



## Your Elite One-Stop-Shop for Content Development & Translations

e-Books | Self-paced e-Learning | Instructor Led Learning | Desktop / Mobile Site | Videos



*We are a Social Enterprise, democratizing high-quality learning content, promoting inclusive and equitable quality education and lifelong learning opportunities for all, thus supporting UN's Sustainable Development Goals No 1, 3, 4, 5, 8, 10, 13 & 16.*

### What we offer

1

**CUSTOM CONTENT  
DEVELOPMENT &  
MULTI-FORMAT  
DELIVERY**

2

**CURATED PACKAGES  
FOR E-LEARNING &  
INSTRUCTOR LED  
TRAINING**

3

**TURNKEY  
TRANSLATION  
SERVICES FOR ALL  
FORMATS**


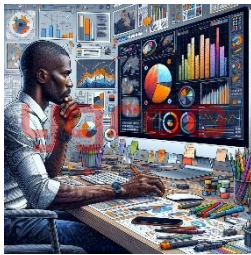
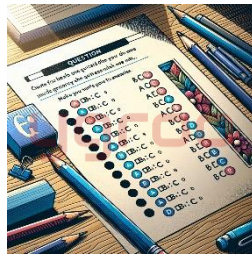


*With over 100,000 hours of expertly crafted learning content, a vast array of e-Learning resources, and 2 million words translated, we have truly mastered this art and science.*

## *Leverage our expertise and scale.*

# CUSTOM CONTENT DEVELOPMENT

One-stop-shop solution, with transparent and modular pricing

## WHAT CONTENT YOU WOULD LIKE TO DEVELOP?

BASE CONTENT	INFOGRAPHIC	ASSESSMENT QUESTIONS	GROUP ACTIVITIES	GAMES & GAMIFICATION
				
<b>USD 0.10</b> per Word	<b>USD 6.00</b> per Infographic	<b>USD 1.00</b> Per Question	<b>USD 12.00</b> per Activity	<b>PRICE ON REQUEST</b>
Custom-crafted based on your goals to engage your audience	Dynamic visuals that break down and clarify complex ideas, aid retention	Ingeniously designed for assessment & reinforcement of key concepts	Team exercises to embed learning through application with facilitation guide	Innovative individual or group games to enhance retention and engagement
<b>WORDS REQUIRED</b> <input type="text"/>	<b>SLIDES REQUIRED</b> <input type="text"/>	<b>QUESTIONS REQUIRED</b> <input type="text"/>	<b>ACTIVITIES REQUIRED</b> <input type="text"/>	<b>WORDS REQUIRED</b> <input type="text"/>
<b>Iterations:</b> 02 within 30 days   <b>Payments:</b> 40% Advance, 40% at Alpha Delivery & 20% before Final Delivery   <b>Extra:</b> GST/VAT				
<input type="checkbox"/> I already have the content, would like to only have it adapted for the undermentioned format				

**We create content for all requirements**

Educational / Curriculum based Content | Compliance Training | Soft Skills Development | Job Role-Specific Training | Standard Operating Processes | Technical/Specialized Training | Communications

**Tailored Formats created using YGROO's PowerLEARN Instructional Design\***

## HOW WOULD YOU LIKE THE CONTENT TO BE DELIVERED?

ESTIMATED PAGES <input type="text"/>	ESTIMATED PAGES <input type="text"/>	ESTIMATED HOURS <input type="text"/>	ESTIMATED HOURS <input type="text"/>	ESTIMATED MINUTES <input type="text"/>
E-BOOKS / MANUALS	WEBSITE (HTML & CSS)	SCORM BASED E-LEARNING	INSTRUCTOR-LED TRAINING	VIDEOS WITH VOICE OVER
<b>USD 5.00</b> per Page	<b>USD 140.00</b> per Page	<b>USD 750.00</b> Per Hour	<b>USD 500.00</b> Per Hour	<b>USD 100.00</b> per Minute
<ul style="list-style-type: none"> <li>- Aesthetically pleasing</li> <li>- Brand-aligned layout</li> <li>- Full set formatting</li> <li>- Optimized for digital</li> <li>- Navigable links.</li> <li>- PDF &amp; ePUB formats</li> </ul>	<ul style="list-style-type: none"> <li>- Wireframe design</li> <li>- HTML development</li> <li>- Responsive CSS</li> <li>- SEO optimized</li> <li>- HTML5 and CSS3</li> <li>- W3C validation</li> </ul>	<ul style="list-style-type: none"> <li>- 1 Splash Page (20s)</li> <li>- 35 Infographic slides</li> <li>- Machine Voiceover</li> <li>- 02 One-minute videos</li> <li>- 30 Assessment MCQ</li> <li>- Feedback Survey</li> </ul>	<ul style="list-style-type: none"> <li>- Concept development</li> <li>- 35 Infographic slides</li> <li>- Transcripts for slides</li> <li>- 30 Assessment MCQ</li> <li>- 02 Group Activities</li> <li>- Facilitation Guide</li> </ul>	<ul style="list-style-type: none"> <li>- Concept development</li> <li>- Scripting &amp; design</li> <li>- 15 Animation Frames</li> <li>- Machine Voiceovers</li> <li>- Background Music</li> <li>- Multi Video Formats</li> </ul>
<b>Costs:</b> Estimation to be validated by YGROO, for advance payments. Final payments would be based on actual delivered words				
<b>Iterations:</b> 02 within 30 days   <b>Payments:</b> 40% Advance, 40% at Alpha Delivery & 20% before Final Delivery   <b>Extra:</b> GST/VAT				



# EXPERIENCE THE FUTURE OF LEARNING

## Social Learning Community

Connect with peers, collaborate on projects, engage in enriching discussions, ensuring that learning is a shared experience.

## Byte-Sized Content

Absorb and retain knowledge effortlessly with compact, easily digestible learning modules that fit into your busy schedule.

## Gamification for Engagement

Keep motivation high and learning enjoyable with gaming elements that turn learning into a rewarding experience.



## Competency-Based Mastery

Focus on real-world skills and knowledge with a competency-based framework, ensuring you meet meaningful benchmarks.

## Personalized Learning Journeys

Benefit from AI-driven insights that tailor your learning journey, offering content and resources that adapt to your unique goals.

## CURATED PACKAGES

### SCORM BASED E-LEARNING

Two popular affordable packages which democratize custom e-Learning and Instructor Led Training Resources development for organizations.



- Includes all Content Development
- 01 Splash Page of up to 20 seconds
- 37 Infographic Slides with Machine VO
- 02 1 Minute Videos with Artist VO
- 30 Assessment MCQ, with scoring
- 01 Feedback Survey

### PER HOUR PRICING (ENGLISH LANGUAGE ONLY)

**USD 1,250** per hour

### ESTIMATED HOURS

(4000-4500 Transcript Words = 1 Hour of e-Learning Content) | One Slide = 50-70 Words | Once MCQ = 70 Words)

Estimate used for 40% Advance payments  
40% 2<sup>nd</sup> and 20% Final Payments based on actuals

### INSTRUCTOR-LED TRAINING



- Includes all Content Development
- 35 Infographic slides
- Transcript for Each Slide
- 30-50 Scenario MCQs
- 02 Group Activities
- Trainer Facilitation Guide

**USD 1,000** per hour

Estimate used for 40% Advance payments  
40% 2<sup>nd</sup> and 20% Final Payments based on actuals

**Iterations:** 02 within 30 days | **Payments:** 40% Advance, 40% at Alpha Delivery & 20% before Final Delivery | **Extra:** GST/VAT

Expand your reach with our affordable, secure and quick

## TURNKEY TRANSLATION SERVICES

We translate, edit and format all forms of Learning Resources ensuring high data protection and privacy standards with best-in-class turnaround times.

	TEXT ONLY	TEXT WITH FORMATTING	POWER POINT SLIDES	WEBSITE LOCALIZATION	E-LEARNING WITHOUT VO*	E-LEARNING MACHINE VO*	E-LEARNING ARTIST VO*
ENGLISH TO / FROM INTERNATIONAL LANGUAGE	<b>USD 0.07</b> Per Word	<b>USD 0.08</b> Per Word	<b>USD 0.10</b> Per Word	<b>USD 0.11</b> Per Word	<b>USD 0.13</b> Per Word	<b>USD 0.14</b> Per Word	<b>USD 0.43</b> Per Word
INTERNATIONAL LANGUAGE PAIRS	<b>USD 0.13</b> Per Word	<b>USD 0.13</b> Per Word	<b>USD 0.15</b> Per Word	<b>USD 0.18</b> Per Word	<b>USD 0.19</b> Per Word	<b>USD 0.44</b> Per Word	<b>USD 0.16</b> Per Word
REQUIREMENTS	<b>ESTIMATED WORDS</b> <input type="text"/>	<b>ESTIMATED WORDS</b> <input type="text"/>	<b>ESTIMATED WORDS</b> <input type="text"/>	<b>ESTIMATED WORDS</b> <input type="text"/>	<b>ESTIMATED WORDS</b> <input type="text"/>	<b>ESTIMATED WORDS</b> <input type="text"/>	<b>ESTIMATED WORDS</b> <input type="text"/>

Iterations: 02 within 30 days | Payments: 40% Advance, 40% at Alpha Delivery & 20% before Final Delivery | Extra: VAT / GST

### INTERNATIONAL LANGUAGES AND THEIR REACH



Expand your reach make learning more accessible with our professional translation services

### INDIAN LANGUAGES AND THEIR REACH



Key Indian Languages	Total Speakers	
	In Lakhs	% of total Population
Hindi	6,913	57.09%
Bengali	1,072	8.85%
Marathi	990	8.18%
Telugu	941	7.77%
Tamil	770	6.36%
Gujarati	605	4.99%
Urdu	628	5.18%
Kannada	587	4.84%
Odia	426	3.51%
Malayalam	355	2.93%
Punjabi	361	2.97%
Assamese	235	1.94%
English	1,293	10.67%

# WHO WE SERVE

Behold a tapestry of our endeavours, woven intricately across the realms of Governance, Corporate Excellence, and Academic Innovation. Each project stands as a testament to the vast expanse and profound depth of our expertise, illuminating the diverse arenas we touch and transform with our unparalleled capabilities.

## CORPORATES

### TRANSFORMING CORPORATE LEARNING AND COMMUNICATION AT SCALE WITH SPEED



At YGROO.STUDIO, we deliver off-the-shelf content, customized content development, e-Learning creation, and translation services for corporations. Enhance employee skills, ensure compliance, and foster continuous learning with our budget-friendly, high-quality solutions. Transform your corporate training and communication today.

## EDUCATION

### MAKING LEARNING MORE ACCESSIBLE, AFFORDABLE & SCALABLE

YGROO.STUDIO partners with K-12, higher education, and vocational institutions to provide engaging, curriculum-aligned content, dynamic e-Learning modules, and multilingual resources. Make education more accessible and impactful for all students. Elevate your institution's educational offerings affordably.



## TRAINING / TUTORING

### TRAIN OR TUTOR ANYONE, ANYTIME AND ANYWHERE. EXPAND YOUR REACH



Grow your training and tutoring Services with customized content, interactive e-Learning modules, and multilingual resources. YGROO.STUDIO provides affordable, high-quality solutions tailored to elevate student engagement and achievement. Transform your training approach and maximize educational outcomes.

## NON-PROFITS

### MAXIMIZE IMPACT OF YOUR TRAINING & COMMUNICATION INITIATIVES

YGROO.STUDIO provides non-profits with highly subsidized content development, e-Learning, and translation services tailored to their missions. Empower your team and community with customized training programs to drive social change and operational effectiveness. Amplify your impact efficiently. **Free-to-use Learning Management System for Non-Profits.**



## GOVERNMENT

### EMPOWERING GOVERNMENT TRAINING AND COMMUNICATION



YGROO.STUDIO offers scalable, rapid, and high-quality solutions for government agencies. From Skilling, Education, policy training to public awareness campaigns, we deliver cost-effective content, e-Learning, and translation services. **Bundled with Free to Use Learning Management System (LMS) and Training Management System, (TMS).**

# ILLUSTRATIONS OF OUR WORK

## GOVERNMENT

**Client:** Central Government Agency

**Impact:** 34.4 million individuals trained

**Our Work:** Developed participant handbooks for Branding and Marketing of 18 trades. Further, developed facilitation guides to be used by trainers for instructor-led training. Our work supported a large-scale national skilling program with over 26 million applicants. Completed in 15 days.

**Scope:** Conducted initial research and evolved curricula. Used a panel of experts to create content of 45,000 words for 4 modules and 25 units, test-your knowledge-exercises, case studies and over 100 infographics.

## NON-PROFIT

**Client:** Skill Development Organization

**Impact:** 21.6 million individuals skilled

**Our Work:** Translated and designed participant training eBooks and trainer facilitation guides for 10 diverse job roles - Retail Sales Specialist cum Cashier, Service fulfilment Executive, Retail Cashier, Retail Sales Associate, Retail Trainee Associate, Distributor Salesman, Retail Associate cum Cashier, Marketing Manager, Seller Activation Executive and Individual Sales Professional.

**Scope:** Native language translations into Hindi and Regional Indian Languages of over 1 million English words, 1000+ infographics and 3000+ test-your-knowledge exercise questions. Designed over 1500+ pages / slides.

## CORPORATE

**Client:** Leading Financial Services Company

**Impact:** 20,000 employees

**Our Work:** Used insights and inputs from industry leaders, our team of global experts curated content for an instructor-led intervention for Frontline Managers, around the 5 most important competencies identified - Leadership Styles, Conflict Management, Goal Setting (SMART), Performance Feedback, Conversational Intelligence (Coaching / Listening / Empathy). Further, developed and administered a 60-minute proctored online certification post the intervention.

**Scope:** 20 hours of an instructor-led learning intervention developed using YGROO's POWERLearn Instructional Design (YPLID) including 8 modules, each with 3 to 5 micro-learning units, 50+ scenario-based test-your-knowledge exercises, 15+ group activities and role-playing exercises.



# ILLUSTRATIONS OF OUR WORK

## C O R P O R A T E

**Client:** Global Retail Enterprise

**Impact:** 31,000 employees

**Our Work:** Developed and delivered content on Corporate Ethics & Prevention of Sexual Harassment (PoSH) for compliance training of retail store employees including a 90-minute instructor-led intervention on and a 10-minute scenario-based online certification. Further, developed self-paced e-Learning module for Ethics Counsellors, Vendors and Contract Staff including a 20-minute scenario-based online certification.

**Scope:** Created over 50+ infographics-oriented, micro-learning based, gamification-driven instructor-led and self-paced e-Learning modules to make sombre topics like Corporate Ethics & Prevention of Sexual Harassment (PoSH) fun. Built an innovative scenario generator for different employee groups to help the audience understand the right course of action in commonly-faced situations.

## C O R P O R A T E

**Client:** Major Retail Chain

**Impact:** 5,000 employees

**Our Work:** Developed 45+ Standard Operating Procedures (SOPs) in the retail sector covering Receiving, Inventory, Replenishment, Fruits & Vegetables, Meat & Fish, Customers, and Office Management. Further, developed 25+ SOPs related to Work Safety and Hygiene process in retail stores. Employed an infographic-driven and micro-learning based approach to maximise retention and integrated e-Learning resources with online certifications. Completed in 60 days.

**Scope:** Used our panel of domain experts to conduct retail store visits to understand and map existing processes, optimize these processes based on global benchmarks in the retail sector, integrated with e-Learning bytes and certifications.

## H I G H E R E D U C A T I O N

**Client:** Premier Business School

1,000 students and alumni

**Our Work:** Launched an online learning platform offering self-paced and virtual instructor-led programs, making management development accessible, affordable, and inclusive, facilitating skilling at scale with speed and quality.

**Scope:** Offered 1500+ free stock online courses, including 100+ Soft Skills courses, 300+ Work Skills courses, 50+ Job Role-based courses, 100+ Webinars, 1000+ Master Classes, 550+ paid Micro Credentials.

# WORK ORDER

To YGROO via email to [sales@ygroo.org](mailto:sales@ygroo.org)

Date: \_\_\_\_\_

I, \_\_\_\_\_ on behalf of \_\_\_\_\_

Having its registered office / Main Campus at \_\_\_\_\_

\_\_\_\_\_ would like to subscribe to the above mentioned YGROO.STUDIO Services:

I understand YGROO Master Services Agreement ("MSA"), available on the YGROO.STUDIO website at <https://www.ygroo.studio/msa> which includes YGROO Service Terms, YGROO Privacy Policy, YGROO Honor Code, and YGROO Copyright & Trademark Policy, governs my use of YGROO products and services, including YGROO.STUDIO. I have read, understood and accept the MSA, and fully understand that this is a pre-requisite to proceeding further with this subscription. I also understand that Product Specific Terms ("PST") related to YGROO.STUDIO outlined hereunder, additionally govern my use of YGROO.STUDIO product and services.

This Agreement with YGROO (YGROO, we, us) may be with YGROO PTE LTD, a company incorporated and registered in Singapore with company number 202007781W whose registered office is located at 51 Goldhill Plaza, #07-10/11, SINGAPORE 308900 (if you register from within Singapore and the rest of the world), or with our sister company, YGROO DIGITAL PVT LIMITED, a company incorporated in India with company identification number U63040MH2006FTC163655 having its registered office at Him&Kays House #1, Powai Vihar, Powai, Mumbai 400076 (if you register from within India).

By submitting this subscription, I affirm my acceptance of YGROO's Master Services Agreement and the YGROO.STUDIO – Product Specific Terms mentioned hereunder. I understand that these terms constitute a legal agreement between myself (or the entity I represent) and YGROO, whether YGROO PTE LTD or YGROO DIGITAL PVT LIMITED, depending on my registration country mentioned below. I assert that I am legally capable of entering into this agreement and, if applicable, hold the authority to bind the entity I represent.

I agree that I will comply with all provisions outlined in the MSA, YGROO.STUDIO – PST and any subsequent updates or changes as published by YGROO on the YGROO.STUDIO website <https://www.ygroo.studio/msa>. I acknowledge my responsibility to routinely review these terms to stay informed of any modifications that may affect my use of YGROO products and services.

By this agreement, I recognize that all terms are binding and enforceable upon my successors and assigns. I further acknowledge that YGROO reserves the right to update and change the terms, and I accept any new features or tools added to the current products and services will also be subject to these terms.

Date:

Registered Mobile Number: \_\_\_\_\_

Signature & Stamp:

Registered Email: \_\_\_\_\_

Name:

Title/Position:

Entity Name:

Registration Country:

VAT / GST:

Tax Residency:

Registered Address:

**COUNTER SIGNED BY YGROO,**

Company Name \_\_\_\_\_

Sign & Stamp \_\_\_\_\_

Name \_\_\_\_\_

Title / Position \_\_\_\_\_



## YGROO.STUDIO – Product Specific Terms (“PST”)

These Product Specific Terms (“PST”) along with the YGROO’s Master Services Agreement (“Terms”) govern your use of YGROO.STUDIO (the “YGROO Products and Services, YGROO Products, YGROO Services, Products, Services”).

You or the entity you represent (“you” or “your”) accept these Terms by Purchasing or Subscribing online or offline to the YGROO Products and Services, or by continuing to use the YGROO.STUDIO Products and Services after being notified of a change to these Terms.

Any new features or tools which are added to YGROO.STUDIO shall be also subject to these Terms. YGROO reserves the right to update and change the Terms by posting updates and changes on the YGROO.STUDIO website at <https://www.ygroo.studio/pst>. We recommend that you check the Terms from time to time for any updates or changes that may impact you.

You understand costs outlined above are estimates and agree to provide sample of source content based on which YGROO would decide if the above rates are applicable or additional charges would apply the works (“Works”). The subscription would start only after receipt of advance payments due and the subscription date would be the date of this subscription order.

### 1) Scope of the product and services:

Service includes specific content development, E-Learning development, and Translations Works as requested by you in the subscription form.

### 2) Briefing documents:

You agree to provide detailed documented briefing document/s to [sales@ygroo.org](mailto:sales@ygroo.org) to facilitate YGROO to deliver the subscribed Works. YGROO may not be able to start the work till such time a detailed brief is not received.

### 3) Base documents:

You agree to provide any base document to be used for building content, e-Learning resources or for translations in a fully editable format, like Word, Power Point etc. You understand that additional charges may apply if you provide non-editable documents.

### 4) Format of Delivery:

a) YGROO would deliver the final content development and translation Works post payment of all dues in an editable Word or Power Point file.

b) YGROO will build e-Learning resources for you in its Course Maker software and will provide you the output file of the Works in a SCORM-compliant HTML5 format which you can use in any LMS.

c) Scope of services does not include uploading the HTML5 file in your LMS. However, should you require that additional service, YGROO would be happy to offer that at an additional cost.

d) If you choose to use the YGROO LMS to edit, market and sell the e-Learning resources, you may do so at an additional cost.

### 5) Iterations:

a) All YGROO.STUDIO Products and Services include up to a maximum of two iterations within 30 days from alpha delivery, unless specified otherwise and documented.

### 6) Payment Terms

a) Costs are based on the Development Levels and Translation Levels selected by you, the type of original content provided by you and the type of expected content delivered by YGROO.

b) **Manner of Payments**

i) **Advance Payment:** 40% advance payment of the total cost, due at the time of subscription.

ii) **2<sup>nd</sup> Payment:** 40% due at Alpha Delivery (in locked .pdf / preview mode with a YGROO watermark).

iii) **Final Payment:** Balance 20% due prior to Final Delivery. YGROO would release the Works in editable formats along with an Intellectual Property Assignment letter within 3 days of the receipt of the full and final payment.

c) **No Refunds:**

i) You understand that YGROO does not offer any refunds of payments made.

**7) Intellectual Property:**

a) You agree all content and materials developed by YGROO remain the intellectual property of YGROO till such time you have not made the full and final payment. You may not use the content and materials prior to making the full and final payment.

b) Post your full and final payment, YGROO will assign unto you all rights, interests and titles in the Works created, together with all the rights of action, powers and benefits that have accrued, arisen or belong to you in relation to the Works absolutely and unconditionally in accordance with the Terms. YGROO would thereafter renounce any and all of its rights, title and interests in the Works in your favour and further covenant not to interfere with your rights created at any future time. The rights in the Works assigned to you shall include but not be limited to the following specific rights:

i) The right to reproduce the Works in any material form including the storing of it in any medium by electronic means.

ii) The right to issue copies of the Works to the public.

iii) The right to exhibit, display or otherwise communicate the Works to the public.

iv) The right to make any adaptations or translations of the Works.

v) The right to make any modifications or alterations and create derivative works or value additions to the Works.

vi) The right to sell or give for hire, or offer for sale or hire, any copy of the Works, regardless of whether such copy has been sold or given on hire on earlier occasions.

vii) The territorial extent of the rights in the Works conveyed to you by YGROO shall extend to all the countries in the World.

8) **Implementation Process and Timelines:**

a) Implementation process and timelines are based on scope of work, the type of source content provided by you and the type of expected content you seek YGROO to deliver to you.

b) YGROO would communicate estimated timelines post reviewing the brief and source content provided by you.

**Have questions or need clarification?**

**Click on the link below or scan the QR code to book a get in touch with our experts.**

<https://www.ygroo.studio/book-a-meeting>

