

# Alakh Pandey Journey

## Upbringing :

1. **Born and raised in Allahabad**, the young boy went on to study **mechanical engineering from Harcourt Butler Technical University, Kanpur**. But, aware that his family had sold their home to fund his education, Alakh was keen to do his bit and **used to teach JEE/NEET courses at offline coaching centres during his graduation**.
2. Alakh Pandey has taught students in various coaching institutes **since 2014**.

## Youtube to Unicorn Journey:

3. Pandey **started a Youtube channel** with an investment of Rs 30,000 **in 2016**.. He used a camera phone, tripod, whiteboard, and a few books, and started **teaching physics** to Class 11 and 12 students **for JEE/NEET examinations**.
4. He began by making **lectures on topics in physics and chemistry** (except inorganic) which students could access without paying any fee. **In a year**, the **channel had 10,000 subscribers**.
5. **In May 2018**, when he **crossed 50,000 subscribers** on YouTube, **he told his students that he would launch his own platform** where they could learn physics, chemistry, and mathematics and get tests, assignments, and other exam preparation material.

However, **he wasn't able to do this himself**. He launched a website, through which he would share study material, including notes and assignments. He also kept teaching on YouTube, until the pandemic in 2020.

6. **Prateek Maheshwari**, an IIT BHU alumnus **who founded startups** like **Pen Pencil, Night Panda and Moon 2 Noon**.

Prateek, through his other startup PenPencil, was already experienced in building customised education softwares for coaching institutes.

7. The **duo first met** in **2018** and stayed connected on their plans to launch a platform. It was finally **in May 2020** that they **launched the PW app**, which **provides students with a complete curriculum for competitive examinations**.

8. When PW first launched **the app**, it **crashed**. The team worked on it. The app crashed again during the first and second classes; **more than 50,000 students had entered a live class on the platform**.

“Prateek and the PenPencil team had never estimated the traffic to be that much,” Alakh recalls. **Alakh invested about Rs 15 lakh**, earned as ad revenue from his YouTube channel, **for app development**.

The team built up the technology **in the next 10-15 days**, and the **app was ready** to go.

9. In **June 2020**, the duo registered the company under the name **Physics Wallah Private Limited**.
10. **PW** launched its **first course**, Lakshya (**physics** for JEE), **at** an affordable price of just **Rs 999**. About **70,000 students signed up** for the six-month course and **helped PW generate massive revenue**. In **2021**, the PW app witnessed **2.1 million signups**.
11. Apart from YouTube and the app, the edtech startup **also runs 20 offline centres** known as **PW Pathshala** in **18 cities**. The centres charge **Rs 30,000-Rs 35,000** for one-year **JEE** or **NEET** courses.
12. Alakh says the **main focus** is the online business - the **app**. As **we want** our **courses to be affordable** for our students, **online is the only way**. The founder says the **app generates 95 percent of the business**..

More than 500,000 students consume 1.5 hours of content on the app every day.

13. The **company** now has a **1,500-member team**. **Alakh, the CEO**, takes care of **academics and branding**, while **Prateek handles product** and **technological** advancements.

We have **300 people in academics**, **75 in tech**, **700 in operations**, **250 in marketing and counselling**, and the rest in **HR and miscellaneous**,” Alakh says.

The edtech firm currently has 1,900 employees, including 500 teachers and 90-100 tech experts. It also has 200 associate professors available to address student queries and another 200 professionals to create exam questions and term papers.

~ As per latest article: [PhysicsWallah joins the unicorn club | Mint](#)  
([livemint.com](#))

14. According to a research report by Technavio, the **test preparation market in India** was **projected** to have a year-on-year **growth rate of 13.25 percent** in **2021** along with a **CAGR of 14 percent between 2020 and 2025**.

**Alakh believes the startup is well poised to benefit from the demand.**

15. **“Prateek is the guy behind the exponential growth. He shaped the business. I am a teacher and I am a very conservative guy,” Alakh says. “Our investors say, ‘Prateek is the hunter and you are the farmer’.”**

16. **PW's revenue grew nine-fold in FY22. The company's run rate for FY23 is at \$65 million.**

17. Physics Wallah has **raised \$100 million in its maiden funding round**, making it the latest edtech to enter India's unicorn club. **The company is valued at \$1.1 billion** as per a statement yesterday, as per an ET report.

### Sources:

## [The Turning Point] How Alakh Pandey mined his passion for teaching to build edtech unicorn PhysicsWallah (yourstory.com)

## How this bootstrapped edtech startup went from being a YouTube channel to a soonicorn (yourstory.com)

[Edtech Platform Physics Wallah Becomes India's 101st Unicorn \(indiatimes.com\)](#)

[PhysicsWallah joins the unicorn club | Mint \(livemint.com\)](#)