

Pathshala

<https://www.pathsha.co>

Founder: Sahil Wadhwa

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Company: Brainchild Ventures LLP

MISSION

- Bridging the **gap between education, teaching, arts, sports & music sector** and the seekers/learners
- **Quality Education affordable** for all
- **Digital Presence** for Individuals, Coaching Institutes, Tuition Centres at local level by becoming biggest rating platform

VISION

- **Quality Education:** Tailor-made courses for all grades' students
 - **Employment Generation:** Stable mentoring opportunities for eligible teachers
 - **Institute Rating:** Data driven authentic reviews to help students land with the right teachers/mentors
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PROBLEM STATEMENT

- **Lack of monetary resources** with **low income families** to fulfill **educational requirements** of their children
- **Inadequate infrastructure** to provide **opportunities to educated youth**
- **Lack of authentic information about the best teacher/mentors** among the groups

SOLUTION STATEMENT

- **A web platform** which connects the students with the teacher/mentor present at their local area as well as online on platform
- Opportunity for **part-timer, homemaker, freelancer** to have **digital presence and earn through it**
- **Data driven authentic review platform** to help students land with the right teachers/mentors

MARKET SIZE OR TARGET AUDIENCE



Students from K-12, Arts, Sports, Music, Competitive, College Etc.

Target Audience



People with 18+ age can be tutor
Freelancers/ Home maker/ Working professional/ College students



CURRENT MODULES



**Teacher & Student
Registration**



**Teacher Search &
Connect** (offline
classes)



**Teacher/Institute/
Mentors Rating &
Reviews**



**Online Free Study
Material** (Upcoming)

SCALABILITY MODULES



Teacher Connect
(online classes)



Online Paid Video Courses

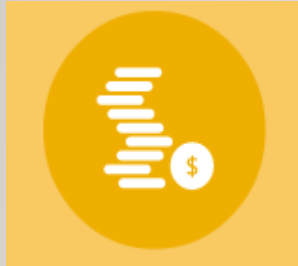


Online Paid Study Material



Tie-Ups with Known Teacher/Institute/Coaching Centres
(Area Wise)

REVENUE SOURCE



Teacher Credit System

Plan	Price(Rs)	Credits/Contacts	Duration (months)
Silver	200	10	1
Gold	500	30	3
Platinum	1000	60	6



10% Commission on every fees transaction



Student Credit System

Plan	Price(Rs)	Credits	Duration (months)
Silver	800	500	6
Gold	1400	1000	6
Platinum	2000	1500	6

REVENUE GENERATION*

Teacher Revenue				
Year	Subscribers	Subscription Earning	Commission Earning	Total Earning
1	3,900	7,80,000	28,08,000	35,88,000
2	11,100	22,20,000	79,92,000	1,02,12,000
3	18,300	36,60,000	1,31,76,000	1,68,36,000
4	25,500	51,00,000	1,83,60,000	2,34,60,000
5	32,700	65,40,000	2,35,44,000	3,00,84,000
Total	91,500	1,83,00,000	6,58,80,000	8,41,80,000

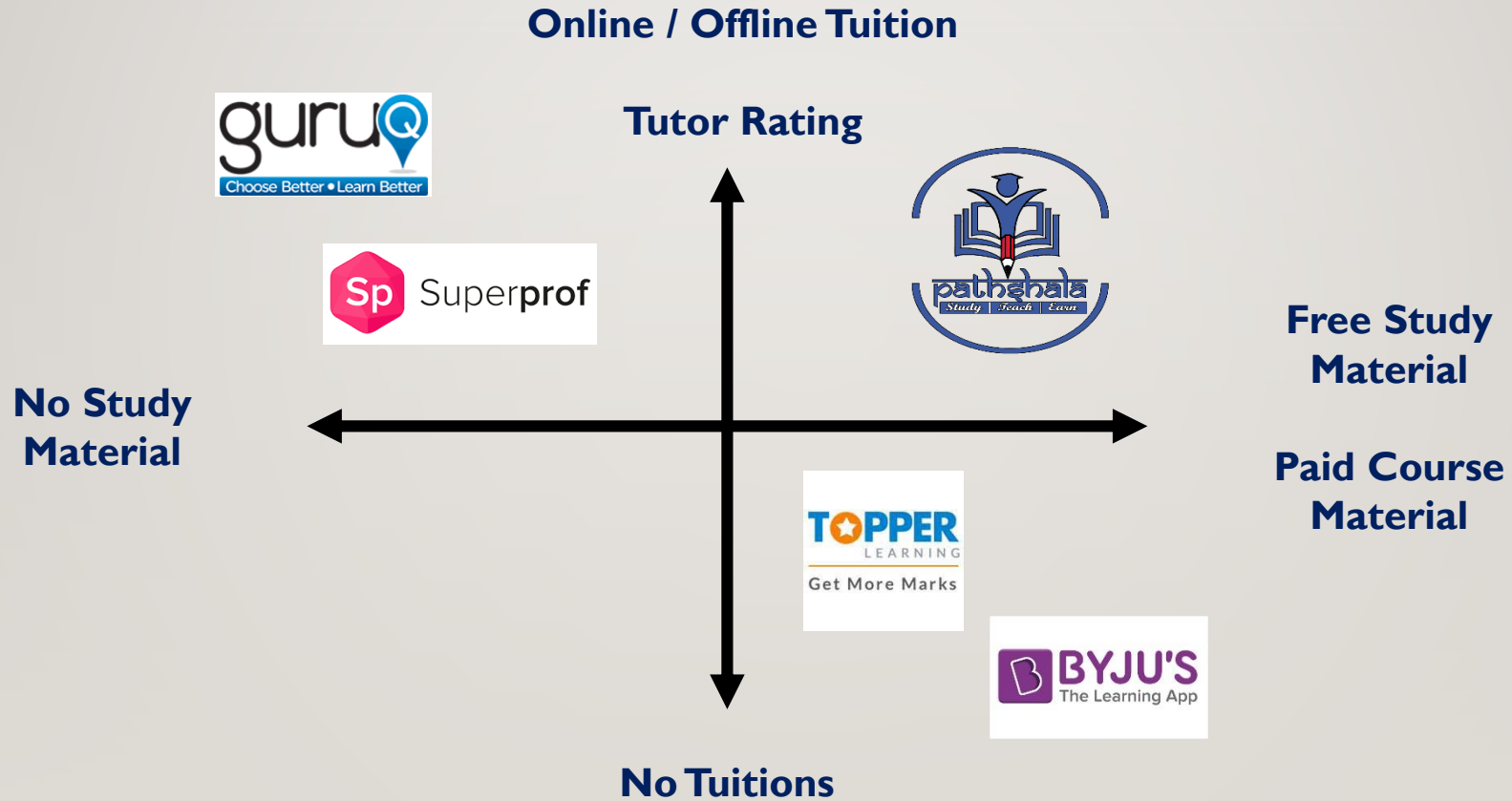
Student Revenue		
Year	Our Earning	Teacher/institute earning
1	23,40,000	39,00,000
2	66,60,000	1,11,00,000
3	1,06,20,000	1,77,00,000
4	1,49,40,000	2,49,00,000
5	1,89,00,000	3,15,00,000
Total	5,34,60,000	8,91,00,000

Grand Total Earning - 13,76,40,000

*these are estimated number and not actual

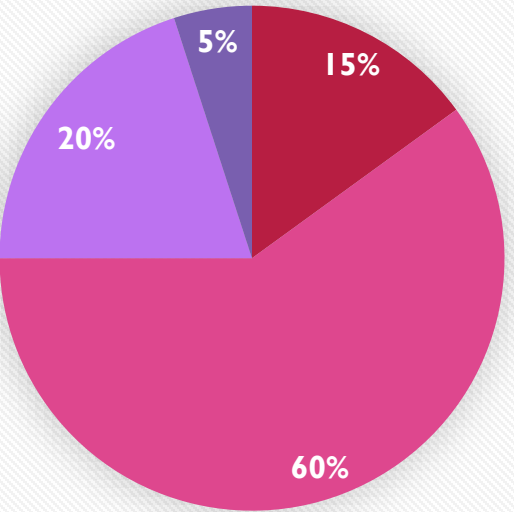
#Refer attached excel for the calculations

COMPETITIVE ANALYSIS



CURRENT FUNDING ASK

Upto INR 1 cr



- Operations
- Marketing & Branding
- Techonology Development
- Miscellaneous

OUR TEAM



Sahil Wadhwa
Founder

MBA from NMIMS, Mumbai
BTech from UPES, Dehradun

Expertise in Business
Development & Marketing



Samrity Wadhwa
Co-Founder

MTech from BITS, Pilani
BCA from IITM, New Delhi

Expertise in Digital Marketing,
Graphic designing