



#2

The Upskilling Segment

A 10x Efficiency rise could be observed by 2030 using AI

55%

reduction in time taken is possible in completing a coding task by accompanying human with AI tools & tech

88%

Indians are unaware of AI Tools, where another 9% know about these tools, but don't use them.



“AI is going to have a significant impact on the job market.

Not only AI will **replace 85 million jobs** globally by 2025, but also is expected to **create 97 million** new roles. ”

- WORLD ECONOMIC FORUM

“AI is incorrectly framed as machines replacing humans! It's not about machines replacing humans, but **machines augmenting humans**. Humans and machines have different relative strengths and weaknesses, and it's about the combination of these two that will allow human intents and business process to **scale 10x, 100x**, and beyond that in the coming years. ”

- Robin Bordoli, ex-CEO, Figure Eight

The Urgent Need of AI-Upskilling

THE INDUSTRY ISSUE

67%

Employees expect their employers to train them on AI Tools & Technology

85%

HR Managers reported that companies are planning to allocate budget for AI Training.

OPPORTUNITY FOR STUDENTS

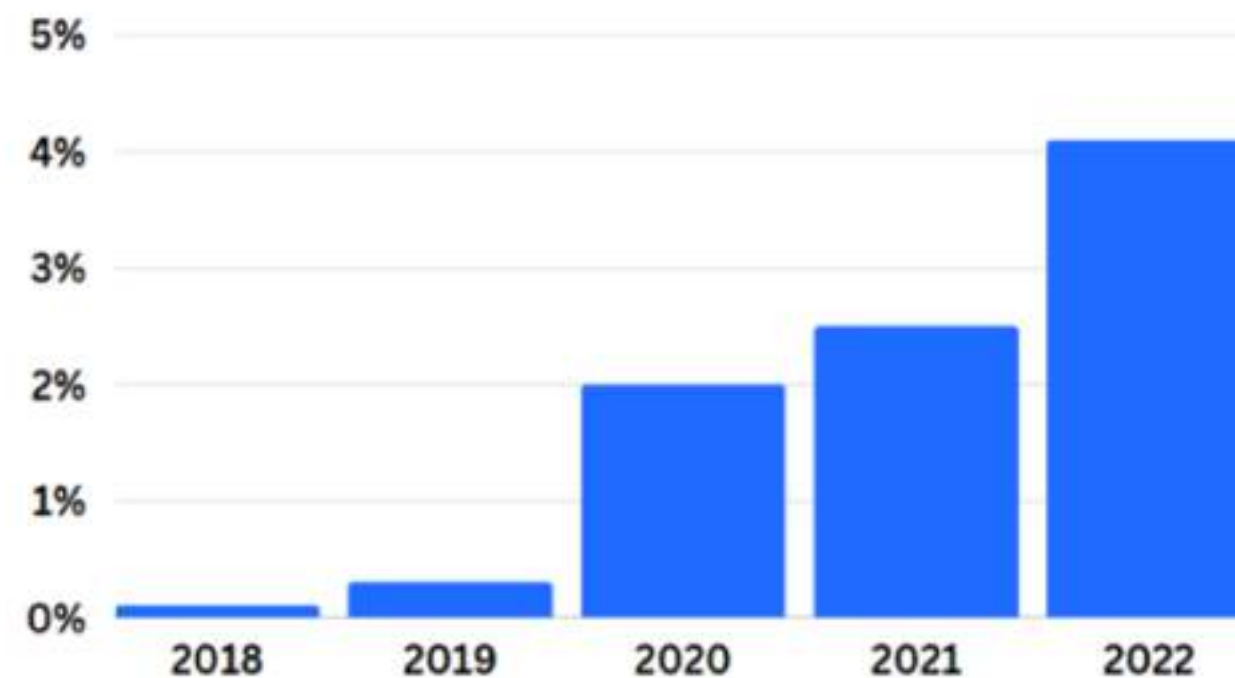
\$2.5 Bn

Market Share of Artificial Intelligence in the EdTech Segment as of 2022, with the numbers only rising.

62%

Growth in Test Scores on using adaptive AI Learning Systems according to a study of 10,000 Students.

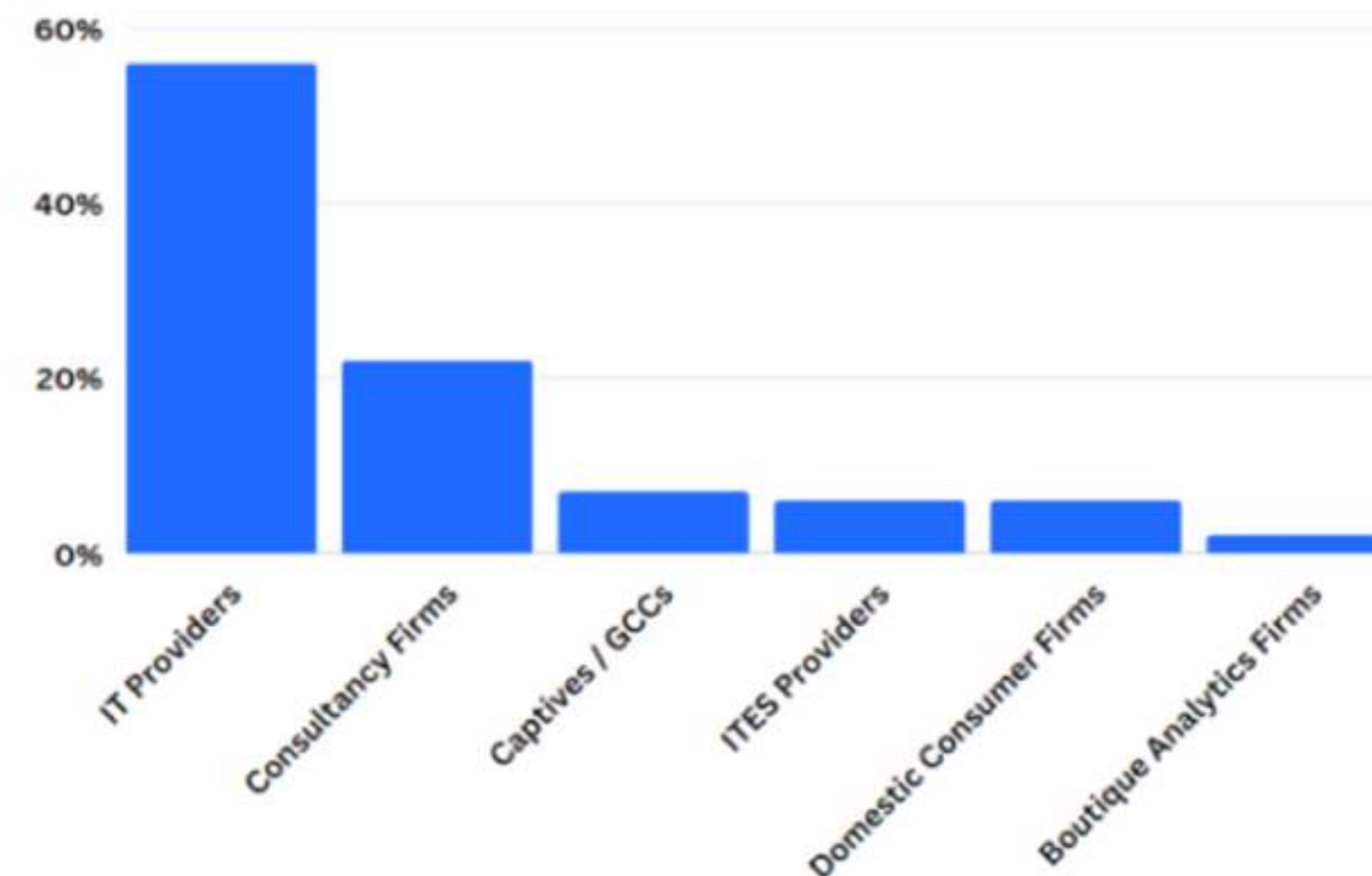
AI Professionals as a % of total employees*



A mere **4%** of employees in today's enterprises are AI Skilled.

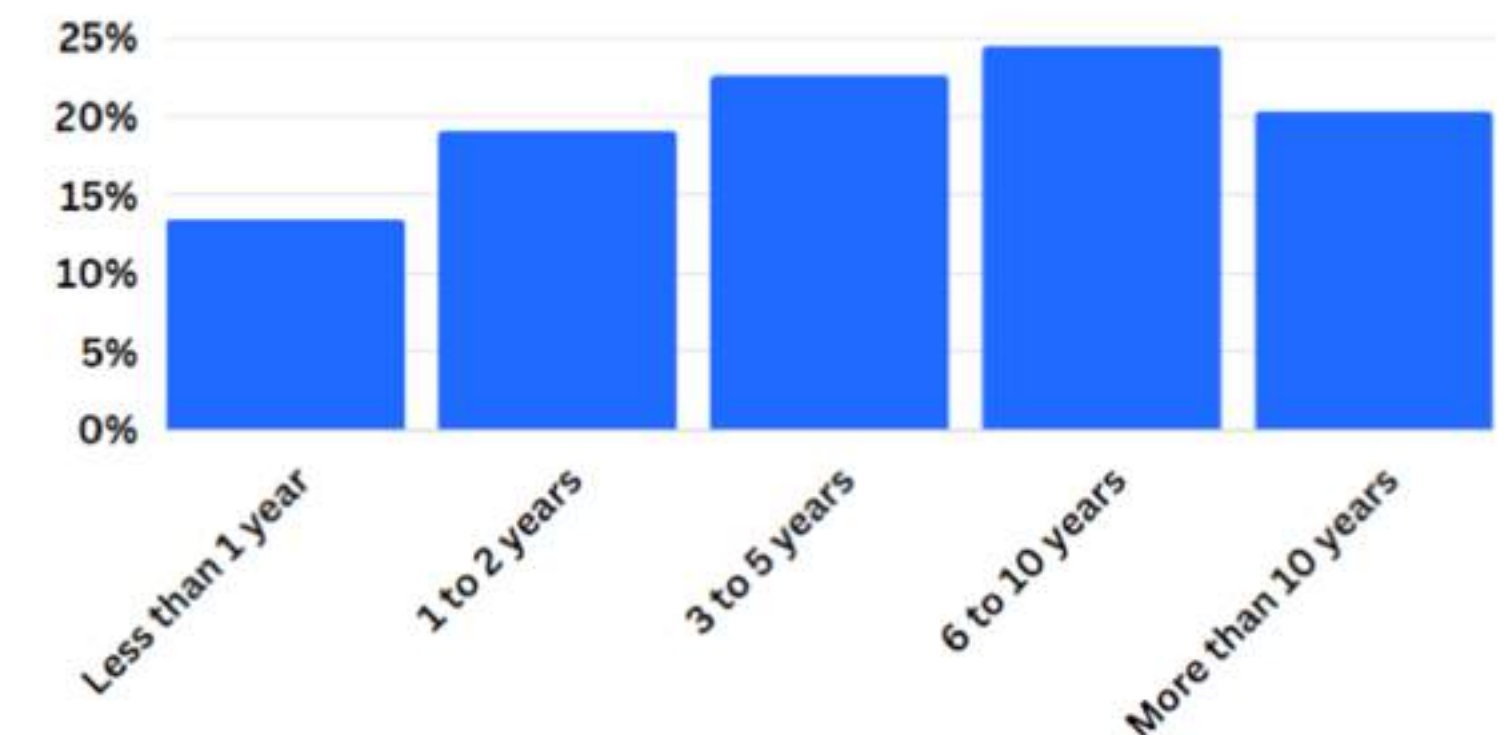
**considering mid-to-large non-IT enterprises*

Current Indian AI market (% in diff. sectors)



Distribution of AI Professionals (India)

A set of skilled AI experts available who can potentially make significant contributions in upskilling.



The Target User & Market



Shreya Shukla
MNIT Jaipur Student
3rd Year

Pain Points:

- Struggles to optimize the *full potential of AI* in day-to-day work.
- Absence of a *one-stop solution* for everything to know and learn about AI and its use.



Swagat Nayak
3D Modeller
Freelancer

Pain Points:

- *Failure to learn & utilize AI* in the rapidly changing tech landscape.
- The *lack of a supportive community* for discussing AI-related issues hinders learning, and problem-solving.

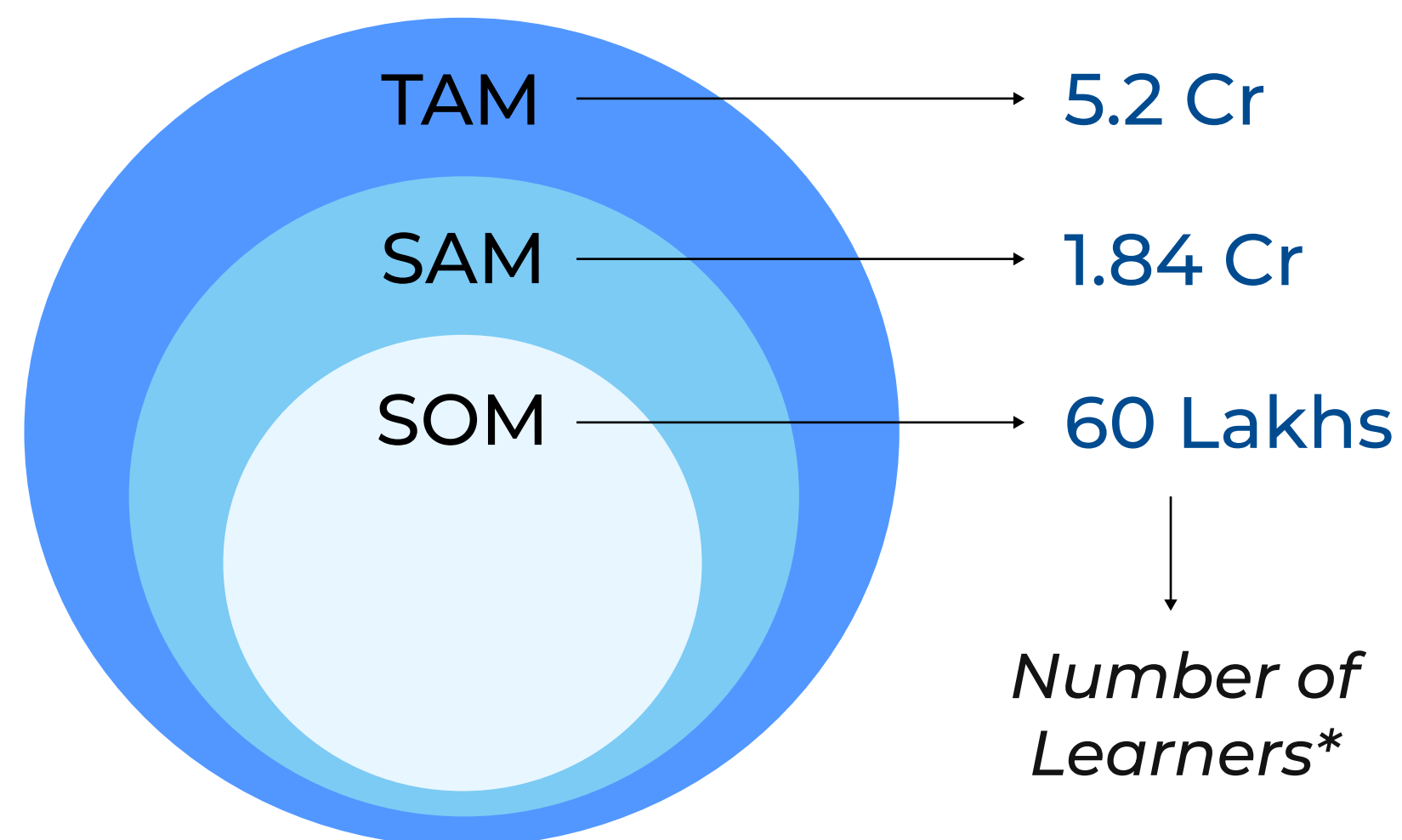


Harsh Pandey
Product Manager
AMC Company

Pain Points:

- Reduced job relevance and *increased vulnerability* to job displacement.
- *Lacks awareness* & information regarding modern AI-tools & technologies.

THE TARGET MARKET



*Appendix

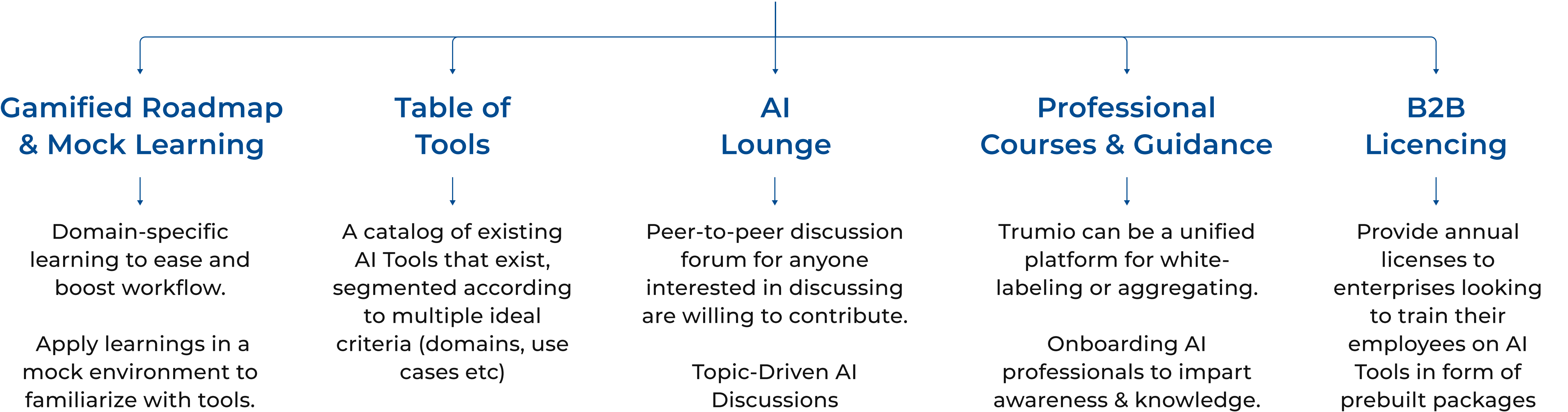
“ AI will add \$967 B to the Indian economy by 2035 and \$450-500 bn to the country's GDP by 2025, thus accounting for 10% of the **country's \$5 T GDP target** India. ”

- [Sunil Chemmankotil](#), Economic Times

“ We are not very well prepared for the tremendous AI shifts. I really worry about the skill shifts. ”

- [James Manyika](#), Chairman & Director, McKinsey Global Institute

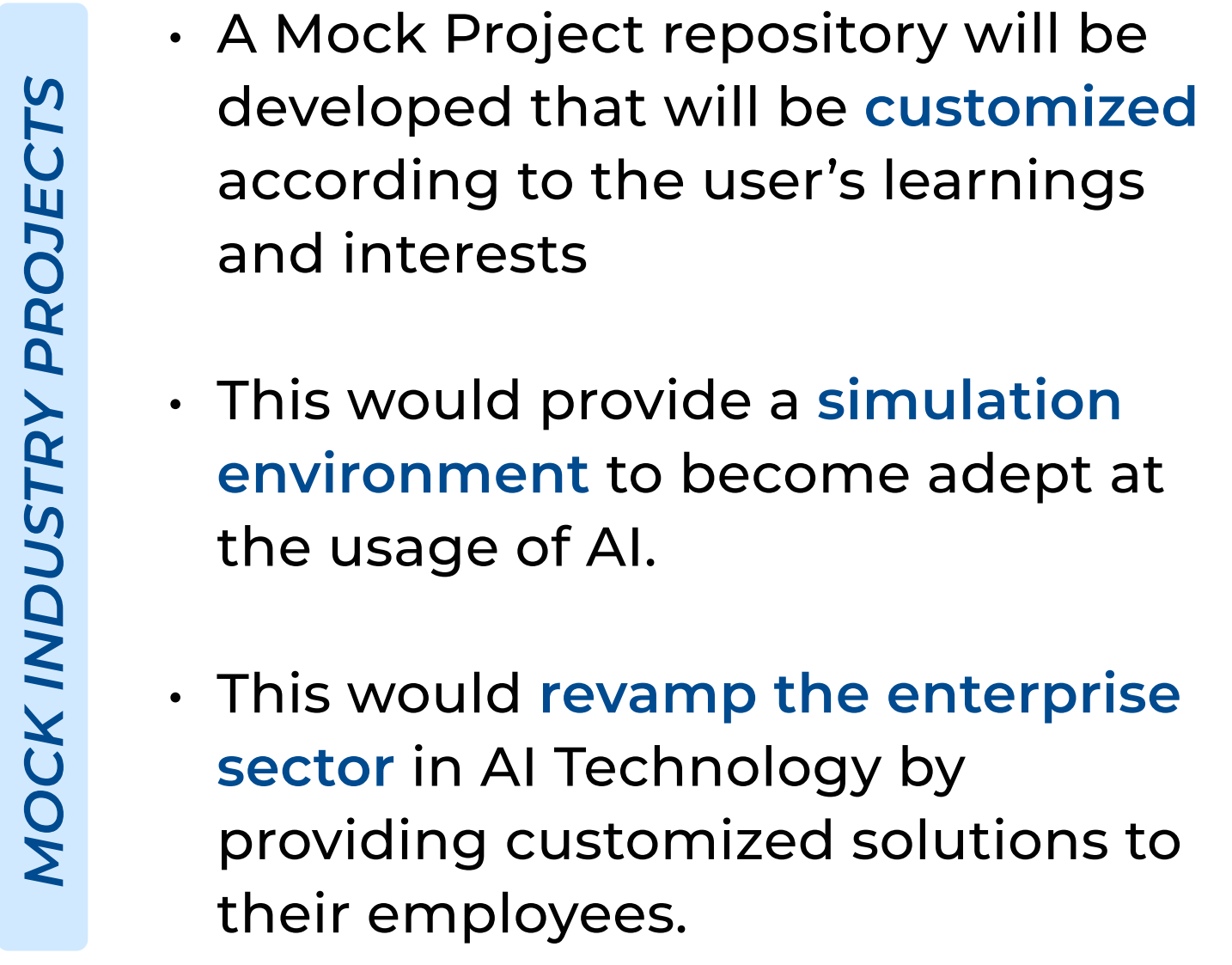
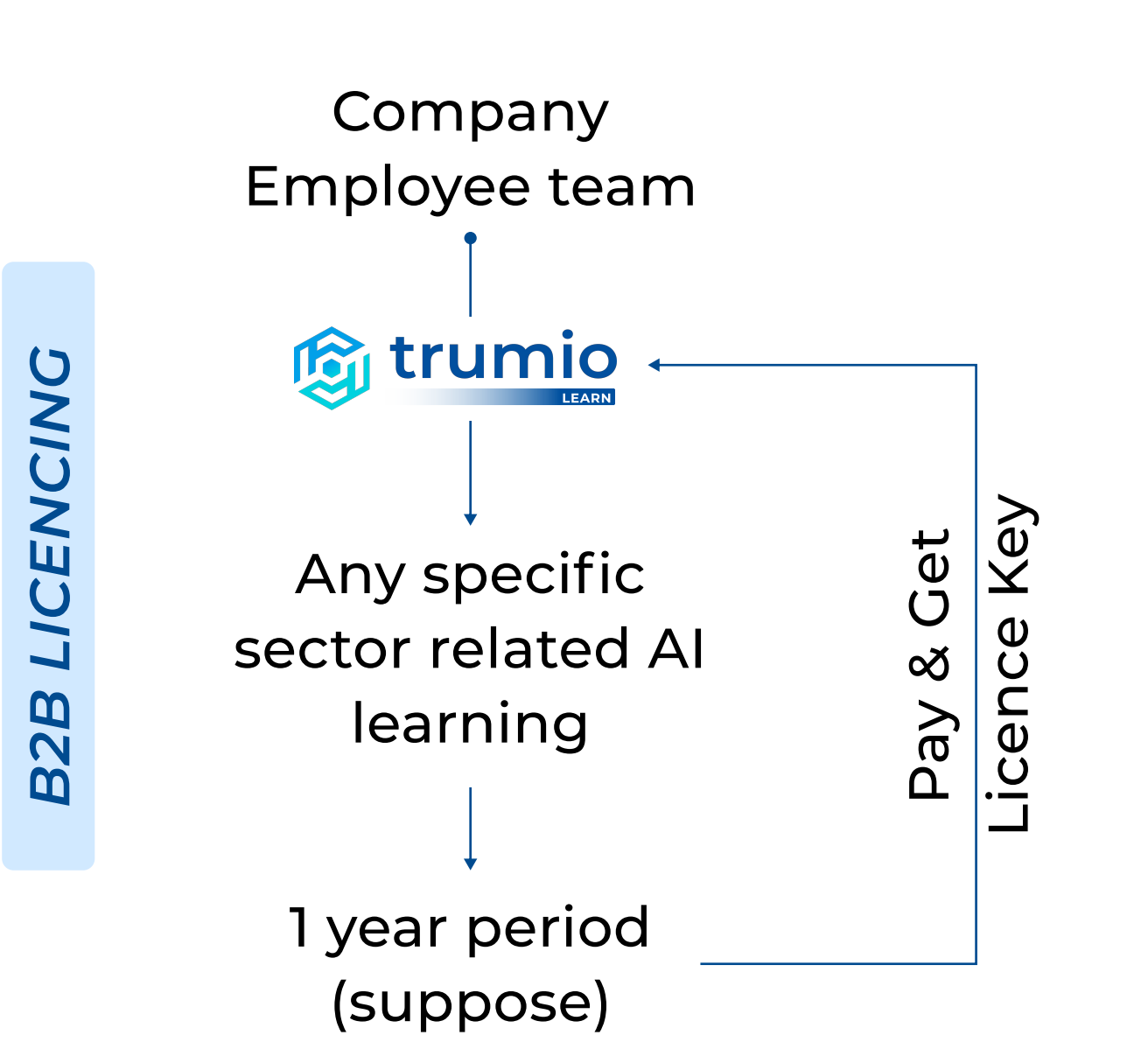
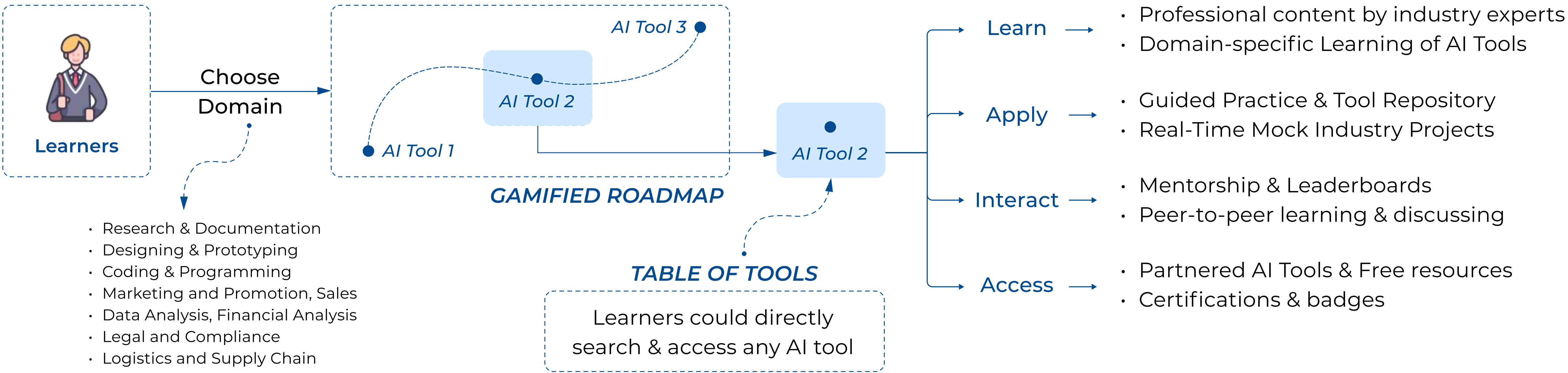
Trumio Learn is a one-stop platform for everything about mastering AI with immersive learning, gamified real-world project simulation and personalized expert progress tracking.



VISION

Empowering a global community to excel in the AI-driven future, it envisions a world where everyone can harness the power of AI for positive and transformative impact.

Breaking Down the Flow



72%

agreed that a gamified learning roadmap will help in better understanding AI concepts

68%

willing to participate in AI-focused discussion pools for professionals.

64%

users said their organization would consider purchasing licenses for corporate learning on AI.

84%

will prefer to have a mock environment to apply their learning

QUALITATIVE ANALYSIS

Trumio Learn has focused on combining learning & application through its mock environments is a total game-changer for AI Tools. It was the need of the hour.

Bringing multiple quality small players together under one umbrella feels like a breath of fresh air

Work becomes so much more optimized by using the right AI tools during different stages of the work, also being able to traverse through my work timeline.”

PRIMARY GOALS COVERED

Upskill student and university capabilities on the latest AI tools and technologies.





Exposure to a platform to participate in and also drive AI-focused discussions to stay updated with the ongoing trends.

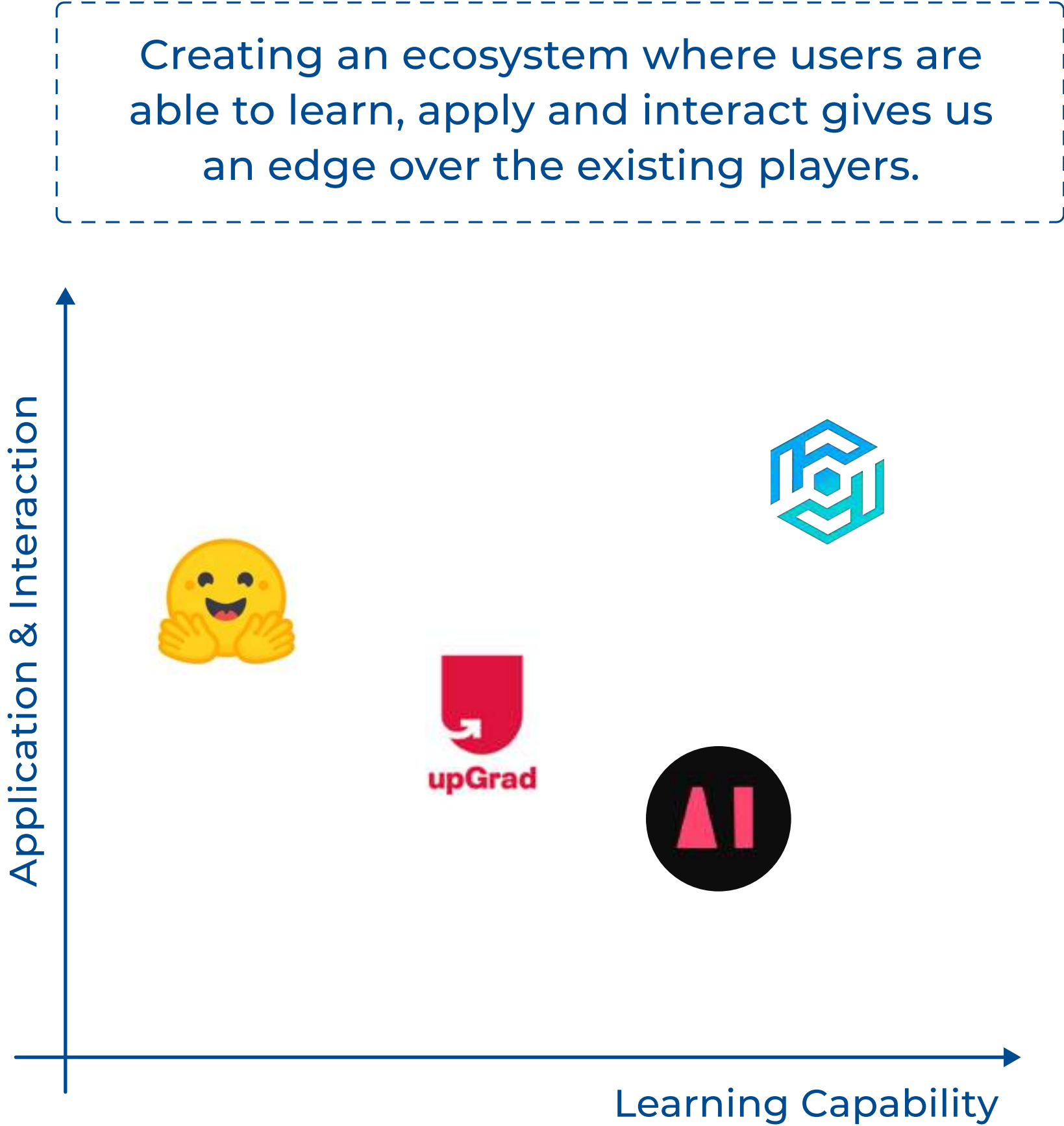
REVENUE STREAMS

1. Enterprises can *purchase licenses* through an A-la-Carte model, allowing them to customize their selection by specifying certain details.

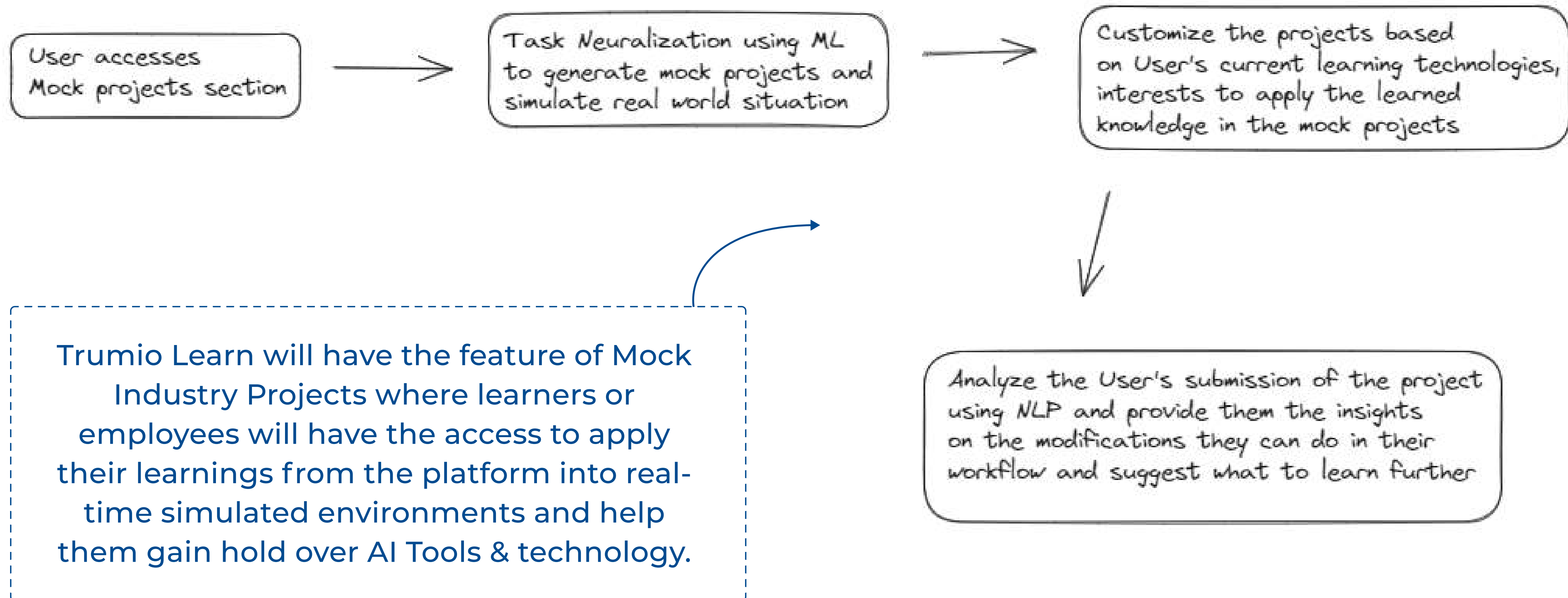
2. *Freemium model* for non-student learners.
3. Courses are free for students; *instructors pay commissions* similar to Coursera for courses purchased on the platform.
4. Trumio *partners with AI tools and Small Pla* to integrate them into its platform, promoting the tools in directories, learning content, and discussions.

UNIQUE SELLING PROPOSITION

	 UPGRAD	 AI ACADEMY	 HUGGING FACE	 TRUMIO LEARN
Ed-Tech on AI Technology & Tools	✓	✗	✗	✓
Enterprise Learning Providers	✗	✓	✗	✓
AI-Focused Community Platform	✓	✗	✓	✓
Application of AI Tools and Technology	✗	✓	✓	✓



Real-time projects





TEAM
18

THANK YOU

Target Market - India

Total Addressable Market

1. Current Students:

a. Higher Secondary I - 2.900 CR

b. University - 4.140 CR

Total: 7.040 CR
2. Current Employees:

a. IT Sector - 0.540 CR

b. Non-IT Sector -4.680 CR

Total: 5.220 CR

Serviceable Available Market

1. Students Likely to Learn AI:

a. Higher Secondary (35%) - 1.015 CR

b. University (75%) - 3.105 CR

Total: 4.120 CR
2. Employees (likely to incorporate AI):

a. IT Sector (80%) - 0.432 CR

b. Non-IT Sector (30%) - 1.404 CR

Total: 1.836 CR

Service Obtainable Market

- We follow the general 10% Rule:
1. Students - about 45 Lakhs
2. Employees - about 20 Lakhs

Current AI Market Size - 22 Billion USD

Prioritization of Problem

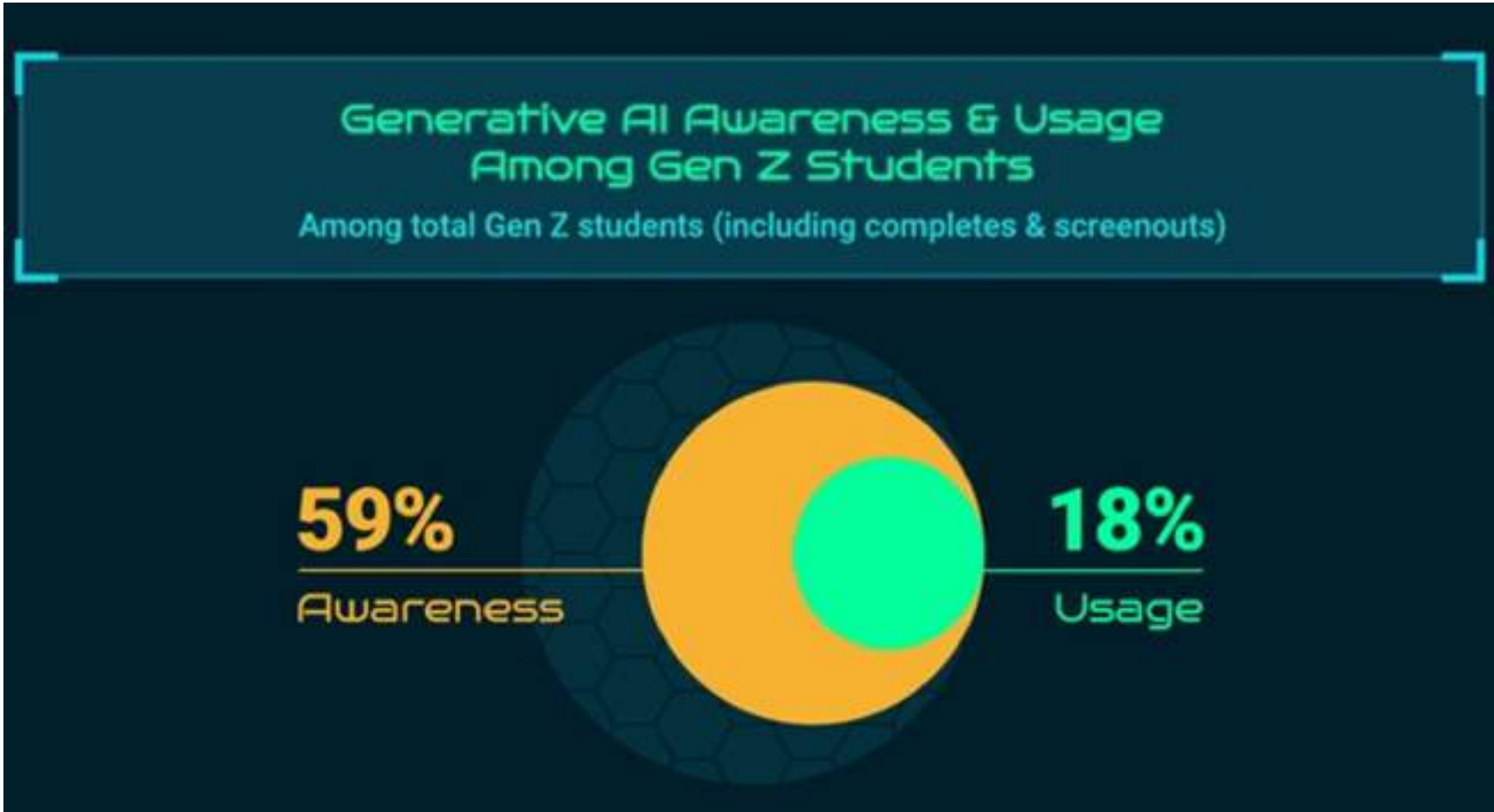
Problems exist in the following path flow:

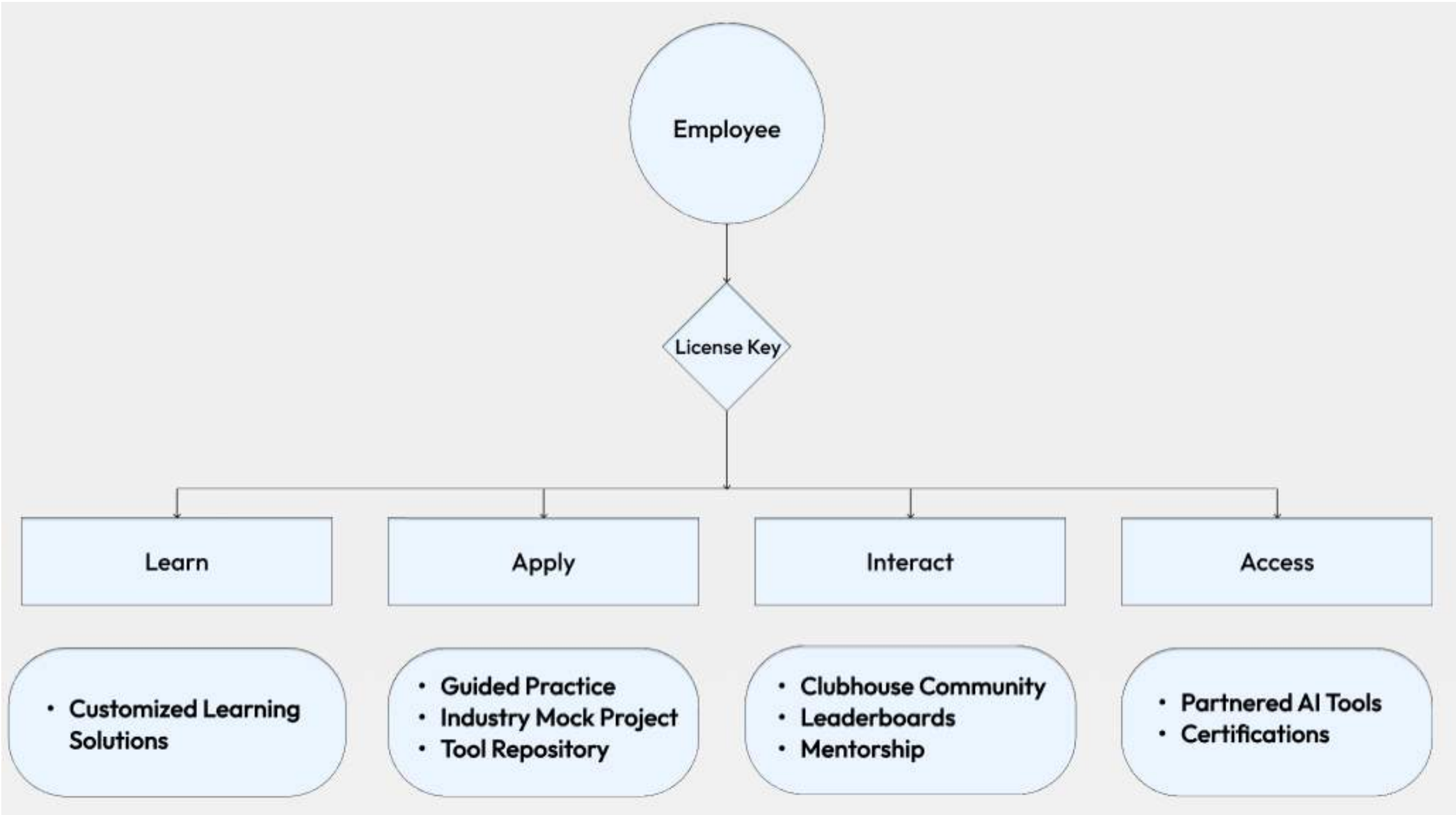
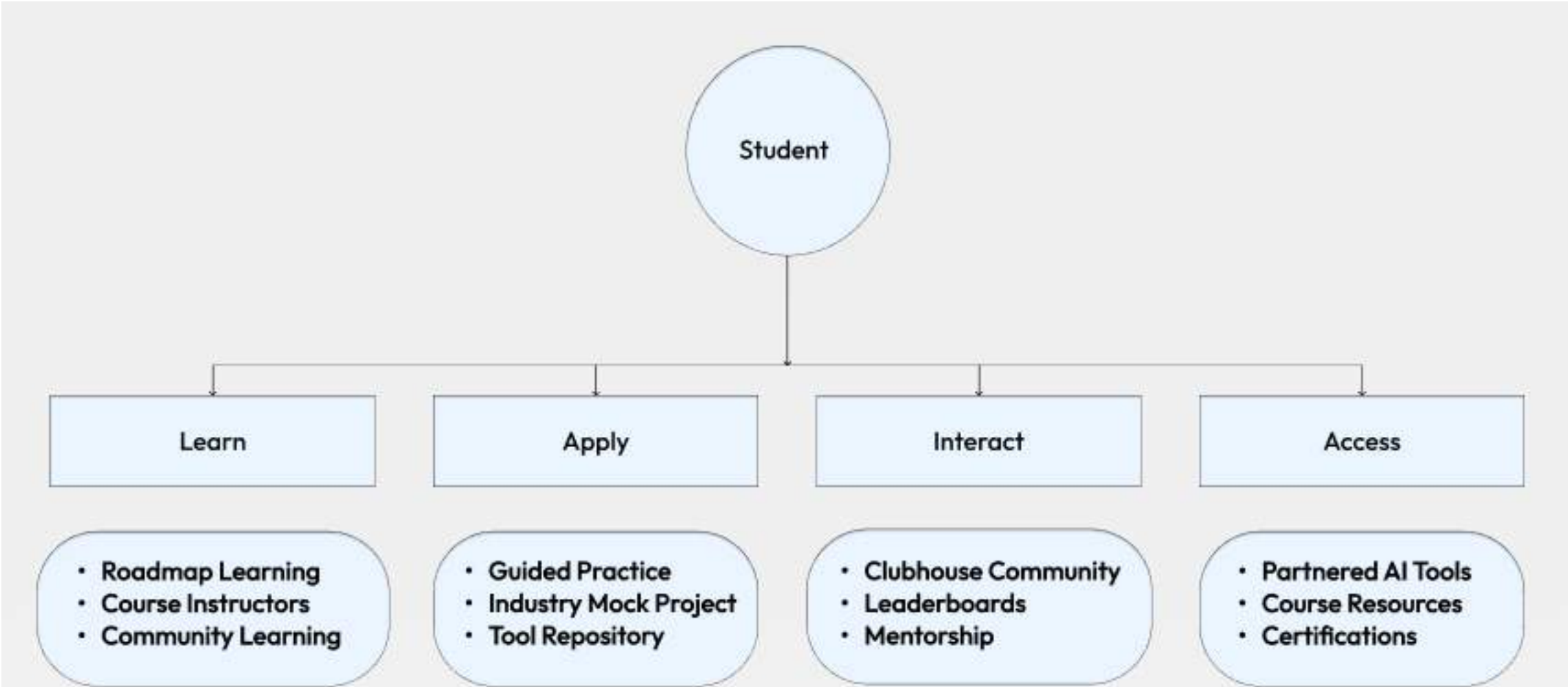
1. One-Stop solution to learn everything about AI and its tools.
2. Implementing Learned Knowledge into Practical Scenarios.
3. Providing access of talent pool skilled in AI to enterprises.

We are focusing on “1 & 2” on this solution.

Metrics of the Product

- Daily Active Users
- Number of Annual Licenses Purchased
- Number of Instructor Partnerships
- Average Active Conversations per Day
- Customer Satisfaction Score
- Number of Course Enrollments





1.4 Niche AI players in India across sectors

