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Schoolguru Eduserve set to expand its online footprint

By *Shonali Advani*, ET Bureau | 5 Jan, 2016, 04.21AM IST

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BENGALURU: Three-year old ed-tech startup Schoolguru Eduserve that works with large government universities to facilitate their higher education distance learning programs, plans to tie up with another 30 universities in next 18 months as part of its expansion plans in India.

Alongside, the company is looking to extend its services globally and is launching its course in two universities in Africa in the next couple of months.

"Africa in terms of education is almost seveneight years behind us so there is a huge opportunity to replicate what we are doing in India, without incurring too much of a cost," said Shantanu Rooj, CEO, Schoolguru.

The company will enable some of these universities to teach their courses in English, instead of French.

It is tying up with L'Universite General Lansana CONTE (UGLC), Guinea this month and is in the process of signing the agreement with The University of Abuja, Nigeria, slated to launch in April, Rooj said.

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The company, currently works with 12 universities in India, teaches 140 programs across nine states, and in nine Indian languages.

Schoolguru, digitizes existing curriculum of universities for students to avail the same on mobile devices. It gets a revenue share of fees paid by students to universities and works with long-term exclusive contracts with universities. By March it expect to have a 1 million students on its platform, up from 200,000 currently, Rooj said.

Schoolguru is also focusing on bringing in an employability factor to its courses, through value-added complementary courses as well, matching the basic degree and skills a student can pick up.

The company raised Rs 20 crore in a Series A funding led by high net-worth investors (HNIs) from India and the US in October last year. It plans to raise $10 million in series B in the next quarter.

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