

# Introducing Anodiam®



'A' grade education in your grip!



# Every Student Deserves the Best



## Most students not getting quality education

- Limited seats in premier institutions
- Expensive and not available everywhere
- Existing Edtechs adding to toxicity

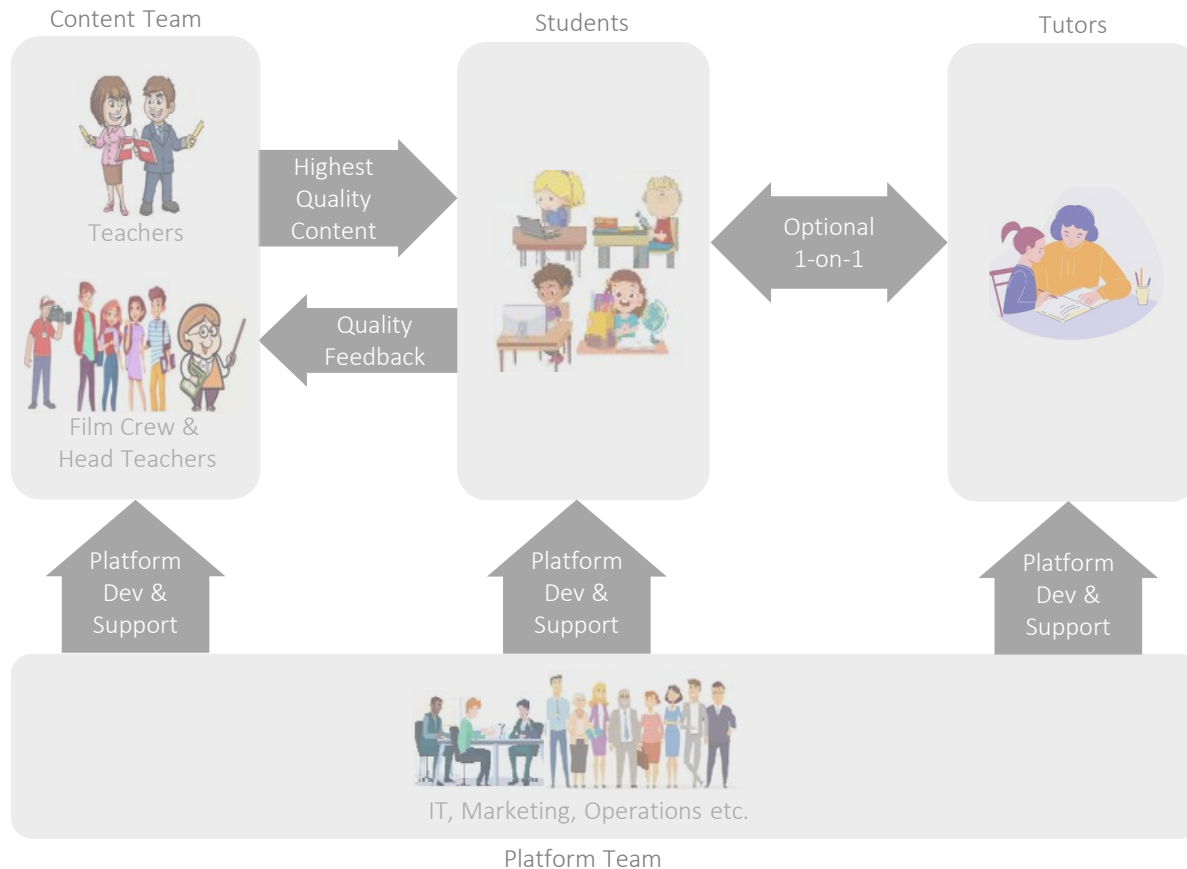


## Kids - tired, stressed & bored

- Hard to find quality and empathy together
- Cannot pause, repeat or learn at own time & comfort



# Anodiam Helps



## Anodiam app

- Student centric design
- Cloud based and robust
- Detailed self assessment quizzes
- Leverage Metaverse etc.



## Highest quality content

- Pre-recorded & quality controlled
- Engaging, fun & comprehensive
- Periodically upgraded

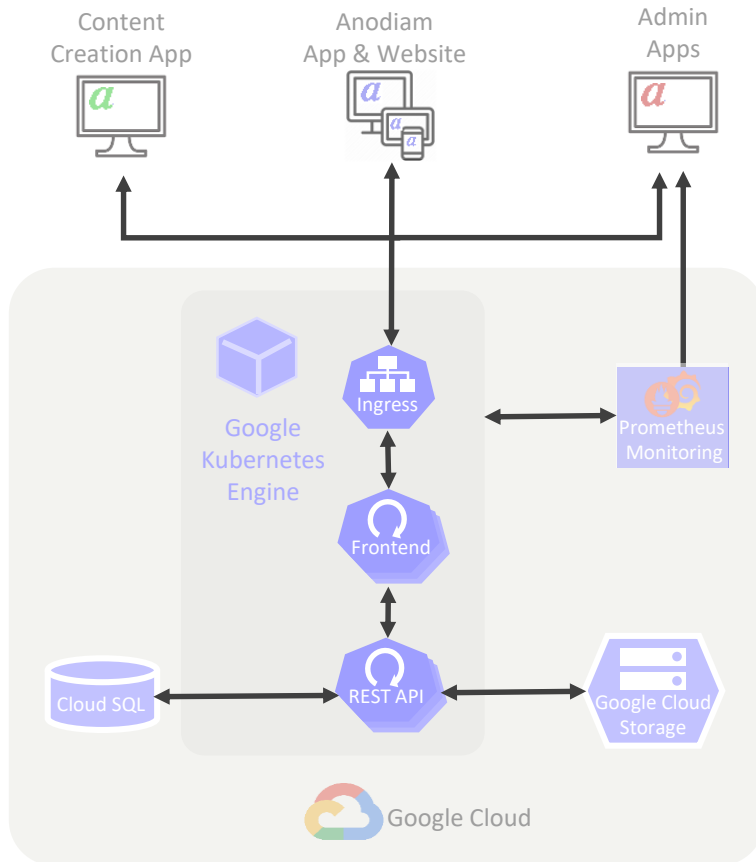


## Value driven model

- Affordable unit pricing
- Optional one-on-one care
- Referral benefits & scholarships



# IT Landscape



## Application horizon

- Anodiam app & website for students
- Teachers' app & Content creation app
- External integration (Ops, Sales, Marketing, HR)



## Technology stack

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



## Development centre

- Located in Kolkata



# Business Model



## Rollout and marketing plan

- Start with CBSE, ICSE – X, XII – important subjects
- Digital marketing, scholarships & referral discounts
- Gradual global roll out



## Optimum unit price to maximize sales & profit

- Data science based dynamic unit pricing model



## High demand low risk business

- 60 million students in CBSE & ICSE only
- 400 million + school students in India, 2 billion + globally
- Each studies 6-8 subjects every year on average
- Every year sale 1-2 subjects to 1% of only ICSE, CBSE students @ just \$100-\$125 unit price and increase yearly sales by 30-50%

**Anodiam® will be unicorn in 5 years**

