

BRINGING COMFORTABLE, DIGITAL LEARNING TO
SCHOOLS, TEACHERS AND STUDENTS



An EdTech company with a vision to be the largest,
affordable digital learning company out of India

OUR MISSION: Transform the online/digital education space
by providing **effective, easy and affordable Learning
experience**

iSL - CONTENT & LMS

- Content for Classes I to X
- Subjects : Math, EVS and Science
- Learning object based content
 - 200+ hours of animated video content
 - Currently developing corresponding worksheets for this content
- Content available in English language
 - Can be customised in other vernacular languages
- Suitable for CBSE, State Boards
- LMS: Moodle – can be implemented either online or offline in LAN

iSL ADVANTAGE: THE BIG DIFFERENTIATOR

- Uniqueness of offering customized solutions
- iSL provides the *link* between the teachers and students by *Blending* classroom teaching and digital aid
 - The teacher can conduct Live classes
- Courses can be viewed online, on Laptops, smart phones, tabs, computers (Blended learning)
 - Device agnostic; No additional hardware requirement
- Highly cost-effective; even the lower income group can afford to subscribe

EDUCATION SECTOR IN INDIA

- Robust Demand with the ~500 mn in the age bracket of 5-24 and over 250 mn school going students, more than any other country
- Half of India's school going population is in the primary grade with over 120 mn students
- Majority of India's 150 mn schools are in the rural areas accounting for 85% of all schools
- The number of schools and student enrolment are higher in rural locations
- Out of the 500 mn total internet users in India, ~150 Mn users are from the rural areas and the rest from the urban

EDUCATION SECTOR IN INDIA – KEY DRIVERS



Drivers for EdTech in India

INTERNET PENETRATION

Increasing reach and lowering cost of internet allows large population to come online and have the access to this market



BANDWIDTH INCREASE

With increasing internet bandwidth, watching video content online has become easy



DIGITAL INDIA

Indian government Digital India campaign will give a boost to Edtech sector



DISPOSABLE INCOME

Rise in disposable income across the country will push Indian Edtech



MODE OF DELIVERY

Dissatisfaction in current education system will move people towards new delivery mode



POPULATION

Rise in middle class population will push for education demand



LOW COST

Online education provides a low cost alternative



JOB SEARCH

Growing job seekers will demand industry specific trainings

iSL – ROAD AHEAD TO ENHANCE CUSTOMER BASE

- Target audience across India needs to be addressed (reached out)
- iSL Aims to get 0.5% of the market share in the next 4 years
- Create awareness and brand building by advertising and marketing in conventional and digital media
- Identify strategic partnerships / co-branding opportunities
- With a strong conviction, iSL has **self-financed** the entire research and development of the content

TIME FOR AN INVESTOR

- Investment is required for marketing and enhancing the existing product
- Market appropriately to gain traction, momentum and revenues
- Need to on-board maximum number of users/schools/institutes to help build the brand and valuation of the company

Thank you!

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