



LUME

Helping People See Clearly Before They Choose

CAREER CLARITY PLATFORM

The Problem: Career Decisions Made in the Dark

Students Choose Based On

- Marks and peer pressure
- Popular professions
- Family expectations
- Limited awareness

Counsellors Rely On

- Subjective opinion
- Personal instinct
- Generic advice

The Result

- Poor-fit decisions
- Uncertain parents
- Inconsistent guidance

The same problem exists in corporates — wrong hiring decisions, low engagement, and mismatch between role and capability. There is no structured way to understand what someone is actually suited for.

Our Solution: Clarity First, Counselling Second

Lume combines **psychometric assessments, aptitude mapping, and structured counselling** to help students and young professionals make informed career decisions. Instead of guidance based purely on opinion, our platform creates an objective profile for every individual.



Product Lines



Student Career Mapping

For Classes 8–12 and college students. Covers stream selection, career identification, and college direction.



Young Professional Guidance

For early-career professionals navigating career confusion, higher studies, or job switches.



Corporate Assessment

For companies and HR teams — hiring, role fit, behavioural mapping, and leadership development.

Revenue Model

Revenue Streams

Assessment Fee

Paid psychometric & aptitude tests

Consultation Fee

One-on-one counselling sessions

Premium Report

Detailed roadmap & recommendations

Follow-Up Package

Additional sessions over 3–6 months

Corporate & Schools

Per-employee assessments & workshops

Student Pricing Packages

Package	Price	Margin
Starter	₹499	₹399
Clarity	₹1,999	₹1,099
Deep Dive	₹4,999	₹3,199
Premium Journey	₹9,999	₹6,499

- ✓ The **Clarity** package is expected to be the most popular, accounting for **60–70% of sales**.

Counsellor & School Partnership Model

Counsellor Payout

Session	Price	Counsellor Share
Student	₹1,499	₹600-700
Parent	₹999	₹400
Corporate	₹2,500	₹1,000

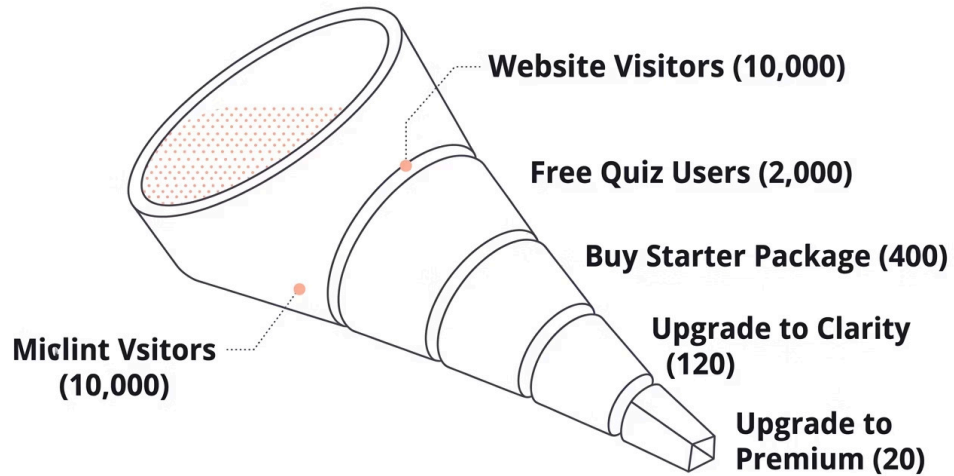
Counsellors work freelance or as partners. Revenue split: **Counsellor 40-50% / Lume 50-60%**.

School Partnerships

School Type	Students	Price
Small	Up to 100	₹50,000
Medium	100-300	₹1-2 lakh
Large	300+	₹3-5 lakh

Packages include assessments, career workshops, parent sessions, and upsell to individual counselling.

Growth Funnel & Early Revenue



Indicative Monthly Revenue

Product	Customers	Revenue
Starter	400	₹1,99,600
Clarity	120	₹2,39,880
Premium	20	₹99,980

✓ Estimated early-stage monthly revenue: ~₹5.4 lakh

Why Lume Wins

The Market Today

Counsellor Opinion →
Recommendation

Guidance is subjective, inconsistent,
and based on instinct rather than
evidence.

The Lume Way

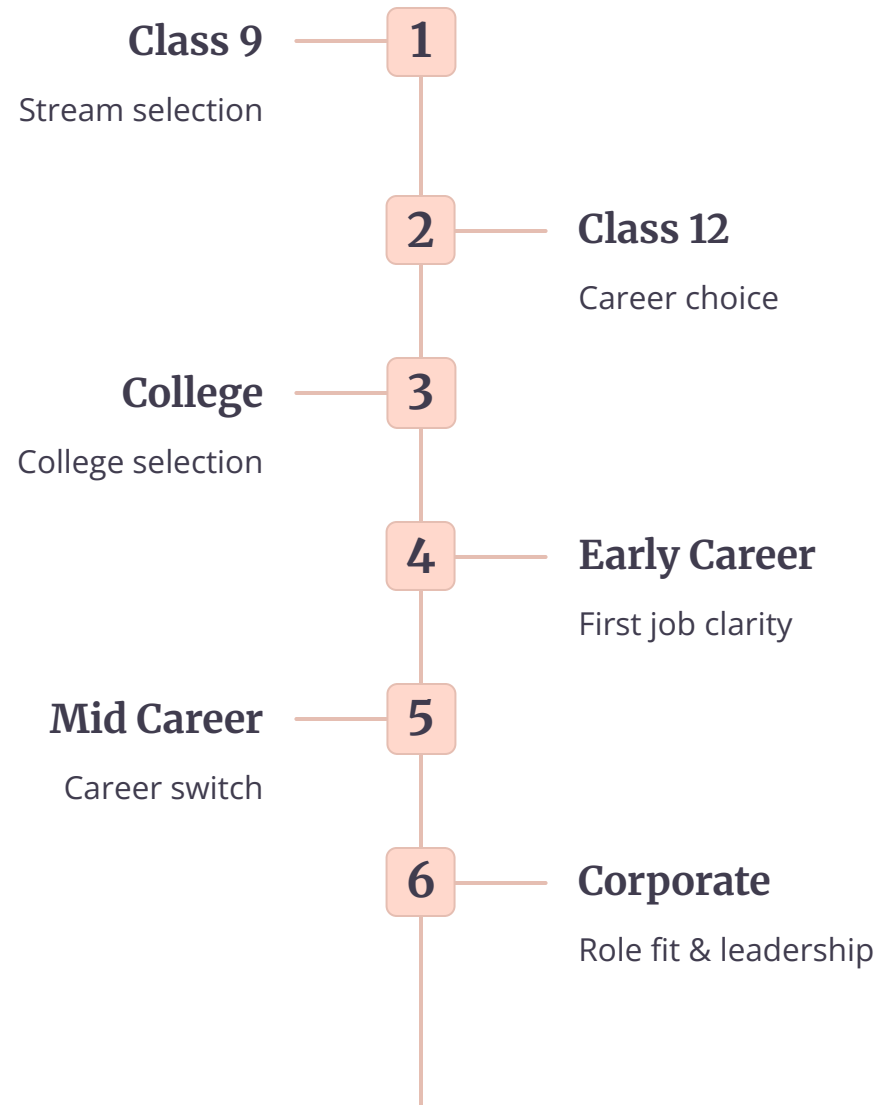
**Assessment + Psychology + Data +
Counselling** → Recommendation

Lume is not selling "career advice."
**Lume is selling confidence in a
decision.**



Long-Term Vision: A Platform for Life

Lume begins with one important question: *"What should I do with my future?"* Over time, it becomes the platform people return to at every stage of life.



Lume is building the **infrastructure for objective career decisions** — extending beyond students to corporates, where hiring, role fit, and employee engagement all benefit from structured understanding of strengths and behavioural fit.

See Clearly. Choose Confidently.

Objective Profiles

Psychometric & aptitude assessments for every individual

Data-Driven Guidance

Counsellors work with reports, not instinct alone

Scalable Model

Students, schools, and corporates — one platform

Lifelong Platform

From Class 9 to leadership development

Lume helps people see clearly before they choose.

