



The **EdTech** that creates **possibilities** beyond barriers through **innovation** & **empathy**.

Business Introduction

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Education System Needs Our Help



PC: news.yale.edu Jan 2020



Learning is fun, still so many kids dislike school

- Yale says 75% students - tired, stressed & bored
- Small attention span, but repetition not possible
- Scope for better empathy towards students
- Most kids don't have time left for sports etc.
- Disruptions due to absenteeism, pandemic etc.



Good schools capped by number of seats

- Steep competition to even qualify for quality education
- Most private schools are extremely expensive



300 to 3000 year old system needs the EdTech evolution

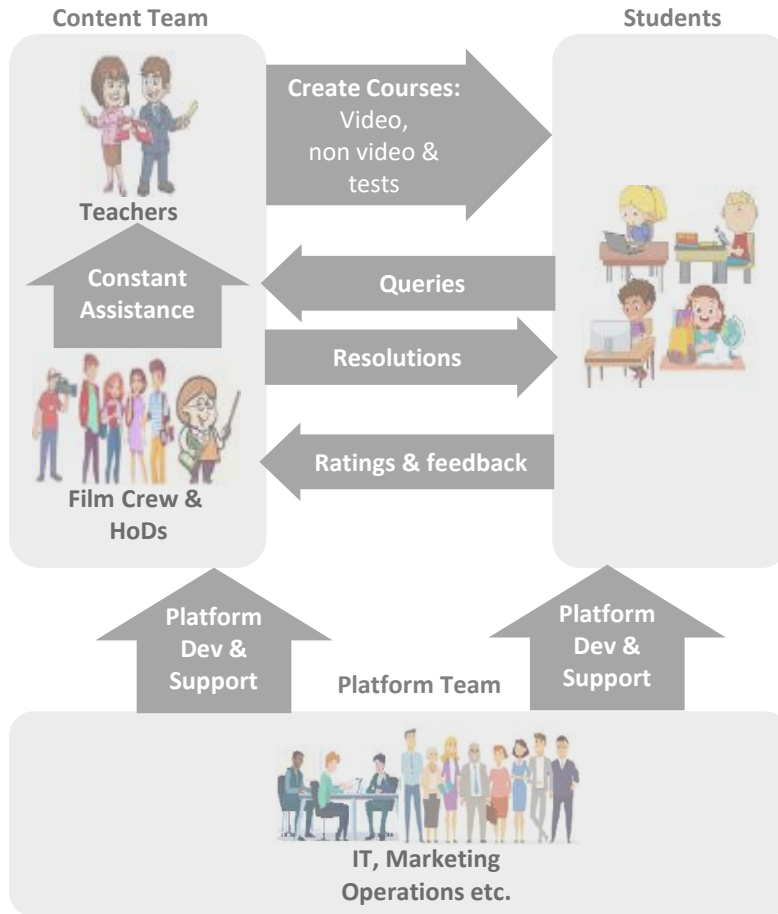
- Easy to implement most futuristic innovation & ideas



Flaws of existing tuition classes & EdTechs

- Contents lack consistency, dependability & comprehensive coverage
- Student centric design & quality control is missing
- Most unsuitable for a wide range of merit levels
- Misleading ads & pressure sales scandals are rife
- Inflated price, not affordable for many parents

The Anodiam Solution



Exceptionally Well Designed App

- User based design, fast, secure, scalable, no downtime
- Students learn in own time, pace & comfort
- 80% video & 20% non-video (notes, diagrams) contents
- Queries resolved through app within 3 business days
- Self tests, repeat until perfection, no red ink
- Performance dashboard for students



Content Created from Students' Perspective

- Before go-live, test each course with real students
- Ensure better grades for students of all merit levels
- Collect rating & detail feedback
- Revamp 5-10% of content quarterly
- Comprehensive coverage of syllabus & exam oriented
- Highly engaging, fun, in-depth, one stop solution
- Highly talented and specialized team



Competitive Pricing

- Data based intelligent pricing model

Core Team



Anirban Chakrabarty
Innovation Lead

Empathetic innovator with expertise in Cloud Technologies, Artificial Intelligence, Project Management & Design Thinking.



Vivek S Bendre
IT Head

IT entrepreneur with experience in setting up multiple off shore delivery centers from scratch. Presently CEO, of FluxionBits, Bangalore



Debasish Dutta
Academic Head

26 years of teaching experience in internationally reputed heritage schools like La Martiniere Calcutta. Students love his teaching most because he understands their perspective best.



Ananya Moitra
Marketing Head

25 years of experience in promoting & campaigning products & services across geographies. A noted poet & musician. Has MBA in Finance.



Parag Biswas
Content Development Head

Award winning film maker, TV reporter, actor, anchor, quiz master, commentator & school teacher.

Advancements & Impediments



Work in Progress

- IT development set up at Bangalore
- App & DevOps prototyping in progress
- Pilot phase of content creation successful
- Content dev cycle & QC process established
- Pandemic mitigation operation plan



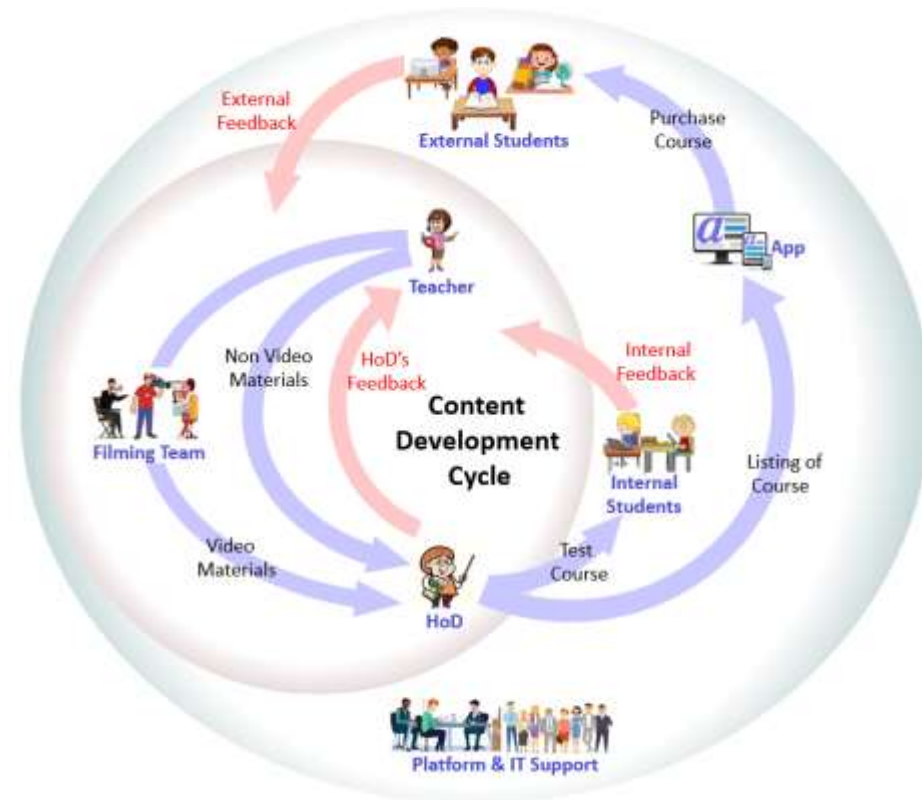
Resources Available

- HoDs from premier institutions
- Talented on-screen teachers
- Award winning film makers, youtubers
- Professional videographers, graphic artists
- Excellent IT & management team
- Studio floor of 5000 sqft in Kolkata
- Studio setup: lighting, recording, light board etc.

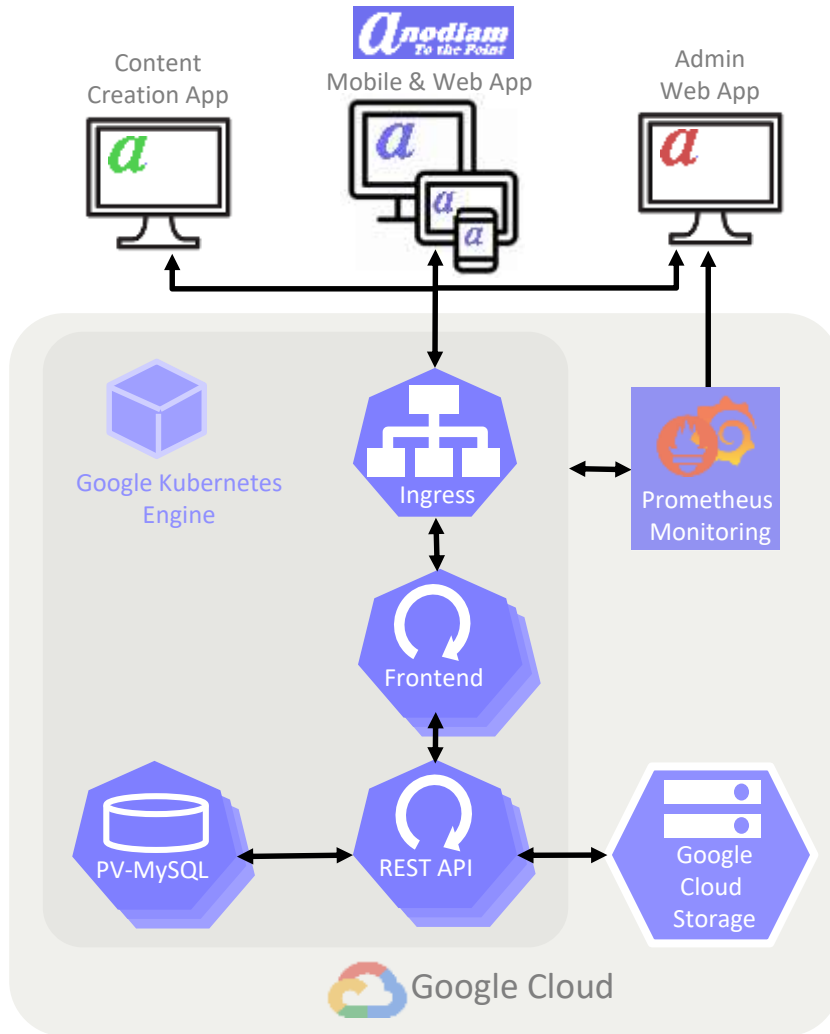


Challenges

- Most resources are part time business partners, full time employment would be easier to manage
- Require investment in equipment & infrastructure
- Need funds for marketing & campaign



Technology



Tech Stack

- **App Dev:** Java Spring Boot, Hibernate, MySQL
- **Mobile Dev:** React JS
- **Cloud & Containerization:** GCP, Kubernetes, Itsio, Prometheus, Grafana
- **CI/CD, DevOps:** Ansible, Jenkins
- **Cyber Security**
- **UX:** Bootstrap, Java Script, Thymeleaf
- **Analytics, Data Science & AI:** Python, Keras
- **Tech support**



Offshore Development Centre

- Highly skilled resource pool
- Moderate rates
- Convenient location for talent availability

Rollout, Marketing & Campaign Plan




Initial Launch in India: ICSE & CBSE boards year 9 through year 12 - all major subjects

- Huge market for these boards: ~20 million students
- ~76% seek tuitions, average 10 plus hrs per week
- Kids' education is super high priority for families
- Affluent middle class, parents spend up to A\$4K a year
- High quality education inaccessible to many
- Demand at both metro & remote areas
- Prevailing tuition culture: content production easy



Marketing Plan

- Initial focus on digital marketing
 -  Google Ads
 -  facebook Ads
- Discount schemes
- Long term focus on traditional marketing
- Repeat business



Global Rollout Planning

- Carry out market analysis for different geographies
- Prioritize high demand & less risk businesses
- IT to be mostly reused, only new content to be created



Competition & Market Analysis



Proven growth: edtech is the new fintech

- 21 unicorns and 2 decacorns already
- Total valuation above A\$77 billion
- Low risk, high return & low investment
- High profile investors already in business
- Extensive & ever increasing demand
- Byju's started in 2013 & already valued at A\$17.5 billion
- Revenue doubled in FY20 during pandemic
- Byju's recently acquired Akash for A\$1.3 billion
- Unacademy started in 2015, valued at A\$3.4 billion



Drawbacks of competitors

- Lacking high quality content with comprehensive coverage
- Exam oriented approach missing
- Does not help students of all merit levels
- Misleading ads & pressure sales scandals
- Inflated price, not affordable for most parents
- Toxic work culture

Business Model



Data driven offer pricing

- Determine optimum offer price for a course on a given day depending on demand
- Ensure maximum profit through optimum sales
- AI model to be trained with data from initial cycles

Offer Price of Courses in INR(₹)	
Minimum Price	2,000
Mean Price	7,000
Median Price	7,500
Maximum Price	10,000

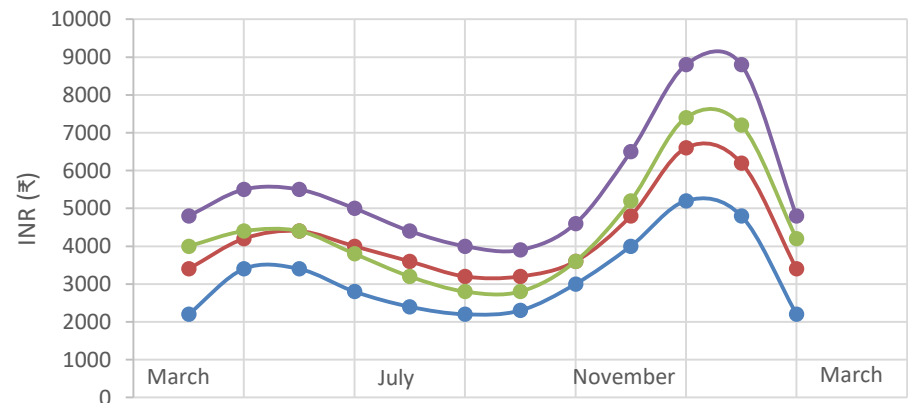
** 1₹ = 0.017US\$



Thoroughly student driven

- Ensure students & parents find us dependable
- Customer retention is high priority
- Value for money

Unit price of courses will vary yearly according to M shaped curve

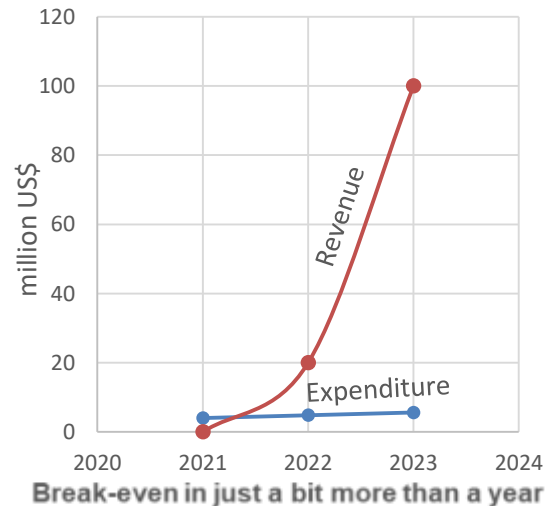
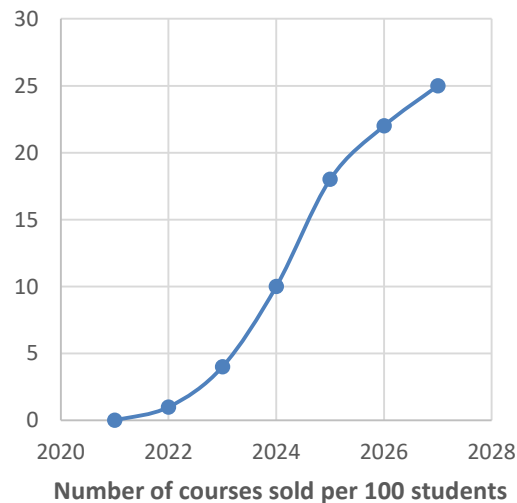




3 stage roll out in 12 months for ICSE & CBSE

Stage	Duration (months)	Subjects	Content Budget	IT Module	IT Budget	Marketing	Total Cost
1	4	Mathematics Physics Computers	379,313	Student App	553,520	186,567	1,119,399
2	3	Chemistry Biology	270,938	Content Creation App	374,000	128,988	773,925
3	5	English Geography Accounts Business	433,500	Admin App	568,480	200,396	1,202,376
** All amounts in US\$							3,095,700

Phenomenal ROI



Low maintenance cost

- US\$ 0.619 million @ 20% per year
- Very easily covered by the profit made



Low risk

- Huge, ever increasing user base
- Consistent demand for high quality education

