

SHAURYA

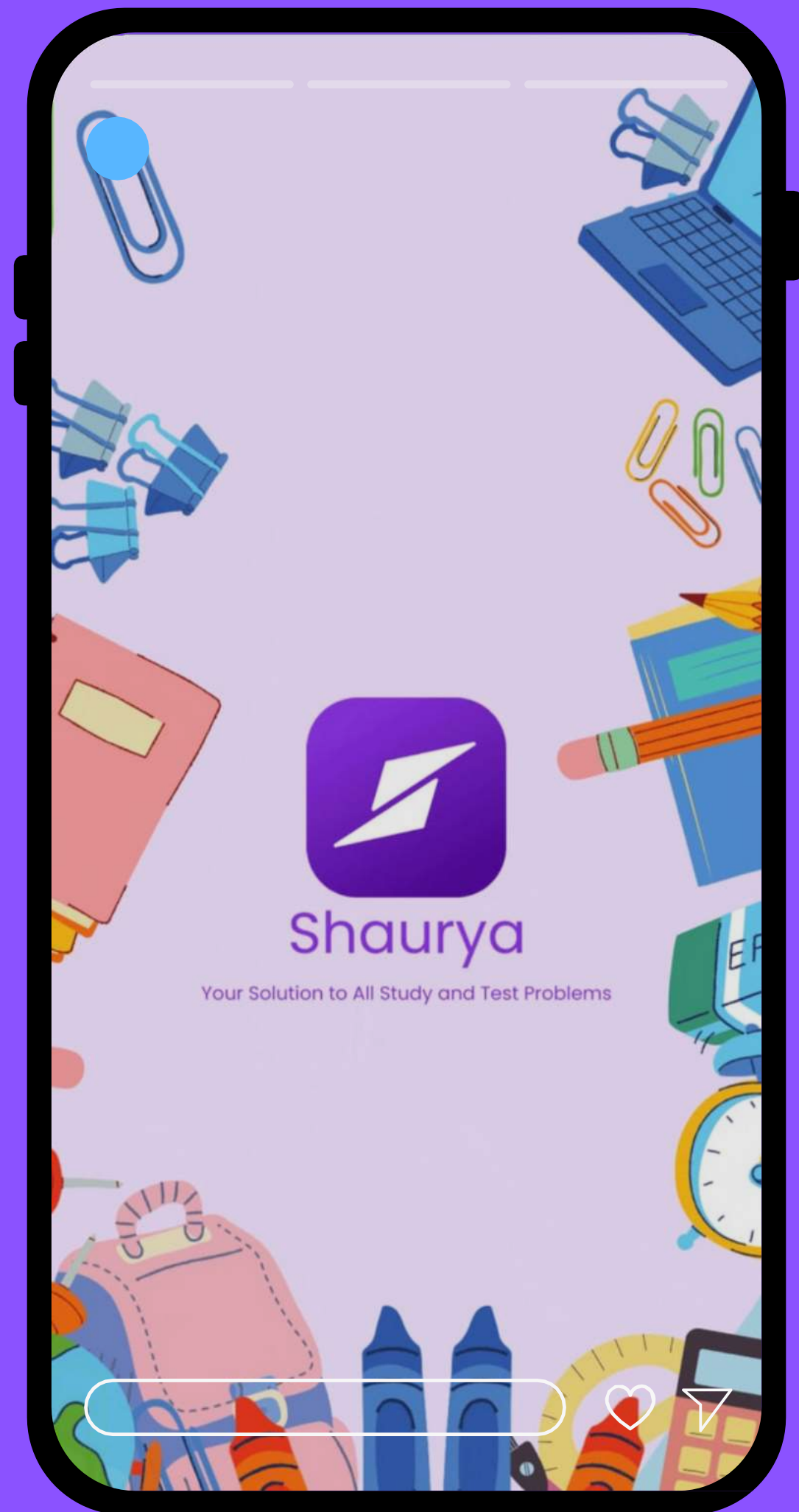
An EdTech Platform for Classes 9th
Onwards & Competitive Exams



01

Problem Statement

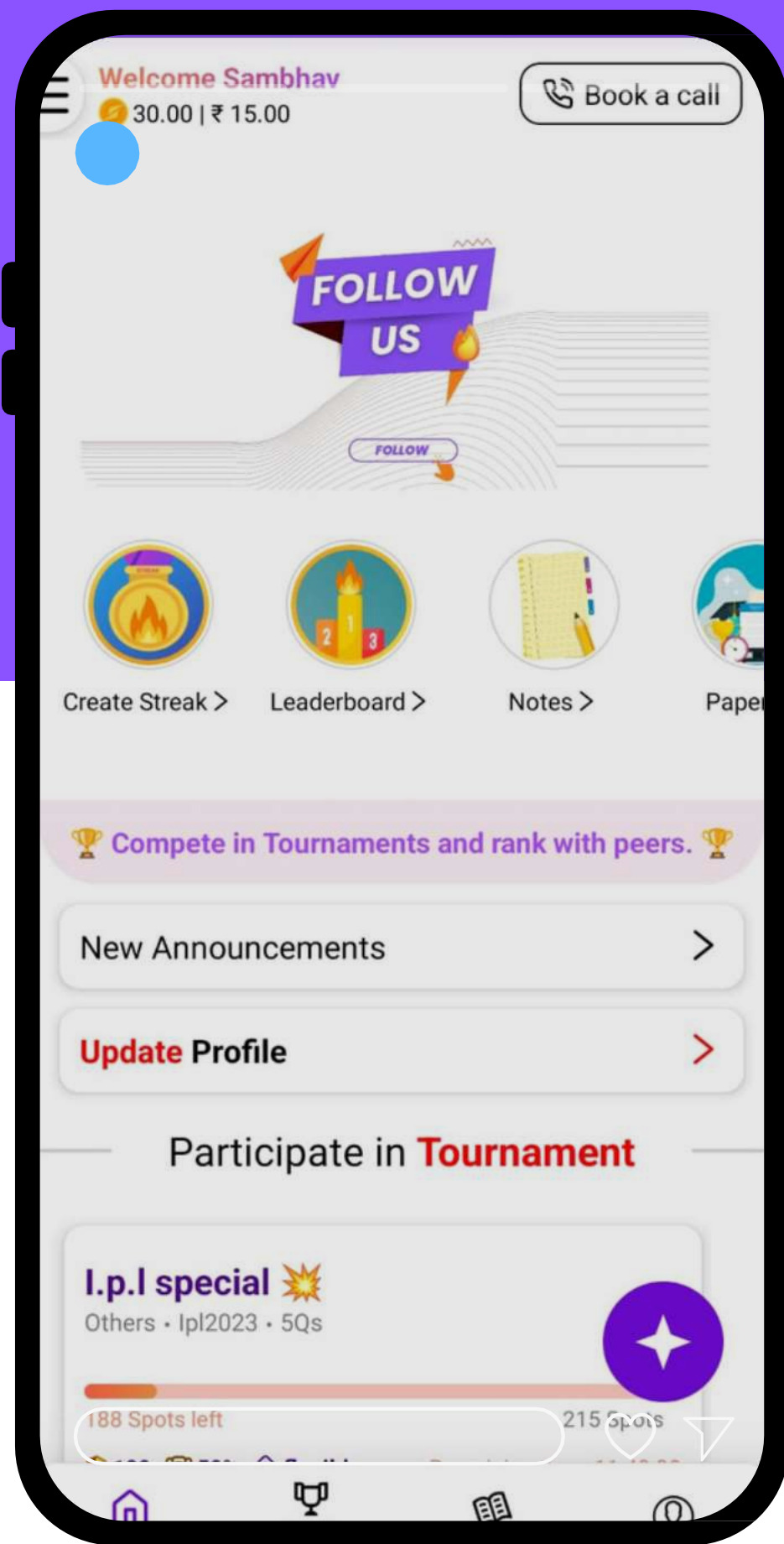
- Limited access to engaging and rewarding learning systems.
 - Traditional models lack inclusivity and innovation.
- High competition with minimal opportunities to enhance results.



02

Introducing Shaurya: Learn, Perform, and Earn!

- B2C: Universal access with daily tournaments for rewards.
- B2B: Affordable pricing for schools, benefiting both institutions and students.
- Holistic model covering diverse student needs.

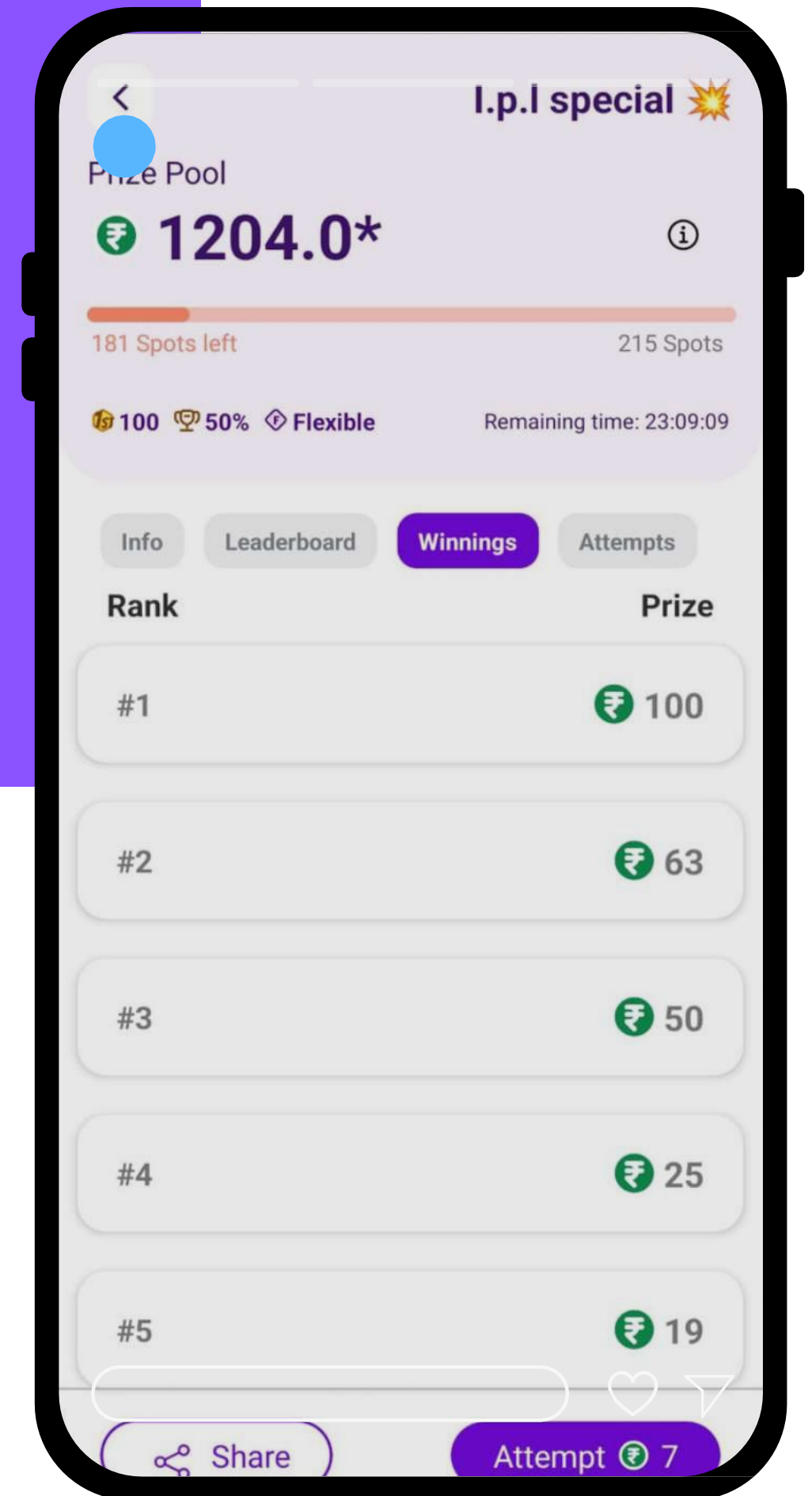


Shaurya App: Revolutionizing Education Through Opportunity for All

The EdTech Platform That Lets Everyone Win

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We assure that each and every student in our app win something or the other with different form of tests like CYOT, Bullseye, Tournament and Streak.



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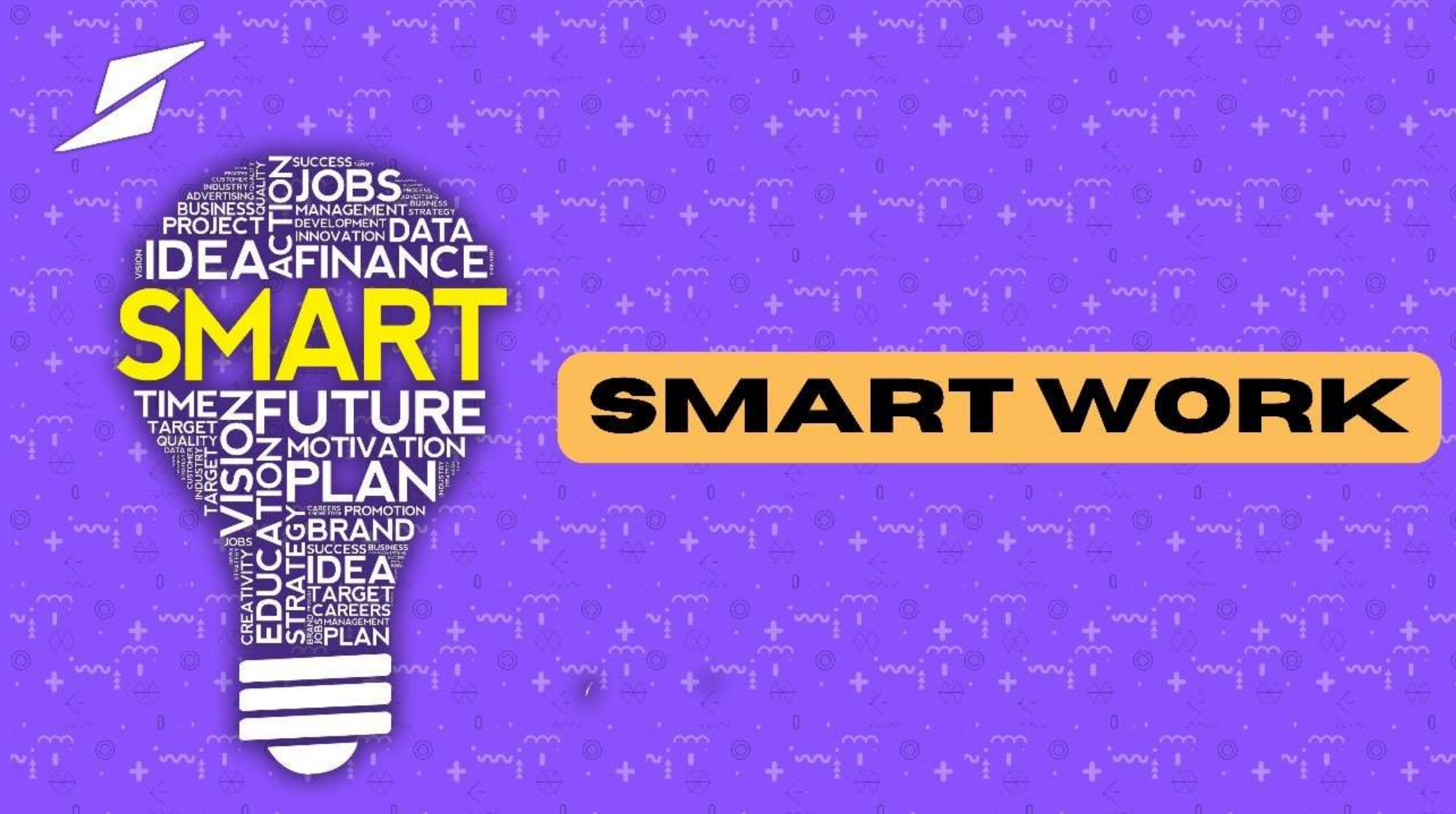
Inspired by KBC - Reimagined for Education



- KBC: 37M viewers
→ Only a few reach the hot seat
→ 1-2 winners.

- Shaurya: UNO Reverse → Every student gets a chance to perform, learn, and win.

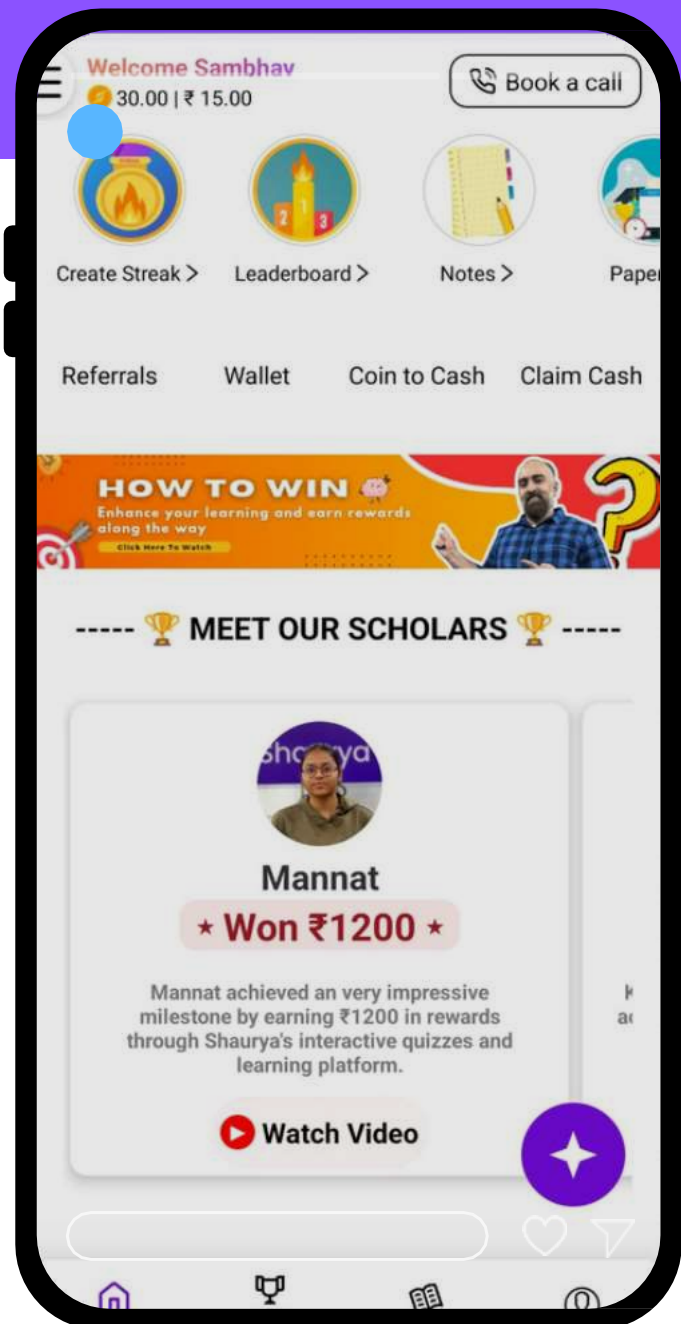
- Education meets gamification, ensuring inclusivity and rewards.



The Educational Gaps We Address

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Opportunity, Learning, and Rewards for All

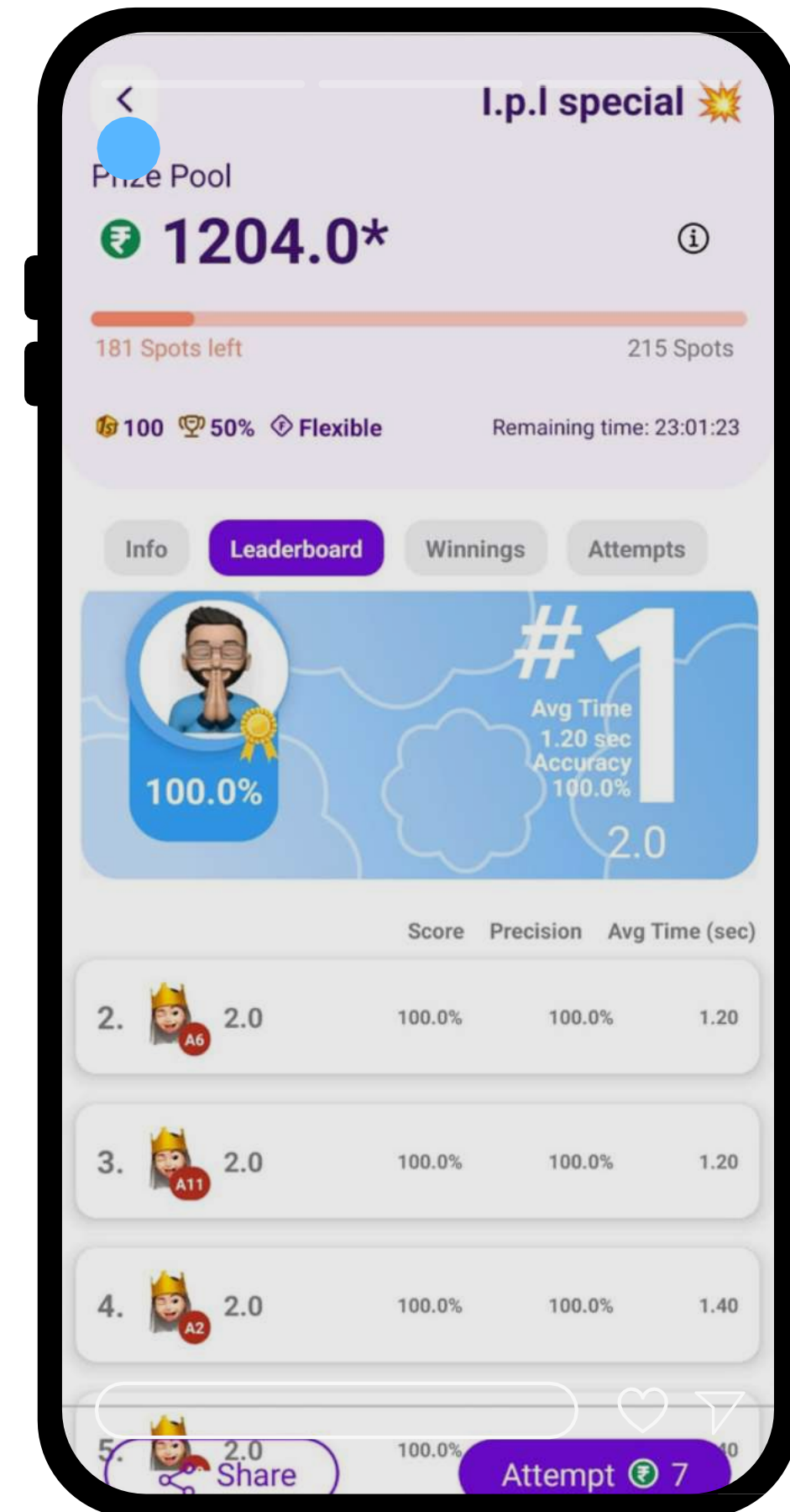


- **Gamified learning:** Students participate in daily tournaments.
- **Rewards for effort:** Every student enhances their performance while earning.
- **Accessible to all** with affordable pricing.

Learn, Compete, and Earn Every Day

- Multiple tournaments in a single day
- ₹10 daily entry(per student) → ₹1 lakh prize pool(For 1 Tournament)
- Students improve their knowledge while earning rewards.
- Everyone has a chance to win and grow

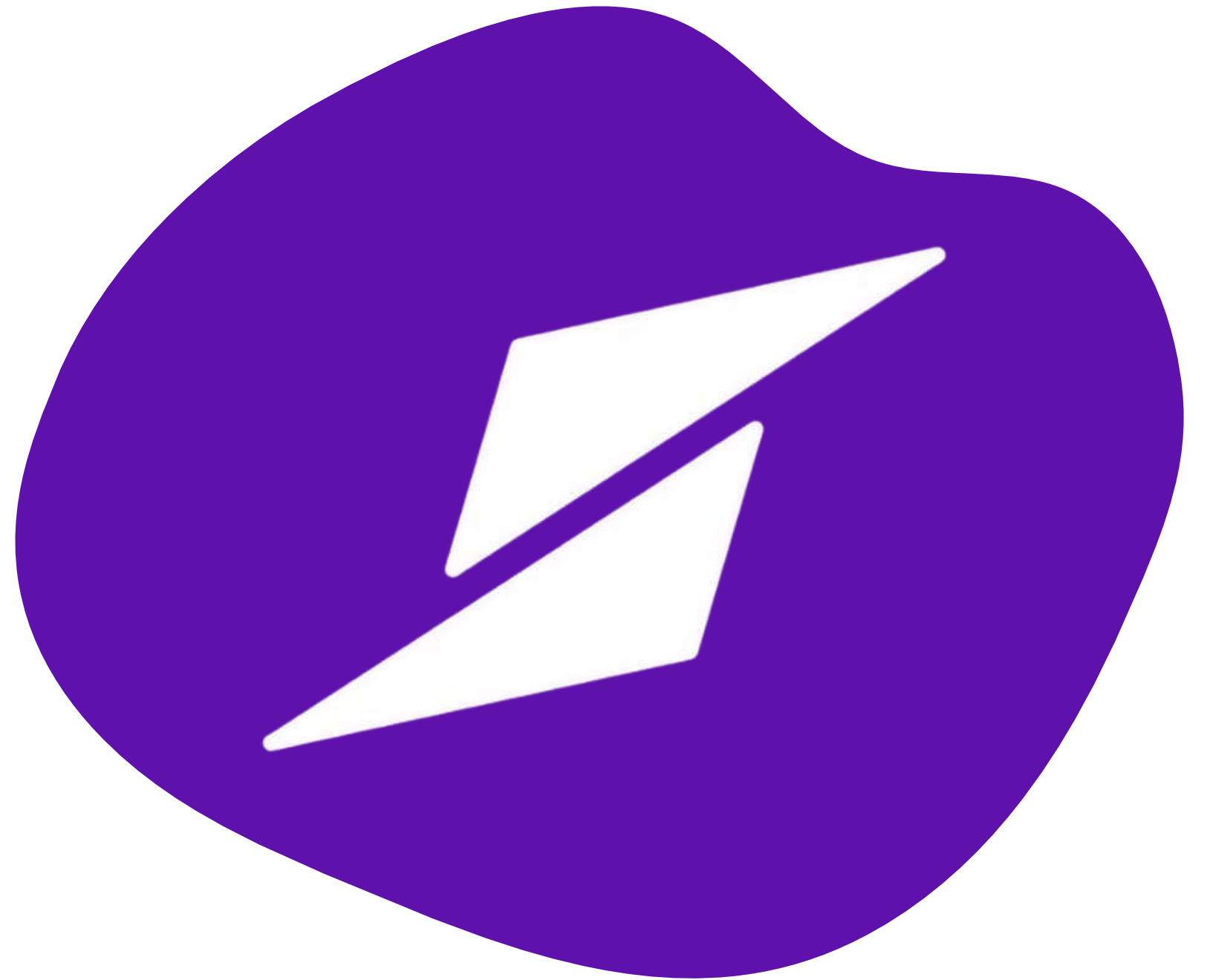
07



Win-Win Monetization aka REVENUE MODEL

- Students spend ₹100 → 80% distributed as rewards, 20% revenue.
- Higher profits compared to traditional lottery models.
- Sustainable growth even with marketing investments.

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B2C Model: Impacting Millions

- Target audience: Millions of students in India.
- Reward-driven system that motivates participation.
- Unlimited opportunities for every student to enhance results.

- Schools pay ₹1/student/day → ₹365/year.
- Schools can charge students ₹500-₹1000/year → Profitable for institutions.
- Potential: 1,000 schools → ₹3.65 crores annually.

B2B Model: Partnering with Schools

10 The Vision for Scale and Impact

- **B2C: Millions of students engaged daily.**
- **B2B: Partnerships with 1,000+ schools in Delhi and beyond.**
- **A long-term goal of becoming the go-to EdTech platform in India.**


More than 13.4 lakh candidates appeared for the UPSC Civil Services (Preliminary) Examinations 2024 in June this year. They were competing for barely 1,000 jobs. Such high competition is driven by the prestige a

Every year, around 20 lakh students take the CBSE Class 10 board exams, while about 15 lakh students take the CBSE Class 12 board exams. In 2025, around 44 lakh students are expected to take the CBSE board



A total of 20,87,462 students Registered out of 20,36,316 appeared in NEET UG 2023 exam, among these 11,45,976 candidates have qualified . The table below provides the NEET result 2023 statistics of category-wise candidates appeared, qualified and other details.

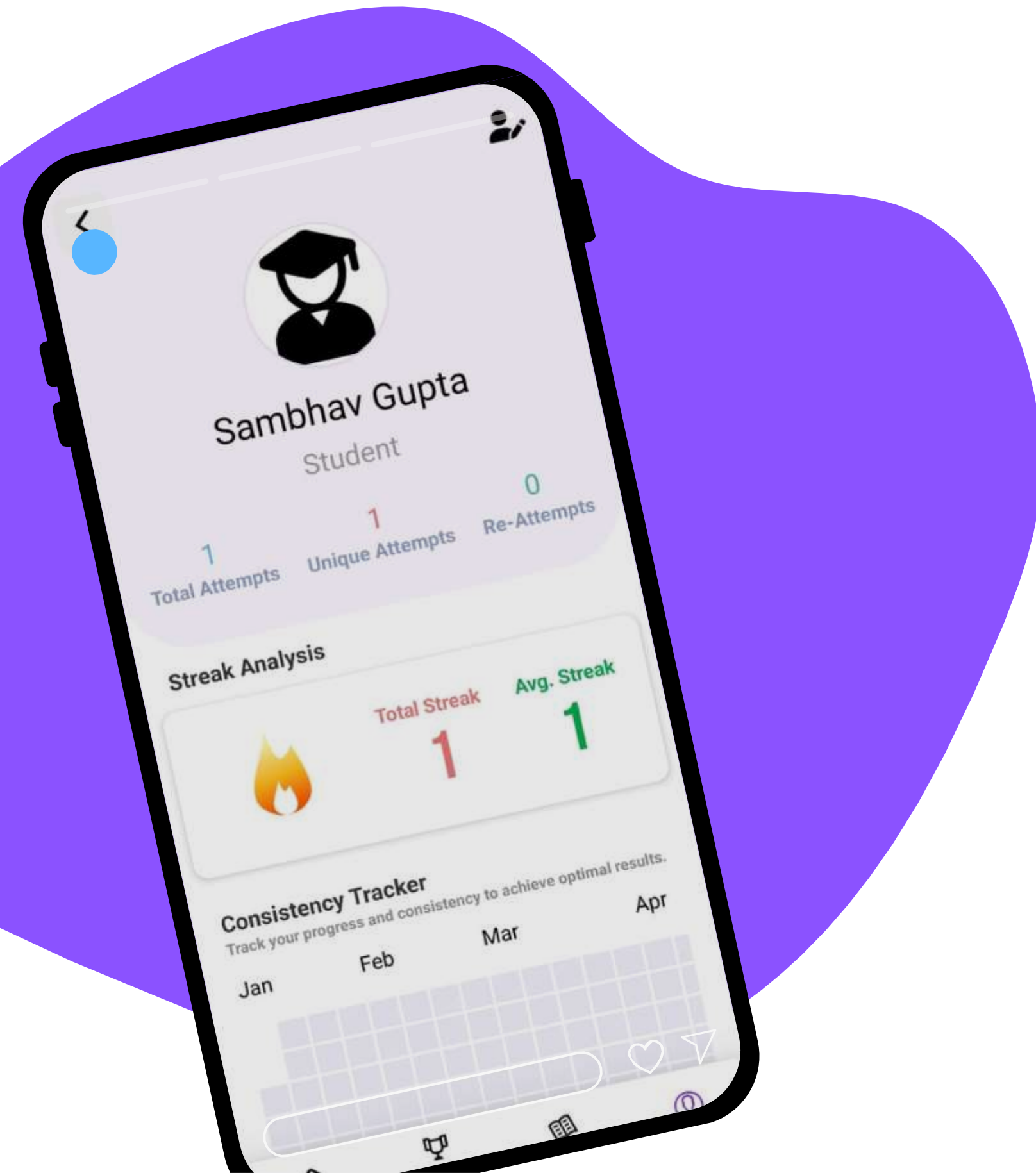
Every year, over 35 lakh students appear for the CBSE board examinations.

 <https://www.shiksha.com> > boards

CBSE Board Exam 2025 Class 10th

Be Part of the Shaurya Revolution

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A chance to redefine learning and rewards for students.

Join us in scaling this impactful initiative.

Together, let's empower every student to succeed.