



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 university research says 75% US kids - tired, stressed & bored
- Small attention span; yet repetition impossible
- Most kids don't have time left for sports etc.
- Disruptions due to absenteeism, pandemic.



Education system needs the Edtech evolution

- 300 – 3000 year old system: not very innovative & expedient
- Top-down approach: could be more empathetic towards students
- Capped by numbers: should be scaled up leveraging technology
- Education has to be cost effective for the future community



Flaws of tuition classes (online & in person)

- Most students cannot access the best teachers and materials
- Often lacks consistency, dependability & comprehensive coverage
- Lacks convenience of time, repeatability etc.
- Not affordable for many parents

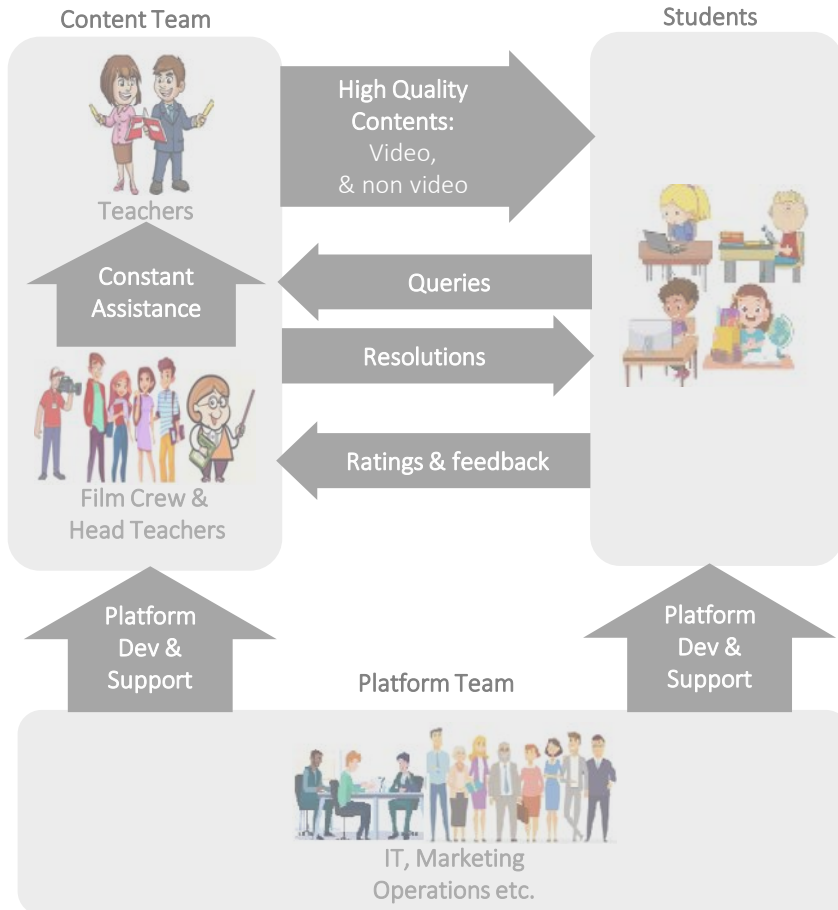


Drawbacks of competitors



- Lack high quality, focussed content with comprehensive coverage
- Unsuitable for a wide range of merit levels
- Inflated price, misleading ads & pressure sales scandals
- Toxic work culture

Anodiam Model: Connecting Most Students to the Best Education



Anodiam mobile app & web site

- Exceptionally well designed, user centric, cloud based
- Registered students/parents purchase listed courses online
- Students learn in own time, pace & comfort; raise queries
- Queries resolved within 3 business days



Highest quality content to ensure genuine learning

- Professional pre-recorded content: engaging, fun, in-depth
- Exam oriented comprehensive coverage of syllabus
- 80% video & 20% non-video (notes, diagrams)
- Self tests, repeat until perfection, no red ink



Value driven business model for maximum returns

- Ensure students & parents find us dependable
- Affordable, demand driven, AI based pricing for optimum sales
- Extensive marketing

Content Quality is Our Game Changer



Sophisticated quality lifecycle

- Professional feedback based management at all levels
- Systematic version management
- Internally tested with real students
- Ensure better grades for students of all merit levels



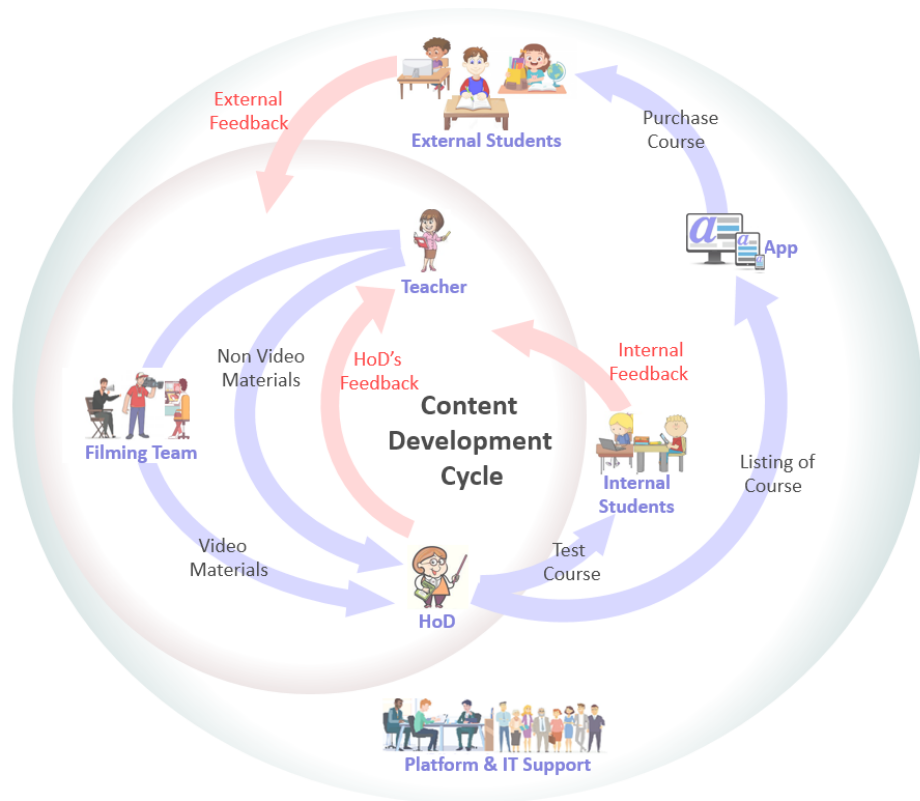
You would wish, you were taught like this

- [Official training video from Google Cloud](#)
- [Very lucid & engaging physics teaching from Vedantu](#)
- [Maths tutoring on Youtube](#)

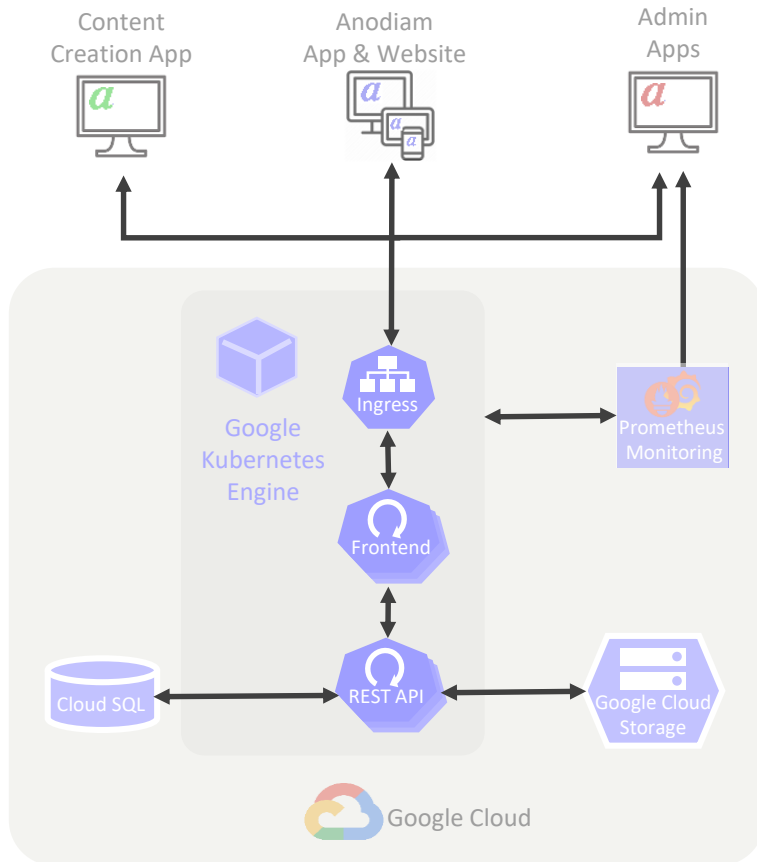


Minimize every scope of improvement

- [Monotonous for school students](#)
- [Unnecessary over use of graphics & incorrect English](#)
- [Rushed through conceptual topics at very high speed](#)



Technology and Apps



IT landscape

- **Anodiam app & website** for students
- Content creation & quality control app
- Teachers' query resolution and student support app
- External integration (Ops, Sales, Marketing, HR)



Tech stack

- **App Dev:** Java Spring Boot, Hibernate, MySQL
- **Mobile Dev:** React Native
- **Cloud & Containerization:** GCP, Kubernetes
- **CI/CD, DevOps:** Ansible, Jenkins
- **Cyber Security**
- **UX:** Bootstrap, JavaScript
- **Analytics, Data Science & AI**



Software development centre

- Highly skilled resource pool at moderate rates
- Convenient location in Bangalore

Business Model



Affordable pricing to optimize sales & maximize profit

- Dynamic unit sale price as per market conditions at any moment
- This will generate maximum profit by optimizing sales volume
- Discount offers used to adjust unit sale price of the courses
- AI based pricing model to automate the above steps



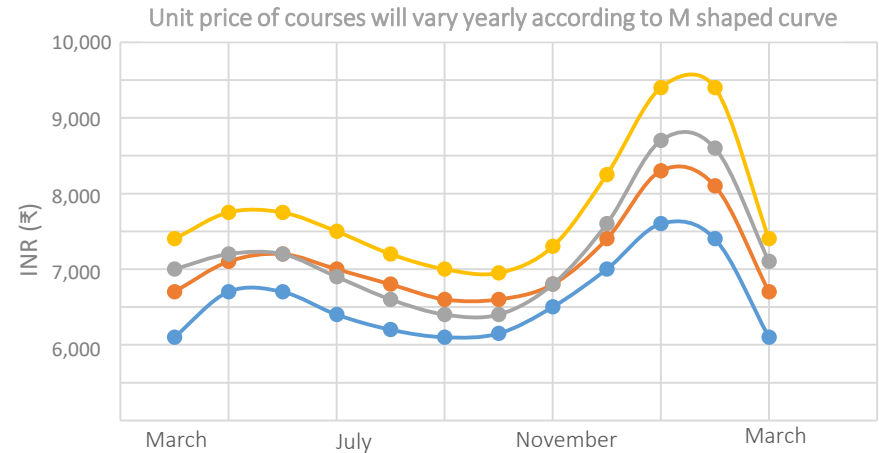
Student oriented & value driven

- Ensure students & parents find us dependable
- Customer retention & repeat business is high priority
- Highly quality focused and best value for money



Demand driven rollouts - high return & low risk

- Periodically consider new high demand markets
- Perform extensive research on opportunities vs risks
- Prioritize on the basis of high returns vs low risk



Offer Price of Courses in INR(₹)	
Minimum Price	5,000
Mean Price	7,300
Median Price	7,000
Maximum Price	10,000

** 1₹ = 0.017US\$

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 (Proposed)

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



Ananya Moitra
Marketing Head

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



Parag Biswas
Content Development Head (Honorary)

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

Where We Stand Now



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 plan established



Resources Available

- Talented teachers & head teachers from premier institutes
- Seasoned filming team & graphic artists
- Experienced IT & management team
- Studio floor of 5000 square feet in Kolkata
- Studio setup: lighting, recording, light board etc.



Challenges

- Most resources are part time business partners
- Full time employees would be easier to manage
- Require investment in equipment & infrastructure
- Funding required for marketing & campaign



Rollout and Marketing





Launch: CBSE – X, XII – Maths & Computer Science

- High demand, high return business, very low risk
- Tuitions are most sought after for critical subjects in exam years
- Relatively easy to find great teachers



Marketing Plan

- Initial focus on digital marketing
 -  Google Ads  facebook Ads
- Long term focus on traditional marketing



Flagship Launch: ICSE, CBSE – V to XII – All subjects

- Huge market: More than 50 million students
- ~76% seek private tuitions, some more than 14 hrs per week
- Kids' education is highest 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



Global Rollout

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



Financial Prospects



Financial plan - unicorn in only 5 years

- ~2.1 million students in ICSE & CBSE in each class
- About 8 subjects in each class from V to XII
- Sales target: 1 course per 100 students & double it each year
- Revenue projections \$1.04 bn in just 5 years



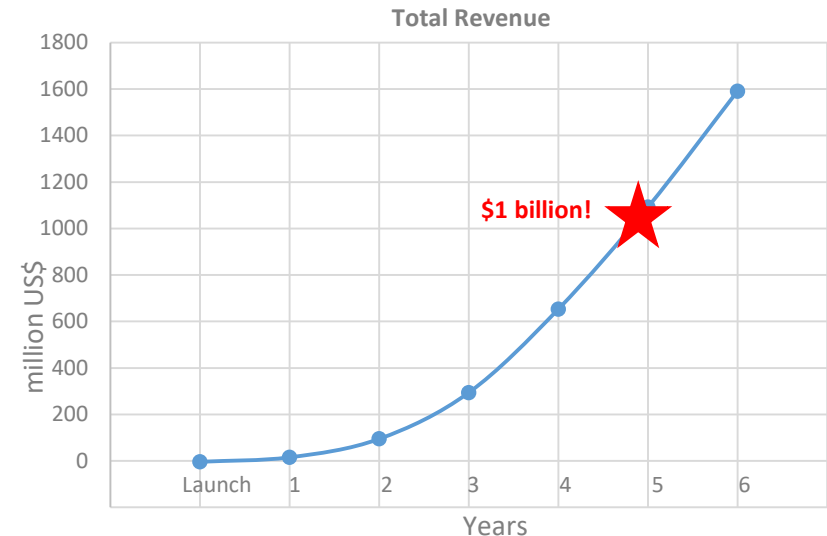
Edtech is the new fintech

- Young and fastest growing industry, just 8-10 years old
- 21 unicorns & 2 decacorns, total valuation A\$80 bn
- E learning to be A\$445 bn by 2025, A\$1.4 tn by 2027 - Forbes
- Byju's incepted in 2013 & already valued at A\$17.5 bn
- Unacademy started in 2015, valued at A\$3.4 bn



Never-ending, global prospect

- Consistently increasing global demand for high quality education
- Low risk, low investment & high returns
- Repeated sales & business from existing courses over many years
- Only ~10-55% maintenance & enhancement cost per year



Return on Investment



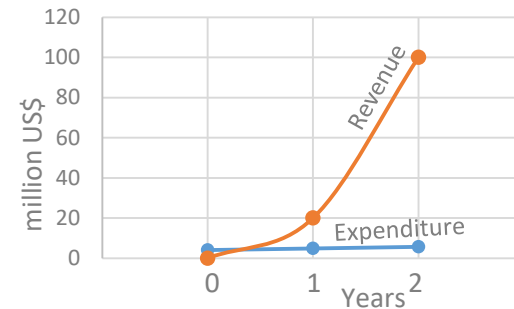
Budget: ₹ 1 Crore in four months

Expenditure	Lakh ₹
Teaching Staff & HoDs (9 resources)	15
Filming & Graphics Team (4 resources)	6
Ops, HR, Finance (4 resource)	6
Hardware, cloud & software	6
Shooting equipments, backdrops	4
Admin & Ops	3
Content Development Budget	40
Facebook Ads	25
Google Ads	10
Marketing content & ad creation	3
Marketing manager	2
Marketing Budget	40
Student App MVP	20
IT Budget	20
Total Budget (Lakh ₹)	100



Break even selling less than 1400 courses (~3 months)

- Mean unit price of course: ₹7,300/-
- Just 1 sale required per ~3,000 target students to break even



50% yearly gain promised on investment

