



# NURTURLAND

PITCHDECK



# INTRODUCTION

## Welcome to

### NurturLand

A purpose-driven platform for differently abled children and their families

Combining inclusive education, accessible shopping, and caregiver connection—under one roof.

- For children aged 4–18 with neurodevelopmental, sensory, and mobility-related disabilities
- A Learning Management System (LMS) offering personalized, multisensory courses aligned with IEPs
- A Curated E-Commerce Marketplace with adaptive clothing, sensory toys, and assistive tools
- A Caregiver Resource Hub for expert content, forums, and support
- We are not just building an app. We're building a lifeline for families raising exceptional children.

#### Unique Mission Statement

Our mission is to empower every child with special needs through inclusive education, adaptive tools, and community care—so they can live, learn, and thrive with dignity.

### Our Values

- 1.Quality First
- 2.Customer-Centric
- 3.Innovation
- 4.Sustainability

### Why Choose NurturLand?

- Extensive Selection
- Competitive Prices
- Fast & Reliable Shipping
- Secure Shopping

# Our Why

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## 💡 The Problem We're Solving

Children with disabilities aged 4–18 lack access to personalized, accessible digital learning environments and everyday essentials.



- 01** Most platforms ignore neurodivergent needs (Autism, ADHD, Down syndrome, Dyslexia)
- 02** No single ecosystem integrates learning, therapy tools, and caregiver support
- 03** Interfaces are too complex for independent use by differently abled children
- 04** Caregivers lack trusted sources for adaptive products and expert guidance
- 05** Children experience isolation due to non-inclusive digital spaces



## Our Solution

### A Unified Learning & Care Ecosystem

#### 🎓 Inclusive Learning Management System (LMS)

- Personalized learning paths (IEPs/ILPs)
- Multisensory, gamified content (quizzes, puzzles, stories)
- Full accessibility support (screen readers, text-to-speech, symbol libraries)

#### 🛍️ Adaptive E-Commerce Marketplace

- Curated products: sensory toys, adaptive clothing, assistive tools
- Categorized by condition, age, and developmental needs
- Secure checkout with support for insurance reimbursements

## Core LMS Modules by Age Categories (4–18 Years)

Age Group	Learning Focus	Sample Modules
4–5 yrs	Sensory, Communication, Pre-academics	Colors, Sounds, Daily Routines
6–9 yrs	Foundational Academics & Social Behavior	Reading, Basic Math, Peer Interaction
10–12 yrs	Functional Academics & Life Skills	Writing, Money Use, Hygiene
13–15 yrs	Vocational Readiness & Independent Living	Simple Jobs, Cooking, Safety
16–18 yrs	Transition, Career Prep & Self-Advocacy	Resume Building, Banking, Self-Care

## Why Families Love

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### Nurturland

#### Best Prices & Offers

Enjoy great deals on all orders over ₹100

#### Free Delivery

Nationwide shipping on all adaptive products

#### 24/7 Support

Always-on assistance for caregivers and  
educators

#### Exclusive Deals

Daily offers and rewards when you sign up

#### Wide Assortment

One-stop hub for all special needs essentials

#### Easy Returns

Hassle-free returns within 30 days



# Meet Nurturland

## 🌸 Who We Are

Born from a mother's journey, built for millions of families worldwide.



LMS for differently-abled learners



Inclusive e-commerce marketplace



Community support platform



Inspired by real-life caregiving challenges



## The Opportunity



### Rising Demand for Inclusive EdTech

Growing e-learning adoption

NEP 2020 emphasis  
on inclusive  
education

Digital-first parents  
seeking trusted  
tools

The global EdTech market is projected to reach **\$410 Billion** by 2030  
India alone has **300M+ learners**—underserved special needs

# Our LMS Platform

## 🧠 Built for Neurodiversity



Individual Learning Plans  
(IEP/ILP)



Multisensory content (games,  
puzzles, videos)



Screen reader & AAC  
compatible



Mobile-responsive & WCAG 2.1  
compliant

A fully accessible, adaptive, and personalized learning  
experience

# Key Features Snapshot

## What Sets Us Apart

Category	Feature Highlights
Accessibility	Text-to-speech, contrast, symbol libraries
Personalization	Reading levels, adaptive pathways
Gamification	Rewards, badges, motivation loops
Collaboration	Parent–educator–therapist coordination
Real-time Analytics	Progress tracking, behavior patterns

## For Whom We Build

A connected ecosystem supporting the entire care circle.

 **Designed for Every Stakeholder**



Students



Parents



Educator  
s/Therapi  
sts



Institutions

Safe, playful,  
visual learning

Monitor  
progress, find  
products, ask  
for help

Custom plans,  
track growth

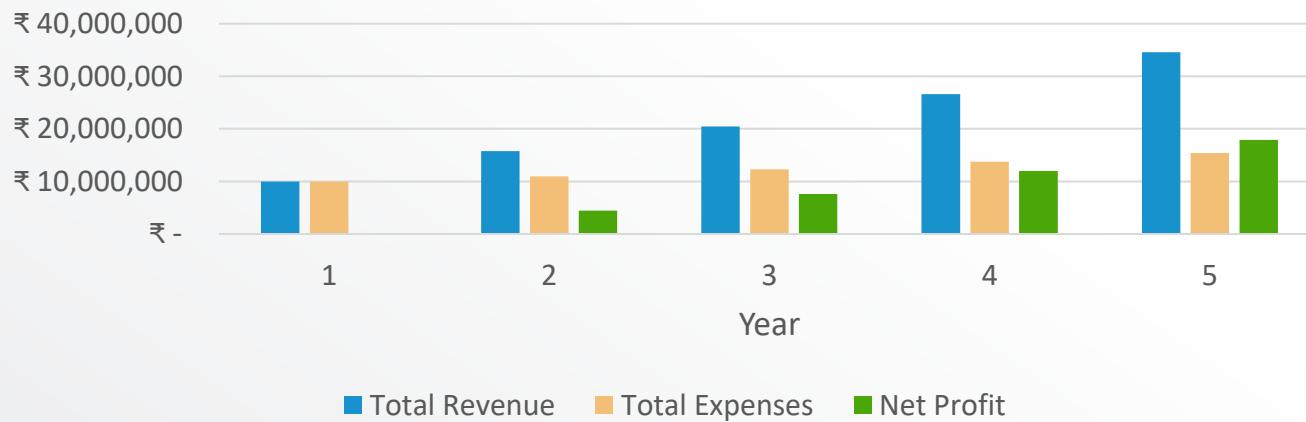
Scalable SaaS  
integration



## Financial Overview

Financial Overview						
	YEAR1	YEAR2	YEAR3	YEAR4	YEAR5	
<b>Total Revenue</b>	₹ 10,000,000	₹ 15,750,000	₹ 20,470,000	₹ 26,610,000	₹ 34,600,000	
<b>Total Expenses</b>	₹ 10,000,000	₹ 10,976,000	₹ 12,293,120	₹ 13,768,294	₹ 15,420,490	
<b>Net Profit</b>	₹ -	₹ 4,458,916	₹ 7,637,206	₹ 11,994,153	₹ 17,913,663	

### Financial Overview



## Our Marketplace Integration

 Empowering Beyond the Classroom



Curated by therapists



Verified vendors

One-click access to adaptive clothing,  
sensory toys, assistive tools



Insurance-ready  
listings



Product filters by  
condition, age,  
need



## How We Grow Sustainably



LMS Subscription  
(Freemium + Premium)



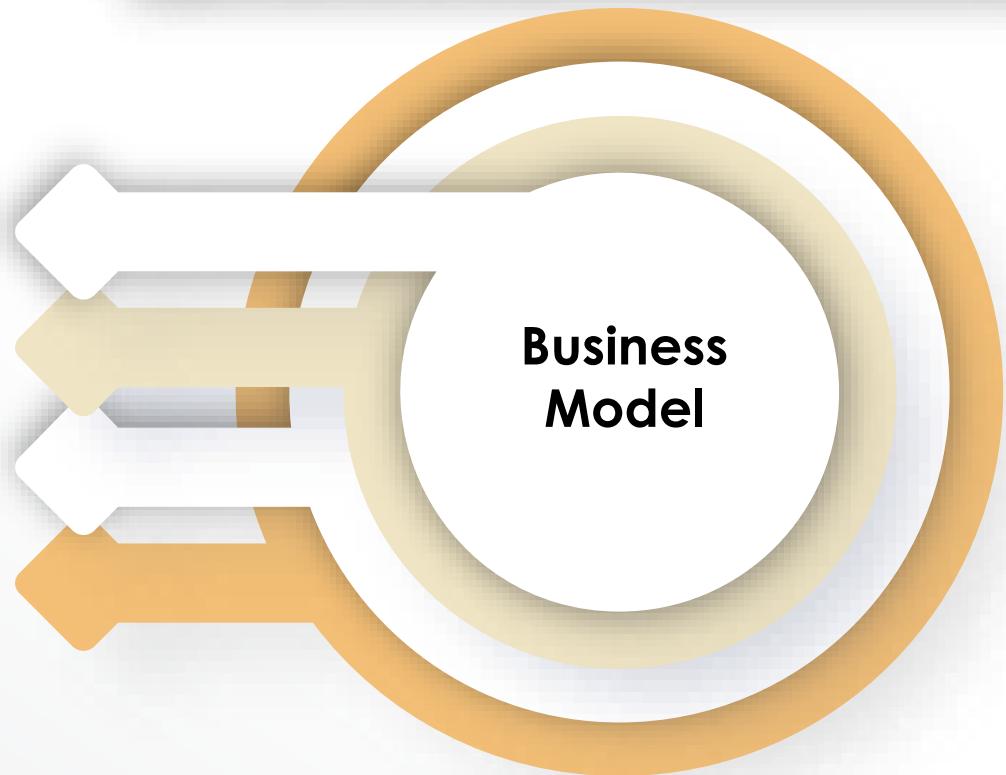
Commission from  
Marketplace Sales (10-  
15%)



Institutional Licensing  
(Schools & Clinics)

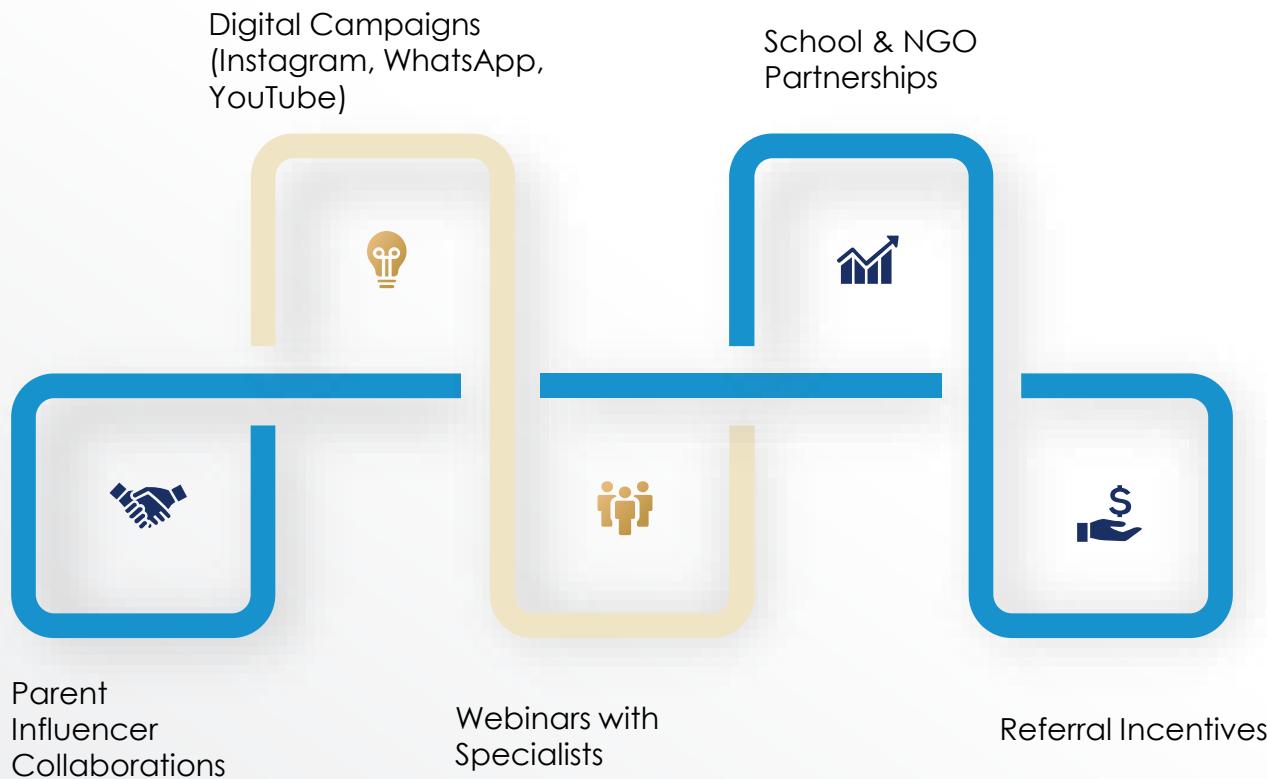


Paid Product Promotions  
/ Vendor Listings



# Go-to-Market Strategy

🚀 Reaching the Right Hearts & Minds





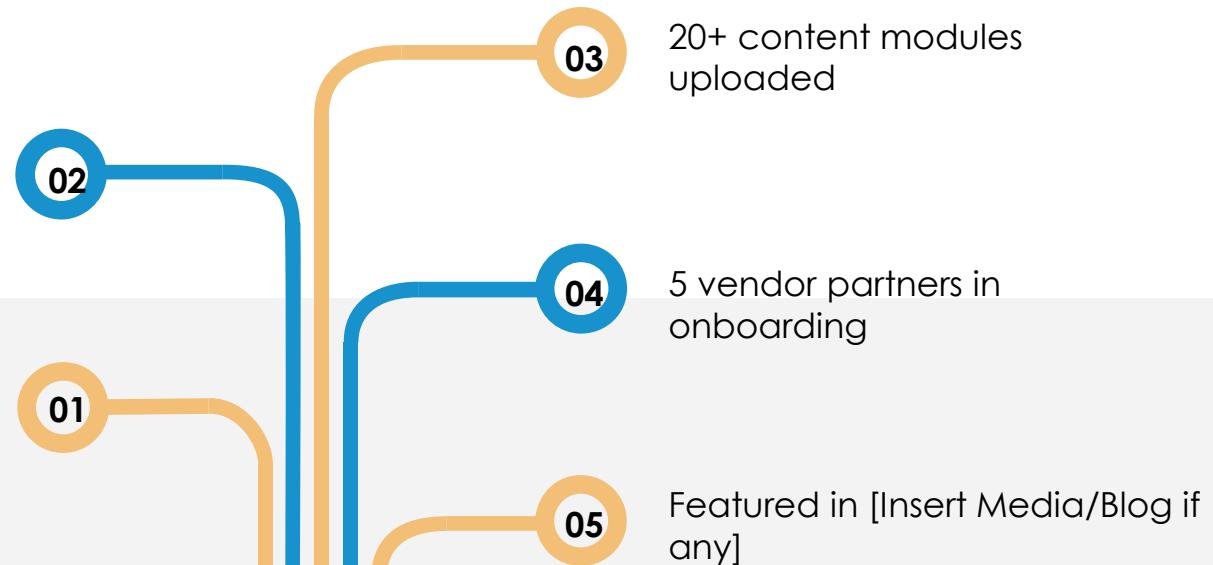
# Traction & Milestones



## What We've Achieved So Far

100+ beta users onboarded

MVP LMS launched:  
<https://nurturland-lms.justdeall.in>



# The Road Ahead

## 12-Month Growth Plan

Quarter	Key Focus Areas
Q1	Community building, vendor onboarding
Q2	App launch, 1,000+ users, 20 schools onboarded
Q3	AI-powered content recommendations
Q4	Global partnerships, caregiver conference



# THANK YOU

## Join the NurturLand Community

We're more than just a marketplace – we're a community of like-minded individuals who appreciate the finer things in life. Follow us on our social media channels to stay updated with our latest products, special offers, and exciting promotions!

Thank you for choosing NurturLand. We can't wait to serve you!



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