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

Education System Needs Help

Learning is fun, still so many kids dislike school

- Yale says 75% students - tired, stressed & bored
- Small attention span; yet repetition impossible
- Most kids don't have time left for sports etc.
- Disruptions due to absenteeism, pandemic...

EdTech evolution for the 300 - 3000 years old system

- Futuristic, innovative and expedient
- Connect student to teacher in an empathetic manner
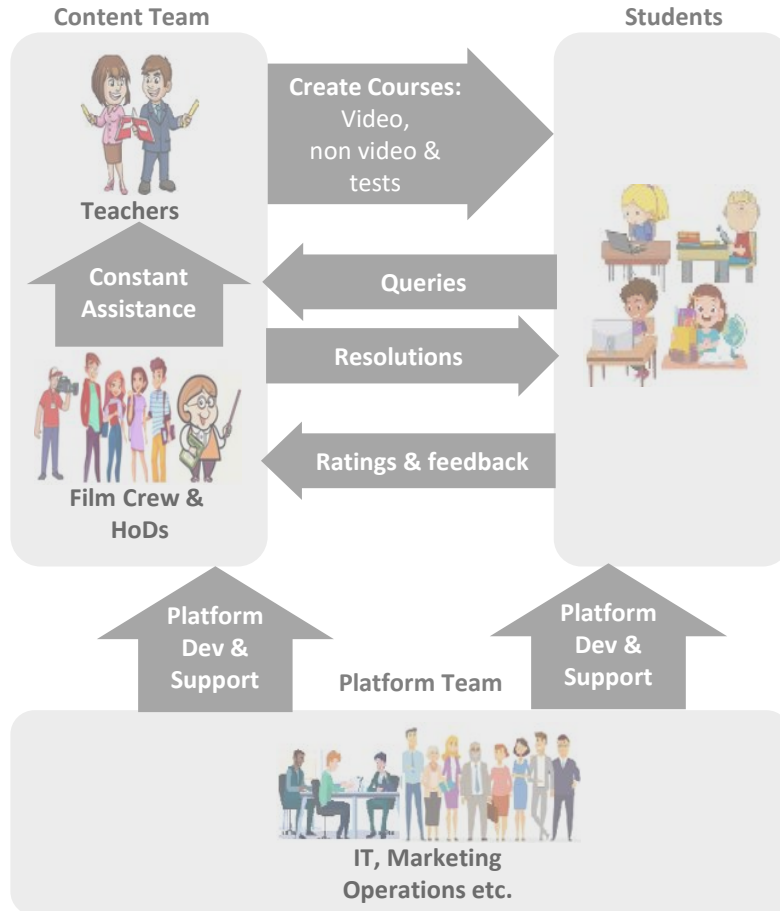- Scales up leveraging technology: not capped by numbers
- Very cost effective

Flaws of existing tuition classes & EdTechs

- Most students cannot access best teachers and materials
- Contents lack consistency, dependability & comprehensive coverage
- Most unsuitable for wide range of merit levels
- Misleading ads & pressure sales scandals are rife
- Inflated price, not affordable for many parents

PC: news.yale.edu Jan 2020

Connect Most to the Best

Content Team

Teachers

Constant Assistance

Film Crew & HoDs

Create Courses: Video, non video & tests

Queries

Resolutions

Ratings & feedback

Students

Platform Dev & Support

Platform Team

Platform Dev & Support

IT, Marketing Operations etc.

Production in quality

- 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

Distribution in quantity

- Exceptionally well designed App, user centric & cloud based
- Fast, secure, scalable & highly available
- 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
- Competitive, AI 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 (Proposed)

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 (Honorary)

Award winning film maker, TV reporter, actor, anchor, quiz master, commentator & school teacher.

Where We Stand Now

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
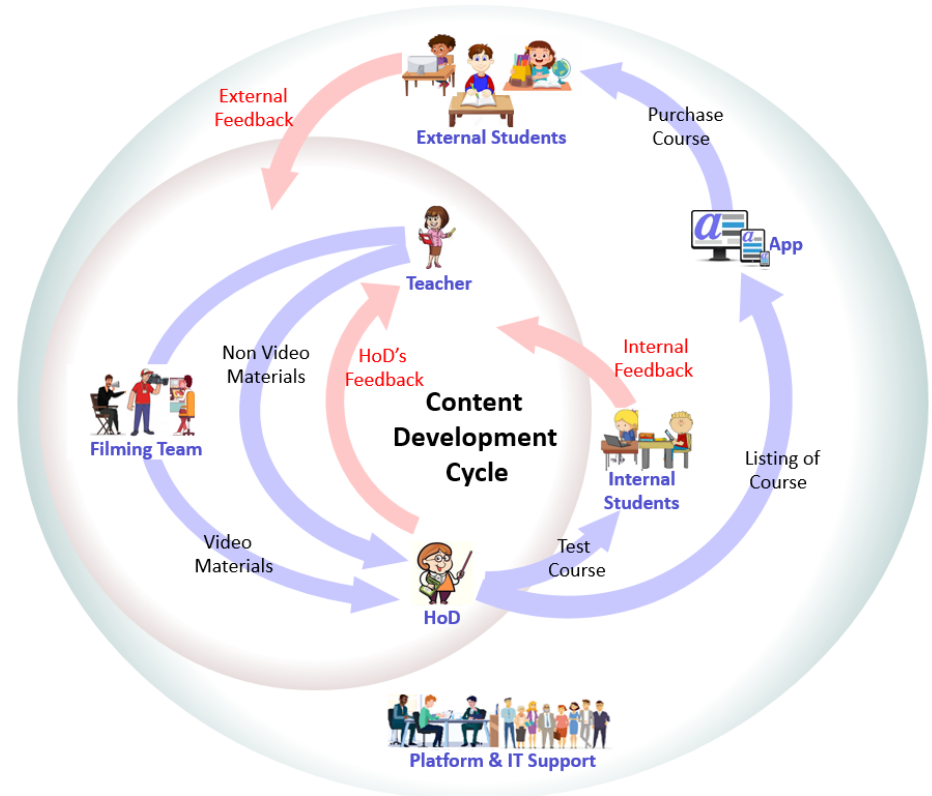- Pandemic mitigation plan

Resources Available

- HoDs from premier institutions
- Talented on-screen teachers
- Award wining film makers, youtubers
- Professional videographers, graphic artists
- Excellent IT & management team
- Content creation software: Doodley, Speechelo, OBS
- 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

Content Development Cycle

External Feedback — External Students — Purchase Course — App — Listing of Course — Internal Feedback — Internal Students — Test Course — HoD — Platform & IT Support — Video Materials — Filming Team — Non Video Materials — HoD's Feedback — Teacher

Business Model

Demand driven, affordable pricing

- Determine optimum offer price for a course on a given day depending on demand
- Affordable offer price to ensure optimum sales therefore maximum profit
- Offer various discount schemes. e.g. buddy scheme, scholarships, flash sales, introductory offer etc.
- AI based intelligent pricing model to be trained with data from initial sales cycles

Thoroughly student driven

- Ensure students & parents find us dependable
- Costumer retention & repeat business is high priority
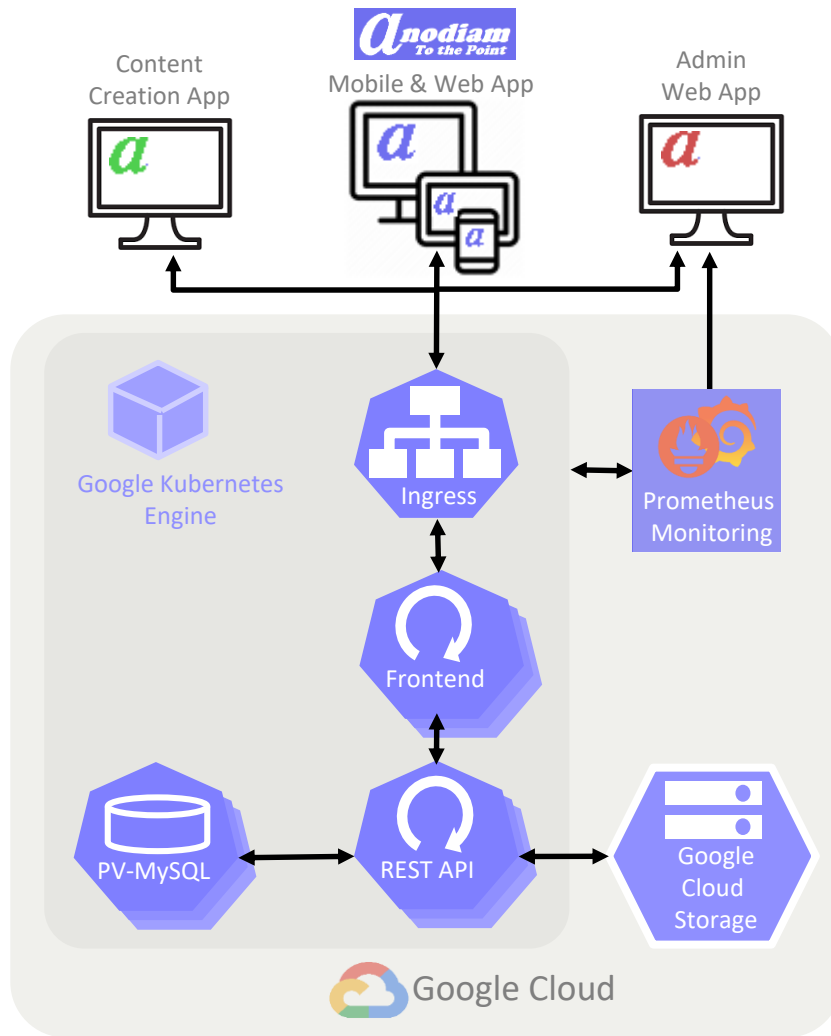- Quality focused, value for money

Offer Price of Courses in INR(₹)	
Minimum Price	2,000
Mean Price	**7,300**
Median Price	**7,000**
Maximum Price	10,000

** 1₹ = 0.017US$

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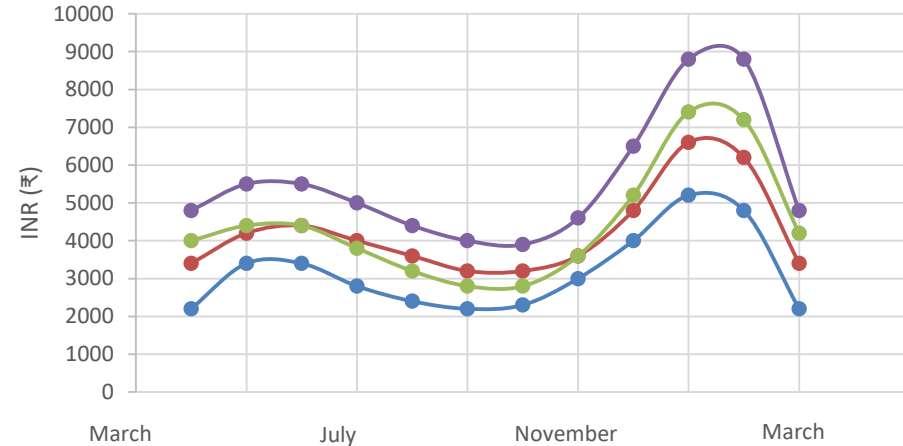
Technology

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**

Software Development Centre

- Highly skilled resource pool
- Moderate rates
- Convenient location for talent availability

Market Analysis and Competition

Edtech is the new fintech

- 21 unicorns and 2 decacorns already
- Total industry valuation above A$77 billion in just 8 years
- Low risk, high return & low investment
- Forbes says elearning to be A$445 billion by 2025
- A$1.4 trillion by 2027
- High & mid cap investors already in business
- Backed by 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

Rollout and Marketing Plan

Initial Launch: CBSE – 10 & 12 – Maths & Computer Science

- High demand, high return business, very low risk
- Tuitions are most sought after for critical subjects in exam years
- Relatively easy to find great teachers

Flagship Launch: ICSE, CBSE – 5 to 12 – All subjects

- Huge market: ~50 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
- Long term focus on traditional marketing

Global Rollout

- Carry out market analysis for different geographies
- Prioritize high demand & less risk businesses
- IT to be mostly reused, only new content to be created

Initial Launch Budget: ₹ 1.44 Crores in three months

Employee Remuneration			
	Salary / Month	**No. of Employees**	**Total Expense**
Content Development Expense (in 1000 ₹)		**12**	**18,40**
1 Teacher	54	4	6,44
2 Academic Reviewer	54	2	3,22
3 Videographer, Director	46	1	1,38
4 Film Editor, Reviewer	46	2	2,76
5 Ops Manager - Admin, HR, Fin	61	1	1,84
6 Admin Stuff	31	1	92
7 Marketing Manager	61	1	1,84
IT Expense (in 1000 ₹)		**12**	**36,80**
8 Java & Database	1,07	1	3,22
9 Javascript Mobile & Web Development	1,07	2	6,44
10 Automation Tester	92	4	11,04
11 Cloud Engineer, Devops & K8s	1,07	2	6,44
12 Project Management, BA, UX & Agile	1,07	3	9,66
Total (in 1000 ₹)		**24**	**55,20**

Marketing & Ops Expenditure	
Infra / Ops Expense (in 1000 ₹)	**11,68**
13 Office Equipments & Hardware	4,38
14 Furniture & Stationaries	1,46
15 2 Shooting Equipments & backdrops	2,19
16 Tools Licencing & Cloud	1,46
17 Ops & Admin	2,19
Marketing Expense (in 1000 ₹)	**43,80**
18 Marketing Content & Ad Creation	3,65
19 Google Ads	10,95
20 Facebook Ads	29,20
Total (in 1000 ₹)	**55,48**

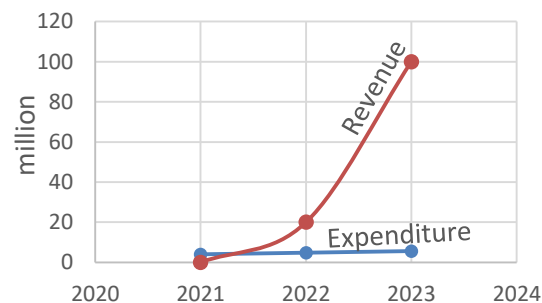| Estimates	1,10,68
Buffer (30%)	33,20

Sale of 1000 copies of each course to break even

- Mean price of each course: ₹7,300/-
- Total students in CBSE, Class 10 & 12: 40,00,000.
- Only 1 sale per 4,000 students implies 1000 copies sold
- Revenue:

  2(courses) X 1000(sales/course) X ₹7300/-(unit price)

  ₹1.46 Crores

Break even to be achieved within 3-6 months

50% gain promised on investment in 1 year

Future Investment Potential

Continuous expansion

- Enhancement, sales & support of existing courses over the years
- Increasing market penetration
- Regular rollout of new courses
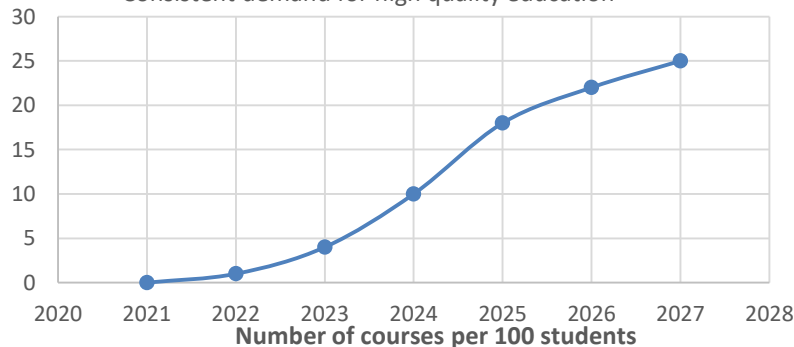- Global expansion across continents

Low maintenance cost

- ~20-25% of initial development cost per course per year
- Maintenance cost is very easily covered by profit margin

Low risk, high returns, global business

- Huge, ever increasing user base
- Consistent demand for high quality education

Number of courses per 100 students

Unicorn in 5 years

Profit Margin

1 billion!