Anodiam
To the Point

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

Business Introduction

Anirban Chakrabarty
– Innovation Lead

1120anirban@gmail.com
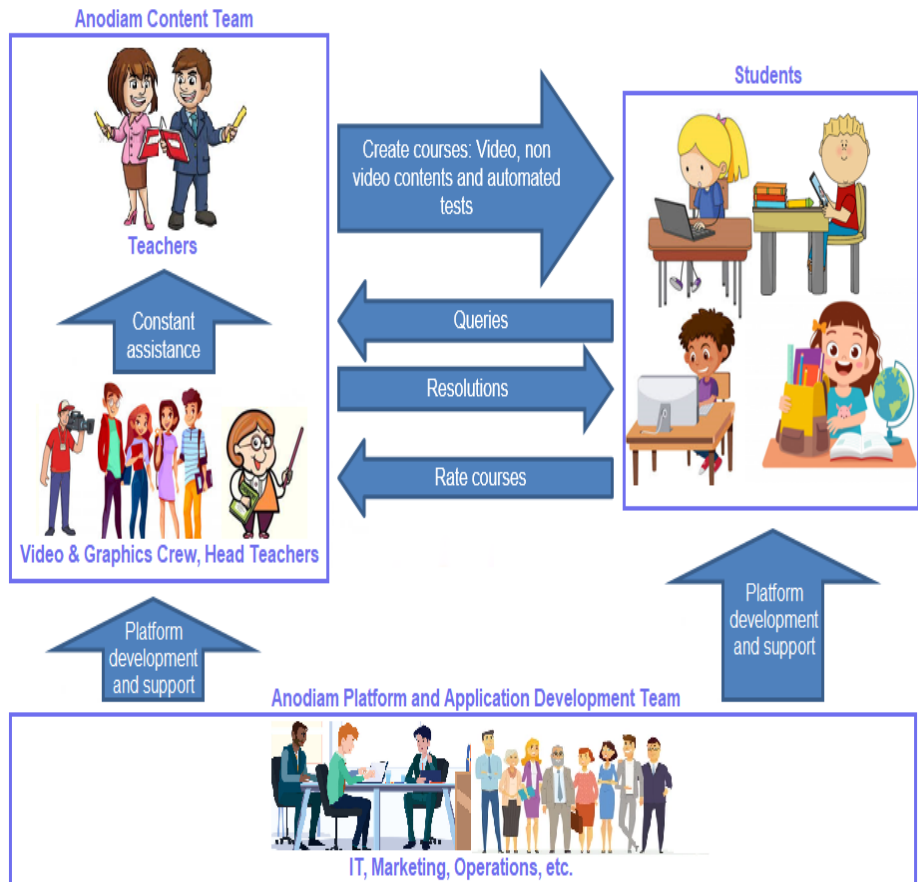+61 470142229

How EdTech Can Support Education

PC: news.yale.edu – Jan, 2020

➢ **Learning is fun, still many kids dislike school**
- • Yale says 75% students - tired, stressed & bored

➢ **Small attention span of most students**

➢ **Repetition is key but not possible without year loss**

➢ **Good institutes capped by number of seats**
- • Steep competition to qualify
- • Most exuberantly unaffordable

➢ **Lacks empathy, top-down approach**
- • Not much scope for student centric design thinking

➢ **Most kids unable to attend sports etc. after school**
- • Excessive time & money drained already

➢ **Disruptions due to absenteeism, pandemic etc.**

➢ **300 to 3000 year old system needs evolution**
- • Ideation & innovation difficult
- • Futuristic tech like AI / AR / VR not easy

Anodiam's Solution

- ➤ **Mobile app & website:** 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, we try each course with real students
  - Ensure better grades for students of all merit levels
  - Collect rating & detail feedback
  - Update 5-20% of content quarterly

- ➤ **Ensure genuine learning**

  - Comprehensive coverage of syllabus & exam oriented
  - Highly engaging, fun, in-depth, one stop solution
  - Best teachers & HoDs from renowned institutes
  - Award winning film & media professionals & youtubers
  - Seasoned managers with decades of expertise

- ➤ **Competitive pricing**

  - AI based pricing model to ensure profit maximization
  - Discount schemes, scholarships, coupons, flash sales

Anodiam Content Team — Teachers — Video & Graphics Crew, Head Teachers
Create courses: Video, non video contents and automated tests
Students
Constant assistance
Queries
Resolutions
Rate courses
Platform development and support
Anodiam Platform and Application Development Team
IT, Marketing, Operations, etc.

Core Anodiam Team

Anirban Chakrabarty
– Innovation Lead

Empathetic innovator with expertise in Cloud technologies, Artificial Intelligence, Project Management and 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

Parag Biswas
– Content Development Head

Award winning film maker, TV reporter, actor, anchor, quiz master, commentator & school teacher.
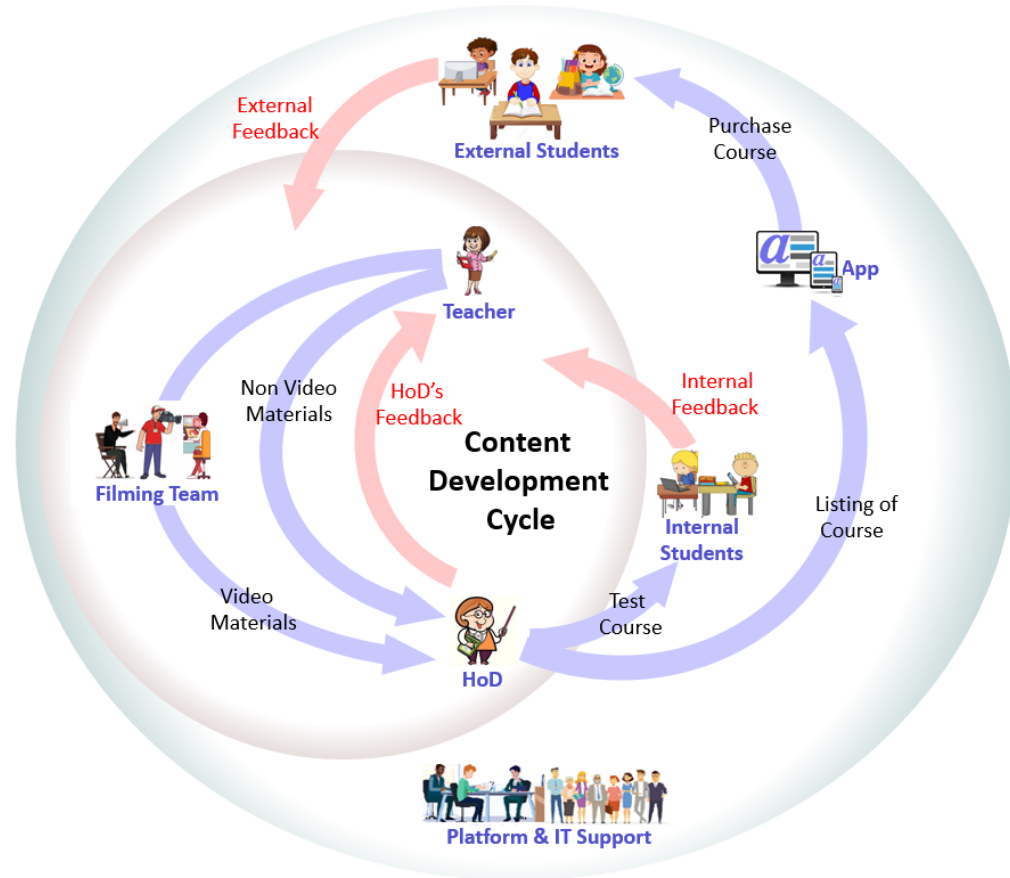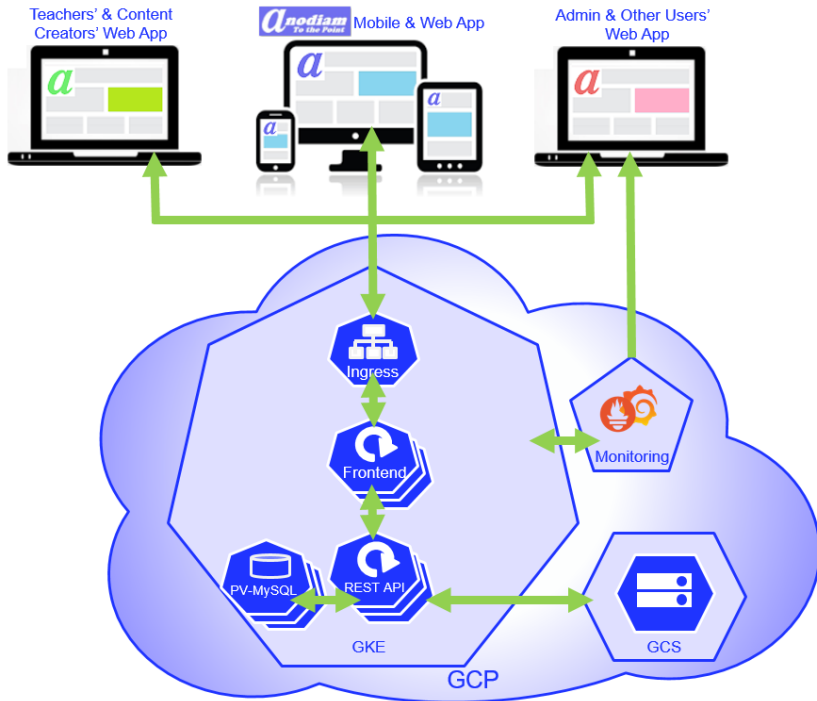
Ananya Moitra
– Marketing Head

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

Present Status

- ➢ **App & IT development in progress**
  - Bangalore office set up
  - Application architecture & prototyping
  - DevOps, cloud & containerization

- ➢ **Content creation in progress**
  - Pilot phase of content creation successful
  - Content dev cycle & QC process established

- ➢ **Excellent talent pool**
  - HoDs from premier institutions on board
  - Talented on-screen teachers
  - Award wining film makers, youtubers
  - Tollywood videographers, graphic artists
  - Excellent IT & management team

- ➢ **Studio Infrastructure**
  - Studio setup: lighting, recording, light board etc.
  - Studio space - 5000 sqft for free

- ➢ **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:

Teachers' & Content Creators' Web App

Mobile & Web App

Admin & Other Users' Web App

Ingress
Frontend
Monitoring
PV-MySQL
REST API
GKE
GCS
GCP

Tech Stack:

➢ **Cloud and Containerization:** GCP, Kubernetes, Itsio, Prometheus, Grafana

➢ **CI/CD, DevOps:** Ansible, Jenkins

➢ **App Dev:** Java Spring Boot, Hibernate, MySQL

➢ **Cyber Security**

➢ **UX:** Bootstrap, Java Script, Thymeleaf

➢ **Mobile Dev:** React JS

➢ **Analytics, Data Science & AI:** Python, Keras

➢ **Tech support**

Offshore Development Centre:

➢ DBS Business Center, Cunningham Road Bengaluru, Karnataka, India – 560052

Plan to Market, Marketing and Campaign

➢ **Eventually cover all business appropriate boards across geographies**

➢ **Initial Launching for ICSE & CBSE
year 9 through 12; all major subjects**

- Huge market: ~20 million students, mostly affluent & eager to spend on education
- Prevailing tutoring culture
- content production easy

- Social media

- Google and search engine ads

- Free courses, offers & coupons

- Advertisements

- BGB

➢ **Story of Edtech Unicorns**
➢ **What most fail to deliver**
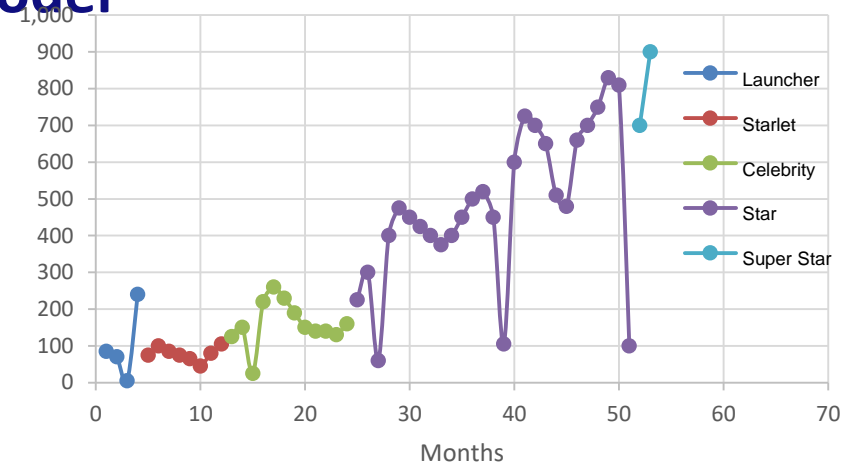
➢ **How much financial success they still enjoying**

Business Model

Sample Sales Monthly Figure (Pessimistic)

Sample Unit Price Variation of a Course

Unit Pricing (₹) of Courses	
Min Price	1,099.95
Target Q1 Price	2,199.95
Target Mean Price	**2,899.95**
Target Median Price	**4,399.95**
Target Q3 Price	8,699.95
Max Price	17,499.95
Upper Outlier	34,899.95

➢ **Unit price of courses will be variable and not fixed**

➢ **AI algorithm will decide course price and aim to maximize**
- **Total profit**
- **Numbers of courses sold**

➢ **Discount sales schemes will include:**
- **Offer prices**
- **Coupons**
- **Scholarships**
- **Flash sales**
- **Buddy schemes**
- **Etc.**

➢ **'M' shaped seasonal curves with periodicity of 1 year**

Return on Investment, Profitability

Thank You!

Key Takeaways on low risk, High gain with Edtechs especially Anodiam