



Your partner in competitive exams!

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Who are we?



An online aggregator cum marketplace for all types of competitive exams¹ preparation material and tele-mentorship programs.

What we do?

Provide students with one stop solution for all exam preparation needs (Content as well as Advise)

-  Books (Physical copies and e-books)
-  Personal notes (Physical & digital)
-  Coaching material (Distance learning programs)
-  Digital content (e-learning courses, educational devices, Mock tests etc)
-  Peer 2 peer mentorship programs by students who have recently cleared the exam





Core Team of Edu4share¹

Personal details

Background

Current role

Key Achievements



Dr. Ashvini Jakhar

An alumni of McKinsey & Company & Indian School of Business. Ashvini has more than a decade of experience in various sectors; education, healthcare, e-commerce, private equity etc. He has already aced 3/10 exams which edu4share is targeting in phase 1 namely Pre-medical exams, National Defence Academy and GMAT.

Founder & CEO

- Recipient of the President's Sainya Seva Medal
- Global Leadership Award winner
- Chairman's all rounder award at ISB



Jerry Jose

A second generation entrepreneur & alumni of prestigious institutions – Loyola college, HEC Paris, KPMG & Goldman Sachs, Jerry brings with him a penchant for numbers and detail along with experience in operations and business development.

Founding member & Head of Business Development & operations

- Director operations, MBAT
- President, finance club HEC Paris



Mohit Bhansali

A self confessed tech-freak with around 5 years of experience, Mohit has a startling career as a freelancing consultant since his college days. It is said that when others were busy watching 'Big bang theory' Mohit was learning open source technologies

Technology Lead

MVP at every place he has worked



Pain points being solved?

Feature

Description

Pain point solved

1



One-stop solution

- TRULY one stop solution
Content:
 - Old or new; Physical or Digital
 - Books, coaching material, notes or digital
 Advise: Peer to Peer tele-mentorship programs

How do you decide what exam material to buy? Where to buy? How to plan preparation, revision etc? Need to go to multiple places for different needs

2



Bundled offering

- Buyer will be able to buy bundled offering, e.g., “must-have books and digital content package” for IIT-JEE
- Bundled offerings to be created by experts for each exam category

No one wants to buy all books at one go? Also, how do you decide which ones you need new, which ones old and which mock tests are best for you?

3



Economical

- Offerings available cheaper to buyers
 - Bundling impact
 - Pre-owned material availability
 - New and pre-owned mix

Multiple purchases from different sales points; online stores, brick & mortar stores, buying from seniors etc. Can't find all at one place.

4



Innovative offerings

- First mover advantage in India for being a pure play market place for digital content and personal notes
- Leader in market as aggregator of all types of content

With so many online providers, how do I know which is best? Where do I find personal notes? Can't I get old material sitting at home?

5



Fair market place

- Market place design drives/incentivizes positive behavior from both parties
 - Robust review and rating mechanism
 - Triple factor authentication
 - “One-time negotiation” tool
 - Design facilitating repeat customer visits

With plenty of resources in market, how would a buyer know what is the best resources to buy and prepare from?



Business Model

Tell us how **BUY & SELL** side looks like.

SELL SIDE

Individual sellers

- Students who have recently aced the exam.

Content

- Old Books
- Old coaching material
- Personal notes
- Digital content

Business sellers

- Online content providers and tutor providers.

Content

- Digital, online and physical learning and assessment products including Devices
- Coaching material; Physical or digital (mainly assessment products and distance learning solutions) (New)
- Publishers
- Book Sellers
- Professional tutors
- Books
- Old books, coaching material
- Professional notes of specific subjects

Edu4share.com



Online Platform

Tele-mentorship Programs

→ Mentor

Mentee ←

BUY SIDE

Individuals

- Parents/guardians of 11th and 12th class students appearing in these competitive exams.
- Students themselves
- Graduate students appearing in post graduate exams like CAT, GMAT, Post graduate medical and engineering exams, Civil services and CDS

Institutions

- Schools, coaching institutes reaching out to business sellers and mentors (through our platform) for a business association



Great.. Let us know how you guys will make money?

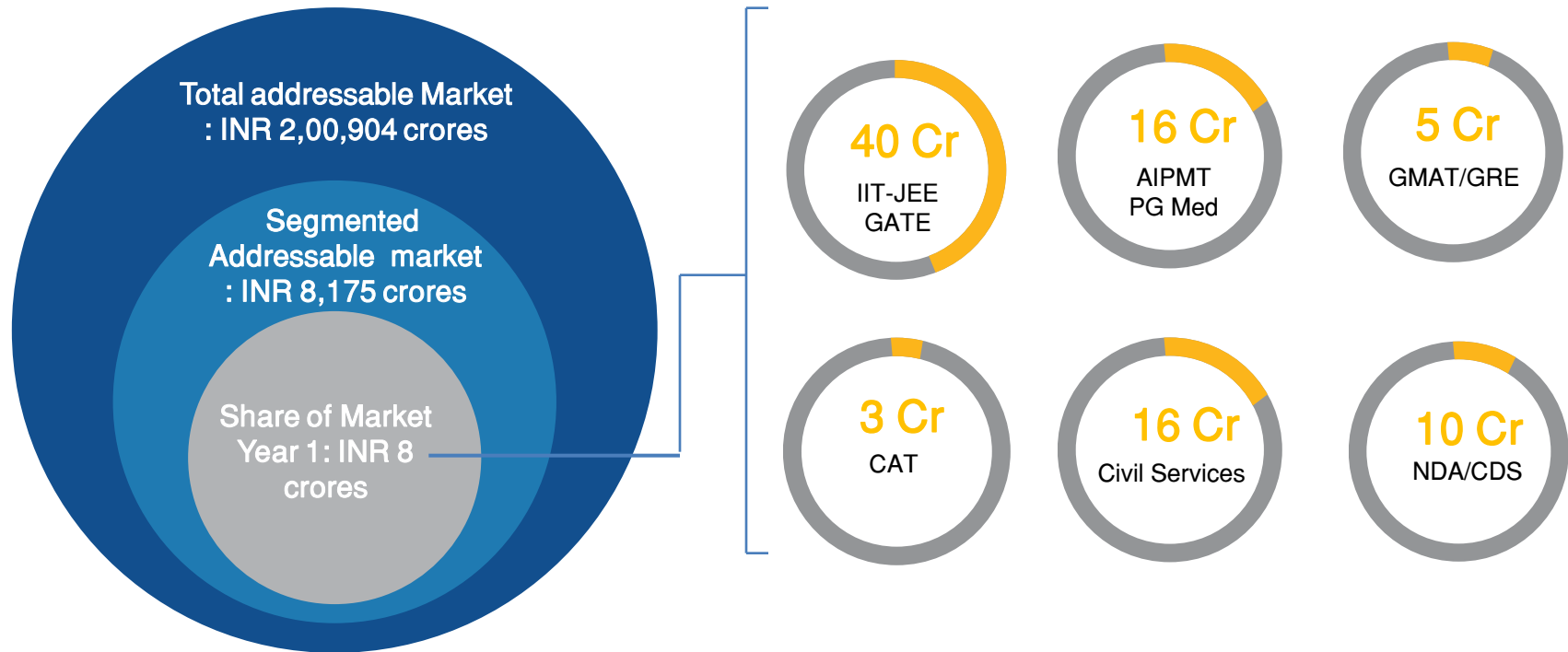
Edu4share has 4 clear revenue streams

| Revenue streams | Description | % margin |
|---|---|---|
| 1 Margin on sale by individual sellers | <ul style="list-style-type: none">For all sales made by individual seller through our platform, edu4share makes moneyFunds transferred to seller's account after deduction | 9% of sale price |
| 2 Margin on sale by business sellers | <ul style="list-style-type: none">Business seller sell their entire product catalogue through our platformIndustry average margin is 40% | 15-50% of sale price |
| 3 Margin on tele-mentorship sessions | <ul style="list-style-type: none">Edu4share holds money for mentor till program is delivered successfullyPlays role of facilitator and content provider | 30% of sale price |
| 4 Affiliate Marketing revenues | <ul style="list-style-type: none">Revenues through email campaigns to registered users and affiliate marketing campaigns for deemed universities and other coaching institutes. | Current rate is INR 8,00,000 for 1500 leads |



Hmm..Keep going..How big is the opportunity¹?

Well! It's ~ INR 8000 Crs market and edu4share could potentially capture .1% of market share (8 Crs) by Mar 2016



Key assumptions

- Conversion rate: 1%
- People appearing in these exams every year: ~40 Lakhs
- Internet penetration among target audience (15-30 years) is 64.24%
- Awareness about E-commerce platforms is 55%



Current Traction: Key Milestones Achieved

within 2 months of customer acquisition effort

Market Traction

- **140,000+** page views
- **12,000+** unique visitors
- **60% returning** users

- **7 minutes:** Average time spent by users on the platform
- **1,500 +** registered users

Revenue
stage

Well
established

Early
success

Robust

BUY SIDE

- Early revenues realized (**sales worth INR 187,000**)
- Mentorship, Mock tests, devices & old content are early revenue drivers

SELL SIDE

- **30+ business sellers** (Akash Institute, Toppr.com, Meritnation, Practice-Guru etc.)
- **300 individual sellers** listed
- More than **5,000 products** listed

MENTORSHIP

- **200+** mentors registered from top institutes (IIM's, IIT's, ISB, AIIMS etc)
- **Rank 1 JEE-Mains 2014 & Rank 1 AIIMS - 2014** listed on platform








PRODUCT

- Enterprise level product with robust admin panel
- Mass mailer (**200,000/day**) & mass SMS functionality achieved
- Ratings and reviews for seller, products and mentors



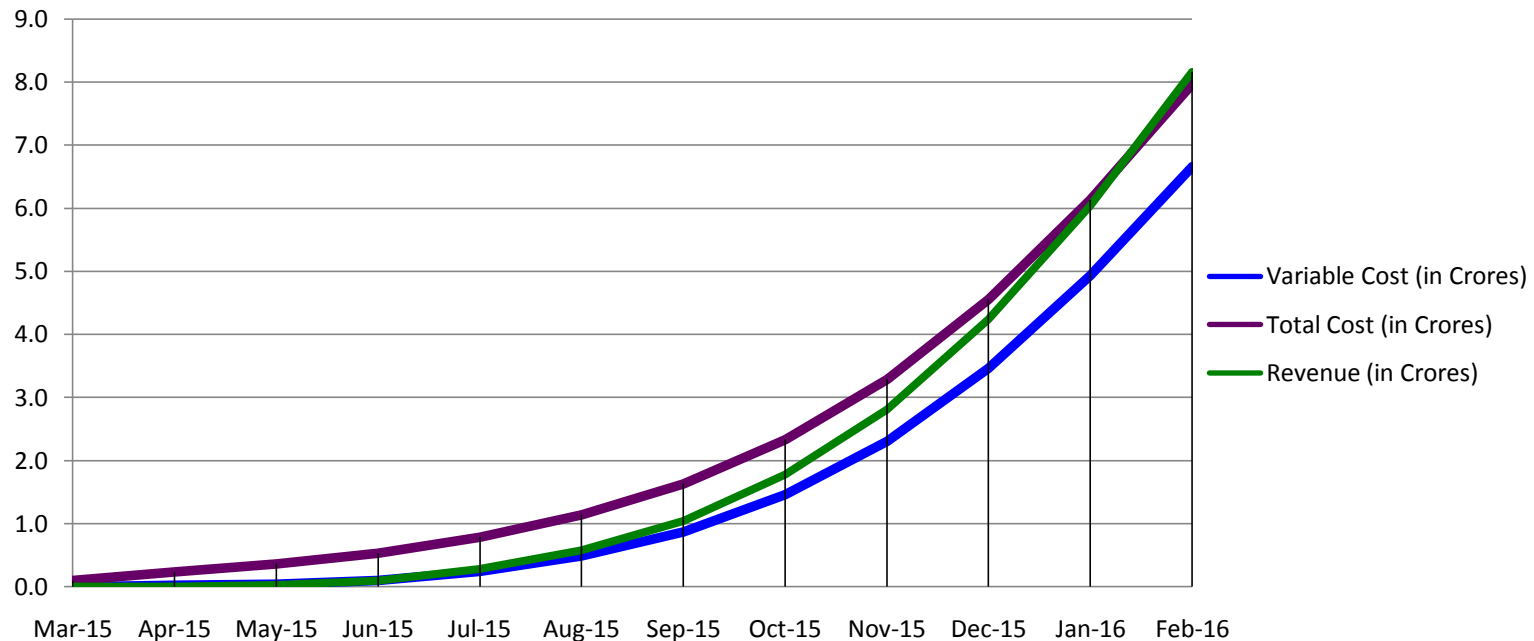
Well! That's great..but how about competition?

Competition mainly focused on sub-segments e.g. books, old material etc. No direct competitor into both content & advice and new & old

| Name | Key offering | Type of content | Remarks |
|---|---|---|---|
| 1  Specialist e-coms | <ul style="list-style-type: none"> Provides books and online tests for competitive exams, certifications, and jobs and careers. Owns content; No review and ratings mechanism | Only new | <ul style="list-style-type: none"> Not a super specialist player; offers all educational content. Flipkart, Amazon, other e-coms direct competitors. Itemized offerings; Not focused on content; purely selling platform |
| 2  Generic e-coms | <ul style="list-style-type: none"> Offers academic also. Electronics and home appliances major focus areas. Own material as well as aggregator of professional sellers | Only new | <ul style="list-style-type: none"> Generic e-com players known for service delivery, but not famous as academic content specialist Itemized offerings and coaching institutes not onboard yet |
| 3  Pure-play marketplace [courier model – generic] | <ul style="list-style-type: none"> Online place to buy, sell, and rent books, textbooks, music, movies, and games Individual and retail sellers can sell goods. C to C model | New and old | <ul style="list-style-type: none"> Generic market place targeted at multiple categories; books, music, and movies No recommendations/expert view on content offered especially academic sell, Itemized offering |
| 4  Pure-play market place [courier model–specialist] | <ul style="list-style-type: none"> Online market place targeted at retail sellers and buyers All type of books can be sold Mainly targeted for individual sellers | Used only | <ul style="list-style-type: none"> Platform yet not functional; seller functionality not available. Does not cater to institutional sellers per se and does not focus on competitive exams (generic player) |
| 5  Pure-play marketplace colocation-based spl. | <ul style="list-style-type: none"> Online market place targeted at retail sellers and buyers (OLX of books) Anyone can come and sell. No differentiation of the seller types | Used books | <ul style="list-style-type: none"> Generic platform for all kinds of books Colocation constraints; buyer needs to co-ordinate for payment and delivery. No Quality check or mediation by player |
| 6  Online tutorship | <ul style="list-style-type: none"> Exams content teaching for selected exams by tutors through online resources (video/video tutorial) Other such as iProof/super-prof offer similar services | Tutorship (online or/and offline) | <ul style="list-style-type: none"> Teaching of “exam content” by tutors who have cleared the exam. Limited offering; high bandwidth internet and IT facility a must. Can cover only limited content/topics |
| 7  Pure-play marketplace colocation-based generic | <ul style="list-style-type: none"> Online market for selling and buying anything and everything | Used books and other preparation material | <ul style="list-style-type: none"> Non-curated generic market place for used goods NO QC and content richness Colocation restriction |



Key Financials



- Positive Cash flow from October 2015
- Break even expected in January 2016
- Revenue projections¹ of INR 8 Crores, 30 Crores and 80 crores for year 2015-16, 2016-17 and 2017-18 respectively.

Conversion rate of 1% and traffic inflow of 10% of students/ parents who have internet access and use e-com for making a purchase. Assuming funds use of 2 crores over one year



Great..let's go the main point. How much funds you guys need?

75 Lakhs

Talent
Acquisition

- Chief Technology officer
- Digital Marketing team
- Business Development team
- Operations and logistics team
- HR member

75 Lakhs

Marketing

- Adword campaigns (PPC)
- Banner Ads
- Remarketing campaigns
- Campus events
- Offline Promotional campaigns
- Building operational infrastructure

50 Lakhs

Product
development and
Mobile strategy

- Mobile app development
- Current UI/UX enhancement



Funding Details

| S.No | Name | Remarks |
|------|------------------------------|---------|
| 1 | Pre-money Valuation | 6.0 Cr |
| 2 | Fund Raise | 2 Cr |
| 3 | Post money Valuation | 8.0 Cr |
| 4 | Post money investor's equity | 25% |

Other Details:

- ✓Funds use: Over next 12-16 months
- ✓Funds already committed: 1.25 Crores

Committed Investors:

1. [Shirish Sankhe](#): Senior McKinsey Director & Angel investor
2. [Nalin Jain](#): President & CEO, GE (Rail, mining, defence & aerospace)
3. [Dr Dinesh Kundu](#): Business Development, Wockhardt Ltd
4. Shomil Pant: Head, Strategy, Wockhardt pharmaceuticals



Back Up



Great. Is that all?

NERDY TURTLE'S
GYAN #1



Write etc.
on an exam
when you
don't remember
any more
examples...

No.. Meet our Mascot;
#Nerdyturtle!

Lets go to back up pages!

NERDY TURTLE'S
GYAN #2



Worrying is like
a rocking chair.
It gives you
something to do
but it does not
get you anywhere.



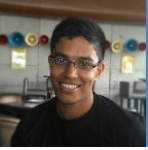





Team of Edu4share

Personal details

Background

Current role

Claim to fame

| | | | | | |
|---|--|---------------------|---|-------------------------|--|
| 3 |  | Neel Borooah | A computer science engineer by profession Neel believes in creating products that help people solve real problems and his inquisitive nature makes him focus on using latest technology for the same. | Front end developer | Cyclist, guitarist, MMA practitioner, and all round superman |
| 4 |  | Pooja Nayak | Pooja has over 5 year of experience in the Business Intelligence domain. She is passionate about building online marketing campaigns, creating engaging social media content are a few of her favourite things. | Social Media Strategist | Trained hindustani classical vocalist and long distance runner |
| 5 |  | Ravi Kant | A Senior Logistics Executive with knowledge of Managing 3PL, Warehousing, Transportation, and Reverse Logistics in efficient manner with cost effectiveness in IT Hardware Manufacturing Industry. | Senior Logistic Manager | He takes things from the “root” level |
| 6 |  | Prashant Saxena | Startup Marketeer for last 06 years. Expertise in SEO/SEM. He has run successful ad campaigns for many of his clients in previous tenure. | Growth Hacker | Cooks up marketing as good as food! |
| 7 |  | Mayur Bhansali | Just a simple, absent-minded, extraterrestrial creature. Prefers to remain Incognito. | Creative Head | Assistant Art Director for for RGV's Phoonk 2 |
| 8 |  | Chaithanya Ann Ravi | An alumni of VIT University, Chaithanya trained as a chemical engineer and had a previous stint in NALCO before joining Edu4Share as a Business Analyst. | Senior content expert | Extensive volunteering and mentoring experience |



Taxonomy used in market sizing

Market size

Definition

Remarks

Total
addressable
market (TAM)

Total possible demand for our offering; includes overall market in category

- Includes all exams categories and curriculum in India. All types of content- academic as well as non-academic, which is required for education is also included
- It does not include in-person coaching market and school teaching; it includes mentorship programs

Segmented
addressable
market (SAM)

Overall demand possible for targeted exam categories (if 100% of customers buy the offerings)

- Includes six exam categories: CAT/MBA exams, Engineering, GMAT-GRE, Medical, NDA-CDS and civil services exams
- Includes old as well as new content available in following forms; books, coaching material, notes, digital content and online content.
- It does not include in classroom tuitions
- It includes tele- mentorship market opportunity for these exam categories









Share of
market (SOM)

Demand likely to be captured as per edu4share business model

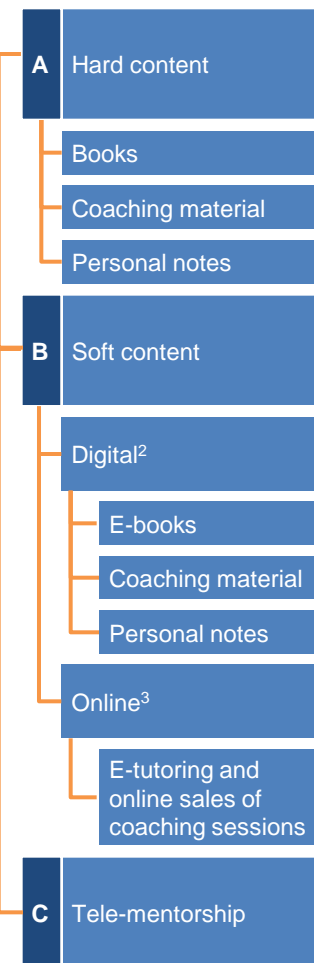
- Same as above (SAM) except the fact that it includes market size which is likely to be captured by edu4share in current market
- scenario
- It takes into consideration various factors such as internet penetration, people using e-com as a preferred mode of purchase, visits to edu4share platform, actual conversion rate and average spend by each converted customer



Common terminologies used for education content

| Type of content | Description | Type of offering |
|---|--|-----------------------------|
| 1  Hard books | Comprises hard copies of books (excludes coaching books) | New and old |
| 2  E-books | Comprises e-version of hard books or exclusive e-books (no hard copy version) | Only new |
| 3  Coaching materials (hard) | Consists of coaching material issued in form of notes, books (any hard material). It also includes distance learning material, but excludes in classroom teaching | New and old |
| 4  Coaching materials (online) | Consists of coaching material made available for online viewing/online activity. Not downloadable. It also includes coaching sessions which are sold online | Only new |
| 5  Coaching materials (digital) | Consists of coaching material which is downloadable (i.e., can be done in offline mode). It includes material/test prep CDs, DVDs, and pen drives | Only new ¹ |
| 6  Personal notes (hard) | Hard copies of notes prepared to exam taker or tutor; either for self-use or for selling | Original seller or reseller |
| 7  Personal notes (digital) | Includes downloadable and offline version of personal notes. It includes notes in word, pdf, ppts. Typically comprises summary and revision notes, help guides and solved papers | Original seller or reseller |
| 8  Tele-mentorship | Comprises of tele-mentorship delivered through telephonic route; video mentorship in second phase | NA |

Summary



¹ Digital content cannot be resold

² Digital content includes any material that can be both viewed and downloaded by offline use, e.g., e-books, mock test series

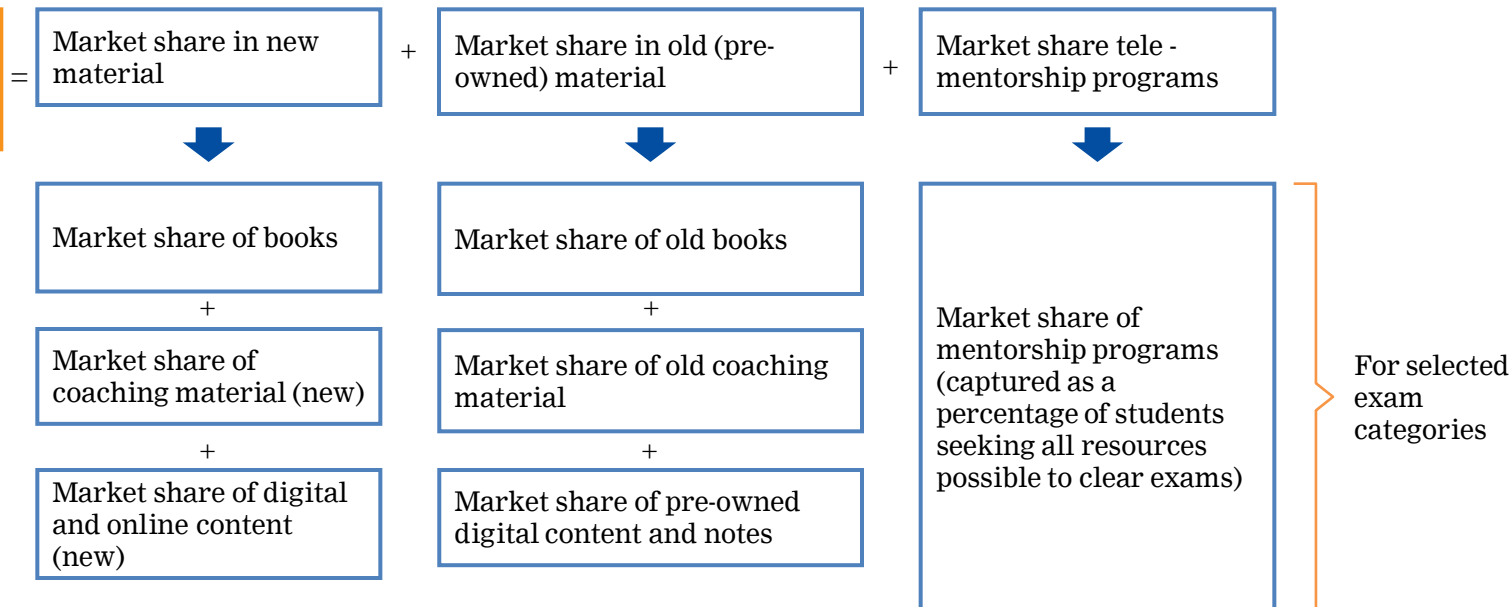
³ Includes content that can only be viewed online and cannot be downloaded



Approach for calculating market size for Edu4share

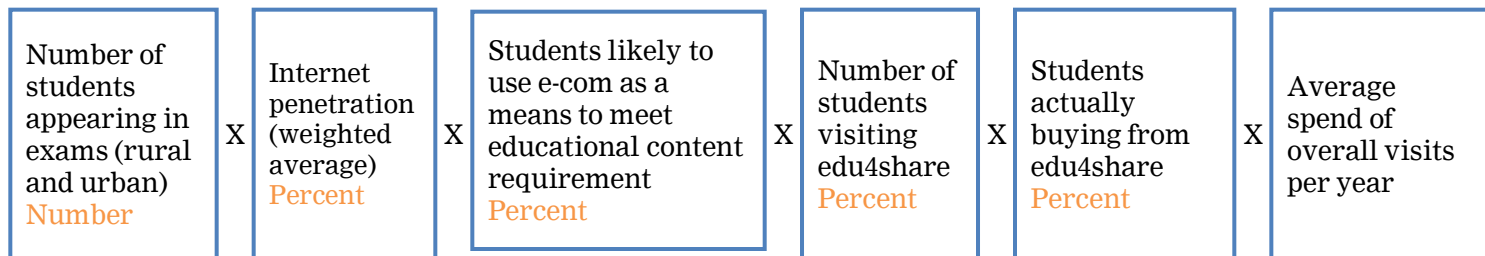
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Share of market (SOM) for edu4share



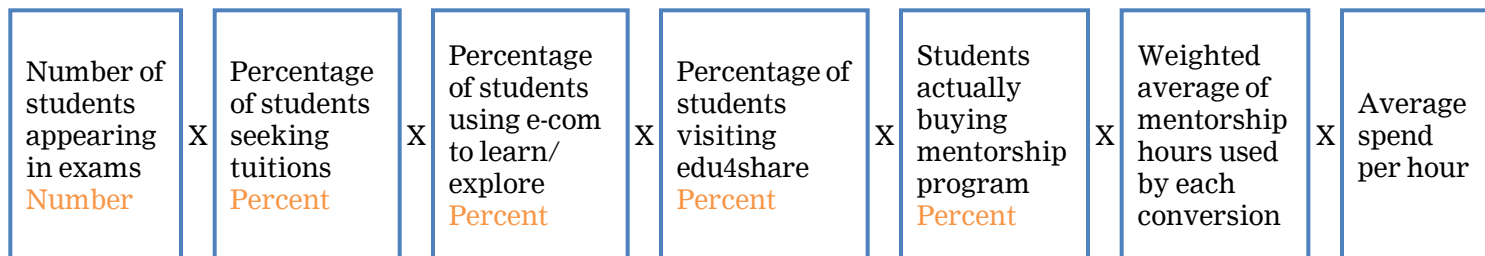
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Approach to calculating educational content market share



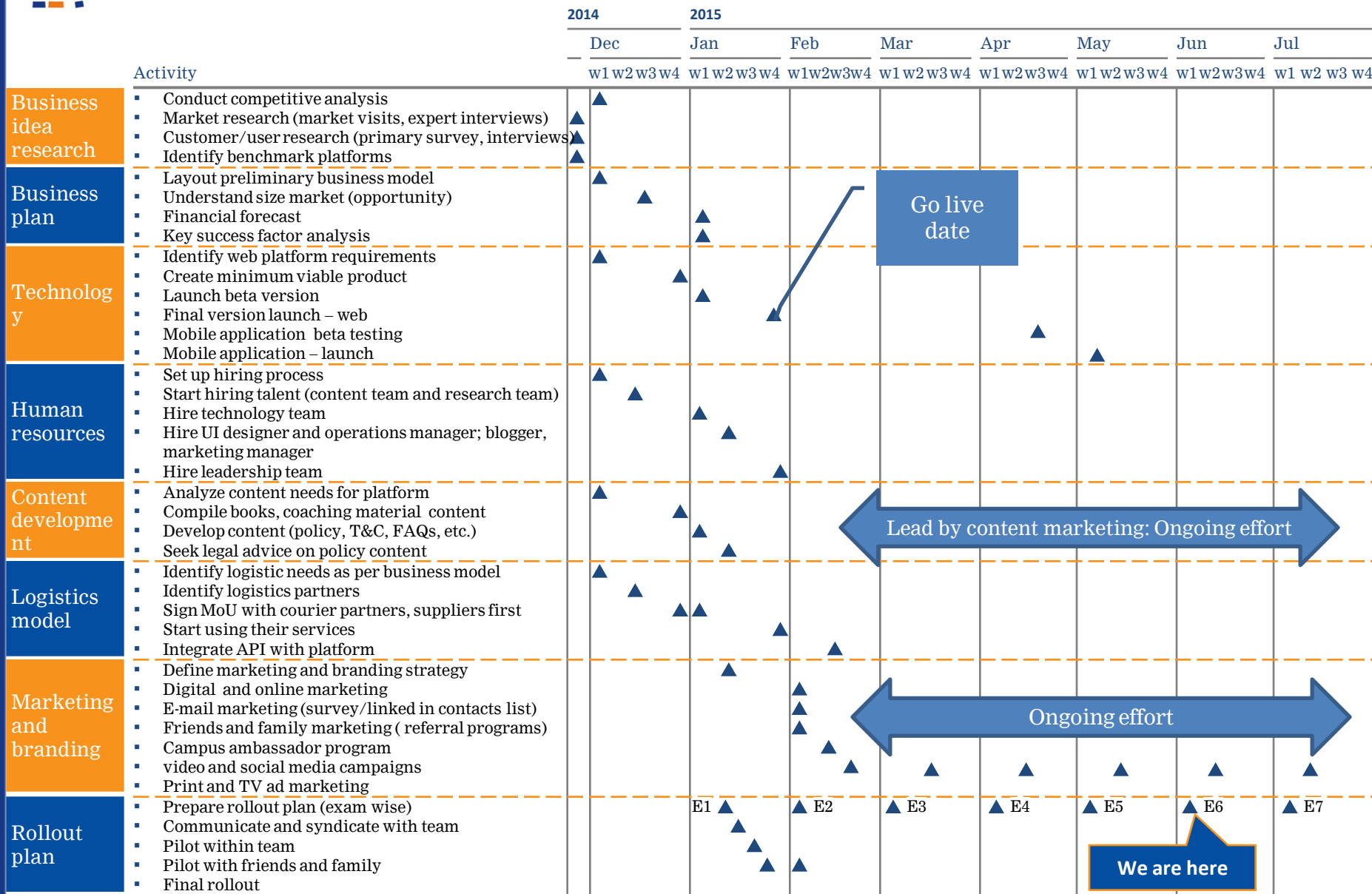
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Approach for calculating mentorship market size





Work plan and key milestones





Thank you!