

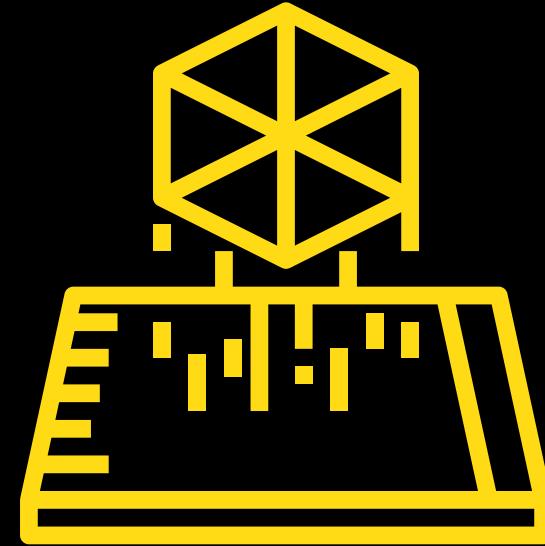


**CREATE. INNOVATE. EDUCATE.**

An AR powered science lab experience for school students

Available in Delhi(NCR)  
[contact.phlux@gmail.com](mailto:contact.phlux@gmail.com)

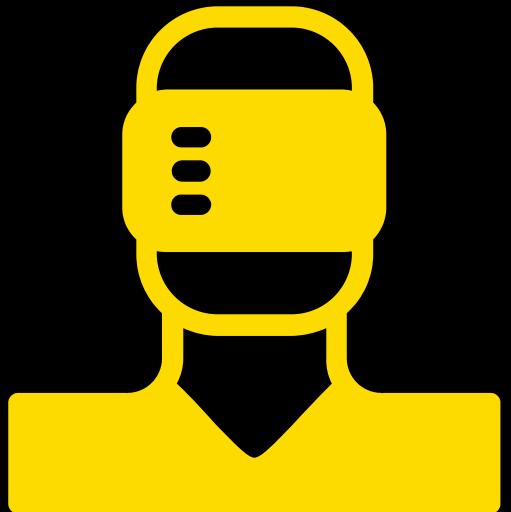
# PHLUX IN A NUTSHELL



Provide students a realistic science lab experience via an Augmented Reality Application.



Increasing engagement and testing the student's conceptual understanding.



Perform interactive hands-free experiments anytime and anywhere, using free AR headset.



Provide fun, safe and high quality science education at low cost.

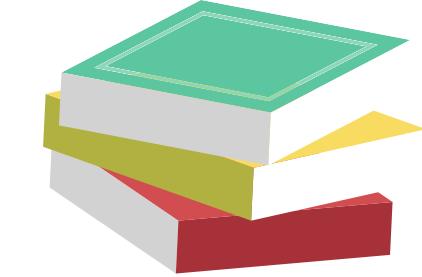
# A WORLD WITHOUT PHLUX



Lack of safety equipment



No remote learning



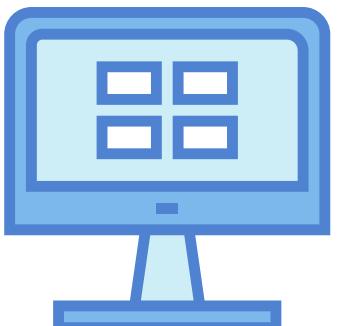
Only theoretical learning



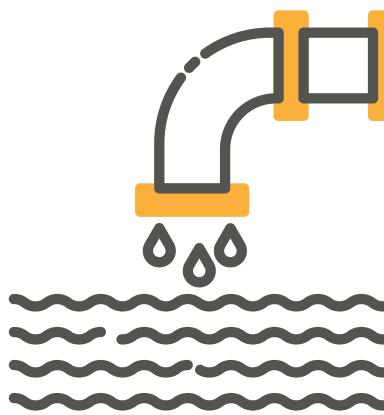
No exploration among students



Very high setting up costs for physical labs



Watch videos of someone else performing experiments



Disposal of harmful chemicals without treatment



Restricted access to the labs at school

# WHAT WE OFFER



SAFETY



IMMERSIVE  
LEARNING



ECO  
FRIENDLY



SCIENTIFIC  
CURIOSITY

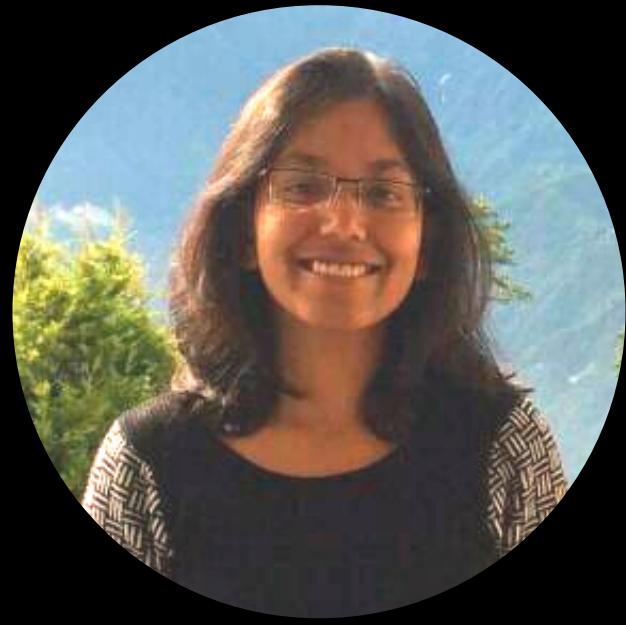


APPARATUS  
FREE LEARNING



COST  
SAVING

# FOUNDERS



**ARUSHI GUPTA**  
**2017030**

**Chief Financial Officer**

**Skills:** Tech, Finance  
**Role:** Strategize and control finances of the company.  
30 % Equity



**NEHA REDDY**  
**2017071**

**Chief Marketing Officer**

**Skills:** Marketing, Design  
**Role:** Sales, product development, market research and pricing.  
30 % Equity



**VARNIKA KAIRON**  
**2017321**

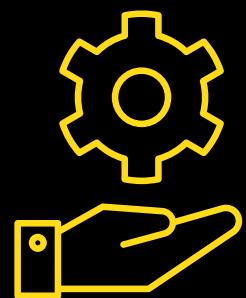
**Chief Technology Officer**

**Skills:** Tech, Design  
**Role:** Discover, leverage and develop new technologies.  
30 % Equity

# MARKET OPPORTUNITY



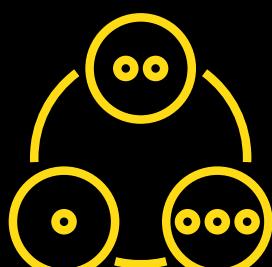
Total Available Market  
**273 million** students



Serviceable Available Market  
**177 million** students  
(non-govt schools)



Target Market  
**78 million** students  
6th to 12th grade (non-govt schools)

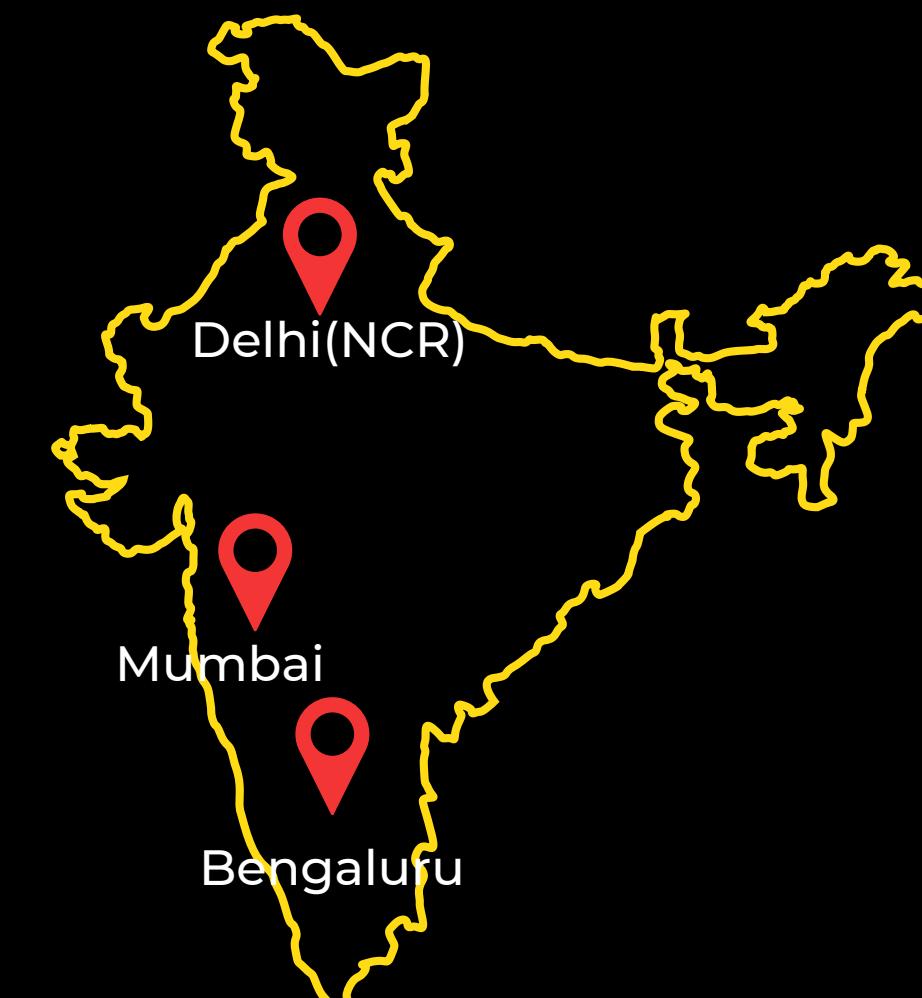


Initial Small Phased Roll Out  
**4.43 million** students  
Delhi 6th to 10th grade (non-govt schools)

## CUSTOMER PROFILE

**CUSTOMER**  
Indian schools and  
parents of  
school students

**CONSUMER**  
Students of grades 6 to 12  
with access to  
smartphones



Initial 3 years: Delhi  
Expansion post 3rd year

## Revenue potential -

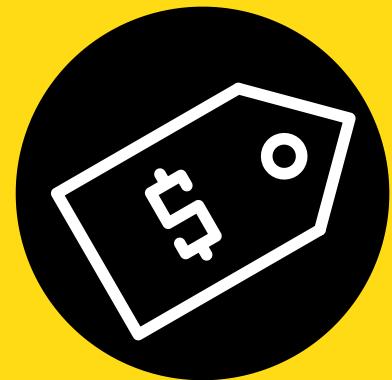
Delhi: ₹11 B

Mumbai&Bangalore: ₹21 B

# BUSINESS MODEL

**SUBSCRIPTION MODEL**

User pays per month or year as per plan for using the application after an initial 2 week trial period.

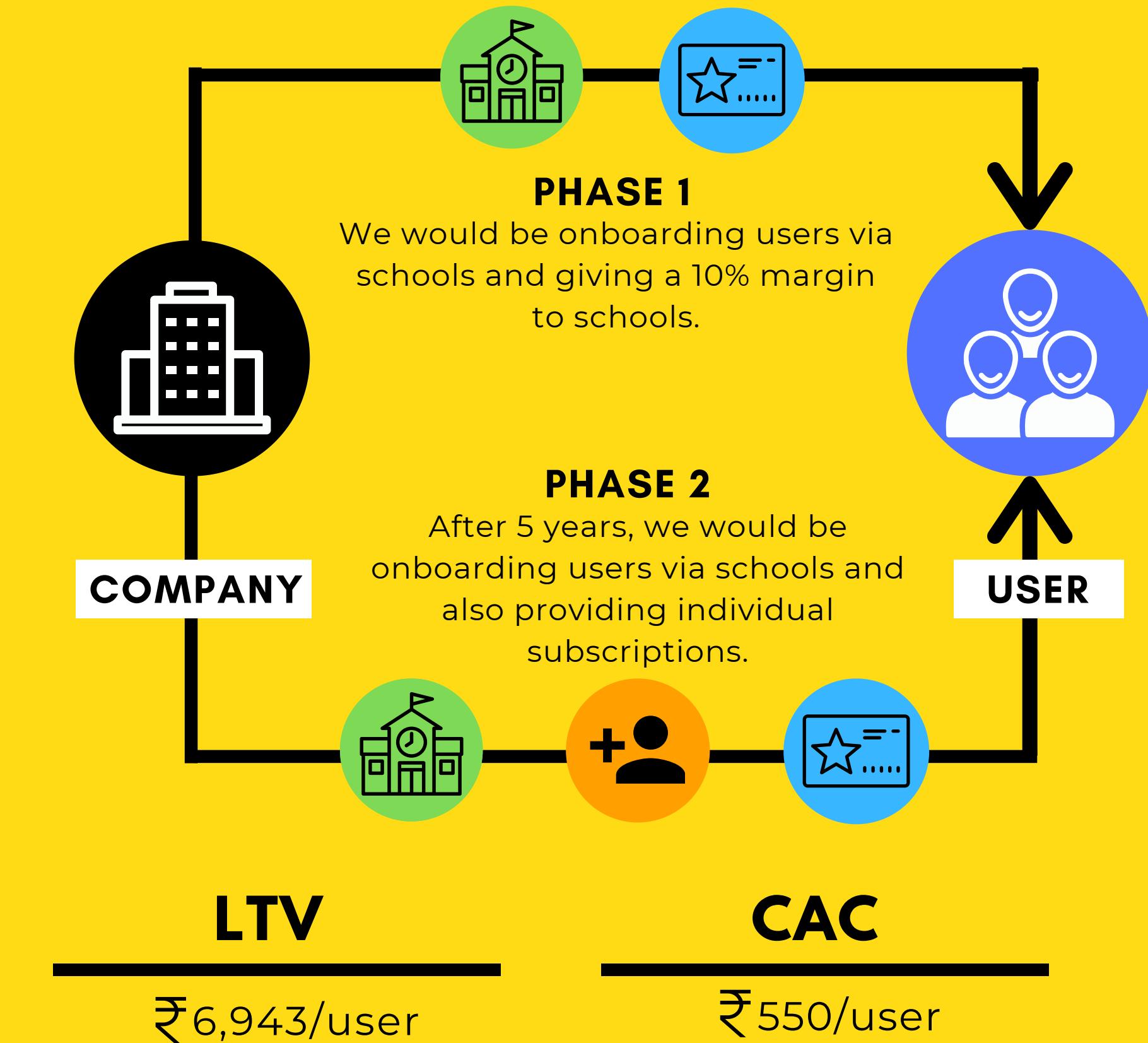


## PRICING MODEL

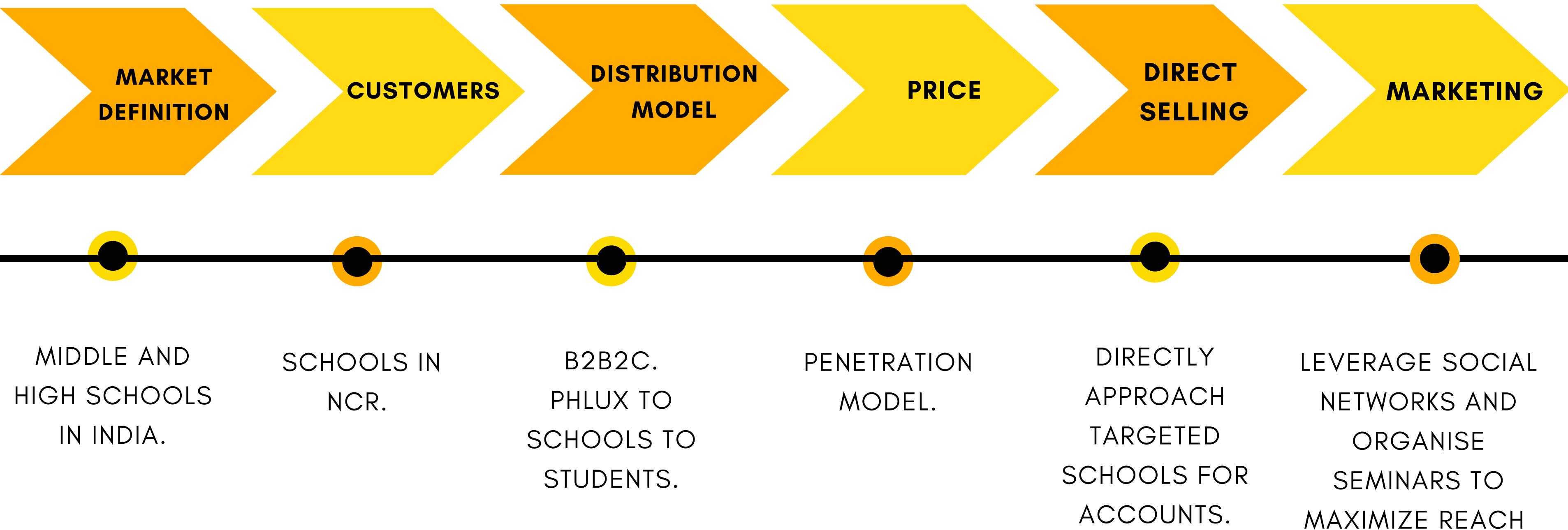
Penetration Model to gain market share quickly

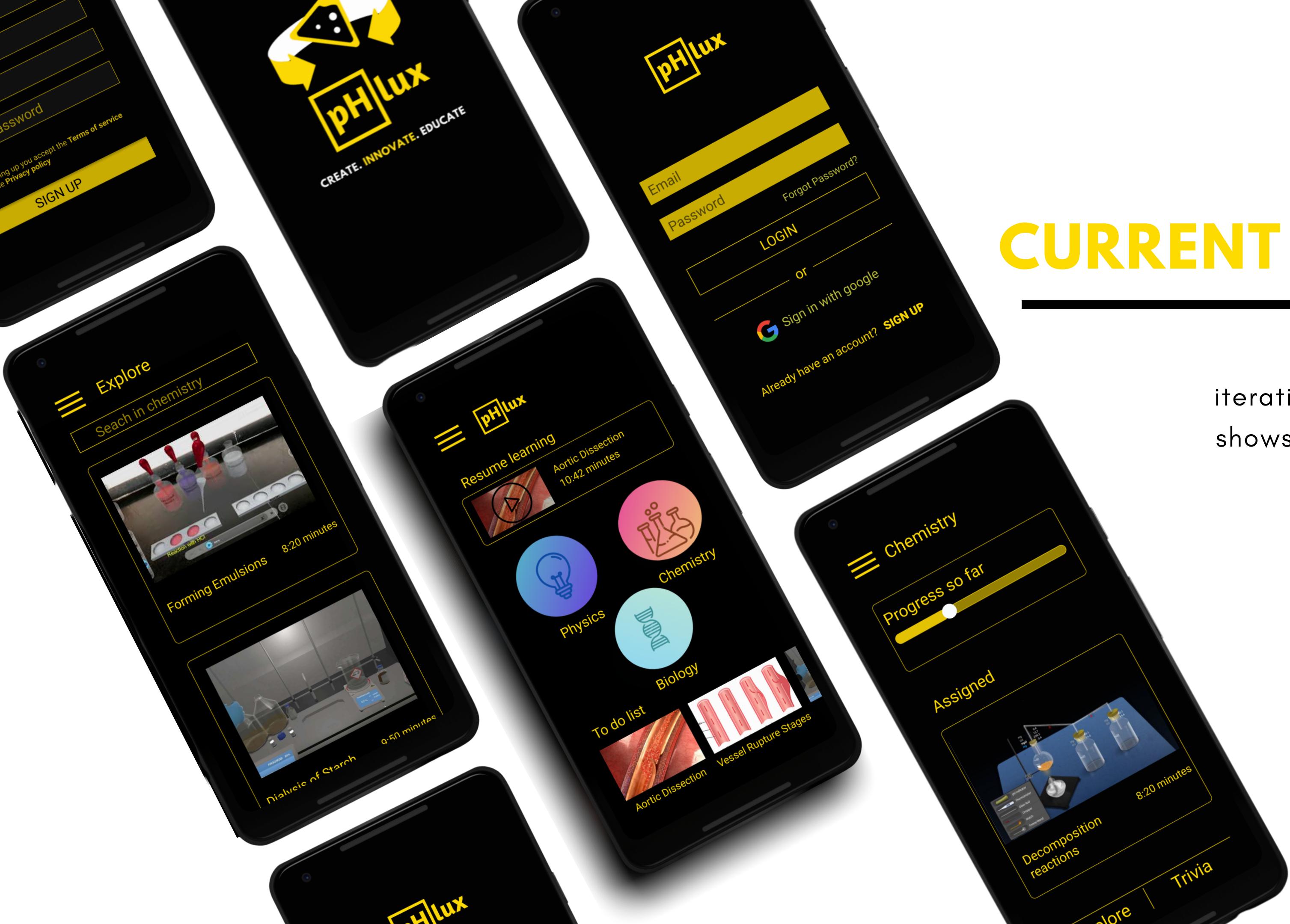
PRICES: ₹250/month or ₹2500/year

We will be offering Phlux at ₹2000/year for the first 2 years as an introductory offer.



# GO-TO-MARKET STRATEGY





# CURRENT TRACTION

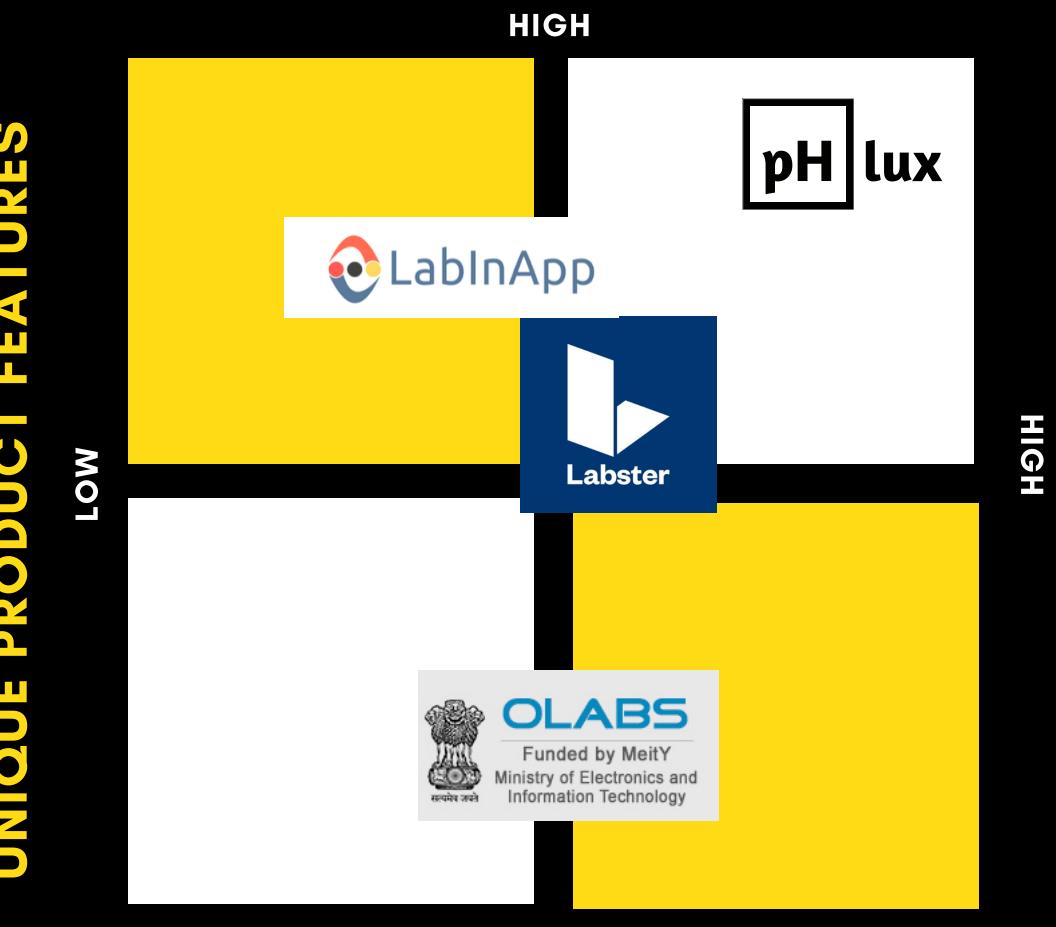
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We have made the first iteration of our prototype. This shows the flow of the app and an AR simulation.

# COMPETITIVE ANALYSIS \*



	AMRITA OLABS	LABSTER	LAB IN APP	PHLUX
COST	★★★	★☆☆	☆☆☆	★★★
CONTENT	★★★	★☆☆	★★★	★★★
COMPATIBILITY	★★★	★☆☆	★★★	★★★
SIMULATION EXPERIENCE	★☆☆	★★★	★☆☆	★★★
EVALUATION	★★★	★☆☆	★☆☆	★★★



We are the only AR powered lab for students in the market. We provide an immersive and interactive experience anytime and anywhere at a market friendly price.  
By making the best in class simulations at an affordable price, we plan to stay ahead in the market.

**UNIQUE PRODUCT FEATURES**  
Simulation quality, Evaluation

**CUSTOMER NEEDS**  
Content compatibility, Low cost,  
Better learning experience.

\* We have used a system of weighted averages to calculate the position the companies

# CUSTOMER VALIDATION

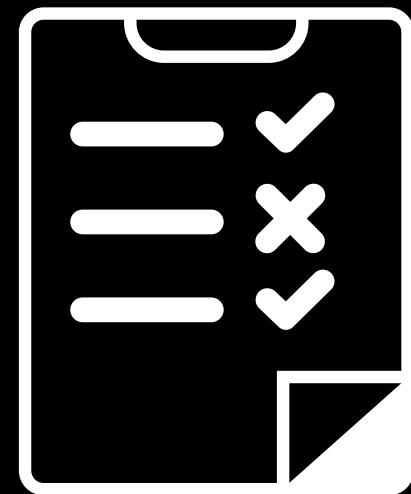


## INTERVIEWS

SCHOOLS: Sanskriti School  
Indian School Sohar  
DPS, Noida

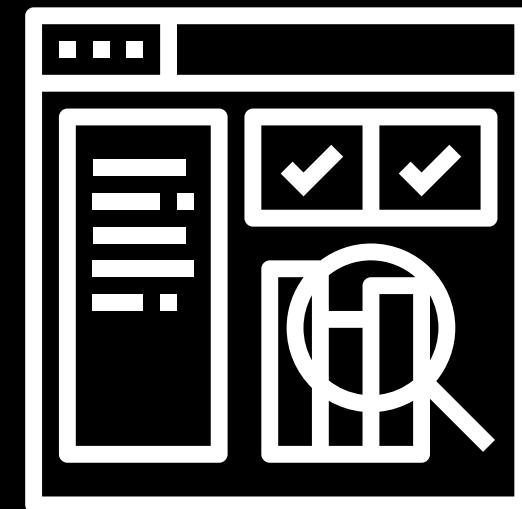
TEACHERS: Chemistry, physics and  
biology

PARENTS: 8 parents of students  
between grades 6 to  
10 going to school in  
NCR.



## SURVEYS

22 Parents  
14 College  
Students  
8 9th & 10th Grade  
Students  
12 6th to 8th Grade  
Students



## MAIN TAKEAWAYS

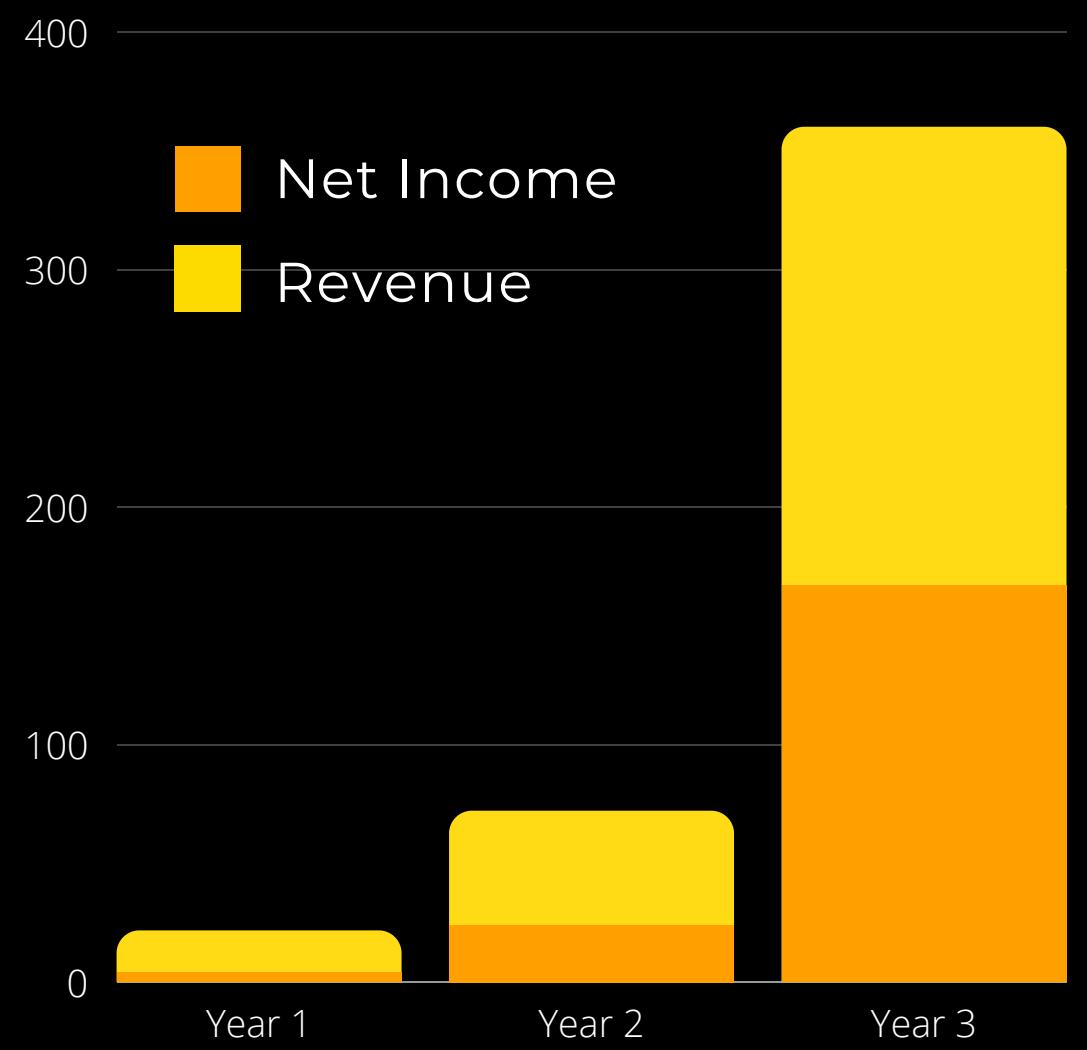
- Preferred cost of the application
- Change in initial target audience
- More insights on potential competition
- Switch from chemistry specific content to science

# FINANCIALS

## Total Present Value of Company

The total present value of our company is ₹73 crore via DCF, at a 15% discount rate and 3% growth rate.

	YEAR 1	YEAR 2	YEAR 3
<b>Revenue per customer</b>	7.2 lakhs	7.2 lakhs	9.2 lakhs
<b>Cost to service per customer</b>	4.79 lakhs	3.1 lakhs	2.24 lakhs
<b>Capital Expenditure</b>	2.06 lakhs	2 lakhs	4 lakhs
<b>Operational Expenditure:</b>			
• R&D	4.26 lakhs	17.1 lakhs	50 lakhs
• Marketing	8.26 lakhs	10.25 lakhs	34.5 lakhs

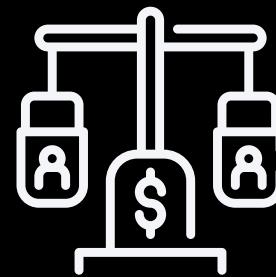


# THE ASK



# THE ASK II

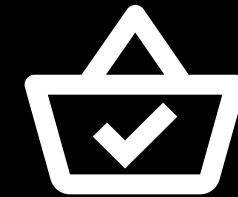
- We will require follow on capital to make sure that we are ahead of the curve in the AR domain
- We will raise a Series A funding of 4 Crores at 20% equity
- This funding will help us in marketing, research and development in AR and implementation of new features in the app and app maintenance.



## Current Equity Structure

- Founders hold 30% equity each
- 10% equity for esops
- No previous investment history

# EXIT STRATEGY



Buy out by a venture capitalist  
(after 2 years)



Increased investments in edtech startups by VCs - Omidyar Network and Nexus Venture Partners invested in WhiteHat Jr.



Phlux is the key to untapped opportunities. It is the sole contender in the use of AR in practical education.



Never ending market.  
The total number of students increase by 2.2% every year.



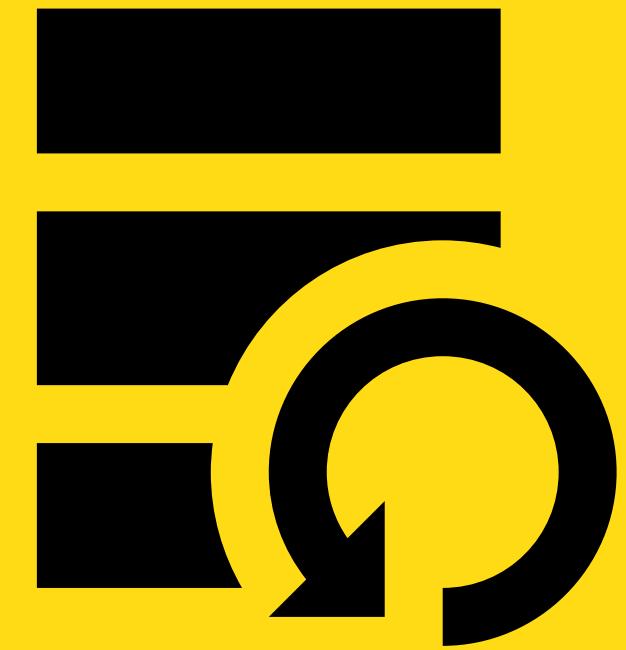
Projected investment in AR technology in 2025: \$ 12.6B

Source: <http://ficci.in/spdocument/20385/ey-ficci-report-education.pdf>

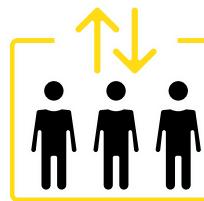
Source: HolonIQ. Smart Estimates. January 2019



**CREATE. INNOVATE. EDUCATE.**



**BACKUP SLIDES**



# ELEVATOR PITCH



Phlux is an augmented reality application that allows students to perform science experiments of any complexity, wherever they are. We believe that practical learning plays an essential part in holistic education. We therefore enable students to visualize and conduct experiments at their own pace, using any smart device.

Lack of accessibility to labs and resources is a big problem in India, as 70% of schools in India do not have labs. Phlux provides a safe, fun, low-cost and hands-on way of doing experiments anytime and anywhere.

We are also eco-friendly as our application eliminates the improper disposal of chemicals. Currently we are catering to students of grades 6 to 10. A set of AR glasses will be provided to the students with a subscription, priced at ₹2500/year.

We want to revolutionize education and inspire a new generation of curious learners.

**WE. ARE. PHLUX.**

# GRAPHIC IDENTITY RATIONALE



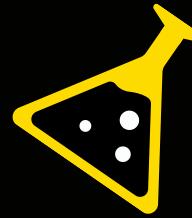
pHlux

We named our company “phlux” because flux is a noun that describes something that constantly changes. We are trying to shift from the traditional lab models to a newer and a safer virtual lab.



pH

We have used “ph” instead of “f” to represent the pH values often used in chemistry. The box that “pH” is put in lets people make an instant connection to the elements of the periodic table.



The conical flask is a common laboratory apparatus used for conducting chemical and biological experiments.



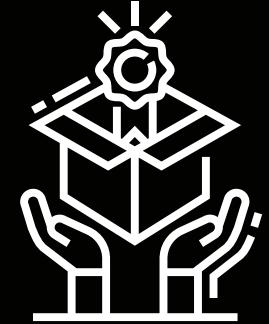
In order to show the intermixing/ introduction of labs in an AR environment, the continuous arrows are used with a conical flask

# WHY WE ARE UNIQUE?

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- Phlux let's students do the experiments by themselves which in turns helps them gain more practical knowledge.
- We are the only AR powered lab for students.
- Phlux can be used with any smartphone without any hassle.
- Realistic animations that let you interact with your environment.
- All of this at a very affordable price.

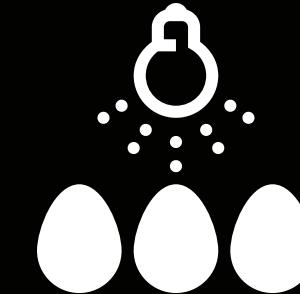
# ASSUMPTIONS



We are valuing our company at 15% of our DCF.



The founders will not be earning salaries.



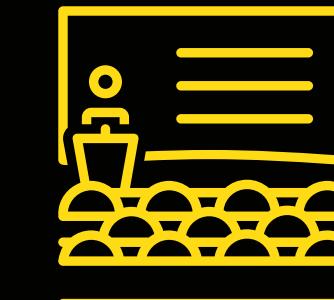
We would be operating from the incubation center for the first 3 years.



We will be moving to Bangalore and Mumbai after the 3rd year.

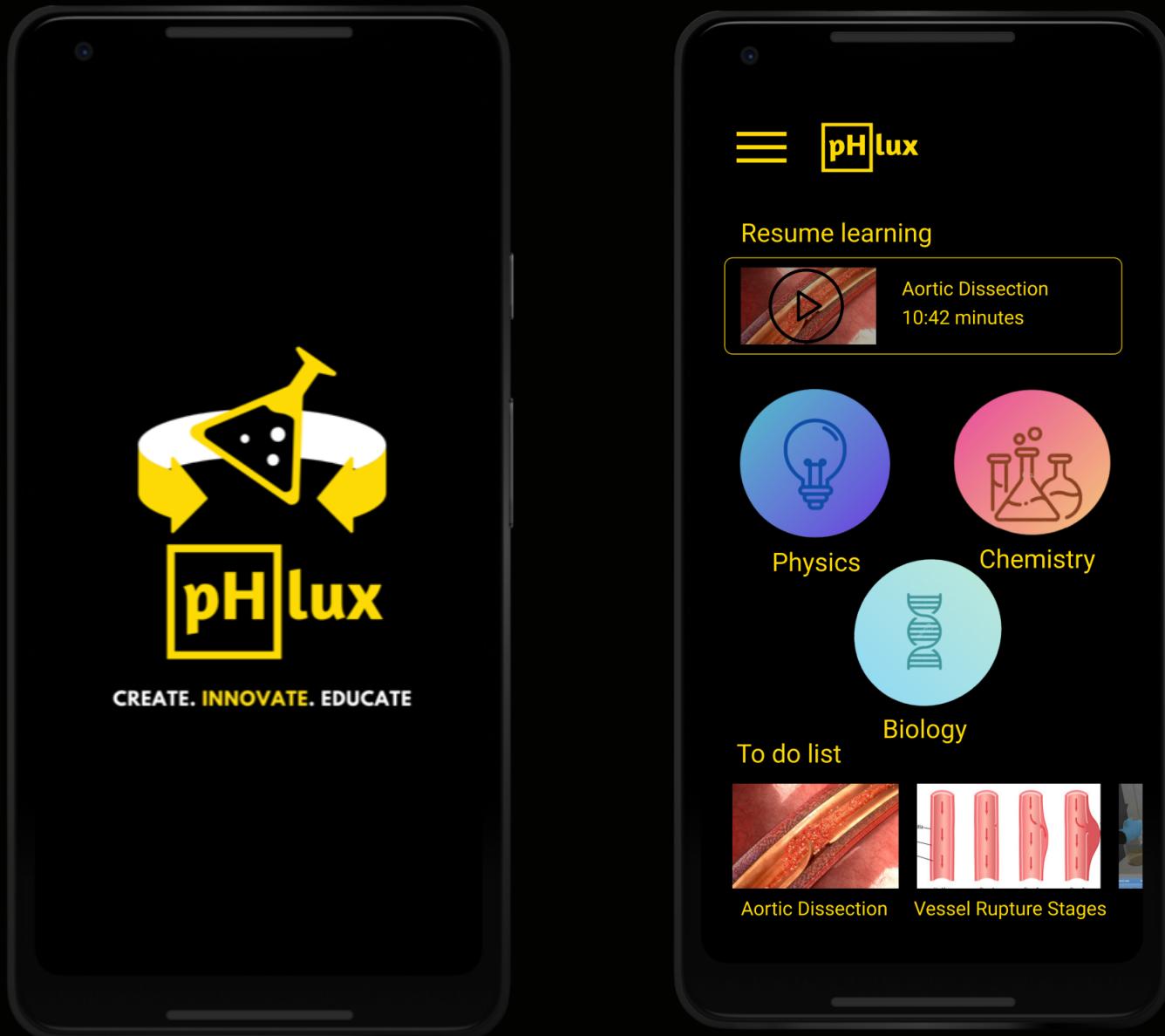


We would start catering to 11th and 12th standard after 3rd year.



Average of 80 students per class.

# PROTOTYPE

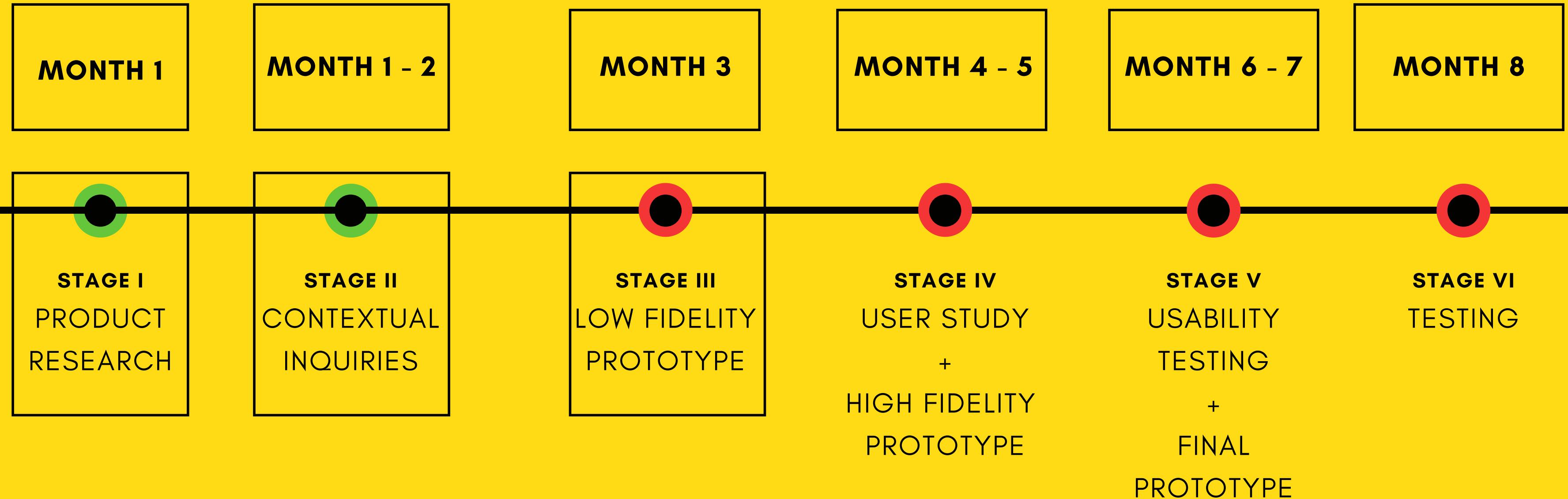


- Implemented an interactable UI interface of the application
- Wireframing and design flow completed
- Basic prototype of the simulation

pHlux will be available on iOS App Store and Google Play Store. To enjoy a plethora of AR science experiments, all a student has to do is download the app, make an account and voila!

Demo Video: [https://drive.google.com/file/d/1b6e7aA9zc\\_\\_-yKYi4f-ZlfUQx9g-GaZ7/view?usp=sharing](https://drive.google.com/file/d/1b6e7aA9zc__-yKYi4f-ZlfUQx9g-GaZ7/view?usp=sharing)

# DESIGN TIMELINE



## MINIMUM VIABLE PRODUCT

- Low fidelity prototype that includes:
  - Interactive Application Layout
  - Augmented Reality Simulation

# TEAM COMPOSITION (YEAR 1)

## DOMAIN EXPERTS

1 science expert (to be hired after the prototype is ready - month 3).

### Responsibilities:

- Content creation
- Initial testing

We will be hiring accountants, legal aid, marketing specialists, technology experts as when required.  
(As accounted for in the P&L statement)

## AR EXPERT AND ANIMATOR

2 people having skills in both areas (to be hired after the prototype is ready- month 3).

### Responsibilities:

- Implementation of the simulations

## BRAND MANAGERS

1 person  
(to be hired after the beta testing - month 6)

### Responsibilities:

- Social media management
- Advertising campaigns

# VALUE PROPOSITION CANVAS

## CUSTOMER PROFILE

Our customers will be schools and parents of school students. We would currently be focusing on schools and families where the students have access to smartphones.

## CUSTOMER JOBS

Our customers will be schools and parents of school students. We would currently be focusing on schools and families where the students have access to smartphones.

## CUSTOMER PROFILE- PAINS

- Huge lab costs
- Lab accidents lead to a detrimental image
- Safe disposal of chemicals
- Curbing innovation due to rote learning

## CUSTOMER PROFILE- GAINS

- Experiment based holistic learning for students
- Safety for kids
- Better image and ranking for the school
- Parents are happy as students would be using latest technology
- Environment friendly

# VALUE PROPOSITION CANVAS

## VALUE PROPOSITION

AR powered lab that provides students an interactive and immersive learning environment with the help of live classes and evaluations.

## PRODUCT AND SERVICES

- Students can perform science experiments without apparatus
- Live classes to help them interact with the teachers
- Realistic experiment simulations in familiar environment

## PAIN RELIEVERS

- Minimal investment required
- Perform experiments remotely
- Will not physically be touching chemicals, burners,etc

## GAIN CREATORS

- Instil scientific curiosity from a young age.
- Access to perform experiments in real time
- Virtual learning + real life experiments = better learning experience
- Schools get a commission for onboarding users.

# BUSINESS MODEL CANVAS

## 7. KEY PARTNERS

Advertising agencies

Key suppliers:  
AR Headset Manufacturers

## 8. KEY ACTIVITIES

Building Customer Relations

Marketing

Platform Development to Provide Immersive Experience

## 6. KEY RESOURCES

App

Content

User Experience

## 1. VALUE PROPOSITION

AR Powered Lab

Enhanced and an immersive experience

Anywhere, Anytime

First-hand Practical Education

Low cost

## 4. CUSTOMER RELATIONSHIPS

Get: Contact schools and parents

Grow: marketing

Keep: Adding more simulations, impeccable customer experience

## 3. CHANNELS

Digital Media

Print Media

Seminars

## 2. CUSTOMERS

Schools and Parents looking to:

Make Learning Fun

Instil Scientific Curiosity from a Young Age in Students

## 9. COST STRUCTURE

Employee Payroll \$\$\$

Advertising and Marketing \$\$\$

Cost of Acquiring Headsets \$

Tech Platform \$\$

## 5. REVENUE STREAMS

Yearly Subscription

Monthly Subscription

# TASKS FOR THE FUTURE



## MONTH 1

- Complete first iteration of prototyping and user studies
- Make a targeted client list

## MONTH 2

- User Study
- 2nd iteration of prototyping

## MONTH 3

- Develop final prototype
- Approach potential customers
- Hire domain experts and AR developer and animator

## MONTH 4 & 5

- Create buzz on social media
- Hire student partners
- Contact 50 pre-vetted schools

## MONTH 6 & 7

- Beta testing
- Onboard 1 schools(Approx. 400 student accounts)
- Hire Brand Manager

## MONTH 8 & 9

- Start product rollout
- Pitch to investors

## MONTH 10 to 12

- Increase customer outreach
- Onboard 1-2 more schools