



Democratizing Education

(Recognised a startup by DIPP)



The Problem

EWS students, especially those from Tier III & IV, have expensive and inconvenient access to Quality Education and Test Preparation...

... because **Star Teachers**[^] are...

- Expensive
- Concentrated in Tier I & II
- Lagging in Technology Adoption

resulting in...

- Fee unaffordable for EWS students
- Tier III & IV students must relocate for studies
- Only way to access them is through physical class

Problem not adequately addressed because **Most EdTech players** are...

- In direct competition with Star Teachers
- Busy delivering standard content*
- Corporatising education

and NOT...

- Enriching from their teaching experience
- Live interactivity with Teachers
- Democratising education

[^] Teachers with significant experience and student following

* pre-recorded videos

Solution - Live Class Streaming Marketplace...



... where Star Teachers can easily go online, and

... where EWS students can study from Star Teachers - inexpensively & conveniently



Anchoring Teachers

Value-Added Products for physical classes (Appendix 2):

- Online Test Platform - Web & Own Android App
- Class Content
- White-label Books (bilingual)
- Academy management platform (ERP)

Livolearn Marketplace Workflow for Students



Anchoring Students

- Choice of Star Teachers
- Interactive Learning Tools (Appendix 1)
- Community
- Analytics

LivoLearn Business Model



Sources of our Revenue

Charge students...

...for **Live Streaming Classes**... where we collect full and retain up to 30% of course fee

...for **Online Tests & Interactive Tools** purchased directly by students

Since 15-May-2019 (Launch of first course)

- Student units sold: 231
- Revenue: Rs 3.2 lakh
- Num of teachers: Two

Charge teachers...

...for **Value-Added Products**

- online test platform, course books, ERP for physical classes

Last 12 months data (Jun '18 - May '19)

- Student units sold: 20,662
- Revenue: Rs 24.9 lakh
- Annual Revenue per academy: Rs. 45,000
- Avg Num of Units purchased per academy: 370
- Num of cust academies acquired (last 12 mths): 43

Expected
Steady-State
Revenue

80%

5%

15%



Advantage EWS students, Star Teachers & LivoLearn




Advantage EWS Students

1. **TEACHERS** Range of Courses & Star Teachers
2. **English**
हिन्दी Bilingual Content
3.  Full Test Prep: live classes, notes, practice tests
4. Significant Cost Savings
 - Deep discounting of Course Fee
 - No requirement to move to Tier I or II - so save on hostel / travelling costs
5. Very Convenient
 - Study live from home
 - Save time on commute / shifting away from home

Advantage Star Teachers

1. Full Solution Vendor that provides:
 - Live Classe Infra
 - Online Tests
 - Books
 - Android App
 - Class notes
2.  Help earn more through live classes
3.  Easy & Affordable to Adopt
4. Help compete head on with Online Teachers and platforms

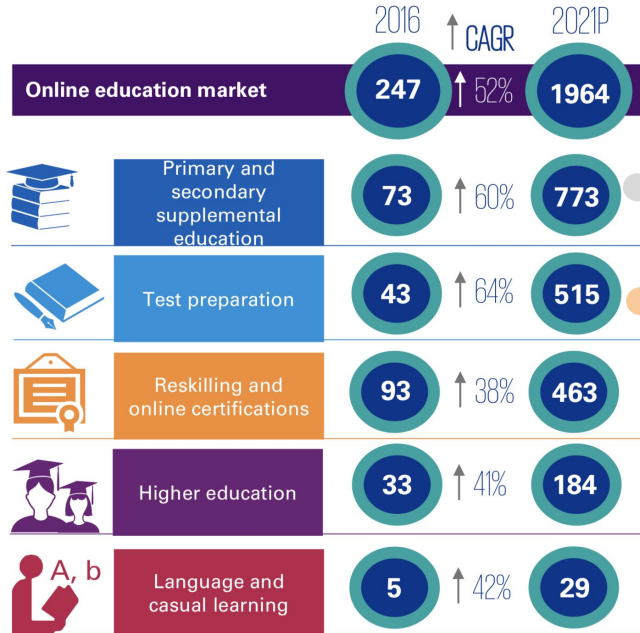
Advantage LivoLearn

1.  Team experienced in education & EdTech
2. Interactive teaching and learning tools integrated in LivoLearn platform
3. Scalable Business Model
4. Multiple sources of Revenue
5. Test Cases Successful & Commercially Viable
6. Broad-based presence (63 customers across 12 states in India)

Growing Market



Steep CAGR for Online Education



Source: KPMG in India's research and analysis 2017
Above Market Sizes in US\$ million

Target Addressable Market* (online + offline)

	Teachers / Academies (Supply)	Applicants (Demand)	Willingness to pay (Rs.)	Total Addressable Market
K12 (Class XI & XII)	1.7 lakh	2.8 crores	20,000	Rs. 56,000 cr \$8.0 bn
Government Job TestPrep	18,221	2.8 crores	4,500	Rs. 12,600 cr \$1.8 bn
Engg Entrance TestPrep	10,000	15 lakh	50,000	Rs. 7,500 cr \$1.1 bn
CAT/Overseas TestPrep	1,800	3 lakh	30,000	Rs. 900 cr \$0.1 bn
Total Addressable Target Market				Rs. 77,000 cr \$11.0 bn

Immediate focus on highest \$ growth areas

Online-Offline ratio shifting in favour of Online education with significantly high CAGRs (vs Offline CAGRs)

Sales & Marketing



Supply-Side Targets

(Teachers / Academies)

- Popular Offline
- Limited Online Presence
- Busy with Offline classes
- Worried about online players
- Immediate targets - TestPrep, K12



Value Add: Offer full range products & services
Customization over standard product

Feet-on-the-ground

- 20 sales personnel
- Initial focus - UP, Jharkhand, Bihar, Rajasthan, MP, Uttarakhand, Delhi NCR

Demand-Side Targets

(Students / Aspirants)

- Those in Tier II, III & Tier IV
- Looking for convenience & affordability



Online Marketing

- Google - Banner, Search, Play Store, YouTube
- Facebook & Instagram
- ShareChat

- Keyword: Teacher name
- Focus: Catchment Area

Offline Marketing

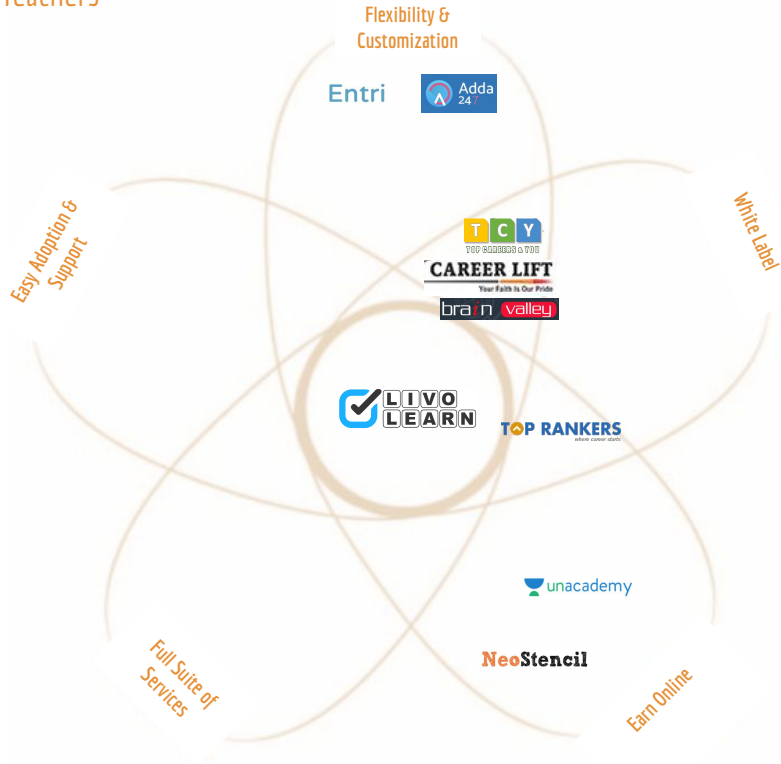
- Student events
- Billboards, banners, posters
- Kiosks & Fliers
- Radio

- Vernacular Content
- Current Affairs
- Test Updates
- Live Class Snippets

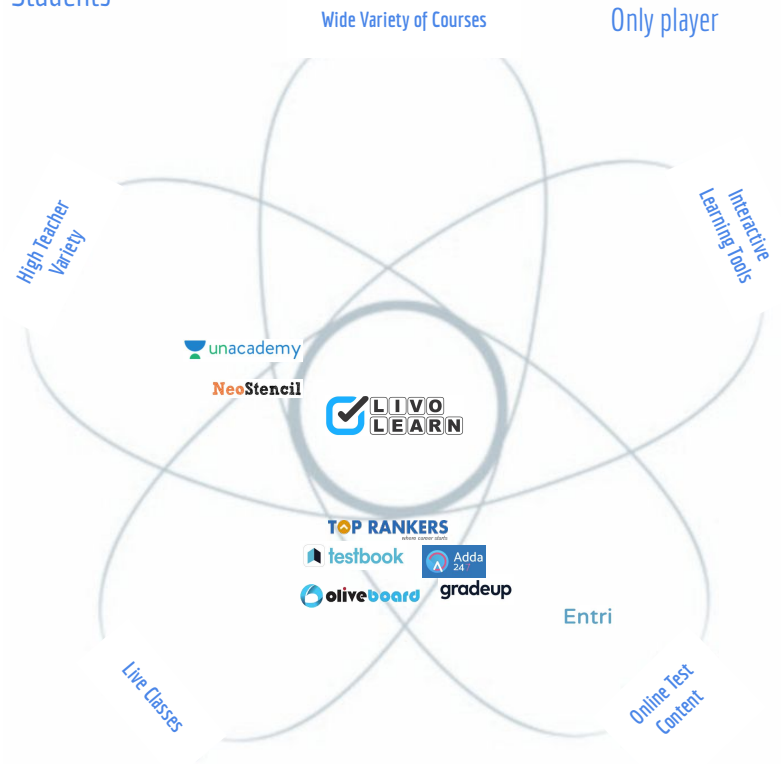
Competition



For Teachers



For Students





12-month Projections & Milestones

Consolidated Projections (12 months)

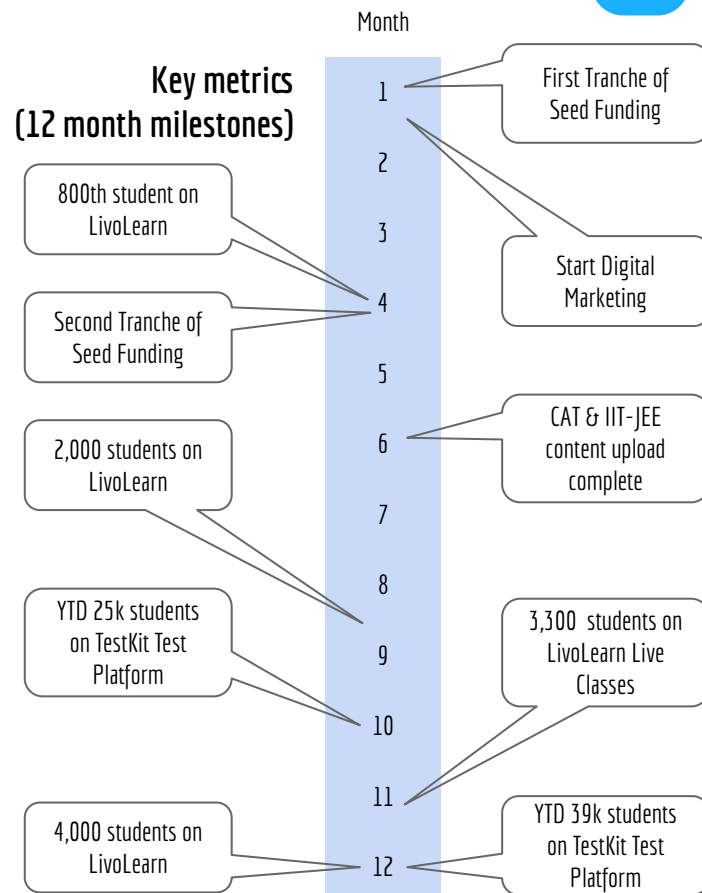
Revenue	Rs. 9 m	}	TestKit (online tests):	Rs 3.9 m
Opex	Rs. 13 m		LivoLearn (live classes):	Rs 5.3 m
Capex & Receivables	Rs. 1 m			
Seed Funding	Rs. 5 m			

Sales Staff	Rs 1.9 m
Google Adwords	Rs 2.3 m
Facebook Banners	Rs 2.2 m
Digital marketing staff	Rs 0.6 m

Opex break-up

Sales & Marketing (incl Sales salaries)	7.0 m	51%
Technology (Platform, Tools)	1.5 m	11%
Salaries (Content, Management)	3.8 m	27%
Infra (Rent, etc.)	1.5 m	11%

Key metrics (12 month milestones)



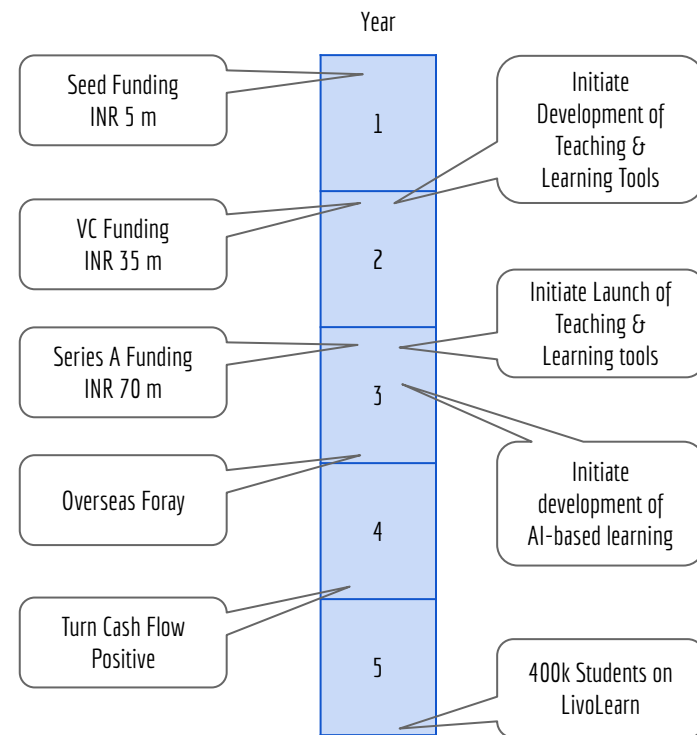
5-year Projections & Milestones



Consolidated Projections

(INR m)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	9	43	149	421	823
Marketing	-7	-33	-89	-200	-368
Tech	-2	-28	-81	-127	-201
Other Opex	-4	-13	-38	-51	-43
Capex & Receivables	-1	-3	-9	-7	-7
Shortfall Funding	5	35	70		
Surplus				24	141

Key metrics (5 year milestones)



Team



Gagan Girotra (CEO)

B.Arch. (IIT Roorkee) 2000, PGDM (IIM Calcutta) 2005

Job Role

- Gagan is chiefly responsible for innovations (designing interactive tools, user interfaces, etc.)
- Overall strategy and management of the company
- Company's operations report directly to Gagan

Workex (yrs): IT Development (3), I-banking (7), Teaching (5), EdTech (2)

- IT development of 3 years at TCS
 - I-Banking, Corporate Banking and Risk at DBS Bank (winner: Chariman's Award 2011)
 - Education & Training Experience
 - After DBS, Gagan pursued his passion for training and teaching and founded PRXA testprep where he delivered over 1000 hours of testprep classes ranging from Quantitative Aptitude, Logical Reasoning, Interview preparation
 - He also successfully delivered full courses on 'Mergers, Acquisitions and Corporate Restructurings' (MACR), 'International Finance' and 'Managerial Accounting' (MAcc) for full-time & executive MBA classes at IMT Ghaziabad and DTU (formerly DCE)
 - Gagan has delivered corporate trainings on 'Leadership' and 'Customer Service' at Allianz
- Worldwide Partners** - all of them receiving great student feedback.

Leadership experience:

- Placement Representative at IIM Calcutta
- Part of Management Associate Programme at DBS
- Founder and CEO of KitBag Tech Pvt Ltd



Anurag Rai (Head - BD)

BBA (SMU) 2010, MBA (SMU) 2013

Workex (yrs): Sales & Marketing (6)

Anurag joined with Gagan in 2013 to launch PRXA - a testprep organization. In the last 2 years Anurag is single-handedly responsible for getting over 45 academies across 12 states on board the TestKit platform as customers. At LivoLearn, Anurag heads Business Development.



Hemant Tulsani (CTO)

B.Tech. (GGSIPU) 2012, M.Tech (GGSIPU) 2014

Workex (yrs): Teaching (4), IT Development (2)

Hemant leads the IT development at LivoLearn where he is responsible for the development of the testing platform, ERP and the live streaming platform. Hemant is a Full Stack Developer with 6+ years experience in Web Projects Development and 2+ years experience in Hybrid App Development.



Munish Khurana (Advisor)

B.Tech. (NIT Kurukshetra) 1995, PGDM (IIM Bangalore) 2001

Workex (yrs): Industrial design (3), IT Delivery (18)

Munish brings this vast experience to LivoLearn and is actively advising the team on strategic and technology issues. Munish is a Business Leader with global experience in Technology and IT Services/outsourcing.





Appendices





Appendix 1: Interactive Learning Tools bind students to us

Vocabulary Builder Tool (Sample)

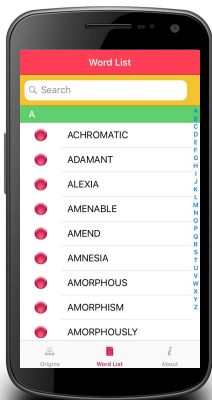


- Words from same origin clubbed together
- Student can roll up or down for new word

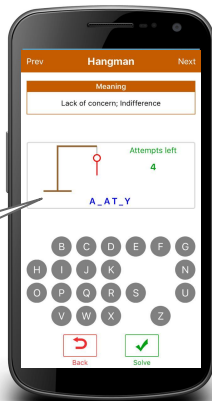
Word Origin Roller



Anagram Game



Word List

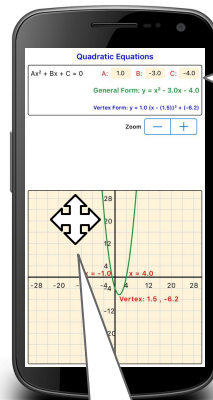


Hangman Game

Word Games

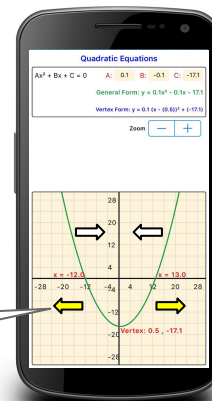


Function & Equation Learning Tool (Sample)



Move Parabola to observe change in Equation / Function

Key in Quadratic Function to generate Visual representation (Parabola)



Pinch-in & Pinch-out action to observe change in Equation / Function



Appendix 2: Teacher VAPs bind teachers to us

Online Test Platform

40 Academies
20,000+ paid users

SSC CHSL Tier 1 Test 04

General Intelligence

Quantitative Aptitude

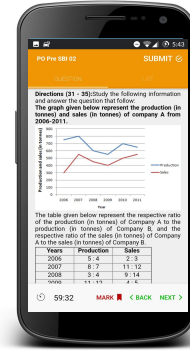
General Awareness

English Language

Mark for Review

Save & Next

Bilingual



Android

Academy Mgmt ERP

4 Academies

ERP KIT

Hemant
HD Manager
Alwarwad Branch

Dashboard

Enquiry

Admission

Course Mgmt.

Batch Mgmt.

Branch Mgmt.

User Mgmt.

Payments

Total Admissions: 4

Open Enquiries: 62

Courses: 4

Batches: 11

Total Collection: INR 42000

Total Payment Pending: INR 0

Pending Follow-ups: 1

Open Enquiries: 1

Enquiry ID	Name	Followup Date	Actions

Enquiry ID	Name	Created Date	Actions

Textbooks

11 Academies

Logical Reasoning

Quantitative Aptitude

Verbal Ability

Bilingual

SSC CHSL Tier 1 Test 04

General Intelligence

Quantitative Aptitude

General Awareness

English Language

Solution for Question 48

Show Solution

Previous

Next

Fully Solved

Analytics for PO Pre SBI 01

RANK: 25/31

SCORE: -1.25/100

PERCENTILE: 19.35%

ACCURACY: 18.18%

Test Overview

Analytics

Total Questions: 100

- 25 Correct (25%)
- 20 Incorrect (20%)
- 55 Skipped (55%)