

#2

The Upskilling Segment

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



55%

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

88%

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



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

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

- WORLD ECONOMIC FORUM

"Al 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 Al-Upskilling



THE INDUSTRY ISSUE

67%

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

2018

85%

HR Managers reported that companies are planning to <u>allocate</u> budget for Al Training.

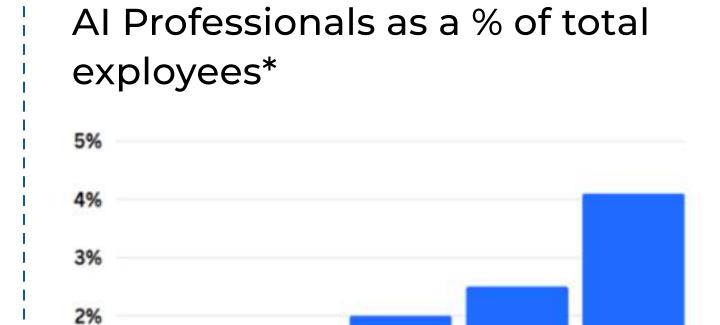
OPPORTUNITY FOR STUDENTS

\$2.5 Bn

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

62%

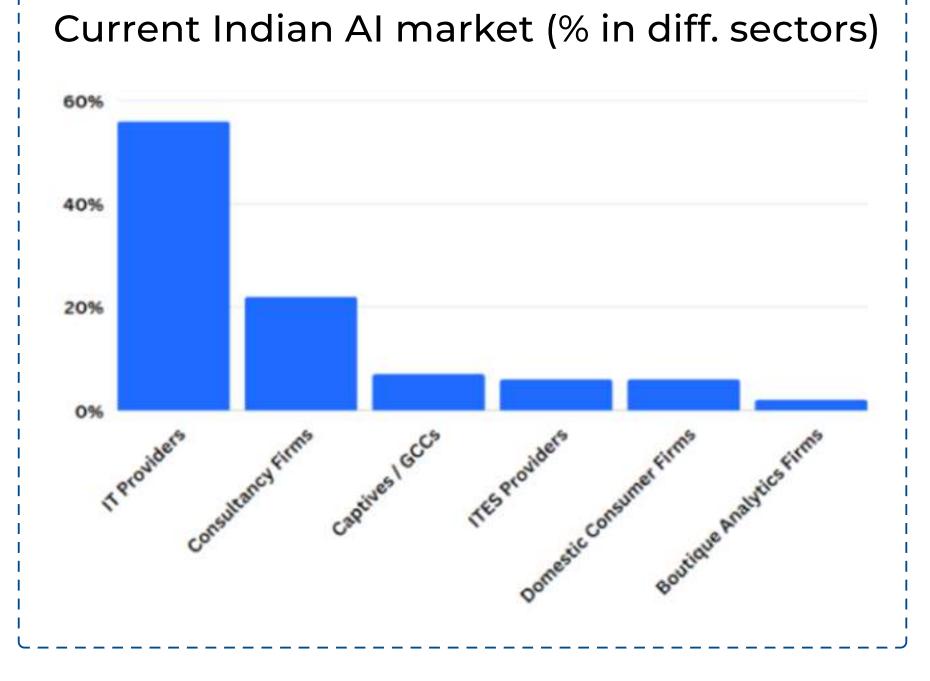
Growth in Test Scores on using adaptive AI Learning Systems according to a study of 10,000 Students.



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

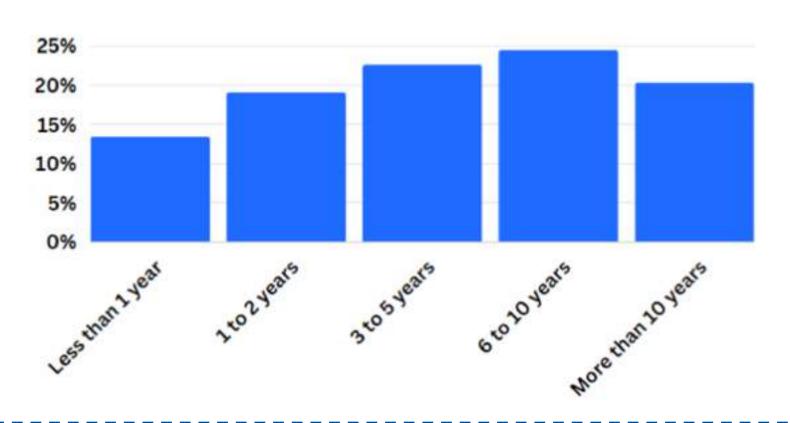
2020

2019



Distribution of AI Professionals (India)

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



2021

2022

The Target User & Market





Shreya Shukla MNIT Jaipur Student 3rd Year



Swagat Nayak
3D Modeller
Freelancer



Harsh Pandey
Product Manager
AMC Company

Pain Points:

*Appendix

- 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 Al and it's use.

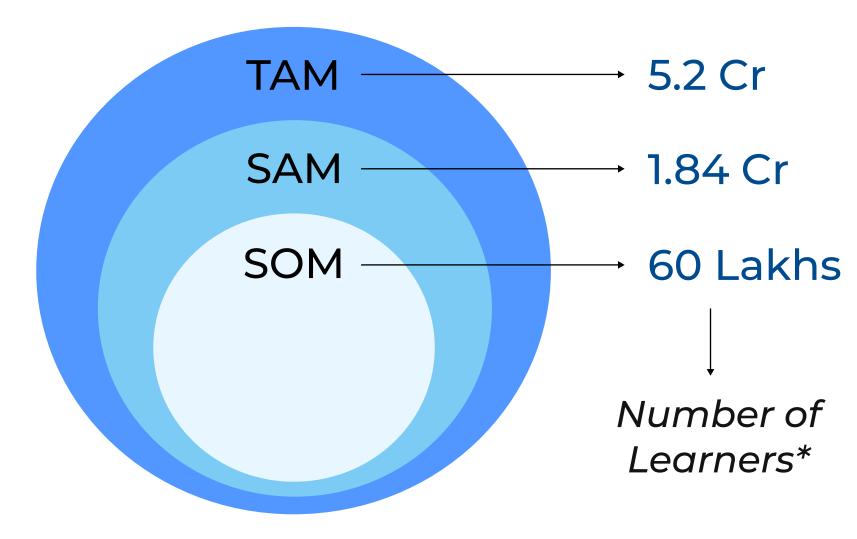
Pain Points:

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

Pain Points:

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

THE TARGET MARKET



Al 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."

- <u>Sunil Chemmankotil</u>, Economic Times

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

- <u>James Manyika</u>, Chairman & Director, McKinsey Global Institute

Trumio Learn: A Personalized Al-upskilling Engine



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.



Gamified Roadmap & Mock Learning

Domain-specific learning to ease and boost workflow.

Apply learnings in a mock environment to familiarize with tools.

Table of Tools

A catalog of existing
Al Tools that exist,
segmented according
to multiple ideal
criteria (domains, use
cases etc)

Al Lounge

Peer-to-peer discussion forum for anyone interested in discussing are willing to contribute.

Topic-Driven Al Discussions

Professional Courses & Guidance

Trumio can be a unified platform for white-labeling or aggregating.

Onboarding Al professionals to impart awareness & knowledge.

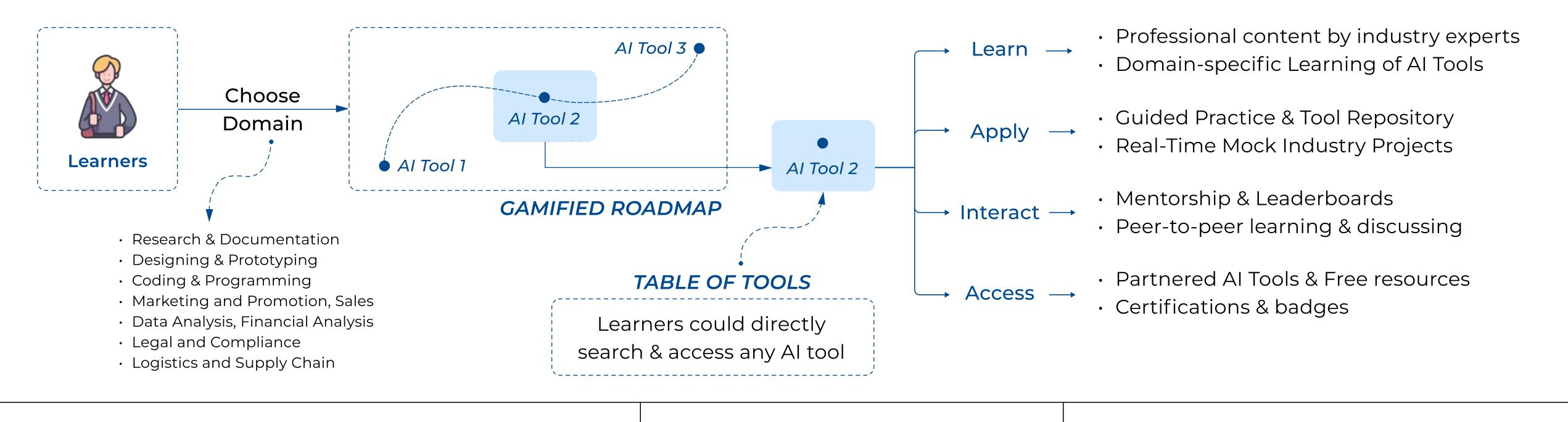
B2B Licencing

Provide annual licenses to enterprises looking to train their employees on Al Tools in form of prebuilt packages

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

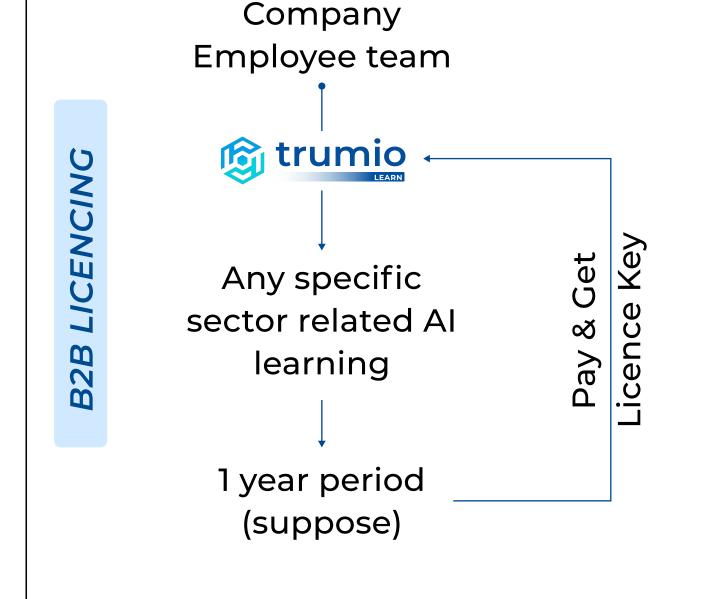






for engaging in live conversations with like-minded

Al enthusiasts etc



 A Mock Project repository will be developed that will be customized according to the user's learnings and interests

PROJECTS

MOCK IN

- This would provide a simulation environment to become adept at the usage of Al.
- This would revamp the enterprise sector in AI Technology by providing customized solutions to their employees.

Alumni Insights



72%

agreed that a gamified learning roadmap will help in better understanding Al concepts 68%

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

64%

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

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 Al 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 Alfocused discussions to stay updated with the ongoing trends.



Market Positioning

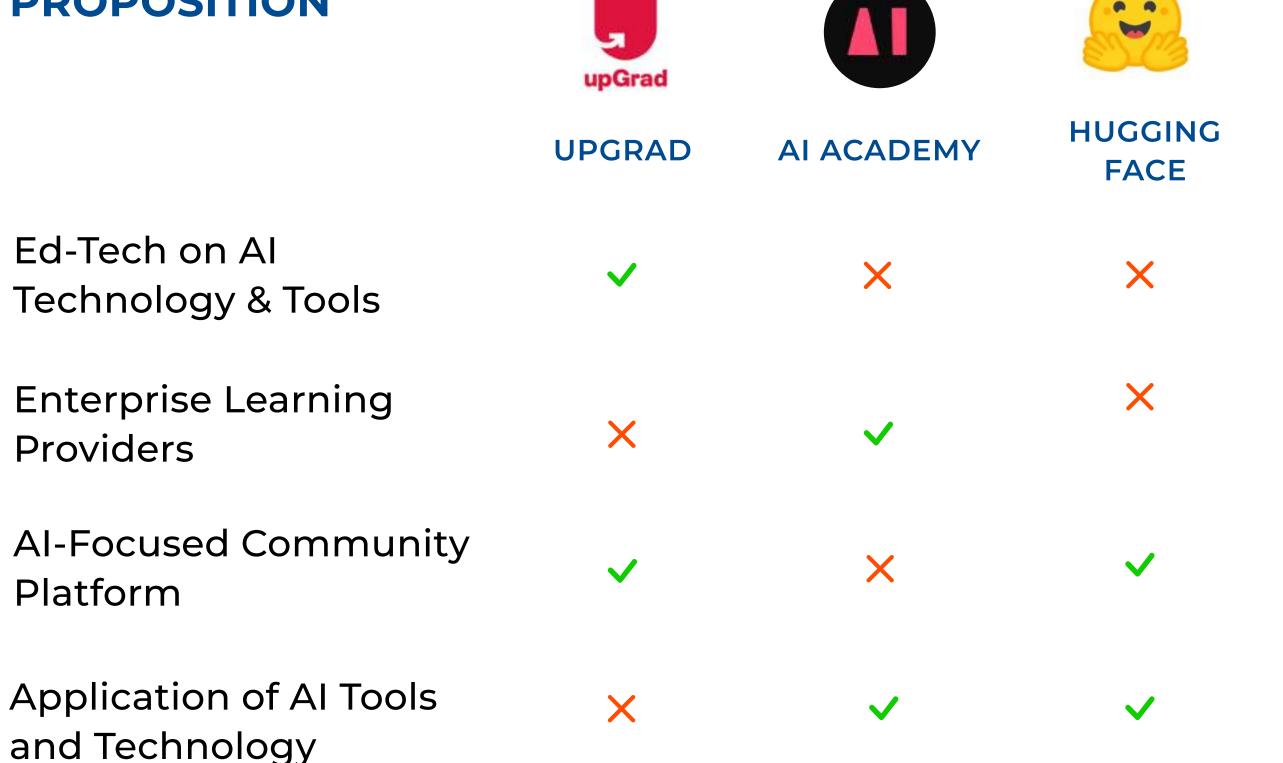


REVENUE STREAMS

- 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





TRUMIO LEARN

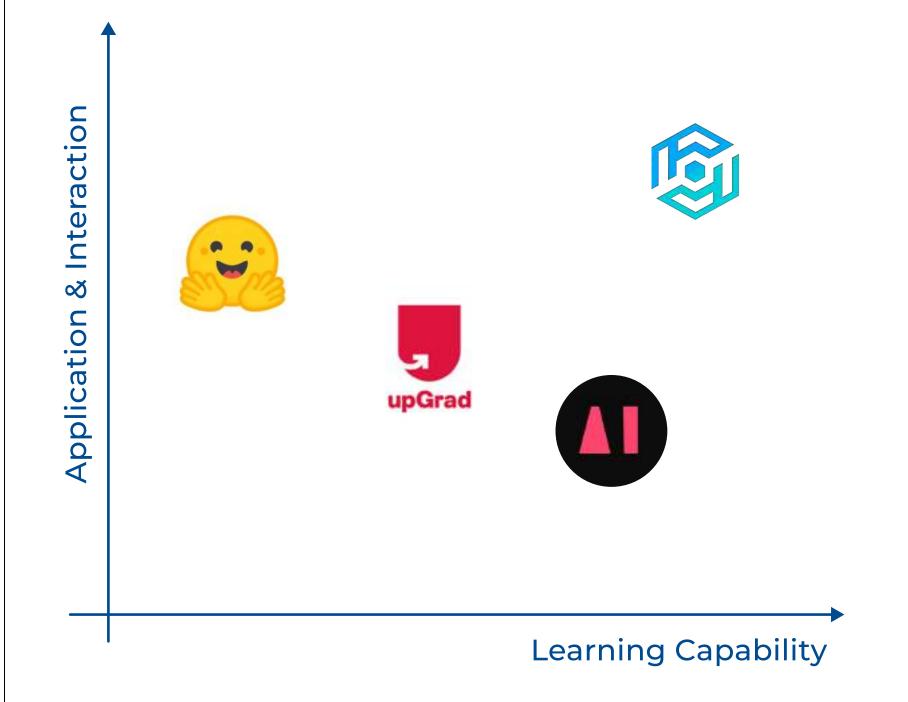
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Creating an ecosystem where users are able to learn, apply and interact gives us an edge over the existing players.



Functionality & Tech Involved



Real-time projects

User accesses

Mock projects section

Task Neuralization using ML to generate mock projects and simulate real world situation Customize the projects based on User's current learning technologies, interests to apply the learned knowledge in the mock projects

Trumio Learn will have the feature of Mock Industry Projects where learners or employees will have the access to apply their learnings from the platform into real-time simulated environments and help them gain hold over AI Tools & technology.

Analyze the User's submission of the project using NLP and provide them the insights on the modifications they can do in their workflow and suggest what to learn further



THANKYOU



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 Al:

- 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 Al Market Size - 22 Billion USD

Prioritization of Problem

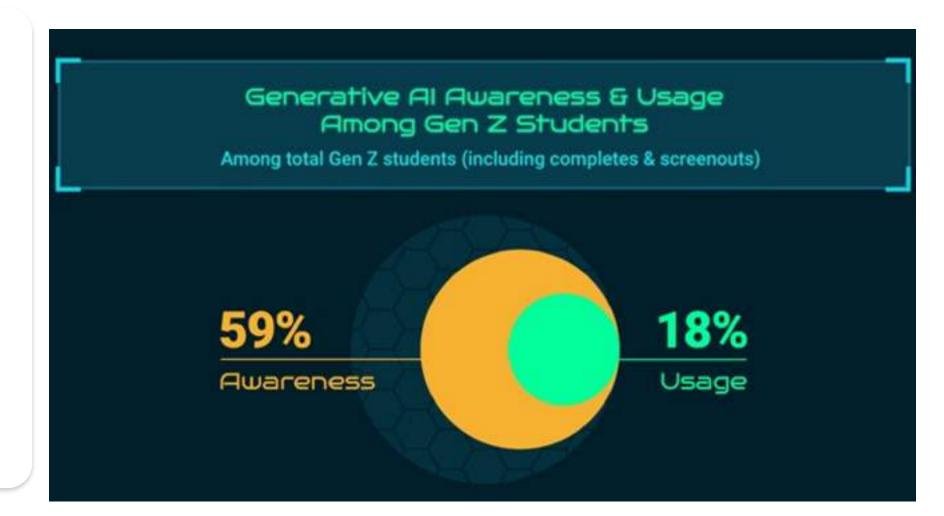
Problems exist in the following path flow:

- 1. One-Stop solution to learn everything about Al 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.

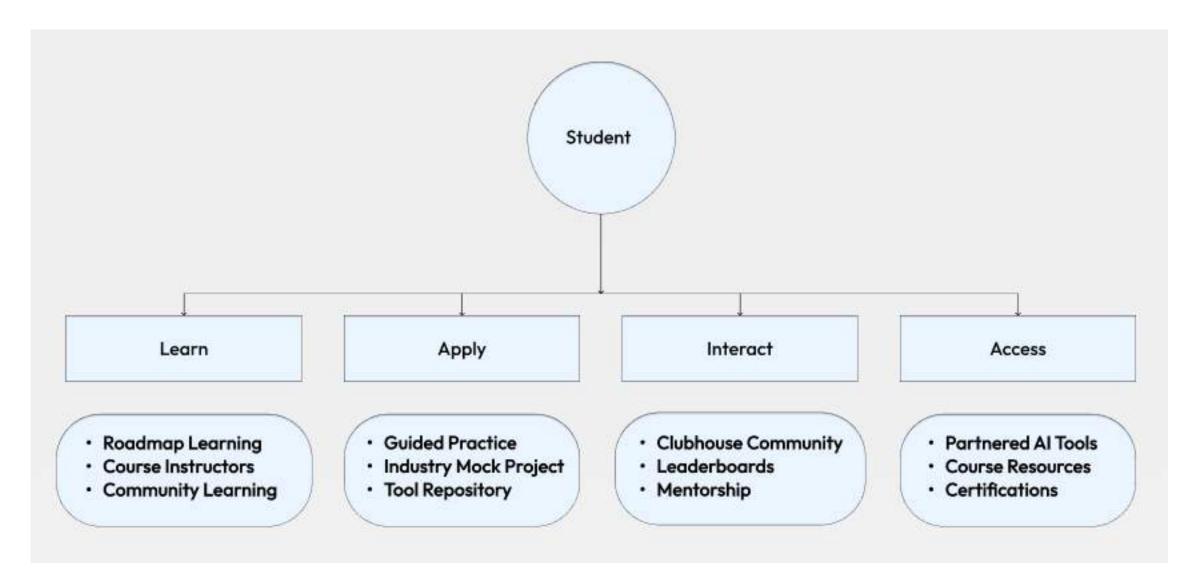
Metrics of the Product

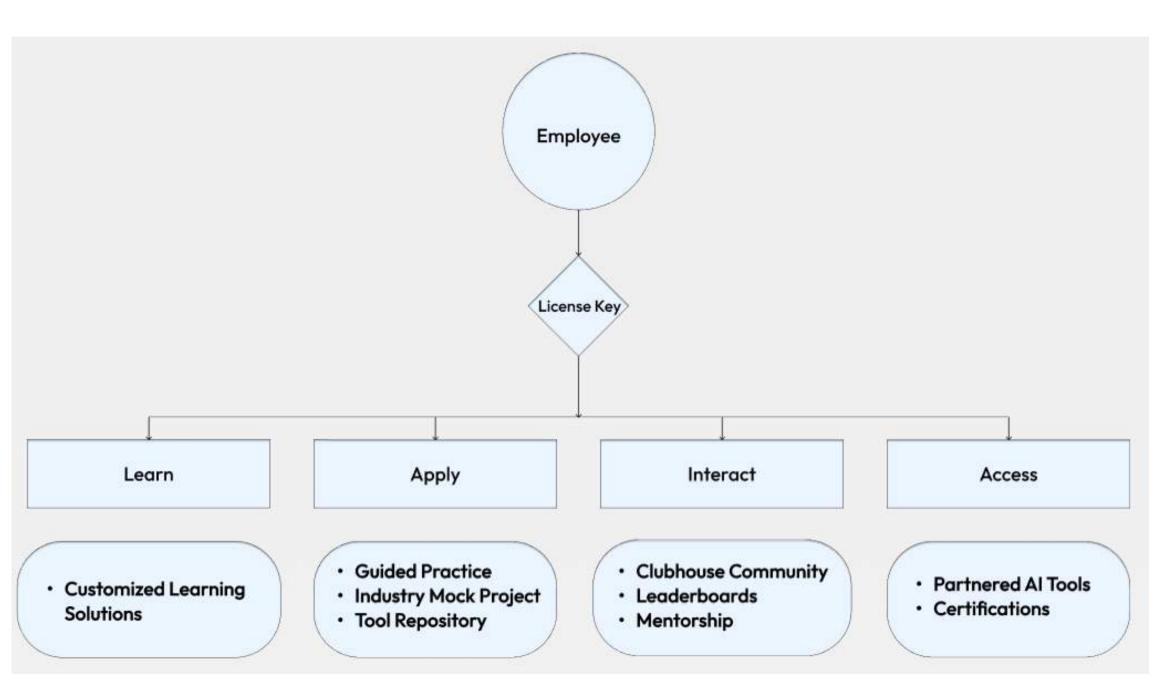
- Daily Active Users
- Number of Annual Licenses Purchased
- Number of Instructor Partnerships
- Average Active Conversations per Day
- Customer Satisfaction Score
- Number of Course Enrollments



Appendix







1.4 Niche Al players in India across sectors

