

UpRise

An EdTech Test Prep Platform

INDIA IS A **TEST TAKING NATION.**

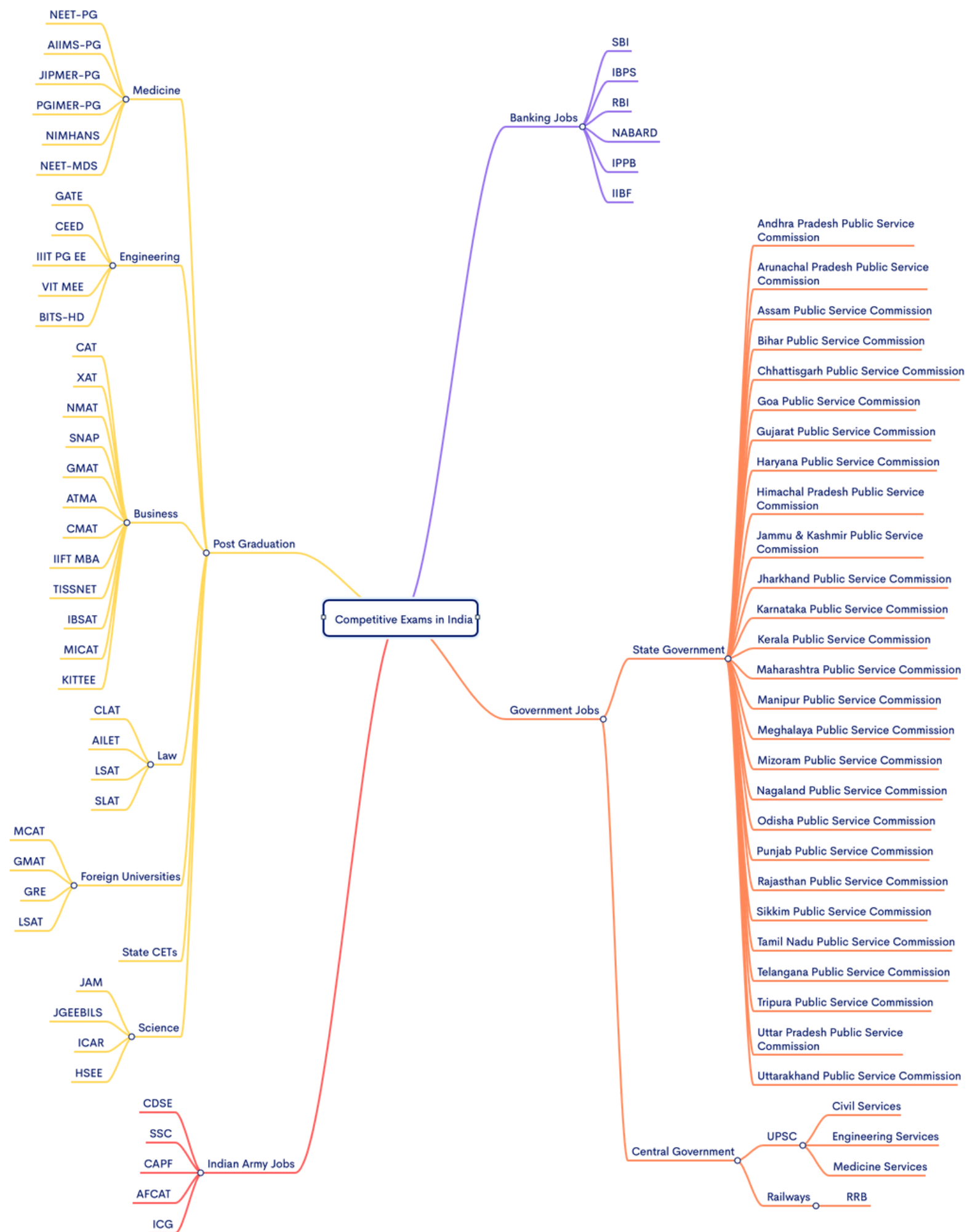
60 MILLION TEST-TAKERS

12M

APPLICATIONS WERE
RECEIVED BY RRB IN 2021

3.8M

APPLIED FOR SSC-CGL
IN THE YEAR 2020.



PROBLEMS

- **FLEXIBILITY**

Most aspirants are either working or studying and prepare alongside.

- **PACE OF LEARNING**

Most aspirants are self paced with different learning abilities and time spent.

- **QUALITY**

- **ACCESSIBILITY**

Aspirants are widely spread all across the nation and do not have access to educational opportunities due to financial, social and personal reasons.

- **COST OF EDUCATION**

Only a handful of people are able to afford quality education by physical institutions.

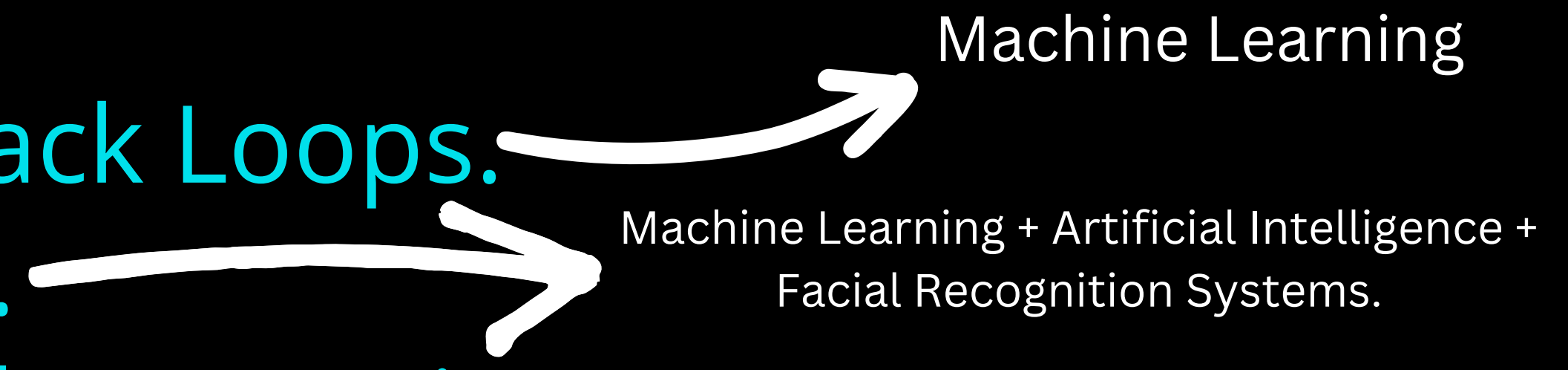
HOW WERE WE TAUGHT?

Good Teachers had a few things in common,

- *Good at Reading Faces and checking if we understood.*
- *Ask Questions in between and keep track of our performance.*

**WE AT UPRISE OFFER GAMIFIED,
PERSONALISED, ADAPTIVE LEARNING
PROGRAMS FOR VARIOUS COMPETITIVE
EXAMINATION FOR STUDENTS IN THE
AGE GROUP 19–35.**

UNIQUE VALUE PROPOSITION

- High Quality Pre-Loaded Video and Study Content.
 - Gamification.
 - Personal Feedback Loops.
 - Facial Feedback.
 - VR to enhance the experience.
- 
- The diagram consists of two white arrows. One arrow originates from the text 'Personal Feedback Loops.' and points towards the text 'Machine Learning'. The second arrow originates from the text 'Facial Feedback.' and points towards the text 'Machine Learning + Artificial Intelligence + Facial Recognition Systems.'.

Machine Learning

Machine Learning + Artificial Intelligence +
Facial Recognition Systems.

We train the program to become your best teacher!

PRODUCT DESCRIPTION

Gamified Adaptive Education at affordable costs all at the comfort of their mobile phones.

UpRise will provide the students with:

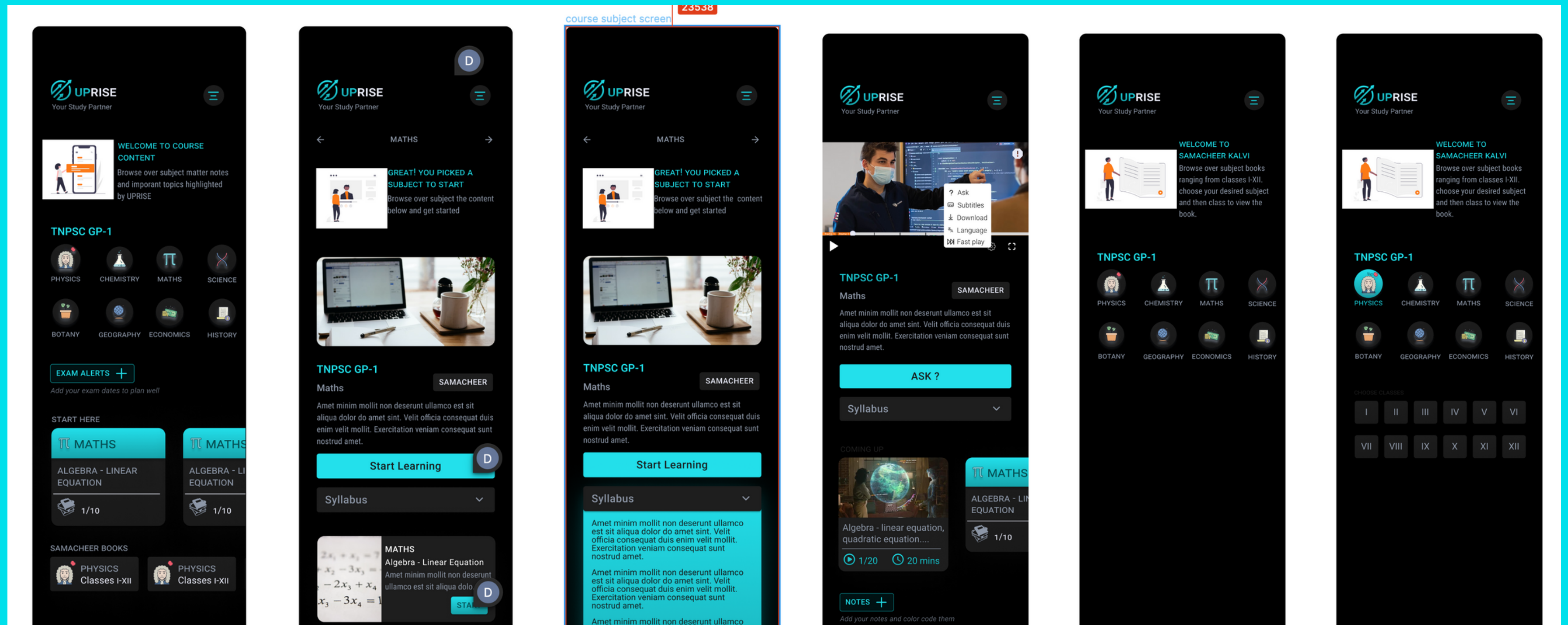
- **Preloaded Video Content** for learning pace support.
- **Practice and Mock Tests** well integrated with the course flow.
- **Regular Updates and Personal, Facial Feedback Loops** enabled by ML, AI and Facial Recognition Systems.
- **Wearable Devices like VR** as an accessory to enhance the learning experience.
- **Community of fellow preparators** matched by level of progress to discuss questions.
- **Tutor Support** to help them when stuck.
- **Premium Offline Courses** to embrace more personalised concentration per student.
- **Costs** are highly affordable. Prices range between 20-40% for the Online Membership Courses.
- **Printed Materials** are also available for Print and Sale on Demand.
- **High Quality Content** along with questions forming a **one-stop solution for every competitive exam!**

UNDERLYING MAGIC

- Smaller Team.
- Low Cost of Production.
- Higher Quality Content.
- Gamification.
- ML, AI and Facial Feedbacks.
- Premiumness of Offline Batches.

PRODUCT DEMO (JUST OUR MVP)

THIS IS JUST FUNCTIONAL PRODUCT WE ARE YET TO LAUNCH INTO THE REAL MARKET



CORE CUSTOMER

Age Group 19-35

Applicants of Competitive Exams

Students who are enrolled in some institution

- Looking for extra practice
- Sense of Community
- Lack of quality or coverage at offline institution

Students who are not enrolled in any institution

- Working Aspirants
- Student Aspirants
- Economically Weaker Section

Online UpRise Course

Offline Premium UpRise Course

BUSINESS MODEL

D2C SALES

- Through Marketing Campaigns.
- Through presence at Play Store.
- Through freemium.
- Helps sell Offline Premium, Printed Materials and Tutor Support.
- Higher Margins about 70%.

B2B2C SALES

- Through Educational Institutions.
- Through NGOs.
- Through Coaching Institutes as a supplementary.
- Collaborating with Browsing Cafes.
- Helps sell only Online Course.
- Low Margins about 50%.

REVENUE MODEL

- Online Course Sale
- Offline Premium Sale
- Printed Materials + Accessories
- Tutor Support

DUAL FLANK STRATEGY

We have the highest costing Premium Offline Batches as well as the highly affordable Online Batches. So any competition is meant to get sandwiched in between and run out of business quite quickly.

WHY NOW? WHY UPRISE?

EdTech Giants based on K12 Education System are falling due to reopening of offline means of education. Very Less Start-Ups focus on Adults or beyond the K12 Education. School students have time to study but adults have to multi-task.

Moreover school student's decisions are mostly taken by their parents who try and keep them away from devices in the new gen. But it is not the case with 19-35 year olds, they try to use the phone for productivity and they have the buying decision to make, and they buy only if it is affordable.

EdTechs fail to compete effectively against offline modes and are switching to hybrid modes. But with the development of technology, UpRise can prove to be better than struggling market leaders.

This time, when most EdTech Giants are falling, it is the time we brand our name as names of trust value. As Education is a business of FAITH & TRUST.

MARKET ANALYSIS

60 M
TEST-TAKERS

\$63
PRODUCT COST

3.7 B USD
TAM

2.6 B USD
SAM

20%
CAGR OVER THE
NEXT 5 YEARS

The Market Size is large enough. The market is disorganised at an extraordinary level. The market size has shown to increase at a tremendous rate since the last few years.

The target audience we target is one of the least targetted audience but the majority.

#Note : We haven't considered the accessory sales during the Bottom to Top TAM Calculation above.

COMPETITIVE ANALYSIS



Alongside these, there are **hundreds of offline coaching institutions** which will die if we expand. They become the major source of business.

GO-TO-MARKET PLAN

UpRise will be accessing its potential customers segment by segment by initially using the **vernacular language advantage** to serve the South Indian States.

TNPSC has about 35 Lakh Application per year. About 1 Lakh People apply for UPSC from Tamil Nadu.

In states, like Kerala and Tamil Nadu where the next highest section of people give exams like UPSC, sadly there is almost nil content in the language of their comfort. **Most of the sources on YouTube or any other existing learning platform for that matter exist in Hindi.**



DISTRIBUTION CHANNELS

- Direct Sales, Digital Marketing.
- Colleges and Educational Institutions.
- Through NGOs to cater masses.

TRACTION

20K

ACTIVE USERS

10K

MONTHLY WEBSITE VISITS

1.5K

**REVIEWS ON GOOGLE IN
THE LAST 8 MONTHS**

TESTIMONIALS

NOTE : We were functioning under the name NICE IAS ACADEMY.



pushpa priya

1 review



★★★★★ 6 months ago

(Translated by Google) Unamiyave super ah class edukuranga ... na oru teacher than 1 to 5 th vara class edukuranga ... nalla ah puriumpati class eduguranga ... na oru institute la padikira anga solli thara veta enagu enthaa free class romba use fulla ah irugu .. nall motivation tharanga so enagu nambikai irugu exam la pass pannituvanu ... sir keep going ... thank you so much sir ...

(Original)

Unamiyave super ah class edukuranga... na oru teacher than 1 to 5 th vara class edukura ... nalla ah puriumpati class eduguranga ...na oru institute la padikira anga solli thara veta enagu enthaa free class romba use fulla ah irugu...nall motivation tharanga so enagu nambikai irugu exam la pass pannituvanu ... sir keep going ... thank you so much sir...



Like



Tamil Selvi

2 reviews



★★★★★ 6 months ago

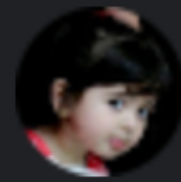
I was told really amazing teaching method and staff also 🙌🙌🙌🙌🙌🙌🙌🙌🙌. And It was very useful to me .aptitude class was ver easy to me . Thank you so much sir 🙏🙏🙏🙏🙏🙏 keep continue . I am only follow our academy notes and classes 📖📖. Thank you sir and nice academy team members.



1

TESTIMONIALS

NOTE : We were functioning under the name NICE IAS ACADEMY.



Nandhini R

1 review



★★★★★ 6 months ago

I don't about those who attending this coaching for first time but i already attended paid institute training and so my experience of attending this coaching is very interesting and useful for me to recall again and getting into the concept.. and this coaching much concentrates about exams point of questions and portion i really enjoyed it and getting more confidence to achieve.. bcz those large syllabus collapse us and threatened us how we are going to memorize all those topics and which was important which one was not important like that we confused lot.. but after watching your brief explanation in all topics i really feel well and getting positive feel.. and i really enjoyed your test procedure too.. it's simply superb 🎉👏.. providing answer pdf and ranking system those all makes me to feel like am again taking my paid coach.. am here comparing bcz of this much dedication and proper way of handling is totally lacking paid institutions also even though we paid lot of amount to them they still not respect us or make sincere response to us.. more over not only coaching you also pay attention to our safety 🤝🔥.. you really nailed it👏👏🎉🎉🔥 and you were more responsible and consider all our request and need.. it's really more appreciable 🔥.. hope u can maintain this loyalty and responsibility till the end.. really God bless u all in your teams🎉.. you all deserve more than this para of appreciation go ahead 🔥👏🎉



4

TESTIMONIALS

NOTE : We were functioning under the name NICE IAS ACADEMY.



Mythili Srinivasan

1 review

★★★★★ 6 months ago

In this NICE IAS ACADEMY. I did not sacrificed anything. I am satisfied with everything happily. All the classes are very interesting. I understood all the topics which sir taught us up to the last. I think surely i will get good marks. Thank you thank you very much sir and other staffs. Till the end of the course I will cooperate with you successfully in a good way.



5



R.C Bala KrisH

2 reviews · 1 photo

★★★★★ 3 months ago

🌸 I Am from NICE IAS ACADEMY, Free Course RUDRA Batch Student I never Expected For that Opportunity Very excellent communication and Motivated Staff Mr. Ramesh Sir... Thank U Sir For Ur opportunity ... U will Choose that Academy U will Get Ur Life Change ... Good Education Institute...🙏🌸



1

Response from the owner a month ago
Thanks a lot for your review sir.



Durai Raj

1 review

★★★★★ 6 months ago

Hai I'm Durairaj. Currently I'm studying for group exams at NICE IAS ACADEMY. Before that I was scared for the upcoming TNPSC exams. At that time the Nice IAS Academy announced a free online live class. Through that I got new inspiration. After that I have been attending free online live classes continuously. The way of teaching is awesome and also the teachers speak so kindly. I have been learning a lot of things through it. I hope I will learn a lot in the coming classes as well. My heartfelt thanks to NICE IAS ACADEMY 🙏



Like



Rock Radha

1 review

★★★★★ 6 months ago

First of all ,I would like to thank nice IAS academy..it is very helpful to me and way of teaching is amazing..I never know the tricks of maths questions...it is very and time saving..I hope that I will definitely buy the govt job by your inspiring service



Like



Mercy Rengaiyan

1 review

★★★★★ 6 months ago

I wasted 1 year without knowing anything about TNPSC ,After joining Nice IAS Academy exams become very easy , especially Current affairs is my hard subject to study. But sir taught me how to study and nothing to worry about. Now I complete one month CA within just 4 to 6 hours. Thank you sir 🙏



4



Muthu Esakki

1 review

★★★★★ 6 months ago

*🤩Superb Very clear Class*Thanks a lotss sir 🙏Most Valuable (Teaching Staff)🔥Really Great full class😊 By One Of Our RUDRA Batch Student Once again Thanks For Your Most Valuable Class. And Also Your Response Everything 🙏Thank You Sir. Your Free online Class is Most Important and Part Of My Life Sir. Tq So much 🙏Hands of you sir 🔥



1



CHANDRAMOHAN P

1 review

★★★★★ 6 months ago

(Translated by Google) I have been studying for TNPSC for a long time myself! But it was difficult due to lack of proper guidance. This free class I got through NICE IAS ACADAMY for the last 6 days gave me timely, useful and a thought provoking post. I learned a lot of things. I am glad to count on going to benefit in the remaining days. The teacher who took this class with a clear accent I really liked the relaxed way of taking note.

(Original)

நான் நீண்ட நாட்களாக TNPSC க்காக படித்து வருகிறேன் சுயமாக ! ஆனால் சரியான வழிகாட்டுதல் இல்லாததால் சிரமமாக இருந்தது. TNPSC ONLINE வகுப்பில் சேர்ந்தது படிக்கலாம் என்று நினைத்தாலும் போதிய பணம் மற்றும் கல்லூரிக்கு செல்வதால் சரியான நேரமும், தொடர்ந்தும் படிக்க முடியவில்லை. கடந்த 6 நாட்களாக NICE IAS ACADAMY மூலம் கிடைத்த இந்த இலவச வகுப்பானது எனக்கு சரியான நேரத்திலும், பயனுள்ளதாகவும், ஒரு பதிய சிந்தனையையும் கொடுத்தது. நிறைய விஷயங்களை கற்றுக்கொண்டேன். மீதமுள்ள நாட்களில் பயன் பெற போவதை எண்ணி மகிழ்ச்சி அடைகிறேன். இந்த வகுப்பை எடுத்த ஆசிரியர் தெளிவான உச்சரிப்புடன் நான் குறிப்பு எடுக்கும் வகையில் நிதானமாக நடத்தியது மிகவும் பிடித்தது.



Like

1500+ more, [Click Here](#)

FINANCIAL INFORMATION

42L
INR IN REVENUE

70%
GROSS PROFIT MARGIN

500
ACTIVE CUSTOMERS

WE HAVEN'T YET LAUNCHED OUR CORE PRODUCT BUT HAVE ALREADY MADE **\$52,000 USD** THROUGH A PROTOTYPE OF IT IN WHICH WE SOLD JUST COURSE VIDEOS IN RECORDED FORMAT. WE ARE **LOOKING FORWARD TO LAUNCH OUT IN JANUARY 2023.**

23L
USED

WE HAVE USED THE FUND TO DEVELOP **INFRASTRUCTURE, FACULTY TEAM AND MATERIALS**

WE GOT THE TRACTION BY **ANNOUNCING A FREE COURSE AND SELLING THE RECORDED VIDEOS OF THE SAME. LEADING TO A WIDE AUDIENCE.**

FINANCIAL FORECAST

AT UPRISE, WE ARE LOOKING FORWARD TO LAUNCH THE FOLLOWING FIVE COURSES WITHIN THE NEXT ONE YEAR:

Courses to be Launched	No.of Applicants	No. of Students we project to attain	Approx. Fee	Revenue
UPSC Prelims in Tamil	40,000	2,000	10,000	2 C
TNPSC Gr.I Prelims	250000	12,500	7,000	8.75 C
TNPSC Gr.II Prelims	1200000	60,000	5,000	30 C
TNPSC Gr.II Mains	60,000	3,000	7,000	2.1 C
TNPSC Gr.IV	2200000	110,000	3,000	33 C
				76 Crore INR

ALL THIS WITHIN DECEMBER 2023, ENTERING THE ALL INDIA MARKET WITH AN INNATE ADVANTAGE.

THANK YOU!