



DIGITAL<sup>®</sup>  
RCRT

# INVESTOR DECK



# DIGITAL RCRT

**Digital RCRT is a self-learning methodology that trains students (aged 10 and above) to accelerate their ability to comprehend, process, review and retain their academic syllabi for academic excellence.**



# OUR PURPOSE

To empower students with burden-free education through an **accelerated learning experience** and helping them discover their **true potential**.



## THE PROBLEM:

# STRESSFUL EDUCATION

### Stress

- Academic burdened on students
- Unhealthy Competition

### Inadequate Engagement

- Lack of active co-curricular participation
- Inability to focus on skillset development



### Re-transition

- Inertia to change
- Resistance to recalibration

### Poor Marks

- Exam fear and anxiety
- Lack of understanding and concentration

### COVID-19 Pandemic

- Ineffective learning
- Failure to adapt

## MARKET SIZE:

# IMPACT AREA



**USD 101.1  
BILLION**

Value of the Indian  
education sector (2018)



**230 MILLION**  
There are 230 Million  
individuals between  
the age group of 11-19  
in India



**1 BILLION  
ADOLESCENTS**

There are 1 billion  
adolescents in the world

## INDUSTRY GAPS:

# EDUCATIONAL BOTTLENECKS

### ➲ EdTech Bundle

- Replicating pre-existing models like schools and colleges
- Non-disruptive offerings

### ➲ Focus on Content

- Curriculum based approach
- Failure to recalibrate focus towards overall development

### ➲ Waste of Resources

- Unnecessary importance to compliances



## THE PRODUCT

**10 DAYS  
ONE SUBJECT  
FINISH ENTIRE  
SYLLABUS IN  
2-3 MONTHS**

The Digital Rapid Comprehension and Review Technique (**Digital RCRT**) is a scientific e-learning methodology designed to train students (aged 10 and above) to complete one subject in 10 days (or less\*) effortlessly, effectively, and efficiently.



## THE SOLUTION:

# DIGITAL RCRT



### Eases Education

- Complete one subject in 10 days
- Guaranteed results



### 100% Marks through 100% Memory

- Photographic and Mnemonic Memory
- Advance preparation period



### Time and Space

- Improved engagement in value-based education
- Space for skillset-based learning



### Accessible

- Global reach through technology
- Unimaginable potential

# CONSUMER PROFILE



## Demographics

- Aged 10-25
- Tier 1 to 3 cities in India, South Asia and other parts of the world

## Pain Points

Academic burden, stress, exam fear, anxiety, procrastination, last-minute cramming, lifestyle imbalance, societal pressure

## Prayers

Easy academics, extra-curricular engagement, freedom, encouragement, aptitude

# WHY INVEST NOW?

## ➲ Digital Infrastructure

- Widespread digital literacy
- Easy accessibility to students

## ➲ Greater Potential

- Parental push for skillset-based education
- Growing potential of non-traditional sectors

## ➲ National Education Policy 2020

- Shifting focus towards experiential and analytic learning
- Ref: Bloom's Taxonomy



# COMPETITION

Digital RCRT is a **one-of-a-kind** e-learning module currently available in India.

Other EdTech firms like **Byjus, Unacademy, Vedantu, and Khan Academy** are complementing products as they serve different needs of audiences based on pre-existing setups. Other memory boosting modules have limited scope and applicability such as Kwik Learning.



# REVENUE GENERATION



## DIRECT SALES

Sale of the course  
anywhere between  
INR 15,000 - INR 20,000



## INSTITUTIONAL SALES

Bulk sales to take  
advantage of  
economies of scale at  
discounted prices.



## OFFLINE SALES

Sales through  
word-of-mouth  
marketing and  
telemarketing

## STATUS AND TRACTION

**LAUNCH DEC 2020**  
**INR 15,00,000/-**

**REVENUE** (INR 7,500 - INR 20,000/UNIT)

**150 COURSE UNITS SOLD**

**100% VALIDATED!**  
**NOW, WE SCALE!**

# WHY INVEST IN US?

## Legacy of the Rishi Prabhakar Family

40+ years in  
the public domain

## Guaranteed Results

We guarantee  
results, not  
expectations

## Ever Expanding Possibilities

Growing possibilities  
of the expanding  
educational space

# BUSINESS MODEL CANVAS



# SCOPE OF WORK

**01** Human Resource

**02** Physical and Digital Infrastructure

**03** Marketing and Advertisement

**04** Digital Technology Developments

**05** Product Enhancements

**06** Digital Footprint and Content Creation

**07** Sales and Market Expansion

**08** Strategic Partnerships

**09** Development of Allied Products and Markets

# ROAD MAP



**01**

## Recruitment and Team Set Up

Find and invest in good, passionate people who can take the program to right people through various channels



**02**

## Marketing, Branding, and Awareness

Create a content-driven messaging with focus on creating awareness



**03**

## Incubation Period

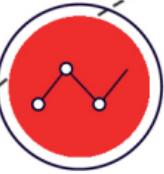
Fine-tuning the messaging and launching targeted campaigns to attract the right clientele



**04**

## **Focus on sales and marketing to generate Sustainable Income**

Once the brand starts getting recognition, focus more on retreats and international programs



**06**

## **Develop and Leverage the Community of Participants**

Offer after-program support to develop a community of present and future leaders and mentors



**05**

## **Brand Building Initiatives to Bring in Industry Leaders**

Attract industry leaders with a show of results and popularity of programs and retreats to push for bigger billings

# FOUNDERS



## SIDDHANT **RISHI PRABHAKAR**

Siddhant Rishi Prabhakar a MetaConscious Venturer, a Social Entrepreneur, a Keynote Speaker and a modern day skilled practitioner based out of the cities of Pune and Bengaluru in India.

Siddhant is an aspiring world leader who wishes to connect and work towards sustainable solutions. As a successor to his father, Guruji Shri Rishi Prabhakar's knowledge and legacy, Siddhant is working diligently towards motivating the youth through the various projects that he has taken up. He continues to widen his family's cherished legacy, and aims to promote human potential. Siddhant is a graduate of International Studies from FLAME University.

# FOUNDERS

## ARUNDHATI RISHI PRABHAKAR

Arundhati Rishi Prabhakar, lovingly known as Arundhati Ma, is among the first few RCRT facilitators trained directly under Guruji. She is a constant motivation and support for the development of RCRT, and especially this digital course. She believes in effortless learning and wants that every student must take advantage of this great discovery. After attending this online module she invites all the students to attend residential RCRT camp to take this learning as an ultimate and life time experience.



# EXECUTIVE TEAM



## YOGESH NAAGPAL

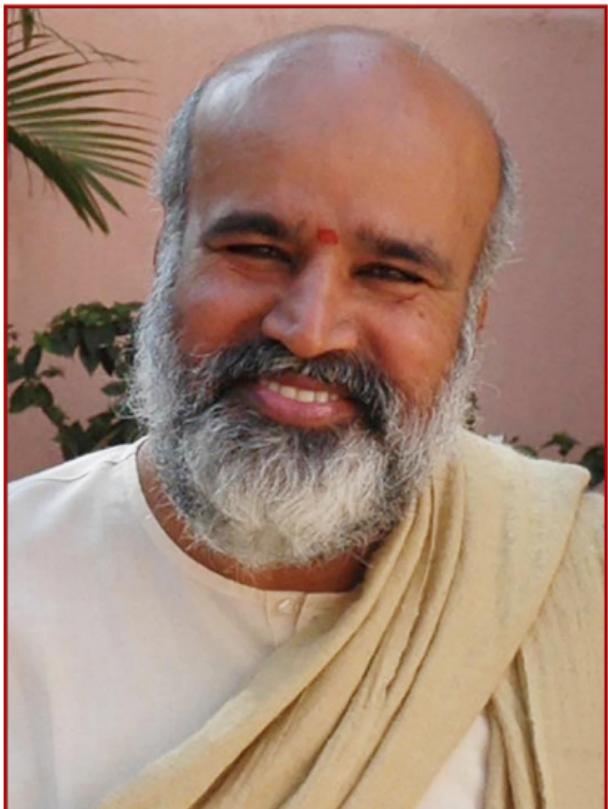
Yogesh Naagpal, an entrepreneur and educational consultant has an overall 16 Years. He has worked with organisations like the MIT Group of Institutes, Symbiosis International University, IBMR, etc... He has been a Business Mentor for Educational Companies and has been actively providing Strategic Consulting to a few EdTech Startups. He is an MBA Finance student from University of Wales and currently pursuing his Phd in Educational Leadership and Management.

# INSPIRATION

## GURUJI SHRI RISHI PRABHAKAR®

Guruji Shri Rishi Prabhakar®, an Indian philosopher and spiritualist, is the founder of Rishi Samskruti Vidya Kendra (RSVK). Guruji developed the Siddha Samadhi Yoga (SSY) programme, and many other programmes. He has catalysed the spiritual awakening and is the beacon of one's spiritual journey all around the world.

Guruji developed the RCRT Programme in the early 21st century in order to reduce the stress of students. He envisioned that students shall be free of their academic burden and would then get time to invest in their creative interests and other inclinations.



# TESTIMONIALS



Now, I feel very responsible and mannered. I have learnt many things from this course. It was an amazing experience here and won't forget it. I would surely practice what I have learned and avail its full benefit.

~Yogendra M

Pune, Maharsathra



The RCRT technique is very useful for studies. They helped us a lot, now we are tension free. I find my self changed. I have become independent and I learn to finish the load whatever I take and also be grateful for what I have. I've become more confident.

~Siyu Kulkarni

Nashik, Maharsathra



I would never-ever forget the learnings taught here about the values and fundamental education of life. The RCRT programme is the best experience I had in my whole life.

~Tejas Agashe

Pune, Maharsathra

# RECOMMENDATION



## MURLIDHAR MOHAL

MAYOR, PUNE

Digital RCRT is a phenomenal product. It can drastically change the way students are educated today. Guruji Shri Rishi Prabhakar of SSY and RSVK, has done tremendous service to society and has helped thousands of people across the globe through the RCRT technique. His efforts are commendable. My heartiest congratulations to Siddhant and Arundhati Rishi Prabhakar on bringing this course to the masses now via Digital RCRT. We now have an opportunity to support thousands of students in India and around the world. I believe that Siddhant has taken a big leap for the betterment of the world and will support national development.

# RECOMMENDATION



**SWARUP DUTTA**

EDUCATIONIST AND INSPIRATIONAL SPEAKER



RCRT brings about that much needed shift from "Teacher centric" education to "student centric" learning, where students are the decision makers of what they want to learn thus making them creators of knowledge from mere absorbers of knowledge. Guruji has done phenomenal work in the field of education, particularly with school children and who better than Siddhant himself to take the vision of his great father forward through the Digital RCRT Program. I would recommend digital RCRT to students simply because I have personally witnessed the unbelievable pace at which children complete their entire syllabus and the confidence it stirs in them when they are able to retain and generate all that they have learnt with utmost perfection.

# RECOMMENDATION



**NITHYA SHANTI**

SPIRITUAL COACH AND INSPIRATIONAL SPEAKER

Digital RCRT is a systematic teaching on how to learn. This is a more effective way of learning which is put together to access deeper conscious mind. There is a connection between memory and awareness. There is lot to learn from ancient wisdom and RCRT is one such powerful steps towards it.

In education it relates as to taking what is there but making it more effective as "to learn" how "to learn so they can retain their syllabus" in the memory.

# NEWS COVERAGE

◆ The Indian EXPRESS



नवभारत



The Bridge Chronicle

नवराष्ट्र



# LEGAL DISCLOSURE

Rishi Prabhakar MetaConscious Ventures Pvt Ltd  
CIN: U7500PN2022PTC207387  
Equal shareholding between the Founders.

All copyrights and trademarks of Digital RCRT are held by  
Siddhant Rishi Prabhakar.



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