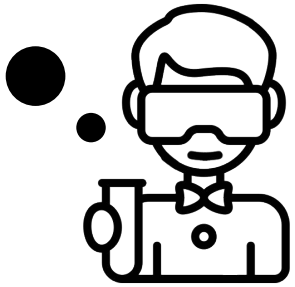
# Perceived

Adding New Dimensions To Education & Learning

# Problem **Statement**



Human tend to Grasp & Retain 10% of what they read 20% of what they hear and **90% of what they experience & interact with (Kinesthetic)**

**85%**
**of school-aged children are visual and kinesthetic learners**
and 15% are Auditory Learners

**Current Solutions and Problems with them**

**Smart Class Solutions are mostly used everywhere due lacks to deliver interactivity.**

1. Best Content is Video
2. Videos lack kinesthetic
3. Lack of Interaction & pedagogy

**VR Solutions Solves the problem but unable to reach masses:**

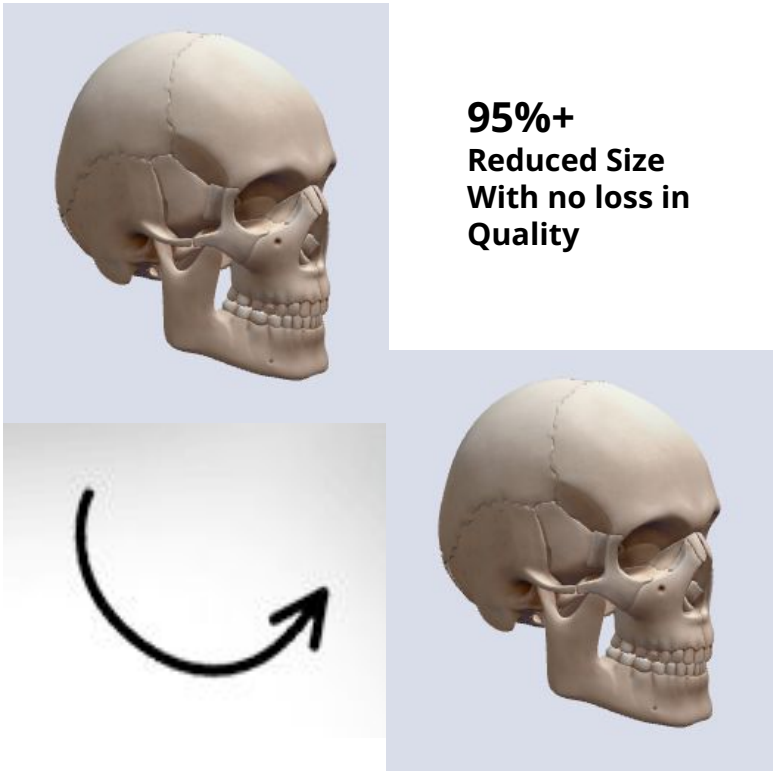
1. Average 8 students share one device.
2. No Access at Home for Self Study.
3. Lack of customization as per pedagogy.
4. Limited content due to huge content size.
5. Huge capital investment for institutes.
6. Health impacts on long usage

# Our **Innovation**

**3D+XR Interactive Interface (Device Agnostic)**

VR Controller based Interaction Capabilities now on any device.

1. Support All Devices Smartboard, Projectors, Laptop Mobile/Tablet
2. Supports on Mobile Based AR & VR & Standalone VR Headsets.



**95%+**
**Reduced Size With no loss in Quality**

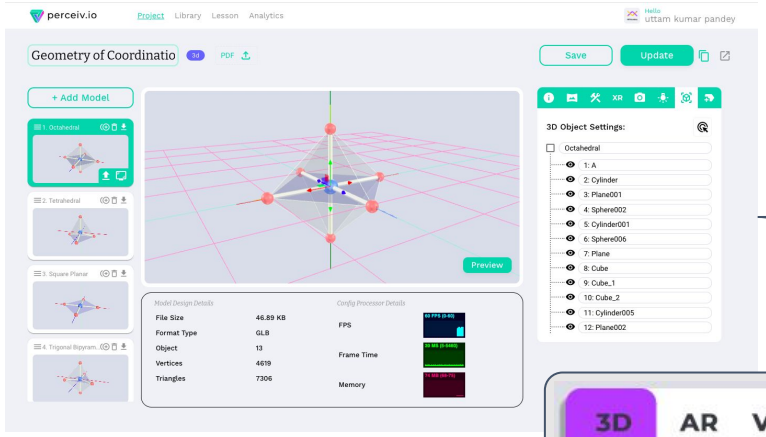
**Highly Optimized 3D Content**

Perceived Design Team develops 3D content with 95%+ Reduction in size without losing the quality.

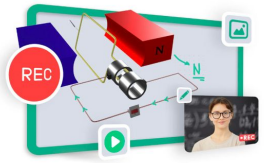
1. Cost Effective Content Delivery
2. Fastest Rendering Speed on all devices

# Our **Product**

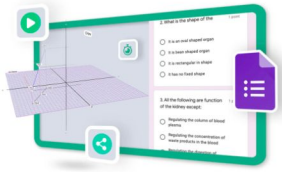
## 3D+XR Interactive Editing & Hosting Platform



Create 3D Notes & Lessons

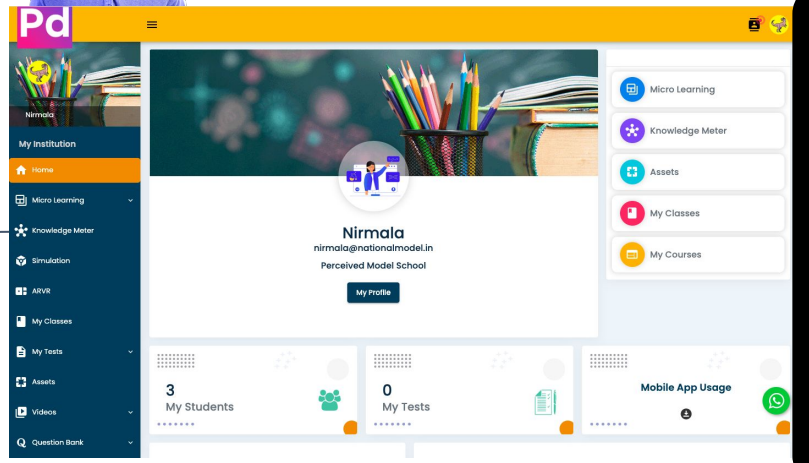


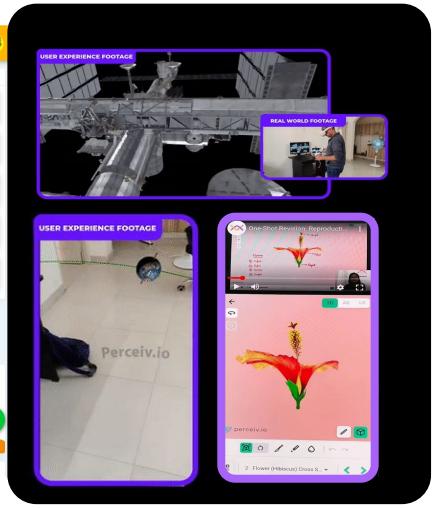

Record 3D Videos & Live Classes



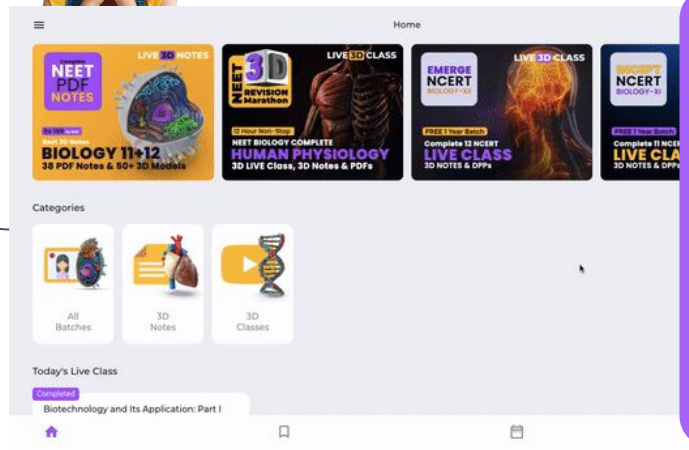
Integrate 3D Quiz and Activities

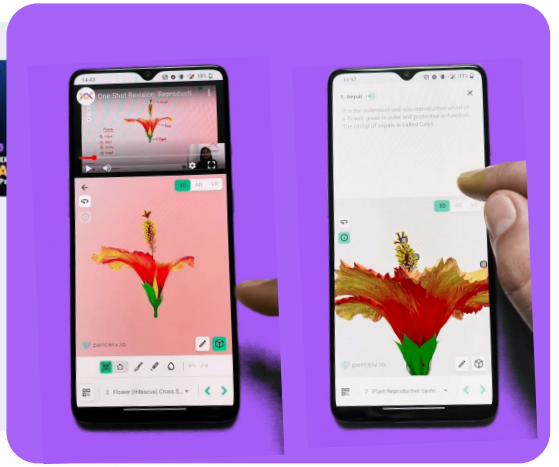
## 3D Interactive Smart Class Experiential Teaching Solution For Schools



## 3D Interactive Experiential Self Learning App For Students



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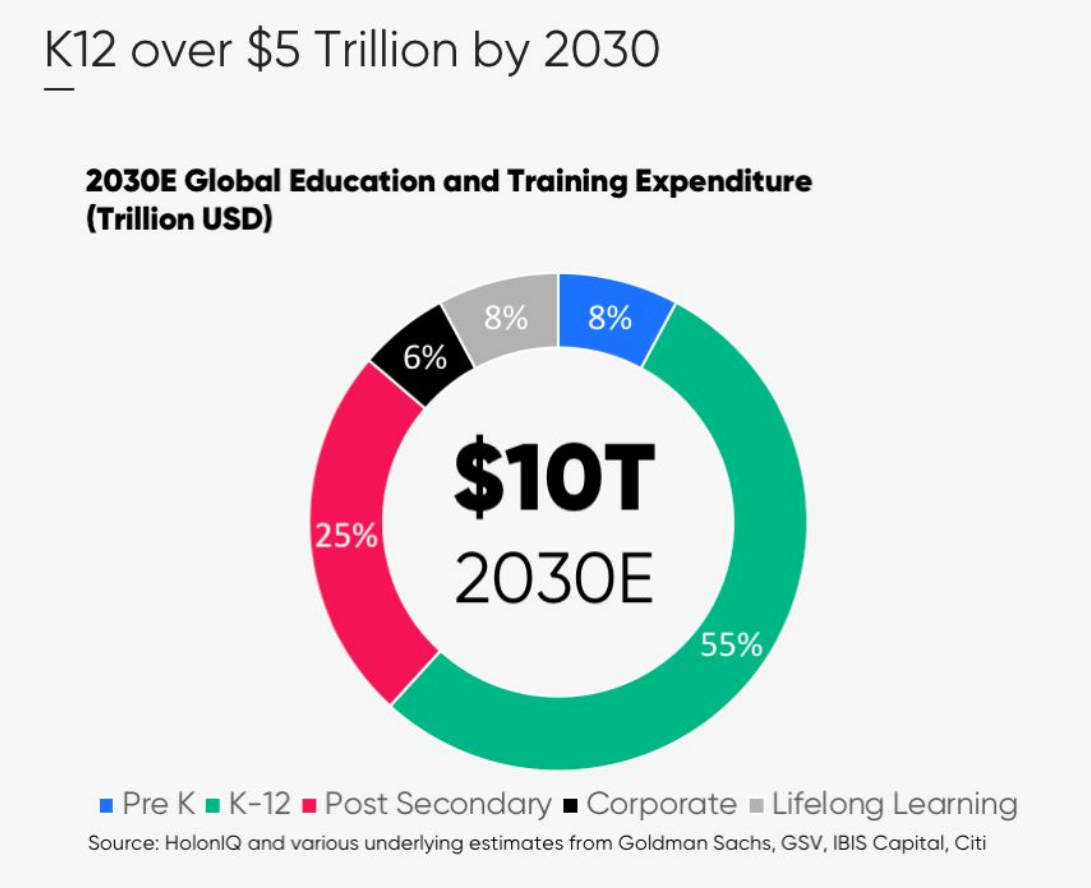
# Addressable **Market**




**198 Billion** USD by 2030

annual growth rate (CAGR) of 23.2%.

**Global Online Class Market**

**18 Billion USD In INDIA**

**263 Billion** USD by 2026

annual growth rate (CAGR) of 16.8%.

**Global SmartClass Market Size**

**16 Billion USD In INDIA**

# B2B2C **Model**

perceiv EDUCATION

METAcademy

**Through District Leaders**

**LMS Platform Integration**

**Smartboard Hardware Partners**

## Schools

**User are:**
**Teachers & Students**

**Per Classroom Program**
(Single user access for one Classroom Device)

**Per Students Program**
(Single user access for all the students)

**Coding Workshop Program**
(Learn to code AR VR)

**FREE Content & Community Access**

User Acquisition Funnel

**Online Tuition Program**

Annual Subscription

**Online Competitive Program**

Annual Subscription

**Super Batch (Tuition & Competition)**

One Time Cost

# Our **Traction**

**No. Of Users:**
Teachers: 500+
Students: 10000+

**No. Of Schools (DEMO/POC): 25**
**No. Of Subscribed School/Organization: 5**
**No. Of Partners: 3**

**Current School Funnel Size: 1000+ (10 States)**

**Current no. of Students Funnel Size Created: 10 Lakh +**

**In Conversation with Central Government Institutions for Distribution**

Hidden Hidden Hidden

**Revenue Generated: 1.5 CR INR**
Revenue Generated from Product Last Year: 25 Lakh INR

## Awards & Recognition

Winner — Finalist — Semifinalist

## Backed & Incubated by

## Credits and Grants:

**8 Lakh INR**
**worth of AWS Credits**

**7 Lakh INR of**
**Government Grant**

Perceived

# Our **Market Quadrant**

Perceived

**3D+XR Interactive**

Practically

EMBIBE

EXTRA MARKS

Next. Education® Transforming Education

unacademy

toppr

Vedantu LIVE ONLINE TUTORING

BYJU'S

**Animated Video & 3D Videos**

zSpace

**AR & VR Solutions**

foton VR™

VEATIVE

CLASSVR

nearpod

OSSO VR

Unorganized

# Diverse Passionate & **Talented Team**

## Uttam Pandey
**Founder, CEO**

**8 Year of Experience in RnD, Product Development & Innovation in Human Computer Interaction & AI**

BYJU'S

entropik TECH

## Dhruv Pandey
**Co-founder & CCO**

**9 Year of Experience in Curriculum Management and Content Development**

unacademy

## Ashok Mehta
**CSO**

**20+ Year of Experience in Institutional Sales & B2B Sales in Education Sector**

Educomp™ What Learning Can Be

VEATIVE

## Current Team Strength: 8
**(Employees + Interns + Consultants)**

**Product Development: 3**
**Content & Design: 5**
**Sales & Marketing: 2**

# Our **Milestones**

**October**

Company Founded

**2019**

Company Size: 1

**June**

3D Rendering Engine Developed & Market Research

**August**

XR Hosting Platform Launch (BETA)

**2020**

Company Size: 3

**February**

AWS EdStart
Giving EdTech startups a head start

3000$ AWS Credits

**September**

Perceiv Education Release 1.1
Grade 11-12 (Maths & Science)

**2021**

Company Size: 6

**January**

Entrepreneur EDUCATION INNOVATION CONCLAVE & AWARDS

Winner (Emerging Classroom Techsolution of the Year)

**July**

aws

7000$ AWS Credits

METAcademy Student App/Web Launch (Grade 11-12)

**2022**

Company Size: 10

**December**

International Institute of Information Technology Bangalore

K-tech EDTECH SPECIAL INTEREST GROUP

TiE BANGALORE FOSTERING ENTREPRENEURSHIP

Powered by aws EdStart

Incubated by

Partnered with LMS Platforms (Serving in INDIA & US)

WeXL

PHYGITECH

gooru

**January**

MeitY TIDE 2.0 G2 Centre

Ministry of Electronics & Information Technology Government of India

MEITY STARTUP HUB

Won 7 Lakh Grant from MIETY

In conversation with Top Government Institutional Channels

**2023**

Company Size: 6

| Revenue Generated Each Year | Service Mode | Service Mode | Product Mode | Projected |
|---|---|---|---|---|
| 5 Lakh INR Revenue | 75 Lakh INR Revenue | 45 Lakh INR Revenue | 25 Lakh INR Revenue | 2 Cr INR Revenue |

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# Our **Ask**

## We have an Ask for 1.5 - 2 CR INR (For Next 1 Year)

*We have a commitment of 30 Lakhs till now.*

**We have an Ask of**
**12 CR INR for Next 3 Years**
**100 CR INR for Next 5 Years**

We want to Expand our team to 30+
Which Includes:

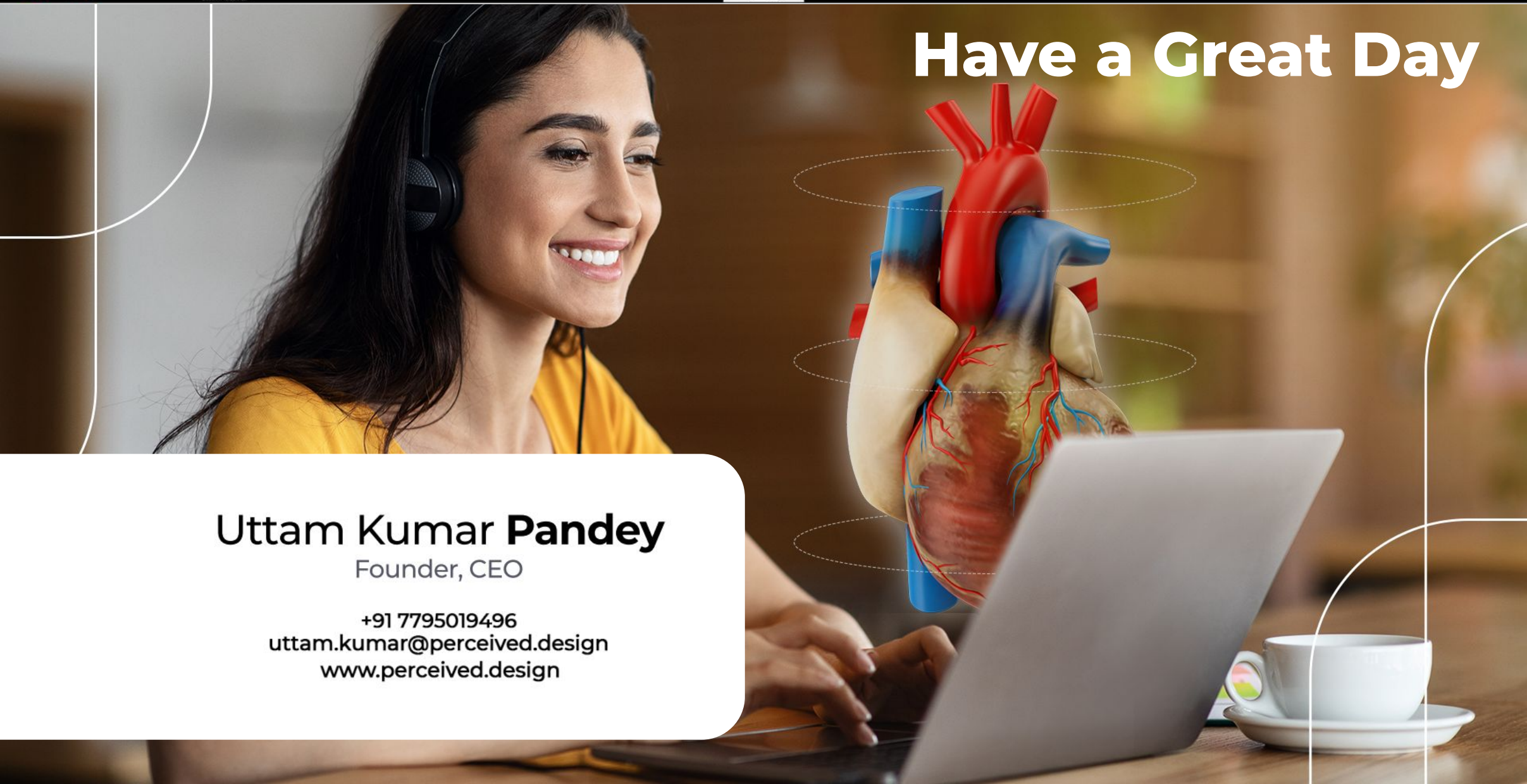
- Sales & Customer Success Team,
- Marketing and awareness in Events in Tier I & II Cities
- Engineering & Content SME Team,

We want to Expand our Offerings (K-12):

- Build 3D Assessments
- Build Quality 3D Interactive Videos for Lower Grades
- Produce Multilingual Regional Classroom Programs
- Work On Regulations for Global Market

We want to Expand our Offerings:

- Competitive Space (XR Online Classes)
- Higher Education (Engineering & Medical)


Have a Great Day
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