

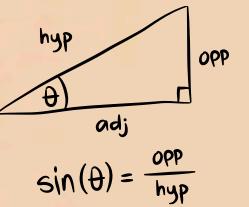
# PhysicsWallah: Education for Every Aspiration

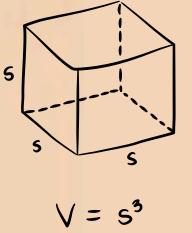
$$ax^2 + bx + c = 0$$

## PROJECT प्रयास

Padh Lo Chahe Kahin Se  
Manzil Milegi Yahin Se




$$\sin(\theta) = \frac{\text{opp}}{\text{hyp}}$$

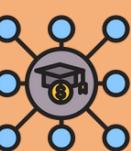

$$V = s^3$$

# Overview

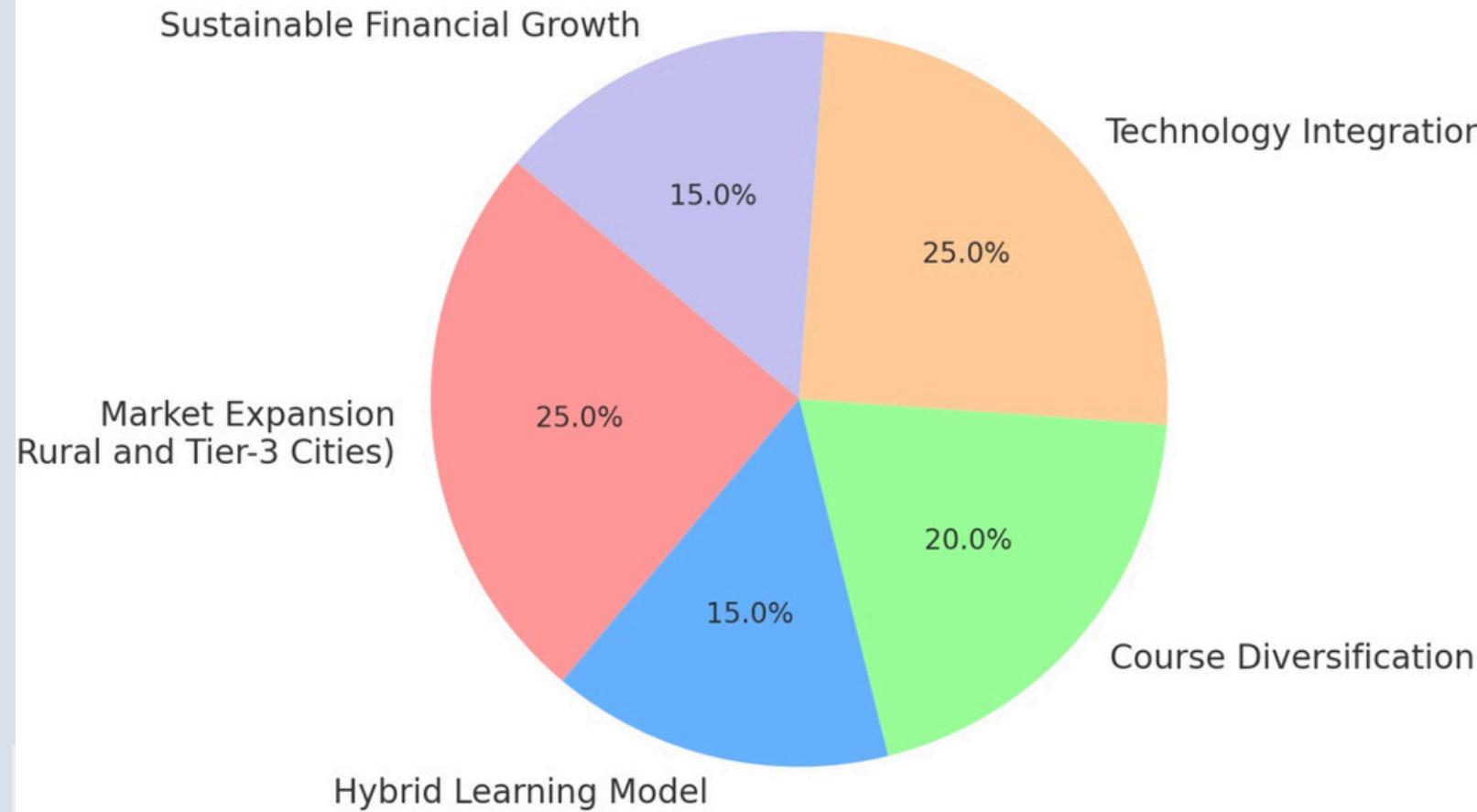
## Issues Faced by PW

- Difficulty in penetrating underserved regions such as rural areas and Tier-3 cities.
- Underutilization of advanced technologies such as AI, AR/VR, or gamification in enhancing the learning experience.
- Struggles to grow financially while keeping education affordable.
- Reliance on JEE and NEET preparation makes the business vulnerable to market saturation and increased competition.
- Competing with well-established EdTech platforms while staying true to PW's mission of affordability

## Key Objectives

-  Expand affordable education to rural and Tier-3 cities.
-  Seamlessly integrate online and offline learning modes.
-  Diversify course offerings, including government exams and upskilling programs.
-  Leverage AI, AR/VR, and gamification for enhanced learning experiences.
-  Develop scalable and sustainable revenue streams.

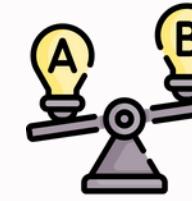
## Budget Allocation for Physics Wallah (₹200 crores)



## Budget Allocation by Segment (₹ Cr)

- Market Expansion (25%): ₹50 crores (3-5 years)
- Hybrid Learning Model (15%): ₹30 crores (over 3 years)
- Course Diversification (20%): ₹40 crores (over 2-3 years)
- Technology Integration (25%): ₹50 crores (over 3 years)
- Sustainable Financial Growth (15%): ₹30 crores (initial investment)

# COMPETITOR ANALYSIS



	<b>PHYSICS WALLAH</b>	<b>Vedantu</b>	<b>UpGrad</b>	<b>Unacademy</b>	<b>Allen</b>	<b>FIITJEE</b>
<b>Category</b>	Affordable EdTech Platforms	Live Tutoring Platform	Higher Education & Upskilling	Online Learning Platform	Hybrid Learning	Offline Competitive Exam
<b>Valuation</b>	\$2.8 billion	\$326 million	\$269 million	\$880 million	Undisclosed	Undisclosed
<b>Business Model</b>	B2C	B2C	B2C , B2B	B2B,B2C	B2C , Hybrid	B2C
<b>Target Customers</b>	Students (K-12, NEET, JEE)	K-12 Students	Working Professionals	Competitive Exam Students	JEE, NEET, Olympiads	JEE, NEET, Olympiads
<b>Monthly Active Users</b>	12M+	5M+	8M+	10M+	1M+	1M+
<b>Key Features</b>	Affordable Courses	Live Doubt Solving	Degree & Certification Programs	Live Classes, Test Prep	Classroom Coaching, Test Prep	Classroom Coaching, Test Prep
<b>AR/VR Integration</b>	-	-	✓	✓	-	
<b>Pricing Model</b>	Affordable Subscription(\$200/year avg.)	Subscription(\$300/year avg.)	Subscription+EMI(>\$1000 per course)	Freemium+Premium (\$400/year avg.)	Pay-per-session	Subscription + Pay-Per-Use,Pilot program



# MARKET EXPANSION STRATEGIES

## Tier-1 Cities

- Diversify Offerings:** Launch certifications, corporate training, and test prep for GRE, GMAT, etc.
- Premium Branding:** Showcase top alumni success stories on LinkedIn, Instagram, and YouTube.
- Tech-Driven Learning:** Use AI and gamification for personalized learning.
- Marketing Campaigns:** Urban-focused ads on digital platforms.

## Tier-2 Cities

- Hybrid Learning Centers:** Establish smart classrooms combining live streaming with in-person classes for better reach.
- Collaborative Partnerships:** Work with schools, colleges, and local businesses to promote PW's offerings.
- Affordable Upskilling:** Provide job-oriented courses like coding and data analysis.
- Community Engagement:** Host alumni events and school workshops.

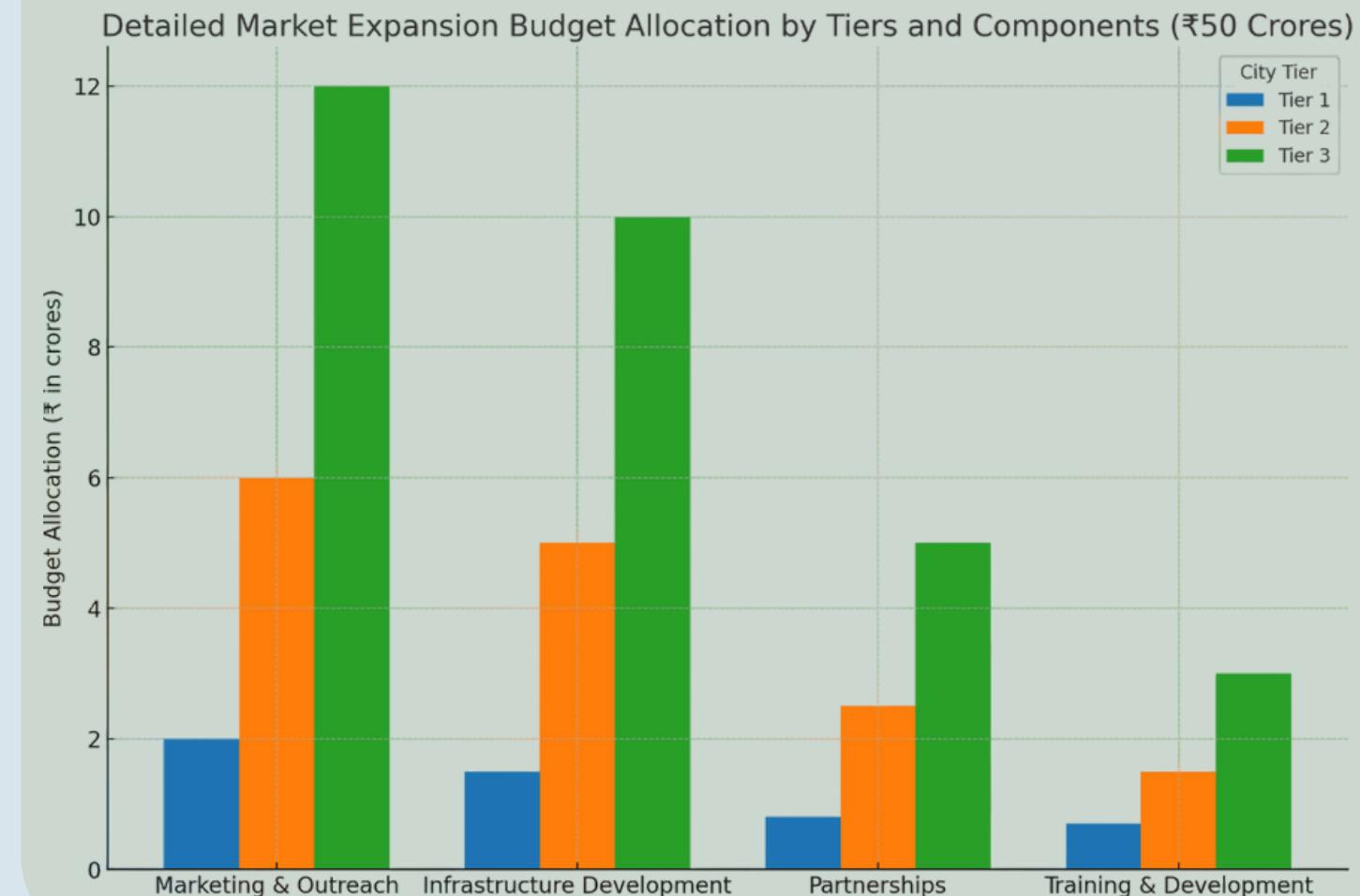
## Tier-3 Cities

- Microscholarship &Paathshalas:** Set up affordable Paathshalas with integrated micro-scholarships for underprivileged students.
- Emotional Connect:** Promote success stories of Tier-3 achievers through media to inspire students.
- Offline-Friendly App:** Develop an app optimized for low-end devices with offline access to key content.
- Government Exam Focus:** Offer affordable SSC, UPSC, and banking courses.



## Market Projections

- Expected Global Market Size: USD 192.90 billion (in 2025)
- Expected Indian Market Size: USD 10.4 billion (in 2025)
- Indian Ed-tech market CAGR: 25.8% (2024–2030)





# HYBRID MODEL

- **Integration of Online and Offline Modes:**  
Smart classrooms with online resources.  
A mobile app to connect offline and online learning.
- **Engagement Strategies:**  
Gamification: Rewards for attendance and quiz performance  
Live, interactive doubt-solving sessions.
- **Scalability:**  
Pilot in 5 locations; expand to 50 within 18 months.
- **Budget:**  
Tech integration for centers: ₹50 lakhs  
(₹1 lakh per center for 50 centers).  
App development and maintenance: ₹1 crore.  
Remaining ₹28.5 crores for hybrid learning scale-up.



# COURSE DIVERSIFICATION

- **New Segments:**  
Government exams (UPSC, SSC), skill development (coding, AI), and international tests (GRE, GMAT).
- **Alignment with Mission:**  
Affordable bulk enrollments and sponsored content.
- **Differentiation:**  
Practical learning (live projects, case studies).
- **Budget:**  
Content development: ₹2 crores.  
and faculty hiring: ₹50 lakhs.  
Remaining ₹37.5 crores allocated to scaling new courses and partnerships.

# TECHNOLOGY INTEGRATION



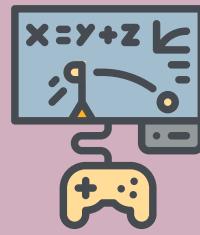
Create VR modules where students can explore at their own pace, simulate lab experiments or complex concepts.



QR codes or markers in textbooks that, when scanned, display AR content on students' devices.



AI to suggest customized study plans, video lessons, and tests for improvement.



Integration of competitive quizzes with leaderboards and tasks where students earn badges.

- **Enhancing Learning Outcomes:**

AI for adaptive learning and personalized feedback.  
AR/VR for simulations like virtual labs.

- **Gamification:**

Games, badges, leaderboards to improve engagement.

- **Implementation Plan:**

AI in Year 1; AR/VR labs in Year 2.

- **Budget:**

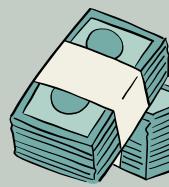
AI and gamification modules: ₹1.5 crores.

AR/VR implementation: ₹1 crore.

Remaining ₹47.5 crores for tech infrastructure scaling and innovation.

**Innovative Solutions  
Driving Impact**

# Sustainable Financial Model



Revenue Stream	What it Includes	Revenue Potential (By Year1)	Cost Structure	Scalability
Small corporate Partnerships & B2B	Customized training, bulk course access, skill workshops.	₹15 crores	₹6.25 crores	High: Scales with institutions & corporates.
Certification Programs	Recognized certifications with accrediting bodies.	₹10 crores	₹5 crores	High: Easily scalable with automation.
Ad-Supported Free Content	Monetized free courses with non-intrusive ads.	₹8.74 crores	₹3.75 crores	High: Scales with user base growth.
Sponsored Content	Sponsored webinars, branded courses, public collaborations.	₹5.25 crores	₹3.75 crores	Medium: Requires demand from sponsors.
Microcredit for Students	Small, low-interest loans for students to access courses/resources	₹5 crores	₹2 crores	High: Scales with student enrollments.

# REVENUE PROJECTIONS & BUDGET BREAKDOWN



Year	Total Revenue (₹ Crores)	Total Cost (₹ Crores)	Profit (₹ Crores)
Year 1	₹57.18	₹30.0	₹27.18
Year 2	₹85.77	₹45.0	₹40.77
Year 3	₹128.66	₹67.5	₹61.16

Budget Allocation Breakdown (₹30 Crores)

Small Corporate Partnerships & B2B

Microcredit for Students

Certification Programs

Sponsored Content

Ad-Supported Free Content

- Total Earnings per Rupee = ₹1.91
- Average ROI for Year 1 = 90.6%

This model demonstrates exceptional sustainability, ensuring consistent growth while building a foundation for long-term, scalable revenue generation.

# BCG MATRIX



Category	PW's Offerings	Action Plan
<b>Stars</b>	<ul style="list-style-type: none"> <li>- K-12 &amp; Competitive Exam Prep (NEET/JEE): Strong market presence in affordable exam preparation.</li> </ul>	<ul style="list-style-type: none"> <li>- Continue investing in marketing and product development to maintain leadership in the exam prep market.</li> </ul>
	<ul style="list-style-type: none"> <li>- Paathshalas &amp; Vidyapeeths: Expansion into offline centers in Tier-2/3 cities.</li> </ul>	<ul style="list-style-type: none"> <li>- Scale offline presence while leveraging brand recognition to grow the hybrid learning model.</li> </ul>
<b>Cash Cows</b>	<ul style="list-style-type: none"> <li>- Pre-recorded Courses: Consistently in demand for self-paced learning at low costs.</li> </ul>	<ul style="list-style-type: none"> <li>- Use revenue from these offerings to fund R&amp;D and marketing for new growth initiatives.</li> </ul>
<b>Question Marks</b>	<ul style="list-style-type: none"> <li>- <b>Government Exam Prep:</b> A growing market but dominated by other players like Aakash and Unacademy.</li> </ul>	<ul style="list-style-type: none"> <li>- Develop specialized courses with tailored marketing strategies to compete effectively.</li> </ul>
	<ul style="list-style-type: none"> <li>- <b>Professional Upskilling:</b> Competes with platforms like upGrad in a challenging market.</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with companies to offer certifications and leverage PW's affordability to gain market traction.</li> </ul>
<b>Dogs</b>	<ul style="list-style-type: none"> <li>- <b>Global Market Expansion:</b> Minimal focus outside India, limiting PW's reach.</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate profitability in international markets before committing further resources.</li> </ul>

## Concept of SCHOOLS ON WHEELS

- Provides education to underprivileged children (migrant workers).
- Uses mobile classrooms to reach areas with limited school access.
- Focuses on basic literacy, digital learning, and skills training.
- Aims to reduce dropout rates and empower communities.

## SCHOOLS ON WHEELS



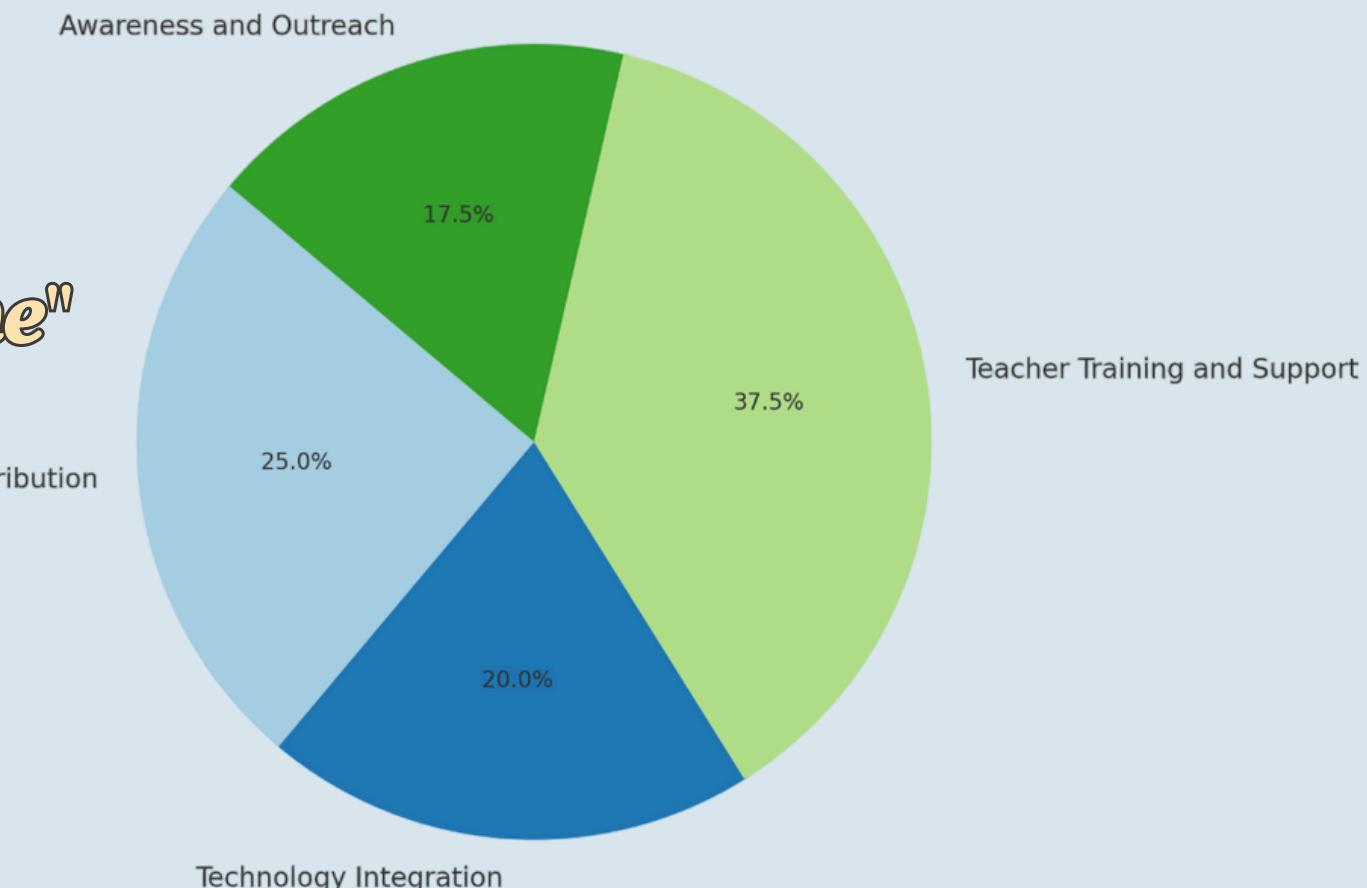
### Overview of Expenditure (in terms of % of CSR budget)

- **Direct Contribution(25%):** For vehicles and educational materials for mobile classrooms.
- **Technology Integration(20%):** For providing tablets and digital learning tools tailored for students.
- **Teacher Training and Support(37.5%):** To train educators and volunteers for effective lesson delivery.
- **Awareness and Outreach(17.5%):** To promote the initiative and increase its reach among marginalized communities.

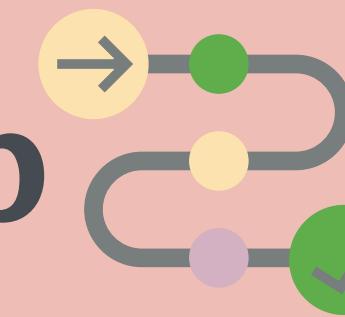
## Overview of CSR Policy

- As per CSR norms, PhysicsWallah (PW) allocates 2% of its average net profits from the last three financial years to social initiatives.
- This policy aligns with the objectives of the "School on Wheels" project, which aims to provide education to children of migrant workers in underserved areas.

Budget Allocation for Project (2% CSR Allocation)



# Implementation Roadmap



- Research Tier-2/3 markets & build regional teams.
- Launch offline-friendly app & pilot "Schools on Wheels."

FOUNDATION  
(0-6 MONTHS)

**01**



PILOT  
(6-18 MONTHS)

**02**



- Establish 5 hybrid learning centers
- Launch exam prep & upskilling programs.

- Expand to 50 locations with a hybrid subscription model.
- "Schools on Wheels": Scale to 20+ rural areas.
- AR/VR Labs: Launch immersive learning modules.

EXPANSION  
(18-36 MONTHS)

**03**



OPTIMIZATION  
(36-48 MONTHS)

**04**

- Monetization: Ads, sponsorships, and data analytics services.
- Corporate Programs: Partner with corporates for certifications and upskilling.

- AI Innovations: Enhance hyper-personalized learning and predictive analytics.
- Expand into SAARC and African regions.

GLOBAL GROWTH  
(48-60 MONTHS)

**05**



# THANK YOU

COME, BE A PART OF REVOLUTION WITH US!

PROJECT PRAYAS  
MEMBERS:SNEHA SHARMA  
NALIN KHANNA  
ABHINAV SAKLANI

