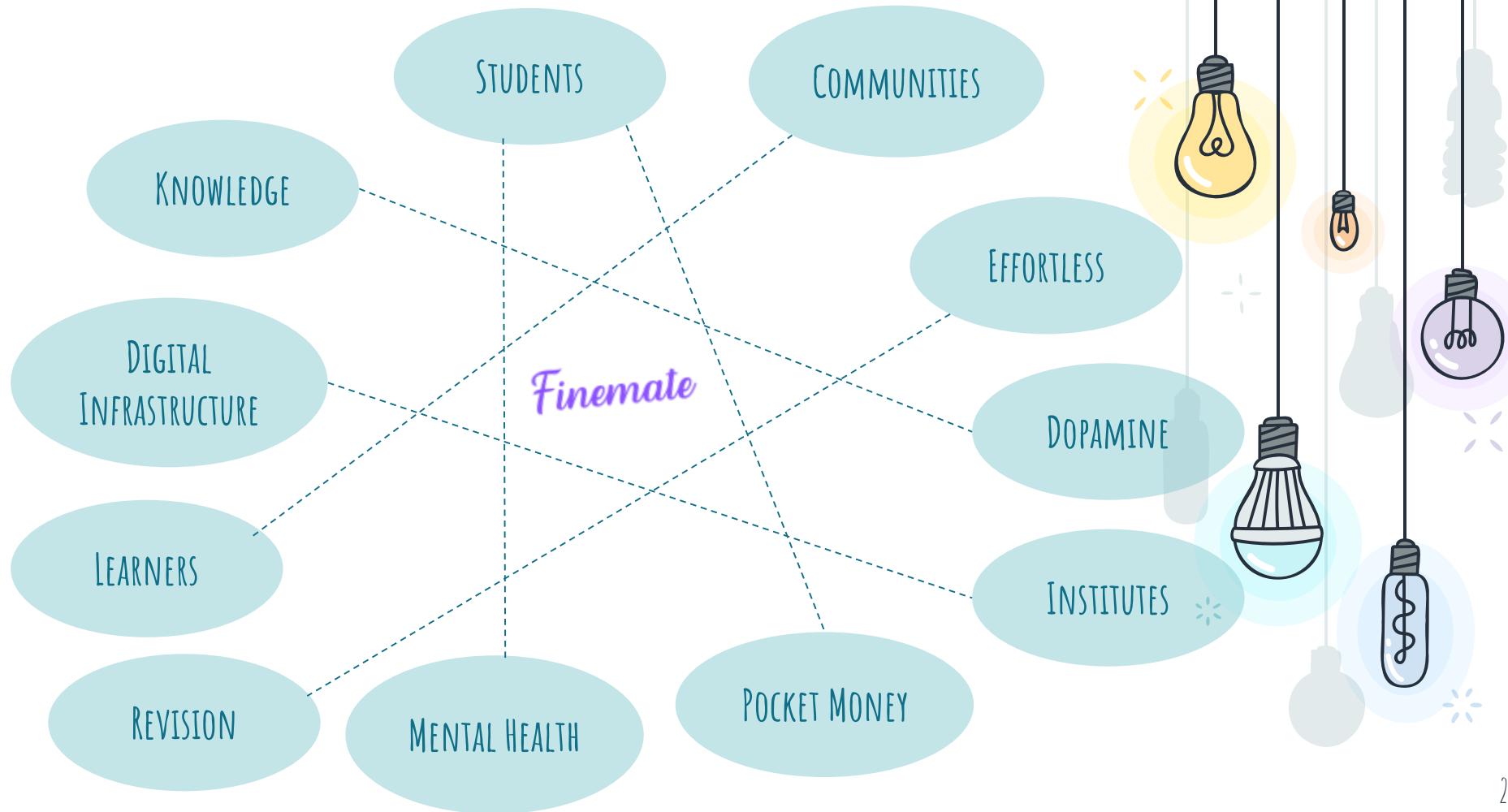




# FINEMATE

Learning is a piece of cake.



“

**Finemate** is a software platform that helps students and professionals **retain knowledge** and improve their cognitive abilities.



# PROBLEM

- Students, Teachers & Professionals often forget things that they have just learned. Do you also face this problem?
- Decreased Attention span of students but the same old long teaching approach.
- Lack of relatable analogies and a platform where we can learn from the most appropriate or relatable analogies.
- Institutes in small cities lack a student management system and those who have are outdated.



# SOLUTION

## 1 Retention Engine

It helps you to learn better and retain better by algorithmically understanding what you forgot often and what not.

## 2 Social Learning Platform

A platform for online learning communities so they can clear their doubts, learn together and teach each other what they have excelled.

## 3 Student Management System

A Super app that fulfills all the common requirements of Institutes.

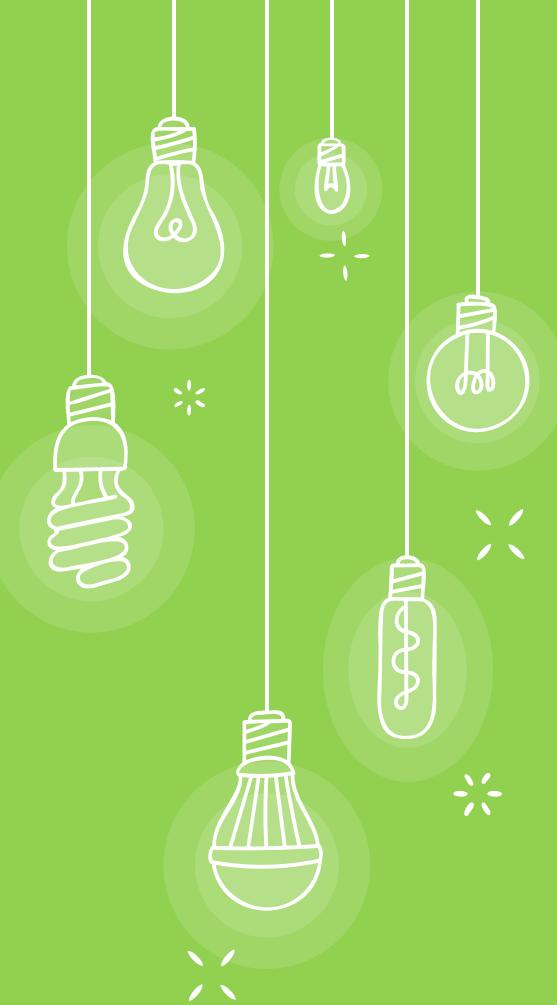


# OBJECTIVE

- Build Long-term memory and mitigate forgetting.
- Connect Learners.
- Provide an advance student/school management system to institutes.



SO, ARE WE BUILDING ANY  
MEDICINAL SOLUTION  
FOR RETENTION ?



# 1. RETENTION ENGINE ?

Retention Engine is a tool that help you understand concepts more deeply and retain knowledge more effectively, while avoiding confusion. It is designed to improve your long-term memory and cognitive abilities.

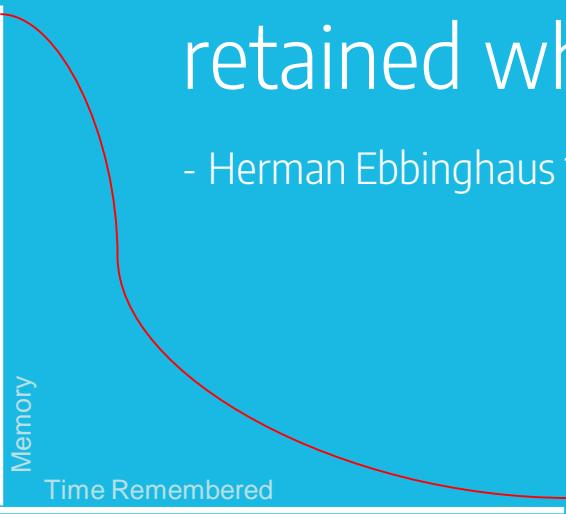
It employs techniques such as the Leitner system, photographic elements, paraphrasing, scaffolding, gamification, short-form & long-form video lectures and personalized content in a social media alike user interface.



“

Humans forget 42% of learnings  
in just 20 minutes and after 60  
days only 10% of things are  
retained when not practiced.

- Herman Ebbinghaus 1885 (translated)



# WHAT AFFECTS COGNITION ?

Difficulty Level

Confusion

Prior Knowledge

Active Memory

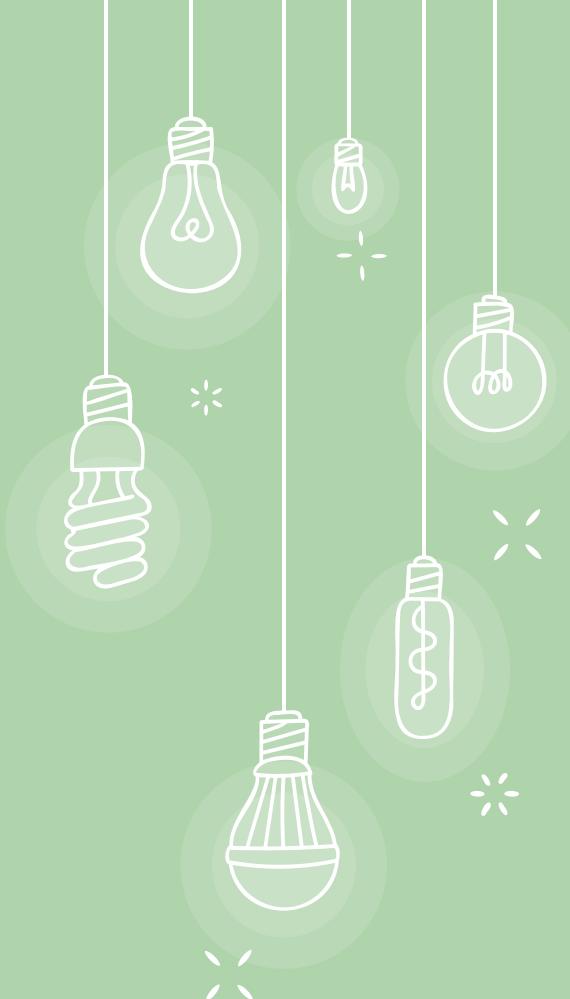
Language Barrier

Curiosity

?

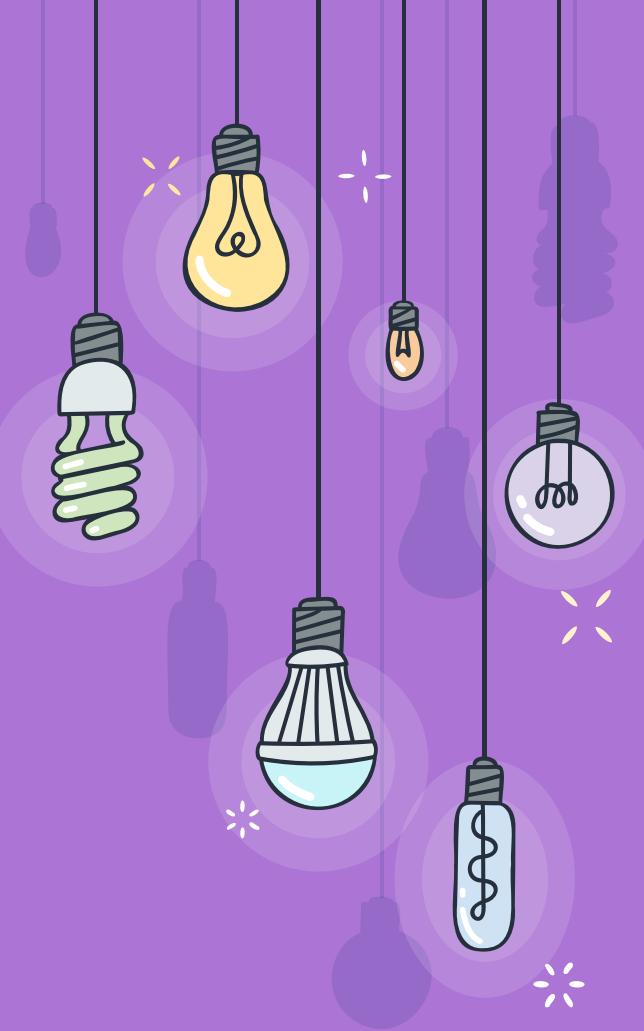
Teaching Methods

Distractions



## 2. SOCIAL LEARNING PLATFORM ?

A platform where you can learn from people with different teaching styles, perspectives, and memory aids, and connect with other learners who share your interests and goals. This allows you to expand your knowledge and skills beyond the boundaries of your classroom.



“

Gyan Batne se badta hai!

*Translate English*

knowledge increases by sharing.

- Indian Proverb



### 3. STUDENT MANAGEMENT SYSTEM ?

A powerful student management system that is designed to fulfill the current requirements of educational institutions. It is a comprehensive platform that provides a range of tools and resources to help institutes manage their students and improve the learning experience.





Russian Mem... @Russi... · Mar 25, 2021 \*\*\*  
the knowledge leaving my body when I finish  
an exam

Знания покидают моё тело  
после того, как я сдал экзамен



6 326 4,602

That's how I feel, while using  
Social Media! 😢❤️

Ankit Dudhwewala  
Fri at 11:44 am · 3

Everyone on Instagram is traveling. Feels  
like I am the only one who is sitting in office  
and trying to earn my bread 😞.

Everyone on LinkedIn is super successful.  
Feels like I am the only who is trying to  
survive just another day.



Everyone on Twitter is super intelligent.  
Feels like I am the only one in the world left  
dumb.

Everyone on FB has disappeared. Feels like  
I am the only one still using it.



Prof. Richard Feynman  
@FeynmanBot

Students can't learn the way you  
teach?

Teach them the way they learn.

5:31 AM · Oct 9, 2022 · SmarterQueue



Harshit Sharma  
@Sharmajikaputri

Roz utho

Apni umar wale logo ko apne se  
jyada achieve karte dekho  
Sojao



Deity  
@gharkakabutar

LinkedIn mujhe job opportunities  
kam anxiety jyada deta hai

4:56 PM · Dec 26, 2022

2,315 Views 4 Retweets 2 Quoted Tweets



GhostRaja  
@Ghostsraj

Forgetful people meme



v. Jatin and 3 others



Sahilariousssss  
@Sahilariousssss

mujhe apni achievements na  
bataya karen mera pura din  
kharab hojata hai

## IDEA VALIDATION

Aree! Abhi Kal Hi To Ye Topic  
Pura Padha Tha

To Fir Aaj Ye Sab Naya Naya  
Kyu Lagg Raha Hai !

0:00 | 2,466 views

1 8 88 14

## IDEA VALIDATION

Aree! Abhi Kal Hi To Ye Topic  
Pura Padha Tha



To Fir Aaj Ye Sab Naya Naya  
Kyu Lagg Raha Hai !



Toshabi @LycanTosh · Jul 14

All my art knowledge leaving my body when I  
start a new project.



Thought : Some Recent Memes & Tweets of people who face the problem that appeared on my newsfeed.



Tasmiya  
@tasmiya17

are you ever scared to revise what you studied cause you dont wanna find out how much you've forgotten



Abhishek  
@MSDianAbhilii

Scrolling on LinkedIn is so depressing

11:22 AM · Sep 7, 2022 · Twitter for Android

38 Retweets 3 Quote Tweets 414 Likes



Bollywood Memers  
@BollywoodMemers

My confidence when I use LinkedIn for 0.5 seconds



Ivy

ivy

@ivyluvx

"I literally told you yesterday"  
me:



David Perell  
@david\_perell

Just because you hate school doesn't mean you hate learning.

9:47 AM · Dec 17, 2022

49 Retweets 7 Quote Tweets 363 Likes



Shridhar V  
@fimcomic

Microsoft couldn't buy Tik Tok.

Hence, they've made LinkedIn cringier.

6:13 PM · Sep 1, 2022 · Twitter for iPhone

17 Retweets 355 Likes



Shruti Jaiswal  
@shrutijaiswaal

Deleting notes from whatsapp media after the last endsem >>>>

8:50 PM · Dec 5, 2022

55 Retweets 5 Quote Tweets 1,172 Likes



Ayush  
@ShutupAyushii

"kisi ko batana mat" bhai mujhe yaad bhi nhi rehta

Translate Tweet

9:16 PM · Nov 27, 2022 · Twitter for Android

149 Retweets 3 Quote Tweets 641 Likes



Rishabh  
@Riocaam

Can't believe this is the brain that used to remember 52 tv channels by their number



Gurpriya  
@GurpriyaSidhu

When mildly successful folks in India with low self awareness and high privilege write content to motivate others to work hard it's called a LinkedIn post

12:19 PM · Jul 25, 2022 · Twitter for Android

495 Retweets 50 Quote Tweets 4,819 Likes

# AN ADDITIONAL SLIDE



Aarihant Aaryan @AarihantAaryan · 23h ...

Replying to @AarihantAaryan

1. In the last few decades education system have been successful in creating exam takers, unemployable engineering students - unemployable commerce students, and killing "curiosity"

1 1 26 0



Aarihant Aaryan @AarihantAaryan · 23h ...

10. No minimum attendance factor:

When there is poor engagement, there is no retention but with educational institutions that's not the case- attendance is a law

In countries where attendance is more prioritized than skills, unemployment is super common

1 1 17 0



Aarihant Aaryan @AarihantAaryan · 23h ...

13. Diverse groups:

Every group in an institution should opt for diverse groups, instead of bringing people with similar likenesses and talents together - prioritize bringing people with different likenesses, opinions, beliefs, and interests together.

1 1 11 0



Aarihant Aaryan @AarihantAaryan · 23h ...

15. Abolish placement system:

Let people find jobs on their competency, the core motivation for people to go to colleges or pick better colleges is because of placements.

Colleges sell you placements, education is a value-added service.

2 1 12 0



Aarihant Aaryan @AarihantAaryan · 23h ...

17. Kill "Exams"

It's fascinating that govt / the system builds products and policies but doesn't know to kill them

Many Indians waste years of time and resources preparing for exams like UPSC, IIT - JEE, and Railway exams, more than 70m people participate in exams every year

1 1 13 0



Aarihant Aaryan @AarihantAaryan · 23h ...

2. Most ed-techs can't do anything about this

because most of them are online tuition centers.

This is a policy and culture problem,

2 1 23 0



Aarihant Aaryan @AarihantAaryan · 23h ...

7. Teacher's solving for engagement:

Many teachers can't solve engagement - education is one aspect where you seek 100% attention of the student and that's not possible if you don't solve for engagement.

1 1 14 0



Aarihant Aaryan @AarihantAaryan · 23h ...

14. Students need to be exposed to different perspectives instead of rubbing one onto their faces and stating that is the law/ policy.

As a student what they learn from their peers is 100x more than what they learn from the teacher.

1 1 10 0



Aarihant Aaryan @AarihantAaryan · 23h ...

18. Students are trained like machines to take tests and exams from their childhood. education has to prepare students for life, not exams.

I always wonder why many seek validation, it's because that's what exams have trained you to do so from day 1.

1 1 13 0

# \* TARGET AUDIENCE & BENEFITS

## Institutes

- Improving the students performance which benefits Institutes.
- Providing an Advance Student Management System.

## Individuals

- Building a long-term memory in students/professionals.
- Builds a learning community to share expertise and experience.





15,00,000

That's a lot of Schools (Before  
12<sup>th</sup> Standard)

88,50,00,000

Students(Age: 14-18)

51,649

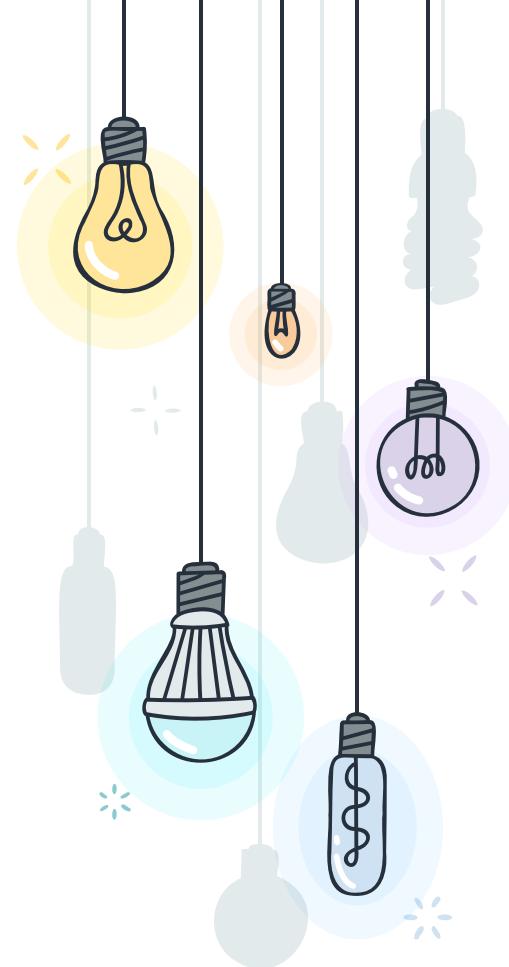
That's a lot of higher educational  
institutes(After 12<sup>th</sup> Standard)

3,70,40,000

Students(Age: 18-24)

?

Total Number of Learners



# BUSINESS MODEL

## Service Charges

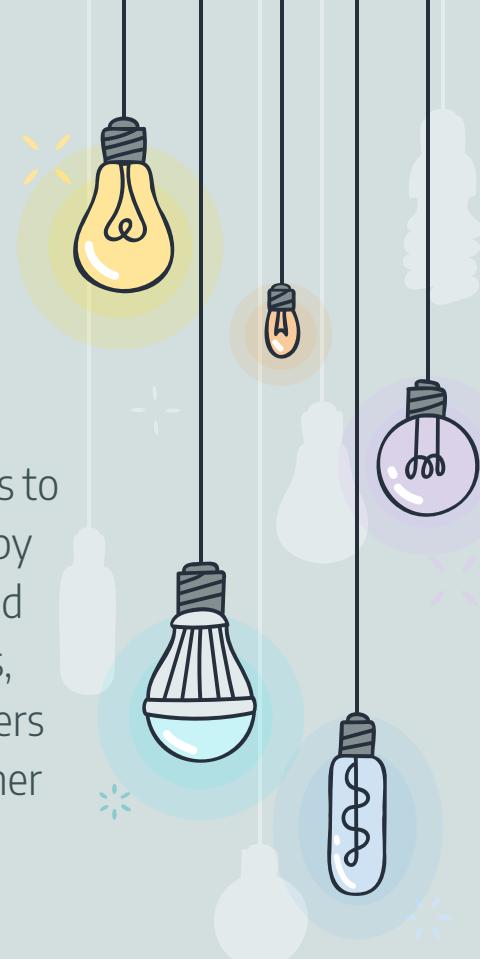
For Student Management System along with better Learning & Retention Solution.

## Network

Leveraging network of students community to later capitalize from advertisement/Affiliate Marketing/Promotions.

## Marketplace

To promote students to earn pocket money by selling artworks, used stationary like books, calculators etc to peers or students from other institutes.



## TRACTION

Finemate was made public on 10th November and in 15 days without any sort of marketing gained 100+ users. And as we will start serving institutes we will by default expand network.



# ROAD MAP

MVP (10-11-22)



Machine Learning Model  
for Post Recommendation  
based on interest and  
forgetting curve (Decay &  
Interference).



Pilot project with Institutes



AI powered diagram  
builder



Android Application



Marketplace for students





# TEAM

## Akshat Jain Bafna

An Software Engineer and a Solopreneur who is intrinsically motivated to solve the problem of Retention and Cognition.

Bachelor in Information Technology  
from SVVV, Indore

(2018-22)



# THANKS!

Any questions?

You can find me at:

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- + Twitter: akshatjainbafna
- + LinkedIn: akshat-jain-571435139
- + YouTube: <https://youtu.be/2tPOe44aJ0M>
- + Contact: 9425919685

