PITCH DECK

Online Learning Platform

' MIND GRAPPLE '

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PROBLEMS / ISSUES FACED

- **By Students (Users)**: "Many school-going kids struggle to find engaging, affordable supplementary learning resources for clearing their '*doubts*'. Traditional methods often lack the interactive and personalized approach needed to keep them engaged."

- **By College Students (Staff)**: "Many college students seek flexible, part-time opportunities to earn while enhancing their skills and gaining teaching experience."

OUR IDEA

01

What we do?

We plan to build an app that connects school students with academic questions to college students seeking financial independence through one-on-one tutoring sessions.

OUR MISSION

02

why we exist?

Our app addresses college students' need for financial independence by offering tutoring jobs and helps school students by providing relatable, younger tutors with fresh insights.
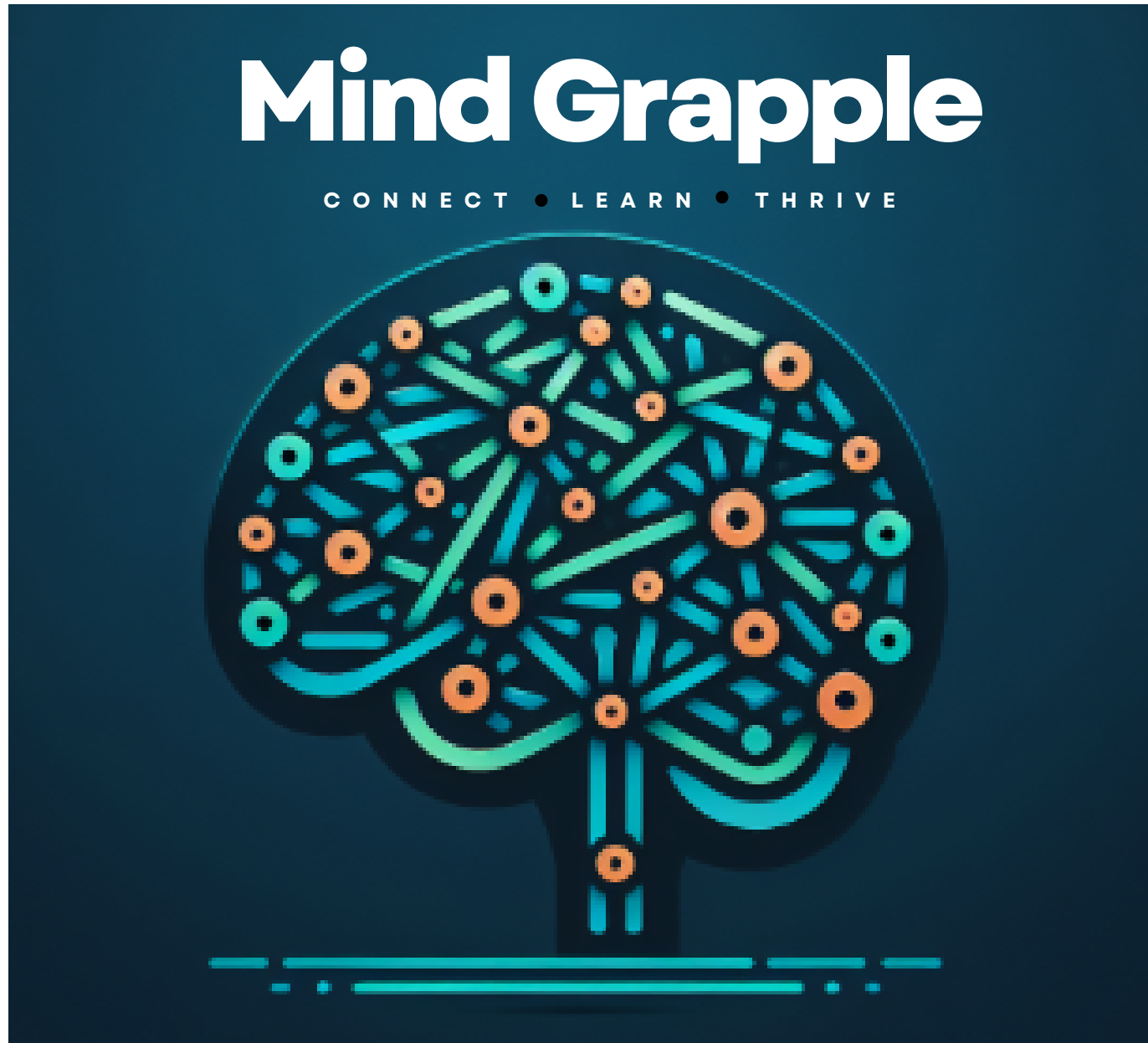
OUR MARKET

03

Who we help?

Our target market includes middle and high school students seeking academic help, and college undergraduates looking for flexible job opportunities, primarily in urban and suburban areas.

TAGLINE:

'CONNECT . LEARN THRIVE'

APP NAME:

MIND GRAPPLE

The word "grapple" highlights the active, hands-on approach to learning, while "Mind" emphasizes intellectual growth and curiosity. Through interactive methods like games, quizzes, and live lessons, Mind Grapple pushes beyond traditional education, encouraging critical thinking and making learning both engaging and mentally rewarding for students and tutors alike.

CHALLENGES

MARKET SATURATION

The online learning market is highly competitive, with many established players.

QUALITY ASSURANCE

Maintaining high-quality, standardized content delivery could be challenging, leading to potential customer dissatisfaction.
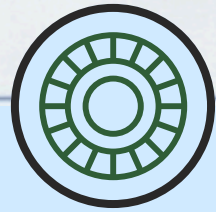
REGULATORY CHALLENGES

Compliance with educational standards and regulations in different regions could pose challenges.

OUR USP

Staffing Model – College Students as Tutors

Personalized and Interactive Content

Flexible Work Opportunities for Tutors

Community and Peer Learning

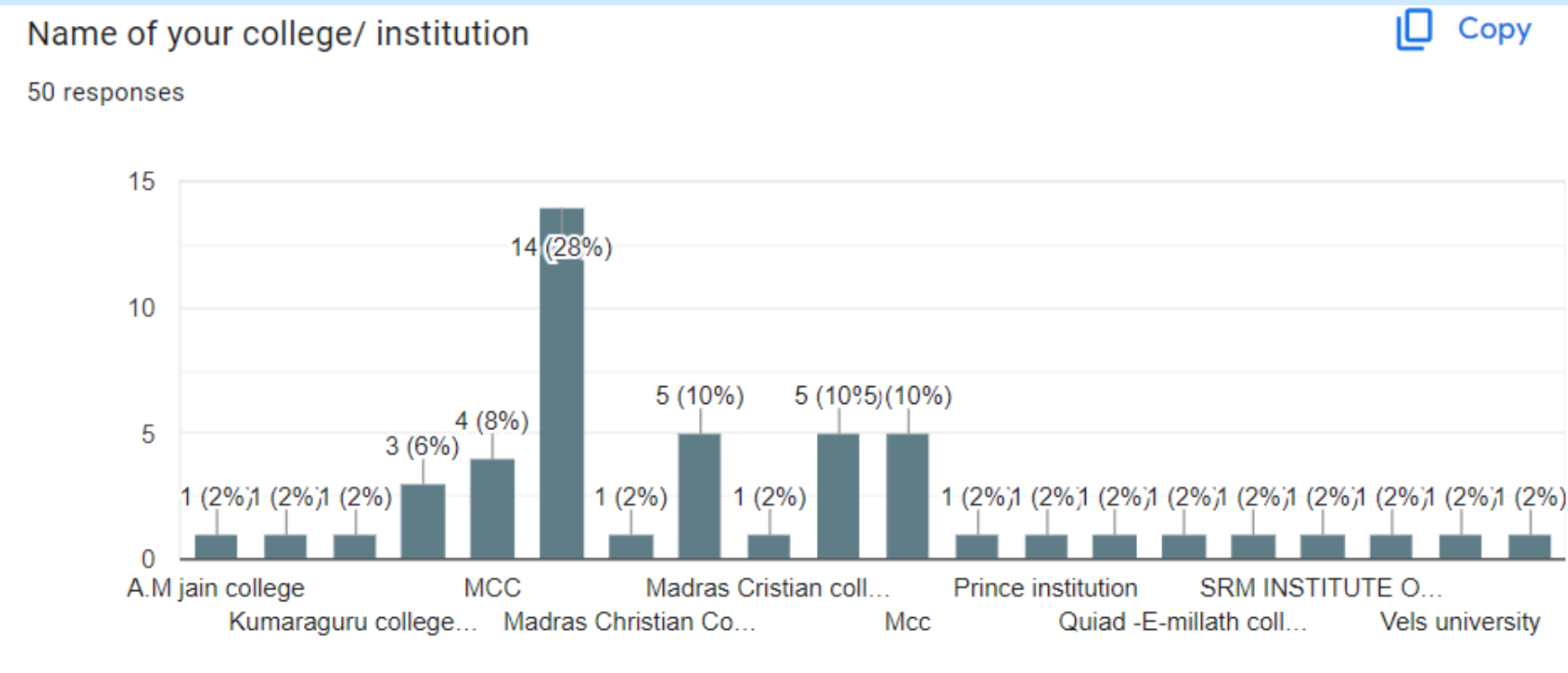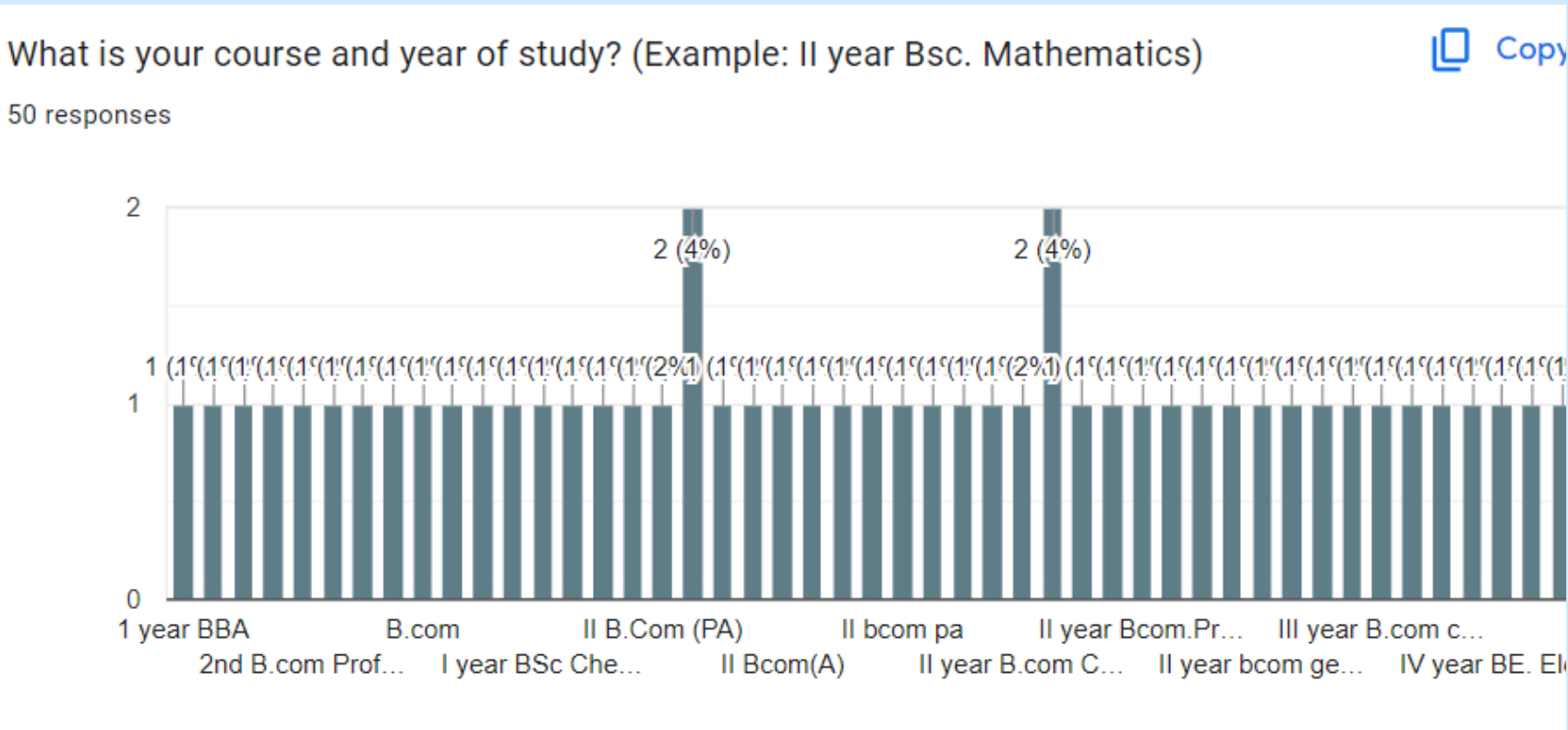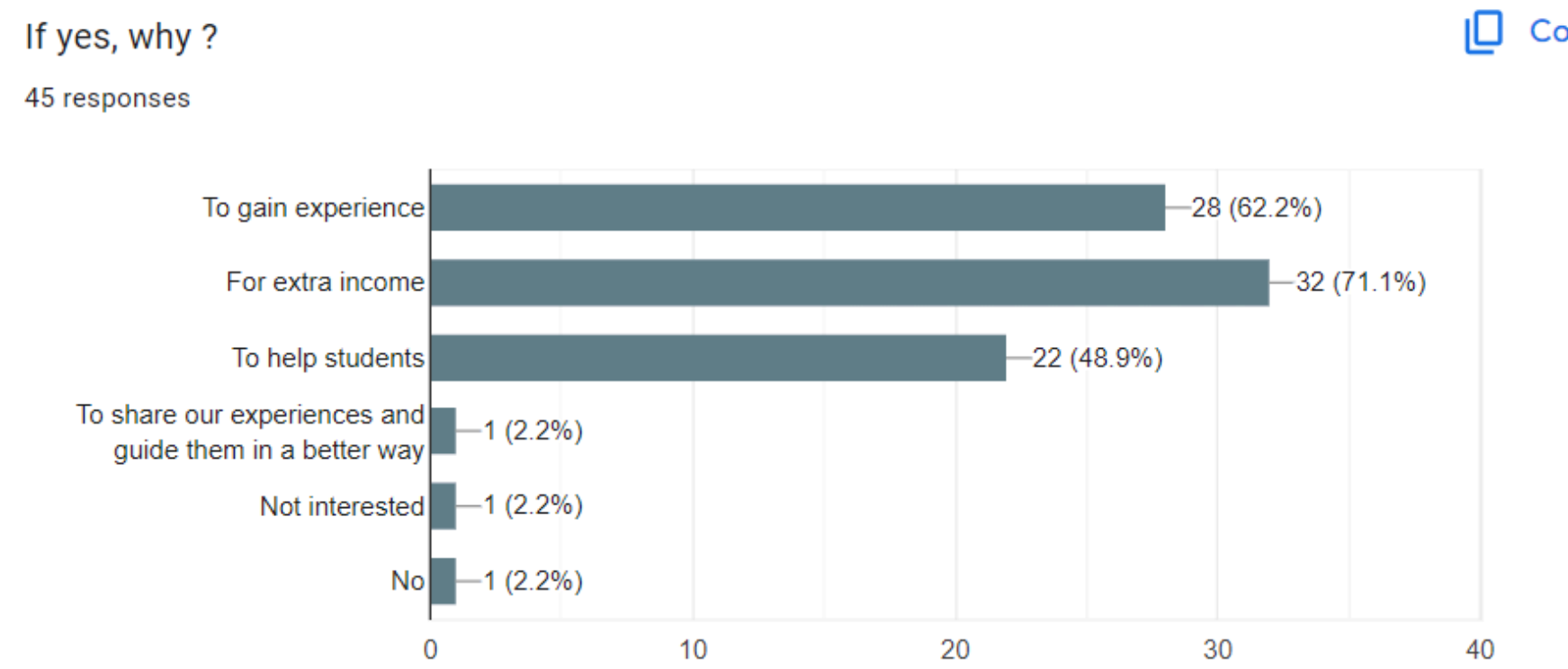Additionally we are planning to offer life training skills

Use AI to adapt learning paths based on individual student performance and preferences.

COMPETITIVE ANALYSIS

Feature	Mind grapple	Byju's	Khan Academy	Unacademy	Vedantu
Target Audience	School Kids	School Kids	K-12, College Students	K-12, Exam Aspirants	School Kids
Tutor Base	College Students	Professional Educators	Volunteers/Educators	Professional Educators	Professional Educators
Content Type	Live Sessions, Recorded Videos, Games	Recorded Videos	Recorded Videos	Live Classes, Videos	Live Classes
Personalization	High (AI-driven, Interactive)	Medium (Personalized Paths)	Medium (Dashboards)	Medium (Test Series)	High (Live Interaction)
Pricing	Affordable	Premium	Free	Premium	Premium
Engagement Features	Gamification, Peer Learning	Interactive Videos	Basic Exercises	Live Classes	Real-time Doubt Solving

Would you be interested in tutoring school students part-time?

50 responses

- Yes
- No

82%
18%

If yes, why ?

45 responses

Response	Count
To gain experience	28 (62.2%)
For extra income	32 (71.1%)
To help students	22 (48.9%)
To share our experiences and guide them in a better way	1 (2.2%)
Not interested	1 (2.2%)
No	1 (2.2%)

What is your course and year of study? (Example: II year Bsc. Mathematics)

50 responses

2 (4%)   2 (4%)

1 year BBA   B.com   II B.Com (PA)   II bcom pa   II year Bcom.Pr...   III year B.com c...
2nd B.com Prof...   I year BSc Che...   II Bcom(A)   II year B.com C...   II year bcom ge...   IV year BE. El

Name of your college/ institution

50 responses

14 (28%)

3 (6%)   4 (8%)   5 (10%)   5 (10%) 5 (10%)

1 (2%) 1 (2%) 1 (2%)   1 (2%)   1 (2%)   1 (2%) 1 (2%) 1 (2%) 1 (2%) 1 (2%) 1 (2%) 1 (2%) 1 (2%) 1 (2%)

A.M jain college   MCC   Madras Cristian coll...   Prince institution   SRM INSTITUTE O...
Kumaraguru college...   Madras Christian Co...   Mcc   Quiad -E-millath coll...   Vels university

"We envision a future where quality education is accessible to all, and where college students can contribute to the learning ecosystem while supporting their own educational journey."

Thank you