

CONCREED

Helping educators engage students with better experiences
using technology.

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Better education can
positively impact the
system for K-12 and
university level

1.5 M school teachers*
30,000 professors*

*source - UNICEF

After the Battle of Plassey the actual nawabs of Bengal were forced to give land and vast sums of money as personal gifts to Company officials. Robert Clive himself amassed a fortune in India. He had come to Madras (now Chennai) from England in 1743 at the age of 18. When in 1767 he left India his Indian fortune was worth £401,102. Interestingly, when he was appointed Governor of Bengal in 1764, he was asked to remove corruption in Company administration but he was himself cross-examined in 1772 by the British Parliament which was suspicious of his vast wealth. Although he was acquitted, he committed suicide in 1774.

However, not all Company officials succeeded in making money like Clive. Many died an early death in India due to disease and war and it would not be right to regard all of them as corrupt and dishonest. Many of them came from humble backgrounds and their uppermost desire was to earn enough in India, return to Britain and lead a comfortable life. Those who managed to return with wealth led flashy lives and flaunted their riches. They were called "nabobs" – an anglicised version of the Indian word *nawab*. They were often seen as upstarts and social climbers in British society and were ridiculed or made fun of in plays and cartoons.

Company Rule Expands

If we analyse the process of annexation of Indian states by the East India Company from 1757 to 1857, certain key aspects emerge. The Company rarely launched a direct military attack on an unknown territory. Instead

Source 3

How did Clive see himself?

At his hearing in front of a Committee in Parliament, Clive declared that he had shown admirable restraint after the Battle of Plassey. This is what he said:

Consider the situation in which the victory at Plassey had placed me! A great prince was dependent on my pleasure; an opulent city lay at my mercy; its richest bankers bid against each other for my smiles; I walked through vaults which were thrown open to me alone, piled on either hand with gold and jewels! Mr Chairman, at this moment I stand astonished at my moderation.

that diamond is forever. Kinetic studies not only help us to determine the speed or rate of a chemical reaction but also describe the conditions by which the reaction rates can be altered. The factors such as concentration, temperature, pressure and catalyst affect the rate of a reaction. At the macroscopic level, we are interested in amounts reacted or formed and the rates of their consumption or formation. At the molecular level, the reaction mechanisms involving orientation and energy of molecules undergoing collisions, are discussed.

In this Unit, we shall be dealing with average and instantaneous rate of reaction and the factors affecting these. Some elementary ideas about the collision theory of reaction rates are also given. However, in order to understand all these, let us first learn about the reaction rate.

Some reactions such as ionic reactions occur very fast, for example, precipitation of silver chloride occurs instantaneously by mixing of aqueous solutions of silver nitrate and sodium chloride. On the other hand, some reactions are very slow, for example, rusting of iron in the presence of air and moisture. Also there are reactions like inversion of cane sugar and hydrolysis of starch, which proceed with a moderate speed. Can you think of more examples from each category?

You must be knowing that speed of an automobile is expressed in terms of change in the position or distance covered by it in a certain period of time. Similarly, the speed of a reaction or the rate of a reaction can be defined as the change in concentration of a reactant or product in unit time. To be more specific, it can be expressed in terms of:

- the rate of decrease in concentration of any one of the reactants, or
- the rate of increase in concentration of any one of the products.

Consider a hypothetical reaction, assuming that the volume of the system remains constant.



One mole of the reactant R produces one mole of the product P. If $[R]_1$ and $[P]_1$ are the concentrations of R and P respectively at time t_1 and $[R]_2$ and $[P]_2$ are their concentrations at time t_2 then,

$$\Delta t = t_2 - t_1$$

$$\Delta[R] = [R]_2 - [R]_1$$

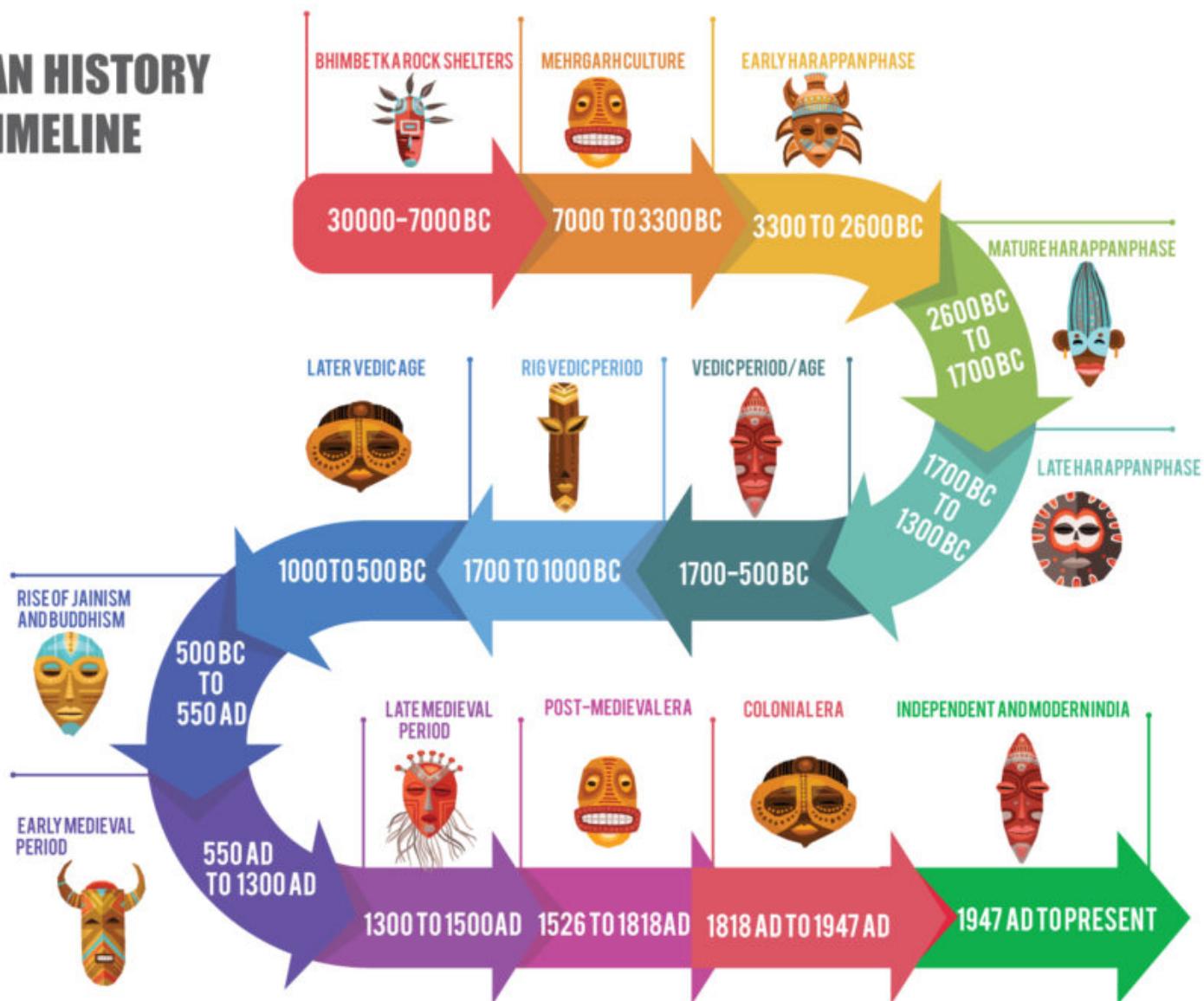
$$\Delta[P] = [P]_2 - [P]_1$$

The square brackets in the above expressions are used to express molar concentration.

Rate of disappearance of R

$$= \frac{\text{Decrease in concentration of R}}{\text{Time taken}} = -\frac{\Delta[R]}{\Delta t} \quad (4.1)$$

INDIAN HISTORY TIMELINE



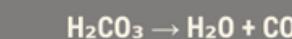
ADDITION

A combination reaction is when two reactants combine to form one product. For example, hydrogen (H) and oxygen (O) combine to form H₂O.



DECOMPOSITION

A decomposition reaction is when a single compound breaks down into two or more elements or new compounds. Carbonic acid (found in soft drinks) breaks down to produce water (H₂O) and Carbon Dioxide (CO₂).



SINGLE DISPLACEMENT

A single-displacement reaction is when an element reacts with a compound and takes the place of another element in that compound. For example, when zinc reacts with hydrochloric acid, it makes zinc chloride and hydrogen.



TYPES OF CHEMICAL REACTIONS



DOUBLE DISPLACEMENT

A double displacement reaction occurs when two compounds react, and the positive ions (cation) and the negative ions (anion) of the two reactants switch places, forming two new compounds or products.



PRECIPITATION

A precipitate reaction is when aqueous compounds react to form an insoluble solid called a precipitate. An example is when sodium hydroxide reacts with magnesium chloride, to produce sodium chloride and magnesium hydroxide.



COMBUSTION

A combustion reaction occurs when a substance reacts with oxygen, releasing energy in the form of heat and light. When wood reacts with air, it can combust!

(C₆H₁₂O₆ is actually sugar, which is very close to wood)

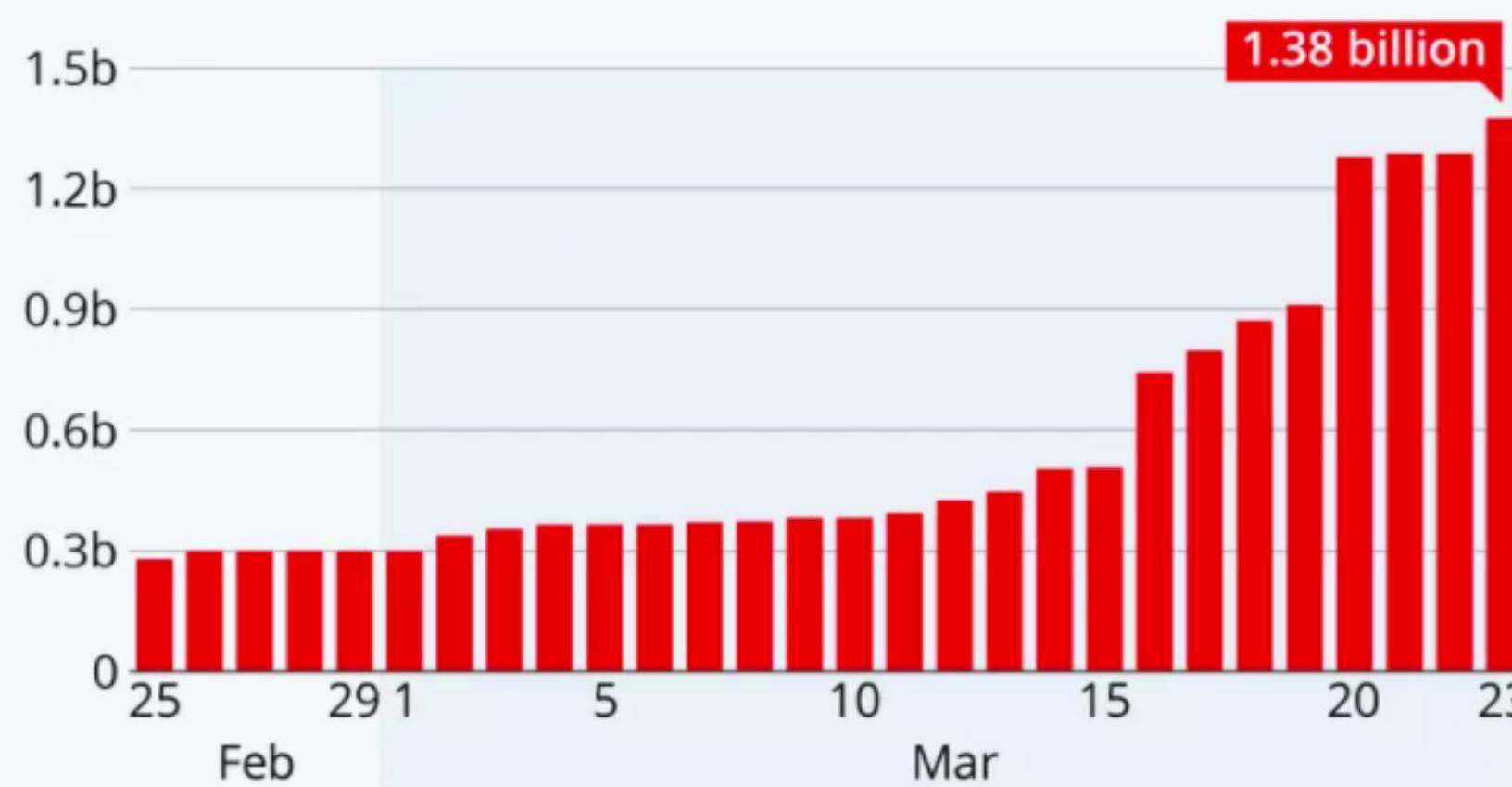


History can be taught better

And so can be chemistry

COVID-19's Staggering Impact On Global Education

Number of learners impacted by national school closures worldwide



Figures refer to learners enrolled at pre-primary, primary, lower-secondary, and upper-secondary levels of education, as well as at tertiary education levels.

Source: UNESCO



statista

With the pandemic driving the shift to online education, problems in online learning become much more relevant

We want to address these gaps to empower teachers and students.



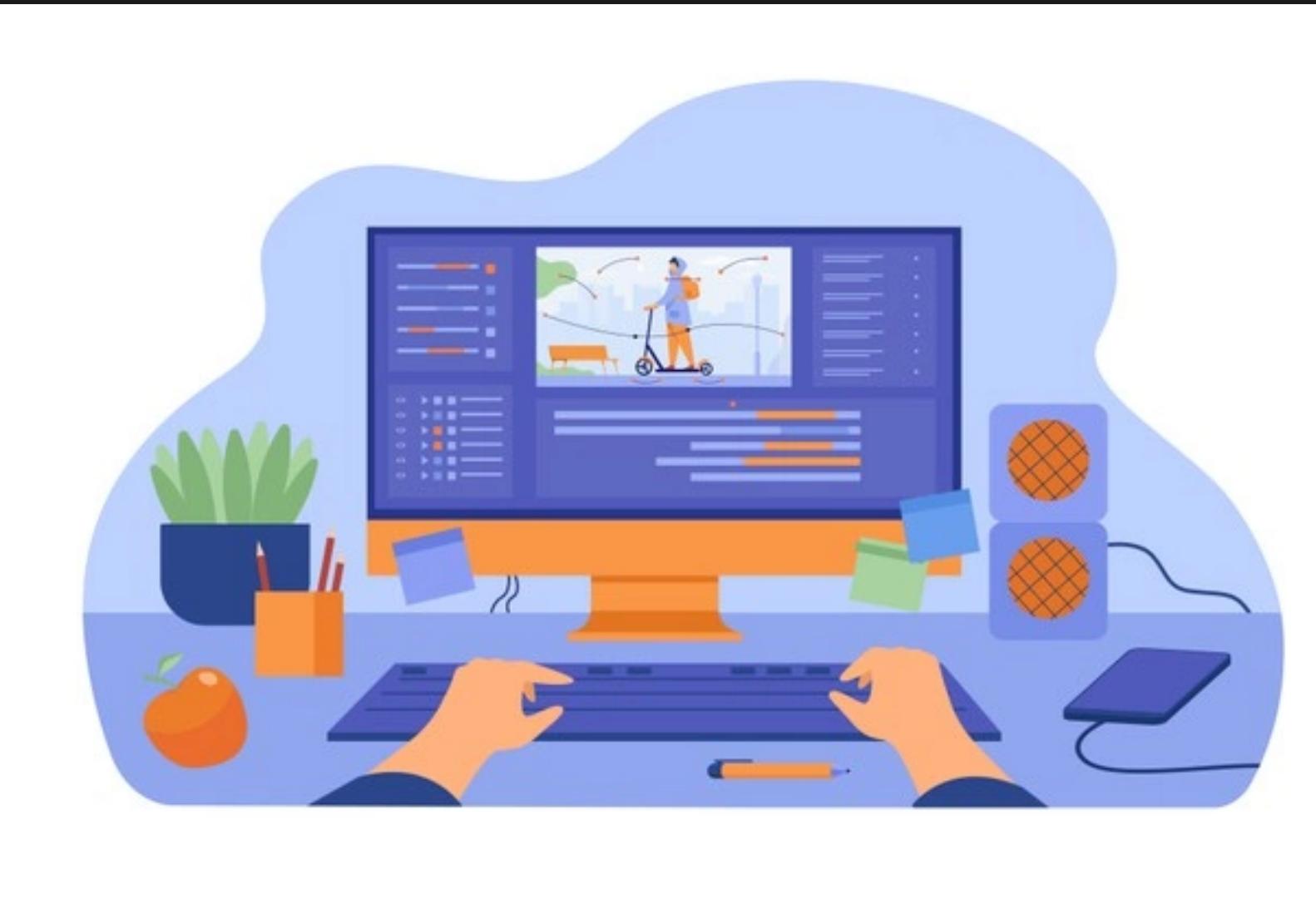
For a formative **12**
years, students
study by uninspiring
methods & content.



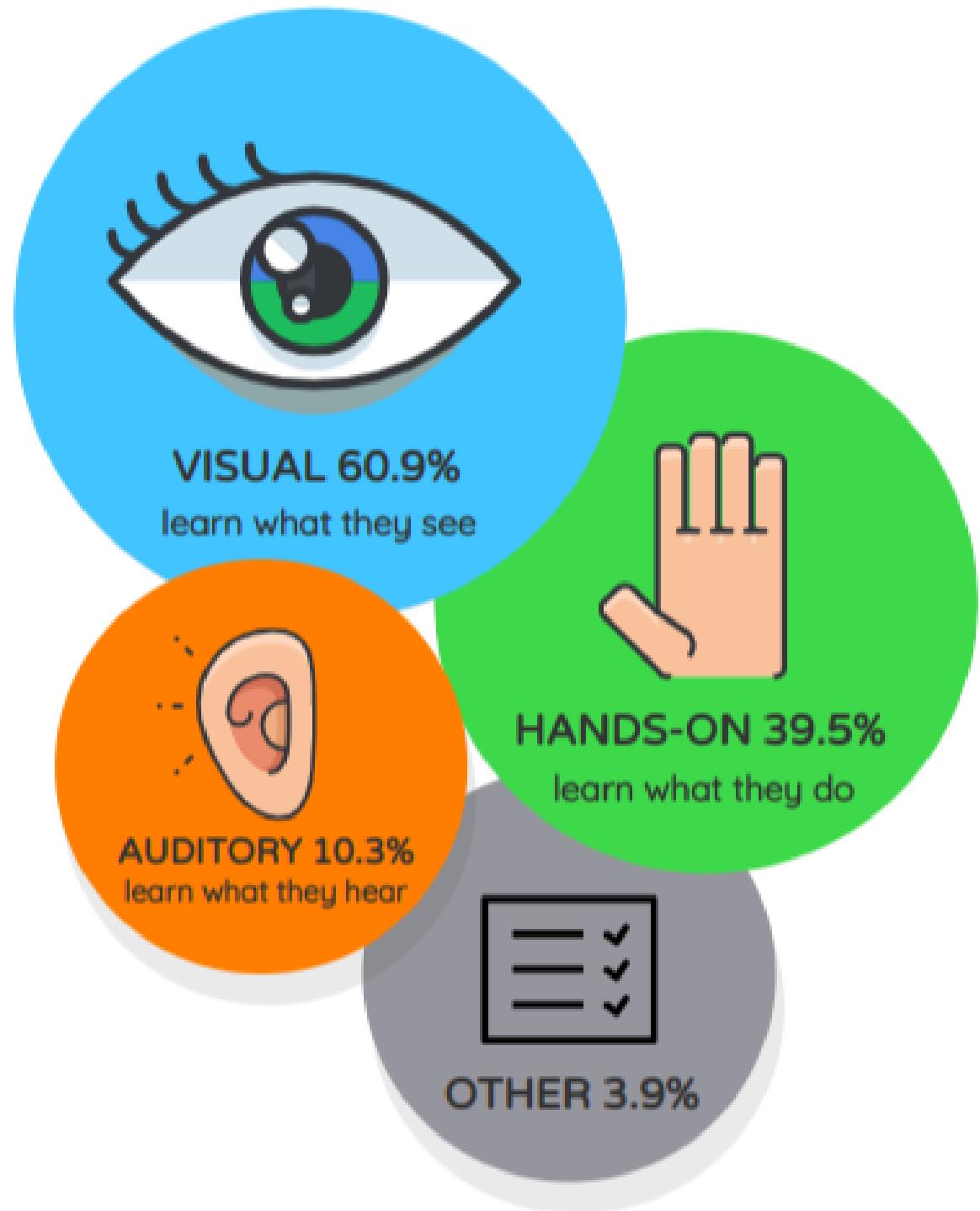
Moreover, engaging with
students has been impacted
by online learning

We are building a **platform**
for teachers and
educational professionals.

By leveraging technology
and AI, teaching can be
made **fun and interactive**.



TYPES OF LEARNERS*

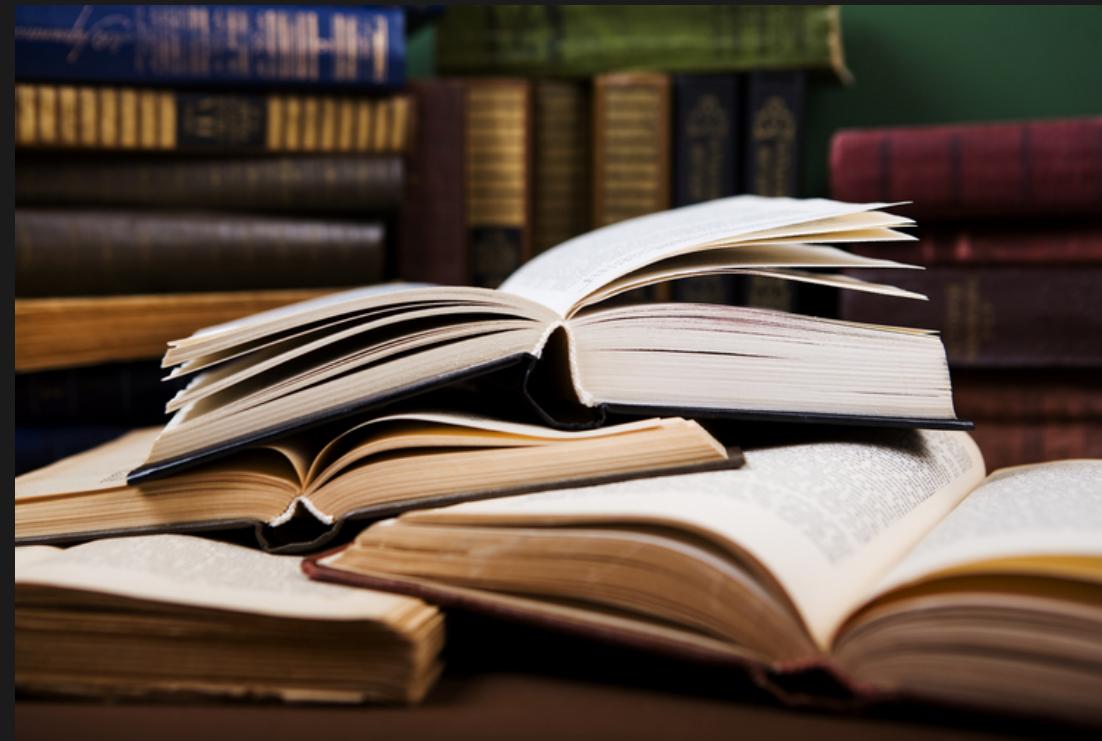


With relevant content and engagement, students of different **attention spans** and **learning patterns** will be more included.

Content and engagement will increase learning outcomes for all students.



Students attempt to handle
complex coursework



Lengthy and
irrelevant content



Banking system of
depositing learning

THE TRADITIONAL WAY

The earth is composed of various kinds of elements. These elements are in solid form in the outer layer of the earth and in hot and molten form in the interior.

About 98 per cent of the total crust of the earth is composed of eight elements like oxygen, silicon, aluminium, iron, calcium, sodium, potassium and magnesium (Table 5.1), and the rest is constituted by titanium, hydrogen, phosphorous, manganese, sulphur, carbon, nickel and other elements.

Table 5.1 : The Major Elements of the Earth's Crust

SL No.	Elements	By Weight(%)
1.	Oxygen	46.60
2.	Silicon	27.72
3.	Aluminium	8.13
4.	Iron	5.00
5.	Calcium	3.63
6.	Sodium	2.83
7.	Potassium	2.59
8.	Magnesium	2.09
9.	Others	1.41

The elements in the earth's crust are rarely found exclusively but are usually combined with other elements to make various substances. These substances are recognised as minerals.

Thus, a mineral is a naturally occurring organic and inorganic substance, having an orderly atomic structure and a definite chemical composition and physical properties. A mineral is composed of two or more elements. But, sometimes single element minerals like sulphur, copper, silver, gold, graphite etc. are found.

Though the number of elements making up the lithosphere are limited they are combined in many different ways to make up many varieties of minerals. There are at least 2,000 minerals that have been named and identified in the earth crust; but almost all the commonly occurring ones are related to six major mineral groups that are known as major rock forming minerals.

The basic source of all minerals is the hot magma in the interior of the earth. When magma cools, crystals of minerals appear and a systematic series of minerals are formed in sequence to solidify so as to form rocks. Minerals such as coal, petroleum and natural gas are organic substances found in solid, liquid and gaseous forms respectively.

A brief information about some important minerals in terms of their nature and physical characteristics is given below :

PHYSICAL CHARACTERISTICS

- (i) External crystal form — determined by internal arrangement of the molecules — cubes, octahedrons, hexagonal prisms, etc.
- (ii) Cleavage — tendency to break in given directions producing relatively plane surfaces — result of internal arrangement of the molecules — may cleave in one or more directions and at any angle to each other.

Demonstration of impact in a geography chapter

This is how we make learning interesting!

CHAPTER
5

MINERALS AND ROCKS

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- (iii) Fracture — internal molecular arrangement so complex there are no planes of molecules; the crystal will break in an irregular manner, not along planes of cleavage.
- (iv) Lustre — appearance of a material without regard to colour; each mineral has a distinctive lustre like metallic, silky, glossy etc.

Search

QUICK OBJECTS

Maps Rock Characteristics Minerals Earth Layers

CURATED STORIES AND RELATED CASE STUDIES

Americas Asia Africa Mountains

OTHER CREATORS ALSO USED

Rock Cycle Rainfall Erosion Soil

SUGGESTED AND SAVED QUESTIONS

Name the three major classes of rocks.

Distinguish between minerals.

Useful suggestions

Expert curated content

Using content from other authors

Assistive questioning

In-context actions

a. Inscriptions

- A large number of Tamil & Sanskrit inscriptions were found during the Chola period which gives us a lot of information about it.
- Inscriptions were written on Pillars, Copper plates and stones.
- The significance of these inscriptions is as follows:
 1. Gives information about the information of King's kingdom & conquests/wars.

STUDENT DOUBTS

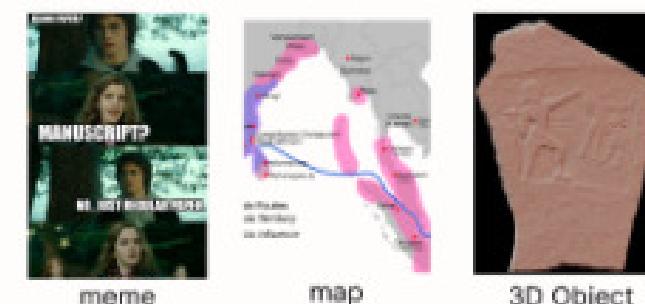
Why were only Copper Plates used and not other metals?

Search

TOP RECOMMENDATION



QUICK OBJECTS



SUGGESTED TEXT

Preservation of Palm-leaf Manuscripts in Tamil

Tamil Language

Tamil has a unique place among the classical languages of the world. It has a history of more than two thousand years of consummate literary expression, and is the sole preserver of the Dravidian heritage of old literature, a massive corpus of poetry written in this language being traced to the pre-Christian era.

Research Paper

Low fidelity
rendition

Augmenting
presentation with
visuals, maps,
memes, etc.

SANDHYA



Social sciences teacher for private K-12 schools

VINEETA



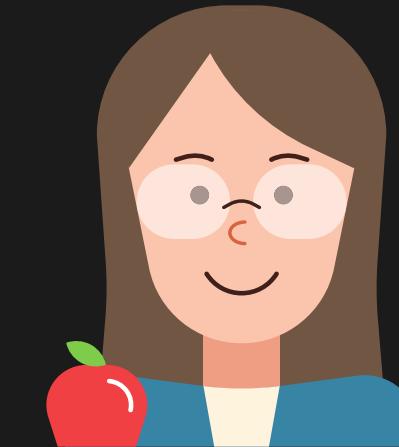
English teacher at university level

UDIT



PCM teacher for entrance exams

JHANAVI



Government school teacher and admin

OUR TARGET PERSONAS

Our Business Model



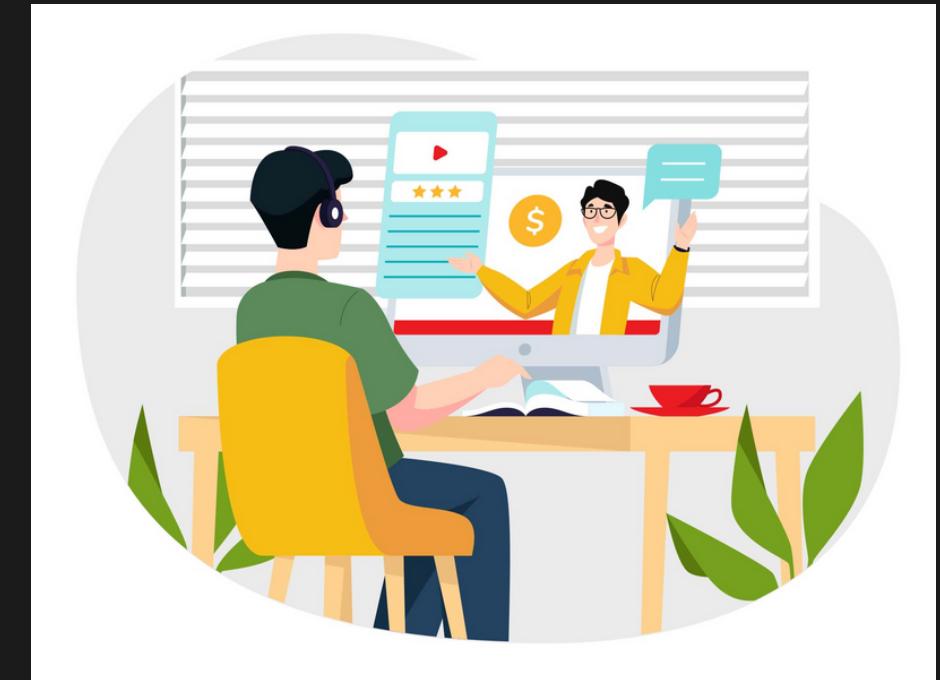
Approaching Schools

Primary customers will be tier 1 city schools and universities



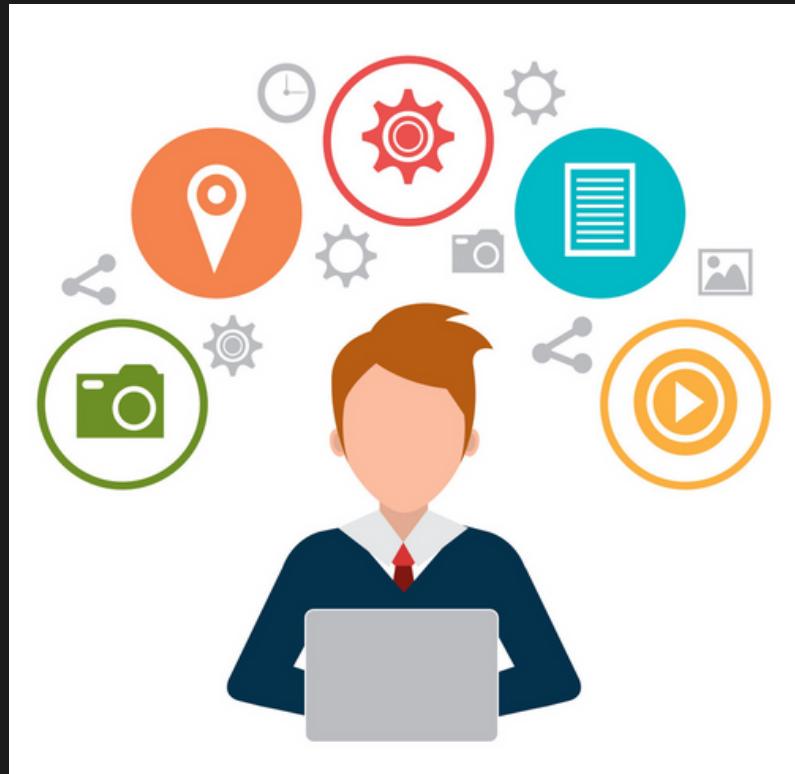
Annual Subscription Plans for Teachers

Institutes take licence for multiple accounts (20-100)



Teachers adopt for personal use or coaching

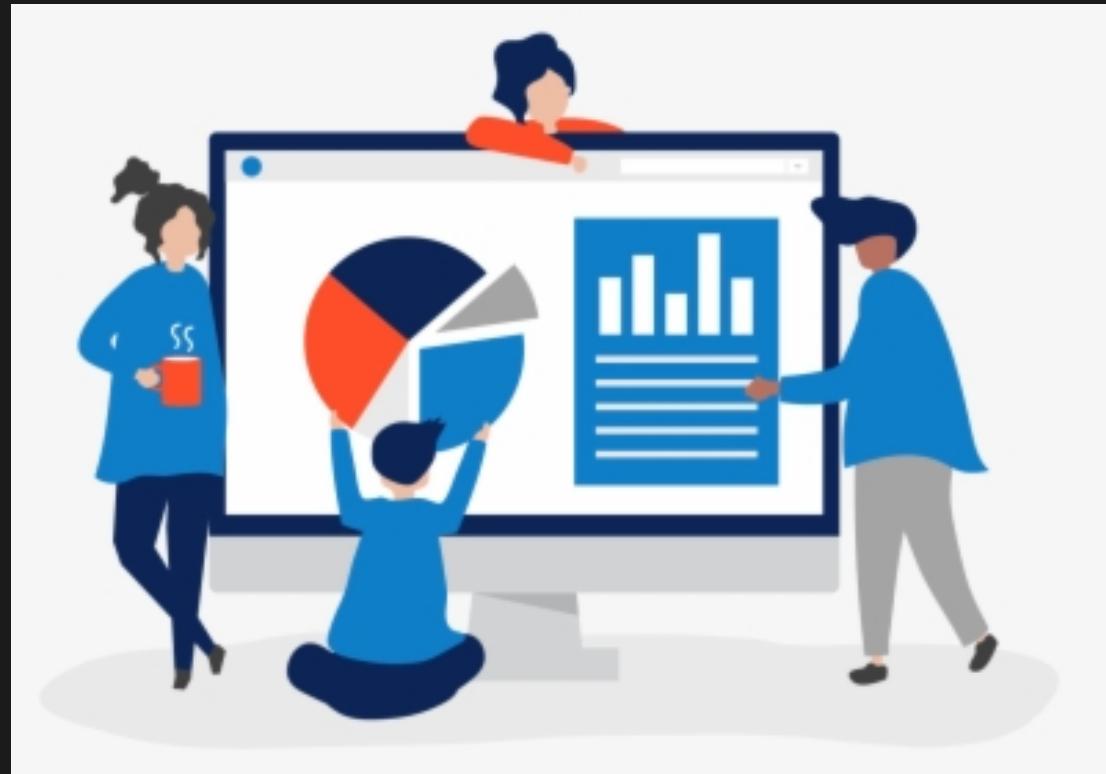
With different features



Marketing Outreach

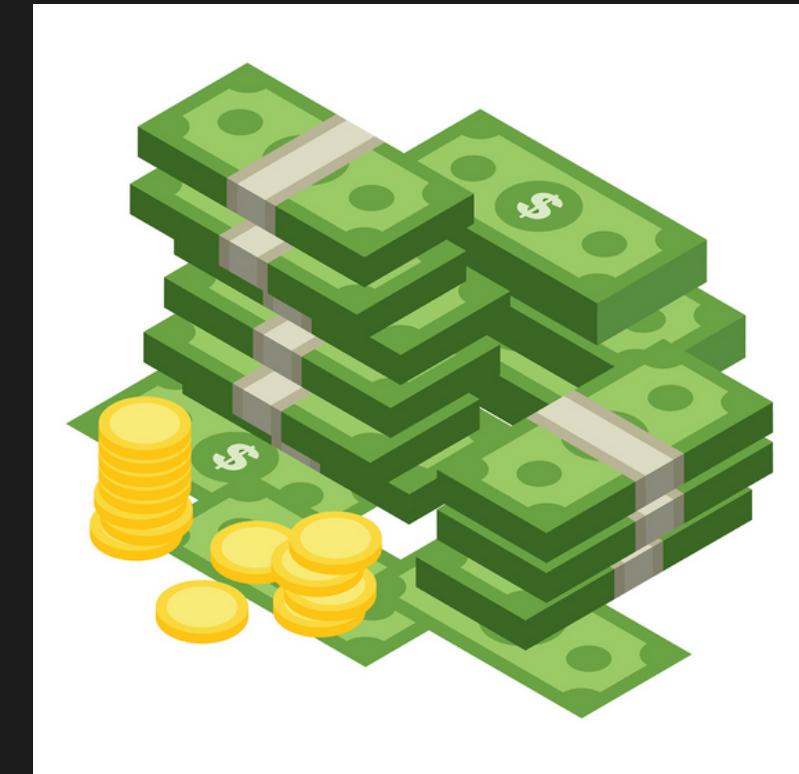
Digital marketing using advertisements and sales calls

Online marketing costs of 500 INR per potential



Customers Acquired

At rate of 10:1 ratio of conversion that is common in these means, meaning 5000 INR for acquiring one customer

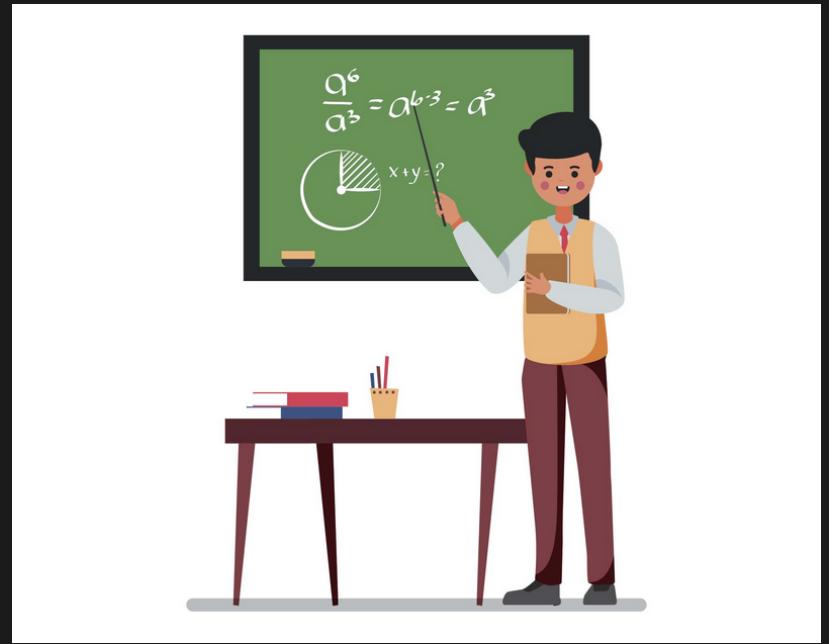
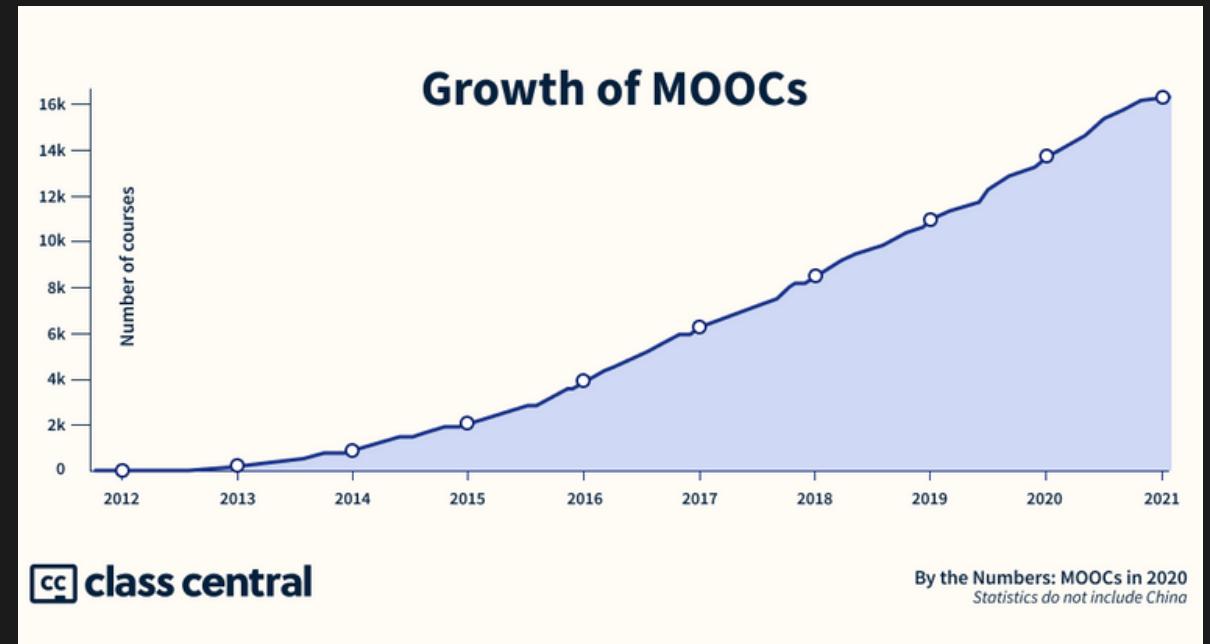


Differential pricing based on customer size and capability

Special features to be charged more

Charging one customer >15,000 INR per annual cycle but adjustable for small schools

Product Market Fit



Market moving towards online learning fast

The sentiment and trend in the market indicates greater need of value-adding products.

Teachers are in need of better tools

There is no better time than now to help them adapt, hence there are many new tools coming in.

Schools have more to spend on tools and licences

Our tool is relevant even with offline learning and hybrid.

Competitive Advantage

AI-based live presentation enhancing
Discussion forums in context

Real-time Quizzing students
Content recommendation engine





We make teachers
Heroes!



Why Us?

We are experienced with

Assessments
Workshops
Educational Consulting
Industry Liaison

Thanks for your time.
Any questions?

Customer Rentention

Customer Experience and student satisfaction will matter the most in deciding whether a customer will renew the licence or not.

The most critical KPIs will hence be student engagement, reduction in time and effort for class content creation for teachers, and increase in student learning outcomes.

Lifetime Value

Since schools are launching hybrid models in addition to online and offline classes, more usage and features can be expected in the future.

Moreover, a marketplace situation will get established in the app where the content from good teachers will be available to use. This may or may not be charged, depending on the user.

The application will keep learning and adding more to its expert galleries and studies, making the experience better with time.

FAQ

1. Product: B2B
2. Sales:

Revenue Model- Institution Package & Individual Package

**Monthly/Annual subscription with Schools, Colleges, and institutions.
Individual instructors, standardized test teachers, etc.**

3. Market: CBSE/ICSE Schools in Delhi will be the first market to enter. High budget.
4. HR
5. Strategy
6. Questions relating to educational market