1. Wishing
   1. Introducing myself by saying – I am the CEO, CO-Founder of mastergy, thanks for giving me the opportunity to present myself among us. Let’s dive in to the details of mastergy.
2. About mastergy
   1. Mastergy is a “Zero to N” focused edu-Tech platform that is built for users to connect, build community; explore opportunities and fill the gaps of education needs of users. As the name suggests Mastergy is the master of technology related to education that teaches all education needs of users and dedicated to learning in the best possible way.
   2. Our vision is to bring people under same roof to make accessible proper channel of quality education at every age by delivering growth, opportunities by bringing competitiveness.
   3. The mission is to scale up the quality of education that is being provided at every level and become the best available education platform for everyone to induce growth.
3. User Need analysis
   1. Students are always in need of brainstorming ideas, theories, exploring innovations and finding opportunities.
   2. While teachers are always in need of the same mentioned things also, students, their market makes them forward to grow.
   3. Students, Teachers both depend upon educational organization to lock the best education that they are in need meanwhile, educational organizations also need them to provide possibly the best educational services.
   4. The most important aspect of everyone’s career life is to get a job or find the best suitable opportunity that can help enhance their career and the Business organizations to find the best resources that can drive their organization.
4. Challenges and solutions

As we know we have numerous ways to obtain education, fulfilling needs but there are a lot of challenges still present and a little innovation is undergoing over the years.

* 1. Improper resource utilization
     1. Many organizations have a tremendous amount of resource to provide, be it, training, infrastructure, facility, or other resources are still in flock. And mastergy can fix it by providing them an intuitive dashboard to update and get updated with the facilities they have
  2. Finding opportunity
     1. Based on skillset, technology preference, finding best suitable job is still a difficult task. As Mastergy filters the skillsets and tech preferences as per the users’ choice,it will work as a single window platform for providing matching references.
  3. Lack of outreach
     1. Exposure hunting, information gathering, vocational, ethical education is still missing in our country, By making a channel to keep up to date with latest and trending technologies which are running in market can make this problem solved.
  4. Following same old traditional method of learning and teaching
     1. Students and teachers still preferring same old traditional style of learning and teaching, following same old theoretical learning being used over the years. Mastergy would break this stigma by introducing new style of practical learning where you can get hands on experience on any topic you want.
  5. EPR guidance
     1. Most students are kids or teenagers, and they suffer from emotional, psychological problems at some point of time due to peer pressure, rote learning, superstitions and other factors.
     2. 3 types of emotional cancers compare, criticize, and complain, due to this many students feel under confident, emotionally unstable, anxious, and frustrated.
     3. Parents usually don’t understand this problem and the teachers don’t have the time and patience to guide students.
     4. Mastergy would provide STEM assessment tool to counsel and coach students to face the challenges and increase their momentum to overcome this problem.
  6. Brain Draining
     1. There has been an unconventional theory present, u get a degree and get a job no matter what sector, and growth education is still missing and seeking jobs in different sectors is a problem. Mastergy can erase this problem by giving a proper channel to learn and grow psychologically.
  7. Communication gap between students, teachers and parents
     1. It’s a classic cult problem that is still present which makes students, teachers and parents communication on a serious state with so many factors, from Mastergy the Gaps will be fulfilled as mastergy would also serve as an effective way of communication among them.
  8. Single platform
     1. Till today not even a single platform has provided, learning, career, and business market place under 1 roof so mastergy will be the superset of all for collecting, hosting information and sharable things among user base.

1. Features
   1. Networking is the feature for building connections and communities.
   2. Events for hosting and participating as per the chosen technology or skillset.
   3. Courses – opting, posting or applying for any course that is available in market according to reviews and popularity.
   4. Streaming is generally updating any content related to any tech stack & skillset or in simple words the thought that you want to update. It can be text, image or any visual representation also hosting / attending podcasts, free courses or watching different contents.
   5. Forum is an open discussion area from where about any topic the group members can have a group discussion about the relevant topic.
   6. Jobs/Internship is dedicated to opportunity based on technical skillset, finding full time or part time jobs, subscribe to the latest jobs and internships to get notified.
   7. Exam is a portal where the enlisted exams, their schedules, references, history, results will be posted and users need to subscribe to get frequent notifications from the posted exams.
   8. Scholarship section will provide actual benefit to both provider and the user who deserves to get. Notifications and requirements about specific skillset and results will find deserving candidates to get appreciated with some worth of remuneration.
   9. Mastergy after some set of point going to provide its own certifications under numerous skillsets and technologies to users which will help them to find better career solutions.
   10. Research Forum is the carbon copy of Forum section under free segment but here the organization can participate with users for discussion and researching on innovations or new technologies or theories to life.
   11. STEAM tool is an assessment specific tool based on science, technology, engineering, arts, management or medical to counsel users to improve their knowledge base.
   12. Insight is the user specific dashboard showing views, shares, information, reaches, and others for analytics, complete organic, inorganic impressions and calculate results in a way better beyond imagination.
   13. Campaigning is the way to promote contents posted by users among specific set of users to get reach.
   14. Advertisement is the tool where users can not only promote their posted contents but also can get audience out of it.
2. User base
   1. Mastergy will have the most significant user base from students which is above 260million plus.
   2. Then we have 9 million plus active teaching professionals and we have more than 1.6million plus active government institutions.
   3. Later we have 1.5 million plus organizations, 30k tech organizations, more than 3k educational service providers present which is our market base to look for.
   4. We have not calculated local coaching centres, other institutes related to education which is countless is again another factor.
3. SWOT
   1. The core strength of mastergy is strictly education related platform that is open and free for all to read and resource collecting.
   2. Some factors like device availability, scope of internet, transportation to undiscovered area is a weakness.
   3. There is a huge open market is waiting for us to capture as its free and open for all ages.
   4. Data security, management of data and resources might be a threat to us.
4. USP
   1. Free, open and easy to use platform for all age’s macro blogging platform with affordable membership and user specific dashboard for analytics.
   2. Emotional, Psychological, Religional guidance to tackle and accept
   3. Smartest, effective way to explore opportunity based on technology or other skillsets.
   4. AI driven recommendation and data security layer representation of results to users.
   5. Complete view of organizational, user specific dashboard for analytics.
   6. Technology would be the thread by subscribing which the users would be connected among users to make their base strong educationally.
5. The ask
   1. We are asking 2cr/$300k for initial seed funding for the 1st year of operation from which the funds will be spent on operational expenses, fulfilling startup expenses, technology expenses.
6. Customer acquisition
   1. The users are basically 2 types like individual and organizational can post anything related to any technology for free and to promote the content they have to get paid for getting the services.
7. User Dependency
   1. Every student is dependent on teachers to get well trained, on educational institution to get proper quality education and on business organization to make him or her well established, as well as we always grow by learning tiny amount of knowledge every day. On the other end Teachers, Organizations grow themselves by learning new things and promoting them, sharing among students, so the 4 users are always dependent on each other and connected among each other.
8. Business Model
   1. We have a huge open market of more than 267 million and we are expecting 10% of the users which is more than 26million.
   2. If we calculate 1% of the expected users to adopt premium membership of INR 500 per month then we would have the opportunity to make 1.3cr each month.
   3. We have predicted this to generate at the end of the yr from the day of funding.
9. The Business model canvas
   1. Key partnerships
   2. Key activities
   3. Value propositions
   4. Customer relation
   5. Customer segment
   6. Key resources
   7. Channels
   8. Cost structure
   9. Revenue streams
10. Thank you.

Namaste Vishal,

We, “Mastergy”, An educational platform that lets you connect with people, explore opportunities, on-demand educational resources, share content, bring your listeners, and experience learning in the shortest & smartest possible way.

To know more, let’s schedule a call or meeting.