

Executive Summary

Operating Team

Founder & CEO :

Prior to this business, The founder founded an entrepreneurial ecosystem enabler that has empowered close to 8000 entrepreneurs till date. The founder has a background which is enriched with knowledge of Ed-tech, entrepreneurship, brand design and strategy

Development stage

Startup and early revenue.

Current ARR/MRR

Current MRR- 18 lakhs

November – 50 lakhs

Investment Sought

\$3 million in equity capital

Use of Funds

25% Product Development

33% Marketing/Sales

33% Expand courses platform

9% Curriculum development

Financials

Year	Amount
YTD	66 Lakhs INR
Projections	Amount
Oct 2021- Dec 2021	1.1 cr INR
Jan 2022 - Mar 2022	6 cr INR

Business Overview

The business is an online marketplace designed for kids 4 to 15 years old where they can embark on a journey built on blended and reflective learning. Curriculum focusing on extra-curricular and skills not taught in schools and courses covering most skills at a range of levels: Dance, painting, instruments, singing, cooking, etc.

Market Problem

Studies have shown that motor skills and intuition develops faster at ages 5 to 15 when kids learn by doing. Unfortunately, the remote learning environment has been long criticized whilst developing unhealthy screen habits and tampered academic brilliance in kids.

Value Proposition

An online platform where you can learn new skills from beginner level to advance level blended with Gamification, parent collaboration and accessible in all cultures, languages and demographics.

Differentiated and Progressing curriculum at little master induces the kid for practical development defining his soft skills, the people they network with, the ability to market their skills and stand up for themselves and their ideas as they grow up.

Competitive advantage

- Custom built classroom for particular skill
- Multiple course offering with proprietary curriculum.
- Small batches with 150+ courses to choose from.
- World class tutors and expert team of skilled experts and child psychologists.

Competition



Revenue Model

Sessions (Subscription Model)	Beginner (24)	Advance (72)
Group (6 learners)	349/- per session	414/- per session
Personalized	1199/- per session	1012/- per session

Explorer course (4 to 5 sessions) for 750/-

Traction

- Around 900+ paid learners
- Over 4000+ users engaged
- App to be launched by end of Oct
- Has enabled 275+ learners in 60+ courses across India and the UK