



Early Learning Done Right

““ Since the birth of my first child, I got fascinated by early childhood development and started researching and learning. I was surprised by how short-term focused the current early learning environment was and wanted to bring in change.

I wanted to build a place where children have a learning environment which nurtures their skills in a natural way, focusing on two key pillars - **Creativity and Life Skills**.

What started as a small preschool, grew to a complete home learning solution through the pandemic when we stepped out to create a positive learning environment for children at the safety of their homes without relying on more and more screen time.

It is our vision to create a **better, more creative and kind generation** and we believe the best way to do that is to create **better parents**.

Jofin Joseph,
Co-Founder, Totto Learning



The Problem

Schools are not Future-Ready

Creativity and Life Skills are going to be the most critical skills needed for the future world. Schools do not provide that in a holistic way and needs to be augmented.

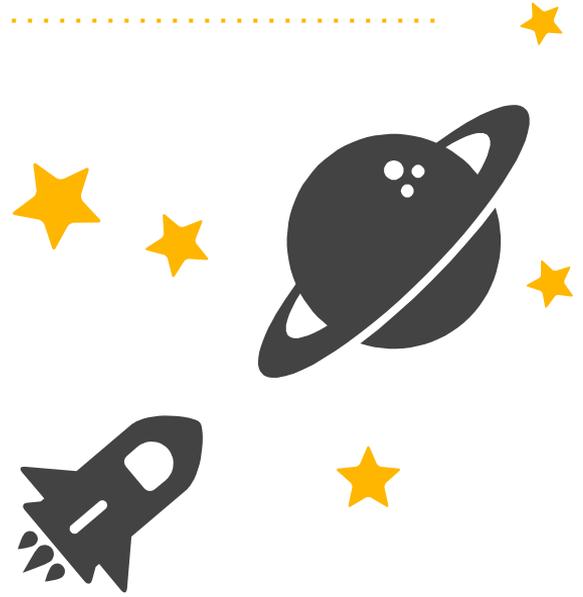
Home Learning is Critical

90% of brain development happens before the age of 6. **80% of time** before age 6 is spent at home. **Parents' knowledge** and understanding of learning is the biggest influence on child's learning.

A **positive environment at home** is critical in creating a smarter, creative and kind generation. There is a need for a **positive, structured and progressive home learning system** that complements the school.

The Solution

Empower parents with parenting knowledge,
awareness about the child and the tools for
effective home learning



**The Totto
Methodology**

PARENT FOCUS
Empower parents with the
knowledge, tools.

HOLISTIC DEVELOPMENT
Focus on physical, emotional, social
and creativity development

FORM HABITS
Habit forming
micro-interventions for both
the parent and the child.

ONLINE - OFFLINE CONTENT
Online content for parents; offline tools for
children for screen-free learning

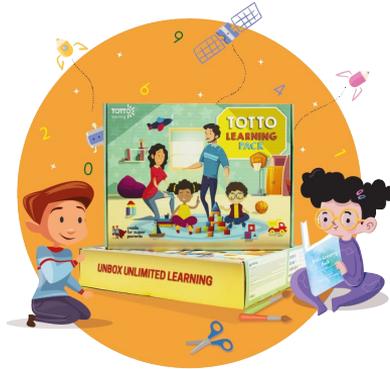
ACTIVITY BASED LEARNING
Continuous assessments with
activity based curriculum
designed for home learning.

The Product



Totto Parents App

A free and open app where parents get daily **parenting tips**, **evaluate** learning stages of children and get **daily learning activities**



Totto Learning Pack

Monthly pack of activities and materials
To help parents engage children with **screen-free learning activities all month.**



Totto@Home Assisted

Personal **one to one home learning guide** to help parents with continuous professional assessments and guidance.

Totto Parents App



- **Delightful Parenting!** Get daily parenting tips to make your parenting life delightful!
- **Being Aware of your Child!** Continuous self evaluation of the developmental stages of your child
- **Activities to Engage!** Customised and personalised activities to do with your child
- **Professional help, a click away!** Get professional assistance in your parenting journey.



Totto Learning Pack

- **Shipped Every Month!** Learning pack shipped across to you every month to your doorstep.
- **Activities for every day!** Simple learning activities to keep your child engaged screen-free
- **Everything in the pack!** Everything you need to do effective home learning - posters to growth trackers to craft items - everything in the pack.
- At just **Rs. 1299 per month!**



Totto@Home

Assisted Learning

- **One to one, dedicated guide!** Get your personalised guide through your home learning journey
- **Professional Help!** Occasional professional help from child psychologists, dieticians and child development experts.
- **Comes with the tools!** Get the Totto Learning Pack with activities.
- At just **Rs. 2499 per month!**



What is **Unique**?

Assisted Self Learning; not Self Learning from a Screen

- Learning from a screen is not healthy for ages less than 8.
- Learning needs to be experiential and real-world
- Higher success and value delivery

Habit forming and transformational for parent and child

- Focused on forming positive habits
- Transform parenting styles and learning outlook
- Community-Powered with positive network effect

Focus on creating better parents who form a better generation

- Child-centric content, designed for the parent.
- One better parent can inspire many
- Better value delivery, done directly to parents.

The Customer

Active, Engaged parents with a strong will to be part of the developmental journey of their children.

- Parents with children 1.5 to 8 years
- Primarily Mothers
- Double Income households
- Indian market for year 1 and global later
- Tier 1 and selective Tier 2 focus



Market Trends



Assisted home learning is gaining rapid traction.

Home learning along with the school is a norm across the globe, but highly **unstructured and waiting for smart solutions**.

Short Term (1 year) - Pandemic Induced

The pandemic and school closures have resulted in a surge in the need for home learning. Short term acceleration expected.

Mid Term (2-5 years) - Market Shift

The growing trend of involved parenting and home learning has been accelerated by the pandemic. Expected strong movement.

Long Term (5+ Years) - Market Movement

Expected rise in full or partial home learning interest. In India, NEP has expanded early learning years upto 8 yrs.

Global Market Potential



25M Children in the age group (1 - 6 years) in the US

5% adoption for exclusive homeschooling >> High obtainable market of 2.5M

200M Children in the age group (1 - 6 years) in India

Estimated obtainable market of 4M

* Global Early Childcare market is growing at 10%+ CAGR (54B with 2% growth in the US; 3.5B with 15% growth in India)

* High spend propensity, accelerated by rising spend potential of mothers

* Homeschooling is a globally growing trend, driven by the desire of parents to provide better quality, customised learning.

* Partial/parallel homeschooling is expected to grow faster with solutions to ease the process for parents.

The Team that makes it **happen**



Jofin Joseph

Co-founder and CEO

Dad of an early learner.
Serial Entrepreneur with
a successful exit.



Anoop Erakkil

**Co-founder and
Academic Lead**

Dad of two early
learners. 14+ years in
academic research.



Sunitha Sebastian

Design Lead

Mom of a toddler. Ex
Philips, Designer at
heart.



Jubin Joseph

**Co-founder and
Operations Lead**

Dad of a Toddler.
International exposure
in ops management



Gee Varghese

GTM Lead

Ex Marketing Lead,
Preschool chain in
China, Korea and Japan



Vivek Mohan

Technology Lead

10+ years experience in
technology leadership;
Ex CTO, Innov8



Thank You!

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