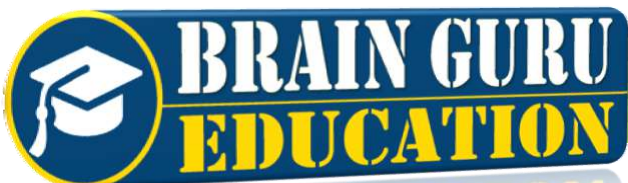


**helping INDIA to learn**



**India's Most Award Winning  
& Largest Online Learning Platform**

*Start-up By*



**Start-up Pitch Deck**

# WHO We Are?

**Brain Guru Education** is one of the fastest growing education company having its presence in Maharashtra, Rajasthan, Karnataka, Uttar Pradesh. **Brain Guru Education** was started with a firm objective of Transformation Through Technology and various learning programs.

As an educational company, our main objective is to provide high yield educational services to learners to persist in today's competitive era.

It is our mission to create a healthy, respectful, supportive, creative and reflective learning community where children and families thrive and are celebrated.

We are committed to enhancing the development and education of children under statutory school age by encouraging parents to understand and provide for the needs of their children through community groups. We offer support to each individual child to help them reach their full potential by providing high levels of care and education within a nurturing environment.

Our all programs are strongly backed by educators and technology platform powered by digital syllabus. To make it EASY, we are planning to offer State and District wise Business Partnership or Franchisee by which our technology solutions and learning programs are made available.

To provide students with flexible and rigorous online learning opportunities that will help them acquire the knowledge, skills and characteristics necessary for career readiness.



**Mission Digital Education For All**



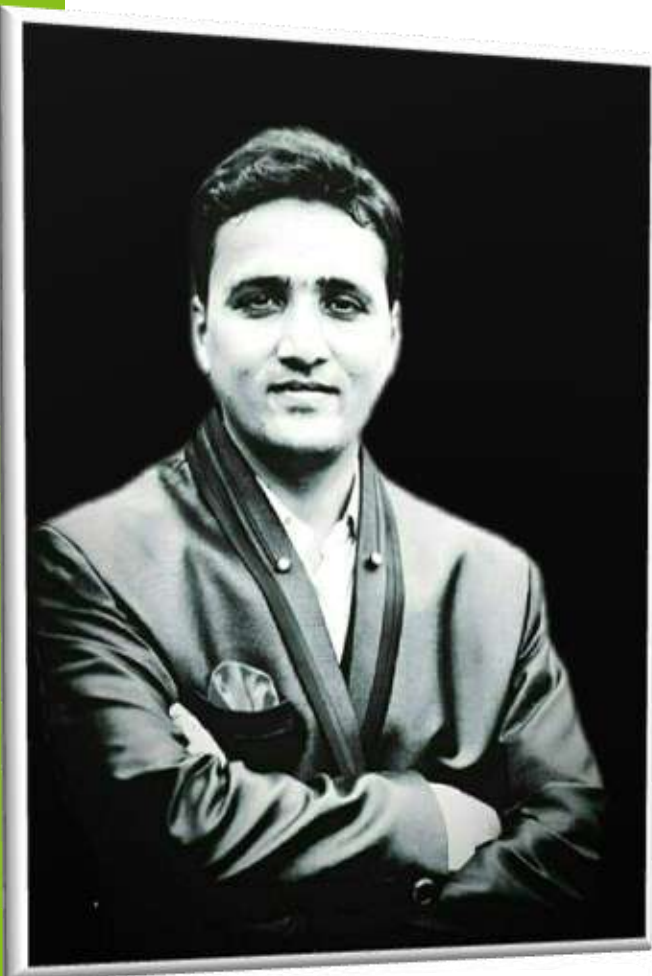
# THINK Outside the BOX

## If You Want to Be on the Top

If you want to innovate, you will need to be a creative person. If you want to be the creative person you will need to start to see and think different which means outside the box of your company, your market, and your industry.

You are an entrepreneur and it automatically means you are a person who thinks differently. A person who sees different things than others and person who do different things than others. That's from where your success comes from.

It's the only thing that you need to be if you want to stay on top of your market or your industry. You are bringing and implementing change everywhere around you. If you want to be what you want to be, you will need to always think outside the box.



So, you have really big challenges. You need to innovate new products and services. You need to innovate new business models that will support innovations in products and services. You need to innovate totally new business processes that will support the newly innovated business model.

**Vinod A. Sonawane**  
Founder-Director (Brain Guru Education)

A handwritten signature in black ink, appearing to read 'Vinod A. Sonawane'.

# OUR Achievements



**India's Best Digital Learning Concept**



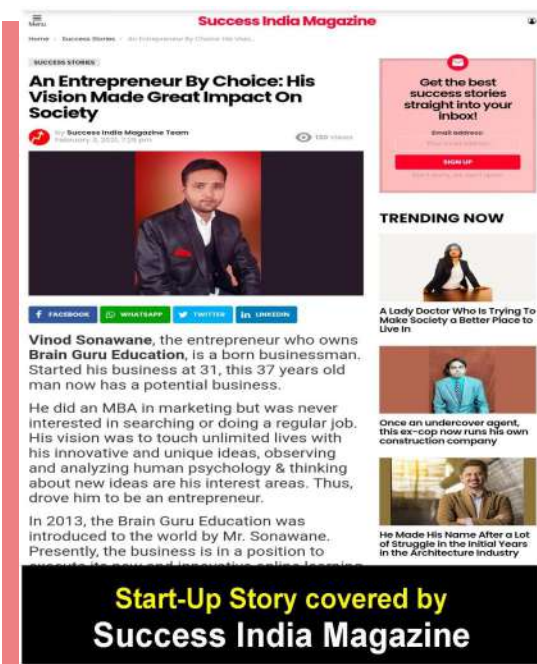
**India's Largest Online Learning Platform**



**Listing in OMG National Book of Records**



**India's Largest Online Learning Platform**



**Start-Up Story covered by Success India Magazine**



**Start-Up Story covered by BRANDZ Magazine**



**Start-Up Story covered by Global Business Line Magazine**

# THE PROBLEM

## **We are living in unprecedented times.**

The COVID-19 pandemic, which hit the world in 2020, has changed the world's operating order. The impact of COVID-19 on global economy has been adverse, with the Indian GDP estimated to have shrunk by 7%+ in CY2020. However, the pandemic has proved to be a water-shed moment for the digital economy.

The impact of pandemic COVID-19 is observed in every sector around the world. The education sectors of India as well as world are badly affected by this. It has enforced the world wide lock down creating very bad effect on the student's life. Around 32 crore learners stopped to move schools/colleges, all educational activities halted in India. The outbreak of COVID-19 has advised us that change is inevitable. It has worked as a catalyst for the educational institutions to grow and opt for platforms and techniques, which have not been used before. The education sector has been fighting to survive the crises with a different approach and digitizing the challenges to wash away the threat of the pandemic.

Initially, most governments have decided to temporarily close the schools to reduce the impact of Covid-19. Later it was reopened for a few grades, which increased the number of infection rates and then closed again.

Though schools are closed, students are attending their classes through various education initiatives like online classrooms, radio programs. Though it is a good thing happening on the other side, there are lots of students who didn't own the resources to attend the online classes suffer a lot. Many students are struggling to obtain the gadgets required for online classes.

Teachers who are all experts in Blackboard, Chalk, books, and classroom teaching are really new to this digital teaching, but they are adopting the new methods and handling it like a pro to aid the students in the current position.

Technology paves the way for education, thus helping the students and teachers to connect virtually through online classrooms, webinars, digital exams, and so on.

But the sad truth is that it is not available to many students all over the nation.

Everything is happening for the well-being of the students so that they can stay safe at home without getting affected by the life-threatening virus.

We are not ready for this, but it came, so we have to go through this together, but we have to update the infrastructure and should think of ways to undertake the situation and providing education to every child amid the pandemic if we face something precisely like this in the future to aid the forthcoming generation.

# THE SOLUTION

## **E-Learning Is The Futuristic Solution Of Education Globally.**

In the wake of the COVID-19, the adoption of online learning has increased dramatically, and for good reasons. Considering the added advantages such as flexibility of learning, online will define the future of education for the times to come.

The Internet has undeniably changed the way we learn today. The recent pandemic has also democratized education making online learning an affordable and preferred mode of education. Students can study from the comfort of their homes without worrying about the pandemic. Moving beyond the four walls of a classroom, online education creatively blends videos, audios, images, and graphics to make learning more engaging for learners across borders. Undeniably, online learning is nothing short of a revolution in the education sector. The demand for online learning solutions shows no sign of fading, and we can say that online learning is the future of education at a global level. How? Let's take a closer look at it's benefits;

- **Flexible and easy connectivity.**
- **Learn from anywhere, anytime.**
- **Budget-Friendly.**
- **Serves various types of learning.**
- **Better learning outcomes.**
- **Independent and fast.**
- **Quantifiable consequences and monitoring.**
- **Maintenance and management of multimedia.**
- **Interconnectivity and entertainment.**
- **Open professional assistance.**
- **Partnership and building network.**
- **Instant reviews and appreciation.**

### *In conclusion*

In the wake of the COVID-19, the adoption of online learning has increased dramatically, and for good reasons. Considering the added advantages such as flexibility of learning, online will define the future of education for the times to come.

# THE MARKET SIZE

India has the second largest population in the world, with than 50% of its population below the age of 25 years, presenting a huge opportunity in the education sector. India has over 350 million school going students, which is more than any other country.

The online education market in India is expected to grow by USD 2.28 billion during 2021-2025, expanding at a CAGR of almost 20%. The report also throws light on the impact of the COVID-19 pandemic on the market and the new opportunities and challenges market players can expect. The impact can be expected to be significant in the first quarter but gradually lessen in subsequent quarters-with a limited impact on the full-year economic growth.

Keeping in mind the huge population and number of school going students in India, there is vast scope of digital learning companies to market and sale there educational products.

As the most of the population falls under middle class and below middle class economical category, **there is a need of very cost effective or budget friendly online learning educational platforms.** But, as we see most of the companies offering there products at the huge cost which even middle class population cannot afford. If we reduce the online learning access cost without compromising with content quality then there will be an revolution in EdTech industry and such a E-learning company gain un-imaginary revenue from the segment.

## ONLINE EDUCATION MARKET IN INDIA 2021-2025



Market growth will **ACCELERATE** at a **CAGR** of almost

**20%**



Incremental growth (\$B)

**2.28**



The market is **FRAGMENTED** with several players occupying the market



Growth Contributed by **INDIA**

**100%**



Growth for **2021**

**19.02%**



Market impact:

**POSITIVE**

17000+ Reports covering niche topics. Read them at 

# COMPETITION

## Well Known Players in India

With improvements in technology and internet services over the last few years, almost every sector has been drastically changed, especially the education sector. Education Technology, popularly known as EdTech or Edu-Tech, has brought a revolutionary move in how far and well education is distributed across the country.

Today, the EdTech industry of India is the second biggest in the world and it is only beginning. It is one of the sectors that has seen fast growth in the pandemic. During the lockdown schools, colleges and coaching classes had to depend on technology to continue teaching.

These EdTech companies in India are making it easier for students to make for their competitive examinations.

Many students at their home shifted to online certified courses. Though schools and colleges also later adopted to online mode, the EdTech startups were already prepared and too many developing their own platforms to launch as soon as possible.

Let's see some of the start-ups in Education sector in India which are gradually emerging and changing the world regarding education scene in India.

Below is the list of best EdTech start-ups in India.

- Byju's
- Toppr
- Vedantu
- Unacademy
- Meritnation
- Classplus
- Upgrad
- Doubtnut
- Gradeup
- Cuemath

and many more like these.

Let's analyze few top start-ups from above list to watch out the current and forthcoming years market scenario.

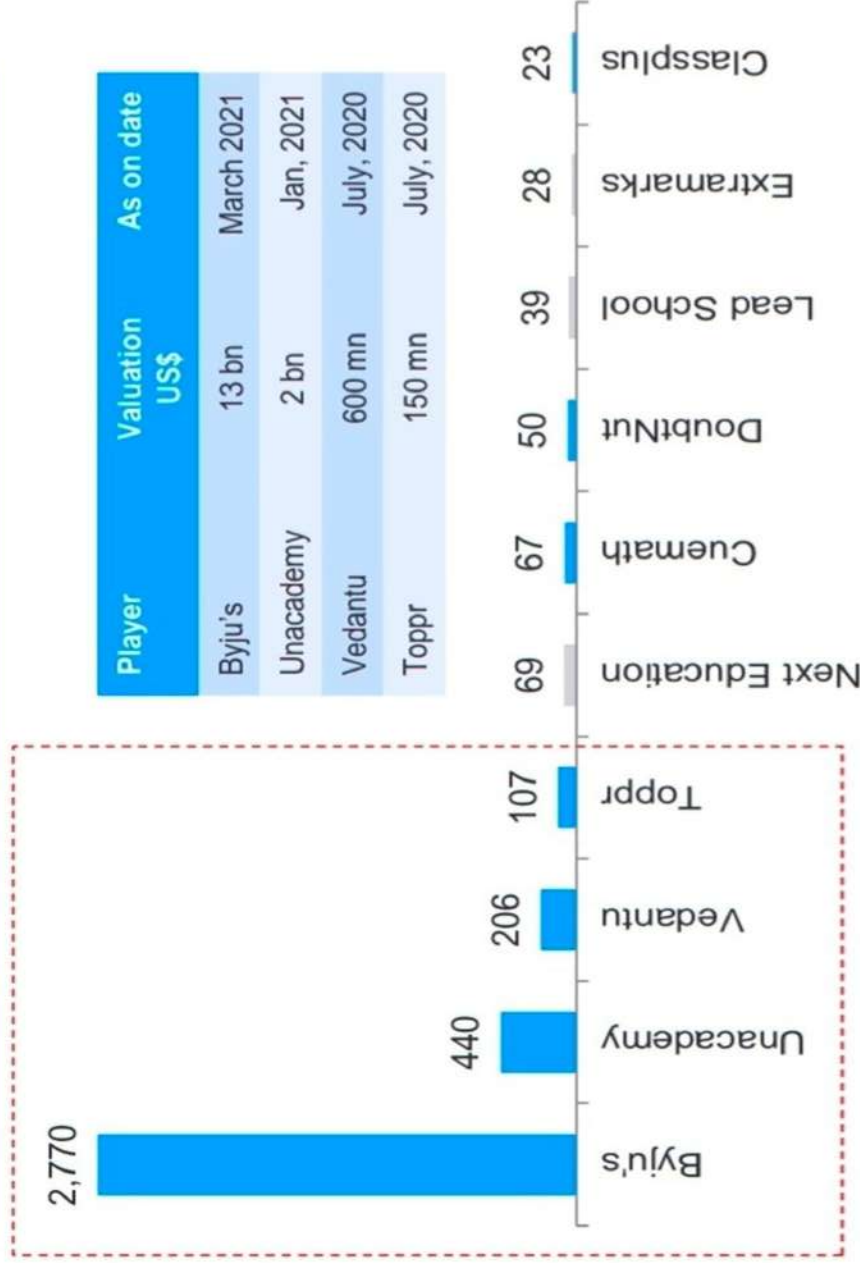


# Player Analysis - Basics

There are several large online learning platforms in India, with most of them focusing on B2C K12 and test prep segments of the market

**Total funding raised (US\$ million)**  
Online K-12 / Test Prep Players

The Indian EdTech landscape has a long tail of smaller players a total of 4,450 startups in 2020 with over 1,150 being shut down and may more coming up.



We have shortlisted the top 4 players (by funding raised) for a deeper assessment

We have analyzed the performance of these top four K12 / test prep centric players on multiple parameters including:

## 1 Academic Courses

## 2 Non-Academic Courses

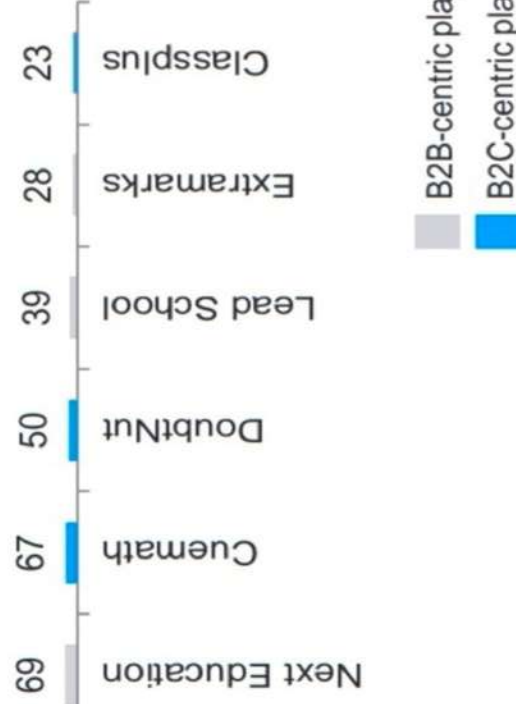
## 3 Test Preparation

## 4 Pricing Structure

## 5 Add-ons & Social Drives

The above analysis has been based on multiple sources including details available at the websites / apps, secondary search and standard third party databases such as Similarweb, Alexa rankings, RivalIQ, Tracxn, and other such databases.

Player	Valuation US\$	As on date
Byju's	13 bn	March 2021
Unacademy	2 bn	Jan, 2021
Vedantu	600 mn	July, 2020
Toppr	150 mn	July, 2020



# Player Analysis - Categories (Academic Courses)


Categories	BYJU'S	Toppr	Unacademy	Vedantu	Edupax
Pre K and K-5	√	√	X	√	√ Pre √ CBSE
Grades 6 to 8					
CBSE State Boards <b>Other Boards</b> (IGCSE, IB, ICSE)	√ √ 9 Boards √ ICSE only	√ √ 20 Boards √ All 3	√ 2 Boards X	√ √ 1 Board √ IB/IGCSE	√ √ 7 Boards √ ICSE
Grades 9 to 10					
CBSE State Boards <b>Other Boards</b> (IGCSE, IB, ICSE)	√ √ 9 Boards √ ICSE only	√ √ 20 Boards √ All 3	√ X X	√ √ 1 Board √ IB/IGCSE	√ √ 7 Boards √ ICSE
Grades 11 to 12					
CBSE State Boards <b>Other Boards</b> (IGCSE, IB, ICSE)	X X X Offers as JEE/NEET Package	√ √ 20 Boards √ All 3	√ X X	√ √ 1 Board √	CBSE X X
Scholarship exams, Olympiad & Standardized Tests	X	√ NTSE, IMO, SAT etc.	√ NTSE	X	Olympiad
Engineering	X	X	X	X	√

**Source: Company websites, EY-Parthenon analysis**


# Player Analysis - Categories (Non-Academic Courses)

Categories	BYJU'S	Toppr	Unacademy	Vedantu	EduPax
English Language Courses	X	X	X	X	✓
Foreign Languages	X	X	X	X	✓
New Age Skills	X	X	X	X	✓
Computer & Software	X	X	X	X	✓
Management	X	X	X	X	✓
Finance	X	X	X	X	✓
Job Skills	X	X	X	X	✓
Business Skills	X	X	X	X	✓
Advance Excel	X	X	X	X	✓
Programming	X	X	X	X	✓
Marketing	X	X	X	X	✓
Career Skills	X	X	X	X	✓
Internship Skills	X	X	X	X	✓
Interview Skills	X	X	X	X	✓
Personal Development	X	X	X	X	✓
Vocational Skills	X	X	X	X	✓
Campus Placement	X	X	X	X	✓
Communication Skills	X	X	X	X	✓
Hobby Courses	X	X	X	X	✓
Digital Marketing	X	X	X	X	✓
Certification Courses	X	X	X	X	✓ 30+ Courses
Workshops for Family	X	X	X	X	✓ 10+ WS


# Player Analysis - Categories (Test Preparation)

Categories	BYJU'S	Toppr	Unacademy	Vedantu	
JEE Main	✓	✓	✓	✓	✓
JEE Advanced	✓	✓	✓	✓	✓
NEET	✓	✓	✓	✓	✓
BITSAT	✗	✓	✓	✗	✓
CLAT	✗	✓	✓	✗	✗
CA, CS, CMA	✗	✓	✓	✗	✗
CAT	✗	✗	✓	✗	✗
IIT JAM	✗	✗	✓	✗	✗
GATE	✗	✗	✓	✗	✓
GRE	✗	✗	✓	✗	✗
UPSC	✓	✗	✓	✗	✓
Railway	✗	✗	✓	✗	✓
SSC	✗	✗	✓	✗	✓
Banking	✗	✗	✓	✗	✓
CET	✗	✓	✓	✗	✓
Teaching	✗	✗	✓	✗	✓
Police	✗	✗	✓	✗	✓
Defence (CDS/AFCAT/CAPF, NDA/Airforce & Navy)	✗	NDA	✓	NDA	CDS, AFCAT, NDA

## Player Analysis - Pricing

BYJU'S	Toppr	Unacademy	Vedantu	
Avg. Price Range	Avg. Price Range	Avg. Price Range	Avg. Price Range	
₹ 26,000/- <b>To</b>	₹ 30,000/- <b>To</b>	₹ 36,000/- <b>To</b>	₹ 15,000/- <b>To</b>	<b>₹ 365/-</b>
₹ 1,76,000/- <i>per course</i>	₹ 85,000/- <i>per course</i>	₹ 1,62,000/- <i>per course</i>	₹ 1,00,000/- <i>per course</i>	<i>per year For 1000+ Course Library</i>

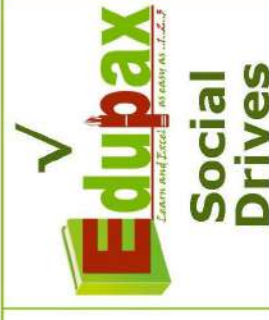
## Player Analysis - Add-ons

Add-ons	BYJU'S	Toppr	Unacademy	Vedantu	
Rewards	X	X	X	X	40000+ FREE Tabs   10000+ FREE Laptops
Education Funds	X	X	X	X	₹ 50 Crore + Education Funds

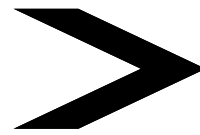
## Player Analysis - Social Drives

BYJU'S	<b>X</b>
Toppr	
Unacademy	No Social Drives
Vedantu	

- ✓ 10% of Profit Share in National Defence Fund
- ✓ 20% of Profit Share in CM Fund
- ✓ 10% of Profit Share in Police Welfare Fund
- ✓ 5% of Profit Share for Civil Service Aspirants
- ✓ Green Revolution - 1,00,00,000 Tree Plantation



# OUR PRODUCT



**Edupax** (Educational Learning App) is one of its kind very innovative online learning platform which makes education accessible to anyone, anytime and anywhere. It is India's largest learning library with 1000+ Academic and Non-academic learning courses, 10000+ Test Preparations and too many Certification Courses. The App offers a wide range of dynamic courses from Nursery, LKG to Competitive and Professional level. We provide our users unlimited access to our learning app library of courses. The App also offers test series from Class 1 to 12 for the school students as well as Competitive and Entrance Exams for College students such as Polytechnic, Engineering, SSC-CGL, Banking PO, etc.

Our learning app aims to make available all the relevant and useful resources that may be advantageous to the user on a single platform or in other terms one can say in one package that can be easily accessed which otherwise would have been a tiresome procedure searching these on internet.

On the app we provide a huge course library comprising curriculum mapped academic courses along with courses for Engineering, Medical, Technical, Graphic designing, web development, networking, grooming, IT, to name a few.

**Edupax** is not only the largest learning platform as well as it's most cost effective learning program with attractive reward system and scholarship earning program for all learners. Anyone from age 2 years to up to 70 years can learn with **Edupax** at the cost of **One Rupee per day**.

## Academic & Non-Academic Courses

Preschool	Career Skills
School	Internship Skills
English Language	Interview Skills
Computer & hardware	Personal Development
Management	Vocational Skills
Finance	Engineering
Job Skills	Campus Placement
Advance Excel	Fitness
Programming	Marketing
Digital Marketing	Hobby Courses
Non-Academic Skills	Women

## Test Preparation

JEE
Entrance Exams
NEET
BITS
GATE
Civil Services
Banking
Defence
Railway
SSC
Teaching
Police Exams
State Civil Exams

## Features

### ✓ **Innovative and Effectual Learning Tools**

The app provides effective learning tools that facilitates kids and students to learn easily and faster by providing relevant lectures and videos for the best interactive learning.

### ✓ **Limitless Learning**

1000+ interactive online courses, 10,000+ practice exams, more than 2 lakh videos have been segregated in an organized manner, so that you can proceed towards your learning goal right away with high quality education for anyone and everyone.

### ✓ **Self Assessment and Exams**

Take online exams and get the detailed report instantly. Exams includes regular assessment and evaluation of the students to make them proficient about the concept. These assessments are based on conceptual knowledge which the student has acquired by going through the e-learning modules.

### ✓ **Tracking Own Records**

The needle of the Course Speedometer indicates the pace and depth of learning. The more you learn your speedometer needle will race in the clockwise direction and vice versa. The Exam Speedometer's needle indicates the learner regarding the assimilation & depth of understanding of a concept.

### ✓ **Any Where, Any Time , Any Device**

Enjoy the flexibility of learning on your own convenience at your own pace from anywhere anytime on any device of your choice and make learning a unique experience. Switch to **Edupax** and redefine education towards a new vision and transform your learning process.

### ✓ **Rewards**

Motivating students/learners to participate and learn is not a easy task. In order to stimulate learning habit in students we are using a great reward system for our learners to motivate them for continuous earning.

### ✓ **Scholarships**

Funds / Money plays a huge role in our life in variety of ways such as business, daily needs, lifestyle and even in education. Money helps us to achieve a better quality of education. Keeping in mind that we are offering **SCHOLARSHIPS / EDUCATION FUNDS** to families to spend on education of their kids.

### ✓ **PRICING**

Price is one of the first considerations for many customers and it determines the profit margin on products. Pricing is one of the significant elements of the marketing mix, if late, it has come to occupy the centre stage in marketing wars. Keeping in mind that we set our product's price very low without compromising with quality. Anyone can use **Edupax** platform at the cost of **One Rupee Per Day** only. Any student or parent afford this price very easily.

# OUR PRODUCT



Edupax is One Stop Solution for All



Nursery Kids



School Kids



College Students



Aspirants



Families

**FREE - Customized Own Brand App**

All Schools

Colleges

All Institutes

Private Tutors

Corporate





## Revenue Forecast

Quarters	Users	Revenue
1st Quarter	5,000	₹ 18,25,000/-
2nd Quarter	7,000	₹ 25,55,000/-
3rd Quarter	9,800	₹ 35,77,000/-
4th Quarter	13,720	₹ 50,07,800/-
5th Quarter	19,208	₹ 70,10,920/-
6th Quarter	26,892	₹ 98,15,580/-
7th Quarter	37,648	₹ 1,37,41,520/-
8th Quarter	52,707	₹ 1,92,38,055/-
9th Quarter	73,790	₹ 2,69,33,350/-
10th Quarter	1,03,306	₹ 3,77,06,690/-
11th Quarter	1,44,628	₹ 5,27,89,220/-
12th Quarter	2,02,480	₹ 7,39,05,200/-
<b>Total</b>	<b>6,96,179*</b>	<b>₹ 25,41,05,335/-</b>

\*It's only a 0.1% of available market in India.

## Expenditures

Heads	%	
Platform Operating Charges (Server, Back end, Technical etc.)	30%	₹ 109.50/-
Marketing	30%	₹ 109.50/-
Printing + Transport + other	10%	₹ 36.50/-
Rewards	2%	₹ 7.30/-
Scholarship	3%	₹ 10.95/-
<b>Total</b>	<b>75%</b>	<b>₹ 273.75/-</b>
<b>Profit in Hand</b>	<b>25%</b>	<b>91.25/-</b>
<b>Expenditure on Social Drives by Profit Amount (₹ 90/-)</b>		
CM Fund	20%	₹ 18/-
National Defence Fund	10%	₹ 9/-
Police Welfare Fund	10%	₹ 9/-
Civil Services Aspirants	5%	₹ 4.50/-
Green Revolution	5%	₹ 4.50/-
<b>Total</b>	<b>50%</b>	<b>₹ 45/-</b>

**Net Profit in Hand(50%): ₹ 45/- per user**

Approx. Net Profit in 3 yrs.  
₹ 45/- x 6,96,179 Users = ₹ 3,13,28,055/-

# NEED OF FUNDS & CO-FOUNDERS

Every startup, irrespective of the nature and size of operations, requires funds to convert its innovative ideas into reality. Most of the businesses generally fail because of their inability to raise sufficient funds. After all, every startup need some money or capital to keep their business going at every stage.

Being an individual startup, we already invested huge amount of funds in the startup and seeking for more funds to complete and execute the product.

## INVITATION TO BE A CO-FOUNDER

You can be a Co-founder of **Edupax** in a very easy way. Let's be a part of India's biggest and revolutionary business concept.

## REQUIREMENT OF FUNDS

Already Invested Amount	Required Investment
₹ 75,00,000/-	₹ 35,00,000/-

## USE OF FUNDS

<b>Product Development</b>	<b>100% Done</b>	
<b>App Development</b>	<b>Funds Required</b>	<b>60% Done</b>
<b>Marketing</b>	<b>Funds Required</b>	
<b>Advertising</b>	<b>Funds Required</b>	

### Security to Co-founders

- Legal agreement
- PDC Cheques

**100%  
Guarantee**

# BE OUR CO-FOUNDER



ANY BUSINESS FIRM /  
INSTITUTE / INDIVIDUAL  
Co-Founder

**Investment: ₹ 3,65,000/-**

When	That's What You Get
<b>ROI After 1 year (50%)</b>	<b>₹ 1,82,500/-</b>
<b>ROI After 2nd year (50%)</b>	<b>₹ 1,82,500/-</b>
<b>Refund of Investment (100%)</b>	<b>₹ 3,65,000/-</b>

<b>International Holiday Tours</b> <b>After Completion of each yr.</b>	<b>Year 1: Malaysia Tour for Couple</b> <b>Year 2: Dubai Tour for Couple</b>
---	---

## **Add-ons**

- **Marketing & Branding** of Your Business at **National Level** in Website, News Paper Ads, Marketing Collaterals to reach millions of Indians.
- Invitation as a **Chief Celebrity Guest** to present Awards in National Level Award Ceremony.
- **Learning App Vouchers** for Your Customers/Members with **25% Profit Share**.
- **FREE Skill Development** Trainings for All Your Employees/Members/ Customers worth **₹ 3,65,000/-**.

# WE ARE SOCIAL

At **Brain Guru**, we believe that a company will find its greatest success by marrying purpose and profit. As a social-Edupreneur, we strive to hold ourselves to the highest standard of social and environmental performance for business, motivate other companies to do the same and celebrate those who are working to create positive social change.

Take a look at our few Social Drives;

## Salute to the Real Heroes

**10%**  
**Profit Donation**

*in*

**राष्ट्रीय रक्षा कोष**

**NDF - National Defence Fund**



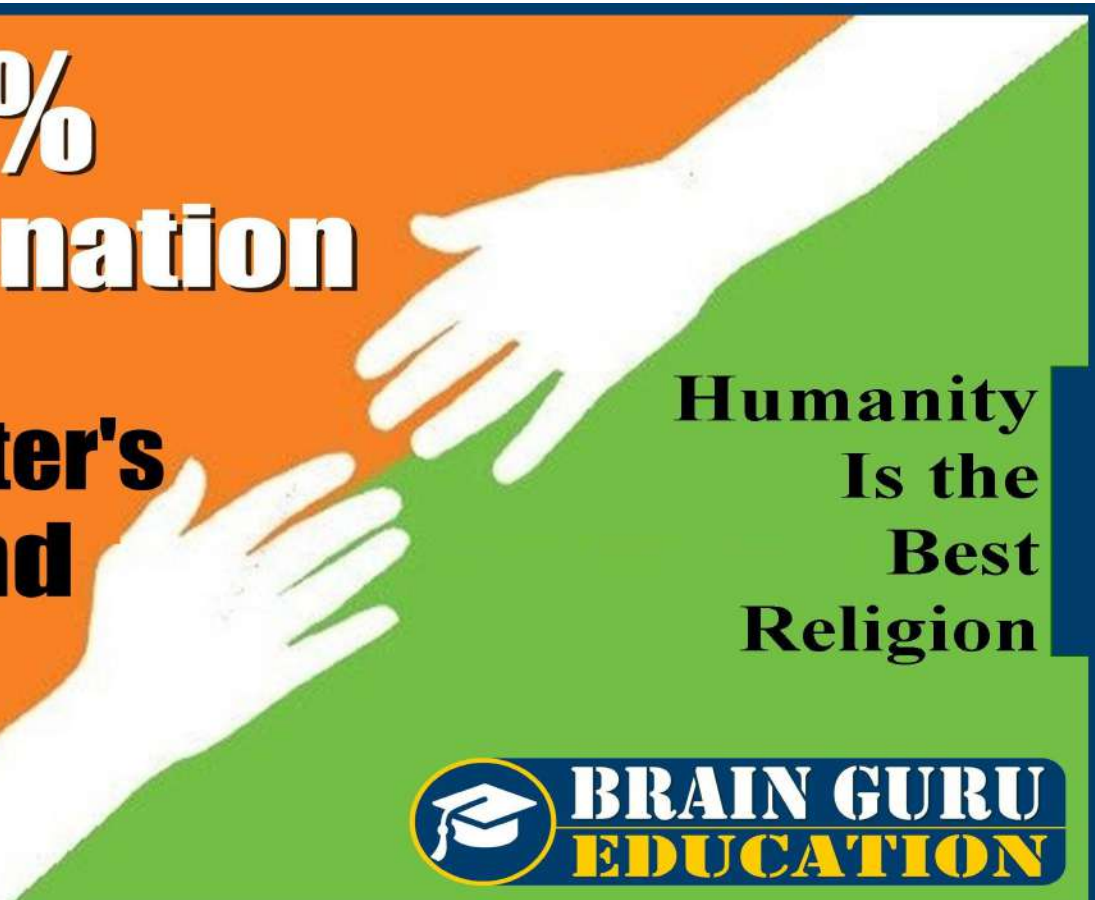
**20%**  
**Profit Donation**

*in*

**Chief Minister's  
Relief Fund**

*(of all States,  
in proportion with  
registrations  
from each State )*

**Humanity  
Is the  
Best  
Religion**





**Salutes**  
to the entire  
**Police Force**

*in*

**10% Profit Donation**

*in*

**Police Welfare Fund**

*we're fans of*  
**civil services aspirants**



**It's a gift to help others,  
...to achieve their  
DREAMS !!**

**5%**  
**Profit Donation**

**To the selected and needy Civil Services Aspirants  
for their coaching and all expenses.**

**Plant A  Get  for **FREE****

*be a part of*

**GREEN**  
**REVOLUTION**

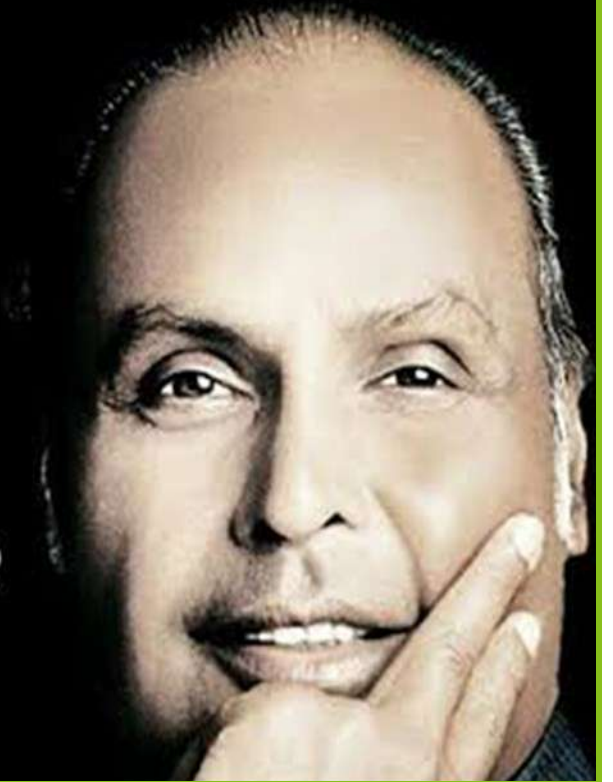


**1,00,00,000+ TREE Plantation**

“

*Think big,  
think fast,  
think ahead.  
Ideas are no one's monopoly.*

”



**Revolutionary Start-up By**



**Brain Guru Education**  
Aurangabad-431 001 (MS)

**Start-up**

Website: [www.edupax.in](http://www.edupax.in)  
Enquiry: [info@edupax.in](mailto:info@edupax.in)

**Director**

E-mail: [svinod@edupax.in](mailto:svinod@edupax.in)  
Mob.: +91 81779 88888,  
+9181779 22222, +91 8956 252525