Technology for All TALL – The Business Model (TALL TBM – May 25)

1) **What is TALL :** It is Technology for ALL or TALL online technology classes providing basic domain knowledge of 10 future technologies of *today.*

2) **Our vision :** To create a global technology literacy platform for all internet & mob users.

3) **Our mission:** To teach 10 future technologies in multiple languages at an affordable cost.

4) **Who should join this class :** All who use computers, phones and internet **including non engineers and students of arts, law and commerce.** Both the young and the old who are interested in learning are welcome. The teaching will be in simple jargon free language in small digestible story form. However since the teaching medium will be English initially, you need to understand that language. Within the next year we expect to be available in multiple languages.

5) **What are the 10 future technologies being taught?** IoT, AI, Robotics, Blockchain, Cryptocurrency, Cybercrime, Digital Transformation, Telehealth, Edutech & Metaworld.

6) **Who is teaching these technologies.** A group of industry specialists from a 1000 strong IIT/IIM alumni network which includes experts, authors & Professors of information technology. They will also be eligible for ESOPs which will form 40% of the company's total equity.

7) **Details of course :** The first semester consists of 32 classes of 45 minutes each. These classes will be conducted twice a week for 16 weeks. There will be 7 classes of IoT plus 1 assessment period, 16 classes of AI plus 2 assessment periods and 7 classes of Robotics plus 1 assessment period.

8) **Free Classes :** All classes other than the assessment periods will have a 10 minute free portion.

9) **The Revenue Model :** A student can opt for paid classes of 45 mins duration along with assessment and examination. A student will have to pay Rs 1500 or $30 for the 1st semester (16 weeks) which will be interactive and available through You Tube and WA.

10) **Business Partners :** However we will have other media partners for live-streaming too, just to ensure that we are not fully dependent on any single tech platform. Also it will ensure that we can focus on our developing our product if we can convince established brands with students / audience to work with us.   We have approached IITACB and few other NGOs for the same. All educational institutions / study groups will also form our knowledge partners to ensure scalability. Both media partners and knowledge partners will be entitled to a max 40% of revenue sharing of students they enroll / process through their institution/ platform after due verification.