



## Sequoio: Revolutionizing Test Preparation with AI

In today's ever-evolving educational landscape, standardized tests serve as gateways to a world of opportunities for students worldwide. These assessments significantly influence access to higher education and future career prospects, underscoring the critical role of test preparation. Sequio aims to lead an educational revolution by harnessing the potential of artificial intelligence (AI) to reshape the future of test preparation.

### Unlocking AI's Potential in Test Prep

AI stands poised to disrupt the traditional test preparation industry by offering innovative solutions tailored to individual learning needs. Through advanced algorithms, data analytics, and personalized learning approaches, AI has the power to transform the test preparation experience fundamentally. Our mission is to harness these capabilities to *create dynamic, adaptable, and highly effective AI-based test preparation tools* that empower students to excel in various standardized exams.

### Strategic Focus: CAT, SAT, GRE, GMAT, and ACT

As we embark on this transformative journey, our strategy revolves around a strategic focus on specific standardized exams. We recognize the immense potential and demand for AI-driven test preparation solutions, and as such, we have chosen to prioritize the following exams:

- **CAT (Common Admission Test):** CAT is a linchpin for Indian students aspiring to pursue MBA programs. *We begin with this exam as it offers cost-efficient data collection, with the added advantage that the user is also the buyer.*
- **SAT and ACT (Scholastic Assessment Test and American College Testing):** In the United States, SAT and ACT exams hold immense significance for college admissions. The U.S. education market is exceptionally well-suited for AI-driven test preparation solutions, and we are determined to seize this opportunity.
- **GMAT (Graduate Management Admission Test) and GRE (Graduate Record Examinations):** While these exams are equally essential for higher education in India, their comparatively lower upfront investment for AI model deployment and the YoY increase in test takers makes them a practical option for expansion within the Indian market.

### Mitigating Data Collection Costs

Developing AI-based test prep solutions poses a challenge in *getting high-quality training data*, particularly for exams like the SAT and ACT in the United States, which have cost limitations. We recognize the need for increased funding to address this issue effectively. *For CAT, GRE, and GMAT, we are confident in accessing quality data at competitive prices through the Indian market.*

### Innovative Marketing and Go-to-Market Strategies

To gain a competitive edge in educational technology, we have devised innovative marketing and go-to-market (GTM) strategies. In price-sensitive India, we plan to gain market share by *competitively pricing* our test prep solutions while keeping top-notch quality and bringing in a *unique referral-based marketing format*. This approach aims to capture a significant market share and establish us as industry leaders.



## Our Vision: Rapid Market Growth

Our vision extends beyond merely creating exceptional AI-driven solutions. We are determined to make a lasting impact on the educational technology landscape, positioning ourselves as pioneers in the industry. Through innovative strategies, expanded product offerings, and adaptability to market dynamics, we are confident in our ability to gain traction swiftly and become trusted partners for students striving for excellence in standardized exams.

## Why Our AI-Driven Solutions Are Poised to take over the Market.

1. **Hyper-Personalization:** Our AI technology tailors study plans and content to individual learning styles and progress. In India, this addresses the diverse educational market, and, in the US, it ensures that each student receives a customized approach.
2. **Dynamic Adaptation:** Our solutions adapt after each test to each user's strengths and weaknesses. *This adaptability is not just at an elevated level but goes down into the sub-topics that each question belongs to.*
3. **Affordability:** We understand *India's price-conscious market* and offer competitive pricing without compromising quality. In the US, we focus on delivering exceptional quality to meet the ambitious standards of students and parents.
4. **Quality and Trust:** In the US, *our quality-focused approach* aligns with the expectations of students and parents, ensuring they trust our solutions. In India, we balance quality with affordability, offering exceptional value.
5. **Teacher-Free Learning:** Sequio's AI-driven solutions *drop the need for human instructors*, offering students a self-paced and independent learning experience.
6. **Test Optimization with No Content:** Unlike traditional solutions, Sequio *focuses solely on perfecting the test-taking experience*, ensuring students excel in exams without the need for extensive content consumption. This further reduces our required financial outflow.
7. **Lack of Direct Competitors in Our Geography:** Sequio enjoys a unique advantage *by working in geographical regions where there is a scarcity of direct competitors*, allowing us to capture untapped market potential.
8. **Fresh Technology Use Case with IP Potential:** Our innovative technology implementation *dramatically reduces computational requirements*, potentially leading to valuable *intellectual property opportunities in both implementation and architecture*.

By addressing the unique needs and motivations of our target audiences in India and the United States, Sequio supplies AI-driven test prep solutions that empower students and professionals to achieve their educational and career goals effectively and affordably.



## Team

Team Member	Function	Prior Work Experience and Education
Vashisht Anand	Founder, All things non-Tech	Ex-Product Head@Anthill Ventures, BITS Pilani
Sharad Nataraj	Founder, ML, NLP, Computer Vision	ML Engineer, Master's in applied ML
Lina L.	Data Analytics	Capgemini, MSDA @ SJSU
Maryam N.	Legal Counsel	Active Litigation Supreme Court and High Courts.
G. Ganesh	Finance	25+ years of exp. in M&A, Accounting
Rohit D.	Marketing Consultant	Vice President at Mindshare
Akanksha L.	Digital Marketing	Digital Consultant and Creator
Vaibhav A.	On-Ground Sales	Ex-Morgan Stanley, Pursuing MBA@ IIMB
Akshay K.	Web App Development	Ex- Palo Alto Networks and Cognizant
Nandini S.	HCI & Gamification, Cognitive Science	Cognitive Science in Tech from UC Davis

## A Glimpse into Sequio's Business Model

### Customer Segmentation

- **Students:** Catering to individuals preparing for CAT, GRE, GMAT, SAT, ACT.
- **Educational Institutions and Legacy Test Makers (B2B):** Collaborating with schools, colleges, and coaching centers in India and the US.

### Value Proposition

- **AI-Driven Test Prep Solutions:** Sequio offers hyper-personalized, dynamic, and cost-effective test preparation.
- **Data-Driven Insights:** Supplying personalized learning plans, real-time progress tracking, and customized content.
- **API Integration (AlaaS):** Offering AI capabilities as a service to educational institutions.

### Channels

- **Online Platform:** Delivering user-friendly web and mobile application experiences for test taking.
- **Educational Partnerships:** Forming strategic collaborations with academic institutions.
- **B2B Channels:** Facilitating API integration and AlaaS services.

### Customer Relationships

- **Self-Service:** Empowering students through the online platform.
- **Personalized Support:** Enhancing user experiences with AI-powered chat support, webinars, and live Q&A sessions.
- **Educational Partnerships:** Ensuring dedicated account management for B2B customers.

### Revenue Streams

- **Subscription Fees (B2C):** Providing tiered pricing for premium test preparation packages.
- **API Integration (B2B):** Generating revenue through licensing fees for educational institutions.
- **AlaaS Usage Fees (B2B):** Charging institutions based on their API usage for our in-house offerings.



## Resources

- **AI Technology:** Leveraging advanced algorithms, data analytics, and machine learning models.
- **Content:** Offering comprehensive test preparation content, (only) including explanations.
- **Educational Partnerships:** Setting up and maintaining strategic collaborations.
- **Talent:** Using highly skilled and specialized software engineers, data scientists, and educators.

## Key Activities

- **Research and Development:** Continuously improving AI algorithms and content.
- **Marketing and Promotion:** Conducting online and offline marketing campaigns.
- **Customer Support:** Ensuring outstanding user experiences.
- **API Development:** Building and maintaining AlaaS offerings.

## Partnerships

- **Educational Institutions (B2B):** Partnering for distribution and seamless API, AlaaS integration.
- **Content Providers:** Collaborating on new question and answer development.
- **Referral Program Partners:** Engaging educational influencers and experienced students.

## Cost Structure

- **Technology Development:** Investing in AI technology and software development.
- **Content Licensing:** Creating high-quality test preparation content.
- **Marketing and Promotion:** Funding advertising, promotions, and referral program incentives.
- **Personnel:** Covering salaries for software engineers, data scientists, educators, and support staff.
- **Infrastructure:** Managing server hosting and maintenance expenses.
- **API Maintenance:** Ensuring the functionality and uptime of APIs.
- **Administrative Costs:** Managing general administrative expenses.

*“Sequoia's business model is meticulously designed and covers all aspects of the business, this addresses the diverse needs of students and educational institutions, providing innovative and accessible AI-driven solutions for test preparation across multiple exams.”*



## Financials

Financial Projections (Year 1)	Amount (USD)
Total Revenue	1,500,000
Subscription Fees (Students)	1,200,000
API Integration (B2B)	150,000
AlaaS Usage Fees (B2B)	150,000
Total Expenses	1,200,000
Technology Development	400,000
Content Licensing	200,000
Marketing and Promotion	200,000
Personnel	300,000
Infrastructure	50,000
API Maintenance	50,000
Net Profit	300,000

## B2B Pricing

We are confident of securing a contract for AlaaS API usage through an early partnership in the US test preparation industry. Our entry strategy includes an attractive introductory offer, providing access to all American exams for a year at a competitive price, ensuring a strong start and emphasizing customer value.



## Funding Requirement

### FUELING SEQUIO'S TEST PREPARATION REVOLUTION

Sequio, driven by its commitment to personalized and adaptive learning, offers a range of investment options, each aligned with the scale and ambition of our vision. *We present four distinct funding options*, allowing investors to take part in the evolution of AI-powered test preparation.

#### *Option 1: CAT - Laying the Cornerstone (Total Investment for MVP: \$48,000)*

In this foundational phase, an investment of \$48,000 is directed toward Sequio's core offering, CAT (Common Admission Test) in India. CAT is the cornerstone of our operation, serving as the bedrock upon which we build our edifice of innovation. This investment will establish our market presence, fuel technological infrastructure development, and set the stage for broader expansion.

#### *Option 2: CAT, GRE, GMAT Expansion - Scaling the Heights (Total Investment for MVP: \$191,000)*

With an investment of \$191,000, Sequio embarks on a journey of scaling success by adding CAT, GRE (Graduate Record Examinations), and GMAT (Graduate Management Admission Test) to its portfolio. This strategic diversification uses the sturdy foundation built through CAT, extending our reach to cater to an audience with global aspirations. Investors contributing to this choice play a pivotal role in amplifying our impact on the test preparation landscape.

#### *Option 3: CAT, SAT, and ACT - Expanding Across Borders (Total Investment for MVP: \$279,000)*

Investors looking to broaden our horizons can commit \$279,000 to support the expansion of Sequio's offerings to include CAT, SAT (Scholastic Assessment Test), and ACT (American College Testing). This strategic move solidifies our foray into the lucrative U.S. market while keeping a strong foothold in India. It provides students with access to a diverse range of exam solutions and is an exciting phase in our journey.

#### *Option 4: CAT, SAT, ACT, GRE, GMAT - The Complete Suite (Total Investment for MVP: \$427,000)*

For investors looking to position Sequio as a dominant force in the test preparation industry, the all-encompassing choice beckons. An investment of \$427,000 secures Sequio's presence in CAT, SAT, ACT, GRE, and GMAT. This comprehensive suite promises to redefine test preparation by offering a holistic and competitive edge to students worldwide. It signifies a commitment to delivering excellence on a global scale.

## Empowering Sequio's Vision with your Equity Investment

To further align your interests with our journey, we propose structuring these investments as equity, ensuring that investors become valuable stakeholders in Sequio. This approach fosters a powerful sense of partnership and shared ownership, amplifying the commitment to our collective success.



## Accelerating Growth, Transforming Education

Your investment in Sequio is not merely a financial commitment; it is a catalyst for transformative change in the education industry. Together, we embark on a mission to redefine test preparation, empower students, and shape the future of learning. Join us in this exciting journey to make a lasting impact on education worldwide.

### Contact Us:

Vashisht Anand

+91-8712820495 (WhatsApp)

+1(408)-509-0481

vashisht.g.a@gmail.com

