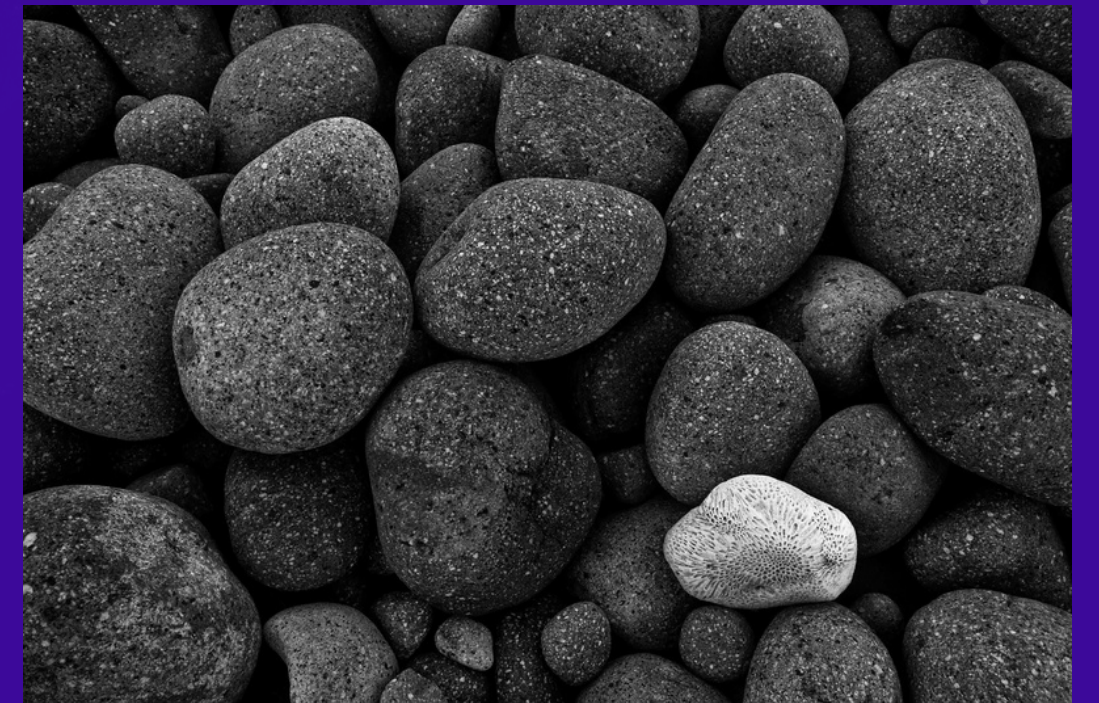# EduCafe

Have a Hassle-free learning

An EdTech Startup in India which delivers School to you

Introduction

Market Size

USD

750 million in 2020

Market Growth

CAGR

39.77%

Big titans in EdTech Sector India
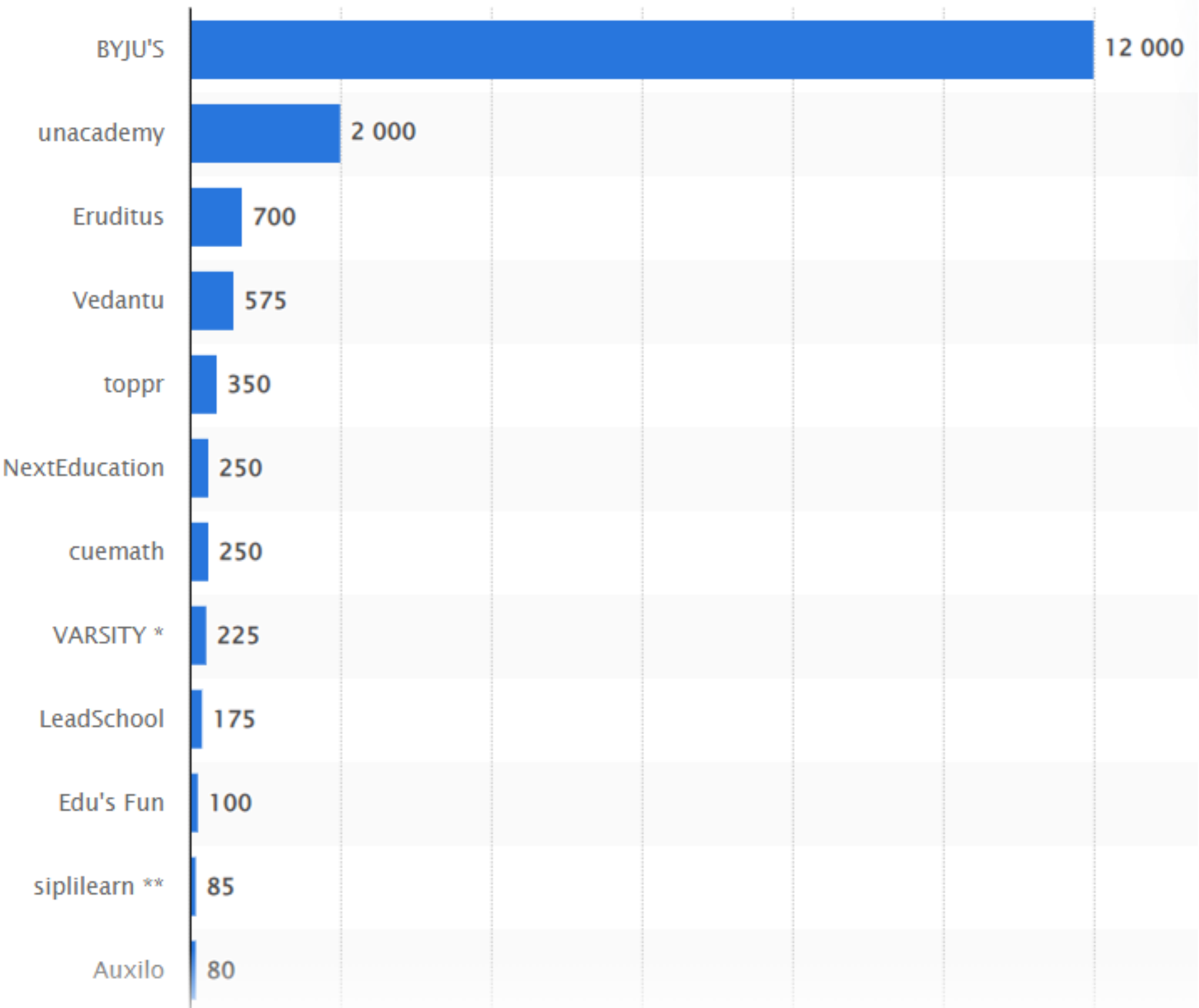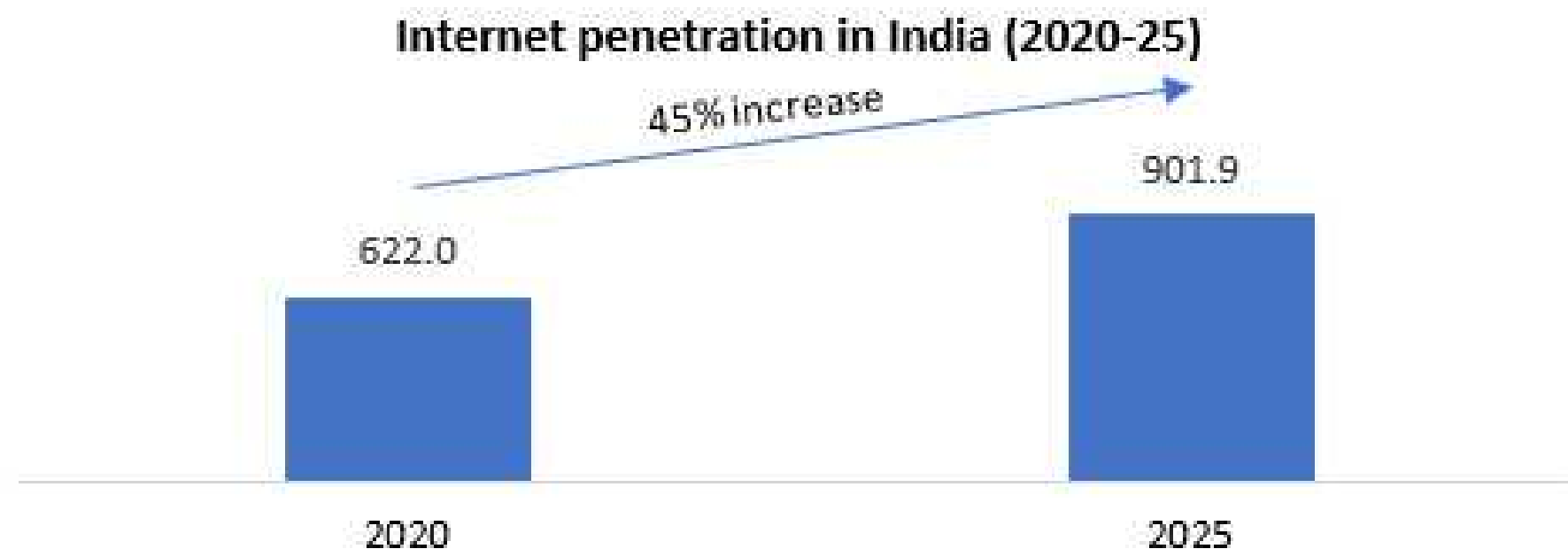
Competitors and Market

Valuation of various companies in the EdTech sector in India(in millions USD)

The Indian EdTech industry was valued at US$ 750 million in 2020 and is expected to reach US$ 4 billion by 2025 at a CAGR of 39.77%. This growth is driven by rising demand for non-academic courses from tier II & III cities and the need for personalization in the EdTech space. Out of the projected market value of US$ 4 billion, US$ 1.5 billion will focus on K–12 (Kindergarten to Class 12), after-school foundational, and pre-preparational courses.

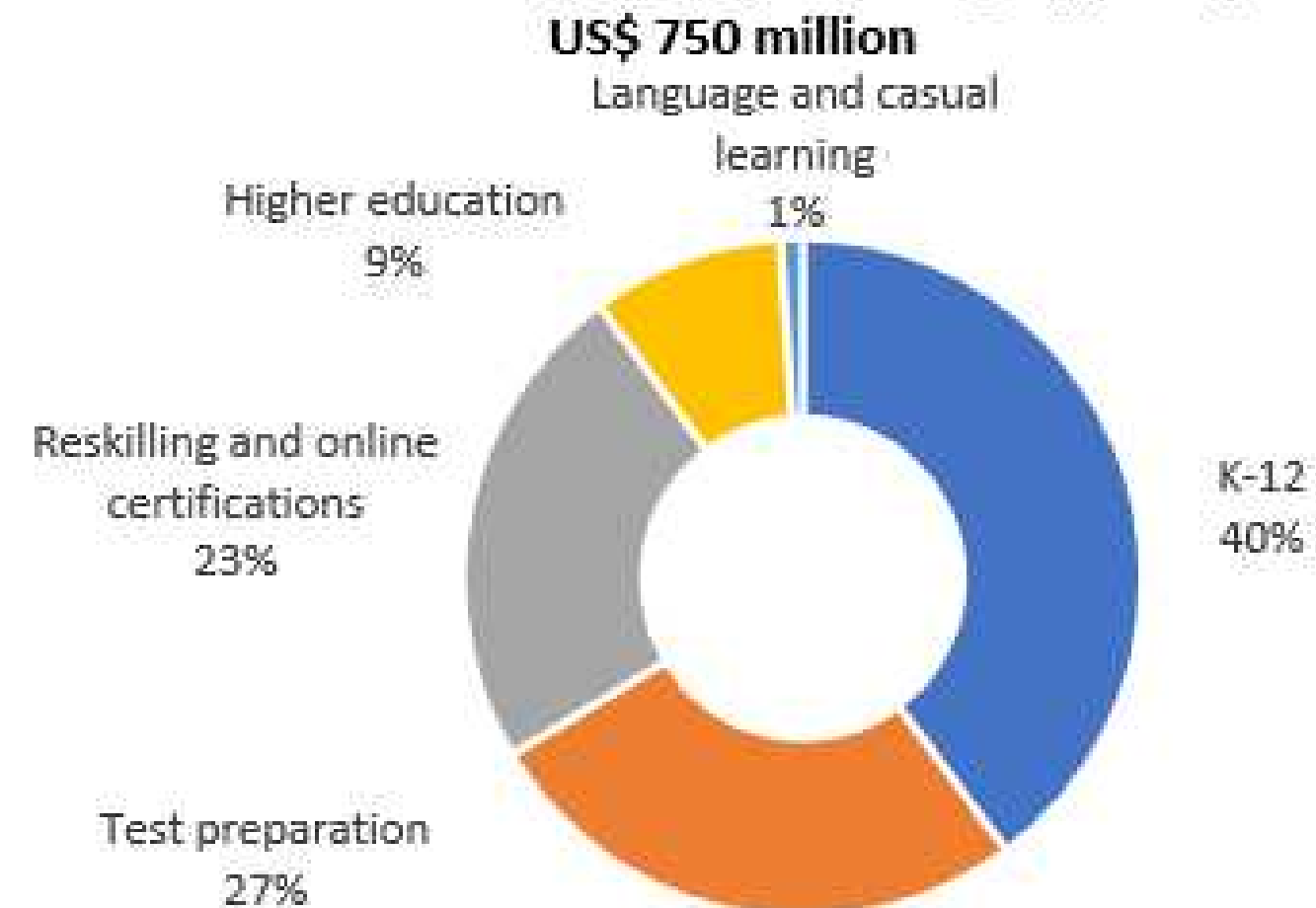| Company	Valuation
BYJU'S	12 000
unacademy	2 000
Eruditus	700
Vedantu	575
toppr	350
NextEducation	250
cuemath	250
VARSITY *	225
LeadSchool	175
Edu's Fun	100
siplilearn **	85
Auxilo	80

3

Competitors and Market

The EdTech industry in India is growing at a significant rate, with high interest in the K–12 segment as COVID-19 lockdowns have disrupted the activities of educational institutions. According to Tracxn, a data analytics company, Indian EdTech firms have raised US$ 5.77 billion in funding in 2021 so far. Of the total amount raised, US$ 99 million was raised by K–12 education specialists. Since 2018, more than 4,800 K–12 EdTech start-ups have been launched globally, with 1,782 start-ups in India alone. They offer courses in the form of subscription packages for a set of subjects to each class.

Indian EdTech Industry: By Category (2020)
US$ 750 million

- Language and casual learning 1%
- Higher education 9%
- Reskilling and online certifications 23%
- Test preparation 27%
- K-12 40%

Internet penetration in India (2020-25)

45% increase

- 2020: 622.0
- 2025: 901.9

India had 622 million active internet users in 2020. This number is expected to increase by 45% to reach 900 million by 2025, due to higher adoption rates in rural India. Small towns in India account for two out of five active internet users in the country. Urban population comprises 67% of active internet users.

4 Layer decomposition of Education Sector

Rich enough to afford school and tuition expenses

Occupied by
BYJU's
Unacademy
UpGrad
Vedantu

EDUCATION SECTOR
division of people by their affordability

top 5%

15%

This is the region where people have just enough income to send their children to primary education but want to send their children for Great secondary education. and they are unable to do that due to lack of money or lack of schools around them

30%

Bottom 50%

Target Audience
The middle 15%+30%
are mainly EduCafe's target audience. Educafe provides secondary education to these target audience through eCafes where smart phones and Wifi would be available to all.

Can't afford education for thier kids.

Taken care by Government

by provding free primary education to these people to increase the literacy rate in India

5

EduCafe solves this by bringing School to you by exploiting technology

EduCafe does this by setting up several eCafes so that it can reach to every possible bit of our country. In Every eCafe, there would be 50 smartphone units installed from which the students can directly Login and access their specific class materials along with assignments. They can also see their peers registered in the same class so that they can form a community and learn and grow together
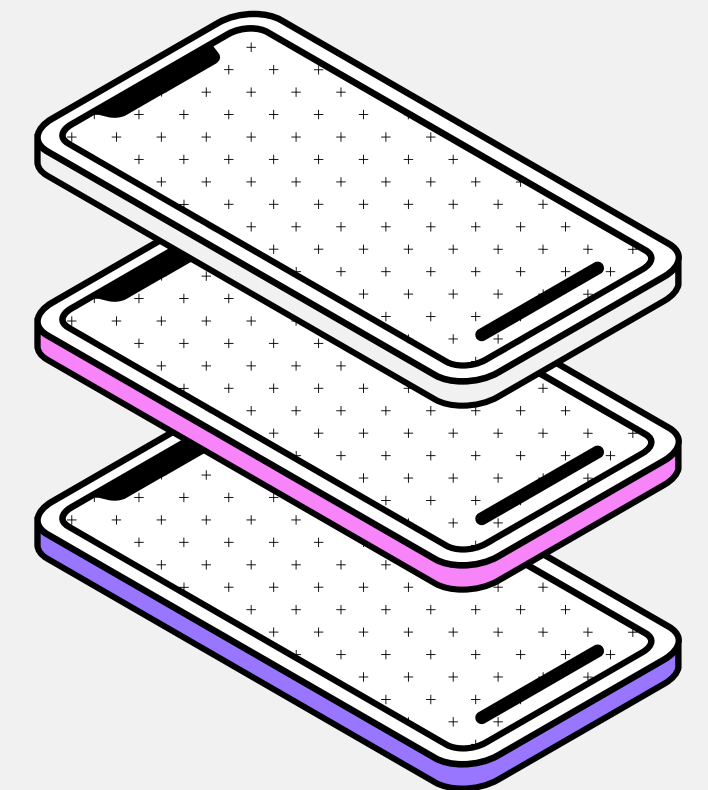
User Persona
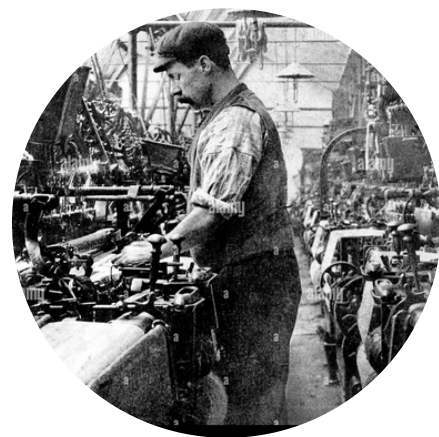
NAME	SOMAIH	MANSI	RAHUL
Description	Honest worker who can't afford secondary education for her child	a girl who just completed primary education and can't afford secondary education	a software engineer with a very low income to run his house
Age	24 years old	11 years old	20 years old
Location	Mumbai	Assam	Delhi
Occupation	Mill Worker	Student	software engineer
Income Range per month	10,000-12,000	parents income 8,000-9,000	14,000-18,000

Solutions

EduCafe sticks to providing education from class 6-10 but with premium quality

Installing eCafe's in several locations

These are more like a cyber cafe. In this everyone would be provided with a special smart phone offered by EduCafe in which all the necessary lectures and assignments would be present which are needed for class 6-10. Thus creating a fully classroom environment.

Curriculum

EduCafe strictly abids to NCERT curriculum. EduCafe harnessses the will of teachers who want to make quality education accessible to all through EduCafe special smartphone installed in all eCafe's . These eCafe's stand as Classrooms where people can meet and greet and study together.

Revenue Model

The prime capital for meeting fixed costs would be brought from the partned B2B . eCafe's and smartphones would be taken care by EduCafe .

S

Strengths

Appealing size of target audience.

High entry barrier due to high fixed costs of eCafe

Large Scope for expansion and improvement in B2B business.

W

Weaknesses

Lack of coverage to part of target audience .Due to reach issue.

Large amount required to thrive in B2C with present business model

O

Opportunities

Partnering with big B2B business to sustain revenue .

Expanding to D2C once enough capital is gained

T

Threats

Improper maintainance of eCafes.

Improper geographic places which can be affected by earthquakes, Tsunami etc.

11