



# Trust of Investor



# Seed Investment by GVFL

## GVFL invests Rs 3cr in CEON Solutions

Company's first investment in an IIM-A incubated company

DNA Money Correspondent Ahmedabad



**New direction**  
CEON is a solution provider making education-centric applications.  
**i-School** helps integrate and enhance the operational efficiency of schools.  
Company has deployed i-School in 12 schools across India.

Ahmedabad based venture capital firm GVFL has invested Rs 3 crore in CEON Solutions Private Limited, a company incubated by the Centre for Innovation, Incubation and Entrepreneurship at IIM-A. This is the first investment made by GVFL in an IIM-A incubated venture.

CEON has deployed i-School in 12 schools across India including Anand Niketan, Ahmedabad, St Niketan, Ahmedabad, St Sanskar Valley School, Gwalior (SVS) and Col. Satsangi Kiran Memorial School, New Delhi (CSKM) among others.

There are 12 lakh schools in India and 60% of those are in urban areas. Over the next five years, we intend to reach out to all of them. Our business intelligence approach to education by facilitating analytical and micro-level assessment of academic health of student.

CEON is a solution provider making education-centric applications. They have developed i-School, their flagship Education Process Management (EPM) solution with Business Intelligence. The Product is well customizable as per the need of the institute.

CEON is a solution provider making education-centric applications. Their flagship Education Process Management solutions, i-School helps integrate, streamline and enhance the operational efficiency of schools. It enables child-centric & holistic approach to education by facilitating analytical and micro-level assessment of academic health of student.

CEON Solutions is the 28th investment being made by GVFL and it is the 7th investment from the Rs 270 million Gujarat IT Fund. GVFL has previously invested in Net4Nuts, E Cube, Icanet, Anupam Globalsoft, Convergetabs and RapidRadio from the IT fund. RapidRadio had been incubated by Nirma University.

With investments in incubators we are trying to help grow entrepreneurship from the grass root levels. We had CEON's i-School would be useful for schools to gain competitive edge by improving the operational efficiency of schools in addition to minimizing workloads of teachers, said CEO, GVFL Limited, Vishnu Varshney.

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*"GVFL Ltd. has fulfilled the role of a Classical Venture Capital Company from structuring of funds to investments search & appraisal to monitoring of investments"*

- PricewaterhouseCoopers



### CEON Solutions Pvt Ltd.

GVFL has decided to invest 30 million in CEON Solutions Pvt Ltd., Ahmedabad from its 294.20 million Gujarat IT Fund. CEON is a company incubated by the Centre for Innovation, Incubation and Entrepreneurship at Indian Institute of Management Ahmedabad (CIIE-IIMA).

CEON Solutions Pvt. Ltd. is a solution provider of education-centric applications. They have developed i-School, their flagship Education Process Management (EPM) solution with Business Intelligence. The Product is well customizable as per the need of the institute.

i-School helps integrate, streamline and enhance the operational efficiency with a single point of control. It enables child-centric multiple intelligence analysis with a holistic approach to education. It facilitates collaboration among stakeholders in campus and at home with a web-based solution. i-School has won several technical awards from IITs and a Gold Medal from IIM-A. It was well appreciated in USA also.

CEON has already deployed i-School at several leading schools across the country, including Anand Niketan and St. Kabir in Ahmedabad, The Sanskar Valley School in Bhopal, Col. Satsangi Kiran Memorial School in New Delhi, PP Savani International School in Surat, St. Wilbrod International School in Mumbai and Sapphire International School in Ranchi etc. Even some Government Schools in Delhi have started to use i-School.

### Product

- i-School enables information flow between three key pillars of academic institution - academic, administrative and finance
- Helps integrate, streamline and enhance the operational efficiency of schools
- Facilitate collaboration
- Enables analytical and micro-level assessment of students
- Response from initial set of customers has been encouraging
- Product cost - around Rs. 8 lakhs

### Technology

- Modular, 3-tier architecture and based on Open Source platform
- Analytical & problem solving tool and data mining capability

## IIM-A incubatee gets GVFL funding

BS REPORTER Ahmedabad, 20 March

CEON Solutions, a start-up of students from Indian Institute of Information Technology & Management (IITM), Gwalior has found a new taker. Ahmedabad-based GVFL, the Venture Capital Company has decided to invest Rs 3 crores in the company.

This is GVFL's second investment in an incubator company. Earlier, GVFL had invested in Rapid Radio Solutions, incubated out of Nirma Labs.

CEON Solutions is a solution provider making education-centric applications and was incubated at the Centre for Innovation, Incubation and Entrepreneurship, Indian Institute of Management Ahmedabad (CIIE-IIMA).

CEON solutions was supported by five professors from IIM-A and has so far deployed its i-School solution at leading schools including Anand Niketan, Ahmedabad, The Sanskar Valley School, Gwalior (SVS), Col. Satsangi Kiran Memorial School, New Delhi (CSKM) and St. Kabir, Ahmedabad etc.

CEON's USP is its unique combination of innovative solution, seamless implementation in a cost effective manner and add-on services. GVFL investment will help CEON Solutions to execute its aggressive marketing strategy for establishing its market presence across the nation," said Abhay Panjiyar CEO of CEON Solutions Pvt Ltd.

Following the investment, Panjiyar said they plan to take their solution ahead. "We are in talks with schools in Malaysia and Dubai and we hope to begin international operations by 2008-09," he said.

## GVFL to invest Rs 3 cr in CEON

CEON's Software i-School Covers Many Aspects Of School Operations

Our Bureau Ahmedabad

GUJARAT VENTURE FINANCE (GVFL) is going to invest Rs 3 crore in CEON Solutions, which was incubated at IIM-A. Centre for Innovation, Incubation and Entrepreneurship.

Started with just two people at the Indian Institute of Information Technology and Management, Gwalior campus, the company became part of the incubator at IIM-A in 2003. It has now grown to 25 people and will double its manpower strength in the year end.

A software solution provider, making education-centric applications, CEON has developed i-School, an education process management solution that covers both aspects of school operations - academic and administrative. CEON's software provides solution to schools that can integrate, streamline and enhance operational efficiency. The company has already deployed i-School at some of the



schools such as Anand Niketan, Ahmedabad, the Sanskar Valley School, Gwalior (SVS), Col. Satsangi Kiran Memorial School, New Delhi (CSKM) and St. Kabir, Ahmedabad.

"There are around 12 lakh schools in India, of which, 60% are located in the urban areas while only 2 in 3 schools in urban areas are automated. There is a huge potential for our product," says CEO, Abhay Panjiyar. The software enables analytical and micro-level assessment of academic health of student such as their intelligence over a period of time. The company plans to set up its own office and a training centre in Ahmedabad and support centres in Delhi and Mumbai as a part of its expansion plans.


"With investments in incubators, we are trying to help grow entrepreneurship from the grass root levels. I feel that solution small companies are

not entrepreneurs today, we won't have any entrepreneurs but we can succeed tomorrow," says GVFL CEO Vishnu Varshney.

CEON Solutions is the 28th investment being made by GVFL and it is the 7th investment from the Rs 270 crore Gujarat IT Fund. GVFL has previously invested in Net4Nuts, E Cube, Icanet, Anupam Globalsoft, Convergetabs and RapidRadio from the IT fund.

# Investment by Founder of Monarch


Partners Profile



ISO 9001:2008, ISO 27001™

**Monarch Group**

- Location/HQ : Ahmedabad
- Products/Services: Research, Online Trading , Portfolio Management
- Team Size: 400+
- Association with Ceon: Investment Partners



Monarch Group of Companies is one of the most dynamic and versatile capital managing organizations in the country. Extensive market research based methodology, which includes minute to minute tracking of external and internal factors affecting the market, enables us to identify the pulse of the market better. Thus, it forms our bedrock on which we provide the best wealth management solution to our clients.

**Client Base :**  
Since inception, our objective is to provide superior & Tailor Made customer service.

**Advantage :**

• Online Facilities	• Diversified Financial Products & Services
• Wide Network-Easy Accessibility	• De-Risked Business Model
• Management Bandwidth	• Client Centric Approach
• Strong Research Core	• Dedicated Team of Professionals
• Ever growing Client Base	

Our ability to diversify product offering also makes us unique. We now add Treasury Management Service to our basket of products which includes Equity and Derivatives, Commodities – Spot & NMCE, IPO, Research, Mutual Fund and Insurance and Portfolio Management Services.

**Benefits from association**

- Leadership and Guidance
- Management support
- Resources for R&D





# Acceptance By Partners



# Technical Partners

# Academic & Research Partners

ISO 9001-2008



**Benefits from association**

- . Best products
- . Economical:
- . Competitive prices
- . Global service capabilities
- . World class support team



**Benefits from association**

- . Benefits of Digital applications
- . Preparing the schools for future needs:



# National Business Solution Partners



**Benefits from association**

VMukti is an open-source, cloud-based HD video communication platform. VMukti is an emerging product-related software company targeting the US\$50 billion video communications industry with a potential to save clients 80% on bandwidth and storage infrastructure via state-of-the-art client and server-less, broadband-ready platform features. VMukti's presence in 7 countries, 2 Fortune 500 PoCs, 160,000+ products downloads, 5400+ users' community, 40 Partner network worldwide including Microsoft & Intel.

**Benefits from association**

**Compatible:** Eureka software is very interactive and can be adapted to any syllabus by customized bilingual facility, using professional voice over and regionalization.

**Economical:** The 3D animated topics are very cost effective assuming that school keeps the version of the software with a license of 1 Year, 3 Years, 5 Years or perpetual for life.

**Simple:** Eureka is extremely user friendly in terms of infrastructure and ease of use for teachers and students as you can learn how to operate the entire product in 10 minutes.

**Benefits from association**

**For employers:** Reduced costs - password maintenance Reduced costs - no buddy punching Increased security - no shared or compromised passwords Increased security - deter and detect fraudulent account access Increased security - no badge sharing in secure areas Competitive advantage - familiarity with advanced technology






# Appreciation and Feedback From Academic Researcher



Prof. B.K Dholakia (Director, IIMA) and Prof. Pankaj Chandra (Director, IIMB) Mentoring CEON Team at IIMA Office



**Name: Prof. Pankaj Chandra**  
**Director- IIM Bangalore,**  
**Ex Prof IIM-A, Ex Chairman CIEE.**

Ph. D., The Wharton School, University of Pennsylvania, USA, 1989  
 B. Tech. Institute of Technology, Banarus Hindu University, India

**Research Areas:**  
 Manufacturing management, Supply chain coordination, Building technological capabilities, Hi-tech entrepreneurship

**Contribution to Ceon:**  
 1 Deeply involved with team during the build up phase  
 2 Was a director with the company for a year and half  
 3 Planning on large scale deployment of product  
 4 Vision and work culture in company for education and research  
 5 Infrastructure support for the research team  
 6 Seed funding generation



**Name: Dr. Rajesh Bhasin**  
**Indian Institute of Management,**  
**Ahmedabad**

Education: Ph.D. (Economics) from Ahmedabad University  
 M.Phil (Applied Economics) from IIMB

Professor Rajesh Bhasin has been on the faculty of the Indian Institute of Management, Ahmedabad since 1994. Earlier he worked at the Sankar Prasad Institute of Economic and Social Research and the Gujarat Institute of Development Research, both located at Ahmedabad.

His research focused on a variety of issues relating to agricultural technology, indigenous knowledge in agriculture, labor markets and rural non-farm sector and he has published extensively in these areas. Dr Bhasin is a recipient of the of the Ford Foundation Post-Doctoral Fellowship in Economics and has spent two years at the Economic Growth Center, Yale University, U.S.A. as a Visiting Research Fellow. He has also worked as a consultant to CEBR, the World Bank, Intermediate Technology Development Group, U.K. and the United Nations Institute of New Technologies, The Netherlands. Dr Bhasin was a member of the Sachin Committee that prepared a report on the Social, Economic and Educational Status of the Modern Community in India.

**Contribution to Ceon:**  
 1- Strategic input for innovation team development  
 2- Director in charge for 2 years  
 3- Networking with academicians and research team-national and international  
 4- Evaluating the product and implementation at various levels  
 5- Support and Help in operational activities for the research team at CIEE IIM A



**Name: Prof. Anil K. Gupta**  
**Indian Institute of Management,**  
**Ahmedabad**

Coordinator, SIKSRI  
 Founder, Honey Bee Network  
 Distinguished Visiting Chair, National Innovation Foundation

Member, National Biodiversity Authority, and early set-up National Innovation Council, Chaired by Adviser to Prime Minister, Visiting Professor of Innovation Management in Emerging Markets, European Business School, Berlin Fellow, National Academy of Agricultural Sciences, Fellow, The World Academy of Art and Science, California 2001

Mission: expansion of global as well as local space for grassroots innovations to ensure recognition, respect and reward for them. Mentoring excellence in formal and informal science, protection of intellectual property rights of the innovators but also equipping open source as a part of 'technology commons', ethical issues in innovation and protecting of biodiversity, linking innovations, investments and enterprise, creating knowledge networks at different levels for engaging grassroots innovators and investments in informal and formal sectors. Helping organizations become more innovative and innovative from bottom up and by learning from grassroots innovations.

**Contribution to Ceon:**  
 1- Helping IIMA for bringing innovation to education  
 2- Making product affordable for masses  
 3- Networking with educational institutions across the country through NIF  
 4- Project implementation in Ix. Kahir at Ahmedabad



**Name: Prof. Rajiv Sharma**  
**Indian Institute of Management,**  
**Ahmedabad**

Educational Qualifications: Ph.D., Psychology (Allahabad University)

Coordinated and participated in consulting assignments sponsored by Swedish International Development Organization (SIDA), Department for International Development (DFID), and National Library Mission

Research interests in social psychology of education, including teacher expectations, attribution theory, and enhancing classroom performance of children coming from disadvantaged background. Visiting interests include communication and interpersonal behavior in business and technical organizations and use of narrative psychology in management teaching and learning. Consulted research in social psychology of education, including teacher expectations, attribution theory, and enhancing classroom performance of children from disadvantaged backgrounds

**Contribution to Ceon:**  
 1- Mentoring the team on Academic Process Management  
 2- Opportunity to present solutions to Principals across the country in CIEE workshops  
 3- Designing the product on Comprehensive Assessment  
 4- Classroom participation modules  
 5- Case mentoring of schools for development like Ariant Niketan



**Name: Prof. Sankha Yekta**  
**Indian Institute of Management,**  
**Ahmedabad**

Educational Qualifications  
 University of Manitoba, Winnipeg, Canada  
 -1989 Ph.D. - Social Psychology  
 1989 - 1992 M.A. - Social Psychology

Has been Visiting Professor, University of Manitoba and taught at the Indian Institute of Management, Hyderabad; Council for Associate Editors of Indian Psychological Abstracts and Reviews and Book Review Editor of International Journal of Cross Cultural Management

Has coordinated various training programs for small-scale industries located in Odisha and collaborated with Small Industries Development Bank of India. Has been involved in the training of entrepreneurs of various national and multinational corporations.

**Area of Research:**

- Cross-cultural behavior
- Discipline development issues
- Gender issues in the workplace

**Contribution to Ceon:**  
 1- Study dimensional analysis of students  
 2- Behavior analysis of students  
 3- Learning of Home analysis  
 4- Culture building program for and training program in schools  
 5- Write an international case study on School on Anant Nilgiri



**Name: Prof. Rajatish Das**  
**Indian Institute of Management,**  
**Ahmedabad**






Education: Indian Institute of Management, Calcutta

Prof. Das is currently a faculty in the Computer & Information Systems Group at the Indian Institute of Management, Ahmedabad. His areas of interest are primarily focusing on how technology can be better decision making, create competitive opportunities for organizations. His primary research and teaching interests are in the areas of Strategic Information Systems, IT Policies of organizations, Technology impact on society, Competitive Intelligence and Data Mining. He also works on current issues of e-Governance in India and has a keen interest in the evolution of the Indian IT industry. He has received numerous scholarships and has published a number of research papers in forums like national and international research conferences, journals and in book chapters.

**Contribution to Ceon:**  
 1- Business Intelligence tool development  
 2- On advisory panel of Ceon  
 3- Speaker in workshops for promoting business intelligence in Comprehensive Assessment  
 4- Artificial intelligence based tools roadmap in product  
 5- Strategic input on international level product design



## Contribution from Institutes

Institute Name	Principal/Managing Trustee	Contribution
Udgam School, Ahmedabad	 Radhika Iyer : Principal	CCE Software redesign Skill Based Assessment and more....
Anand Niketan Group of Schools	 Shri Kamal Mangal: Managing Trustee	First client to install iSchool Behavior analysis and more....
River side	 Kiran Bir Sethi Director	Multiple Intelligence concepts Comprehensive Assessment and more...
JG International School	 John Geevargese Chairman- ASIA Charitable Trust	IGCSE report card generation Detail activity and application assessment and more...
Mayoor School, Bhopal	 Mrs. Nishi Misra Principal	Multiple Intelligence assessment iDiscoveri assessment integration and more...
<p>And many more – Atul Vidyalaya, Billa Bong High International School, Cathedral and John Connon School, Mayo Girls College School, Nand Vidya Niketan, P.P. Savani International School, Sanskar Valley School, St.Annes School, The Millennium School, Udgam School etc</p>		