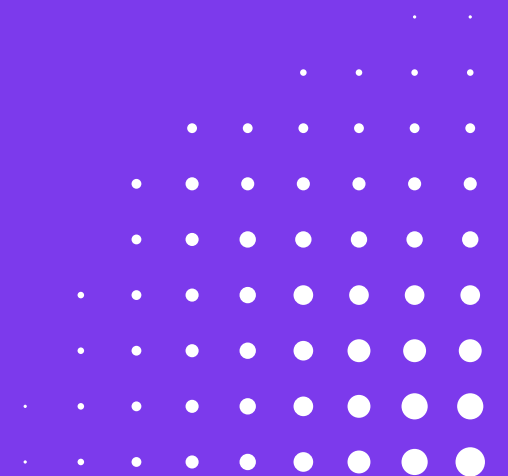


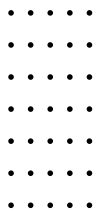


# Cognitii

Mobile-first Outcome-as-a-Service platform for children with special learning needs



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# The Monster

Special Needs Education in India Is Broken. Here's how →



## Accessibility Crisis

**30M+ children need support. 1:250 educator ratio.**

Most educators are in metros. Tier-2/3/Rural India is left behind.



## Systemic Gaps

**ILPs take 4–6 months to create.**

Private special schools cost ₹3–5L/year. Most families can't afford that.



## Educator Burnout

**3–4 hours/day spent just planning.**

Parents disengage. Outcomes stall. Schools churn.

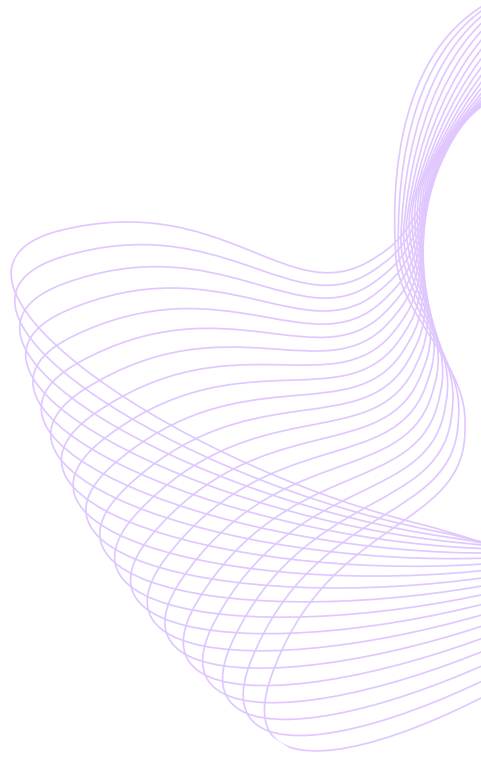
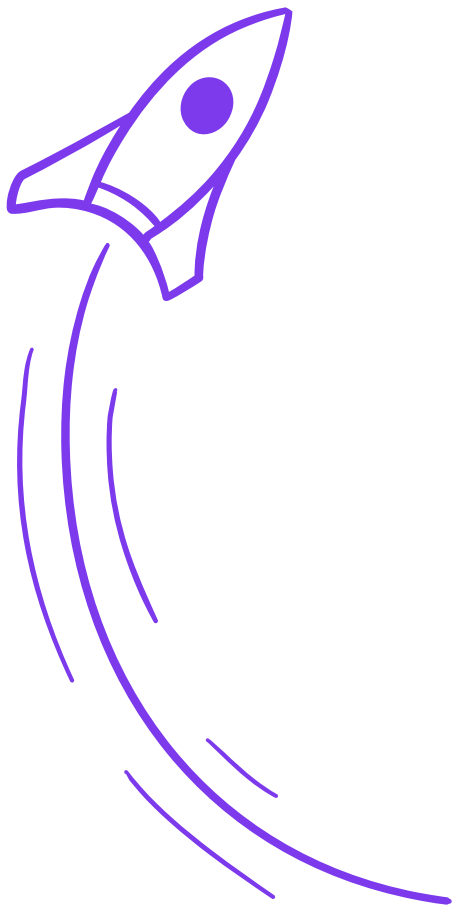
**The result? Neurodiverse children are written off, before they even get a shot.**

Solution

# The Weapon

**We turn what is broken into better – into measurable outcomes for our children who learn differently!**

Cognitii is a **mobile-first OaaS (outcome as service)** platform for children with special educational needs that combines **AI-powered cognitive profiling** with the unmatched empathy of **human special educators** to bring a personalized, gamified, and standardized special needs schooling experience at scale, without barriers.



# The Market

Total Available Market (TAM):

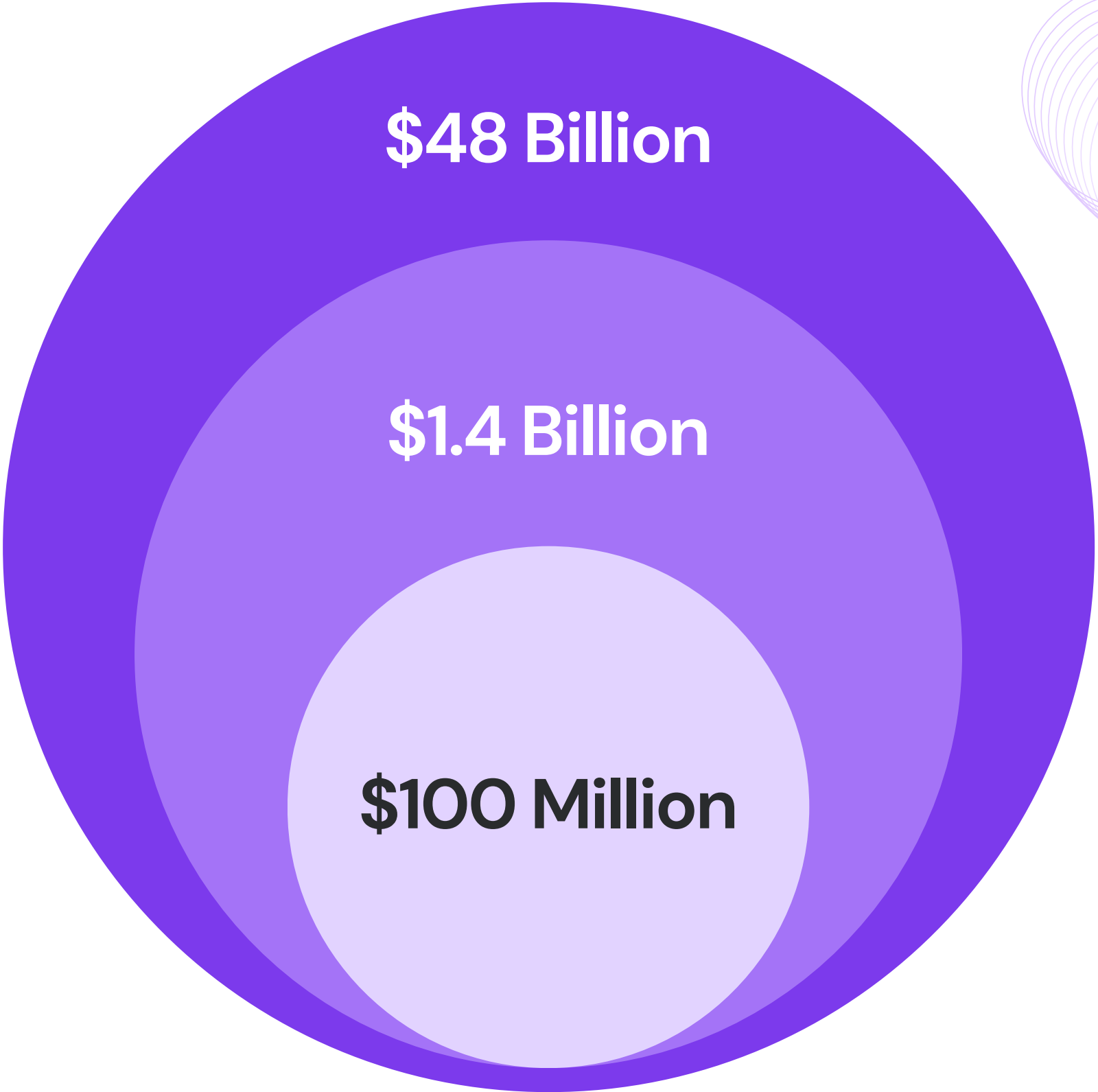
**\$48B** Global market

Serviceable Available Market (SAM):

**\$1.4B** India Market

Serviceable Obtainable Market (SOM):

**\$100M**



# How does it work?



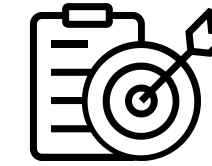
## Step 1: Assessment

- Learners are assessed for their cognitive skills, preferences, strengths, and weaknesses
- AI builds each learner's cognitive profile using ML + knowledge graphs in minutes
- Parent + educator input
- Cuts ILP planning time from **6 months to 2 weeks** = 90% reduction in planning time!



## Step 2: Personalization + Adaptive Delivery

- Gamified learning programs with holistic focus – academic skills, SEL, and functional skills.
- Recommendations in accordance with the AI-generated IEP based on skill + interest.
- Progress adjusts dynamically based on performance – giving the right amount of intellectual stimulation.



## Step 3: Measuring Outcomes

- Real-time **educator dashboards** to automate workflows freeing up crucial time.
- Bi-monthly **progress reports** for parents with data-driven progress insights and educator feedback
- **Certification programs** for educators and para-educators in resource-scarce areas – rural scale & sustainability

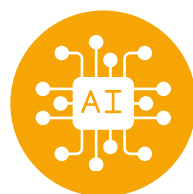
**We give educators leverage – so they spend less time planning and more time doing what matters: teaching their students 1:1.**

# Why Now?



## The Demand Surge

- By 2030, **1 in 5 students** will have an NDD
- Over **55M children** need support.
- **Diagnosis is rising.** The system is already cracking under pressure.



## AI Is Finally Viable

- AI is no longer experimental, it's useful.
- We can now deliver **personalized, adaptive learning at scale** from a mobile device.



## Bharat Is Online




- Smartphone & rural internet adoption are at critical mass.
- **Post-COVID EdTech penetration = massive leap**
- Bharat is now reachable and ready.



## Policy Is on Our Side

- NEP 2020 mandates inclusive education
- Govt-run special schools + state councils are actively seeking assistive EdTech.
- They have data, **not insights** – Cognitii bridges that gap.

# Competitive Landscape

Features		AI ÷ Learners		
AI-powered personalization	✓	✓		✓
Gamified learning program	✓	✓	✓	✓
Holistic curriculum focus	✓		✓	✓
Mental wellness + adaptive regulation	✓	✓		
Human-centric support	✓			

What sets Cognitii apart is our scalability and ability to provide a special school experience in the most cost-effective and fastest way possible, making quality education accessible to all.



# Unique Value Proposition

## AI + Human Insight

AI handles scale – adaptive content, automated ILPs. Educators bring empathy, nuance, context



We empower educators.  
We don't replace them!



## Outcome as Service (OaaS model)

No feature dumps, no jargon, just progress. Faster IEPs, streamlined educator workflows, data-driven performance insights for goal setting and progress tracking.

## Institution-First Approach

Built for low-resource environments, compatible with low-end devices, low-bandwidth optimized.



We turn overwhelmed schools into high-impact special education engines, without adding headcount, overhead, or friction, fitting into policy frameworks.

# Business Model

Revenue Stream	Customer Segment	What They Get	Pricing	Strategic Advantage
Per-Student Licensing	Private Schools, Nonprofits, CSR-Funded Institutions	Tiered pricing by volume + feature – Gamified learning, IEPs, progress insights, teacher certification, and custom features.	INR 1200–4000 per learner/month	✓ Recurring revenue, scalable across verticals
Educator Certification & Training	Educators, local SHG workers (Anganwadis and Kudumbashrees)	Delivered via Cognitii (async) + RCI partners (in-person)	INR 1200–3000 per educator, CSR-backed in underserved regions	✓ Revenue + distribution engine
Government Contracts + Consulting (B2G)	Public sector institutions run by state and the central governments	AI insights, regional adaptation, large-scale deployment.	Custom pricing: platform license + onboarding	✓ High-volume, data-rich revenue with long-term defensibility

# Pricing Structure

Scalable. Modular. Outcome-Aligned.



**Learning  
Modules**

**₹350**

per month/per learner\*

Gamified academic, SEL, and  
functional skills education  
modules

*Mobile-first, multilingual,  
engagement-optimized.*



**AI-Generated  
IEPs**

**₹800**

per month/per learner

Adaptive learning plans + data  
insights

Personalized + Human  
educator input (bi-monthly)

*For private schools, funded  
NGOs, govt programs*



**Educator  
Certification  
& Upskilling**

**₹1.2–3k**

per educator for 6 months

Train SHGs  
(Anganwadis/Kudumbashree)

RCI-recognized + tech  
enablement

*CSR-friendly. Scalable. Builds  
distribution and revenue.*



**One-Time  
Setup Costs**

**₹5–10L**

based on scale

Onboarding, regional  
customization, integration,  
staffing coordination, and  
support.

*for government and large  
nonprofit deployments.*

\*Base subscription for all institutions, in INR

# Go-To-Market Strategy

## Phase One

**For:** Special schools, mainstream schools looking to integrate special education, disability nonprofits, and government programs.

**Action:** 3–6 months long pilots to assess learning outcomes for 100–1500 learners per institution.

**Goal:** Validate our model, build trust, collect data, and build outcome-based case studies.

**Results:** Fast revenue, credibility, market confidence, and conversion fuel.

Apr – Oct 2025

## Phase Two

**For:** State governments, large school networks, CSR partners.

**Action:** Use pilot data to close multi-school deals + district/state MoUs.

**Goal:** Founder-led + inside sales playbook + referral flywheel + building channel partners.

**Result:** Pipeline acceleration, repeatable onboarding, lower CAC.

6–18 months

## Phase Three

**For:** Full-state deployments + CSR-funded NGO scale

**Action:** Certify local educators, integrate with gov data systems, sell insights to large scale institutions to aid policymaking.

**Goal:** Top-down policy alignment + bottom-up teacher training model

**Result:** Mass adoption + high-volume, defensible contracts

18+ months

Paid Pilots

Institutional Scale

Government Expansion

# Traction

Pre-revenue, yes. Not, pre-proof.

## What We've Secured

- ✓ 7+ LOIs from schools & nonprofits
- ✓ Pilot commitments from 5+ institutions (H1 2025)
- ✓ Engaged with Govt of Kerala
- ✓ Advisory support from Kerala's KDISC
- ✓ 20+ institutions in active pipeline

## Why It Matters

- Covers 3,500+ learners → \$250K+ post-pilot ARR potential
- Launch-ready → Data for AI improvement + outcome reporting
- Exploring state-wide rollout in BUDS special schools
- Strategic think tank + scale partner → path to policy-level embedment
- Fuel for next-stage rollout → CSR, B2G, and multi-state expansion



April 2025

Launch 5+ pilots, capture learning data

Oct 2025

Monetize 20+ institutions (B2B + B2G)

April 2026

Expand into state education + CSR channels + B2G)

Oct 2026

# Milestones + Recognition

Incubated at

**WE Hub**

by Government of  
Telangana

Raised

**USD 25,000**

in non-dilutive funding from global  
and national innovation funds.

Named as one of India's

**Top 25**

emerging youth-led ventures by  
Ashoka & Taco Bell Foundation

Ranked

**2nd**

out of 300+ early-stage startups  
at Emerge Startup Fest 2025

Supported by global innovation + impact partners





# The Team

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**Falguni Shrivastava**

**Co-Founder (CPO)**

Product operator + Lived experience (ADHD) + experience in education and social impact startups (ex-Unlock Impact and The Product Folks) as a founder and early employee.



**Souvik Ghosh**

**Co-Founder (CTO)**

AI researcher at IIIT Hyderabad + experience building AI software products (foundational AI research + vertical consumer applications) as a founder and employee



**Jhillika Trisal**

**Co-Founder (CEO)**

Neuroscience researcher (ex-Emory, DBT-inStem) + Lived experience (Autism/ADHD) + Special needs shadow teacher + Former nonprofit leader.



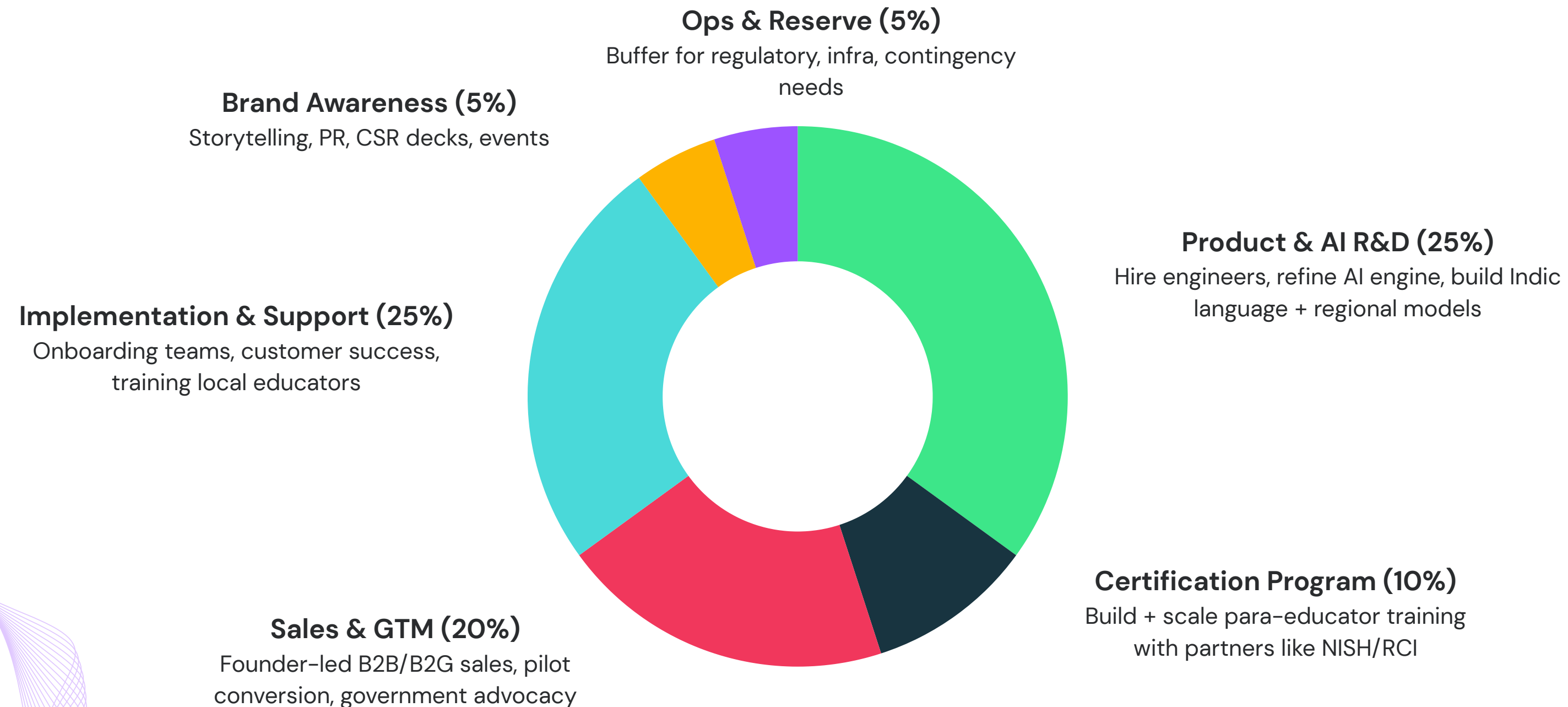
**Neelanjasa Mukherjee**

**Chief Learning Officer**

Experienced special educator working in a UK govt run special school + Indian nonprofits and special schools. Formerly worked as a Technology Consultant at Google and Cognizant.

Investment Ask: ₹ 2.5 crores (~\$300K USD) to reach 15,000 learners, 50 institutions, and \$250K+ ARR in the next 18 months.

# Use of Funds



📌 Runway: 18 months to revenue break-even from institutional contracts



# Thank You! Questions?

Please reach out to us at [jhillika@cognitii.com](mailto:jhillika@cognitii.com) for more information.

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[LinkedIn](#)

