

Edtube

Technologies

**FOCUSING ON QUALITY LEARNING
EXPERIENCE THROUGH
CONCEPTUAL LEARNING**



**A PEER TO PEER LEARNING
PLATFORM.**



**FOCUSING ON COMPLETE
IN-SCHOOL EDUCATION
SOLUTIONS.**

About Us

We are an Ed-Tech start-up company transforming the world of education by powering educationalists with the digital tools and resources which help them become future-ready. Our industry-first unified platform enables educators and students to unravel their true potential across the country on a streamlined platform with our next-level technology.

We have a first of its kind personalised learning algorithm to identify conceptual gaps in students in every class. And through cumulative analysis, we would be tracking the deviation of the learning curve and recommend content to the students.

Every question in our assessment is tagged with the appropriate cognitive parameter by which we track and develop high order thinking skills.





Main Problem



No Stress on Conceptual Learning

Focusing on understanding the concepts and learning how to organize and distribute data unlike rote remembrance of subjects



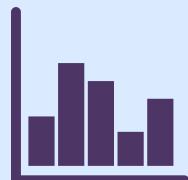
High Student Teacher Ratio

Teachers not addressing the student's learning gaps on a one-to-one basis. Supplementing your child's education at home is essential.



Monitoring Self-study

No real time software to track regular growth of students. Daily assessments to track the learning of students on day-day basis



Lack of Accurate Student Performance Data to plan lectures

No student performance data to interpret students learning so as to plan best possible in class lectures



Collaborative Peer - Peer Network

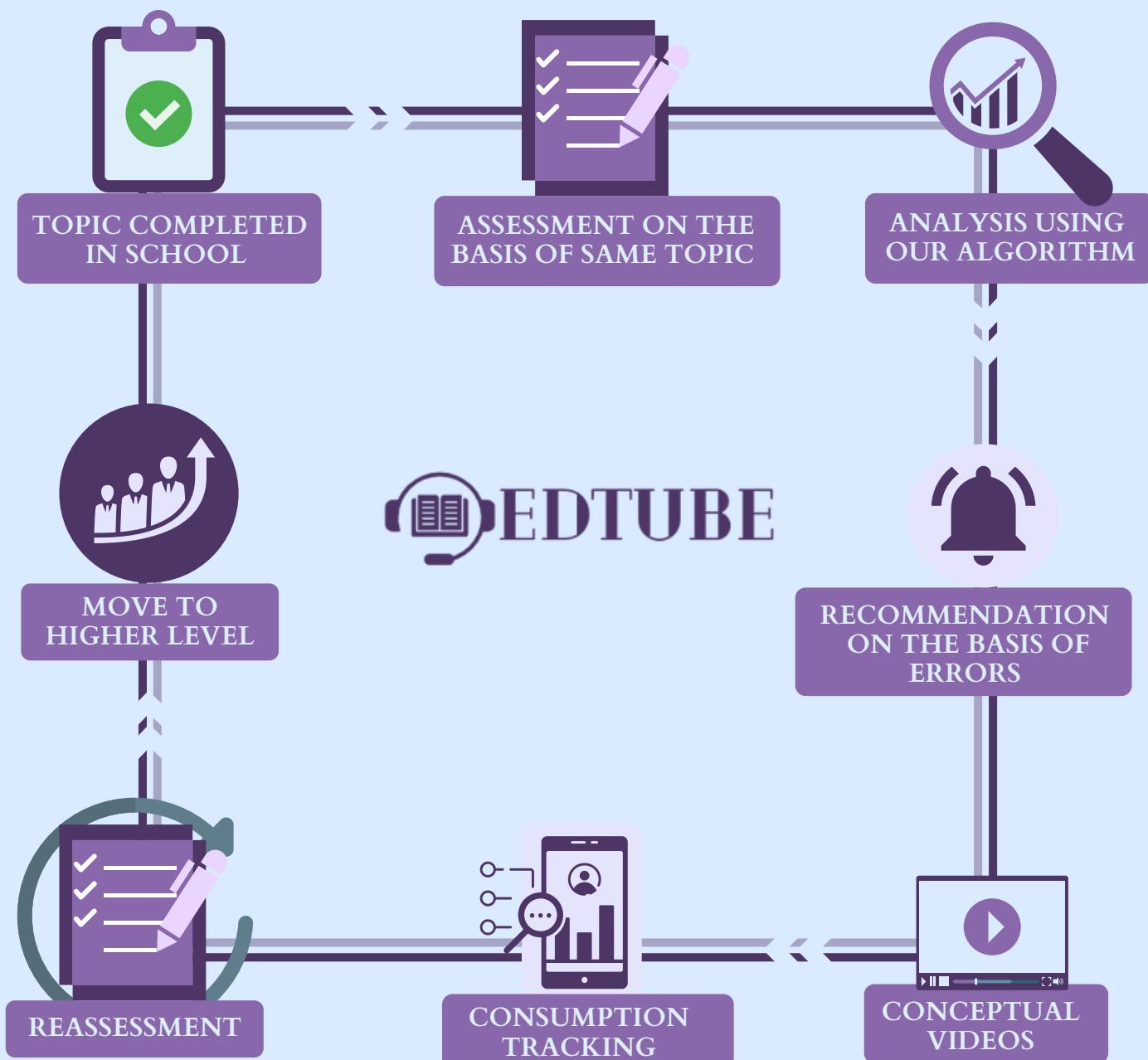
Absolutely no platform for students to facilitate peer-to-peer learning and also to encourage healthy competitions.

Gradient Towards NEP's Objectives

- ✓ Emphasis on Conceptual Understanding 
- ✓ Encourage critical thinking for logical decision making 
- ✓ Multidisciplinary & holistic approach generating 360 degree report 
- ✓ Continuous systematic progress review based on topic-wise assessments 
- ✓ Focus on Cognitive development to foster unique capabilities of the student 
- ✓ Developing optimal learning environment & support for students through peer to peer learning 
- ✓ Extensive use of technology to promote inclusion 



Our Pedadogy



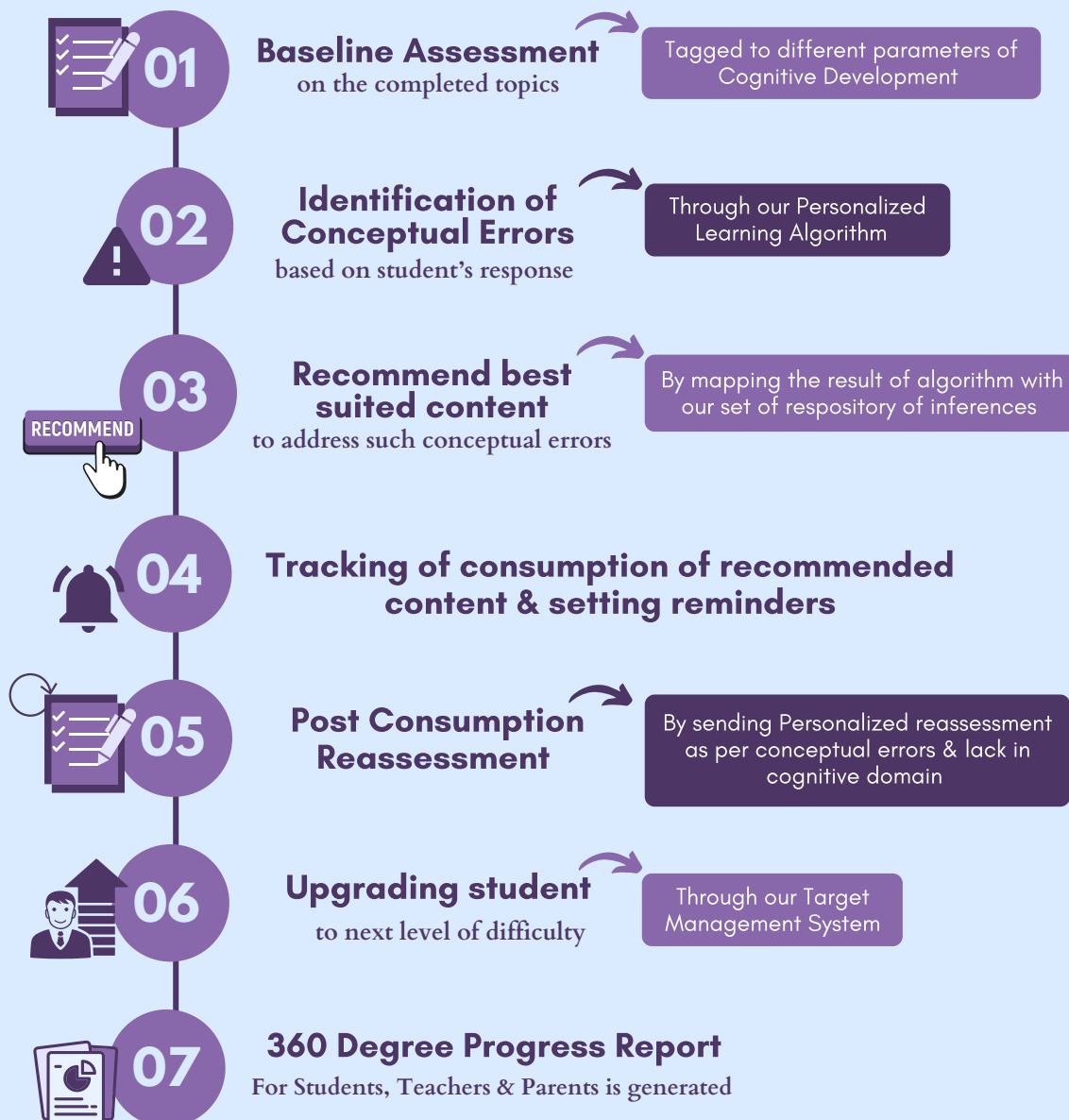


Edtube's Solution



AUTOMATED REMEDIAL SYSTEM

To overcome learning gaps



Cognitive Development Tracking

Assessments tagged to the different parameters of cognitive development.

KNOWLEDGE

Fundamentals of the concept

APPLICATION BASED

Adaptation to real-life scenario

HYPOTHETICAL

Ability to imagine hypothetical situation

ANALYSIS BASED

Capacity to analyze and infer

EVALUATIVE

Whether you agree or disagree with the facts, story, situation given in the questions

COMPREHENSION

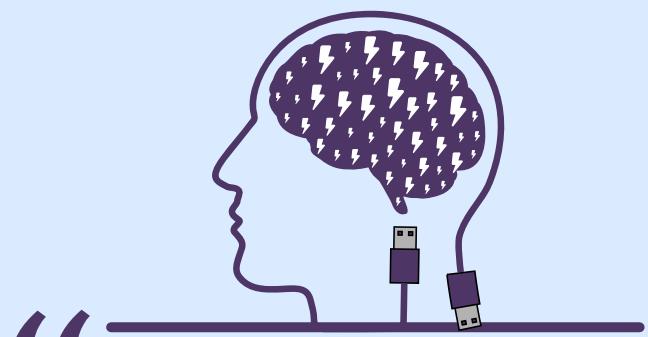
Level of interpretation of the questions.

MEMORY RETENTION

Moving towards higher grade what is the status of previous concepts learned

SPEED BASED

To check the ability to beat time



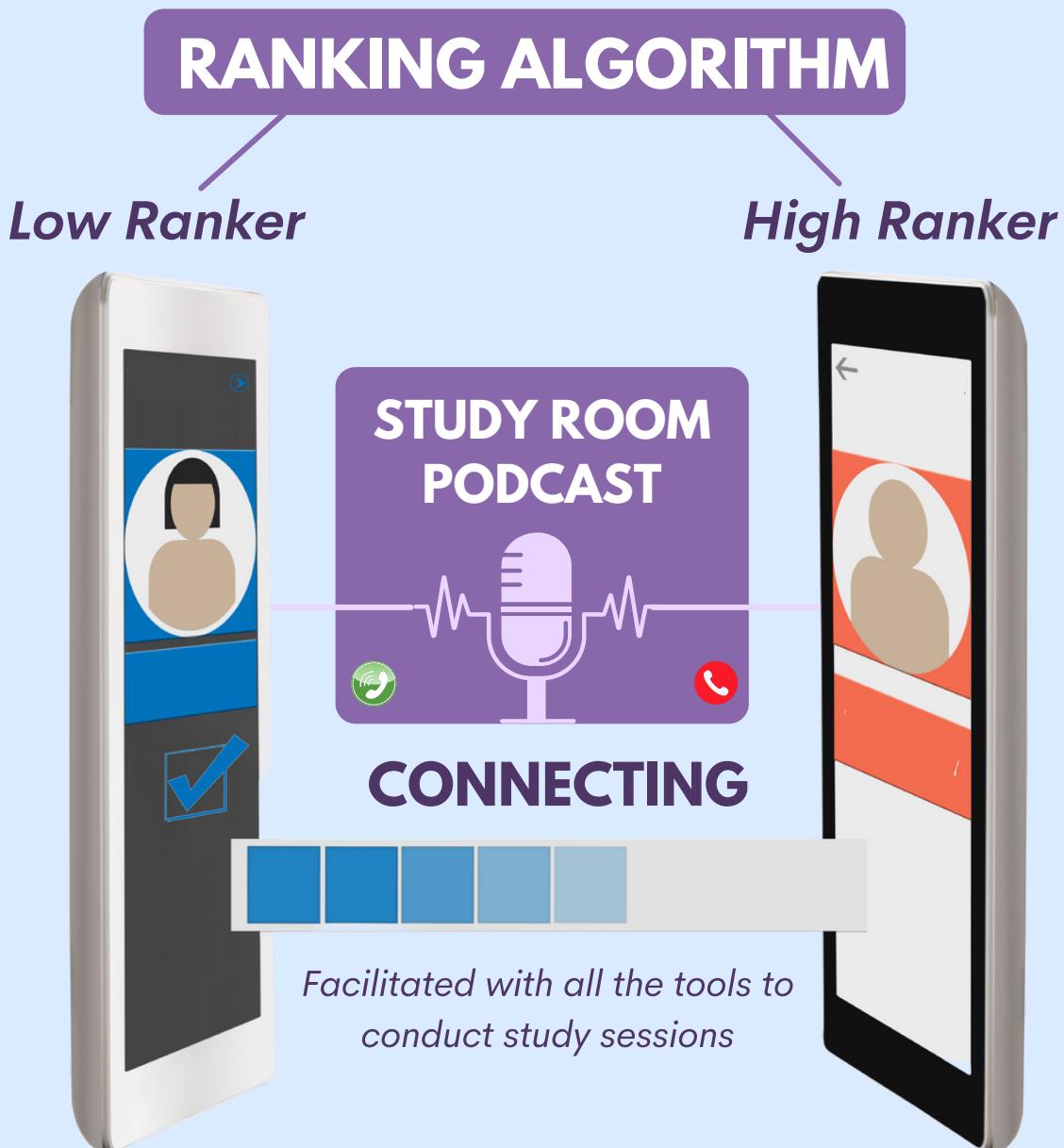
“ Our system **tracks all such performance and development** and uses data to recommend such content and also provide this data to teachers so they can focus on such areas.



PEER TO PEER LEARNING PLATFORM

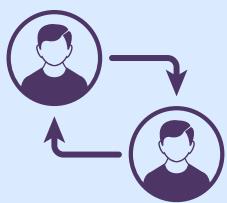
Organically linked to our product

How do we leverage student's performance data?



A real time mechanism for in-depth discussions & group study

Add-on Features



Peer to Peer Learning



Vocab Builder



Management Dashboard



Assignment & Test creation
feature for Teachers



Accurate Student Performance
data for teachers to plan lectures



School's inhouse Learning
Management System





Market Opportunity

**BASE - SCHOOLS
(PRIVATE)**

326228

**TOTAL AVG REVENUE
USD 44.8 Billion**

UNBUNDLED SERVICES

20%

EDTECH MARKET

USD 9 Billion

CURRENT SCENARIO

USD 9 BN X 2.50% =

\$ 224 MN



BASE - STUDENTS

94.5 Million

Category	Penetration	Target
Affordable	20%	16.2 Mn
Private	100%	6.75 Mn
Elite	100%	6.75 Mn

Affordable 81 Mn	20%	16.2 Mn
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Private 6.75 Mn	100%	6.75 Mn
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Elite 6.75 Mn	100%	6.75 Mn
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TOTAL STUDENTS

29.7 Million

AVG ANNUAL PRICE

USD 18

TOTAL POTENTIAL REVENUE

USD 534 MN

WEIGHTED AVERAGE MARKET SIZE

USD 327 MN



Revenue Model

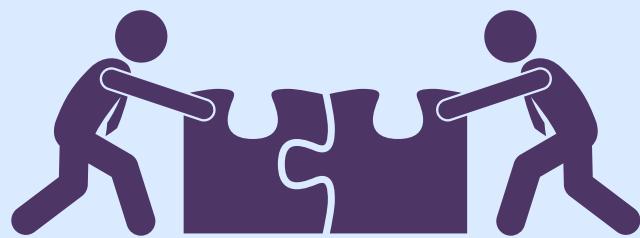
Potential to penetrate every private school with our fees of



**LESS THAN \$2 PER MONTH
PER STUDENT**

For a school of
1000 STUDENTS,
it costs just
\$ 25000 A YEAR.





LOOKING FORWARD TO COLLABORATE !