

An Integrated Hybrid Blended learning platform for Digital Education



Elevator Pitch Deck & Business Plan



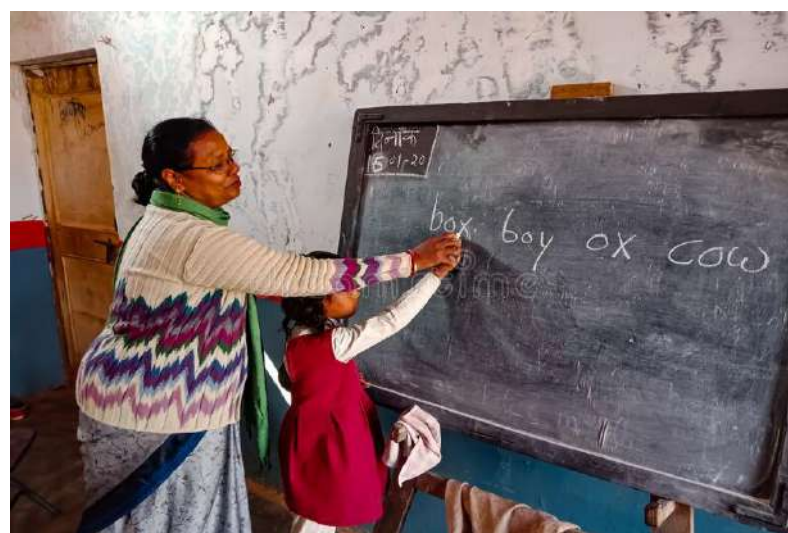


PROBLEM STATEMENT



Traditional Education

- 90% of our Classrooms still using Chalk & Blackboards.



Integrated Platform

- Lack of a comprehensive learning platform for Scholastic and Co-Scholastic courses.



Live Tutoring & Security

- No Secured Platforms with 100% Live Tutoring solution.



Digital Campus

- Lack of Hybrid Model (Online + Offline) Education through single Platform with Digital Campus Solution.



Coding & Beyond

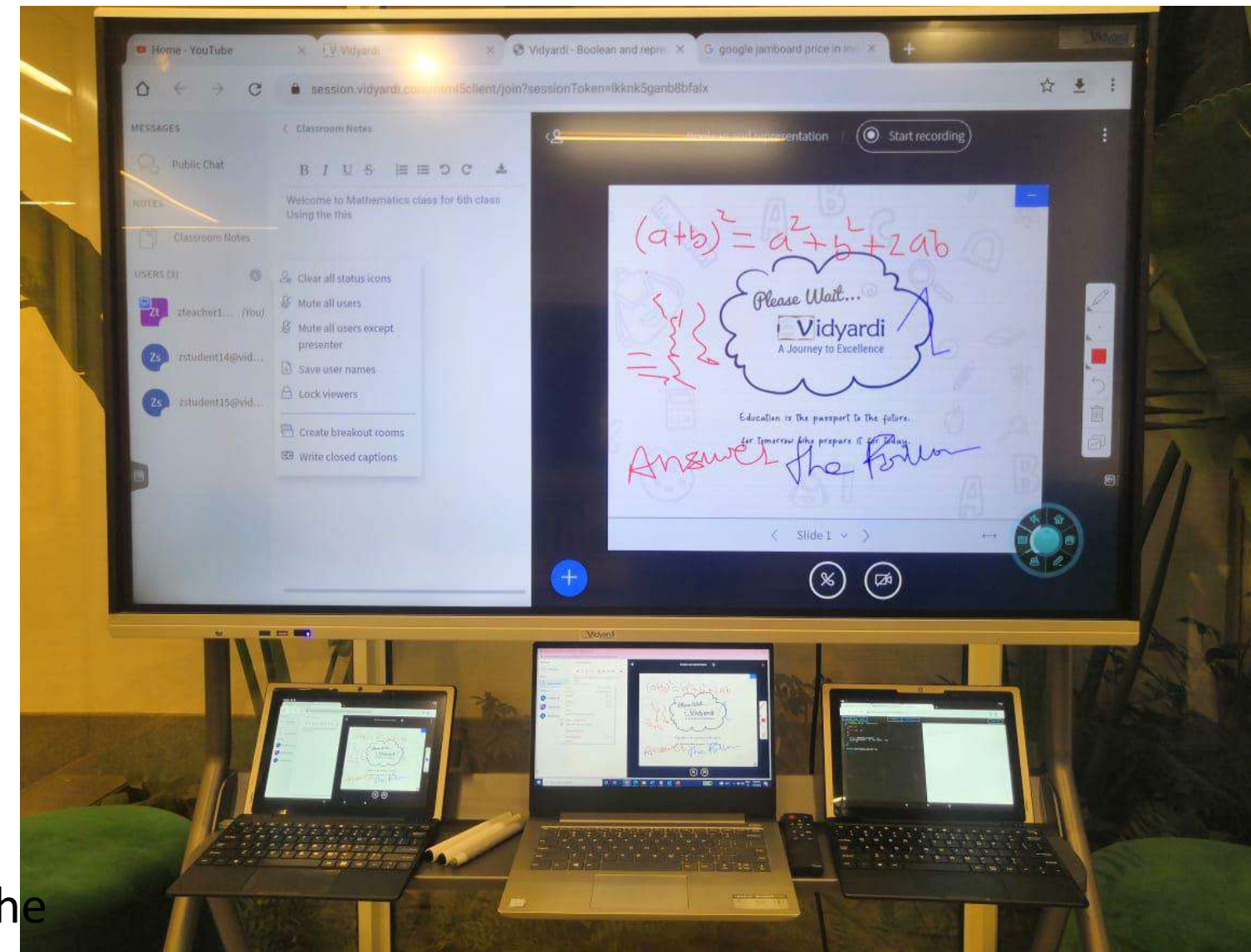
- No perfect Platform with Coding for Kids & Teach NEP Courses in India.





SOLUTION

- **VIDYARDI's Integrated Platform: A Comprehensive learning platform for scholastic and co-scholastic courses.** Using Vidyardi's Digital platform one can run any Courses (IT, Non-IT, Sports & NEP Courses - New Education policy) augmenting Software with Hardware, which assists in training .
- **One-Stop Solution: Created an Integrated LMS/ERP solution with an interactive "Live Tutoring Platform".**
- **Collaborative Interactive Coding platform: An integrated coding platform for Graduates and kids to learn coding from scratch and also execute projects.**
- **Digital Campus: Introducing Add-On solution of Interactive Digital Board next to every Black Board in a Class Room & Tablets to the student with fully loaded Content and Apps..**
- **Local Education Campuses : Revolutionalising coaching and teaching with the unique offer of High end teaching across the heartland of the Country.**





Pricing

Highly Competitive. Robust product with better features.

Game changer.

Scalability

Capacity to scale up production under short timelines.

User-friendly technology

Our UI/UX is highly user friendly and AI based collaborative coding platform with Interactive Digital Boards is our USP in the market.

White Label Solution

Opportunity to white label to the existing Physical players in the market.

Easy customization possible.





PHASEWISE PLAN & DEVELOPMENTS

2021 - 22

- Vidyardi Portal is developing on Data Science platform with Angular, Android, IOS technologies.
- LMS,EMS, QMS, CMS, PMS, JMS, HRMS, CRM and other modules are to be integrated with the Portal.
- Content Library (Upto K12,) Mobile APPs & Enterprise Apps
- Vidyardi ViSmart Tablets & Interactive Digital Boards.

2022 - 25

- Advanced Content Enhancement
- Advanced Security through Identity Management.
- Launch CODECHAMP, coding platform for adults
- Augmented Reality feature will be added in the tutoring platform
- PAN India Presence (Tier 1 & 2 Cities)
- White Labeling to Abroad Institutions & Govt's.

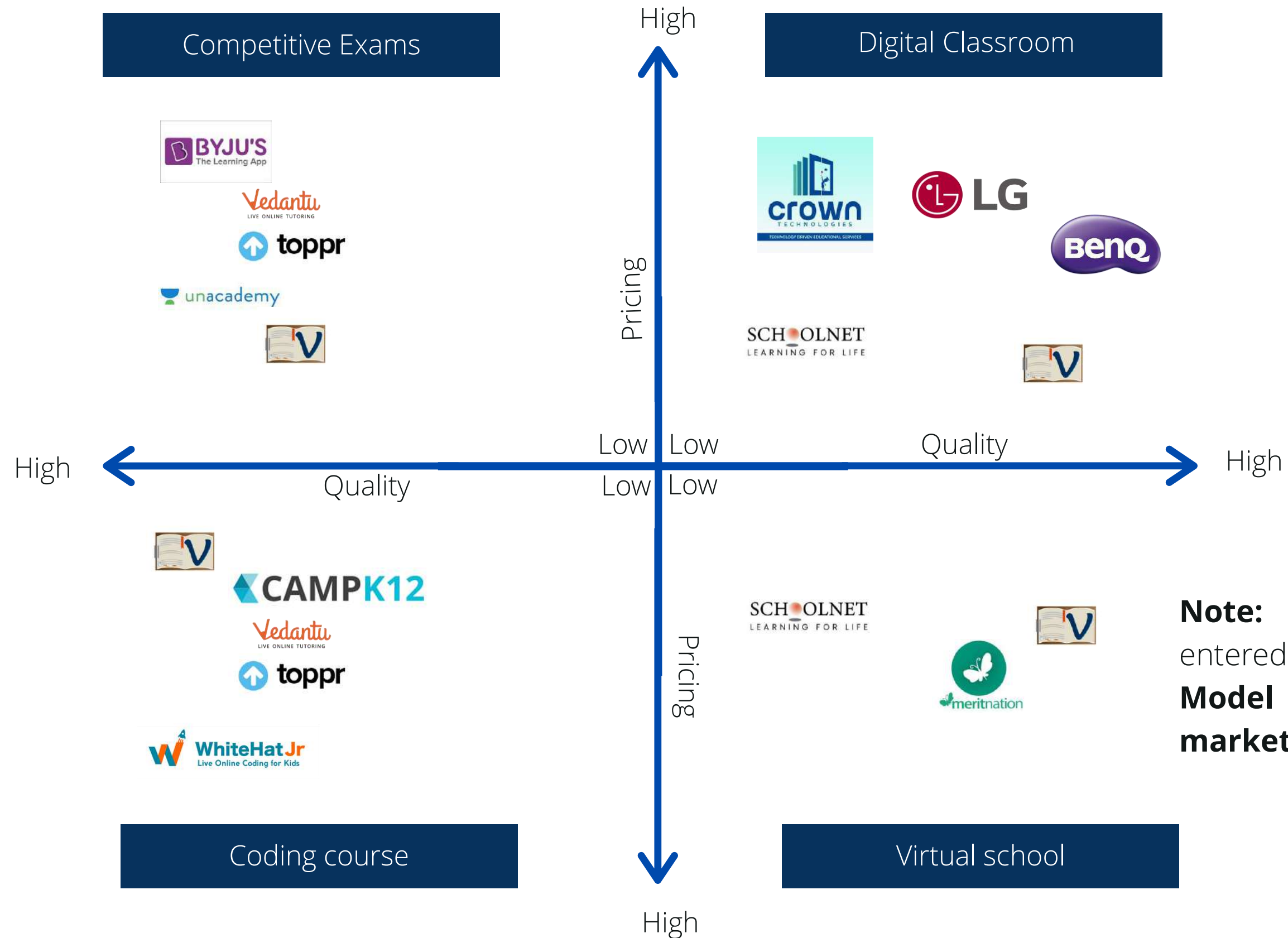
2025 - 30

- AI-based Tutoring with 24/7 teaching facility for students
- Advanced Security through IdAM & Cyber Security.
- CODECHAMP - To be connected to a placement portal associating with MNCs
- Vidyardi – Radio, TV
- Vidyardi Institutions (Oyo for schools concept: V-Schools)
- Govt. Collaboration to penetrate to Tier 3 Cities





PERPECTUAL MAP



Note: No major players have entered into Institute's **Hybrid Model** which is an **untapped market** in India.





COMPETITORS

Feature Description	Vidyardi	Byju's	Practically	Vedantu	UnAcademy	MCB	Google	Kyan	BenQ	LG	TATA	Crown	Comments
Live Tutoring Application	✓	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	80% Zoom Captured
Collaborative Coding Platform	✓	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	WhitehatJr & Udemy
Simulation Content	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	PHET Colarado Univ
LMS/ERP Application	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	MCB & Many
Other Apps (Portal)	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	N/A
Leader in Market (Software)	N/A	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	Many Players
Vsmart Interactive Digital Boards	✓	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	We are Advanced
Vsmart Tablets	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗	Many Players
Leader in Market (Gadgets)	N/A	✓	N/A	N/A	N/A	✓	✓	✓	✓	✓	N/A	✓	Much Growth
Technical Score/Rating (5)	★★★	★★★★	★★★	★★★	★★★	★★	★★★★	★★	★★★	★★★★	★★	★★	





Approach 1

Associating with Institutions by providing the LMS/ERP platform for free in India. This helps in Bulk onboarding of students and cross-sell Courses & Vidyardi's Gadgets. White Label solution to Abroad and Group of Schools/Colleges

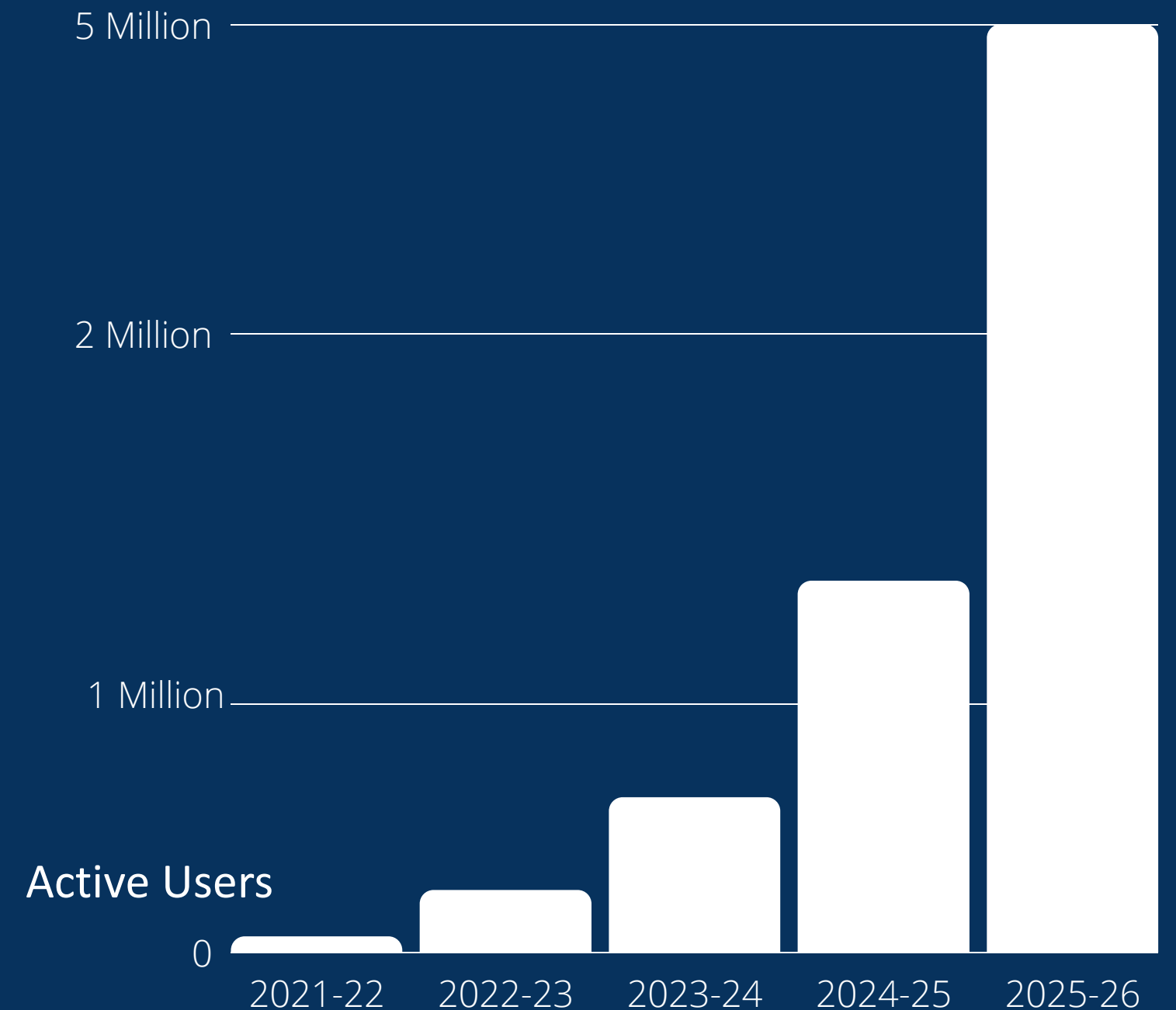
Approach 2

Freemium model & Digital Campus Solution, leading to payment for the academic year with different packages using B2B model.

Approach 3

Franchise Model & Promoting ViSmart - Gadgets using "Education Inside" Model to all Corporate Schools, Colleges and Institutes.

Freemium Model - Approach





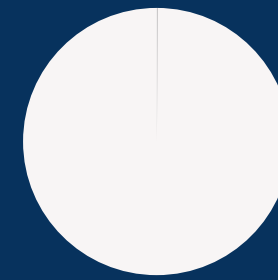
Target Market 1

Digital Campus Solution in Tier 1 & Tier 2 cities
Quality education has not been affordable for the middle-class society in India.

Vidyardi's Software and Hardware platform helps every institution great standards.

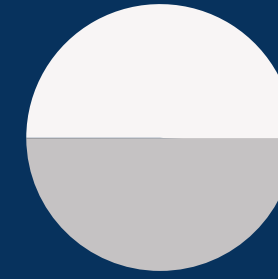
Target Market 2

Government Organizations Under Digital Education Central Govt announced sufficient fund to every state in improving the quality Education delivery in India. We can target advanced thinking States in this criteria.



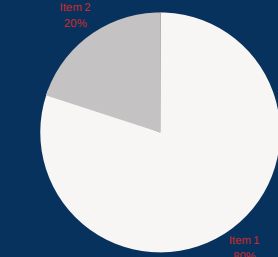
30000 Crores

Total Available Market (TAM)
per Annum



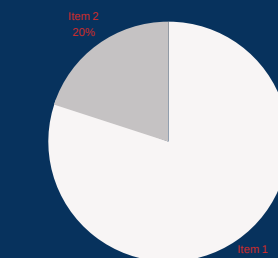
10000 Crores

Serviceable Available Market (SAM)



6000 Crore

Serviceable Obtainable Market (SOM)
- Targetting 2%



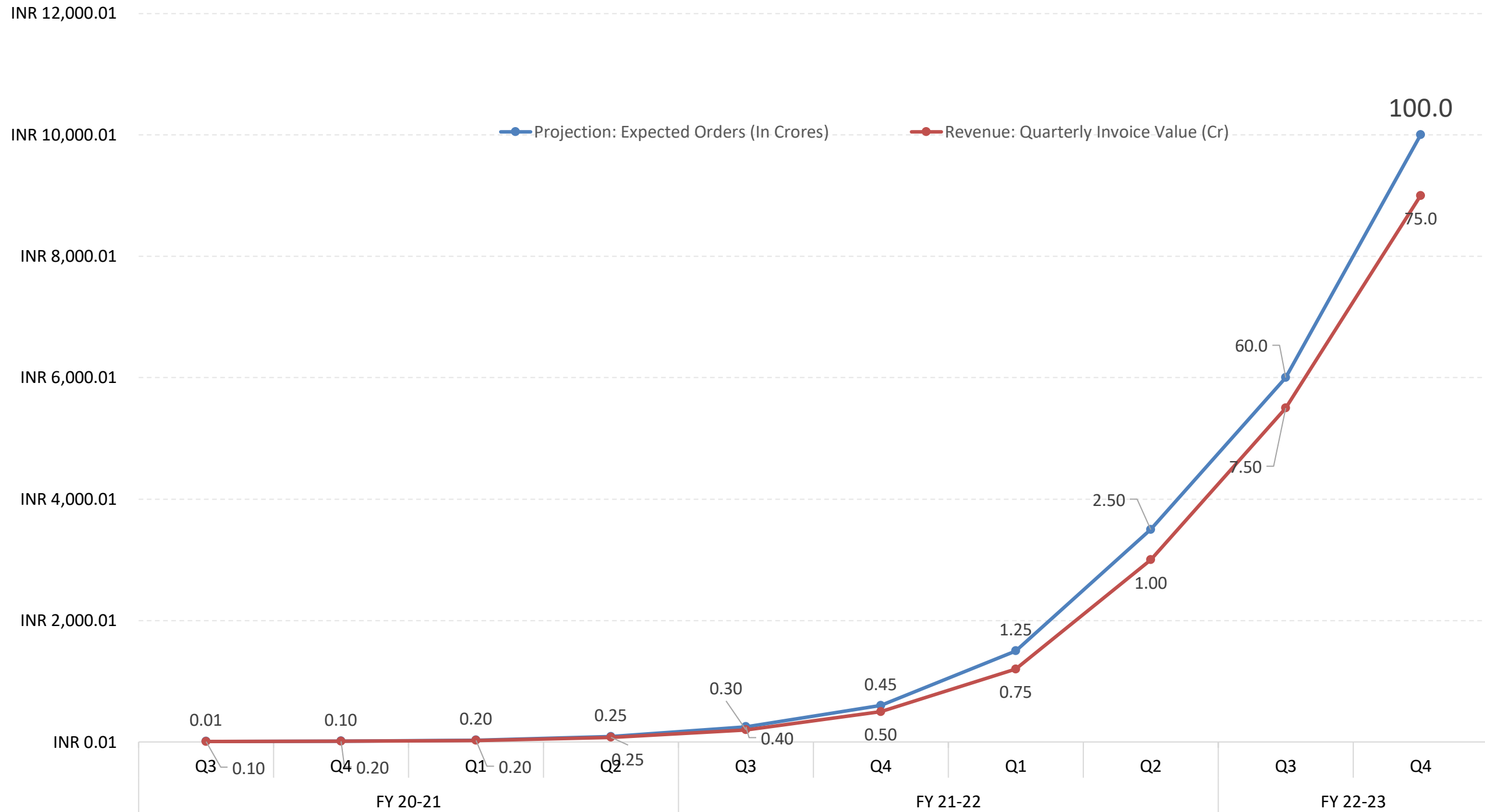
1000 Crore Revenue

Target Revenue by 2025



TRACTION & REVENUE PROJECTION

Ten Thousand



FY 2021-22

Total Revenue:

FY 2022-23 (Apr – March)

Target Total Revenue: 40+ Cr

Deals in Pipeline (ACV): 50+ Private & 2 Govt

X,000+

SW Licenses

Y00+

Gadgets/Devices

- Live Tutoring / ERP
Web App & Mobile Apps Sale
- Content / Collaborative Coding
Simulation Content Sale
- ViSmart Devices
ViSmart Digital Boards & Tabs Sale



DIGITAL BOARDS DATA & SURVEY

Description - India Survey	Approx Number	Comments	Institute Name	Students	Staff	Cl rooms	Existing Digital Sol
Total No of Students in India	40 Crores	25% Population are Students	Narayana Jr College	400,000	25,000	20,000	250
No of Teachers/Lectureres	2.2 Crores	1 Teacher per 20 Students	Sri Chaitanya Jr College	575,000	35,000	30,000	1000
No of Classrooms in India	2 Crore		Other Similar Jr Category	1,500,000	125,000	100,000	1500
All India Schools (16 Lakhs)	10,83,000 Govt	85,000 Aided 3,75,000 Private	Mallareddy & Other Eng College				1000
All AP & Telangana Schools	75,000 Govt	3,100 Aided 28,000 Private	IAS & IT Coaching Academies				1000
https://allschoolsinindia.in/how-many-government-and-private-schools-in-india/			Telangana				4750

In AP & Telangana Schools, Colleges & Institutions (1.75 Crore Students available out of 9 Cr Population) are there in Telugu States

	No of Institutes	Class Rooms	Students	% of Digital Education Conversion Chance	
A+ Category Ins (IB & CBSE)	75	6,000	1,00,000	50%	International Schools (Oakridge, Srinidhi, DPS, Glendele Kind of Ins - Above 2 Lakh Fee)
A Category (CBSE)	200	26,000	5,00,000	30%	Scholars, Samasti, Time, Zee, etc (1 to 1.5 Lakh Fee)
B Category (CBSE & State)	200 + 2500	150,000	30,00,000	10%	Narayana, Sri Chaitanya, Bachpan, GMS (Upto 75k Fee)
C Category (Budget Schools)	24500	500,000	1,05,00,000	5%	Regular Schools in Villages/Towns/Cities - Below 25k Fee
Govt Schools	48k + 31k = 79k	350,000	68,00,000	15%	Students 45L in AP & 23L in TS 50K Interactive Digital Boards Planned in AP Govt Already
Inter & ITI College(11 + 12)	8000	90,000	16,00,000	10%	6.5L in AP & 5.5L in TS appear SSC Exam every Year
Degree, Eng & Medical Colle	5000	75,000	14,00,000	15%	1.7L are Engineering & 25k Medical & Other professional Courses
Study Circles & Tution Points	10000	30000		10%	2500+ Institutes in Ameerpet & RTC Cross roads..
Total Summary	119575	1,197,000	1,75,00,000	10%	14 Lakhs Plus Classrooms Available in AP & Telangana including Institutes





Franchise Opportunity

"Share Your Creative Idea With The World"

- Hybrid Mode I (Offline + Online)
- Classes delivered by Using adv Digital Boards
- 24/7 Library Facility
- Live Tutoring & Physical Classes
- Advanced Coaching Content
- Micro Scheduling
- New NEP courses in Phase II
- Daily/weekly/Monthly Exams
- Branding & Marketing Services

Call to find out more
+91 8886 599 438
harinadh@nirnai.com

Pvt & Govt Job
Competitive Coaching
Center

Visit our website for more
www.nirnai.com

Nirnai Franchise Progress: 12 Telangana Districts & 5 Districts of AP Franchise Agreements in Progress (www.nirnai.com).

Revenue Model at Franchise: 1. Franchise Owners can execute Govt Job Coaching & Private (Software & Non IT Courses) trainings with Industry Experts (Brands). Ratio of revenue sharing 40:35:25. Note: Defined 35% to Franchise Owner.

2. Franchise Owner can Sell/Promote Vidyarthi's Gadgets (Digital Boards/Tab's/Laptops/IOT's) to Schools/Colleges/Institutions with in District with Incentives/Commission on each order.

3. Can Establish Tuition Points within the District in Phase-2.

4. 100+ Franchise agreements targeted this year.

Andhra Pradesh Govt: Pilot Project completed in AP Model Schools under "Sarva Siksha Abhyan" – Great Feedback received on Live Tutoring, Simulation Content & Gadgets.

Telangana Govt: Deployed **Interactive Digital Boards** in Mahbubad Govt School (Parvathamma Gudem) & ready to deploy in 25+ schools in this District.

Private Institutions: In 10+ Institutions Vidyarthi services been using already. 50+ Institutions ready to start from Sept/October. Note: 1000+ Schools targeted this year.

సాంకేతిక నైపుణ్యాలు తప్పనిసరి

నెల్లికుదురు, న్యూస్టుడే: విద్యార్థుల్లో సాంకేతిక నైపుణ్యాలను పెంచి వారి ఉజ్వల భవితకు బాట వేయాలని జిల్లా విద్యాశాఖ అధికారి అబ్దుల్ హై ఉపాధ్యాయులను కోరారు. మండలంలోని పార్వతమ్మగూడెం మండల పరిషత్ ప్రాథమిక పాఠశాలలో విద్యార్థి స్వచ్ఛంద సంస్థ, స్థానిక డాతల సహకారంతో రూ.5లక్షలు వ్యయంతో నెల

కొల్పిన డిజిటల్ తరగతులను బుధవారం ఆయన ప్రారంభించారు. అనంతరం మాట్లాడుతూ డిజిటల్ తరగతుల ఏర్పాటు కోసం పాఠశాల ఉపాధ్యాయులు చేసిన కృషి, ఆర్థికంగా సహకారం అందించిన గ్రామస్థులు, డాతలను అభినందించారు. పాఠశాలలోని సుమారు వంద మంది విద్యార్థులకు ఖమ్మం పట్టణానికి చెందిన జి.టి.ఎస్.ఎస్.ఎస్ స్వచ్ఛంద సంస్థ అందజేసిన స్కూల్ బ్యాగ్స్, రాత పుస్తకాలు, పలకలు, పెన్నులు, ఇతర సామగ్రిని అందించారు. ప్రధానోపాధ్యాయుడు సరేందర్ కుమార్, సర్పంచి రుక్మిణి, ఎస్సై జితేందర్, డీఈవో కార్యాలయ అధికారులు, స్వచ్ఛంద సంస్థల ప్రతినిధులు, డాతలు యాదవరెడ్డి, వెంకట్ రెడ్డి, శ్రీనివాస్, యుగేందర్ రెడ్డి, రాకేష్, జంపయ్య, నరసింహారెడ్డి, సురేశ్ రెడ్డి, వీరన్న పాల్గొన్నారు.



పార్వతమ్మగూడెం పాఠశాలలో డిజిటల్ తరగతులను ప్రారంభిస్తున్న డీఈవో అబ్దుల్ హై

<http://www.dazzleview-tech.com:20000/uploadPic/V2/#/?shareid=6D483BFBC1854EF1BEC E8000398278D4&title=V2hpdGVib2FyZCBVcGxvYWQgSW1hZ2U%3D%0A&lang=en-EN>



THE TEAM

We are a team of passionate individuals with a common vision of providing quality education across India.

We are from different educational backgrounds, different regions, and completely different mindsets but we complement each other and support each other to take Vidyardi towards greater heights.



Sudhakar Reddy Mudem

Founder & CIO

19 years of experience in Identity Mgmt, GRC, ERP, Portal and Cyber Security domain.



Sreenivas Reddy Musani

Co-Founder & Director

Technical Advisor & 25 Years of Exp in IT. Alumnus of BITS Pilani



Sudeesh Pabbathi

CEO

Global Tech Entrepreneur
Content Specialist
22+ Year Exp in USA



Narsi Reddy Posham

Co-Founder & Director

Alumnus of IIT Khargpur
25 Years of Exp in Semiconductor & IT Domain. Ira Realty Founder



B Madhav Reddy, PMP

Chief Operating Officer

32 years of Exp. In BFSI
Served at Senior positions and currently Director in few companies.



Bharath Chhittarka

Chief Business Officer

18+ Years experience in marketing and business development. Worked for 15+ yrs in China Semiconductor Industry.





ASK & USAGE OF FUNDS

We are in a stage to expand the product from pilot phase to Beta Release: Required 3.5 to 5 Cr fund.

Option 1 - 9 months

Option 2 - 15 months

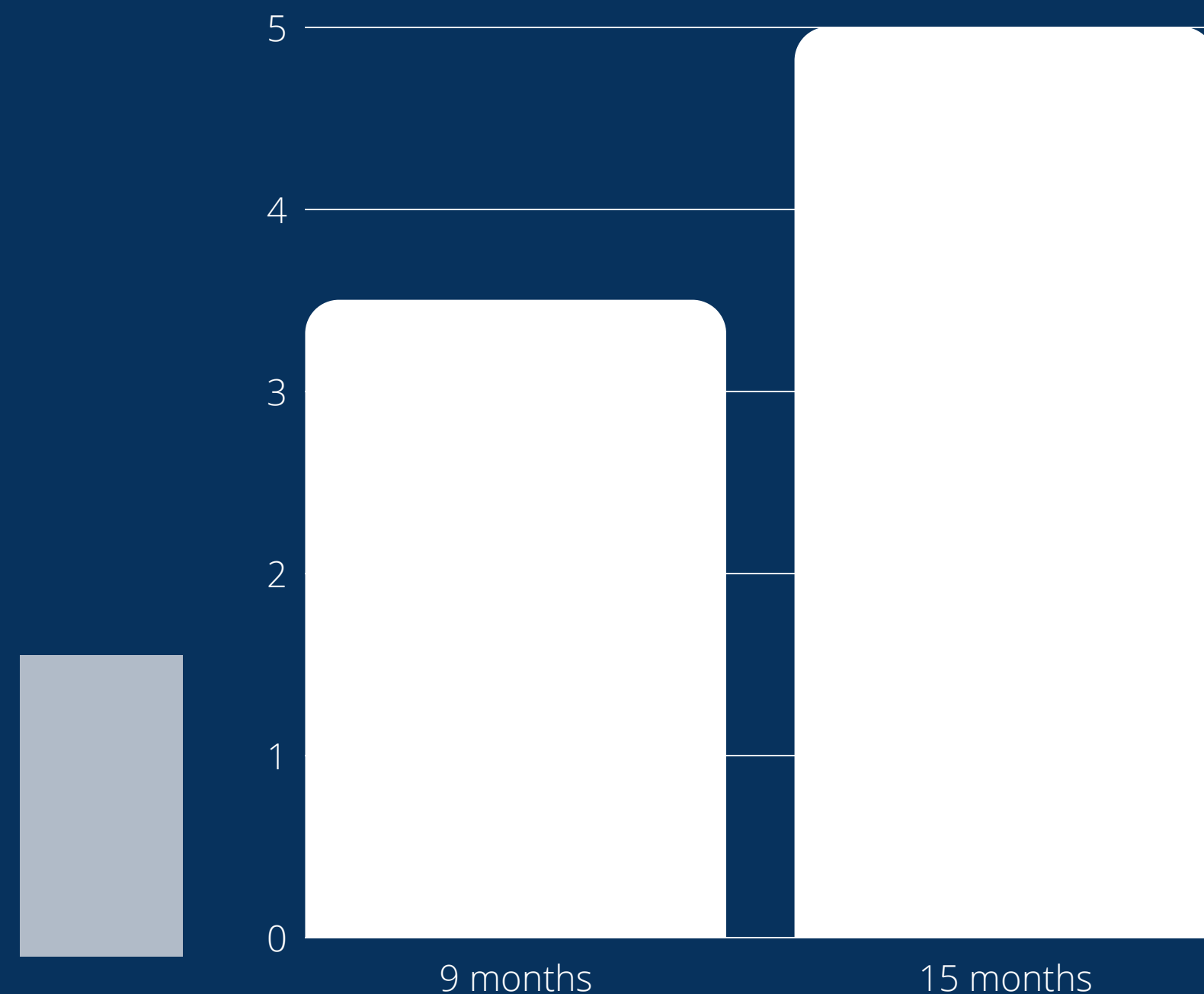
- For Beta Release of the platform
- Team Salaries – 1.25 Cr
- Marketing budget : 0.75 Cr
- Product Enhancements : 0.25 Cr
- Mini Order Quantity (MOQ) of Hardware : 1.5 Cr

To date, we raised a fund of 6.5 Cr. for Vidyardi.

10+ District Level Franchises signed and 50+ Schools are going to sign up for both SW & HW .

Shortlisted at 2 Governments & ready for official Sign-Off.

Funds Required (Cr.)





VGADGETS – EDUCATION INSIDE – FULLY LOADED

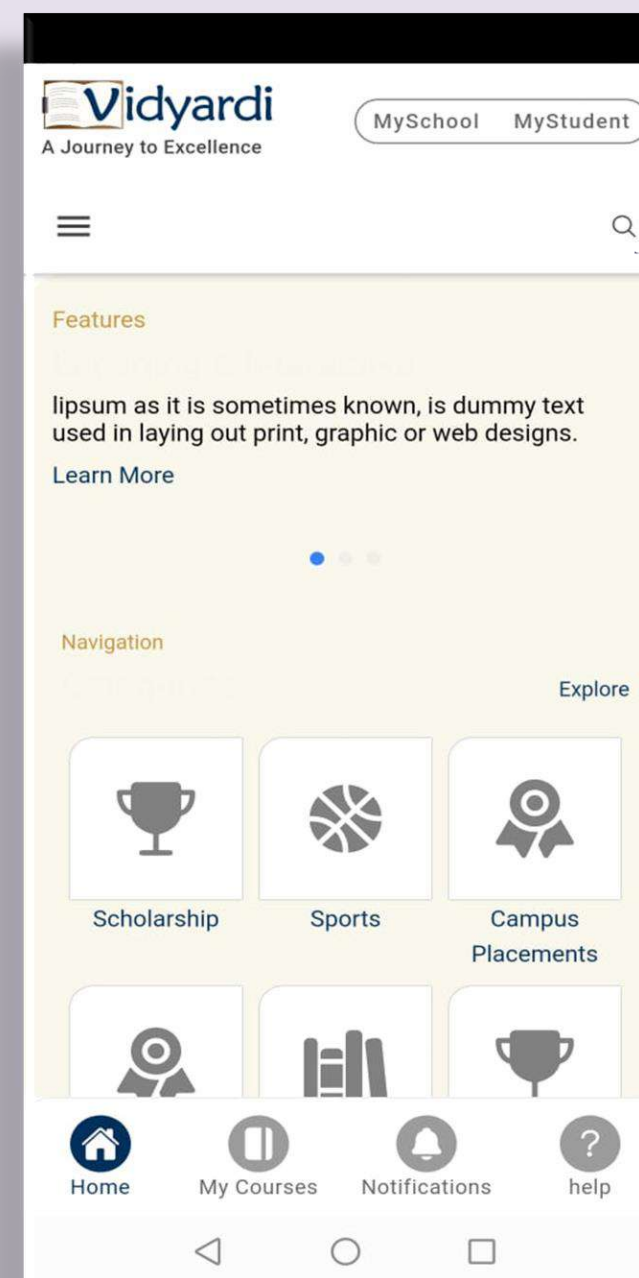
Inside Education through VSmart 4G Tablet:

- Detachable Keyboard
- IP54 & Drop Test of 70 cm
- Button to Close Camera
- Look like Laptop



V-Smart Digital Interactive Board: Teachers/Tutors use this inside the Class Room.

- Locating next to Black Board
- 55, 65, 75, 86 Inch Size Models
- Very advanced including Camera feature
- Advanced Multi screening
- Android Apps Install



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