



Schools Reimagined Teaching Simplified



The Problem



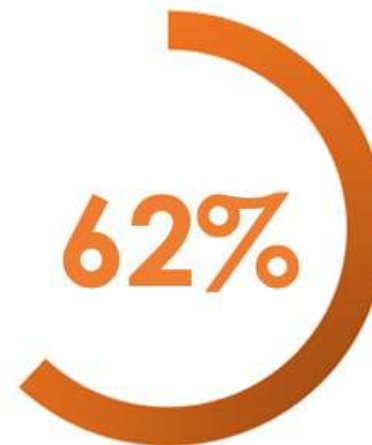
EdTech's failed to integrate digital and the physical model



Edtech's in India failed to deliver the complete set of capabilities to School



around 12.5 lakh schools in India don't have digital content support



around 9.25 lakhs schools could not afford the current Edtech price

Our Solution

An integrated learning model to enhance the **overall learning process by leveraging technology**



Digital content covering the complete learning lifecycle of **pre-read, classroom teaching & post reading**



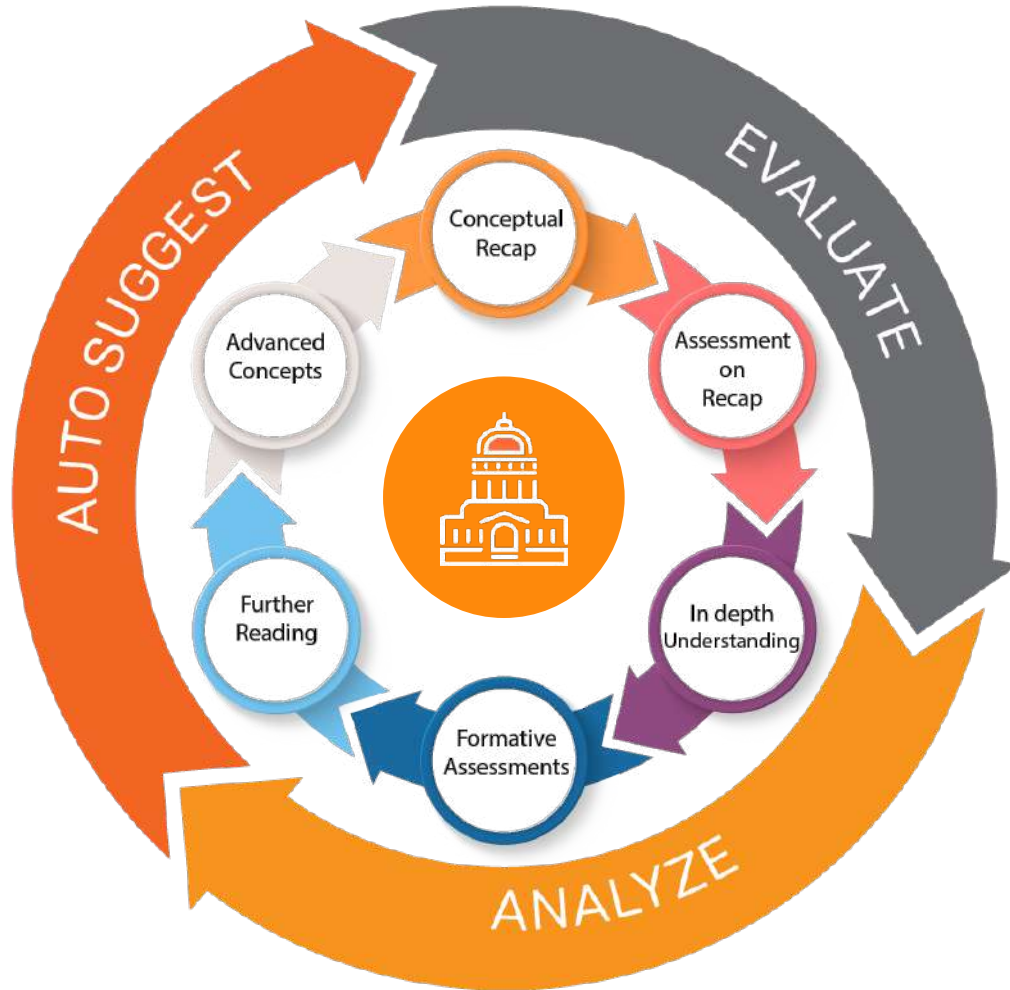
Augment schools by helping build additional capabilities & standardize the learning delivery process



A **low-cost platform model** that would help drive **economies of scale**



INFINITIQ's framework for *Holistic Learning*



Our unique model brings the learning ecosystem together.

- 1 Instructor-led learning (ILL)
- 2 Self-directed learning (SDL)
- 3 Prescriptive learning (PRL)

Our AI-based prescriptive learning works by:

- Continuously identifying learning gaps
- Making suggestions to improve conceptual understanding
- Mapping learning paths based on the best outcome
- Personalising based on individual learning pattern

Product Overview



Digital Learning Solutions

- Individual app for Schools, teachers & student
- Individual Tab for teachers
- In-Classroom Content
- Pre-recorded videos
- Question Bank & Digital Assessments
- Ready reference content



Social Media Management

- Leverage social Media to help schools expand their reach

Skills Labs

- Communication Lab
- Robotics Lab
- Coding Lab
- Music & other Life skills

Publications

- Test Papers
- Quick Revision Guides
- Model Papers

In Classroom Tools

- In-classroom Props

Trainings & Workshops

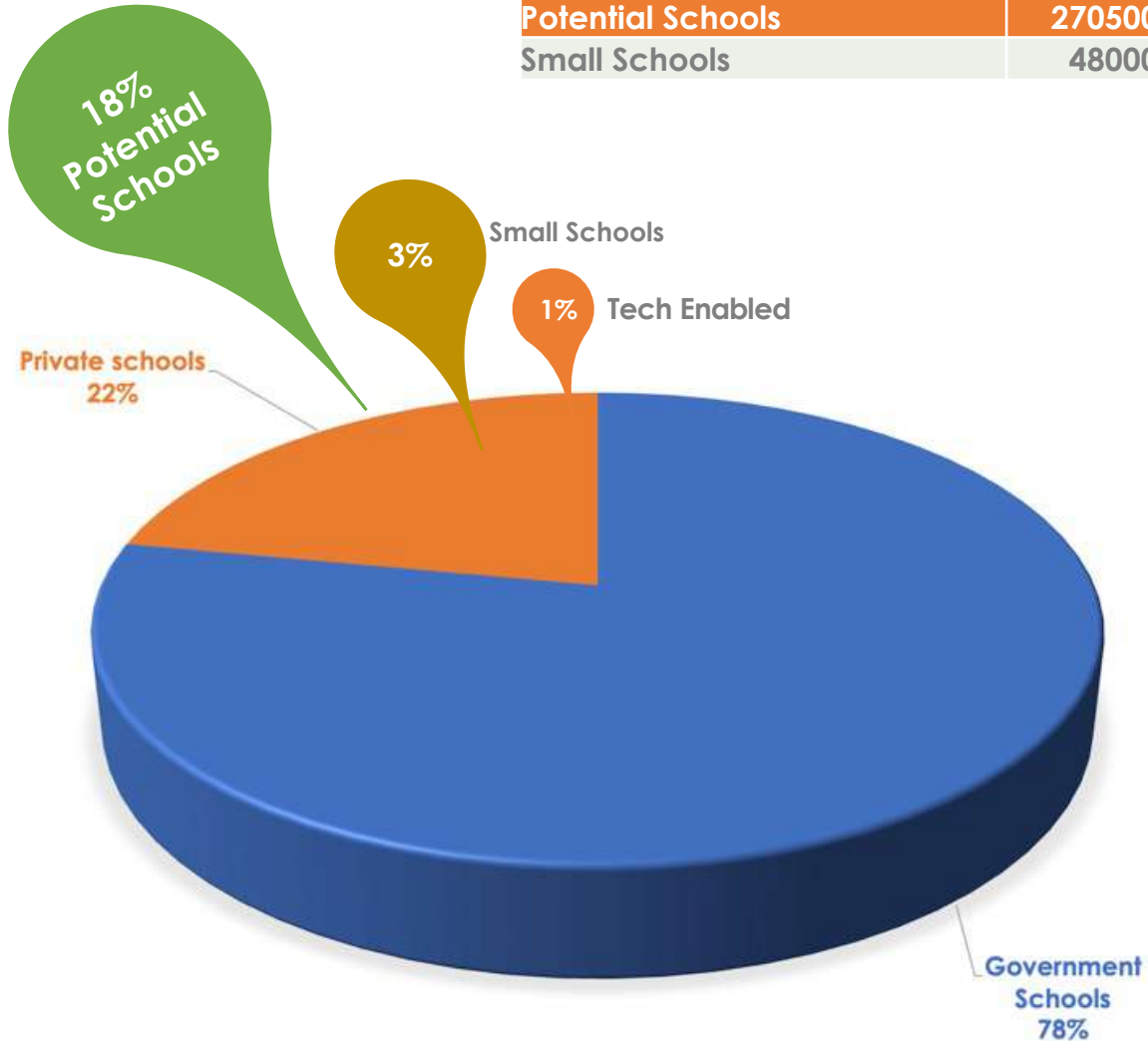
- Teacher Trainings
- Student Workshops & Masterclasses

A comprehensive e2e solution stack for schools

Market Opportunity

Total no of schools in India 1.5 Mn

Govt. Schools	1170000
Tech. Enabled	11500
Potential Schools	270500
Small Schools	48000

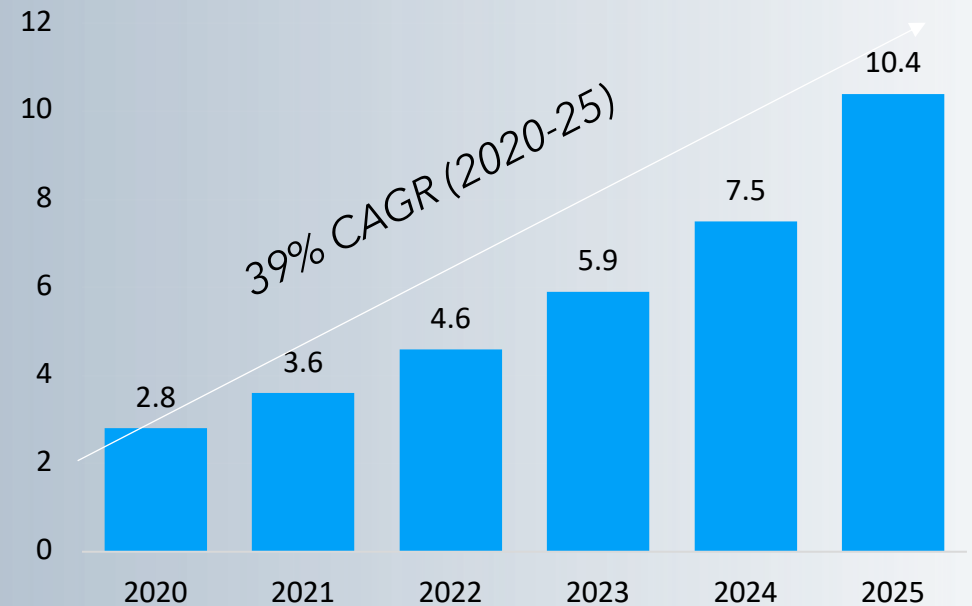


\$10 Bn Edtech Opportunity by 2025



Convenience and low cost will be the driven factors for mass adoption of online education in India

Market Size (In \$Bn)



The edtech market is estimated to grow

3.7x

In the next 5 years





from
\$2.8Bn
in 2020

to
\$10. Bn
in 2025

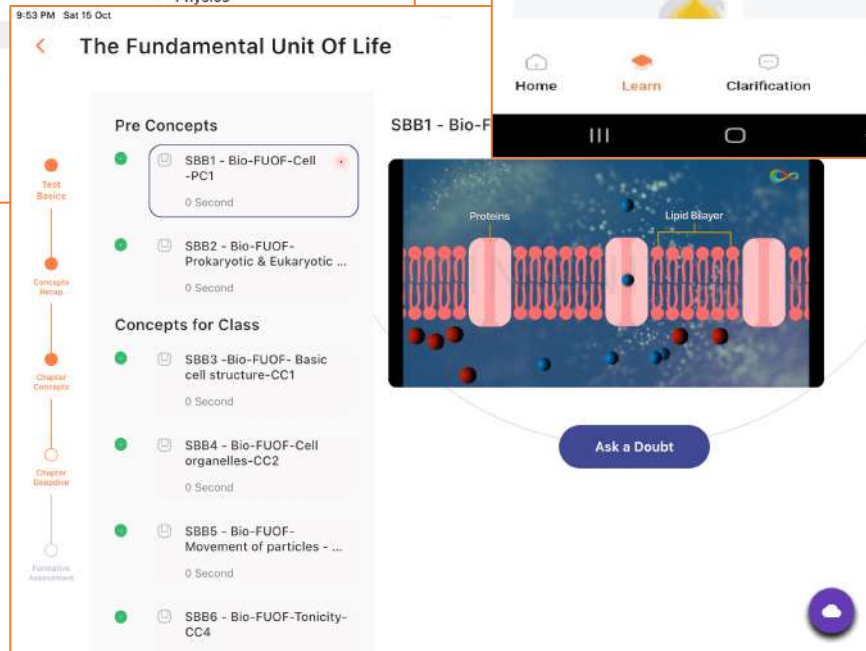
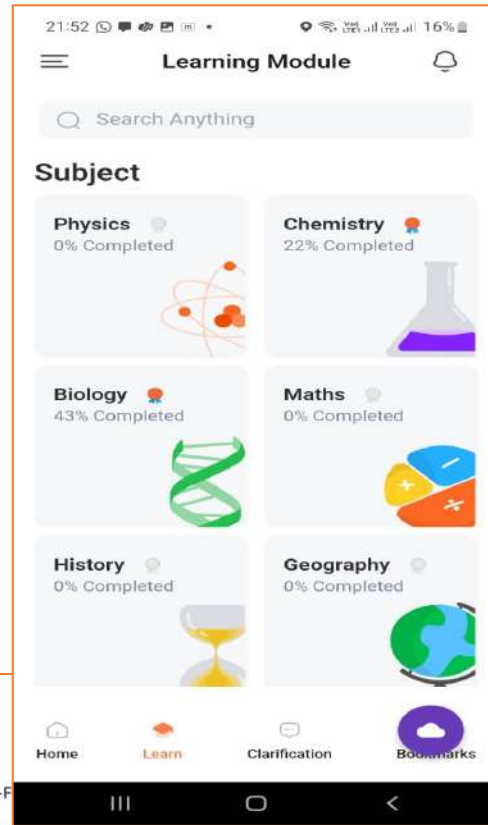
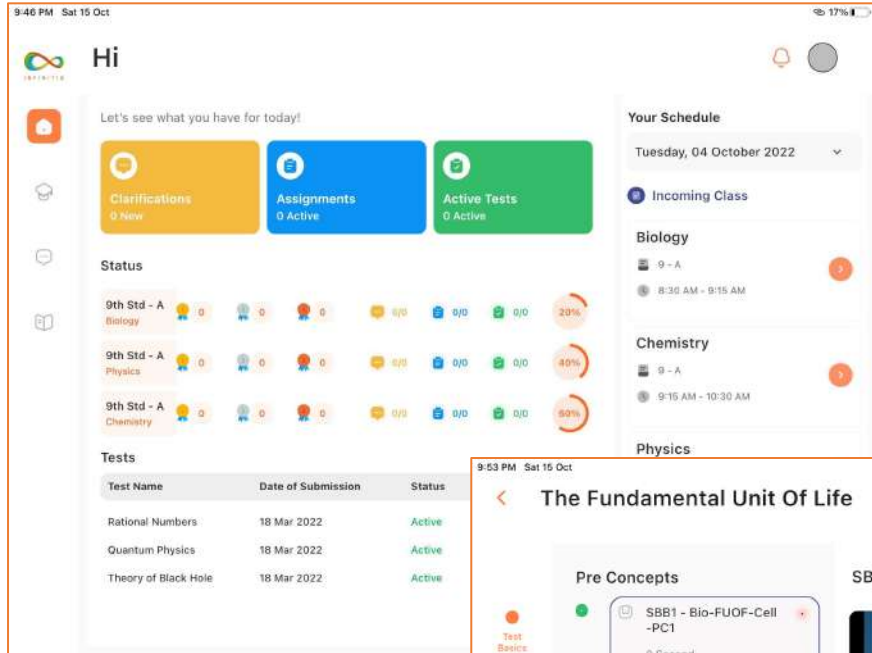
Source: Inc42 Plus

Competitor Analysis



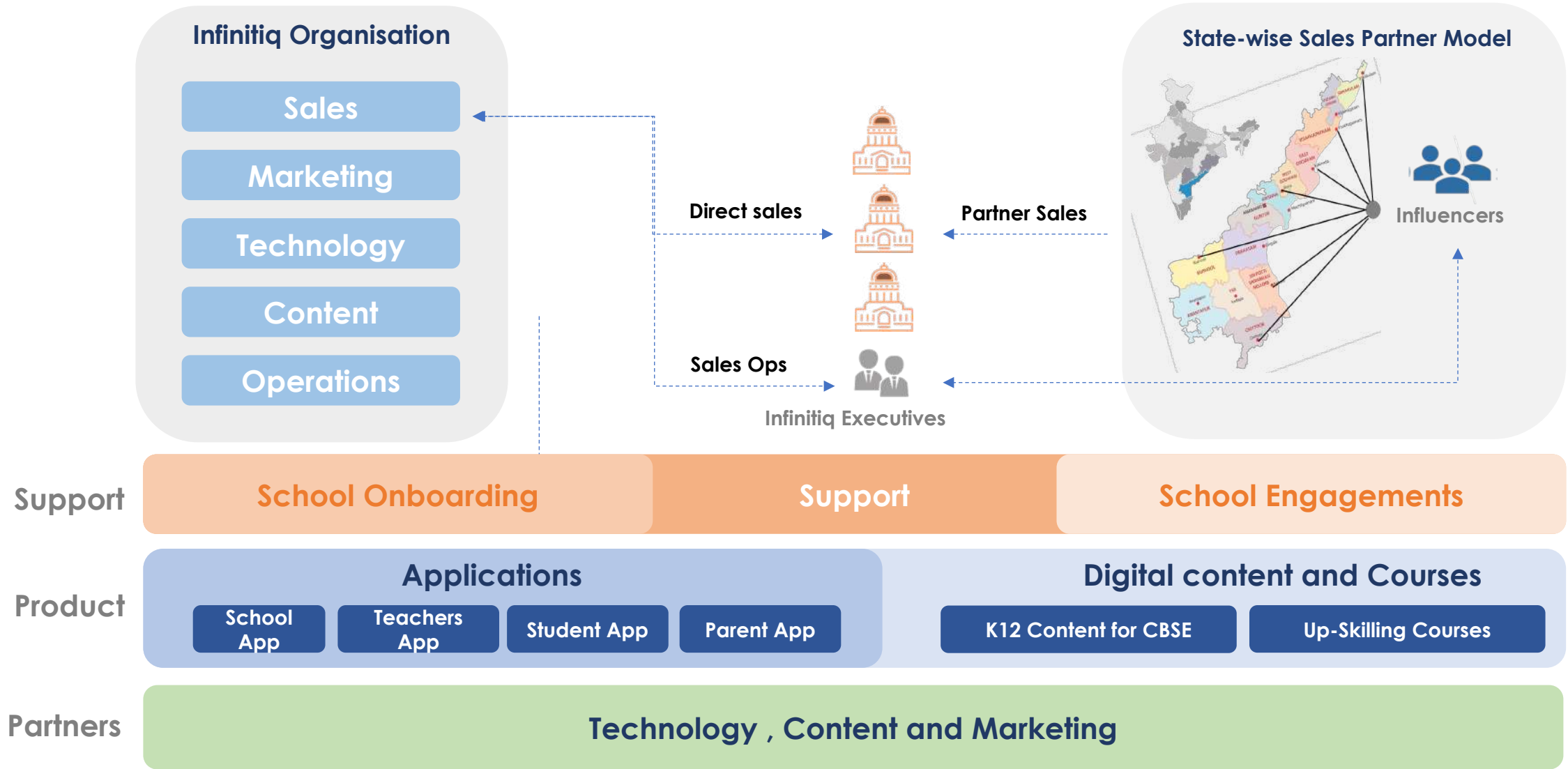
Features				
Concept based learning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integrated learning model ©	<input checked="" type="checkbox"/>			
In-classroom content	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Question bank	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Class tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Teacher training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Cognitive skill gap identification	<input checked="" type="checkbox"/>			
Individual apps	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In-app projects and assignments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Life skills	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Custom tests	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Silent clarification	<input checked="" type="checkbox"/>			
Celebrity master classes		<input checked="" type="checkbox"/>		

Our *Digital Solution*

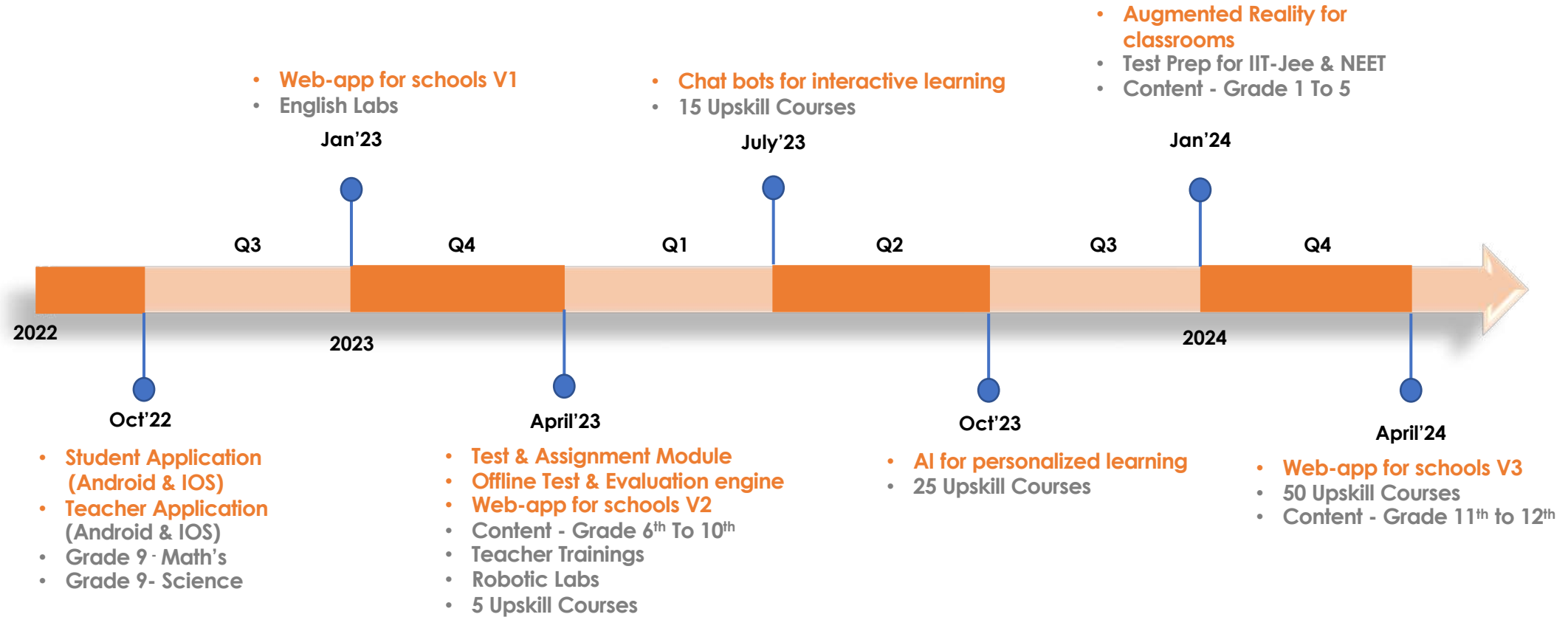


- Teacher application available only on tablet
- Student Application available on mobile & tablet
- Web Application for schools

Business Model



Product Roadmap



Customer Forecast



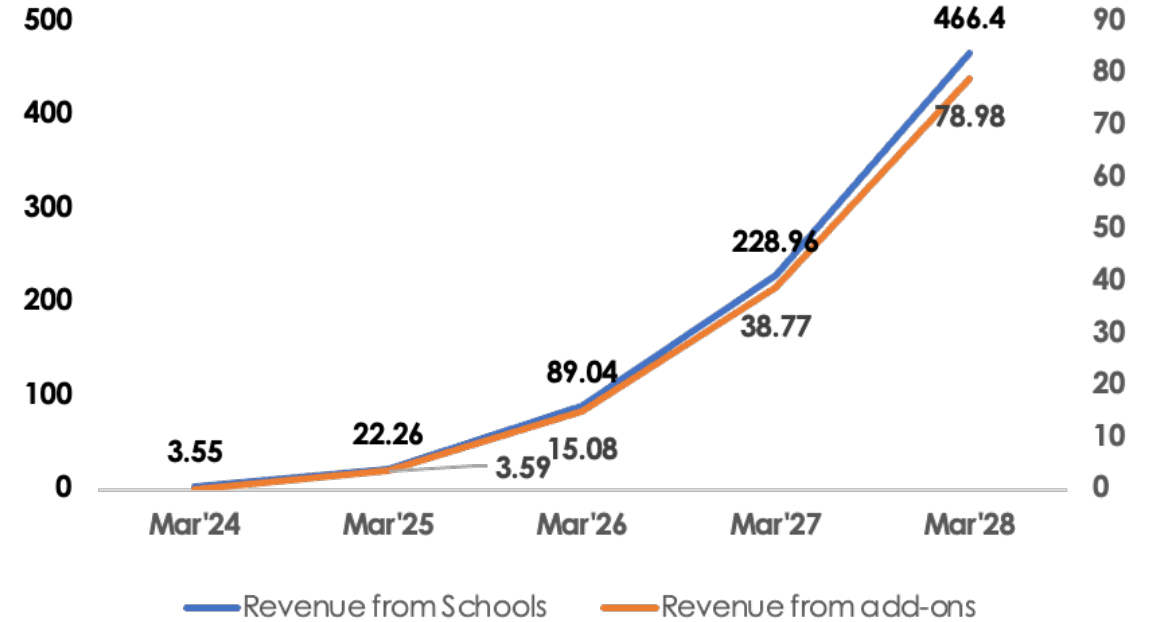
*Our Philosophy is **digital education** is the right of every child.*



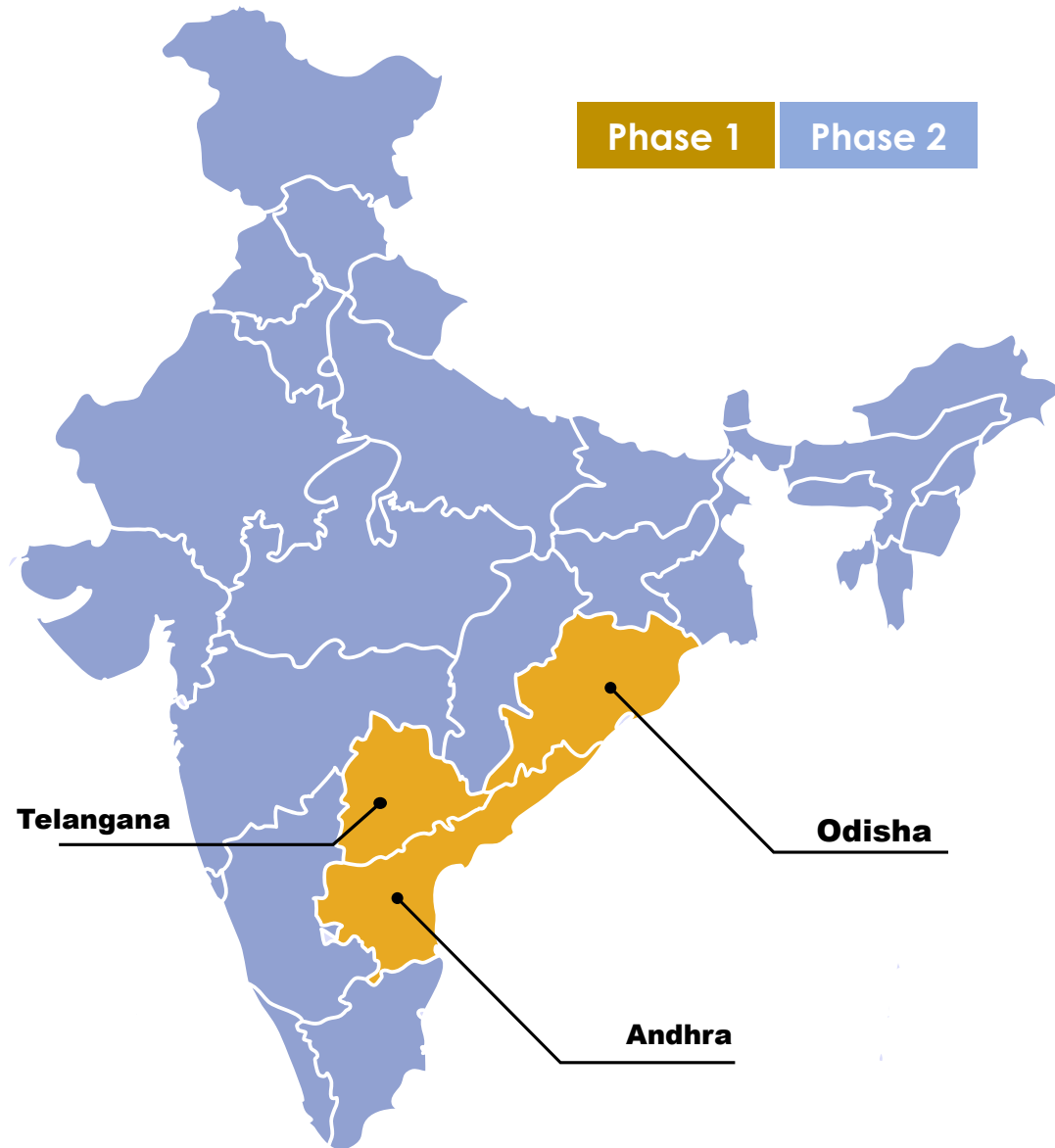
*Our vision is to make every school a **digital first** and **student-centric**.*

Enabling 1000 smart schools by 2026

Revenue Model & Forecast



Go to Market



- Collaborations with **School Influencers**
- Conduct **Pre-launch events**
- Identify **Potential Schools**
- **Freemium** model Onboarding
- Social Media (**Facebook/Instagram**) campaigns
- Traditional Media-**News Paper/Cable TV ad's**
- **Referral Bonus** for schools

Current Status

➤ *Working with schools to onboard them*

**Product
Ready**

Oct'22

**10
schools**

Dec'22

Freemium Model

**25
schools**

April'23

Paid Customers

Progress so far



S#	Grade	Subject	Concept Videos	Deep Dive videos	In Classroom content	ETA
1	8	Math's	50%	50%	To start	Jan'22
2	8	Science	50%	50%	To start	Jan'22
3	9	Math's	100%	90%	50%	Oct'22
4	9	Science	100%	100%	100%	-
5	10	Math's	50%	50%	To start	Dec'22
6	10	Science	50%	50%	To start	Dec'22
7		English		Proof of Concept in progress		
8		Question Bank		15000 Questions ready		
9		Robotics		Proof of Concept in progress		
10		Coding		Proof of Concept in progress		

Investment Requirements

Current Burn & Spend



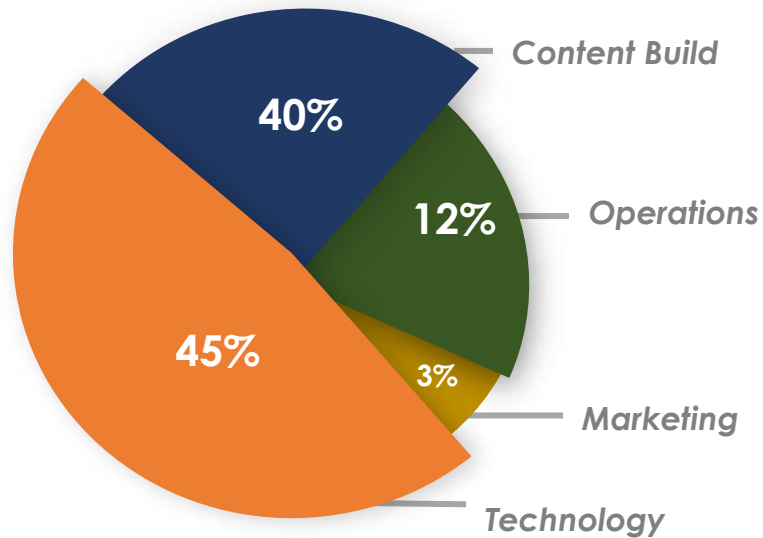
16 Lakhs/Month



Unpaid Efforts
2.5 Yrs. - 2 Cr

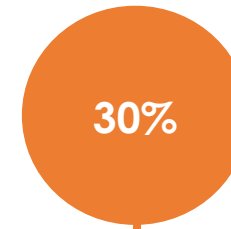


Cash Spend - 2 Cr

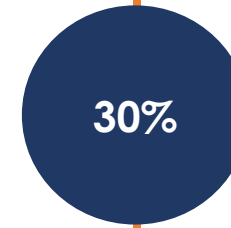


Cash Spend Break-up

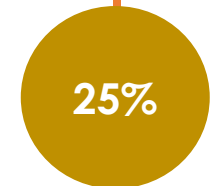
5Cr Investment Requirement



Technology



Content



Marketing & User acquisition



Operations

The team - X Factor



Bhanu Prakash
Co-Founder
• Lifelong Entrepreneur
• Sales & Operations



Sourabh Kumar Padhi
Co-Founder
• 18 Yrs. Of Global Experience
• Supply Chain & Logistics
• EX- Pepsi, Cadbury



Ravi Kamma
Co-Founder
• 18 Yrs.
• Digital Transformation, & Product Management - ISB
• 1 Failed Startup



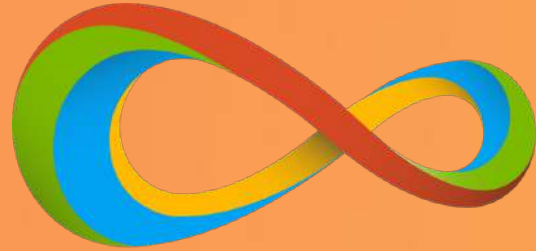
N Chandrasekhar
Co-Founder
• 18 Yrs.
• Product & Analytics
• Ex-TCS & Capgemini, Head Analytics

Product incubated and mentored at



- 60+ yrs. of combined exp
- Global working experience

Come Partner with Best in Class



INFINITIQ

THANK YOU

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