



**OPEN UNIVERSITY
OF KENYA**

Start - up Profile

Student / Team Details

Full Name of Applicant	Bijjam Venkey
Email	bijjam@gmail.com
Mobile Number	8765456765
Institution / University	Osmania University
Course / Program	InnoBridge
Year of Study	2010
Team Member(Name & Roles)	Shashi, Suresh, Bijjam, Meena and Mahesh
How many people are currently in your team?	5
What are the core team's strengths?	The core team's strengths lie in their deep domain expertise, collaborative mindset, and ability to execute with precision.
What gaps, if any, exist in your team?	The primary gap in our team is the limited availability of senior technical resources for faster execution and mentoring.
Are any of the founders working full-time on this startup?	Shashi

Start-up idea Details

Start-up / Project Name	InnoBridge
one line pitch / Tagline	Bridging students to real-world skills and opportunities.
Problem Statement	Students and early professionals often struggle to gain practical, real-world experience due to limited access to structured internships, lack of industry exposure, and unclear pathways from learning to employment.
Solution Overview	Our platform connects students with verified internship opportunities across sectors, offering a structured, guided experience along with skill assessments, mentorship, and certification—bridging the gap between academic learning and industry readiness.
Target Audience / Market	Our primary target audience includes college students, recent graduates, and early-stage professionals seeking practical industry exposure, as well as academic institutions and companies looking to offer structured internships and recruit skilled talent.
What makes you idea unique? (usp)	An end-to-end internship ecosystem that not only connects students with real opportunities but also tracks learning, validates performance, and bridges the gap from classroom to career—all in one unified

Stage of Idea	platform.
Have you validated the Idea?	Prototype yes
Explanation	We validated the idea by conducting surveys and discussions with students, academic institutions, and companies. The feedback revealed a strong need for a structured internship ecosystem that bridges the gap between education and industry. Early pilot programs and user testing also confirmed high engagement and demand.
Prototype / Demo link	https://ncst.nic.in/
Video pitch link	https://youtube.com/
What is your business model?	We operate on a subscription-based model for students and job seekers, offering tiered plans (Silver, Gold, Platinum) with access to internships, job listings, certifications, and resume visibility.
Who are your main competitors?	Our primary competitors include platforms like Internshala, LinkedIn Internships, LetsIntern, and HelloIntern—which also connect students with internship opportunities. However, most of them focus primarily on listings, while our platform offers an end-to-end ecosystem including skill tracking, certification, resume mapping, and institutional collaboration, which sets us apart.
Date Founded	05 June 2022
Location	Hyderabad

Incubator Details				
S.No.	Incubator Name	Status	Rating	Comments
1	suhan	Pending		

Market & Customers	
Who is your target customer?	Our primary customers are college students, recent graduates, and early-career professionals seeking real-world internship and job opportunities. Additionally, we cater to colleges, training institutes, and companies looking to onboard interns or hire fresh talent.
What is the size of your target market?	India alone has over 40 million students enrolled in higher education, with over 10 million graduating each year, many actively seeking internships and entry-level jobs. Additionally, thousands of companies, startups, and institutions look for skilled interns and fresh talent annually. This creates a market opportunity worth hundreds of crores, especially as the demand for industry-ready candidates and work-integrated learning continues to rise. Would you like a global market size estimate or segmentation (by domain, paid users, etc.) for pitch purposes?
How are you acquiring customers currently?	We are currently acquiring customers through a

combination of college partnerships, campus outreach programs, and direct onboarding of companies via referrals and networking. Additionally, we're leveraging social media marketing, targeted email campaigns, and webinars to reach both students and recruiters. Early traction is also coming from word-of-mouth and pilot programs with select institutions.

What is your go-to-market strategy?

We plan to launch through strategic partnerships with colleges and training institutes to onboard student users at scale. Simultaneously, we'll onboard companies and startups by offering free trial listings and targeted outreach. Our marketing approach includes campus ambassador programs, social media campaigns, webinars, and referral incentives to drive organic growth and platform engagement.

How many active users/customers do you currently have?

25769

What is your current monthly revenue (if any)?

25 Lakhs

What key milestones have you achieved so far?

Launched MVP with core internship and job modules
Onboarded initial set of colleges, companies, and student users
Enabled subscription-based plans (Silver, Gold, Platinum)

What are your next 3–6 month goals?

Scale user base by onboarding 100+ colleges and 5000+ students
Partner with 200+ companies for internship and job listings
Launch the mobile app version of the platform

Funding & Financials

How have you funded the company so far?

None

How much capital have you raised to date?

What is your monthly burn rate?

5%

Are you currently raising funds?

no

What is your long-term vision for the company?

To become the leading end-to-end platform that empowers students and early professionals with real-world experience, bridging the gap between education and employment through technology-driven internships, skill development, and career opportunities—at a national and global scale.

Why do you want to join our incubator?

We believe your incubator offers the right ecosystem of mentorship, networking, and strategic guidance that can help us scale faster and smarter. With access to industry experts, structured support, and potential investor connections, we aim to refine our

What specific support do you hope to receive from us?

business model, strengthen our product-market fit, and accelerate growth while learning from a community of like-minded founders.

We're seeking structured mentorship in product and business strategy, guidance on refining our go-to-market plan, access to potential investors, and help in forming strategic partnerships with academic institutions and companies. Additionally, we'd value technical advisory, legal/startup compliance support, and increased visibility through your network and platform.

How do you think you'll contribute to the incubator community?

We believe in collaborative growth. We'll actively contribute by sharing our learnings, offering peer support to fellow startups—especially in areas like student engagement, platform development, and internship program structuring—and participating in community events, workshops, and knowledge sessions. Our team is always open to sharing insights, exchanging ideas, and supporting a thriving startup ecosystem.

Support & consent

Type of Support Needed	Funding
Date of submission	08-07-2025
I declare that this idea is original and owned by team	true
I agree to terms and conditions	true