



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

Company Introduction



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Education System Needs Your 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

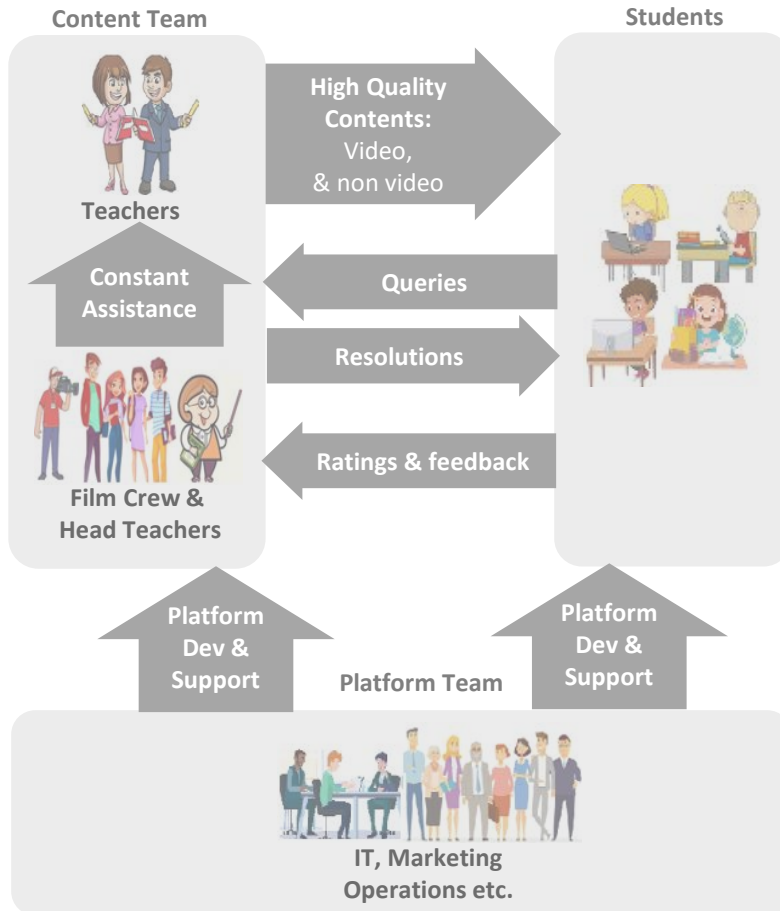


Drawbacks of competitors



- 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

The Anodiam Model: Connect Most Students to the Best Teaching



Anodiam Mobile & Web App

- 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
- Self tests, repeat until perfection, no red ink
- Performance dashboard for students



Highest quality content to ensure genuine learning

- Professionally managed content: engaging, fun, in-depth
- Exam oriented comprehensive coverage of syllabus
- 80% video & 20% non-video (notes, diagrams)
- Highly professional & specialized team



Value driven business model

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

We Ensure Quality at Every Step



Work in Progress

- Excellent IT & management team in Bangalore, Sydney & Kolkata
- Studio setup in Kolkata: lighting, recording, light board
- Pilot phase of content creation successful
- Content creation software: Doodley, Speechelo, OBS
- Content dev cycle & QC process established
- Pandemic mitigation plan in place



Feedback Based Content Development

- Courses developed with internal & external feedback at all levels
- Each course tested with real students
- Ensure better grades for students of all merit levels
- Revamp 5-10% of content quarterly upon feedback & rating



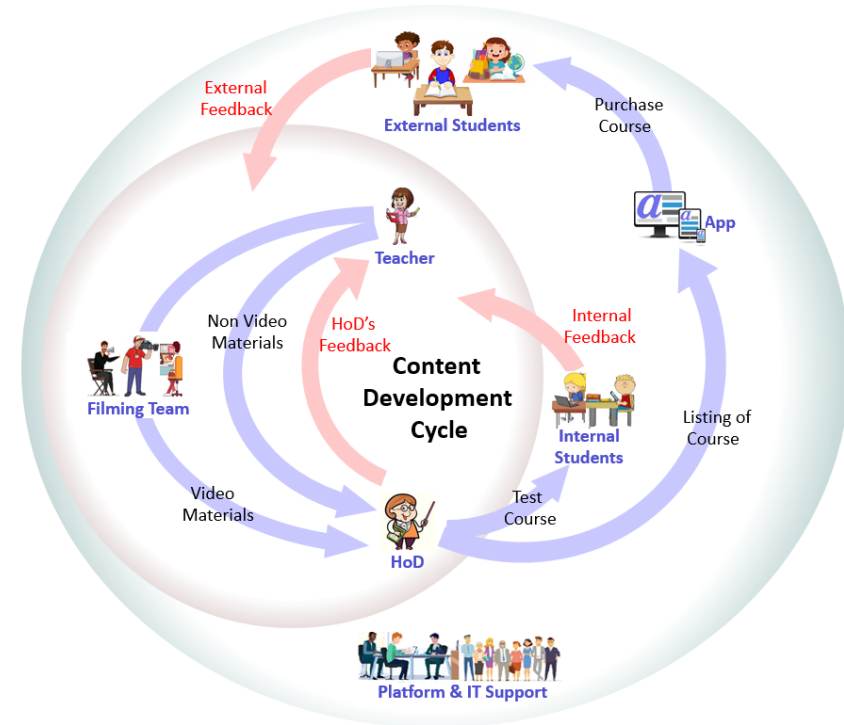
Examples of Some Good Teaching Videos

- [Official training video from Google Cloud](#)
- [Maths tutoring youtube video](#)



Catch What Is Wrong in These Ones

- <https://www.youtube.com/watch?v=2vMEQ5zs1ko>
- <https://www.youtube.com/watch?v=3CoCsDrBsYs>
- <https://www.youtube.com/watch?v=kKKM8Y-u7ds&t=151s>



Your Career Potential with Our Long Term Rollout Plans



Initial Launch: CBSE – X, XII – Maths, English & Computers

- High demand, very low risk
- Tuitions are most sought after for critical subjects in exam years



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
- Demand at both metro & remote areas



Marketing Plan

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



Your Long Term Global Career Prospects

- We carry out market analysis for different geographies
- Prioritize high returns & less risk businesses
- You get infinite scope to grow your career with us



Edtech is the New Fintech

- Young & unsaturated industry with high demand certainty
- Total valuation A\$80 bn, 21 unicorns & 2 decacorns in just 7 years
- Forbes says e-learning to be A\$445 bn by 2025, A\$1.4 tn by 2027

