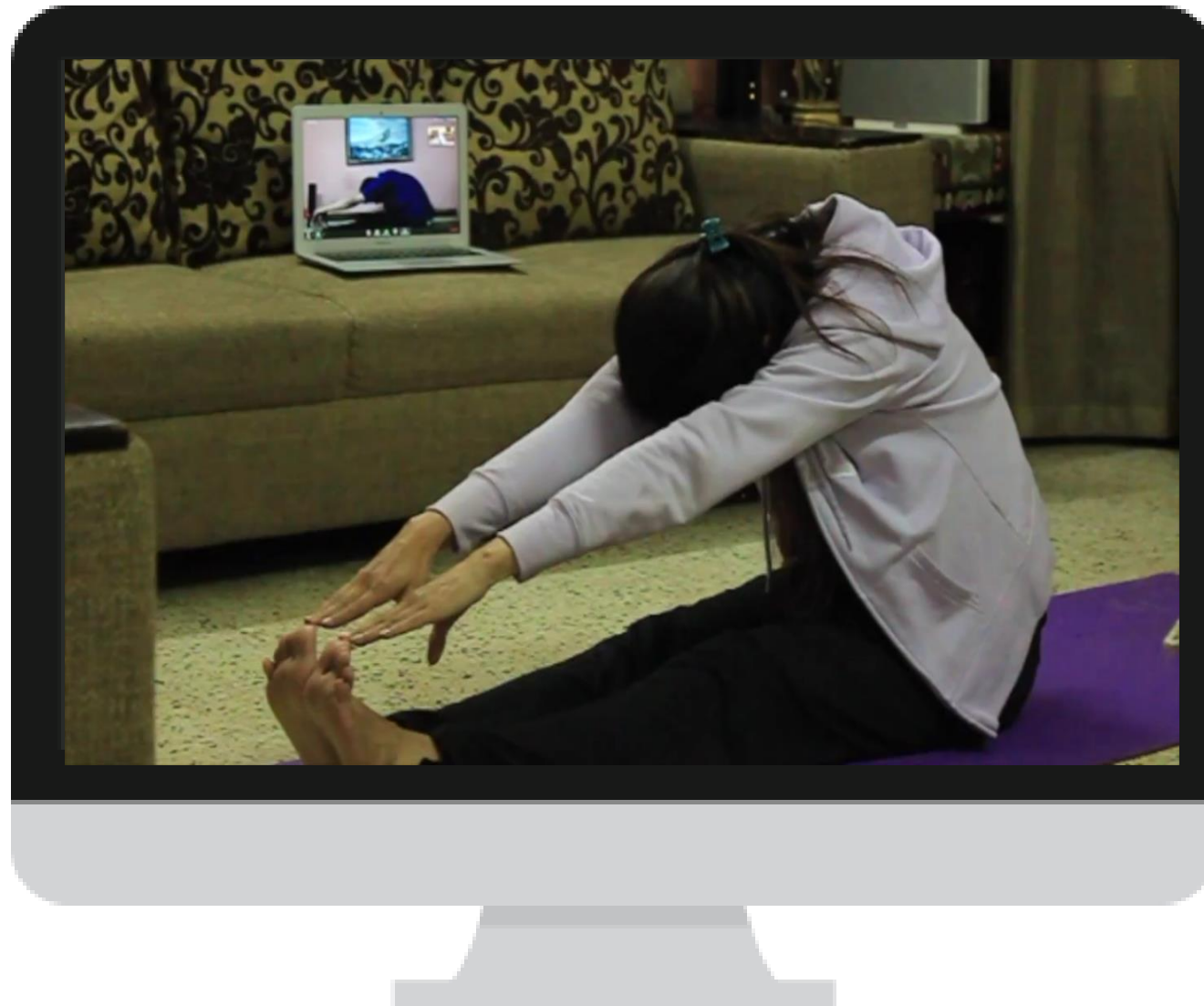


immovidu



Bringing Live Online 2-Way Interactive Classes to your home

For fitness, music, dance and more

Facts



Health & Fitness Clubs - \$87 Billion Dollar Industry

Source: Statista.com



Music and Dance Learning ~ \$30 Billion Dollar Industry

Source: Charlie Blevins, Founder - LessonShark



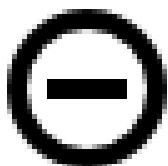
Travel time is 40-60% of the total time spent

Source: Brandon Hall study



Online Classes cost around 10-20% lesser

Source: Study by TakeLessons.com



95% drop-out rate in online courses

Source: Bloomberg

Current Scenario

**Brick & Mortar
Classes**

**In-Home
Classes**

**Existing
Online Solutions**

The Problem

Travel Hassle
&
Expensive

**Brick & Mortar
Classes**

Student

**In-Home
Classes**

Expensive

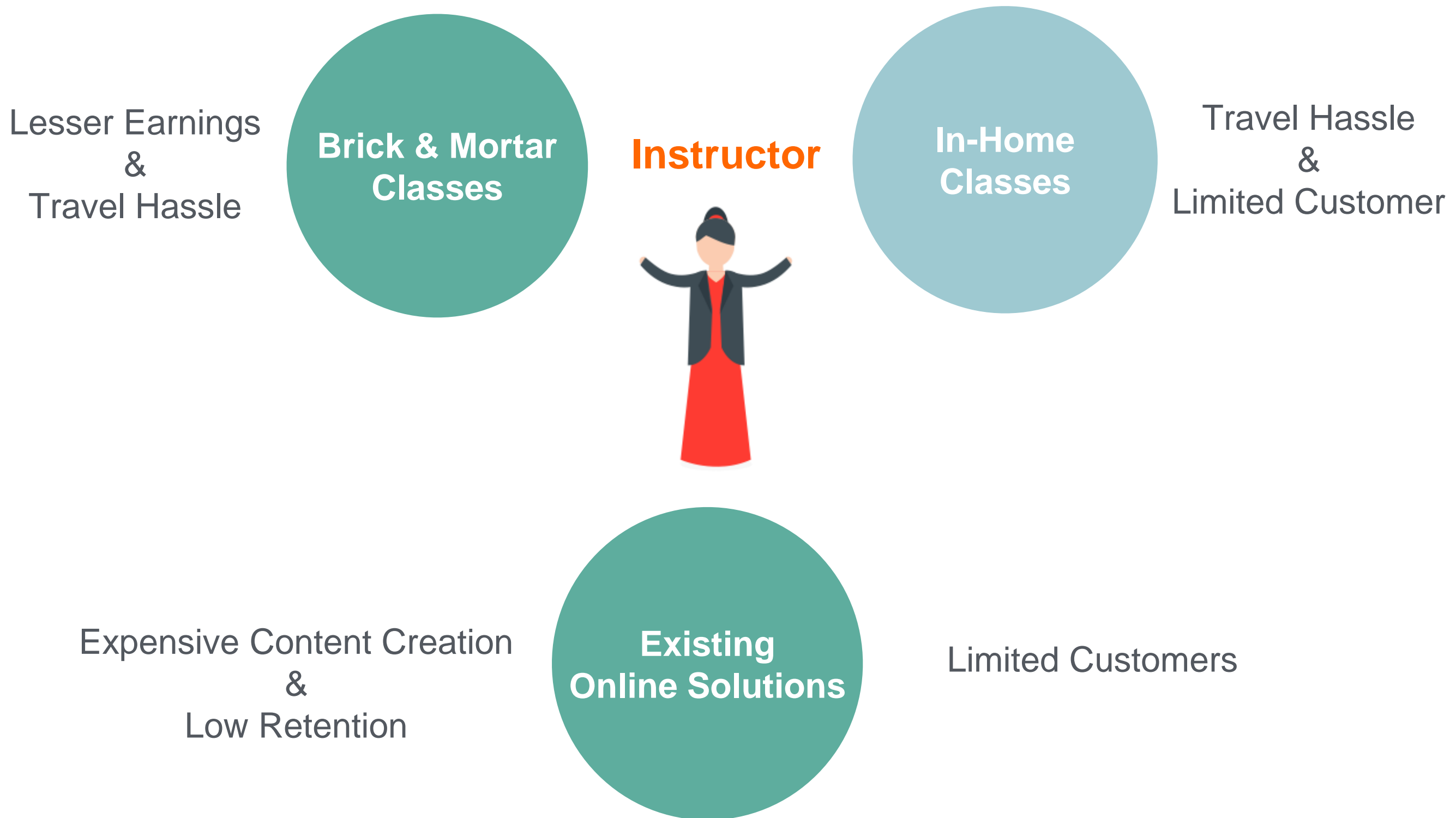


Lack of Feedback
&
Motivation

**Existing
Online Solutions**

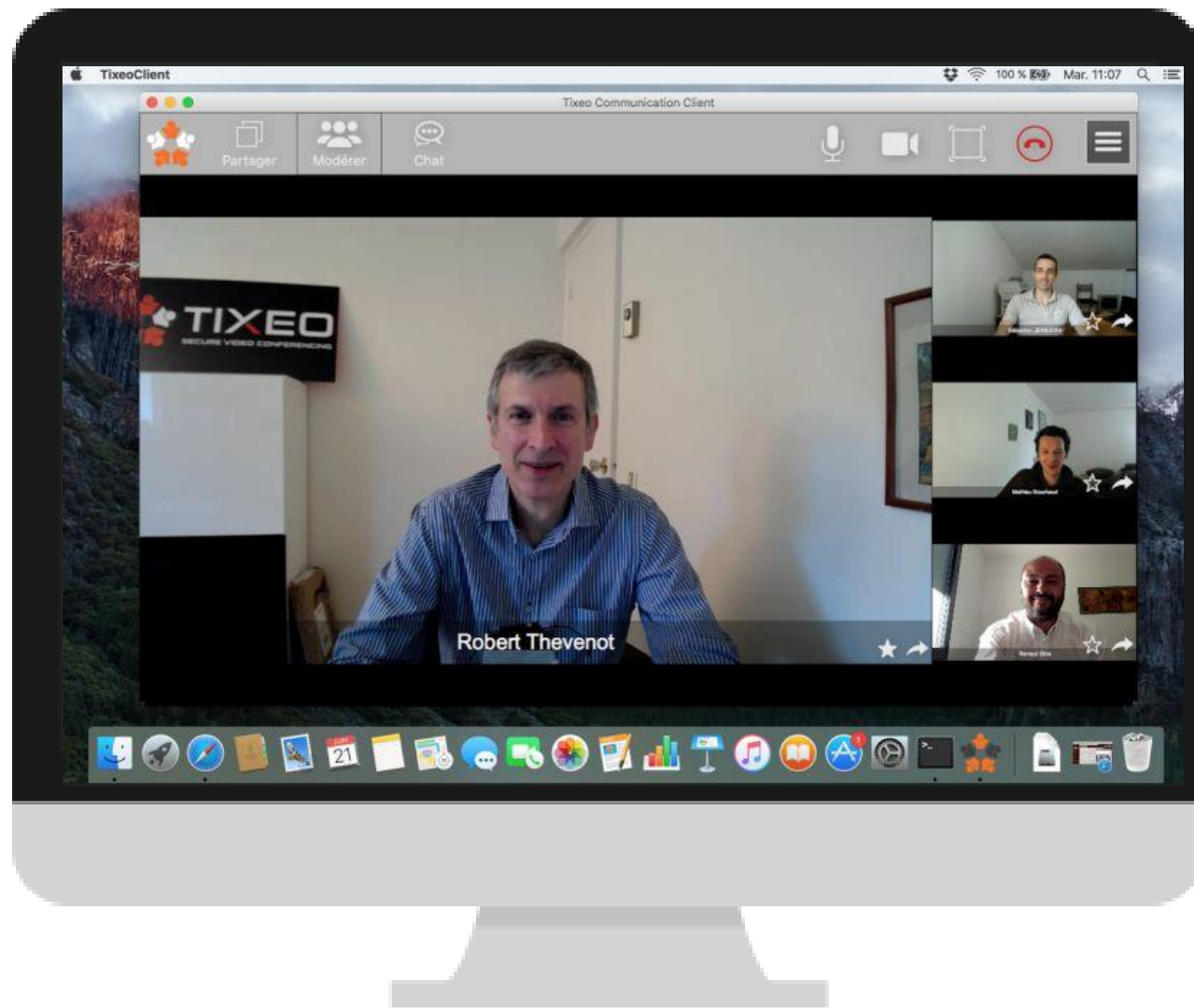
Expensive

The Problem



Our Solution

An online platform where anyone can take live interactive group classes for non-academic disciplines offered by top notch instructors



Learn non academic skills
over Live Video Conferencing



Learn from Vetted Top notch
instructors



Learn and collaborate with
peers



Market Size



2 Billion+

Total Addressable Market

Age Group: 8-14 & 18-30

Serviceable Available Market

Yearly gross search volume for
Health & Fitness, Music, Dance &
Arts & Crafts Classes

500M+

10M+

Share of Market

2% of Serviceable Available
Market by 2021

Market Validation



1.6M+

Lessons taught on
Takelessons



40,000+

Instructors for non-academic
disciplines listed on UrbanPro

A low-angle, upward-looking photograph of a single incandescent light bulb hanging from a ceiling. The ceiling is a large, circular, ribbed dome, possibly made of wood or metal, with many thin, curved ribs radiating from the center. The light bulb is illuminated, casting a warm, yellow glow that illuminates the surrounding ceiling. The background is dark, making the illuminated bulb and the radial pattern of the ceiling stand out. The text "Business Model" is overlaid in white, sans-serif font across the lower half of the image.

Business Model

Business Model

We take 40% of revenue from each instructor-student transaction



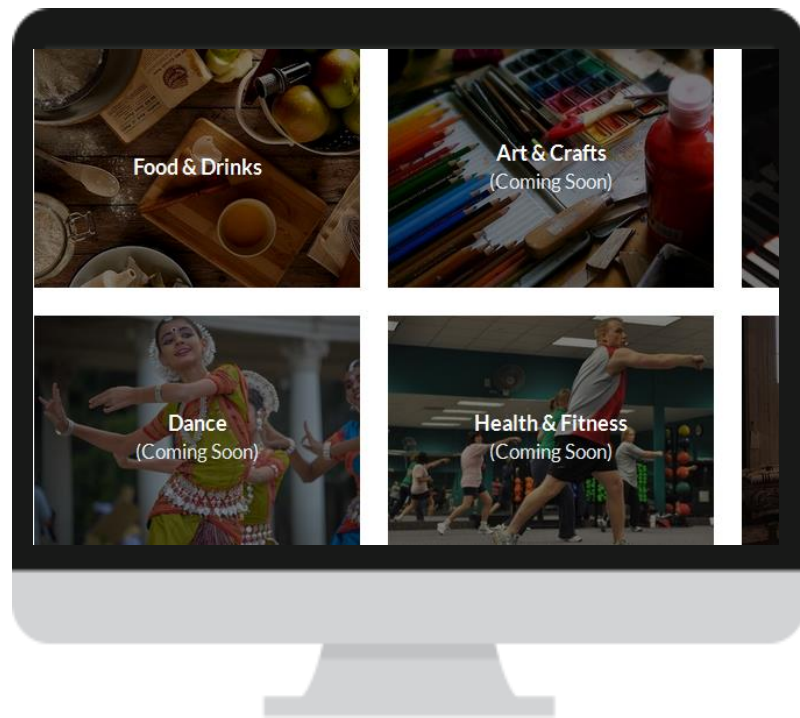


Our Product

Website

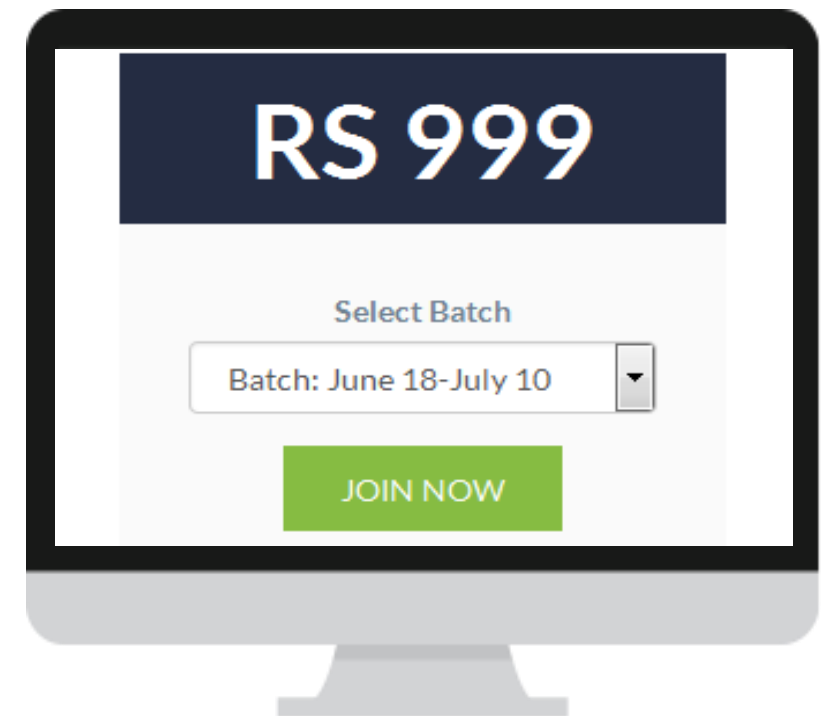
1

View all Classes



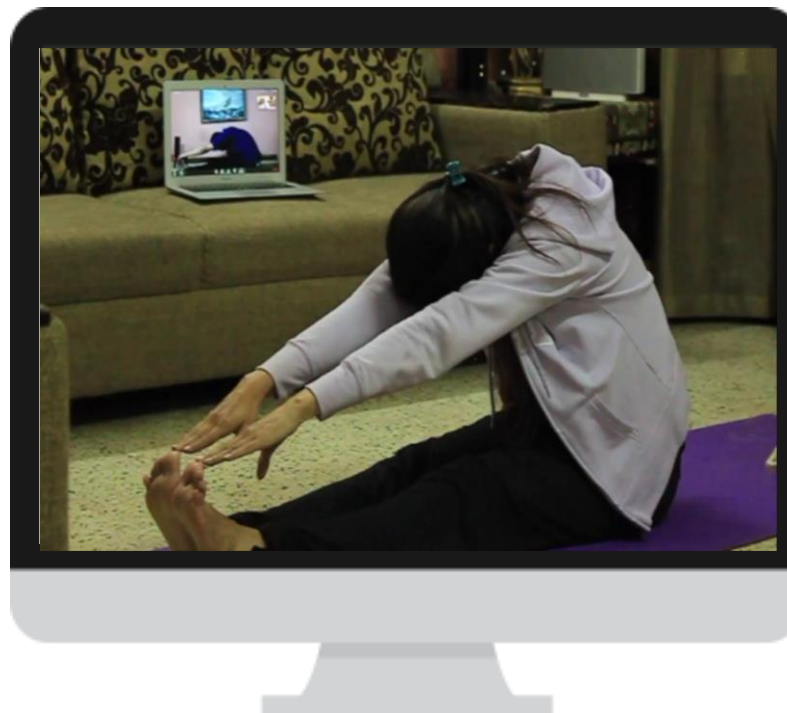
2

Enroll for your class



3

Take class





Go-To-Market Strategy

Go-To-Market Strategy




Phase 1 (6 months)

July 16 -
Jan 17

- Health & Fitness
- B2B – Corporates Bangalore
-  customers
- Product-Market Fit
- Revenue: Rs 




Phase 2 (6 months)

Jan 17 -
June 17

- Health & Fitness; Music (Guitar)
- Health & Fitness: B2B
Music: B2C
-  Customers
- Product-Market Fit for Music
- Revenue Phase 2: 
- Cum. Revenue: Rs 

Phase 3 (1 Year)

June 17 -
June 18

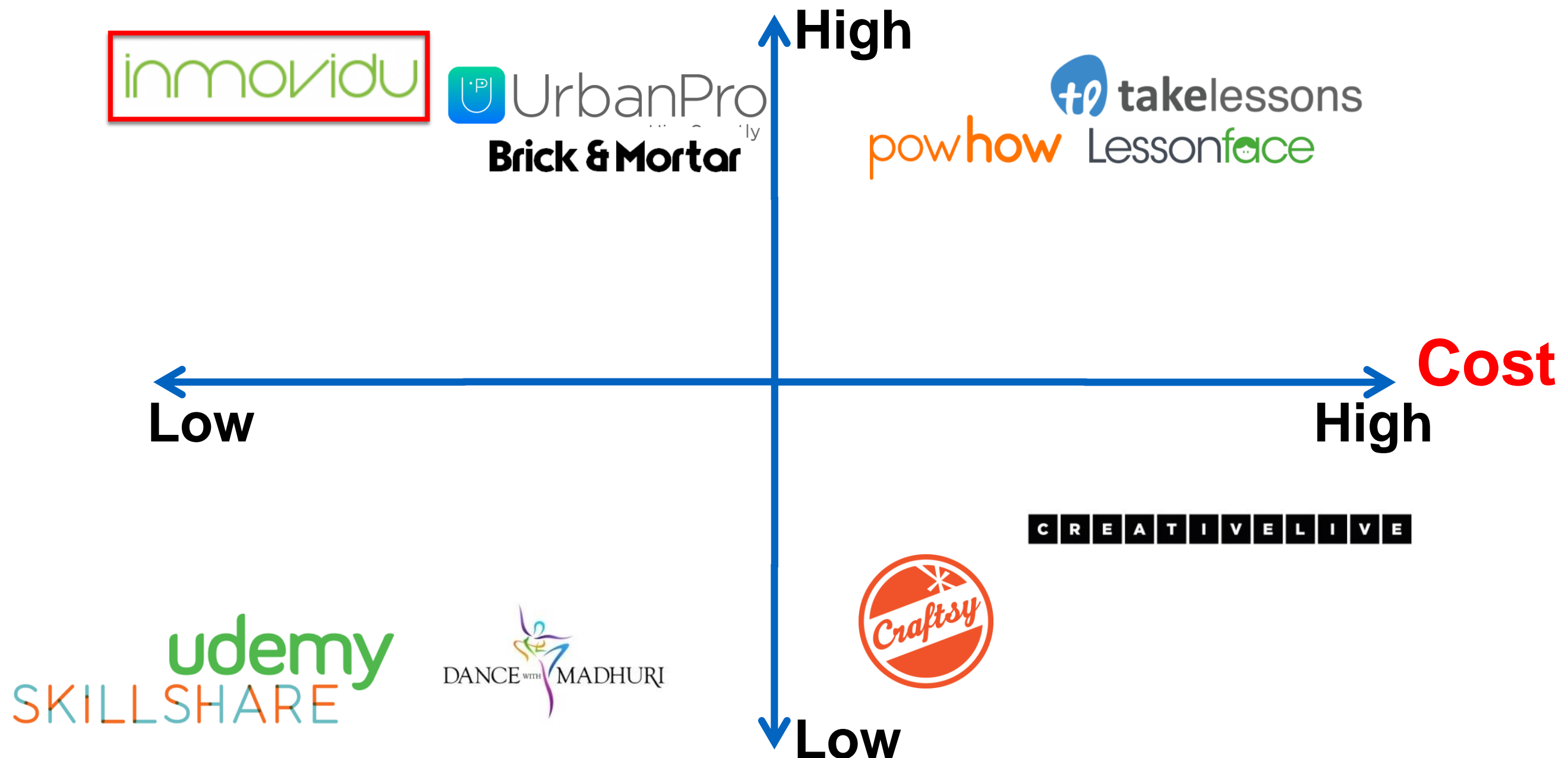
- Health & Fitness; Music (Guitar), Dance (Bollywood Dance)
- Health & Fitness: B2B
Music: B2C
Dance: B2C
-  Customers
- Product-Market Fit for Dance
- Revenue Phase 3: Rs 
- Cum. Revenue: Rs 



Competitive Landscape

Competitive Landscape

Interactivity



A silhouette of a person standing on a rocky peak with arms outstretched against a sunset sky. The person is wearing a dark jacket and pants. The sky is a gradient of orange and yellow, and the water is visible in the background.

Achievements

Achievements! In just over 2 months!



Revenue: Rs.



Courses Live:



Batches Live:



Students Enrolled:



B2B Deals Closed:



Tied up With –



B2B Deals Lined Up:



Our Team



Our Team



Mridula Chhetri

Chief Executive Officer

12+ Years of BD Experience in
the likes of IBM & Nestaway



Rahul Adhikari

**Chief Product Officer
Chief Category Officer**

IIT Roorkee Gold-Medalist &
built businesses in Ed-Tech and
E-Commerce sectors



Prakash Kumar

Chief Technology Officer

Multiple-time National-Level
Hackathon Winner and led
technical teams in 2 startups

Our Team



Sandeep Tampi

Chief Strategy Officer

Lead teams in 3D printing startups and former Researcher in a key project for the Indian Navy



Mrinal Shanbhag

Chief Operating Officer

12+ Years of Core Operations & finance experience in the likes of IBM & HSBC



Seema

Senior BD Manager

MBA from Punjab University having BD experience in the likes of Nestaway & SBI

Thank You



Team
inmovidu