



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](https://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

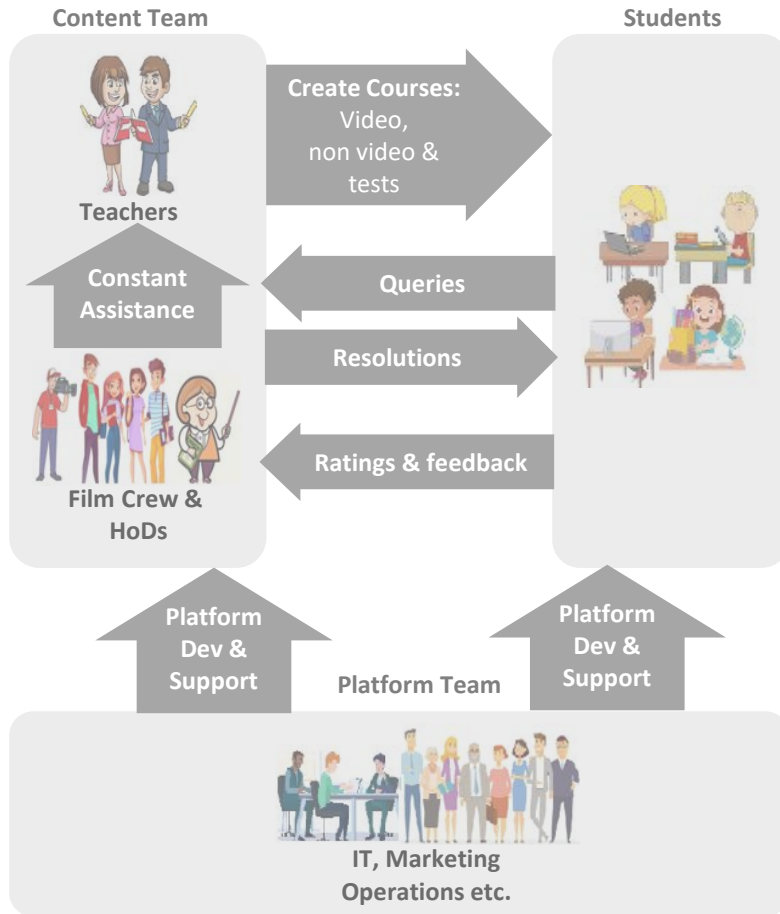
- Easy to implement most futuristic innovation & ideas



## 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



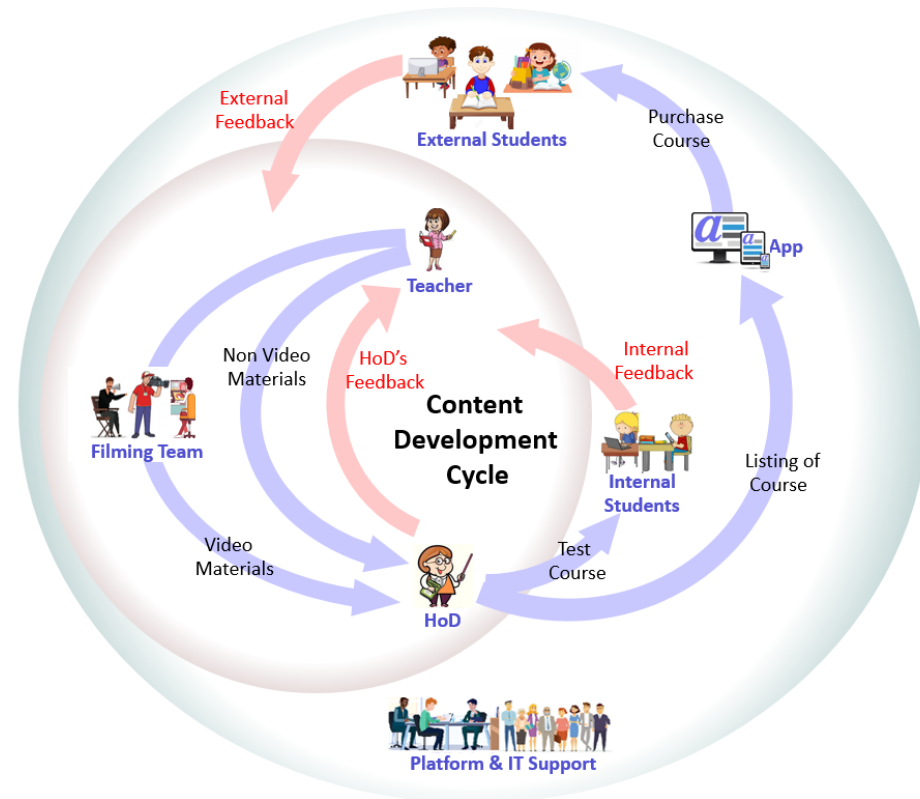
## Resources Available

- 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.

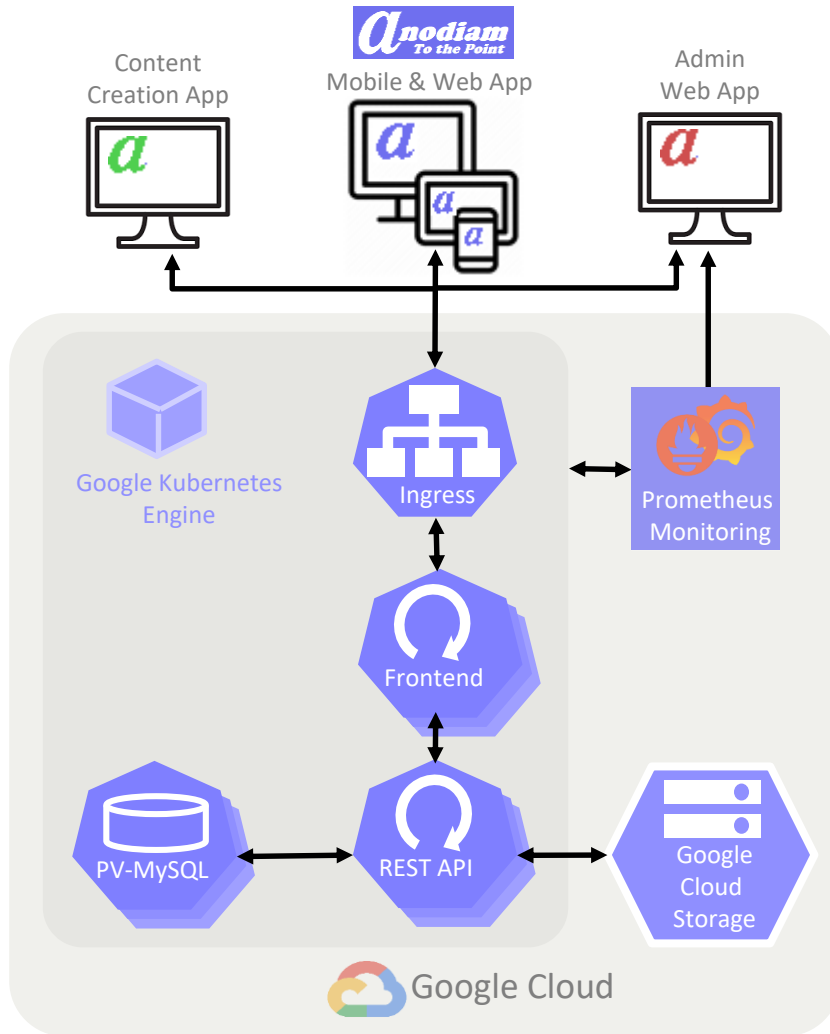


## Challenges

- 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
<b>Mean Price</b>	<b>7,000</b>
<b>Median Price</b>	<b>7,500</b>
Maximum Price	10,000

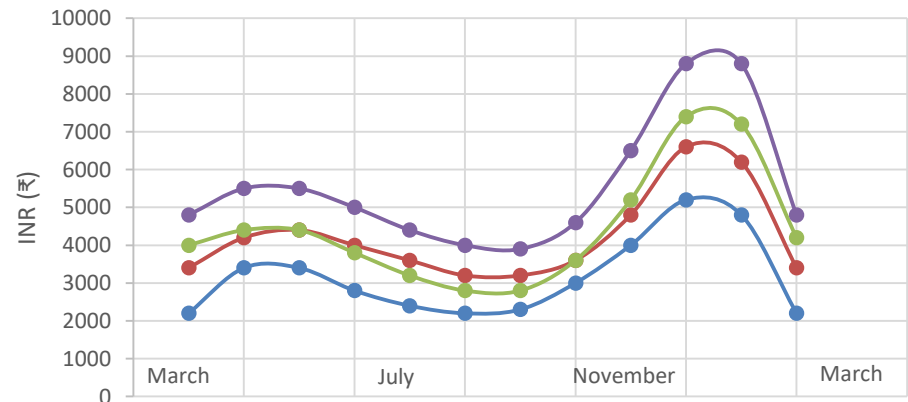
\*\* 1₹ = 0.017US\$



## 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

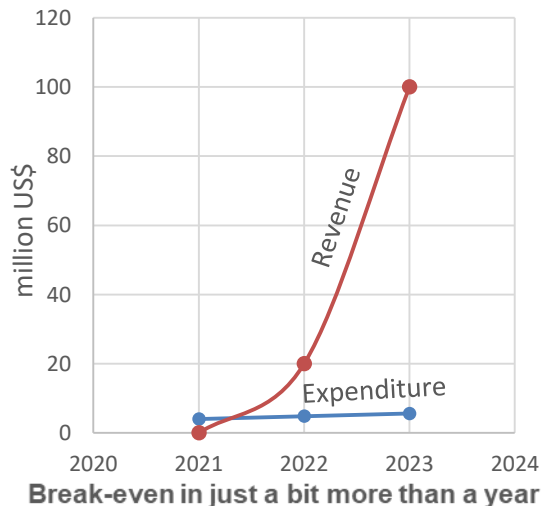
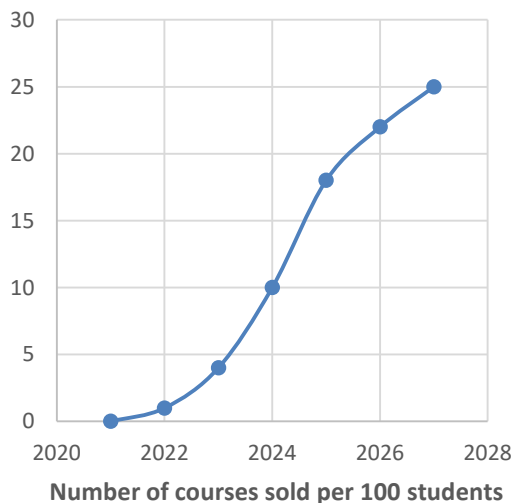




3 stage roll out in 12 months for ICSE & CBSE

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\$							<b>3,095,700</b>

## 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

