doubt. Entrepreneurs are survivors.”

“If you want to achieve big things in life, be ready to get hit hard in the face by life, but if you are able to get back up stronger, success will be inevitable.”



The CEO Magazine™



Manasvi Singh

Co-Founder & Co-CEO
Buddy4Study

Sailing out an organization is not just one job. Your role encircles around a baker's dozen; leader, storyteller, recruiter, fundraiser, manager, cheerleader, decision maker, analyzer, salesperson, a risk taker and the never-ending list goes on...Being an entrepreneur is hard; but being a young entrepreneur is even harder. Tremendous odds await a young entrepreneur working on ambitious plans. Yet, the significant ones will cover all the hurdles and set up their footprints over the entrepreneurs' land. Counted among them is Manasvi Singh, for whom success is not just a pipe dream, rather he likes to pursue them and knock the doors of the opportunity all by him. An engineering graduate from J.S.S.A.T.E and a Management professional from IMT – Ghaziabad, Manasvi carries a rich and diverse experience in both corporate as well as entrepreneurial affairs.

As a Co-founder of Buddy4Study, he has helped the company turn from a startup to India's largest technology-based scholarship platform. Catching up with him was a joyful experience. During the interview, he opened up about his promising venture Buddy4study and shared few words over a host of issues in connection with the same.

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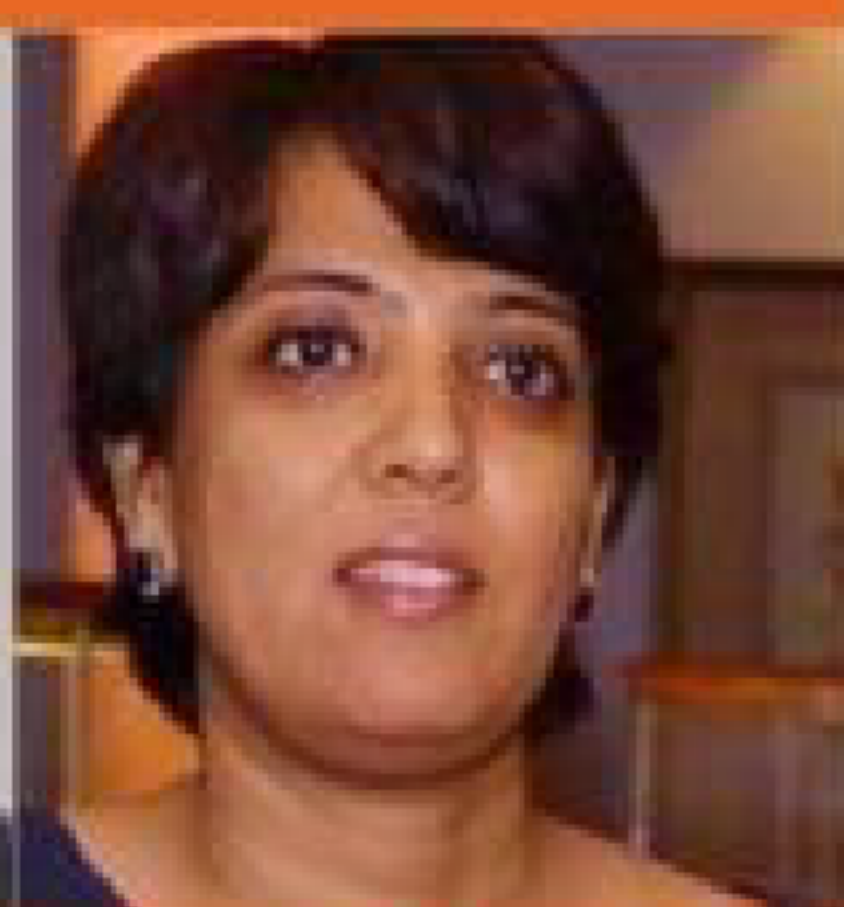
Sameer S.



Manasvi Singh



Ananteshwar



Ruchita Handa



Attul Ashwani Khera



Kunal Kumar

54

HOURS

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Nishant Gadihoke



Sathya Narayanan R



Saarthak Bakshi



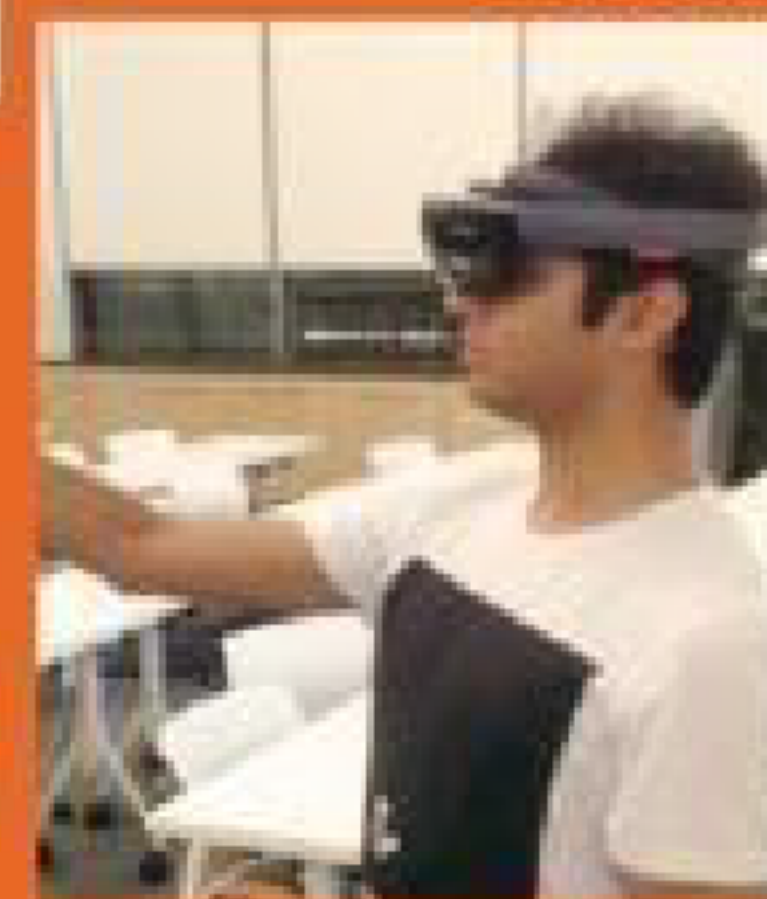
Tanvi Singla



Ankit Prasad



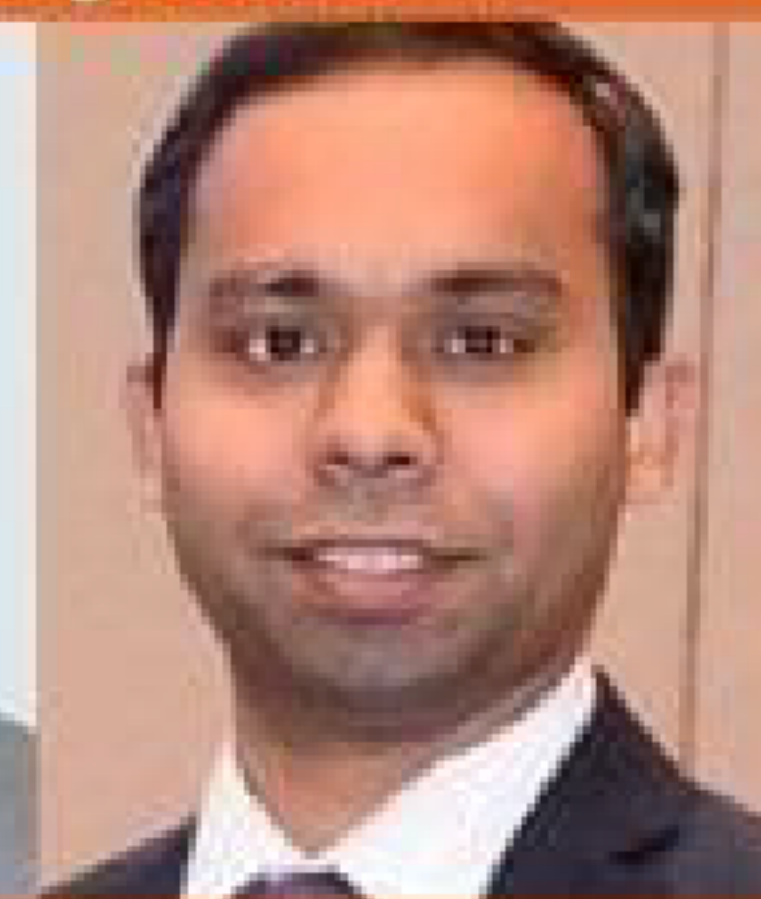
Amit Singal



Ashwin Sinha



Mudit V.



Akshat Saxena



Pankaj



Ishan



Ashok Mittal



Nav Singh



Bhanu Prakash



Disha Singla



Alok Mittal



Pallav Pandey



Anurag Maloo



Eminent Speaker in Startup Space

As a Co-founder of Buddy4Study, he has helped the company turn from a startup to India's largest technology-based scholarship platform. Catching up with him was a joyful experience. During the interview, he opened up about his promising venture Buddy4study and shared few words over a host of issues in connection with the same.

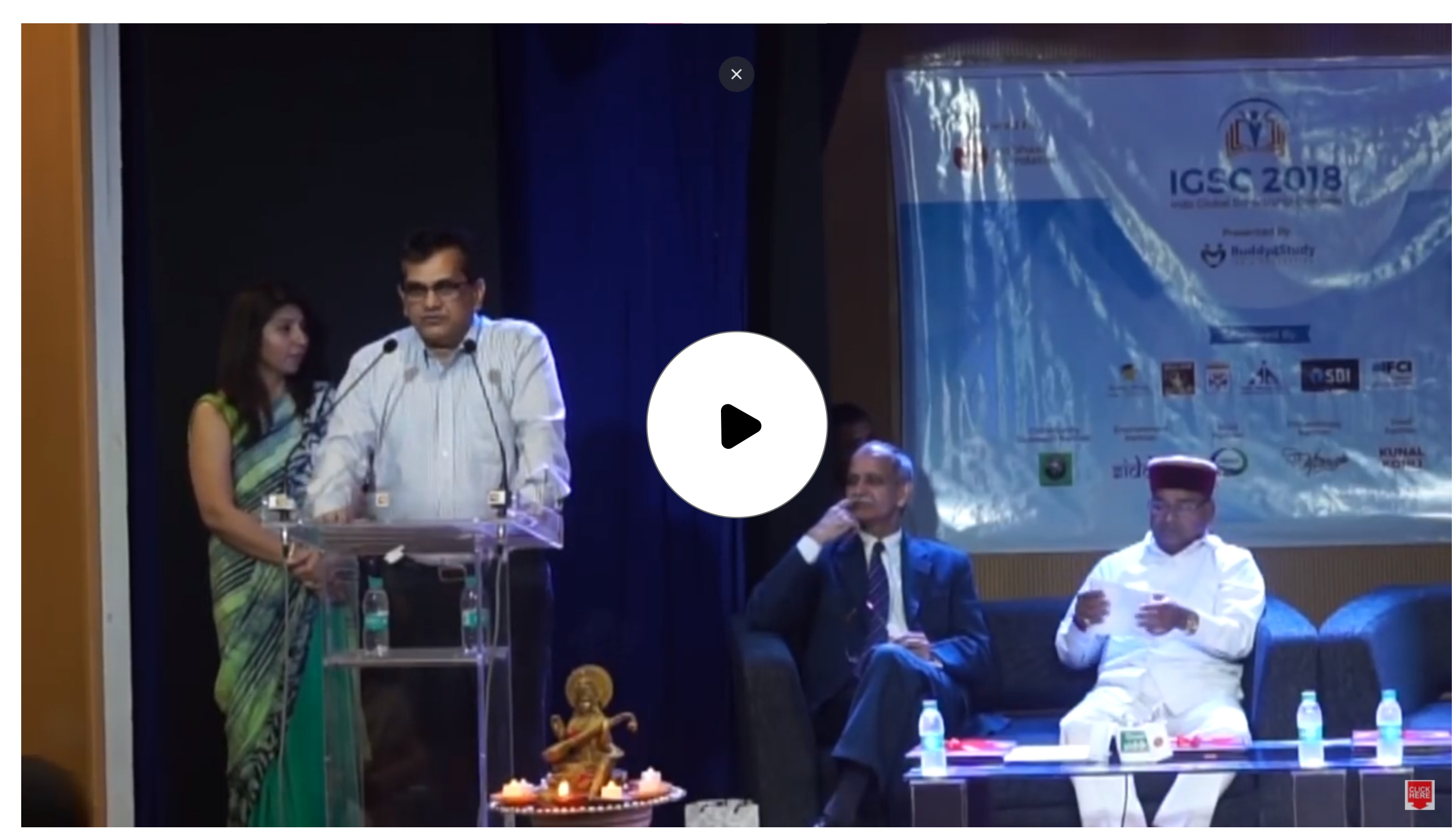
Manasvi Singh ² Video Coverage



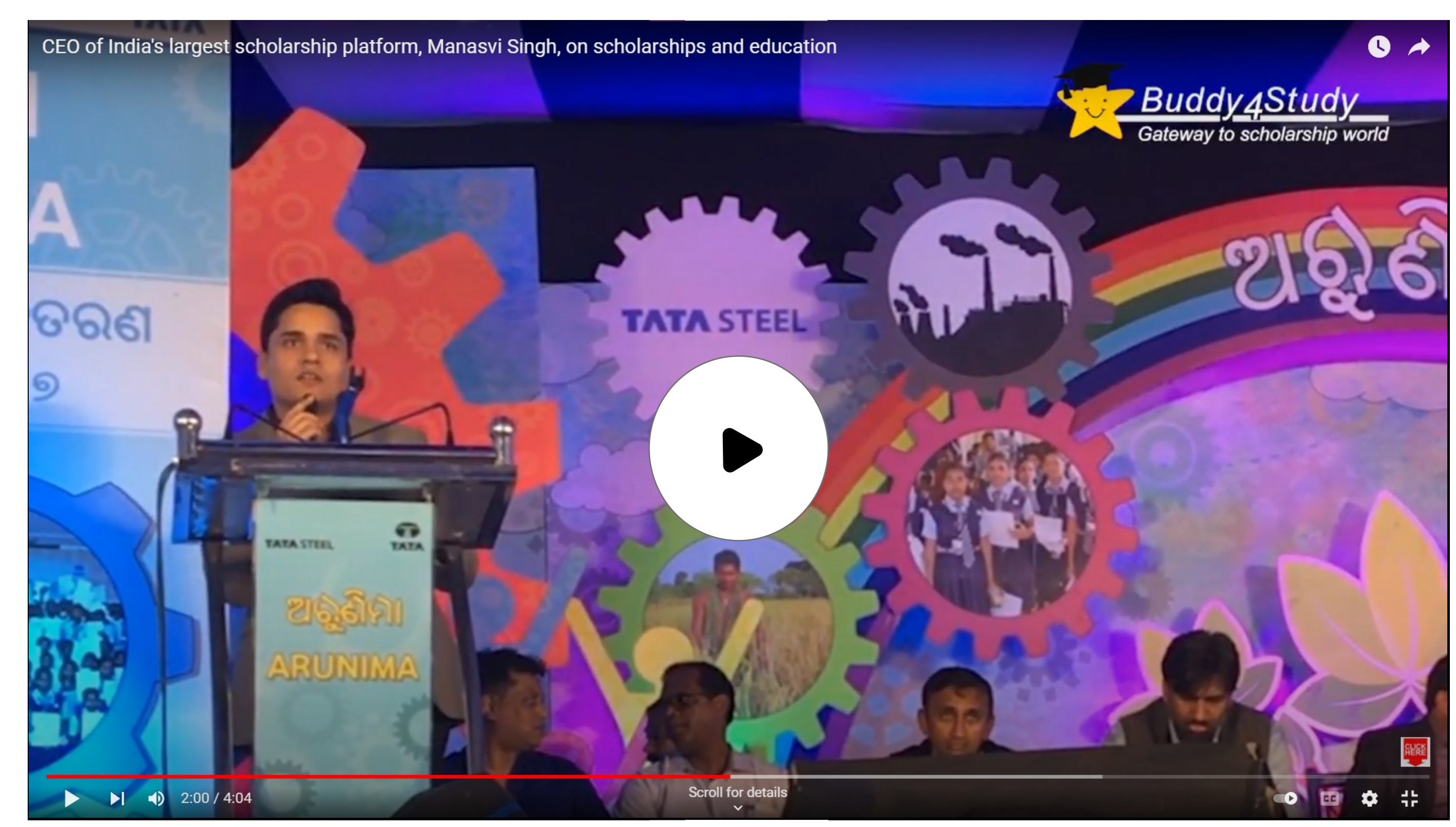
Manasvi Singh insights on 3D printing in E-Commerce



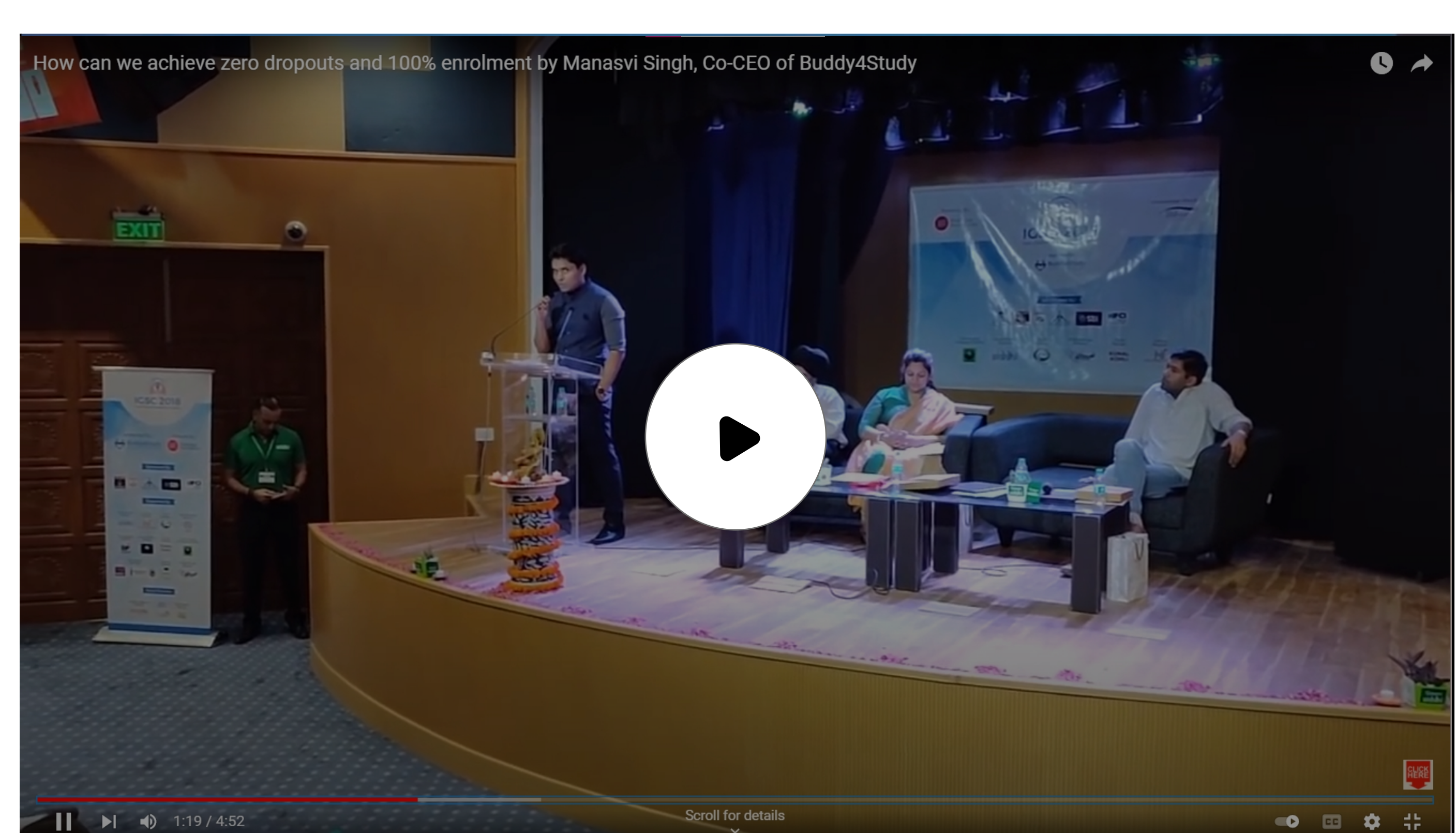
Manasvi Singh on Pradhanmantri Aawas Yojna



Niti Aayog CEO, Amitabh Kant, lauding the efforts of Buddy4Study India Foundation



Speech as Chief Guest at ARUNIMA – A Tata Steel Scholarship event



Chief Speaker at Indo Global Scholarship Congress 2018 - How can we achieve zero dropouts and 100% enrolment



Young CEO from India, Manasvi Singh, on how to make education accessible to every Indian student (Coverage by NCR News Channel)

Manasvi Singh ² Video Coverage



Young CEO from India, Manasvi Singh, on how to make education accessible to every Indian student

"Rest is something I despise
Rest I shall not till I rise
You can suppress me, you can fight
But I will continue to walk till I rise
Just like the flowers I will grow
No signs of despair I shall ever show
The tides of hopes which will touch the skies
And I will fight all the odds till I rise
No words of courage do I need
No sermons do I ever preach
And nothing matters once I set my eyes
I rise I rise I rise...."

Delhi Dy CM distributes Marubeni India Meritorious

Manasvi Singh, Co-Founder, Buddy4Study said that it will be great if more corporates come forward and help deserving and needy students with scholarships as their CSR initiative.

India CSR News Network

NEW DELHI: The Marubeni India Meritorious scholarship distribution ceremony was held on March 20, 2017 at C D Deshmukh Auditorium, India international Center, New Delhi. The event was marked by the presence of Deputy Chief Minister of Delhi and Minister of Education Manish Sisodia and Gaurav Jhunjhunwala – Director, S Chand Group

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STARTUP CITY

VOL 1 | ISSUE 5 | DECEMBER 2017

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STARTUPS**

IN INDIA

Manjeet Singh

Co-Founder & CEO
Buddy4Study

Manasvi Singh

Co-Founder & CEO
Buddy4Study

BUDDY4STUDY:

REDEFINING THE TENETS
OF SCHOLARSHIP
DISTRIBUTION
SYSTEM IN INDIA



Rs. 50/-

Manasvi Singh featured
on the cover of Startup
City magazine

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Manasvi Singh's Inspirational Journey Of Redefining Entrepreneurial Success

At an early age, Manasvi recognised his passion for identifying business problems & coming up with intelligent solutions. An MBA from IMT Ghaziabad, he worked with renowned brands like Reebok & Pepsico early in his career.



Manasvi Singh, Entrepreneur

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Manasvi Singh featured on Outlook

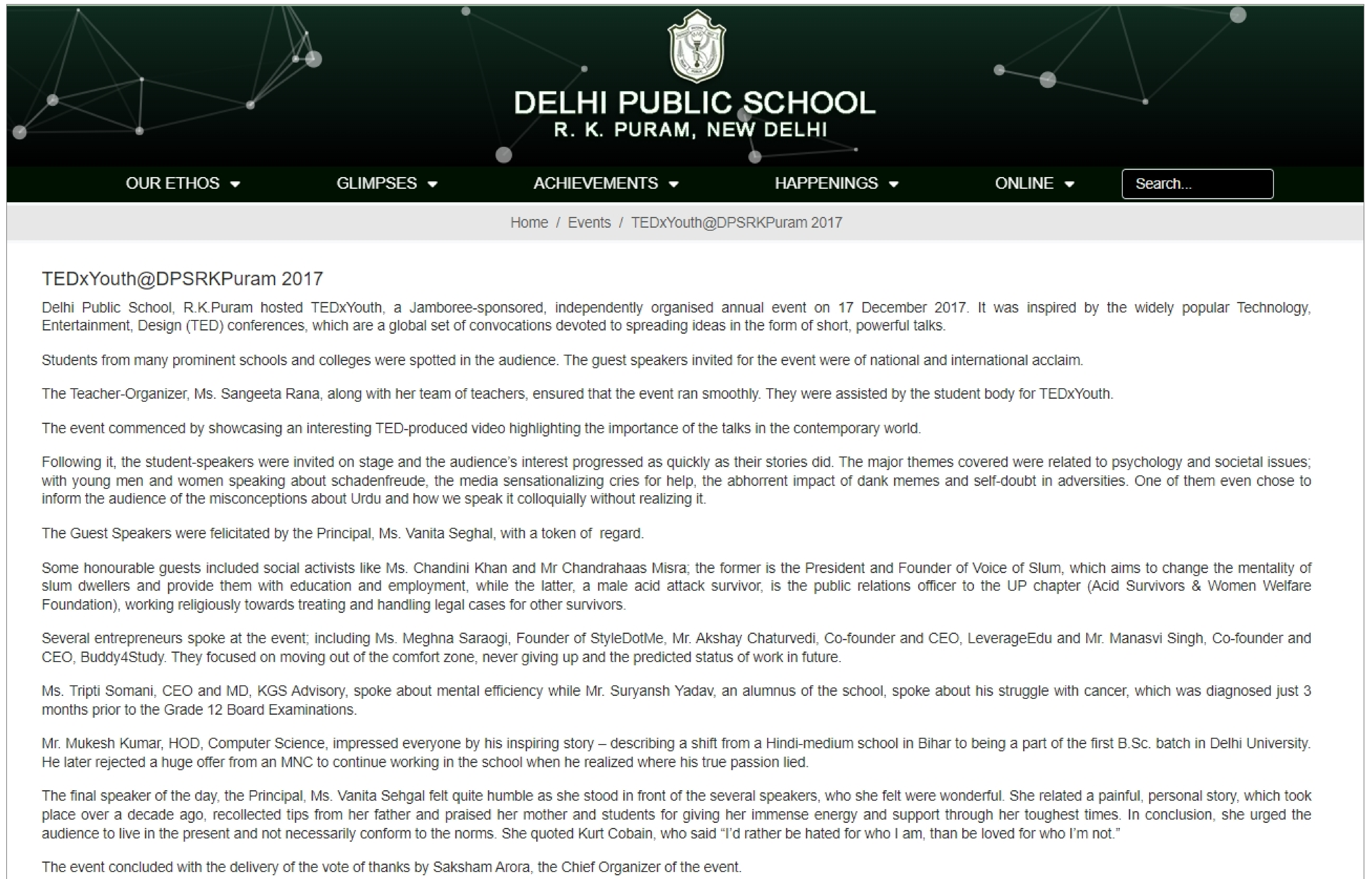
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Manasvi Singh featured on BW Disrupt

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Manasvi Singh featured as the TEDx Speaker



Coverage of

Delhi Public School, R.K.Puram hosted TEDxYouth, a Jamboree-sponsored, independently organised annual event on 17 December 2017. It was inspired by the widely popular Technology, Entertainment, Design (TED) conferences, which are a global set of convocations devoted to spreading ideas in the form of short, powerful talks.

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Manasvi Singh featured in India Manthan magazine



Meet the man who drives profit with

Achievement. 30. CEO. Youngest. Game Changer. Innovator. Startup. Does this ring a bell? Of course yes, because these are not only words, these are the contemporary definition of people who have created an impact, people who have changed the way we see and experience things. If you know these words, then it is easy to understand Manasvi Singh, Co-Founder and CEO of India's largest scholarship platform.

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Manasvi Singh along with Buddy4Study Co-Founders featured in Your Story magazine



Edtech startup Buddy4Study raises \$3M Series A funding led

Noida-based edtech startup, Buddy4Study raised Series A funding of \$3 million (Rs 20 crore) from CBA Capital, an education-focused VC fund, and Challenger 88, a Swiss investment firm. The company plans to utilise the capital to scale up and expand its operations significantly.

The funding was raised through ECF (Education Catalyst Fund) managed by CBA Capital, and the startup claims the funding marks the beginning of Buddy4Study entering an era of expansion.

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Manasvi Singh shares experience of managing largest scholarship portal

MUMBAI OFFICE: I was born in the religious capital of India, Varanasi into a humble family. My father, Professor VP Singh, has since childhood inculcated values of self sufficiency and hardwork to achieve anything great in life. As a recipient of meritorious scholarships throughout schooling from St. Johns (2005 Batch), I went on to pursue B.tech in IT from IITU (2006- 2010 Batch) and MBA in Marketing from IIT Ghaziabad (2010-12). I joined Vedanta post that as a Management Trainee at Mumbai and went on head regional sales OEM, West Zone one year. In the next subsequent year I took the bold decision to enter full time into entrepreneurship.

When did you decide to enter entrepreneurship and why? I realized that real success comes from tapping into opportunity that adds value to lives of people. It was dur-

ing my time in Mumbai that I felt a need to capitalize into the untapped transforming power of scholarships. There was a



huge gap in scholarship awareness in the country where millions of students are deprived of education despite having roughly 26,000 crores of scholarship each year. So I asked myself 'What if I were to create a platform where students can get easy access, support and resources to get these scholarships?'

That's when I got into touch with Ashutosh who was already working on this mission and together we started Chalo Kuchh Naya. Our vision was to become the largest scholarship portal in India. How did you raise finance for your venture? Were there problems when you proached funding agencies? Initial days were full of skepticism and concerns about our vision. We faced a lot of resistance whether we will be able to create the impact that we sought or not. We raised our capital from

fund from a group of angel investors who provided us not only monetary resources but also us with their expertise throughout the journey. **is your business model?** How does your business help target audience? Essentially, we are a social enterprise currently providing a model to all

Manasvi Singh featured in Times of India

चलो कुछ नया, कुछ बेहतर करते हैं, नई राह प्रशस्त करते हैं: मनस्वी



मनस्वी जिसका अर्थ होता है बुद्धिमान एवं मेधावी एवं होशियार। विले ही लोग होते हैं जो अपने नाम को सार्थक करते हैं। इन सब पर्यावाची शब्दों को सार्थक कर्ता युवा मनस्वी सिंह। न सिर्फ अपने नाम को बर्थात करते मनस्वी एक उन्मी हैं बल्कि देश के भावी पीढ़ी के लिए शिक्षा प्राप्त करने के सपनों को साकार करने में भी पर्यासरत हैं। अपने उद्य से और सार्थियों के साथ मिलकर मनस्वी भारत के हर उम्र के विद्यार्थियों के लिए एक ऐसा मंच स्थापित कर चुके हैं जिसके जरिए मेधावी एवं जरूरतमंद और प्रतिभाशाली विद्यार्थी आर्थिक मुश्किलों को दरकिनार कर अपने सपनों को

साकार करने की ओर अग्रसर हो रहे हैं। आईटी मैनेजमेंट के होनहार विद्यार्थी रहे मनस्वी बड़ीबस्ट्री में छात्रवृत्ति व सहसंस्थापक के पद पर आसीन हैं। जिन्होंने बहुत ही कम समय में 25 हजार से अधिक विद्यार्थियों को लगभग 25 करोड़ की छात्रवृत्ति प्राप्त करने की राह प्रशस्त की है और देश के हर विद्यार्थी तक छात्रवृत्ति की जानकारी पहुंचाने से लेकर इस बात को सुनिश्चित करना कि योग्य और जरूरतमंद विद्यार्थी छात्रवृत्ति से लाभान्वित हो ही जाएं इस दिशा में निरंतर 24x7 की कोशिशें जारी हैं। छात्रवृत्ति के हर आयाम को विद्यार्थियों के लिए आसान बनाने को लेकर पिछले मनस्वी खुद भी मेधावी छात्र के रूप में स्कॉलरशिप पाते रहे हैं। छात्रवृत्ति की दुनिया में रोज नए आयाम जोड़ने को आतुर मनस्वी सिंह कॉर्पोरेट की दुनिया को प्रोत्साहित करते हैं कि रआओ और भारत की भावी पीढ़ी के लिए मिलकर कुछ नयाएं कुछ बेहतर करते हैं। इसी नया करने की दिशा में औद्योगिक जगत को सीएसआर (कॉर्पोरेट सोशल रजिस्पंसिबिलिटी) वचतचवर्तजम वमेचवदेपइपसपजलद्ध के जरिए विद्यार्थियों के लिए करोड़ों की छात्रवृत्ति के अवसर उपलब्ध करवाएं जा रहे हैं। वहीं विद्यार्थियों के साथ साथ औद्योगिक जगत के लिए मनस्वी और उनके साथियों का मंच बड़ीबस्ट्री एक ऐसा रसेतुश है जो जरूरतमंद और मेधावी छात्रों को छात्रवृत्ति के जरिए उच्च शिक्षा के सपनों को उड़ान देने और औद्योगिक जगत को सीएसआर के जरिए नया भारत रचने में पथ प्रदर्शक की भूमिका निभा रहा है।

Manasvi Singh featured in Hindi Media

Manasvi Singh featured in India CSR

Students are not aware about Government schemes, corporate, NGO's funds to support needy students, So Buddy4Study a young education company acts as a platform to connect scholarship promoters to scholarship seekers directly. So that, students know where to go when they need for scholarship to support their education or talents. Also, they assist scholarship promoters to design an effective scholarship process from scholarship process creation to promotion to application.



Manjeet Singh, one of the Co-Founder in the startup elaborated, "The genesis for the idea began with the huge unutilised sanctioned scholarships that fail to reach to each strata of student fraternity. This gave us a vision to create an ecosystem to empower deserving students, nurture their merit and talent through existing scholarships".

Buddy4Study has got a young and vibrant team of Co-Founders which comprise of Ashutosh Buranwal, Manjeet Singh, Manasvi Singh and Rajkishore who are focused to create an impact on society through

their educational endeavours.

*WE'RE A YOUNG EDUCATION COMPANY
ACTS AS A PLATFORM TO CONNECT*

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VOL 15

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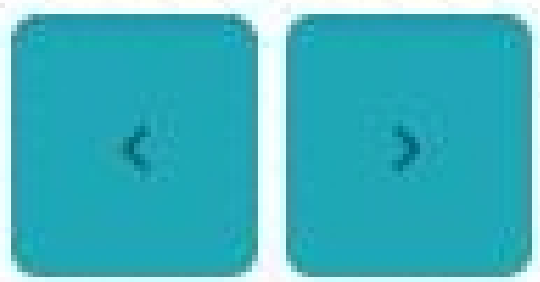


INVESTMENT REPORT - DECEMBER 2017

Manasvi Singh featured on the cover of Startup City magazine



Manasvi Singh honored as Guest of Honour with Manoj Tiwari and Sandeep Marwah at Pro Fight Boxing League



♡ 2

Decoding Union Budget 2018 and its effect on education: An incisive review by Manasvi Singh

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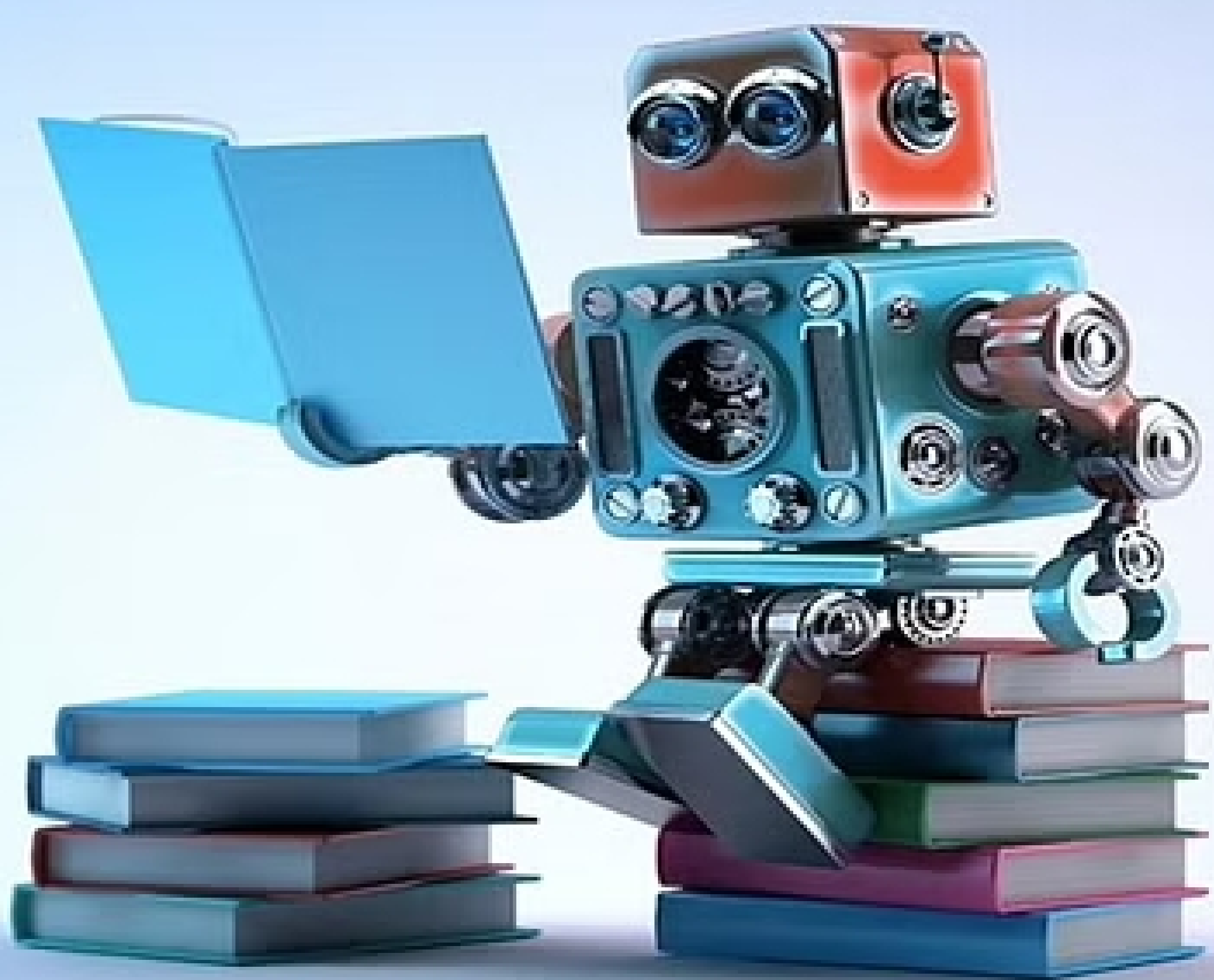
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Decoding Union Budget 2018 and its effect on education: An incisive review by Manasvi singh

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Editorial piece by
Manasvi Singh on

A trip to the future of education

Mathematics has a simple rule. When we add two numbers, it leads to a third number. Does this mean that the two numbers cease to exist or are they a part of the newly found entity? If $1+2$ equals 3, then where are 1 and 2? This is not a mathematical discourse neither do I intend to challenge the theories of mathematicians. This is disruption, this is how the wild weeds blossom and replace the acceptable crop. My intent here is to realize the disruption that happens when two energies collide.

This is what has happened with education. What started as a one way for gaining knowledge has now expanded into a multiverse. The human race kept on adding ingredients to the recipe of education, trying to transform it into something new every day. Projectors are replacing blackboards; MOOCs are replacing extra classes; Online learning is replacing tuitions; Bots are replacing lab instructors; Tablets and smartphones are replacing notebooks; AR/VR are replacing field trips; technology is firing from all cylinders in the space of education.

Moreover, nothing else has had this massive an impact on education than technology. Technology is disrupting the students, the teachers and the academic infrastructure alike.

In fact, it has given birth to a completely new line of business that was unknown a decade ago – Edtech. The velocity of startups mushrooming in this space stands testimony to the disruption that lurks at the horizon. We can now complete a course and attain a degree without ever stepping into the college. We can learn to speak multiple languages at the click of a button. Teachers are available on our televisions, our smartphones and we can take the same lesson any number of times, anywhere we want and in the medium we understand. Scholarships are not a distant dream anymore; they are available right in our pocket. Instead of us finding scholarships, we can now allow scholarships to find us. Who could have imagined this scale of disruption a decade ago?

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If there is one thing I can tell you about startups, it would be; 'Don't let anyone tell you anything about startups'. Because no one from Silicon Valley to Bengaluru and Delhi NCR (the new Silicon Valley of India) has ever cracked a sure-shot formula of making a successful startup. Going by the rate startups are failing just after turning on their engines, the word success and startups would soon be antonyms. In fact, if you believe that you are making a startup, you are in for a surprise. The case is just the opposite. It is the startup that is making you, giving shape to your IQ, EQ, HQ and everything else.

But the problem is that by the time they realize that their plan is not a plan, they are almost ready with the prototype, hired incorrect people and based their products or services on technology that is now obsolete. How do you correct this? No one has ever deciphered this yet. And remember, even when you go through this entire article, you will not have an iota of insight into this question.

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