PRAGYAN AI

Grow with Gyan

ANY STEM Degree **Powered By** Pragyan AI (Data Science & AI Program – Online)

Results in: 100% Placement, 2X Salary

Learn Best DS/AI Program in Your City @ Zero Cost

Problem - STEM Edu Broken

Except Top 15% Colleges, In other 85% colleges < 20% Students are Employable

~70% of Placed Student's Edu Cost To Salary Ratio less then 1/4	Demand for CSE/AIML/DS ↑ EEE/ECS ↓ Civil / Mech / getting Closed	~80% College with AIML /DS dont have Good Faculties & Curriculum	~30% of Tier2/3/4 City STEM Colleges are struggling to servive
1	2	3	4

Teaching Pedagogy – Not Attractive, Not Practical Oriented

Problem - Demand Supply GAP

Data is Growing Exponentially

Data Science Division-
@ Every Company

01

80%+ Company Executives , Keen for AI Adoption

AI Division -
@ Every Company

02

DS & AI Market:

2020 : ~$20B

2030: ~$1.5T

Market Size of AI nearly doubles Every Year

03

DS/AI Converse with Other Advance Technologies
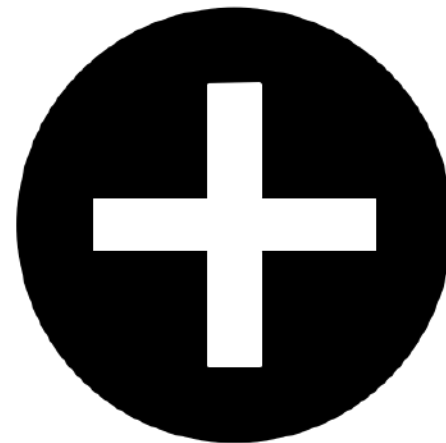
AI Becoming Essential Technology

04

DS / AI Skilled Resource Demand Will Grow Expontially

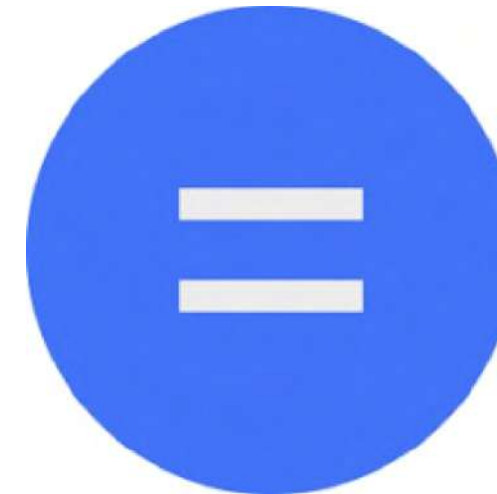## 2030: ~6 Crore DS/AI Skilled New Resource Demand (world wide)

Solution

Long Term Collaboration with STEM College at Tier2/3/4 Cities

BE(Any Branch) / BCA / STEM Degree

+

Pragyan AI's 3 Years Master's in Data Science & AI (online) + 6/12–month paid Internship

=

100%* PLACEMENT GUARANTEE

2x

SALARY Range: 6L to 5OL

Paid Internships
Earn while you learn.

@ Final Year

ZERO COST

PROGRAM

Experience Based Learning – Learn, Apply Learning, Earn While Learning and Gain Practical Experience

Value Proposition

Students	College	Hiring Company
100% Placement, 2X Salary	Good Placement Statistics, Improves Revenue for College	Highly Skilled Resources @ Affordable
Zero Cost Program	Grooming Faculty and College Brand – NAAC, NBA	Reduce Efforts of Upskilling
Life time Alumni / Community	1. Admission Support 2. Consulting/Research Projects	Try & Hire. 100% Good Hire
Investment on Alumni Startup	Collage Come out of Vicious Circle on Path of Growth cycle	Resource Replacement Support

Why Now?

Regulatory

- Govt Introduced, NEP2020, Focus on Skill Building, Industry Collaboration.

- UGC Approves, Second Degree.

- NEP2020 Gives Multi Exist for Students

College – Changes

- Several Colleges, Starting New Branch – Data Science & AI, Huge Shortage of Faculties and College need helping hand.

- Civil / Mechanical and other branches getting shutdown .

- Degree Programs (BCA / BSc Comp) 4 years.

Skill In Demand & Future Prospect

- Demand Supply GAP is Skewed right now and will be in Future.

- DS & AI in verge of Large Adaptation and Large New Startups using AI

-

- Companies will be open for Student without degree

Market Size & GTM

INR 1000 B (India), 3X World Wide

INR 250 B (India)

INR 50B

TAM

SAM

SOM

GTM: 1. Channel Partners, Events (Workshops, Campus Drive, Internship, hackathon, FDP etc), Direct Mkt

2. Karnataka – AIML& DS Branch, BCA, EC/CIVIL/Mech : Every District 2–4 Colleges

Market-Extension (Future Road Map)
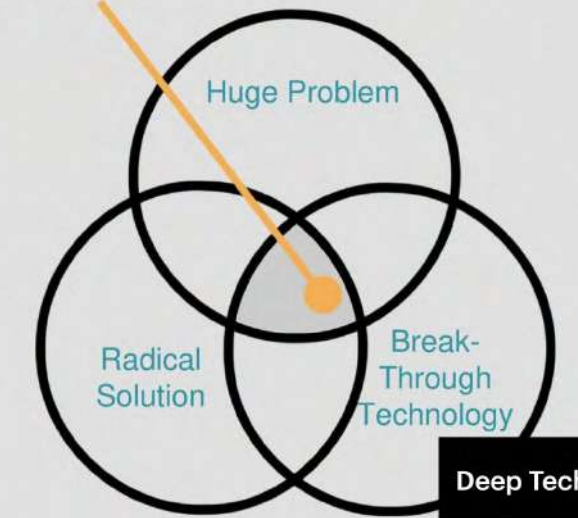

K12 Coding

01

Corp/Working Prof Upskilling

02

DS & AI Products – Learning & Skill Eval

03

Moon short AI Products

04

Strategic Expansion: Leverage the Expertise Developed and Resource Available at Disposal
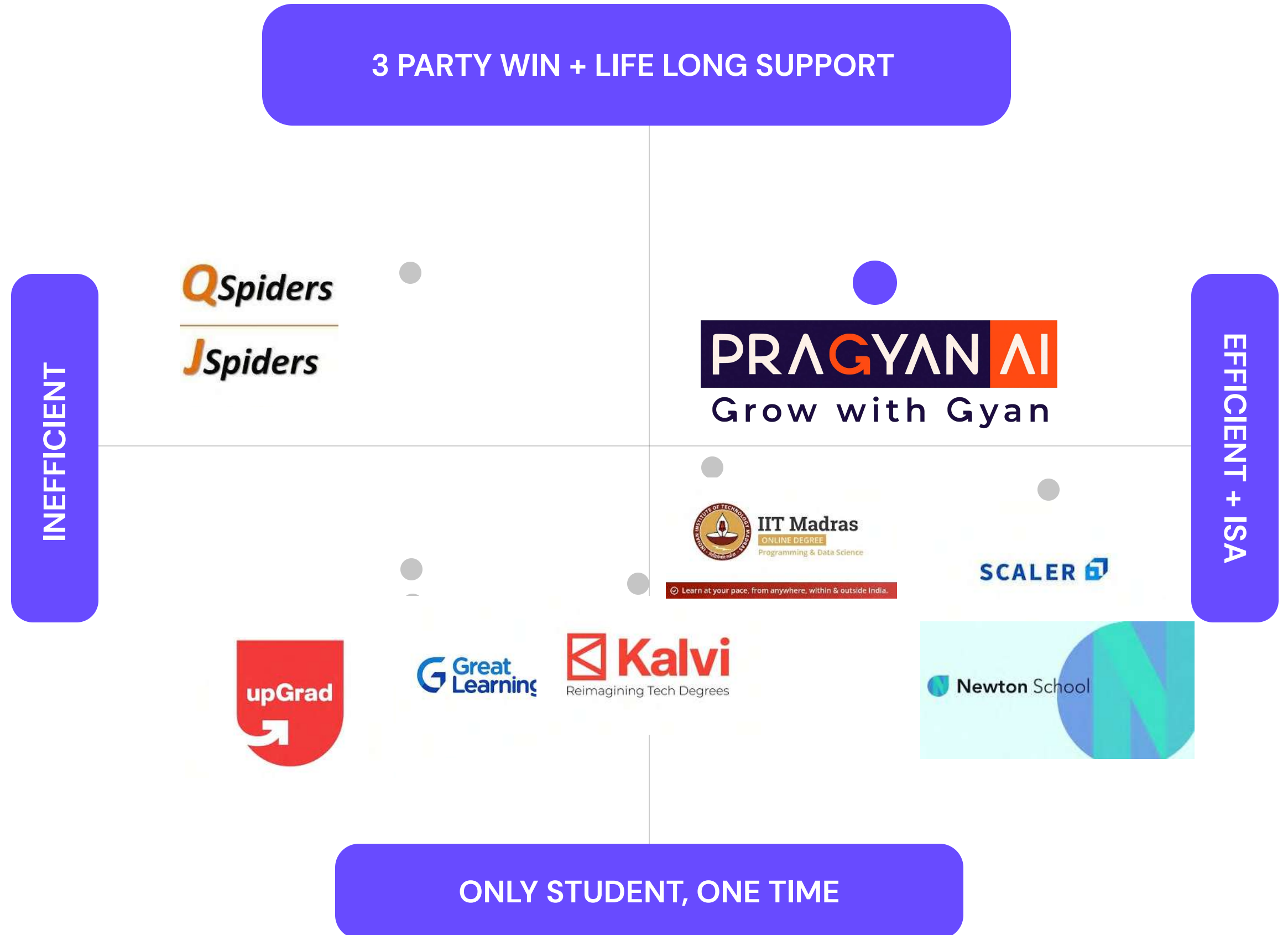
Competitive landscape

Inefficient :
1. **Program Suits Low IQ Students, Not having Foundation**
2. **Price Suitable for Tier2/3/4 City Students**

3 Party USP:
1. **Students, College and Hiring Company**

One Time Support

3 PARTY WIN + LIFE LONG SUPPORT

INEFFICIENT

EFFICIENT + ISA

QSpiders
JSpiders

PRAGYAN AI
Grow with Gyan

IIT Madras
ONLINE DEGREE
Programming & Data Science
Learn at your pace, from anywhere, within & outside India.

SCALER

upGrad

Great Learning

Kalvi
Reimagining Tech Degrees

Newton School

ONLY STUDENT, ONE TIME

Pitch

Traction & Revenue Projection
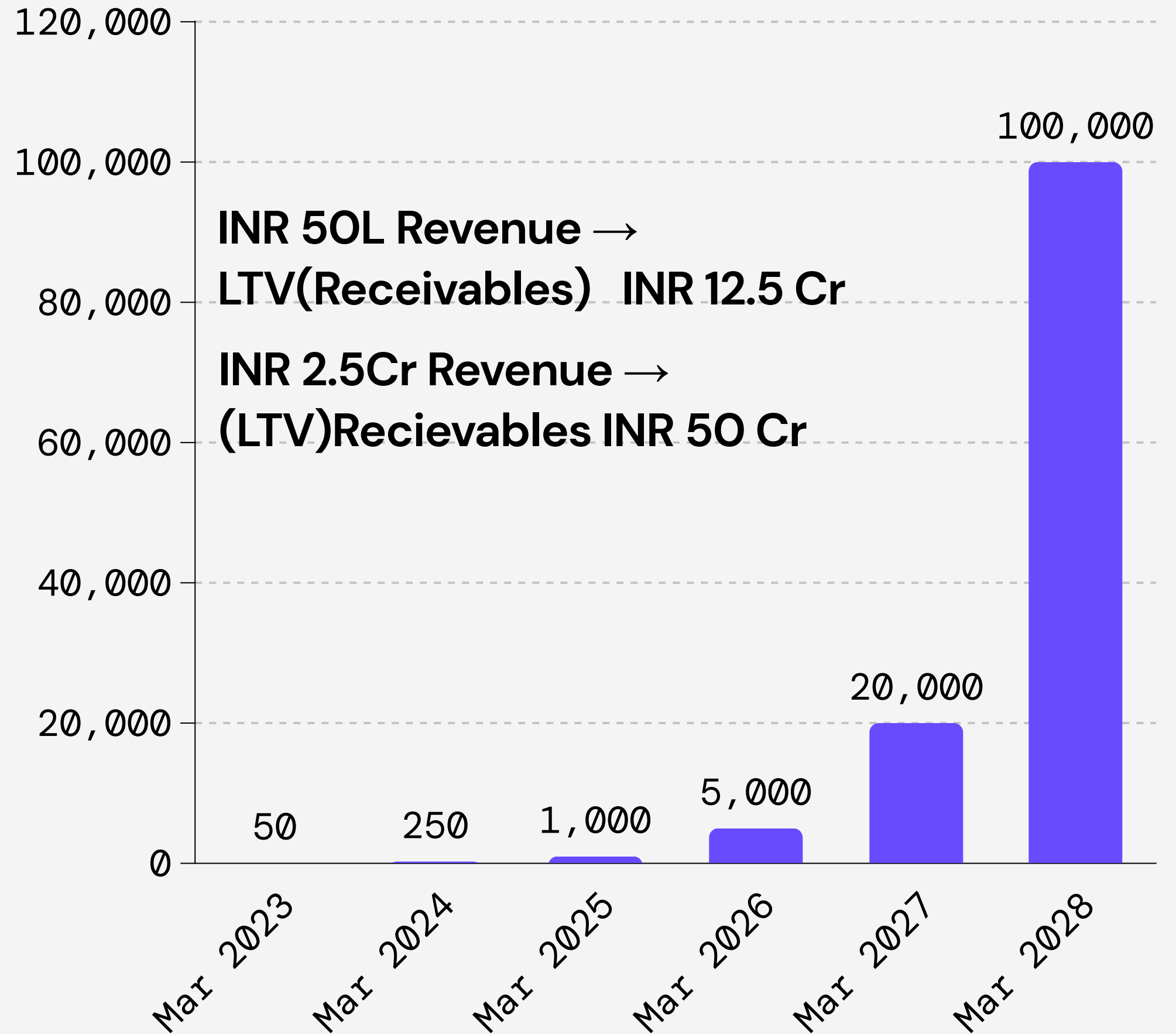
Current Traction

1. 1 Batch – 2 Year DS & AI program
2. 1 Batch – 3 Years DS & AI Program
3. 1 ML Module Cum Intenrship Batch

1. 4 Batches 2/3 Years Program – Nov 2022
2. 1 Batch Module Cum Internship Program – Oct 2022

Funnel: 30 Colleges are in Discussion. Atleast 10 More Colleges will be Onboared by Mar 2023. 3 School K–12 Coding on June 2023

Added: Few Channel Partners ZERO CAC (Revenue Sharing)

INR 5OL Revenue → LTV(Receivables) INR 12.5 Cr

INR 2.5Cr Revenue → (LTV)Recievables INR 5O Cr

Year	Value
Mar 2023	50
Mar 2024	250
Mar 2025	1,000
Mar 2026	5,000
Mar 2027	20,000
Mar 2028	100,000

TEAM & Impressions

Sateesh Ambesange

Cofounder & CEO

M.Tech (CSE), PHD(AI)

18+ Industry (Product / R&D) & Startup Exp

Rashmi Uppin
Co Founder
Operation Head + K12 Coding

M.Tech (VLSI), PHD(AI)

5+ Industry & Startup Exp

ASK

Flexi Payment with ISA

50K: Monthly(36 EMI) / Semester(6)

200K: After Job (ISA: 24 Months Max)

Long Term MOUs

5 Years to 10 Years

Multiple Revenue Streams

Short Term Programs,

BootCamps / Workshops

Long Term Programs

USD 500K for 18% Equity for 24 Months Runway, Targeted Break Even by 24 Months, Target Margin : 50%, Target CAC: Negligible (Goodies, Sponsorships, etc)

#			
1	Team Expansion	→	60% - Teaching, Content, Placement, Operation
2	Tech R&D	→	20% Engagement, Tracking, Eval AI Platform
3	Office & SW	→	10% Office Space, SW/Tools for Program
4	Mkt & Sale	→	10% Marketing Cost - Channel Partner

Pitch

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Thank you

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Pitch