super scholar

Managed marketplace for EdTech scholarships

Problem

Average EdTech Course: ₹41,000

Not affordable

73% of Gen-Z students want online courses

Clear gap and disconnect

super scholar

Solution

New-age scholarship platform to make online courses affordable for Gen-Z students

EdTech companies partner with us to offer exclusive scholarships

Worth 20% - 100% of total course fees

super scholar

Team

Rohan Lodha
CEO

- Education entrepreneur
- Worked with 4500 students & led partnerships with 120 institutes
- Role: Strategy, Finance, Growth

Priyes Bamne
CTO

- Founding member (#5) at WhiteHat Jr.
- Built systems that have scaled to 4 million learners
- Role: Tech, Product

super scholar

Product

For students

- Better education without the financial burden
- 100% exclusive scholarships
- 100x greater chance of winning
- All online & paperless
- Under 1 week for funds

For EdTechs

- More leads & revenue
- 50% lower CAC
- End-to-end scholarship management without hassle
- Brand visibility to large student base

super scholar

Keep winning, keep learning

Level playing field
Winners selected on a holistic assessment, not just GPA or family background

Repeatable scholarships
Average user will apply for 15 scholarships and redeem 3 courses each year

super scholar

Business Model

Affiliate: Generate leads for EdTechs and charge 15% of net fees earned

Unit Economics:

Course Fees: ₹100,000
Scholarship awarded: ₹60,000
Net fees earned: ₹40,000
Charged by Super Scholar: 15% = ₹6000

super scholar

Market

EdTech Revenue (India): $3.5 billion in FY22

190 million EdTech Students by 2023

Directly addressable and growing user base

Global EdTech market expected to be $181.26 billion by 2025 (16.1% CAGR)

super scholar

Peer Comparison

	super scholar	Buddy4Study	National Scholarship Portal	Direct Institute Scholarships	Direct EdTech Scholarships
Chance of winning (excl. quotas)	**32%**	0.0033%	0.0033%	1-3%	3-5%
Online courses vs. Traditional edu.	**Online**	Traditional	Traditional	Traditional	**Online**
Student first experience	**Yes**	No	No	No	**Yes**
Time taken to apply and win	**Apply: 10 sec. Win: 1 week**	Apply: 7 min Win: 6-8 months	Apply: 15 min Win: 6-8 months	Apply: 15 min Win: 2-3 months	Apply: 5 min Win: 1 month
Physical Documentation	**No**	Yes	Yes	Yes	**No**
Number of scholarships	Medium	**High**	**High**	Very Low	Very Low

Journey So Far

Oct 4: MVP
400-500 users in 3 days

Oct 13: Launch with ongoing iterations
16000+ users

Before
Better scholarships for traditional education

After
The only scholarships for EdTech courses

What worked
- User-first experience
- New-age positioning
- Targeting middle class students

What didn't work
- Too much change from the norm
- High-friction sign-up

Learnings
- Demand for scholarships is insatiable
- Preconceived ideas and biases about scholarships

super scholar

Progress & Traction

45,000 scholarship applications processed in 1 month

₹16 lakh scholarships awarded

First mover and category creator in EdTech scholarships

EdTech Partnerships:

upGrad

*Vedantu*
LIVE ONLINE TUTORING

SKILL LYNC

edukemy
Pathways for learning

super scholar

Roadmap

May 2022
30 EdTech Partnerships

July 2022
Course Search & Comparison Database

November 2022
Reverse Bidding API

March 2023
Internship & Placement Product

2024
Log-in with Super Scholar

2025
International growth

Number of Active Users

100M

10M

4M

1M

2022   2023   2024   2027
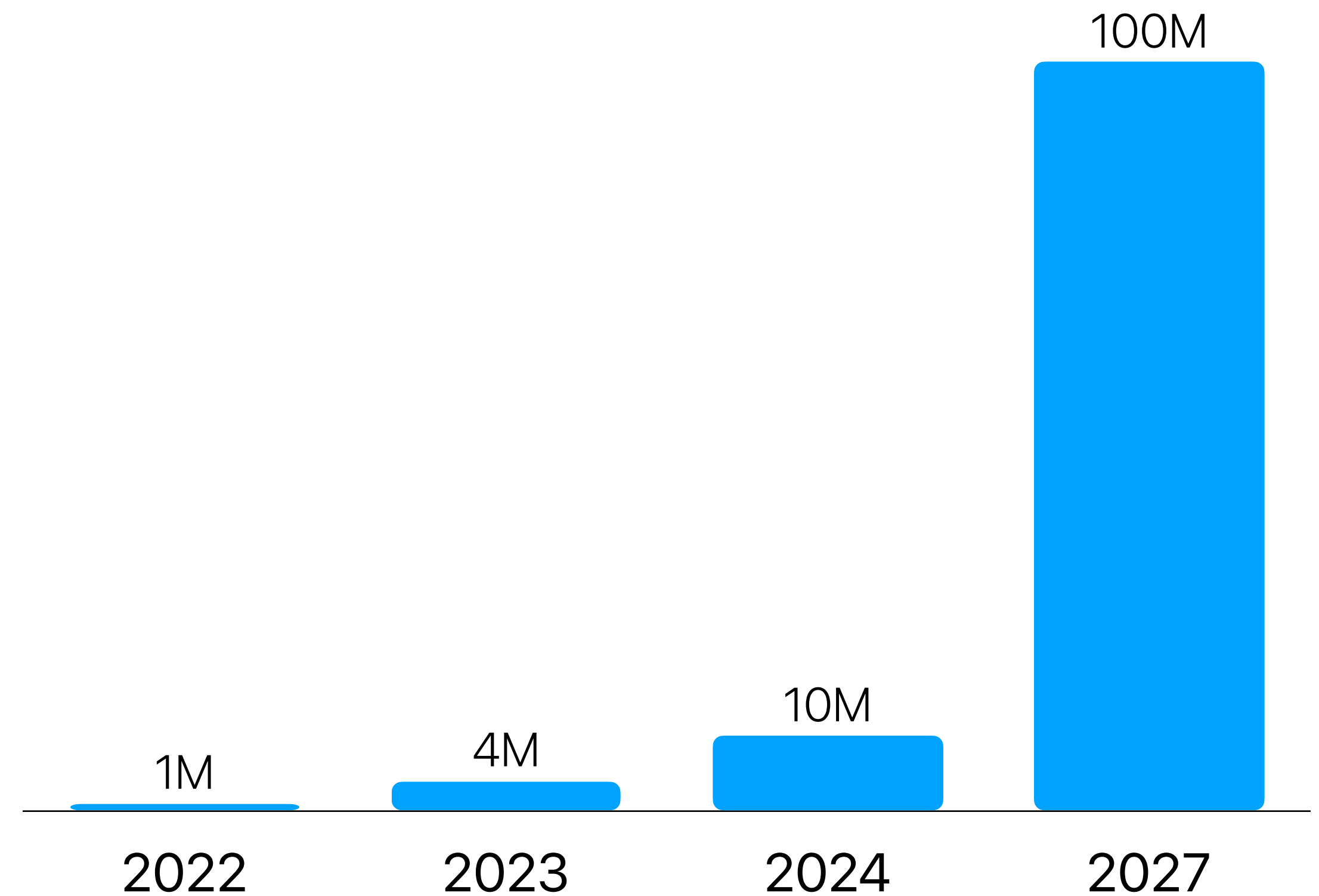
super scholar

(More details in Appendix 1)

Vision

Super Scholar will be the single gateway to a global education

super scholar

Go-To-Market

Target User

Gen-Z students in Tier 1 Cities with a family income between ₹4 to ₹8 LPA

Acquiring Users

- User Generated Content
- Gamification via SuperCoins (virtual currency)
- Limited Period 100% scholarships
- Social media, influencer marketing and ad campaigns

Building Partnerships

- Direct contact with EdTech companies via. LinkedIn, references, etc.
- Partner direct listing feature in progress
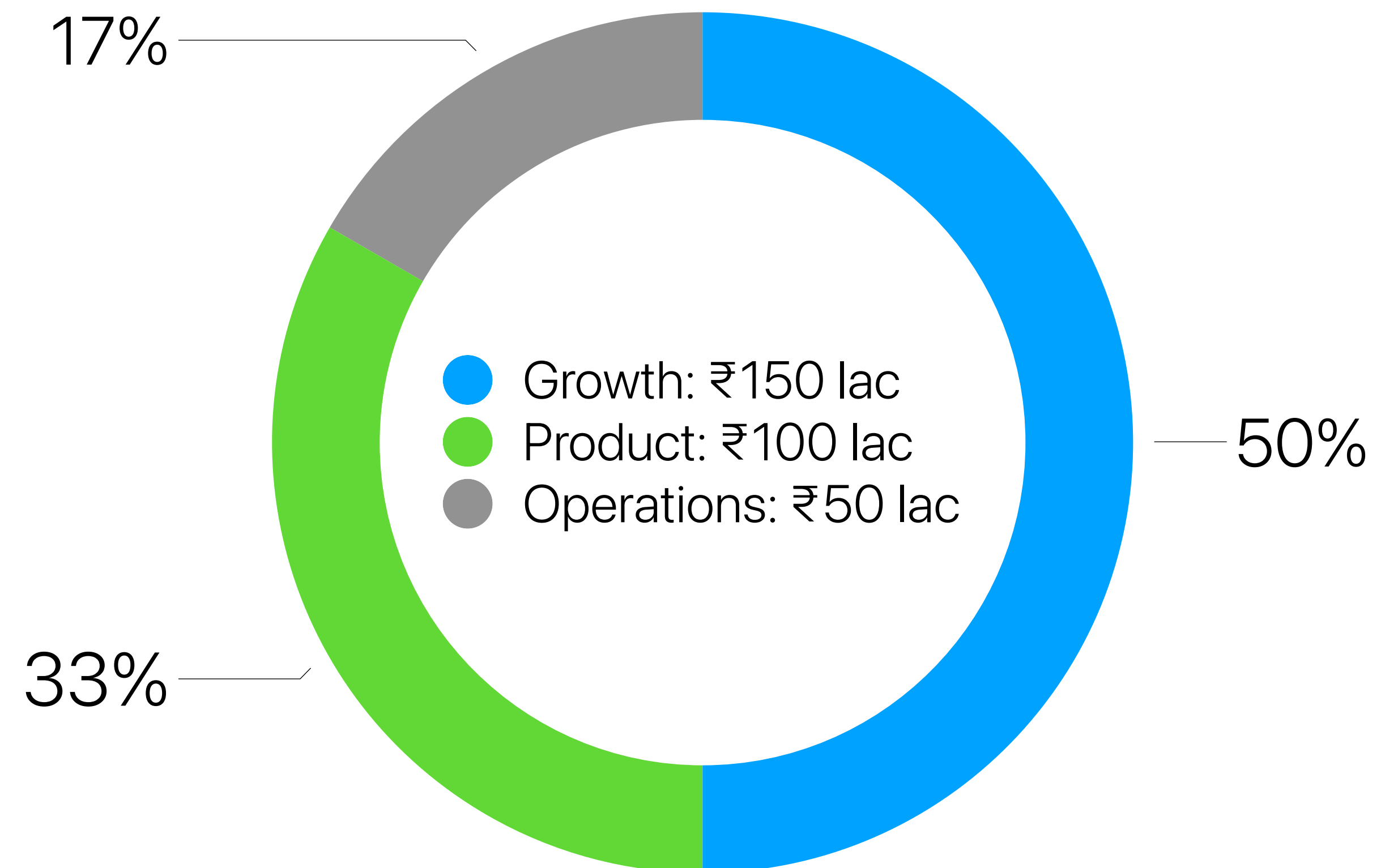
super scholar

(More details in Appendix 2)

Use Of Funds

Raise amount: ₹3 cr ($400k)

Expected milestones:
- 1 million active users
- 10 million scholarship applications
- ₹80cr in scholarships awarded

17%

50%

33%

- Growth: ₹150 lac
- Product: ₹100 lac
- Operations: ₹50 lac

super scholar

Reach out

Super Scholar

www.superscholar.in

founders@superscholar.in

Rohan: + 91 96198 29501

Appendix 1: Roadmap

Course Search & Comparison Database: Easy to search database of the most popular EdTech courses with reviews, tips, pricing, comparisons and more. The single-trusted starting point for EdTech discoverability.

Reverse Bidding API Product: Student expresses interest in a specific course/field (eg: Blockchain). We take that qualified lead to all the major EdTechs that cater to the field of interest and seek best offers. Student gets pricing that he would not get anywhere else.

Internship & Placement Product: Once every online course starts and ends with Super Scholar, we get access to a trove of data on the student's education journey. Companies can leverage this verified data to get better interns and students get access to higher paying roles.

Log-In with Super Scholar: Similar to a Log-In with Google button for online courses. Students can directly redeem scholarships and their courses are automatically verified and recorded into their Super Scholar account.

super scholar

Appendix 2: Go-To-Market

Acquiring Users	Customer Acquisition Cost
User Generated Content through Student Influencer Program, scholarship winner posts	₹0 - ₹10
Gamified features like SuperCoins to incentivise students to refer friends, follow us, etc.	₹0
Limited Period 100% scholarships (Get Udemy course for free for 30 days - same course can be awarded 12 times per year)	₹20 - ₹40
Strong social presence, influencer marketing and active ad campaigns	₹15 - ₹35
Average CAC to 1 million users	**₹17.5 - ₹20**

super scholar