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What is ChalkStreet?

ChalkStreet is an online learning marketplace which provides high-quality courses from the best teachers. In this modern society where quality education is no more accessible, learning has often been pushed to the periphery of our lives. By education we mean learning. Learning whatever one wants to. We are on a mission to put learning back at the centre.

Vision

We are here to liberate learning from the clutches of traditional thinking. We are looking to break the walls between the need to learn and the availability of great learning experiences. ChalkStreet exists to make learning choice-based, relevant, affordable and accessible for everyone. And thus improve the quality of life.

The Team

ChalkStreet was founded in 2015 by Venkata Raghulan and Rajesh Kumar, who are an alumnus of IIM Kozhikode. Venkat and Rajesh have co-founded FACE (Focus Academy for Career Enhancement) in 2008, which is India's largest skill development company and has trained over 12 lakh students. Having over 8 years of experience in the education industry, they sure know the young Indian's pulse.

Raj Karthik, the CTO, is an alumnus of CEG, Chennai. Raj has created technology-based education platforms which cater to more than 6 Lakh students. With his prowess and experience in technology, ChalkStreet looks to take strides in terms of product quality.

A team of 20+ energetic individuals who are addicted to learning —The Chalkaholics as we like to call ourselves.

Product

ChalkStreet as a product is available on the web as well as in the form of an Android App. ChalkStreet offers around 300 courses over 5 diverse topic categories. Also, there are over 300
interesting articles relevant to these topics. The Videos, Tests are made to ensure the learner has a captivating and an engaging experience.

The instructors are experts in their respective fields and most importantly people who know how you’d like to learn. An engaging and an addictive learning experience, one never experienced before in the traditional classrooms or other marketplace type learning platforms. The Discussion forums facilitate peer-to-peer learning.

The ChalkStreet App enables learning on the go with a handful of other features. A few notable ones are:

- ChalkStreet Cash: Earn ChalkStreet cash for every minute spent learning on the platform. Use this cash to buy your favourite courses.
- Offline View: Download the learning material and learn even when you're not connected to the internet.
- Voice enabled search: When in doubt, ask ChalkStreet.
What does BLIP stand for?

BLIP stands for Business Leadership Incubation Program.

Objectives of BLIP

The objectives of the organization shall be:

- To foster the spirit of entrepreneurship amongst the students
- To provide a platform through which students can connect to and learn from successful entrepreneurs and top IIM Alumni
- To provide an enriching hands-on learning experience to students in various aspects of business like marketing, sales, and organizing national level events
- To provide a forum for presenting and implementing innovative ideas to encourage future entrepreneurs
BLIP Program – Explained

Reward System

1. Points –

What are Points?
Points are used to track an individual’s progress. As the points earned by a BLIPPER increases, s/he is promoted to the next Level.

How a BLIPPER can earn Points?
Points are rewarded to a BLIPPER if:
   a. A sale is made using his/her unique Coupon Code.
      i. Sale of Re 1 = 1 point
   b. An App is downloaded using his/her Referral Code.
      i. 1 App Download = 5 points

Significance of a Point
The value of 1 Point is Re 0.15. That means for every 100 Points earned a BLIPPER gets a Revenue of Rs. 15.
   • 1 Point = Re 0.15

2. Level –

What is a Level?
A Level signifies the progress of a BLIPPER.

On crossing a Level, a Star is rewarded to the BLIPPER. For every star earned, bonus points are also awarded. The bonus points for each level are mentioned along with the rewards for each Level.

Significance
The 1st Level signifies that the individual is officially a BLIPPER. Likewise, the 5th Level signifies that a BLIPPER has graduated from the program.
If a BLIPPER chooses to end his/her tenure before Graduation then s/he receives a certificate with designation and stars corresponding to the number of levels he cleared.
Structure

The BLIP program has 5 levels to it. A student progresses to the next level on the basis of their performance. Points are rewarded for a BLIPPER’s effort and based on these points S/He progresses through to the next Level.

1. **Enrolment:**
   A Student registers for filling up the registration form. The registration form is then evaluated. Based on the evaluation, a student is inducted into the BLIP program. Post the selection, a candidate enters the Probation Phase.

2. **Probation:**
   A select few students are inducted into the Probation phase of the BLIP Program. Probation phase requires a candidate to prove his/her candidacy. On achieving the target underlying the Probation phase, a candidate is promoted to **Level 1**.
   
   The tasks is to earn 1000 points. There is no constraint of time for a candidate to achieve this task.
   
   **Rewards:**
   - Induction by Venkat Raghulan (Founder ChalkStreet & IIM-K Alumnus)

   **NOTE:** A candidate will be officially called a BLIPPER only after crossing the Level Probation.

3. **Level 1 – BLIP Intern:**
   A candidate is officially referred as a BLIPPER now. Next milestone is 5000 points. On reaching a cumulative 5000 points a BLIPPER is promoted to **Level 2**.
   
   **Rewards:**
   - Promoted to the post of Intern
   - Eligible for Certificate
   - Receives 1st Star – Bronze
   - Presentation Tips by IIM-B Professor, Mr. Rakesh Godwani

4. **Level 2 – BLIP Challenger:**
   A BLIPPER receives his/her 2nd Star on reaching this level. From this level onwards, payouts on monthly basis will be initiated.
A BLIPPER now has to reach a milestone of 25000 cumulative points to get promoted to **Level 3**.

**Rewards:**
- Promoted to the post of **Business Challenger**
- Receives 2\(^{nd}\) Star – Bronze
- Access to Closing Sales and Influencing People Course by Mike Leahy worth Rs. 249/-
- Access to Effective Presentation Skills Course by Learn Smart worth Rs. 499/- on crossing the landmark of 15000 points

5. **Level 3 – BLIP Leader:**

A BLIPPER receives his/her 3\(^{rd}\) Star on reaching this level. S/He now has to reach a milestone of 50000 cumulative points to get promoted to **Level 4**.

**Rewards:**
- Promoted to the post of **BLIP Leader**
- Receives a 3\(^{rd}\) Star
- All 3 Stars in the certificate will be Silver stars
- Access to the Digital Marketing Course worth Rs 1499/-
- Coupon of INR 1000 off applicable on any course on ChalkStreet on reaching the milestone of 40000 points

6. **Level 4 – BLIP Champ:**

A BLIPPER receives his/her 4\(^{th}\) Star on reaching this level. This is the last level before Graduation.

**Rewards:**
- Promoted to the post of **BLIP Champ**
- Receives 4\(^{th}\) Star – Silver
- If BLIPPER choses to terminate his/her tenure during this level then s/he is eligible for an LOR from Mr. Venkat Raghulan
- Access to any course of BLIPPER’s choice up to INR 7999/-
- On reaching the landmark of 75000 points, the BLIPPER gets access to the Microsoft Excel Crash Course by Todd McLeod worth INR 699/-
7. **Graduation – Business Guru:**

A BLIPPER graduates from the program after crossing 100000 cumulative Points. A 5th Star is added to the BLIPPER’s Certificate.

**Rewards:**

- Promoted to the post of **BLIP Guru**
- Receives 5th Star – Graduation Star
- All the 5 Stars on the certificate will be Gold stars
- Internship Letter at ChalkStreet on completion of your College Degree
- Career Mentorship from Founders of ChalkStreet and other IIM Grads.
- Post-Graduation if a BLIPPER chooses to continue to be a part of the BLIP then the value of each point increases from Re 0.15 to Re 0.20.

8. **Other Rewards –**

   a. **Sales Ninja of the Month:**

   A BLIPPER who makes 15000 points only through sales over a month’s time is eligible for this award. e.g., BLIPPERs generating sales points above 15000 from December 1, 2016 to December 31, 2016.

   A Digital Certificate is rewarded to the BLIPPER. All the BLIPPERs will be provided with the certificate irrespective of the number of BLIPPERs crossing this milestone in that particular month.

   b. **The Marketeer of the Month:**

   A BLIPPER who makes 1500 points only through App Downloads over a month’s time is eligible for this award. e.g., BLIPPERs getting above 1500 points through App Downloads only from December 1, 2016 to December 31, 2016.

   A Digital Certificate is rewarded to the BLIPPER. All the BLIPPERs will be provided with the certificate irrespective of the number of BLIPPERs crossing this milestone in that particular month.
c. **Best 10 performers of the month:**

   Top 10 highest Point grossers of the month are eligible for this award. Best Performer Certificate is given to the learner along with a bonus multiplier of 1.2 on the points earned in that particular month.

d. **Hall of Famers:**

   A BLIPPER who makes 150000 points throughout his BLIP journey is inducted into BLIP Hall of Fame. Apart from a digital certificate s/he also receives a cash bonus of INR 5000/-. 
Frequently Asked Questions

1. **Will I get assistance in terms of marketing and sales training?**
   - Yes. In the Induction session with Mr. Venkat Raghulan, you will be given basic marketing and sales training. Moreover, the Learning Program will ensure you have a good understanding of the domain. You can always contact your ChalkStreet mentors if you continue to face difficulties in implementing what you have learnt.

2. **Will I have the freedom to devise my own strategy to market and sell courses of my choice?**
   - Yes. We want to make leaders owing to which, you have complete freedom in choosing courses and marketing them.

3. **How will be points made by a BLIPPER tracked?**
   - Any sale made will tracked through the unique coupon code given to every BLIPPER. A sale is credited only if the learner registers using a BLIPPERs unique code. Similarly, the App Downloads will be tracked through the unique referral code provided to a BLIPPER.

4. **How much money can I earn?**
   - We offer very competitive commission percentages (greater than industry standard). How much you earn is solely based on your own performance. Good performance is rewarded with promotions, higher commission percentages and recommendation commissions.

5. **Will I receive special discounts and promotions which I can share?**
   - Yes. As a member of BLIP, you will have access to exclusive coupons and discounts.

6. **Apart from monetary benefits, will I get recognition for good performance?**
   - Yes. As you perform, you will get due recognition for your efforts in the form of Certificates and Letter of Recommendations. Graduates from the program will be considered for recruitment by ChalkStreet once they successfully obtain their degree.

7. **What if I want to end my tenure before Graduation?**
   - A BLIPPER has the liberty to end his/her tenure only after 2 months of enrolling into the program.
8. **What if chose to end my tenure during Probation Phase itself?**
   - A BLIPPER ending his her tenure during the Probation Phase will not be eligible for any kind of Certificates or rewards.

9. **How can I end my tenure?**
   - A BLIPPER must send a Resignation letter to the Head – BLIP India. Post sending resignation letter, the BLIPPER’s dues will be settled on the next pay cycle.

For any further queries, mail us at shubham@chalkstreet.com or call us at +91 – 9941044841.