



Complete learning
platform for K12
covering classes KG-12

AUG 2020

PRIVATE AND CONFIDENTIAL



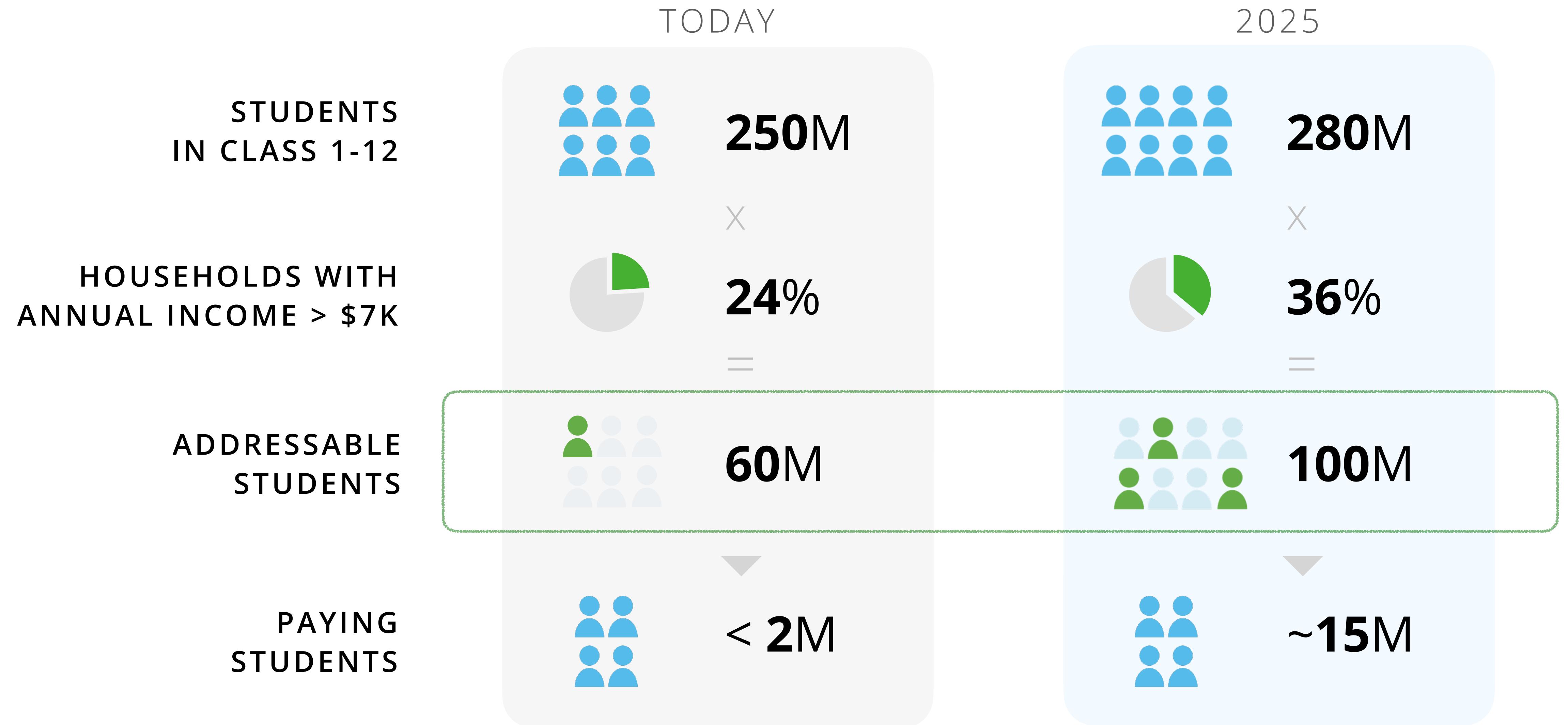
INSIDE THIS DECK

- 1. Market**
- 2. Product**
- 3. Engagement, Frequency and Retention**
- 4. GTM, Sales and Financials**

SECTION 1

Market

K12 edtech market in India will grow to 100M students and 15M paid subscribers by 2025



Our goal is to enable personalised learning for 60M students every year

OUR MISSION

**Make learning
personalised**

OUR GOAL

Help 60M students learn online each year

OUR TARGET

**Build one of India's largest tech companies with 3M
paid subscribers, \$350 ARPU and \$1B revenue**

SECTION 2

Product

Toppr is India's only complete learning platform for K12 students



learning app

Complete learning app
for exam-prep

Classes 9-12



tutor

Tutor-led small group
classes for school exams

Classes 3-8



answr

AI-assisted instant answers
for homework help

Classes 3-12



codr

1-1 coding classes
for young learners

Classes 1-10



Xplor

Live group classes
for hobbies and activities

Classes 1-10

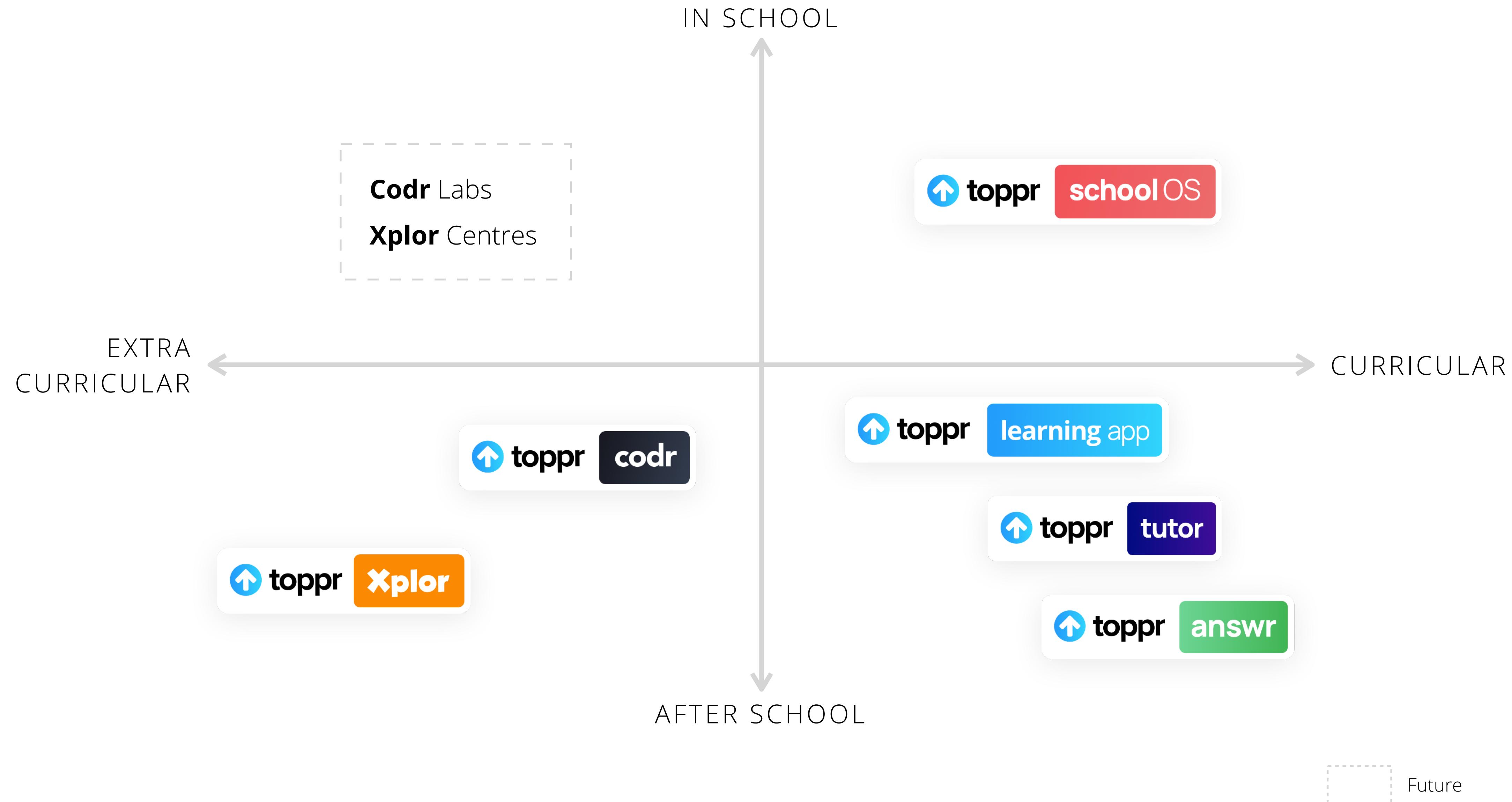


schoolOS

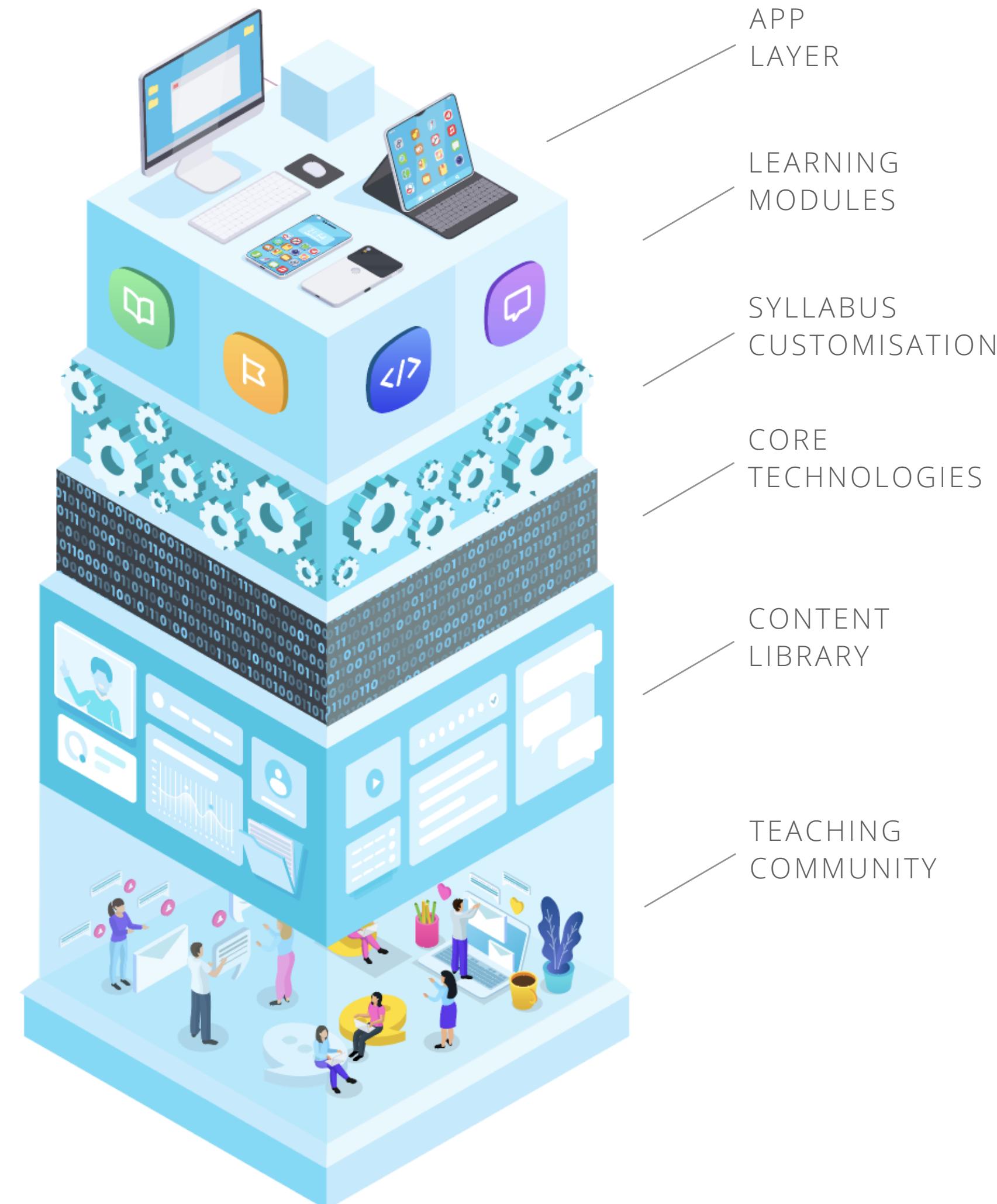
End-to-end platform
for schools

Classes KG-12

Toppr's platform is creating a unified in-school and after-school learning experience



Our full-stack approach to building products enables a seamless learning experience



1 Apps

All products (Learning App, Answr, Codr, School OS) available on all platforms (web, Android, iOS) for all users (student, teachers, admin, parents)

2 Modules

Curricular modules (Live Classes, Video Classes, Practice, Tests, Answers, 1:1 Tutor Chat) and extra-curricular modules (Coding, Activities)

3 Syllabus

Board and exam-oriented learning with over 120,000 customised syllabus options matching 22 boards and 58 exams

4 Core

ML-based adaptive practice, AI for question-answers, OCR for content extraction, Search, Chat, "Photon" for live classes and broadcast

5 Content

Deepest content library with over 3M learning items

6 Community

Strong community of 50,000 tutors and teachers

Toppr is built for all subjects across 22 boards and 58 exams in India

22 K12 Boards



CBSE



ICSE



UP Board



Karnataka
Board

Others include: AP, Gujarat, Jharkhand, Karnataka, Kerala,
Maharashtra, MP, Punjab, Rajasthan, Telangana, TN

58 Exams



JEE
Main



JEE
Advanced



BITSAT



NEET



AIIMS



JIPMER



Maths
Olympiad



IPCC



NTSE



KVPY

17 Subjects

Math

Physics

Chemistry

Accountancy

Biology

Economics

General Knowledge

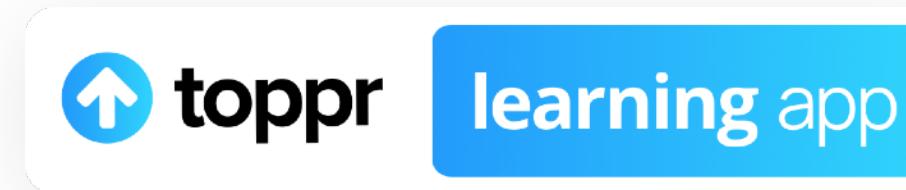
History

Civics

Geography

English

After-school learning app covering 22 boards, 58 exams, all subjects



Product

- Complete 360 degree Learning App with Learn, Practice and Ask modules
- Covers 22 boards and 58 exams
- 3M learning pieces in Digital Library

Key points

- Engagement - 120 min/DAU
- Frequency - 30% DAU/MAU
- Retention - 75% in M12

Monetisation

- \$450/year
- 85% gross margin
- 55-75% renewals

Goal

- 1.3M subscribers
- \$600M annual revenue



LEARN MODULE INCLUDES

- Live Classes**
Learn from India's best teachers, ask questions and take live quizzes
- Online Classes**
High-quality learning at your own pace in your own space
- Concepts and Stories**
Quick revision with definitions, diagrams, animations, and examples

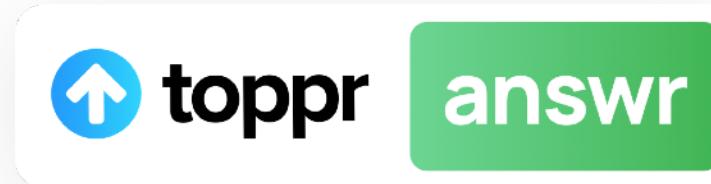
PRACTICE MODULE INCLUDES

- Adaptive Practice**
Master your concepts with questions that adapt to your learning speed
- Exam Prep**
Prepare comprehensively for entrance tests and competitive exams
- Make Your Own Tests**
Evaluate your exam readiness and improve your weak areas

ASK MODULE INCLUDES

- Ask with Snaps**
Send us a picture of your doubts and get instant solutions
- Ask with Chats**
Type any question in chat and get stepwise solutions
- Ask a Tutor**
Learn concepts and get tips from the best teachers with free Live Classes

After-school homework app drawing highest K12 traffic in India with 1.7M DAU



Product

- Homework and exam help app
- Snap a question and AI matches with a detailed answer instantly

Key points

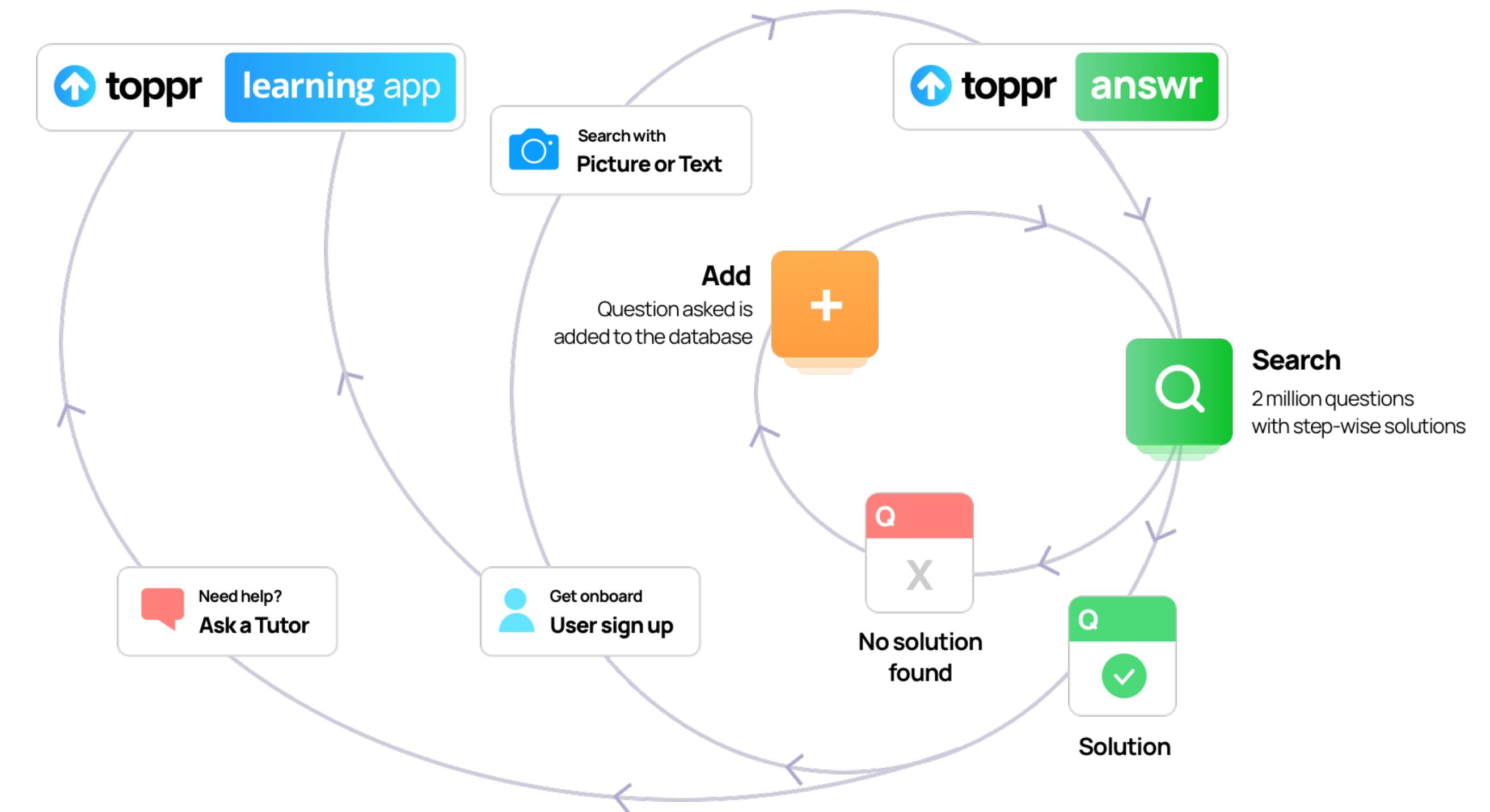
- Traffic - 50M /month - highest in K12
- Users - 1.7M DAU
- Q&A matching rate - 55%

Monetisation

- Free
- Drive top of the funnel to Learning App
- Drive frequency of use
- Aggregate Qs at zero cost

Goal

- 10M DAU
- 75% matching rate



Industry defining school OS that changes how schools operate in the future



Product

- Complete School Operating System
- Covers Students, Parents, Teachers and School Administrators

Key points

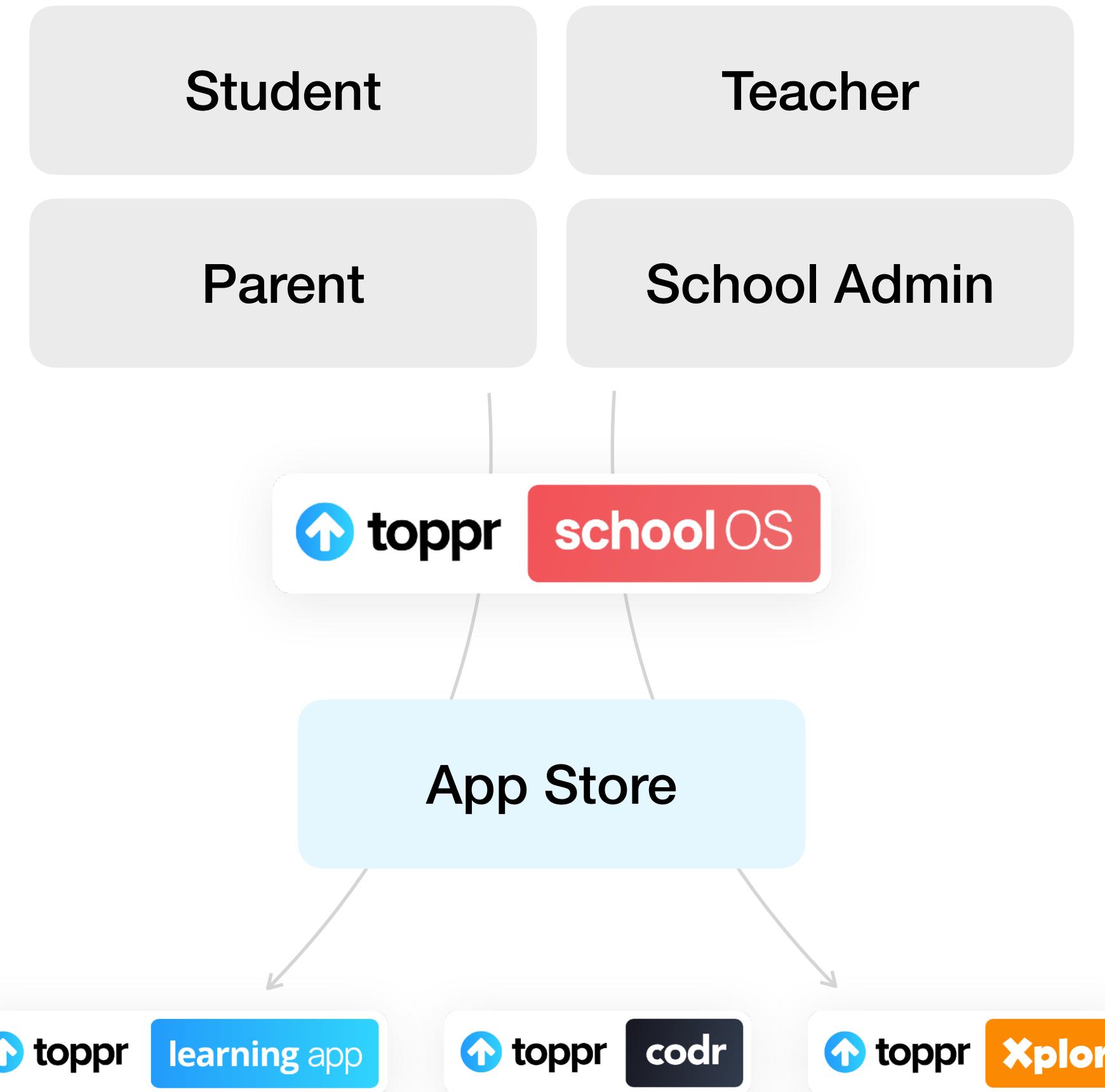
- Ryan Group, India's #1 school chain with 300K students and 150 schools using the platform for all schools

Monetisation

- Basic version - free
- Pro version - \$2/student/month
- App Store sales for b2c products with 20% fee to schools

Goal

- 15M students on School OS
- \$100M SaaS revenue
- \$500M App Store revenue



Toppr has been the trend-setter in creating new products and tech in Indian edtech space

1

Platform for tutor network

- 50,000 tutors
- 1000s of micro jobs on pay-per-job basis
- 1/10th cost of content creation
- First platform in India

2

Platform for deep content

- Broke down the universe of learning content into atomic units
- Atomic units reusable across any module
- 3M content pieces created

3

Dynamic syllabus customisation

- 22 boards, 58 exams and 17 subjects
- 120,000 unique syllabus combinations
- First and only app in India

4

Machine Learning based adaptive practice

- Machine Learning based adaptive paths
- 800M attempts on 2M questions
- First and only app in India

5

1-on-1 doubts on chat available 24x7

- 24x7 tutor availability
- Chat using text and images
- 60% auto solve rate
- 99% first response under 2 mins for assisted responses
- First app in India

6

AI based answers for question searches

- 60% of doubts answered by AI
- User-generated pipeline for new Qs on platform
- 900K step-wise text solutions
- 50K video solutions

7

Concept learning through 'Stories' format

- 2x engagement compared to videos
- 10x faster to create
- 1/10th cost to create
- First app in India

8

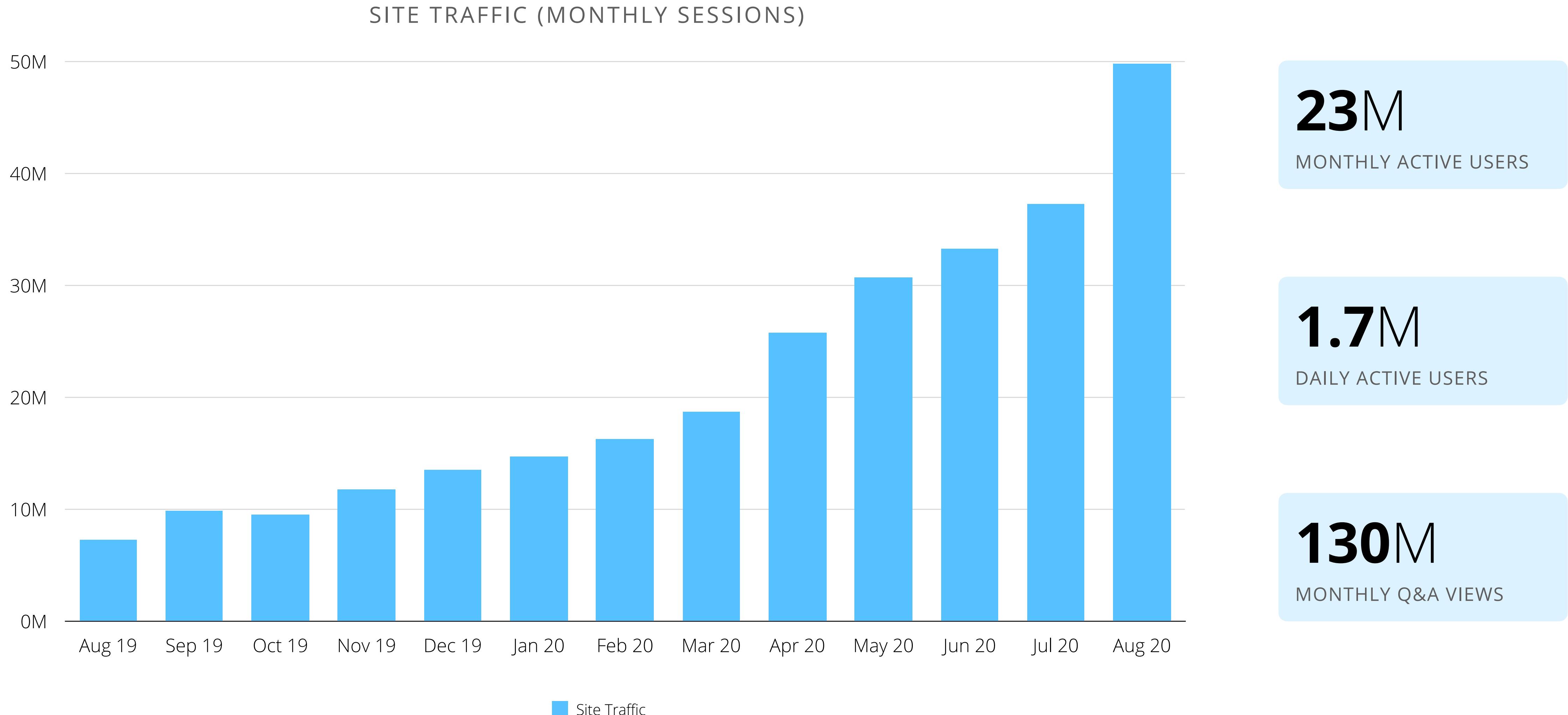
School OS with integrated Live Classes

- End to end
- Atomic units in learning framework enable deep integration with other modules
- Only app in India combining in-school and after-school experience

SECTION 3

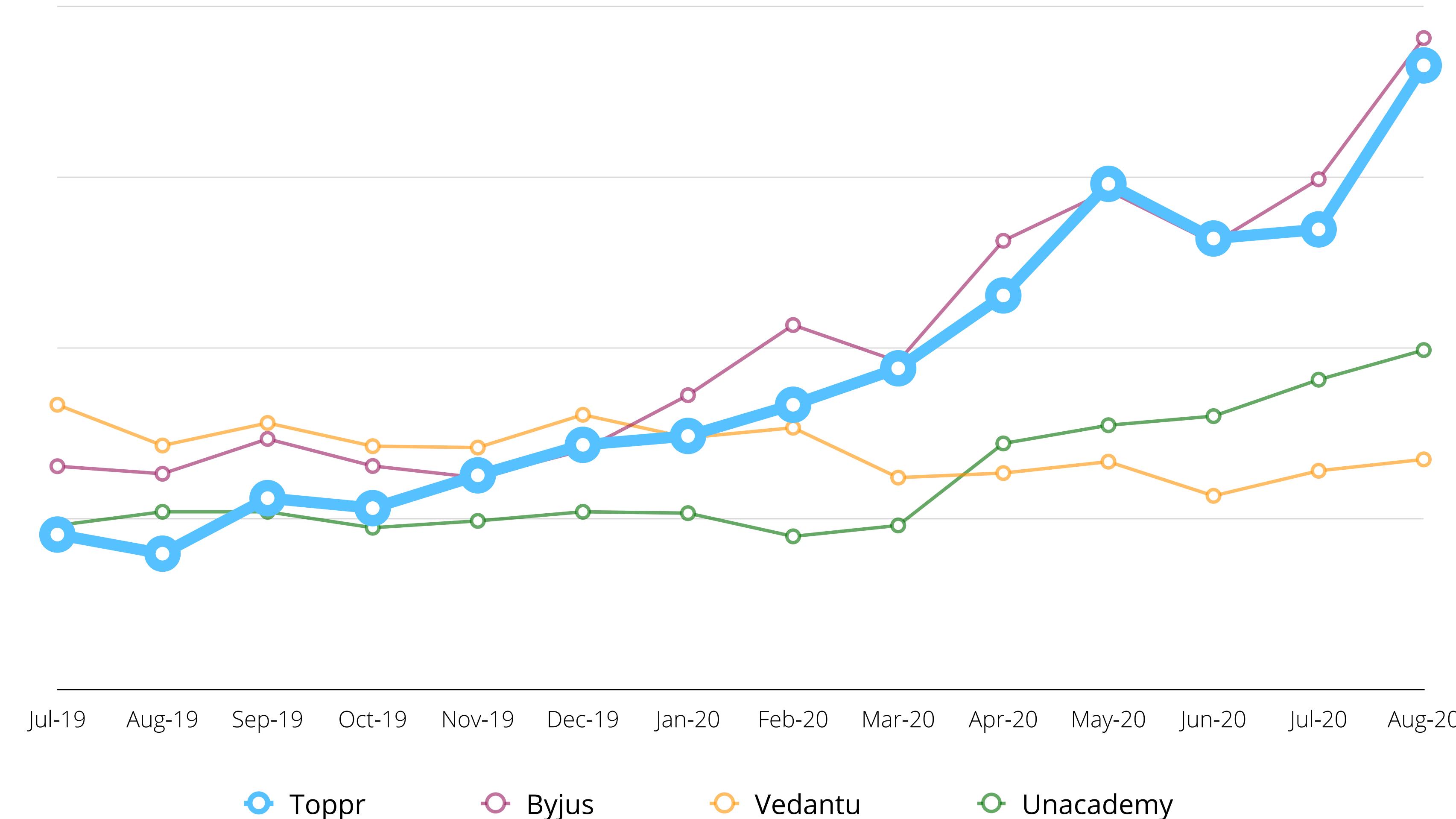
Engagement, Frequency and Retention

Toppr now in 50M monthly sessions club — our traffic grew from 7M to 50M in one year



Toppr receives the highest K12 traffic in India amongst its peers

MONTHLY SITE TRAFFIC FROM SIMILARWEB.COM



Comprehensive product enables industry leading engagement and frequency

ENGAGEMENT

120

Mins per DAU

FREQUENCY

36%

DAU by MAU

RETENTION

70%

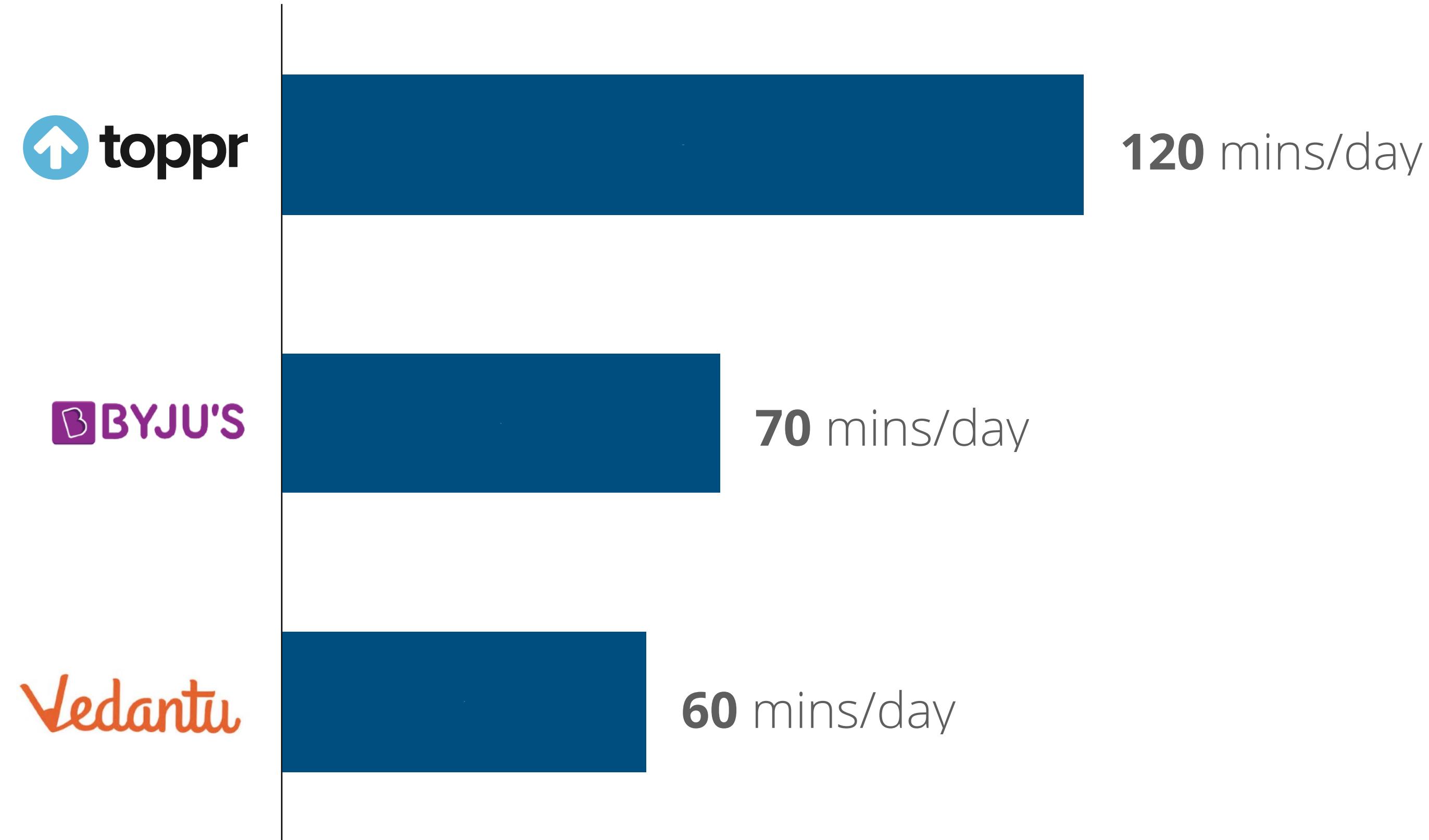
M12 Retention

RENEWALS

52-75%

Students renew

Highest engagement in the category — students spend over 120 mins/day



Usage frequency and retention metrics are best-in-class

MONTHLY RETENTION

M6 **77%**

3 out of 4 students use the app every month

WEEKLY RETENTION

W26 **54%**

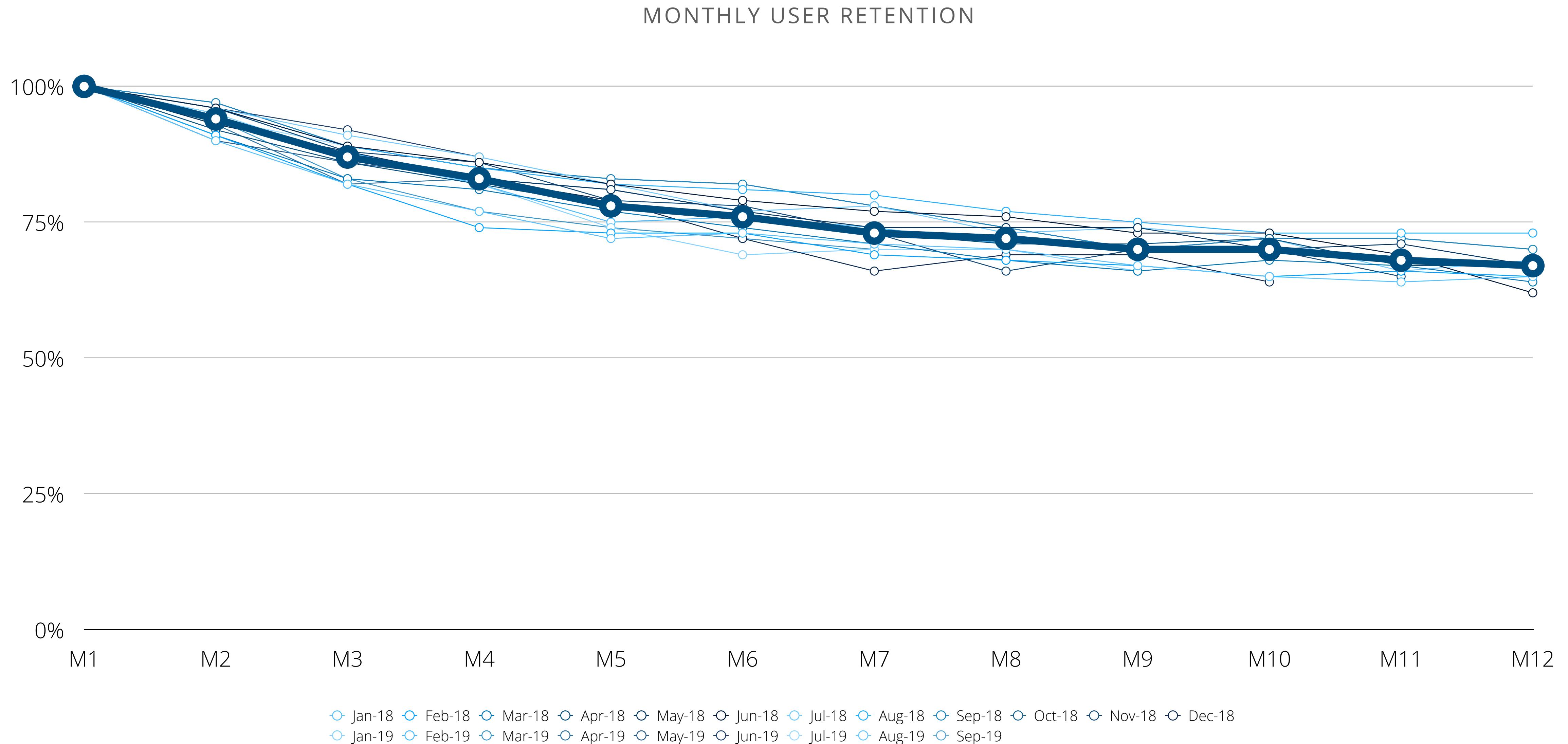
2 out of 4 students use the app every week

DAILY RETENTION

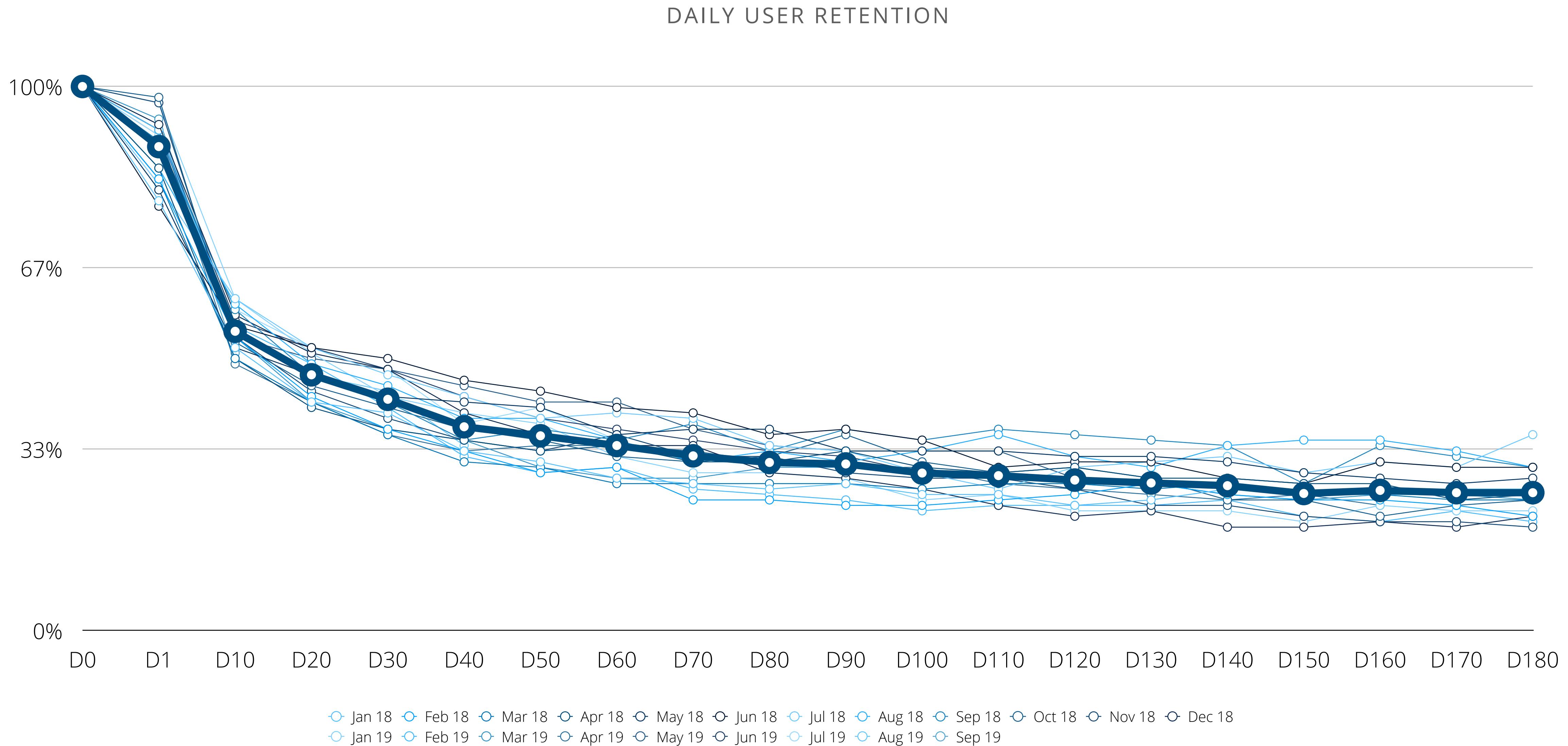
D180 **26%**

1 out of 4 students use the app every day

Monthly retention stays strong at 70% till 12th month



Daily retention stabilises at ~30% all the way to 180th day



SECTION 4

GTM, Sales and Financials

Toppr has the opportunity to build a billion dollar revenue company in this decade

Business Verticals >		School OS KG to 12th @ \$2/student/month	Tutor Classes 5-8th @ \$300/year	Learning App Classes 9-10th @ \$400/year	Learning App Classes 11-12th @ \$500/year	Codr Classes 1-10th @ \$400/year
Channels and Size	Target	\$120M 14K schools	\$270M 900K subscribers	\$230M 575K subscribers	\$350M 700K subscribers	\$236M 590K subscribers
Direct to Consumer 350M school-age children	50M students Yearly Active Users		25M x 1% \$75M	12.5M x 2% \$100M	12.5M x 3% \$188M	50M x 0.5% \$100M
Premium Schools 10K schools, 10M students Fee ~ \$70 /month	2M students 2K schools x 1000 students/school	2M x \$24 \$48M	1M x 20% \$60M	500K x 20% \$40M	500K x 20% \$50M	2M x 5% \$40M
Mid-range Schools 50K schools, 25M students Fee ~ \$50 /month	6M students 12K schools x 500 students/school	3M x \$24 \$72M	3M x 10% \$90M	1.5M x 10% \$60M	1.5M x 10% \$75M	6M x 3% \$72M
Affordable Private Schools 140K schools, 70M students Fee ~ \$30 /month	6M students 12K schools x 500 students/school	Free	3M x 5% \$45M	1.5M x 5% \$30M	1.5M x 5% \$38M	6M x 1% \$24M

We are uniquely positioned for a co-ordinated GTM strategy and a low CAC

	 Early years Class 5-8	 Foundation Class 9-10 Test Prep Class 11-12	 Coding for Kids	 School Platform
Go to Market	App downloads	App downloads	Qualified lead generation	School partnerships
Trial	7 days free trial + Free first class	7 day free trial	Free first class	Free basic version
Key points	Small learning groups for students and managed marketplace for teachers	Video demo led inside sales — Wider reach and higher productivity vs home demo	Managed marketplace model	SaaS billing per student and App Store sales
Cross-sell	Codr	Codr	Tutor, Learning App	Tutor, Learning App and Codr

Toppr's product positioning hits Indian parents' sentiment across all societal ranks

PRODUCT

Complete learning app

POSITIONING

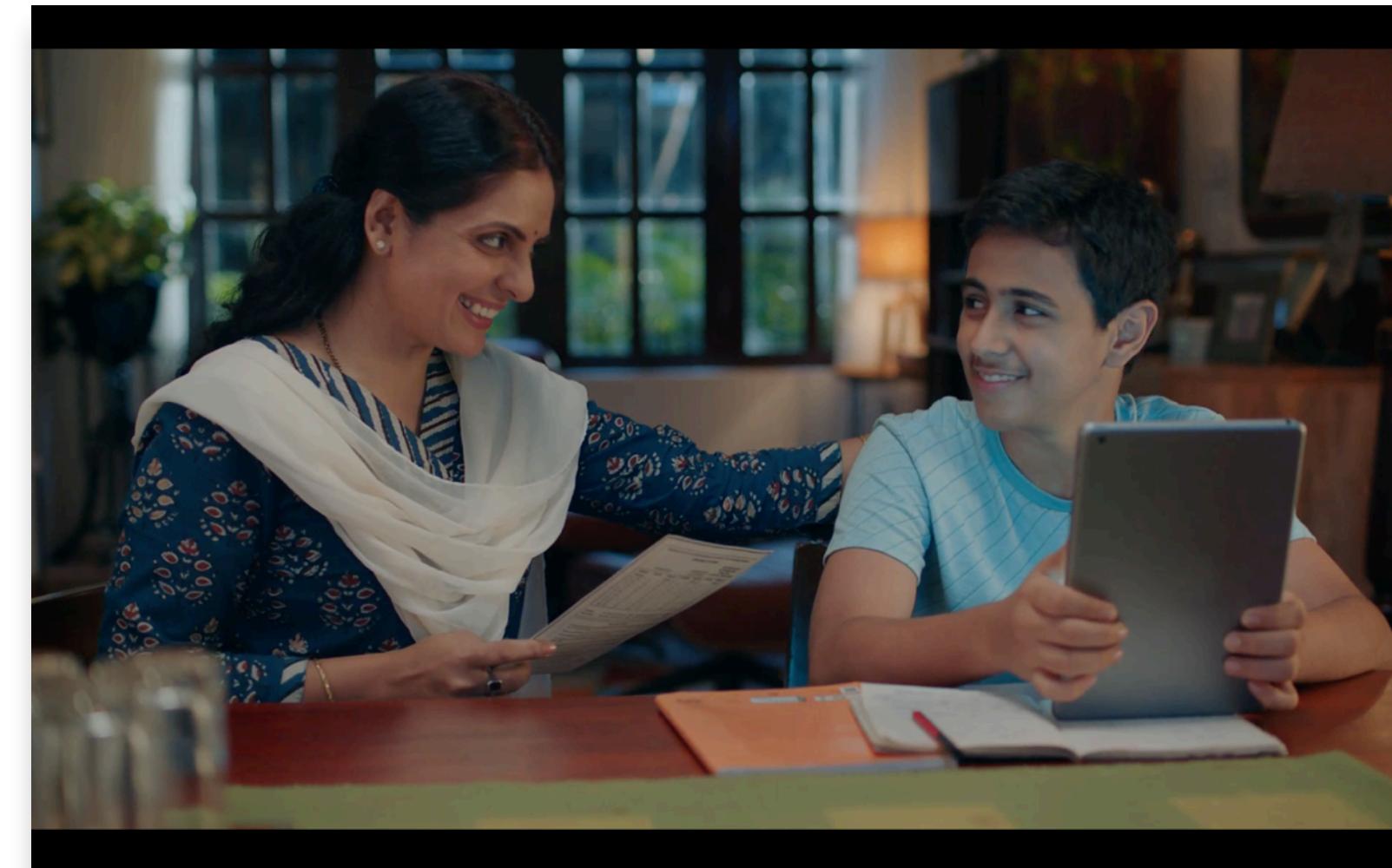
Result oriented learning

TAG LINE

**Better learning.
Better results.**

APPROACH TO AD FILMS

3 x 20 sec for reach and impact
3 x 10 sec for frequency
3 x 6 sec for digital retargeting



"Parents" 20 sec, 10 sec, 6 sec



"Siblings" 20 sec, 10 sec, 6 sec



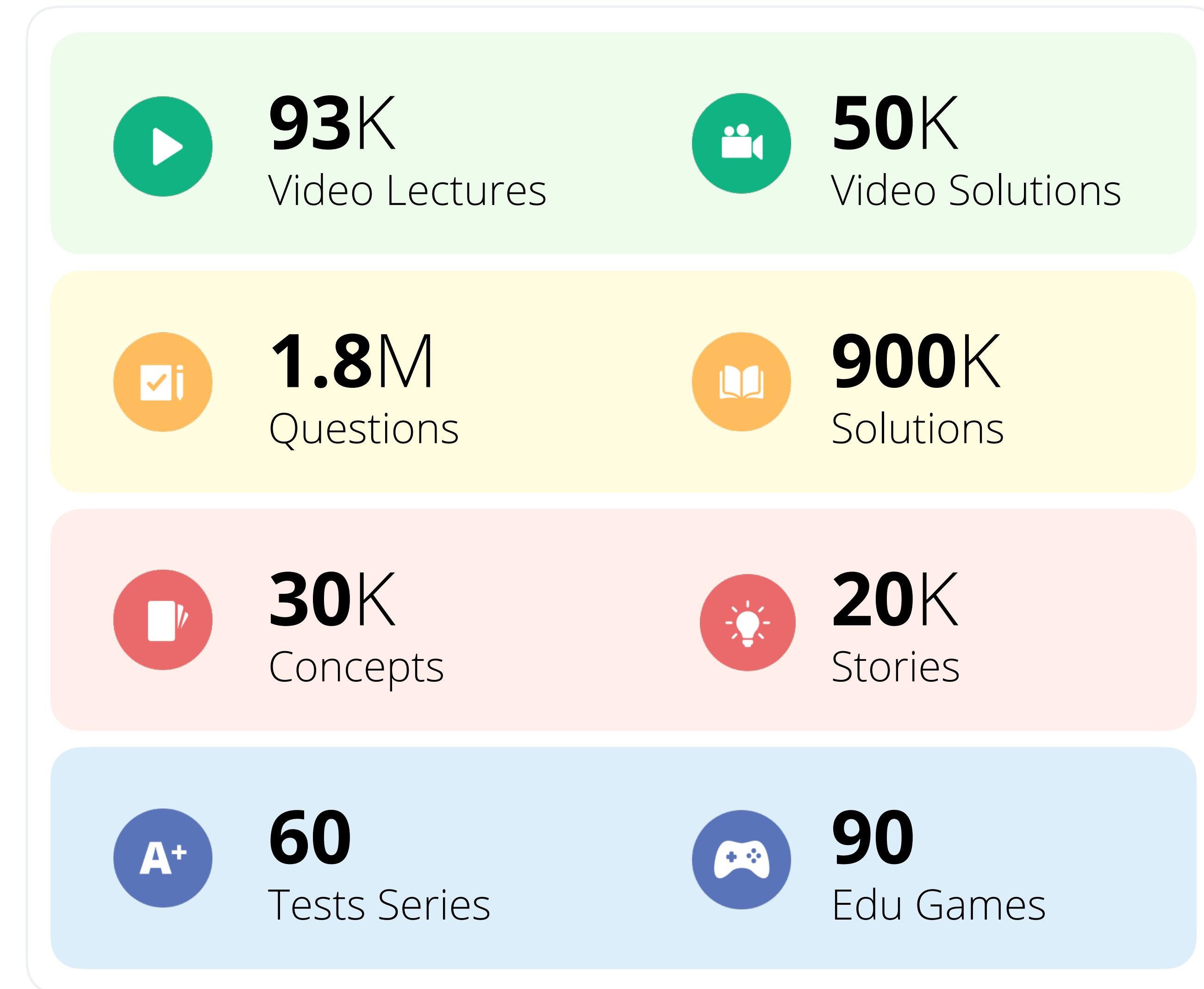
"Classmates" 20 sec, 10 sec, 6 sec

FAQs

How does Toppr's platform compare with other edtech players in India?

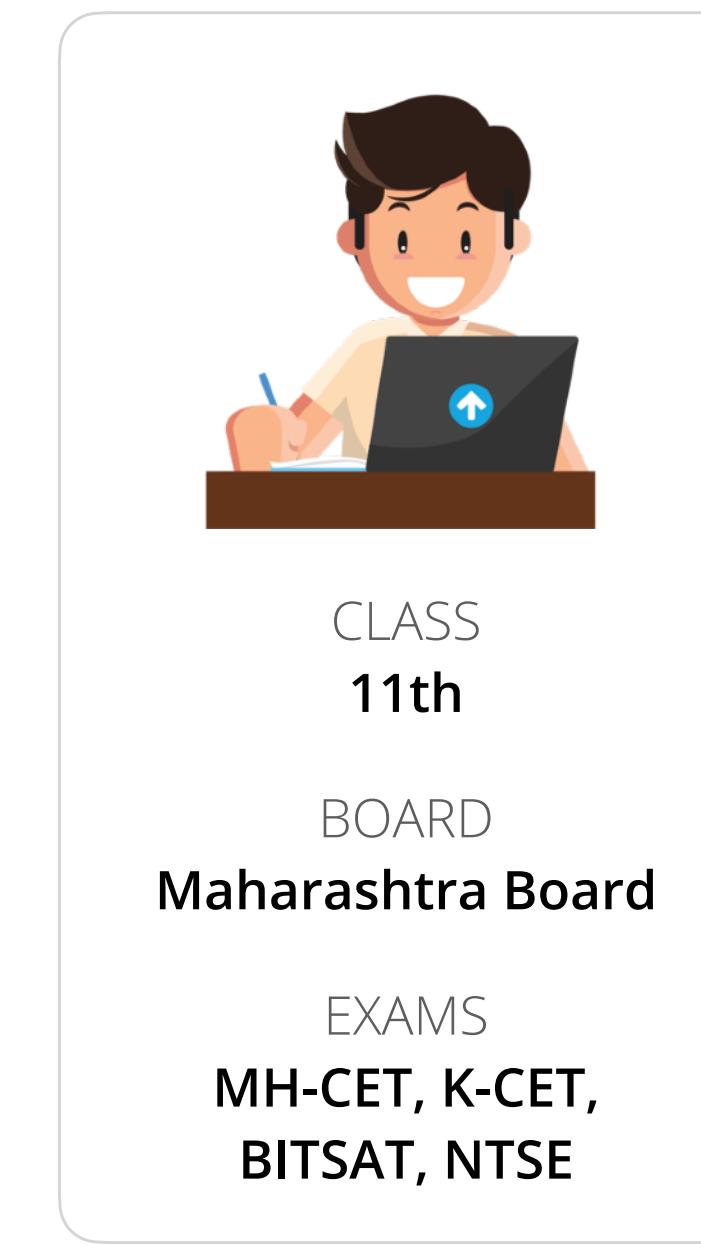
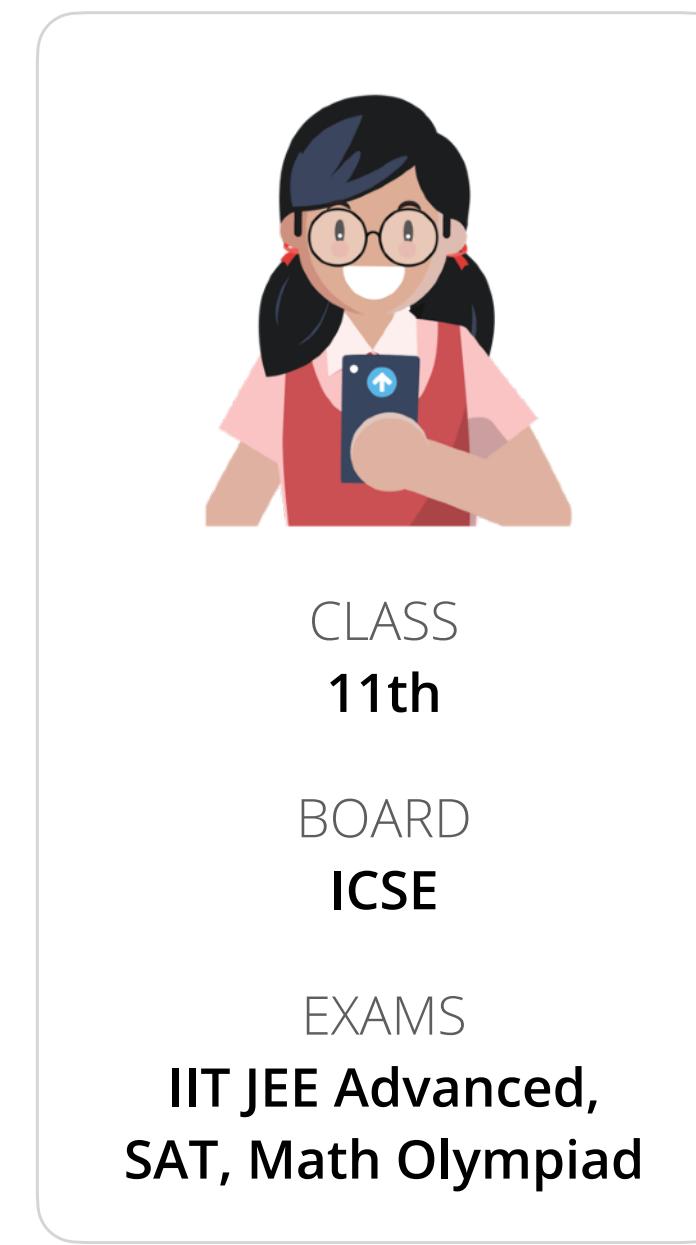
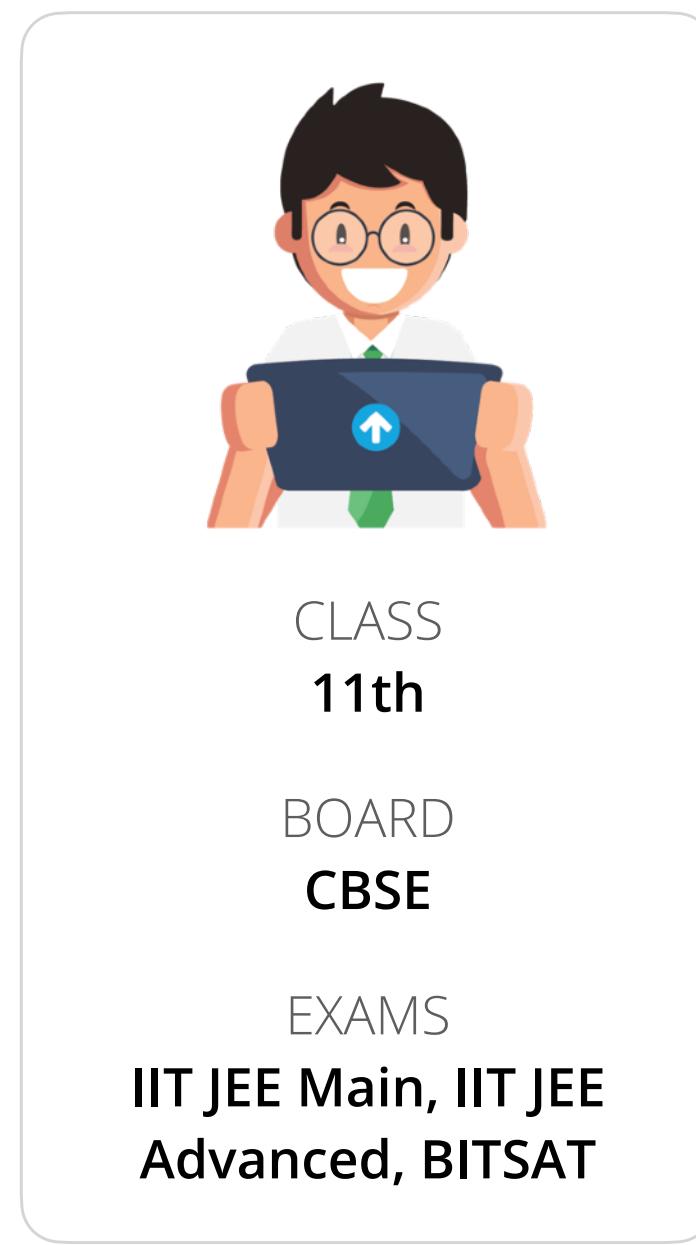
	 toppr	 BYJU'S	 Vedantu	 unacademy	 doubtNut
Live Classes	✓	✓	✓	✓	✗
Video Classes	✓	✓	✗	✓	✗
Adaptive Practice	✓	✗	✗	✗	✗
Test Prep	✓	✓	✓	✓	✗
1-on-1 Doubts	✓	✗	✓	✗	✗
AI-based Q&A	✓	✗	✗	✗	✓
Coding for Kids	✓	✓	✓	✗	✗
Hobby Classes	✓	✗	✓	✗	✗
In-school Learning	✓	✗	✗	✗	✗

How does Toppr's content library with 3M proprietary learning pieces look?



How does syllabus customisation work on Toppr?

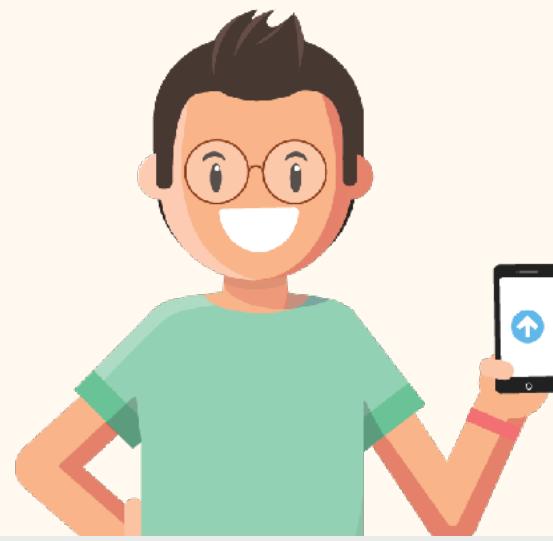
Seemingly similar students have different aspirations and therefore very different learning needs ...



Students have leveraged Toppr's customisation platform to create **120,000 syllabus combinations** to match their exact learning needs

How does student behaviour change across the grades while learning on Toppr?

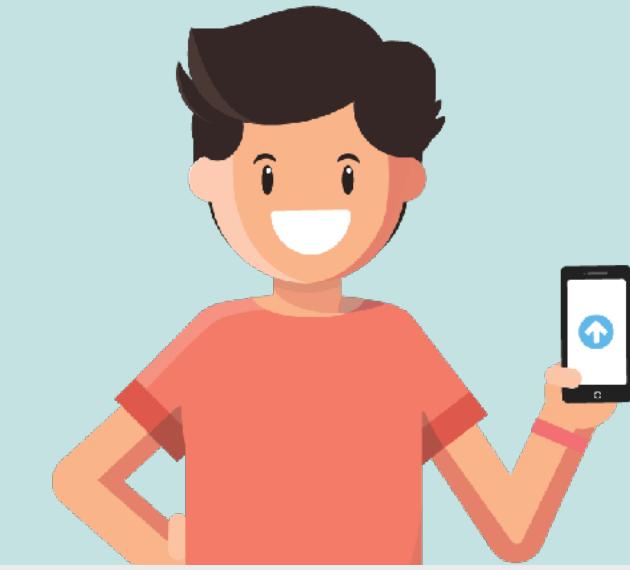
5TH-6TH



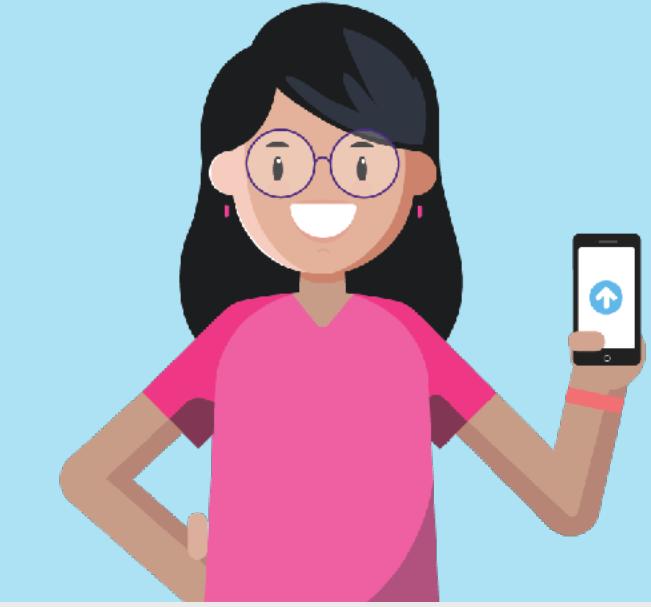
7TH-8TH



9TH-10TH



11TH-12TH



TIME SPENT

📅 Time / DAU

90 min

⌚ Time / MAU

13 hours

100 min

14 hours

110 min

16 hours

140 min

25 hours

MONTHLY ACTIVITY

▶ Video Classes

34 Videos

📝 Practice Questions

190 Questions

💬 Live Doubts

13 Doubts

A+ Mock Tests

3 Tests

36 Videos

210 Questions

14 Doubts

3 Tests

40 Videos

170 Questions

18 Doubts

3 Tests

45 Videos

200 Questions

36 Doubts

3 Tests

What is Toppr's approach to content creation?

Closed-community of 50,000 teachers and tutors built organically



Automated micro-job platform forms the backbone of content creation and teaching

Three screenshots of the Toppr micro-job platform. The top screenshot shows the 'Syllabus Manager' interface with a list of exams like BITSAT, UPSEE, NEET, etc., categorized by board and class. The middle screenshot shows a mobile phone displaying a 'Chat with Vivek Sharma' session where a user asks about a Pythagoras theorem diagram. The bottom screenshot shows the 'Video Manager' interface with a list of uploaded videos, including titles like 'Urine Abnormalities', 'Chemical Composition of Urine', and 'Physical Properties of Urine'. Each video entry includes details like duration, upload date, status (Published or Raw), and TU ID.



50,000 Tutors

Closed-community built at zero acquisition cost. 10x growth in 3 years.



1,000,000+ Micro Jobs

Pay-for-performance job platform with automated payments.



30% DAU/MAU

Active community performing multiple tasks across a spectrum of teaching / content jobs.



\$500 monthly earnings

Earning of top decile of tutors similar to full-time job.

How many questions have been practised on Toppr platform?

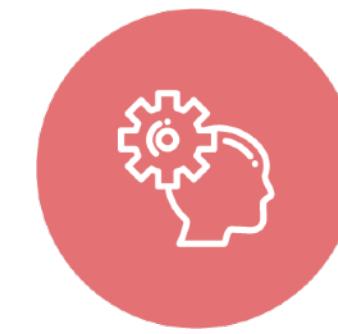
750,000,000

**QUESTIONS
PRACTISED**



**Massive
data sets**

X



**Machine
Learning**

=



**Adaptive
platform**

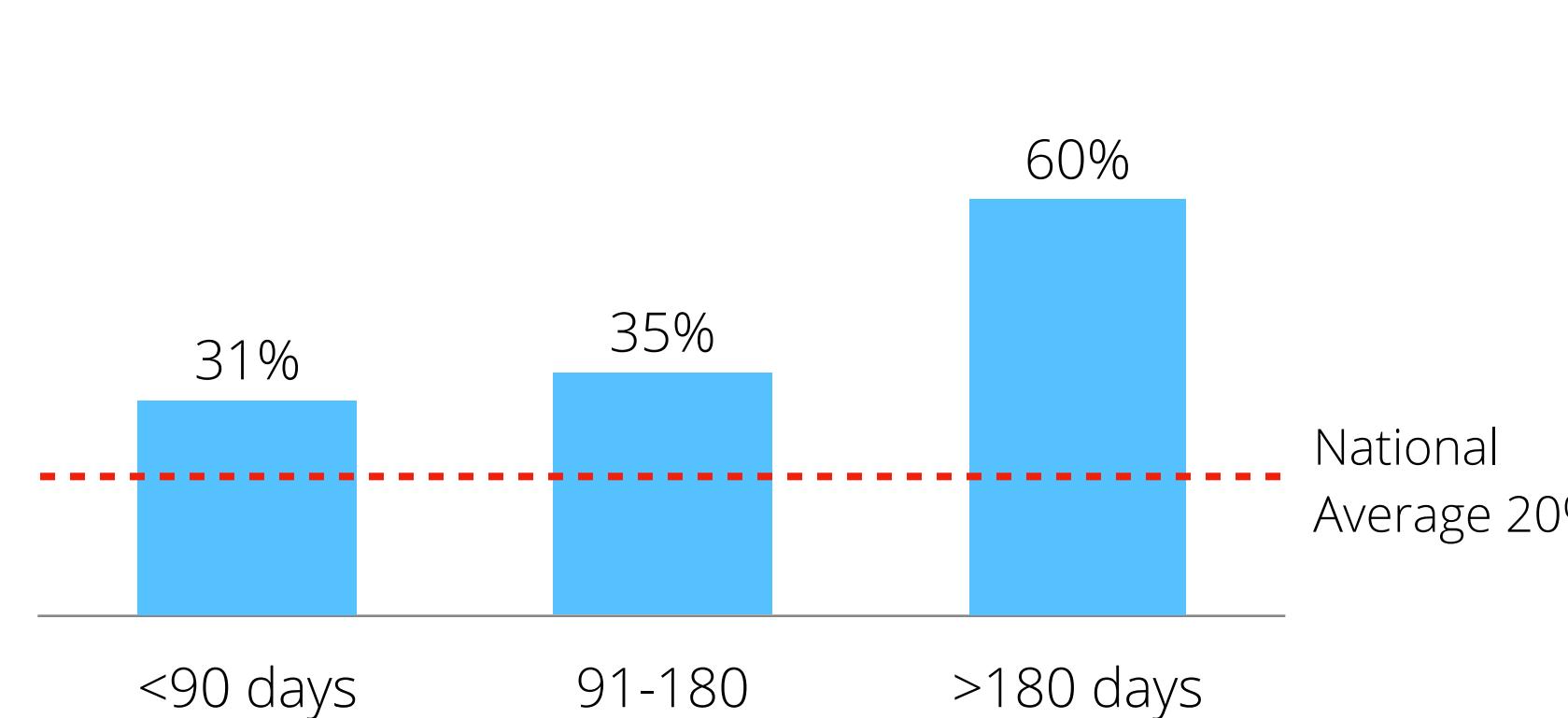
Over 600M questions practised on Toppr have generated billions of data points on student behaviour

These large data sets help machines build models on user behaviour and learning patterns

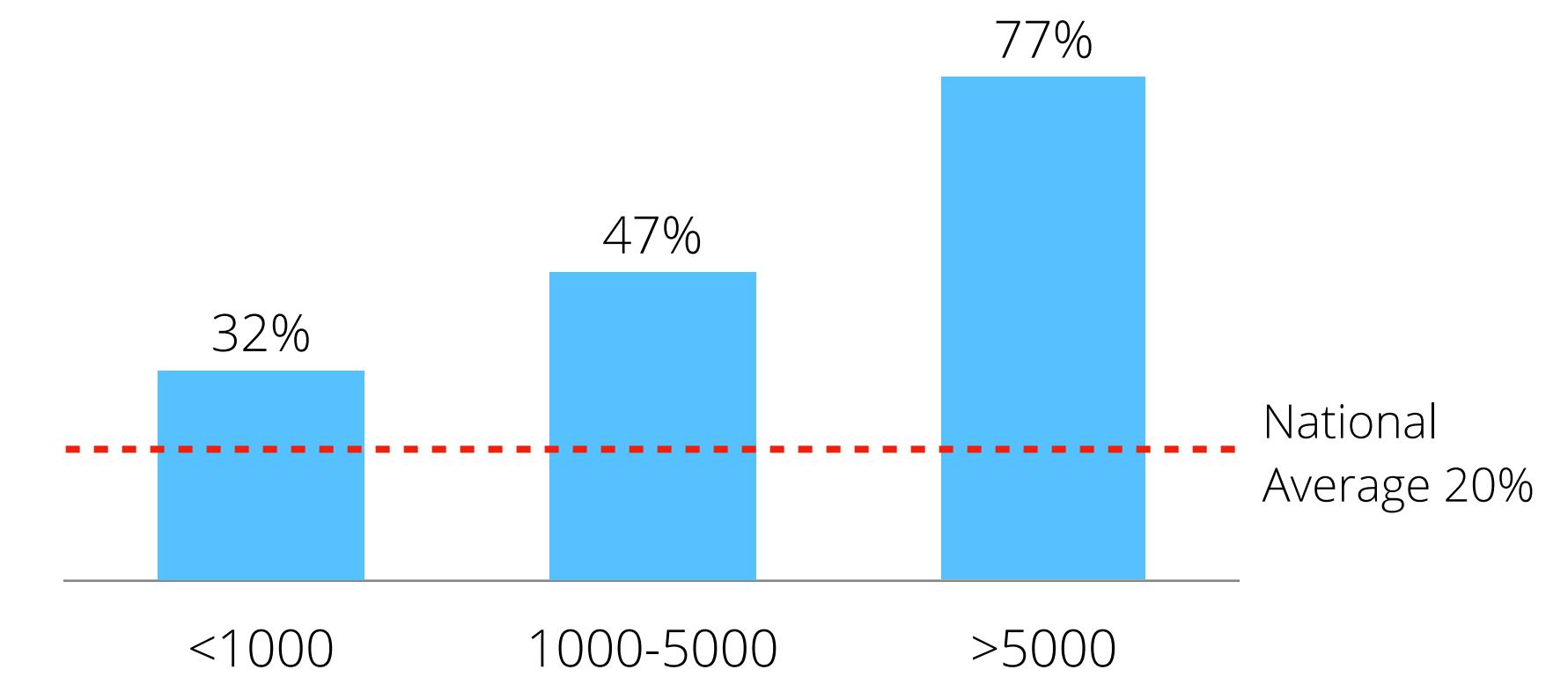
Toppr platform uses these patterns to predict next steps that accelerate student learning and maximise improvement

Do Toppr students perform significantly better at national entrance exams like IIT JEE?

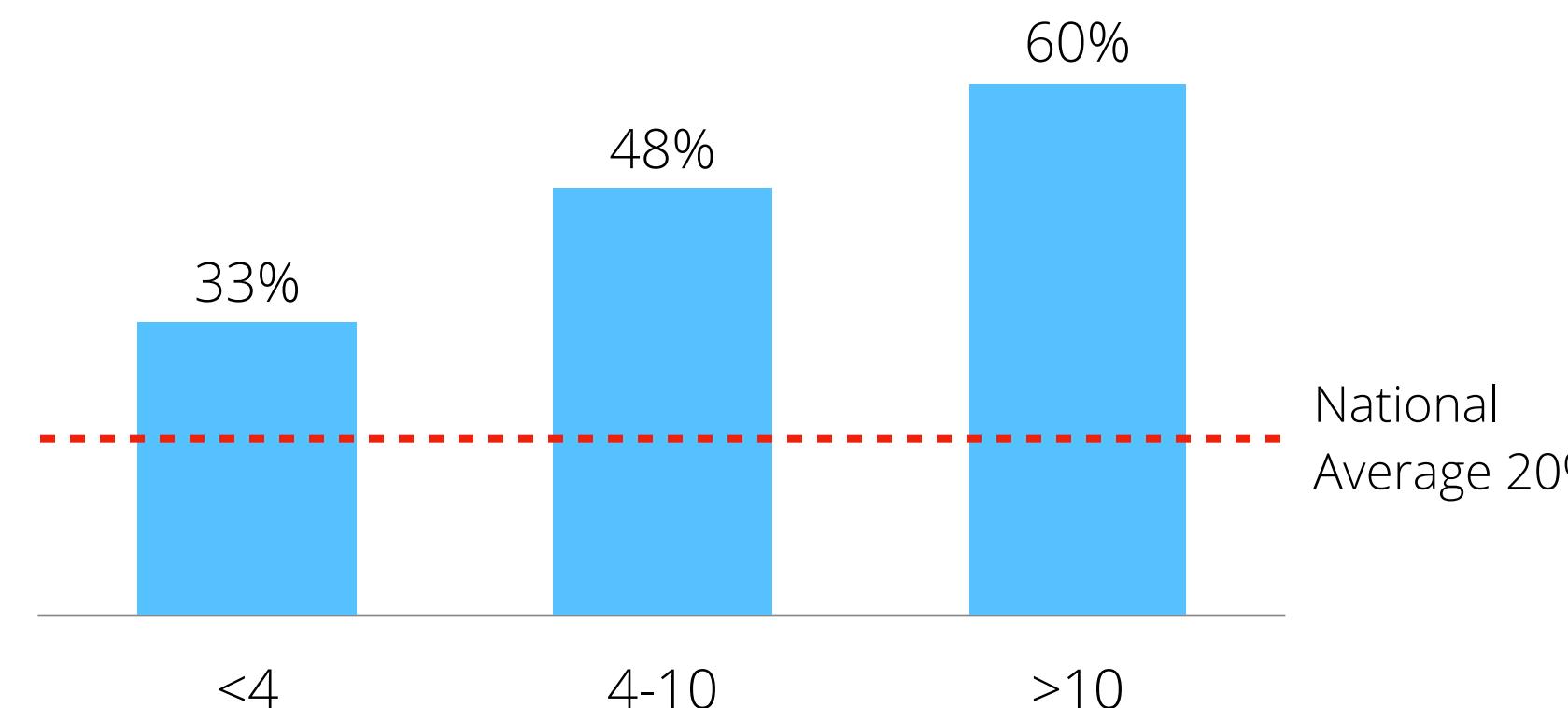
JEE ACCEPTANCE RATE BY DAYS SPENT ON TOPPR



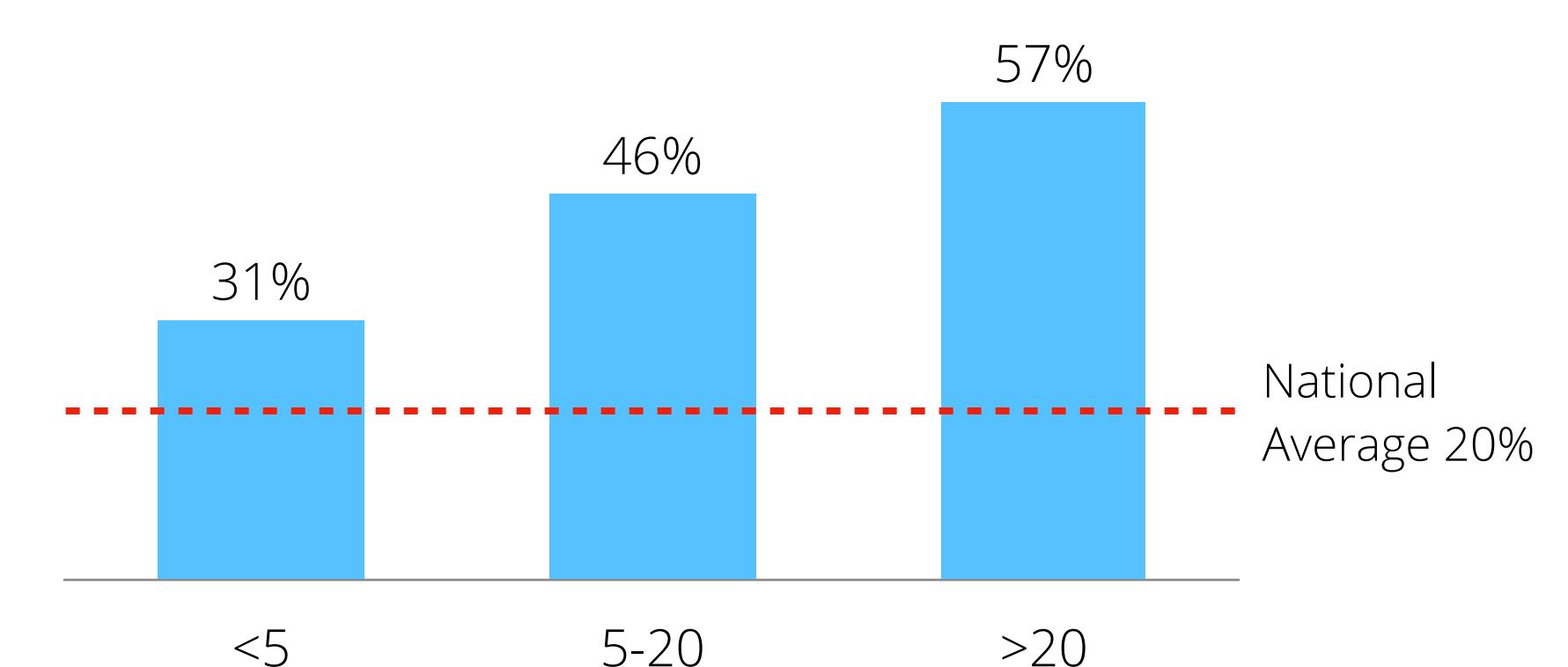
JEE ACCEPTANCE RATE BY QUESTIONS PRACTISED ON TOPPR



JEE ACCEPTANCE RATE BY TESTS TAKEN ON TOPPR

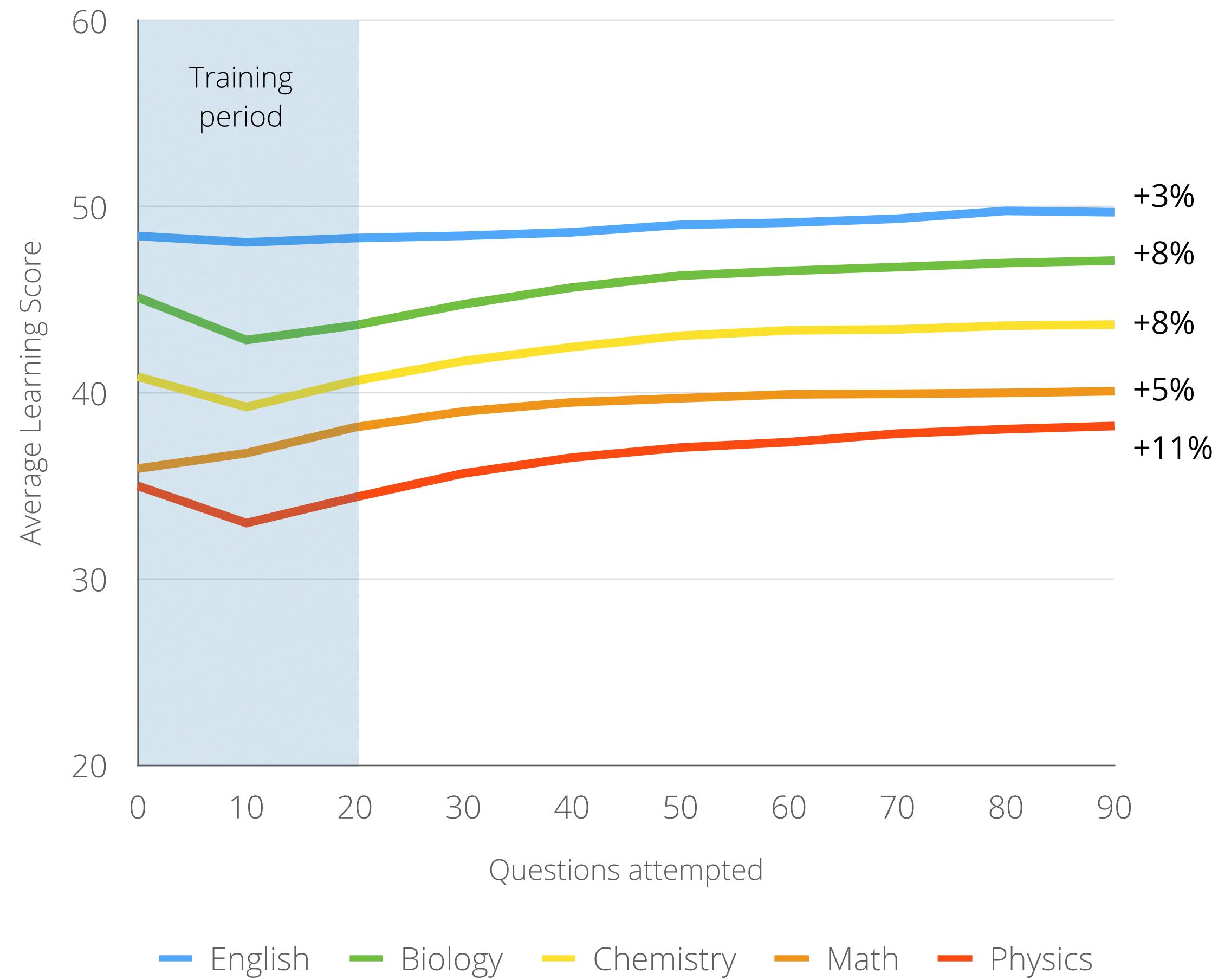


JEE ACCEPTANCE RATE BY DOUBTS ASKED ON TOPPR

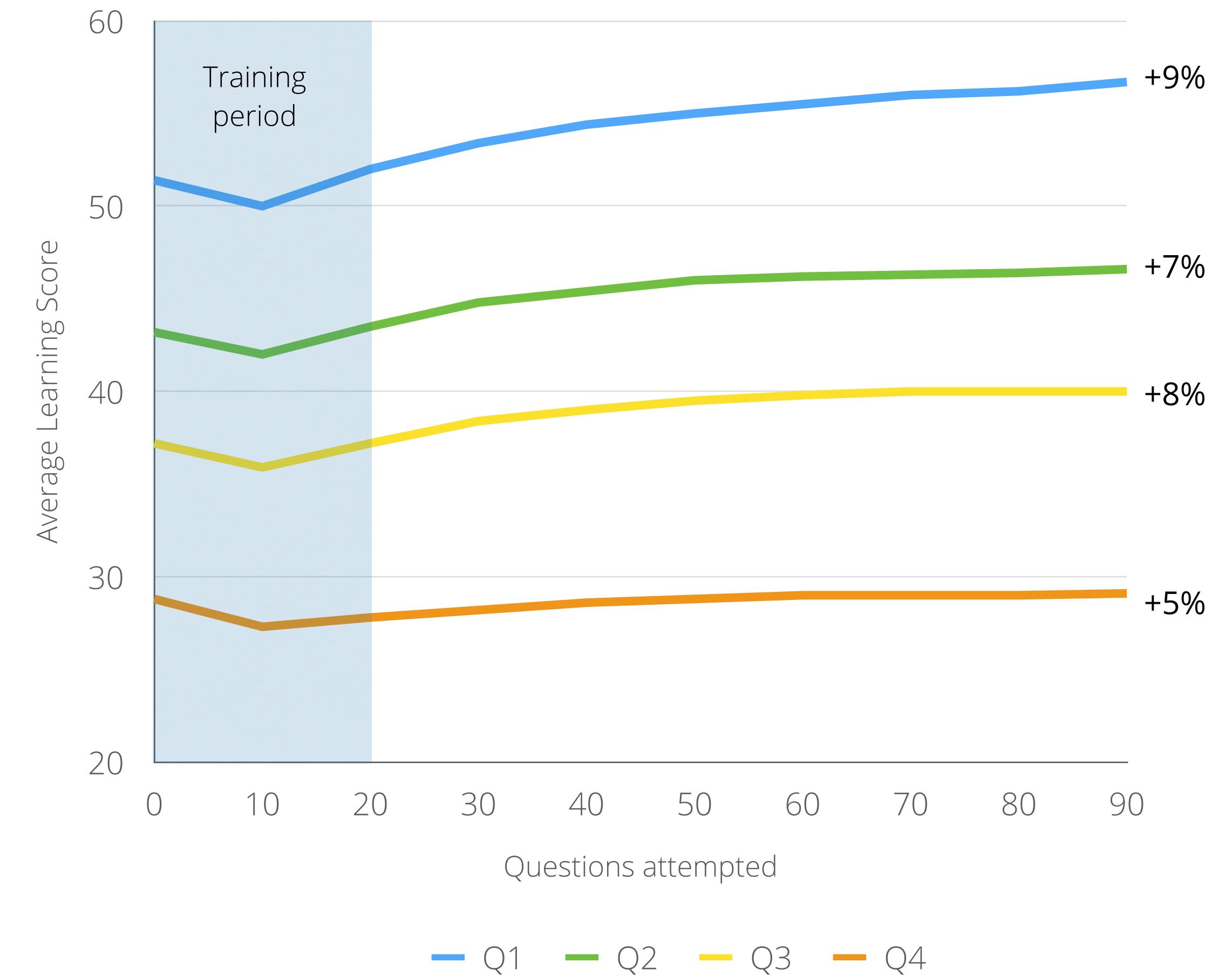


Can Toppr demonstrate efficacy and measurable improvement in learning scores?

LEARNING SCORE BY SUBJECT



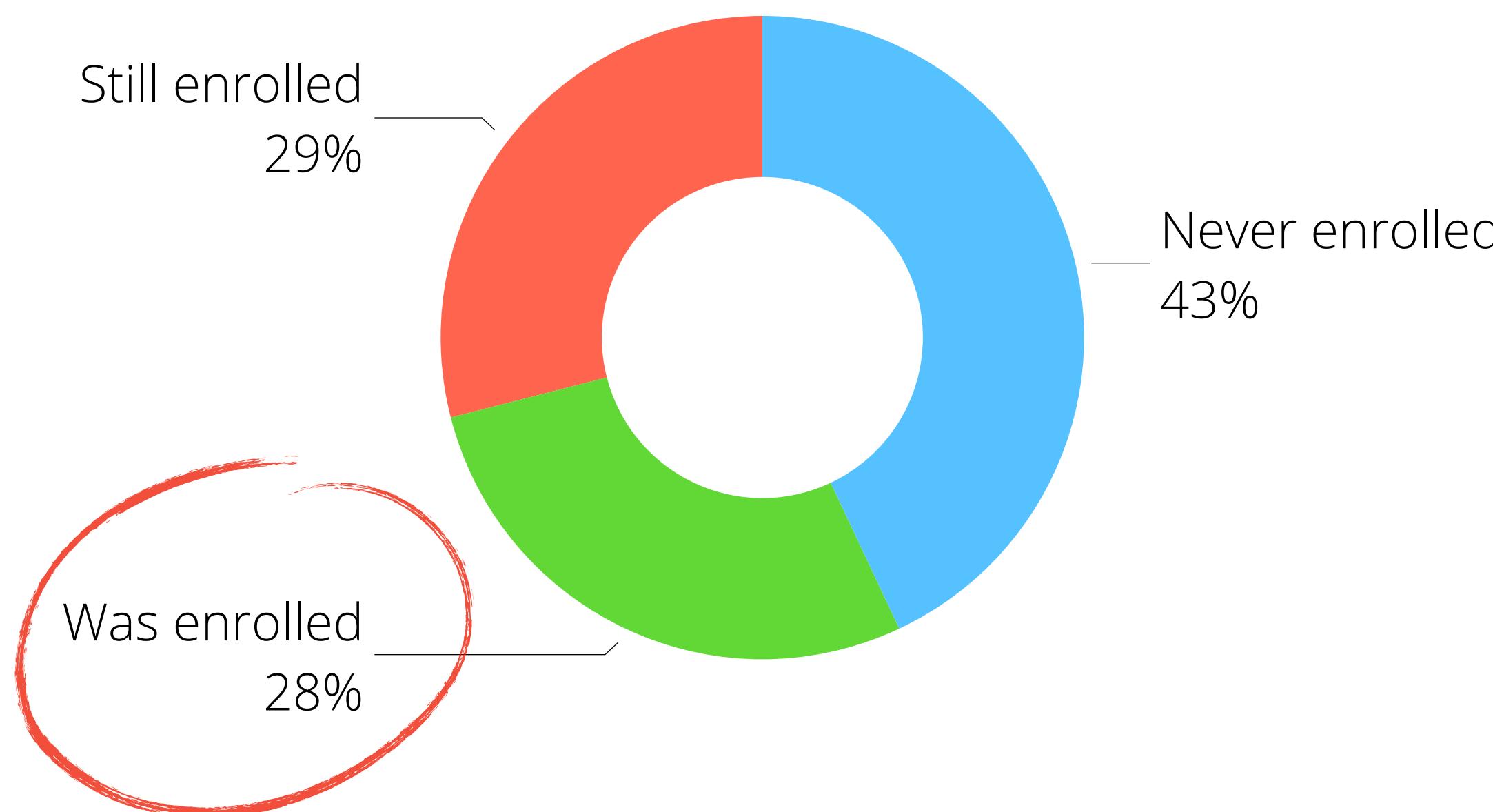
LEARNING SCORE BY STUDENT'S QUARTILE



How many students use Toppr as the only supplemental learning tool after school?

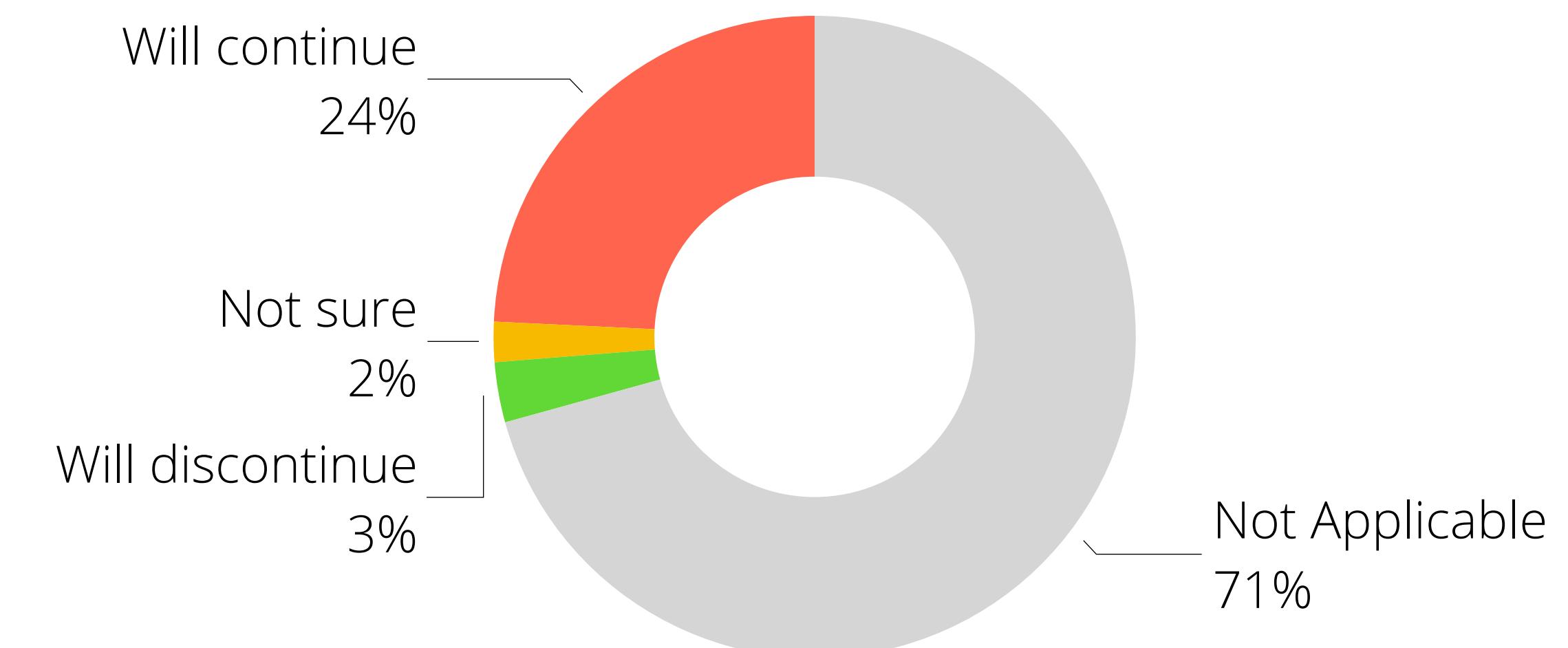
Have you enrolled with an offline after-school tuition or coaching?

(782 responses)



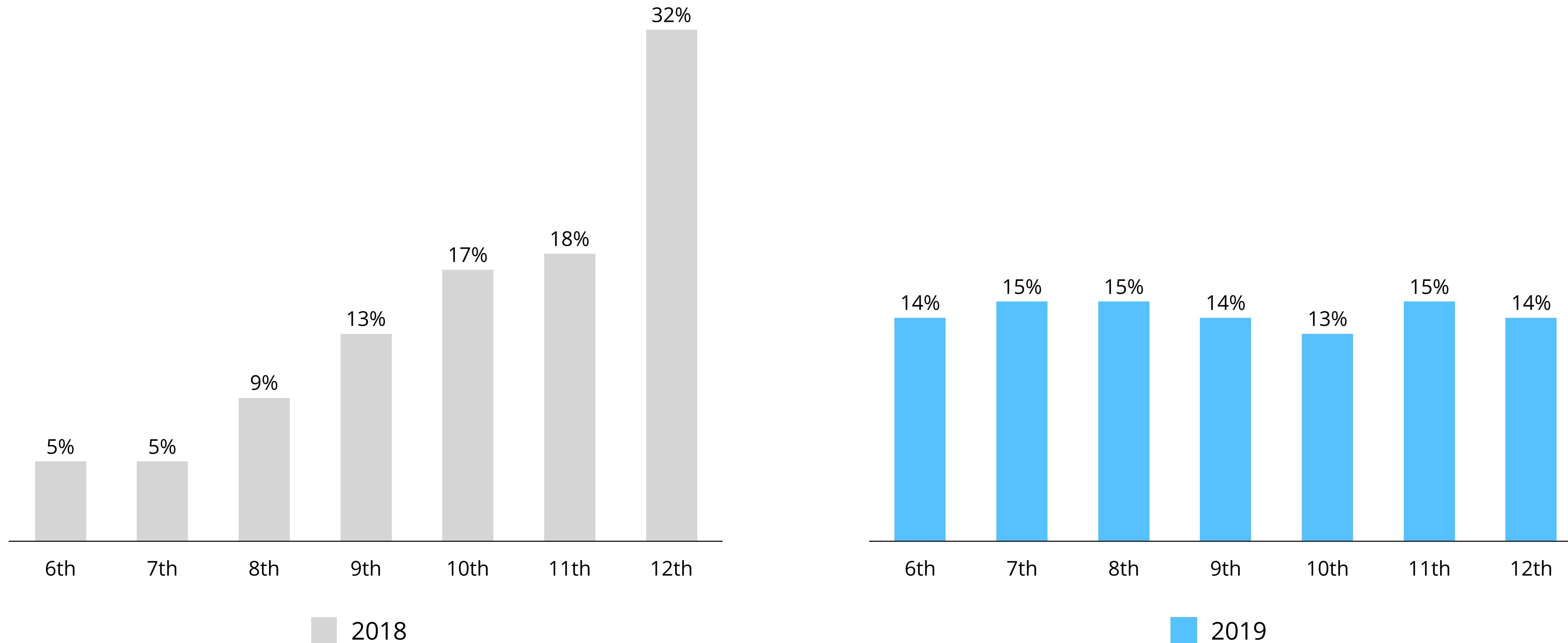
Will you continue to stay enrolled with the after-school tuition or coaching?

(231 'Still enrolled' responses out of 782)



How is the distribution of paid students across grades?

ENROLMENT SPLIT BY GRADES



How are the renewal rates trending over years?

Renewal rate of subscriptions
ending the first time

52%

2019

Renewal rate of subscriptions
ending a second or later time

75%

2019

45%

2018

-

2018

41%

2017

-

2017