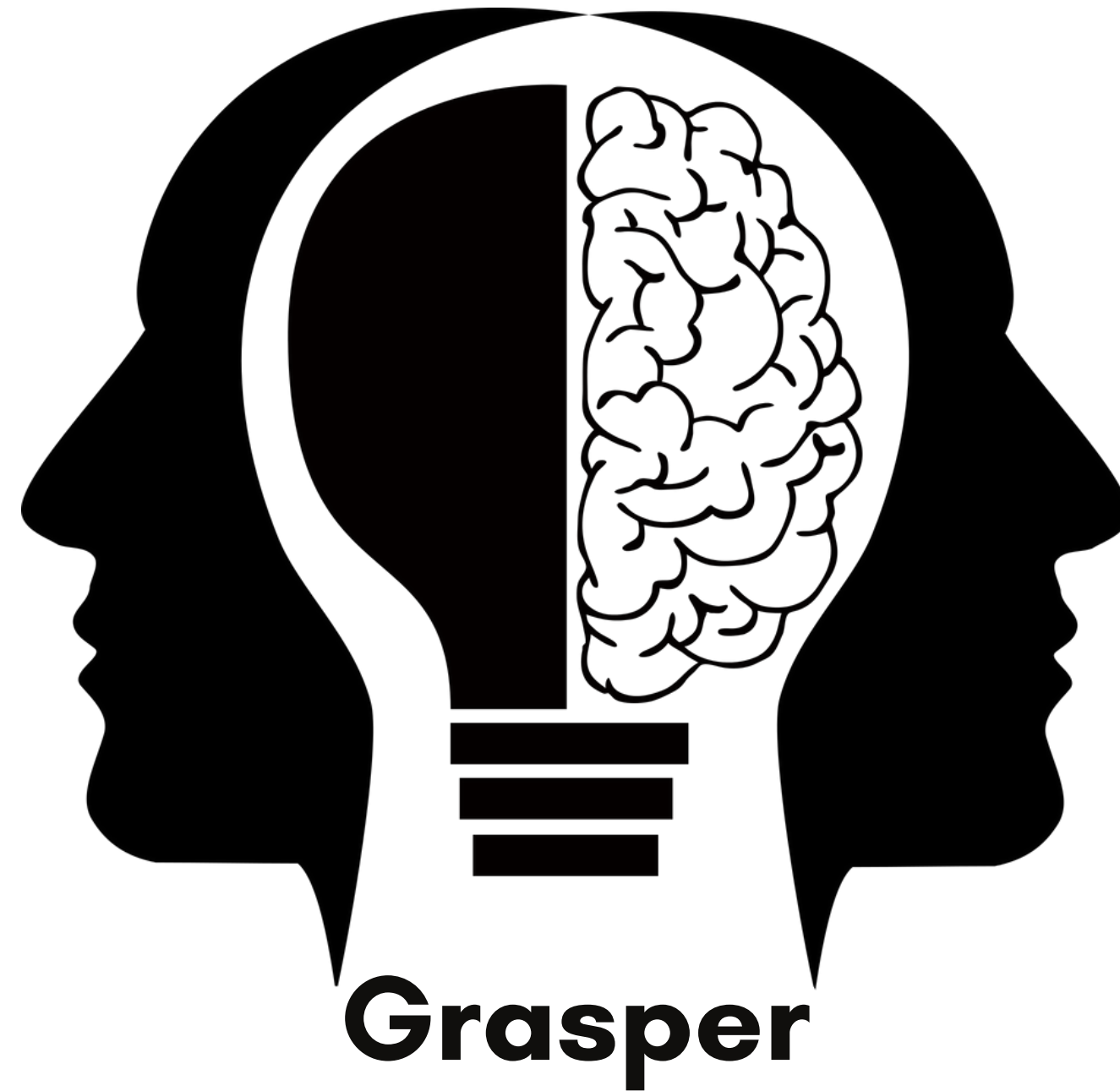


Prime Meghalaya

Registration No.: ZE115571NU



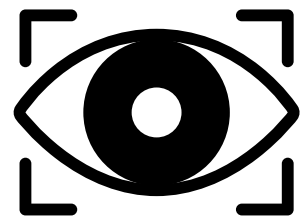
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Tarka Yantra Software (OPC) Pvt. Ltd.

Introduction



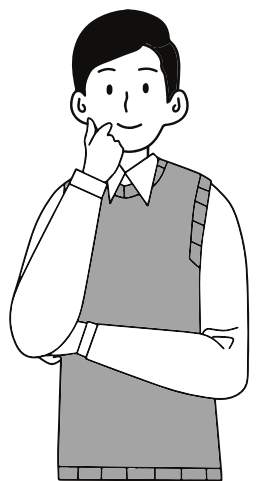
Cloud based Data-Driven **e-Learning Platform** with an state-of-art Adaptive Learning, Content Mapping & Assessment System based on Artificial Intelligence.

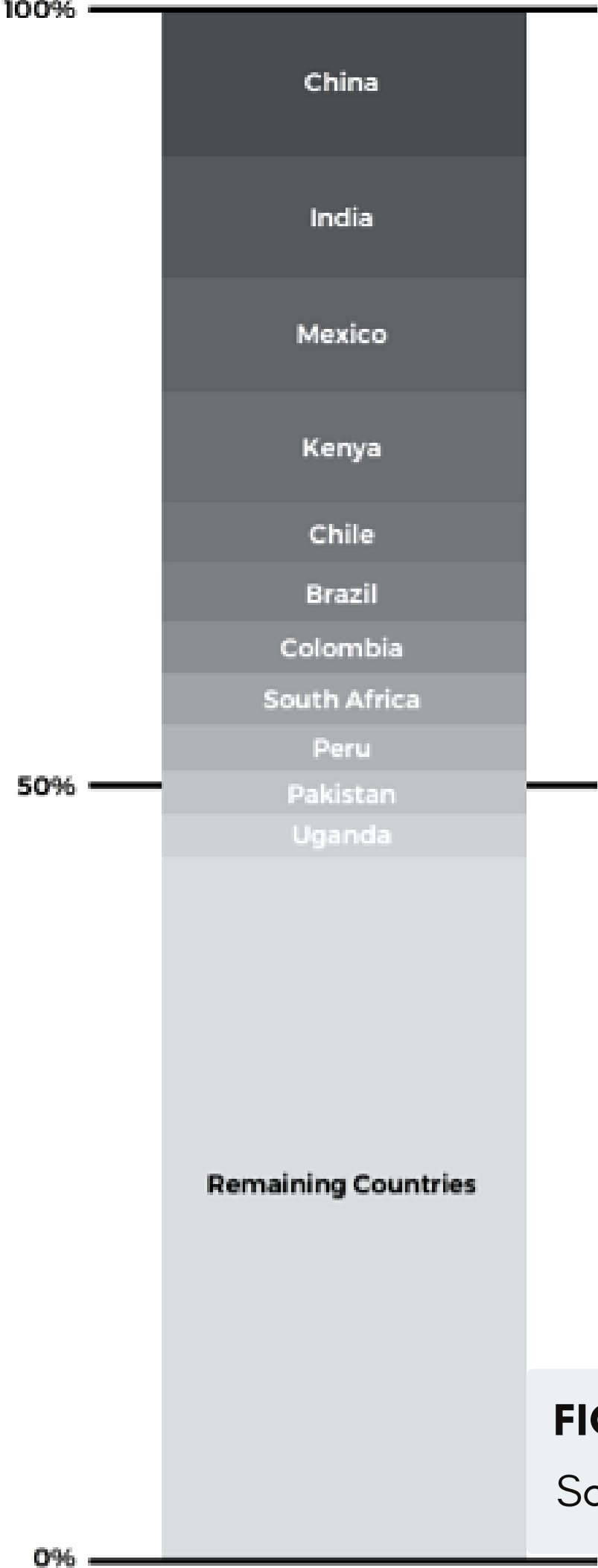


We vision a platform that can ensure fluent education to anyone willing to learn or to contribute towards learning.

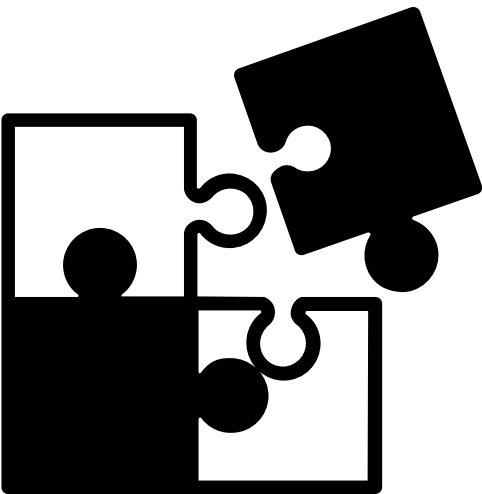
Who am I?

Shiva Chettri | Technical Head at Codigion
IT, Software & Solutions Provider based in Shillong, Meghalaya



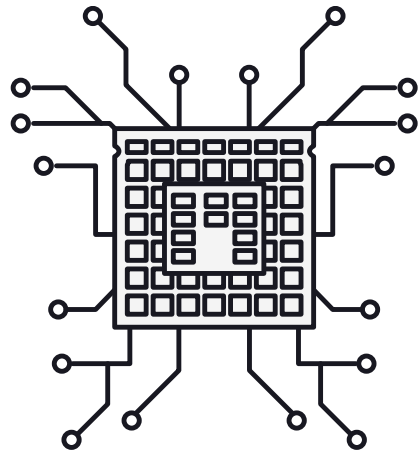


Problem Statement



Today, 650 million children around the globe are at risk of being left behind as they fail to learn basic skills. Inequitable access to education is part of the problem, but even when children are in school, they may not be learning.

FIGURE. Impact evaluations in education, by country.
Source: 3ie Impact Evaluation Repository

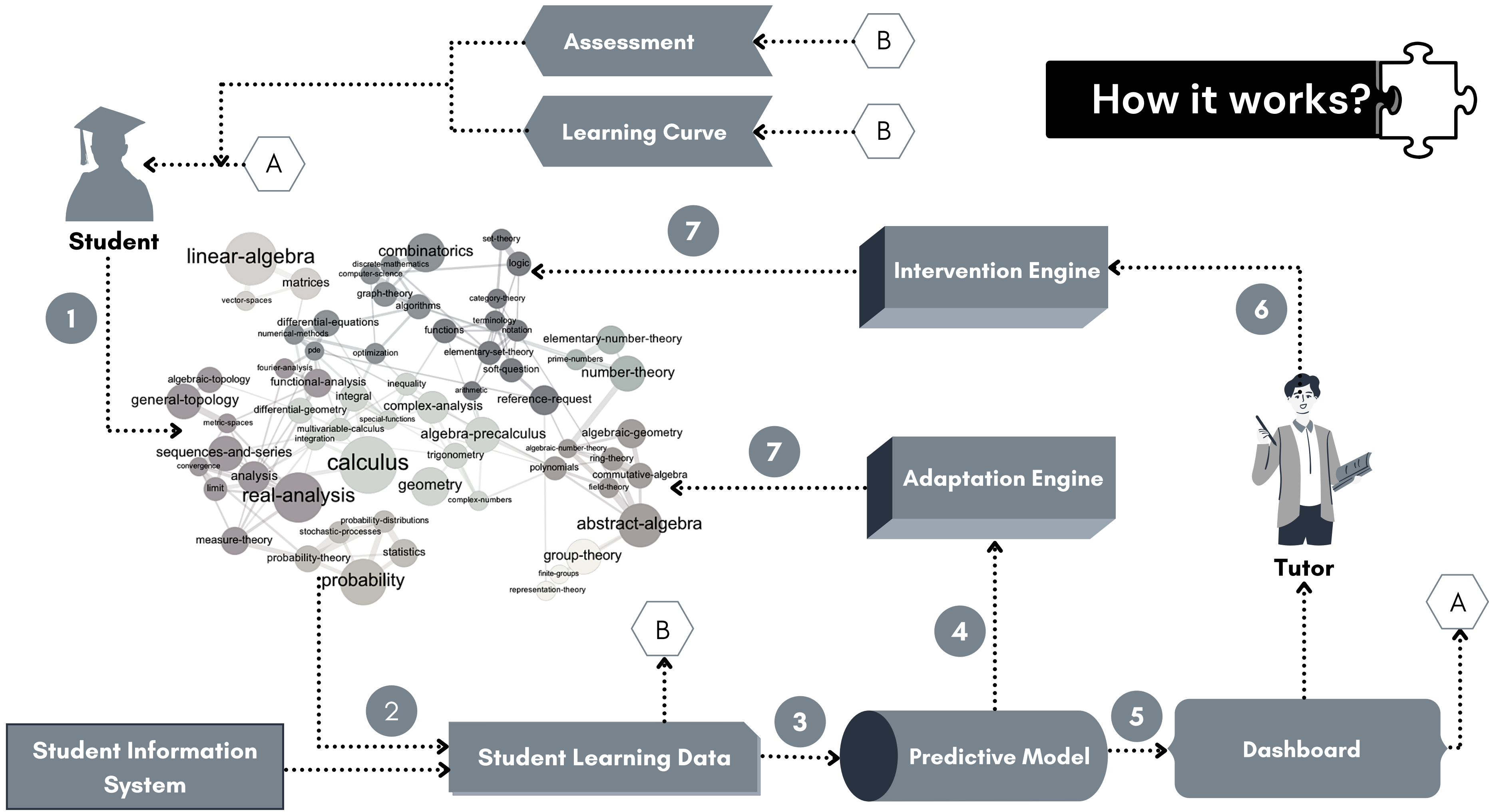


Our Solution

Software as a Service (SaaS) ● Open Learning

An adaptive e-learning interactive system that personalizes and adapts e-learning content, pedagogical models, and interactions between participants to facilitates learning in an evocative and efficient way by using diversity of computing technologies.

- **Learning Materials:** Content uploaded by an individual in all form (text, video, audio, etc.) for any subject is rated by community to *filter best available content* by making using processing algorithms.
- **Content Network Mapping:** Contents are mapped with inter-connected (knowledge component graph) network to plot the *shortest-path* towards learning any subject deeply and efficiently.
- **Adaptive Learning:** Individual's learning activity and up-to-date *assessment system* is plotted into Knowledge Graph and Learning Curves iterated until stable, to ensure flawless learning.



Our Customers

Teachers & Students all around the globe.
Global e-learning is expected to reach USD 374.3 Billion by 2026.

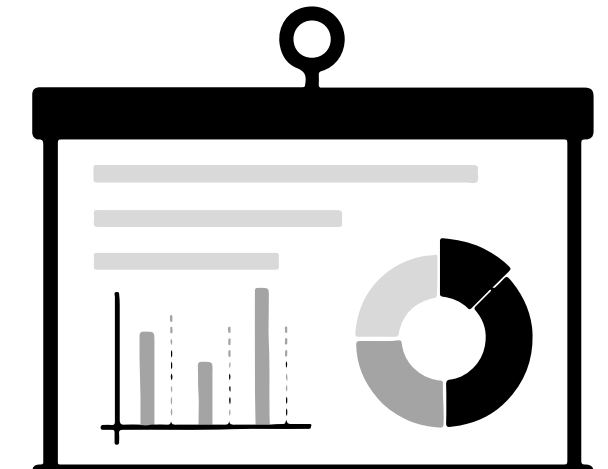
Schools & Educational Institute can license our tool.
Only in India, over 900 universities and 40,000 colleges.



Does market need us?

Intelligent Tutoring System that aims to provide interactive and personalized learning experience, typically without interference from human teacher, to meet individual's own learning needs and preferences.

Research and Survery suggests that there is a great demand for our solution.



Marketing Strategy

Search Engine Optimization: Organic traffic based on strategic content development.

Digital Marketing: Campaigns and Influencer Marketing on social media platforms.

Advertisement: Google AdSense & YouTube Ads.

Consumer Acquisition Strategy

- We will offer our solution for free with lifetime access to free resources along with partial access to Intelligent Adaptive Learning System.
- We will offer free access for a trail period of 7 days to try our premium options.

Our closest & biggest competitor:

Squirrel AI (K12 EdTech company)

1st AI-Powered Adaptive Education Provider in China, offers Intelligent Adaptive Learning Engine developed by YiXue Education.

Focus:

- Lack of Personalized Attention in Traditional Classrooms
- Unequal Distribution of Educational Opportunities

Stories:

- Opened over 1700 schools and has 3,000 teaching staff in more than 200 cities in China.
- The three rounds of financing have helped Yixue accumulate over 100 million RMB (14 million USD).
- Established an artificial-intelligence-driven education laboratory in New York, and Yixue Ai Lab.

How are we different?

- We are working to achieve same or better perfection as YiXue Education's Adaptive Learning Engine.
- We are open-to-all and designed to be raised by community of Teachers and Students.
- With access to larger data-set to be produced by community, we can scale faster and more efficiently.
- Despite freemium, our pricing are minimal, made to be affordable for all individuals.
- **USP** is Multi-Lingual Content Processing System and Knowledge Graph.

Our Competition





Revenue Model

FREEMIUM REVENUE MODEL

Users can access free-content with Knowledge Graph, Learning Curves and Assessment System for free. ■

Premium Content with Intelligent Tutoring System and Adaptive Learning is available to paid consumers. ■

Pricing

Premium Membership: Rs. 299/month for Intelligent Tutoring & Adaptive Learning System

Premium Content: 30% Royalty on Sales Revenue (Priced by Content Creator)

Market Size

Global e-learning Market was estimated at USD 144 Billion in 2019 and is expected to reach USD 374.3 Billion by 2026.

Projections

Our target is to acquire 5k – 7k user by the end of 1st year after launch.

Of which, we target to convert at least 50% free users into paid users.

Under Privileged students will receive free lifetime access to maximum resources.

3 Years Forecast

(after β-Launch)

Expenses: 36.6 Lakhs

Full-Stack Developers: 2 x Rs. 35000 x 12 months = 7.2 Lakhs

AI & Data-Science: 2 x Rs. 40000 x 12 months = 9.6 Lakhs

Content Developer: 5 x Rs. 20,000/month x 12 months = Rs. 12 lakhs

Proof-Readers: 5 x Rs. 12,000/month x 12 months = Rs. 7.2 lakhs

Marketing Budget: Rs. 1 lakh x 12 months = Rs. 12 lakhs

Operating Cost: Rs. 45,000 x 12 months = Rs. 5.4 lakhs

Financials – I



Year I

Revenue: Approx. 7 Lakhs

Y22	# Students (20% Conversion)			Premium Content (Rs.50/Month/Teacher)			Revenue	
Month	Marketing (Rs.)	Freemium	Premium	# Teachers	Content Value (Rs.)	Revenue (10% Student)	Membership (Rs. 299/month)	30% Royalty
I	100000	50	10	0	0	0	0	0
II	100000	100	20	5	0	0	2990	0
III	100000	100	20	10	250	25	8970	7.5
IV	100000	200	40	10	750	750	14950	225
V	100000	200	40	10	1250	125	26910	37.5
VI	100000	200	40	20	1750	175	38870	52.5
VII	100000	300	60	20	2750	275	50830	82.5
VIII	100000	300	60	20	3750	375	68770	112.5
IX	100000	400	80	30	4750	475	86710	142.5
X	100000	400	80	30	6250	625	110630	187.5
XI	100000	400	80	50	7750	775	134550	232.5
XII	100000	500	100	50	10250	1025	158470	307.5
	1200000	3150	630	255	39500	4625	702650	1387.5

Financials – II



Expenses: 59.4 Lakhs

Full-Stack Developers: 2 x Rs. 35000 x 12 months = 7.2 Lakhs

AI & Data-Science: 2 x Rs. 40000 x 12 months = 9.6 Lakhs

Content Developer: 5 x Rs. 20,000/month x 12 months = Rs. 12 lakhs

Proof-Readers: 5 x Rs. 12,000/month x 12 months = Rs. 7.2 lakhs

Marketing Budget: Rs. 1.5 lakh x 12 months = Rs. 18 lakhs

Operating Cost: Rs. 45,000 x 12 months = Rs. 5.4 lakhs

Year II

Revenue: Approx. 57 Lakhs

Y23		# Students (30% Conversion)			Premium Content (Rs.100/Month/Teacher)		Revenue	
Month	Marketing (Rs.)	Freemium	Premium	# Teachers	Content Value (2x/month)	Revenue (20% Student)	Membership (Rs. 299/month)	30% Royalty
I	150000	500	150	100	25500	5100	188370	1530
II	150000	500	150	100	35500	7100	233220	2130
III	150000	500	150	100	45500	9100	278070	2730
IV	150000	500	150	100	55500	11100	322920	3330
V	150000	500	150	100	65500	13100	367770	3930
VI	150000	500	150	100	75500	15100	412620	4530
VII	150000	800	240	200	95500	19100	457470	5730
VIII	150000	800	240	200	115500	23100	529230	6930
IX	150000	800	240	200	135500	27100	600990	8130
X	150000	800	240	200	155500	31100	672750	9330
XI	150000	800	240	200	175500	35100	744510	10530
XII	150000	800	240	200	195500	39100	816270	11730
	1800000	7800	2340	1800	1176000	235200	5624190	70560



Expenses: 65.4 Lakhs

Full-Stack Developers: 2 x Rs. 35000 x 12 months = 7.2 Lakhs

AI & Data-Science: 2 x Rs. 40000 x 12 months = 9.6 Lakhs

Content Developer: 5 x Rs. 20,000/month x 12 months = Rs. 12 lakhs

Proof-Readers: 5 x Rs. 12,000/month x 12 months = Rs. 7.2 lakhs

Marketing Budget: Rs. 2 lakh x 12 months = Rs. 24 lakhs

Operating Cost: Rs. 45,000 x 12 months = Rs. 5.4 lakhs

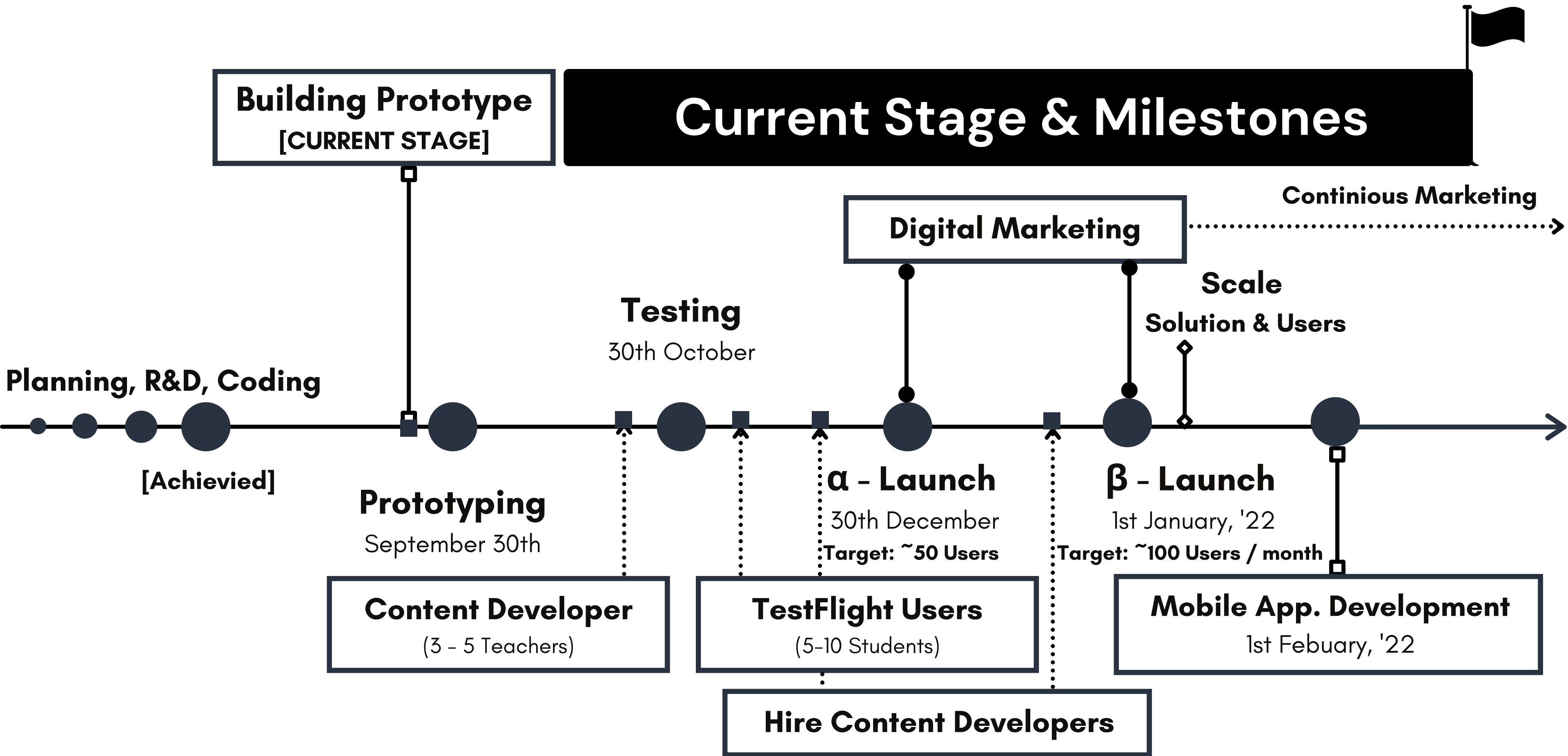
Financials – III



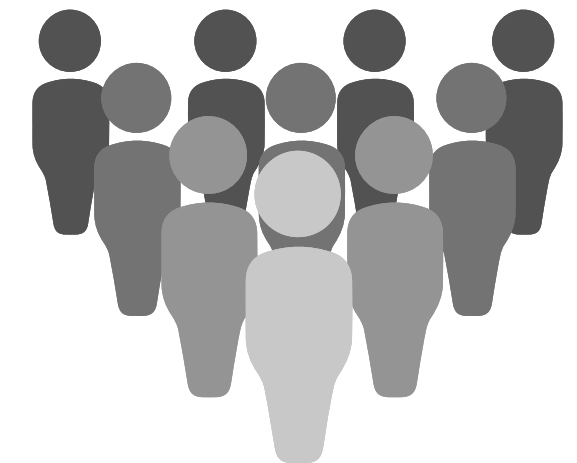
Year III

Revenue: Approx. 1.63 Cr.

Y23	# Students (30% Conversion)			Premium Content (Rs.150/Month/Teacher)			Revenue	
Month	Marketing (Rs.)	Freemium	Premium	# Teachers	Content Value (2x/month)	Revenue (30% Student)	Membership (Rs. 299/month)	30% Royalty
I	200000	1000	300	300	270000	81000	771420	24300
II	200000	1000	300	300	315000	94500	861120	28350
III	200000	1000	300	300	345000	103500	950820	31050
IV	200000	1000	300	300	390000	117000	1040520	35100
V	200000	1000	300	300	435000	130500	1130220	39150
VI	200000	1000	300	300	480000	144000	1219920	43200
VII	200000	1500	450	450	525000	157500	1309620	47250
VIII	200000	1500	450	450	592500	177750	1444170	53325
IX	200000	1500	450	450	660000	198000	1578720	59400
X	200000	1500	450	450	727500	218250	1713270	65475
XI	200000	1500	450	450	795000	238500	1847820	71550
XII	200000	1500	450	450	862500	258750	1982370	77625
	2400000	15000	4500	4500	6397500	1919250	15849990	575775



Team



Rahul Yumlembum

Pursuing PhD Artificial Intelligence & Security
Former Project Fellow, IIT Guwahati
Former Co-Founder of Loony Mart

Shiva Chettri

Technical Head at Codigion
10+ Year in IT & Software Development
Former Co-Founder at Loony Mart

Melvinson Khongphai

4+ Year in IT & TeleCom
Founder of MegSol
Founder of MegJob

Vidhi Sharma

Pedagogue for 5+ Years
Content Developer

Naveen Kumar

UX/UI | 7+ Years

Bibhav Gewali

Full Stack & App. Development | 4+ Years

Deepak Kuwor

Full-Stack | ~1 Year

Som Upadhaya

Full-Stack | ~1 Year

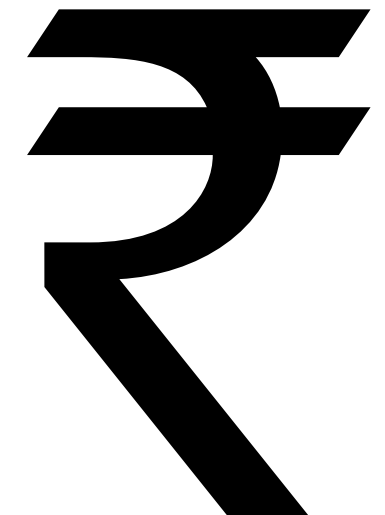
Fundraising

Investment:

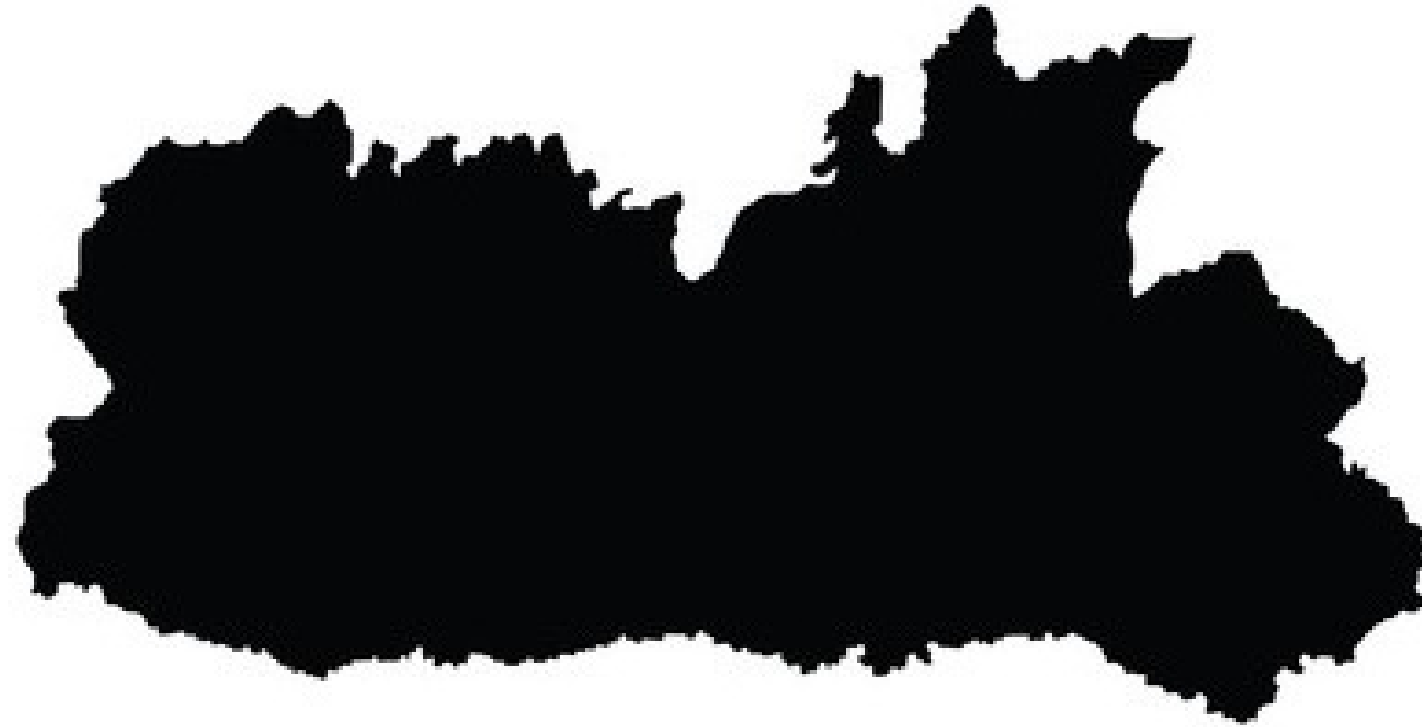
- Approx. 3.5 lakhs in 8 months.
- Funds available for next 12 months, via IT and Software development service.

Funding Requirement & Use of Fund:

- Need to raise Rs. 31.2 lakhs for 12 months, to launch and start generating revenue.
- Funds to be used as:
 - **Content Developers:** 5 x Rs. 20,000/month x 12 months = Rs. 12 lakhs
 - **Proof-Readers:** 5 x Rs. 12,000/month x 12 months = Rs. 7.2 lakhs
 - **Marketing Budget:** 1 lakh x 12 months = Rs. 12 lakhs



MEGHALAYA



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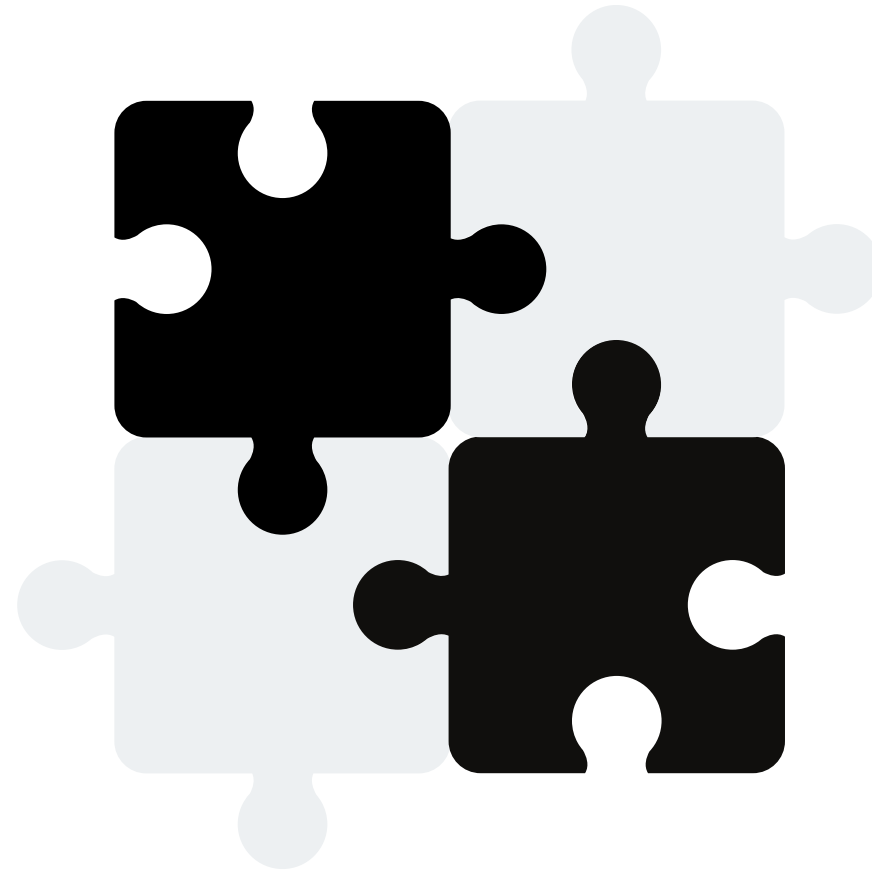
We wish to work with Schools and Colleges in Meghalaya to uplift our state among Top States in the country in STEM Education.

Our SaaS product will be multilingual starting from English and Khasi.

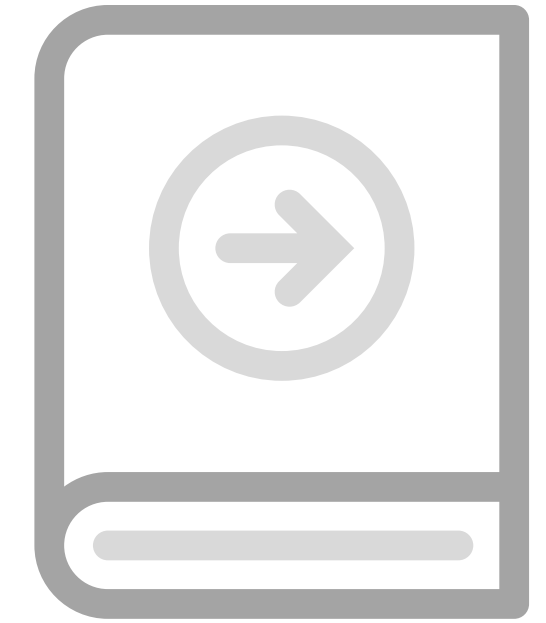
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Thank You!



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