# anodiam
### All about Genuine Education

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

# Business Introduction

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**Marketing Head**
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# Education System Needs Our Help

## Most kids - tired, stressed & bored in school

- Rigid, top-down approach
- Small attention span
- No time for sports & recreation

## Education system needs Edtech evolution

- 300 – 3000 year old system
- Capped by numbers
- Can be scaled up effectively using technology

## Flaws of tuition classes (online & in person)

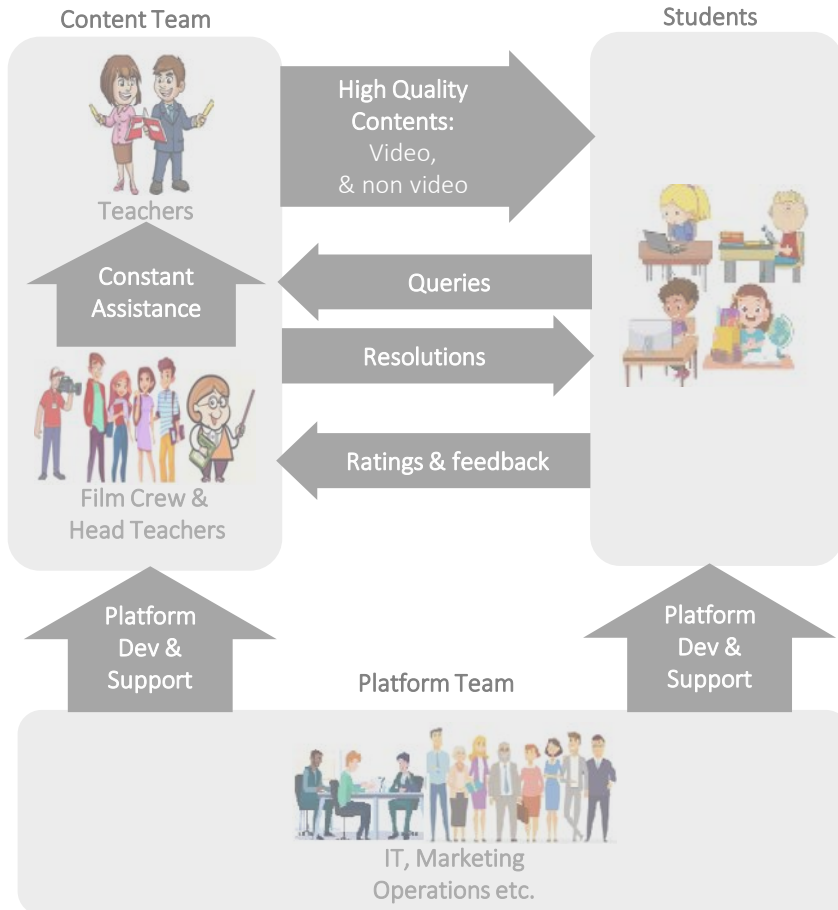- Difficult to access the best quality teaching
- Not affordable for most parents

## Competitors lack quality

- Unsuitable for a wide range of merit levels
- Inflated price, pressure sales & toxic culture

PC: news.yale.edu Jan 2020

# Anodiam Model: Connect Most Students to the Best Education



**Anodiam mobile app & web site**

- Student centric design
- Learn in own time, pace & comfort
- Queries resolved within 3 days

**Highest quality content**

- Engaging, comprehensive, pre-recorded
- 80% video & 20% others
- Self tests, repeat until perfection

**Value driven business model for max returns**

- Ensure students find us dependable
- Affordable, AI based pricing

# Content Quality is Our Game Changer

**Professional QC lifecycle**

- Feedback based quality at all levels
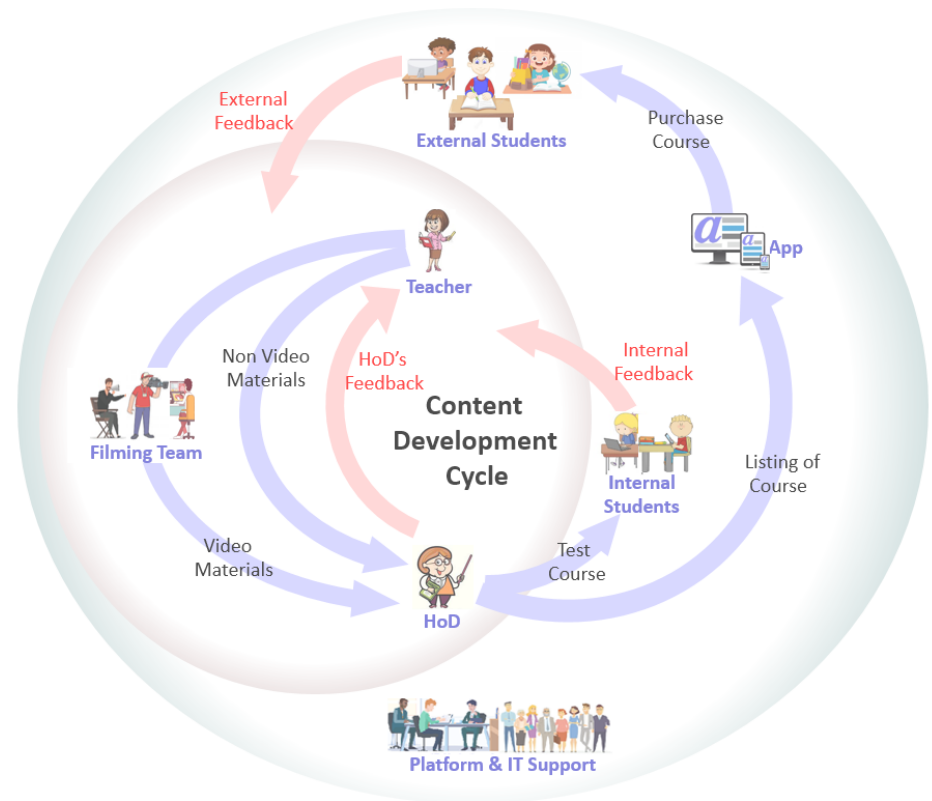- Tested by real students of all merit levels

**Benchmark against the best**

- Official training video from Google Cloud
- Physics teaching from Vedantu
- Maths tutoring on Youtube

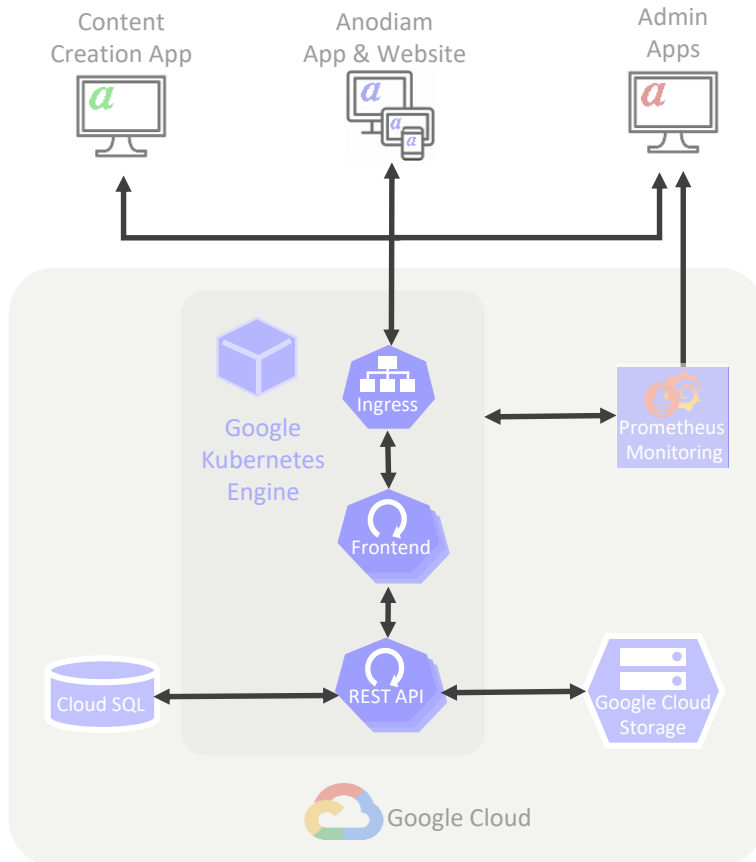**Minimize all scopes of improvement**

- Monotonous for school students
- Over use of graphics & incorrect English
- Rushed through conceptual topics

# Technology and Apps



## IT landscape

- **Anodiam app & website** for students
- Teachers' app & Content creation 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**

## Global development centre

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

# Business Model

### Affordable pricing to maximize profit

- Dynamic pricing as per market condition
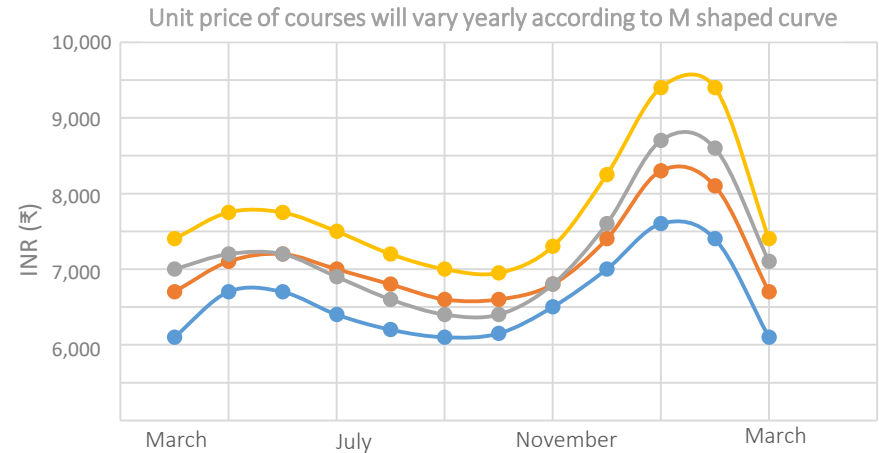- Discount offers to optimize sales
- AI model to automate above

### Student oriented & value driven

- Highly quality focused
- Highest levels of costumer satisfaction

### High return & low risk business

- Consider high demand markets
- Research & prioritization of rollouts

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



| 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

**Anodiam**
*All about Genuine Education*

### Anirban Chakrabarty
**Innovation Lead**

Empathetic innovator with expertise in full stack IT development including cloud technologies, AI, Project Management & Design Thinking.

### Vivek S Bendre
**IT Head**

IT entrepreneur with experience in setting up ODCs 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.

### 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 & a school teacher.

# Where We Stand Now

**Work in Progress**

- App & DevOps prototyping
- Pilot phase of content creation

**Resources Available**

- Talented team members & managers
- Studio setup on 5000sqft

**Challenges**

- Most resources are part time partners
- Require infrastructure investment
- Funding for marketing

# Rollout and Marketing

**CBSE – X, XII – Maths, English & Computer Science**

- High demand, high returns, low risk
- Tuitions are highly sought after

**Marketing Plan**

- Primary focus on digital marketing

Google Ads    facebook Ads

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

- 35 million students, 76% seek tuitions
- Affluent families with high priority on education

**Global Rollout**

- Carry out geography based market analysis
- Prioritize high demand & less risk business

# Financial Prospects

## Unicorn in 5 years just through flagship courses

- 4.4 million students in each year
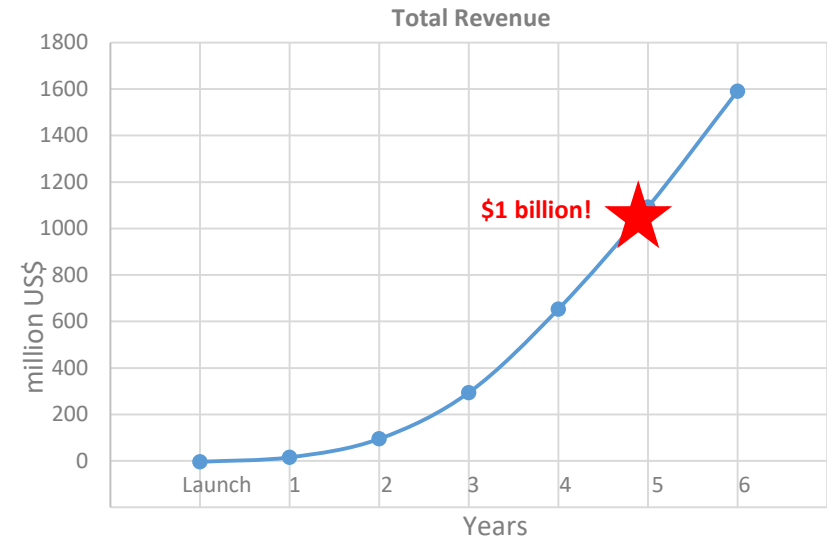- Sale 1 course per 100 students & double it each year

## Edtech is the new fintech

- Phenomenal growth, 21 unicorns, 2 decacorns
- Presently $60 bn, $350 bn by 2025, $1 tn by 2027

## Global, never-ending prospect

- Increasing demand, low risk & low investment
- Low maintenance, same course to run for many years

**Total Revenue**

$1 billion!

million US$ / Years

## 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 in just 3 months

- Sale only 1400 courses @ $100 each
- Just 1 sale per ~3,000 students
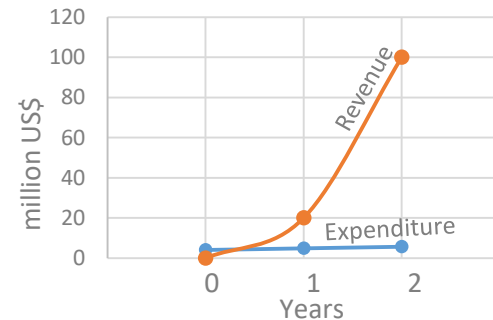


## Profitable investment opportunity

- 25% yearly gain over 3 years
- Detailed monthly reporting

# Partner with Us



**Once in a lifetime growth opportunity in Edtech**

- Catapult into the billion dollar board room
- Start with zero investment

**Enjoy the autonomy and job satisfaction**

- Innovate & implement freely with your creativity
- Versatile career path, learn new skills as you grow