



Overview Document



EduSome



Agenda

Introduction to EduSome

Current Challenges

Solutions Created by EduSome

Appendix – About EdgeSome Consulting (Parent Company)

EduSome – The EduTech 2.0 Mission and Vision Statement



EduSome aims to disrupt the EduTech sector by amalgamating human + technology to create smart and efficient education institutes where higher value add could be rendered to stakeholders across value chain i.e. education institutes, students, parents and involved authorities.

To create a digital platform catering to the global requirements in the EduTech sector propelling super efficient operations & stakeholder communication, higher productivity, unbiased feedback driven actions, support up scaling of stakeholders across value chain, effective student/faculty/parents management and standard/ predictive analytics for informed strategy/decision making.

A man in a dark suit, white shirt, and patterned tie is captured in mid-air, running over a hurdle. The background is a clear blue sky with some light clouds. The image is partially obscured by a large blue diagonal overlay on the right side. The text 'Current Challenges' is written in white on this blue overlay.

Current Challenges

Education industry is marred by five mega challenges globally that EduSome envisions to address through adoption of technology

Challenges prevalent in the global markets...

1. *Diminishing values in the children, tracking and uplifting student behavior to bring in changes timely!*
2. *How do we use robust, yet simple technology to bring parents and schools closer – which is efficient, productive and generates additional revenues?*
3. *How do we manage stress and pressure among all stakeholders across education system (including students/teachers/parents)?*
4. *How to share anonymous inputs and feedback with schools for improvement?*
5. *How do we use technology to predict student progress and work on that at a topic level?*

... mitigation steps



- *EduSome has **created four separate technology driven modules** which have been adopted by multiple schools in India and internationally in their quest to mitigate the indicated mega challenges*

Snapshot of a few parents and teacher survey discussions...

Snapshot of a few reviews in discussions with Parents in NCR

“If the school provides us real time information on my Childs behavior development and issues, then I am willing to pay any premium for that”
--- Parent interview in India

“Schools can use this in a great way especially in the elementary years when behavior platform is getting laid for kids”
--- Parent interview in USA

“This can help us communicate better with the schools and we know what kids are doing there, than to wait for PTM which happens once a quarter. We can work with teachers.”
--- Parent interview in India

“We earn and pay hefty to make our kids responsible people, looking at this I understand will be great value add for any school and parents in that quest”
--- Parent interview in Middle East

“Please urge our school to adopt school management and behaviour system we will be willing to additional money per month since we face this as a challenge everyday”
--- Parent interview in India

Snapshot of a few reviews in discussions with Teachers

“It will be simply great if we have a tool such as this which enables us track child behavior and work on that constructively.”
--- Leading School in Delhi, India

“Looking at the demo, best is that I can maintain a record and hand that over to the teacher coming in next class saving so much time that we take to understand kids”
--- Leading School in USA

“In the demo apart from the features which I consider highly valuable, I was amazed by the simplicity since we all look for that considering our hectic schedules”
--- Leading School in USA

“Best is that we can share real time pictures for the kids doing various activities in the class which instills trust in the system”
--- Leading School in Bangalore, India

“Being a parent myself, I see the value because I see diminishing values as a big challenge with my kids and students in the class. Something needs to be done”
--- Leading School across NCR, India

A hand with a brown skin tone is pointing its index finger towards a grid of digital icons. The icons are arranged in a grid pattern and include symbols for a television, music notes, a camera, a lightbulb, a globe, a wrench and screwdriver, a book, a smartphone, a magnifying glass, and an '@' symbol. The background is a blue gradient with a pixelated pattern. The text 'Introduction to EduSome Solutions' is written in white, bold, sans-serif font on the right side of the image.

Introduction to EduSome Solutions

Snapshot of the EduSome technology available to schools, universities and coaching centers globally for efficient operations



School Management

- ❖ Allows to manage admission, attendance, fees, transport, online examination etc.
- ❖ Real time communication with parents through SMS/ Emails
- ❖ Category reports for quick and actionable insights



Behaviour Management

- ❖ Allow teachers rate child real time on behavioral attributes
- ❖ Access to parents; potential to share pictures/ videos
- ❖ Ease of use; teachers to spend max 5 mins./ day



Feedback Management

- ❖ Create customized / anonymous surveys
- ❖ Enable better understanding of parents/vendors/employees for informed action
- ❖ Revenue and brand enhancer

EduSome modules are proven with schools already extracting high value in the form of efficiency, positive word of mouth, more admissions and revenues.

Write at contact@edgesomeconsulting.com for additional product queries.

About EduSome

A detailed market study with parents/teachers indicate importance of EduSome solutions and how they can generate additional revenues



Current industry challenges

- 89% of the parents clueless how their Children could be inculcated with better values
- 92% of the parents believe initial 8-12 years lay foundation of the kids behavior
- 95% of the parents expect more from schools in terms of communication and transparency
- 85% of parents considering external help to make their wards more socially responsible
- Looking at the challenge, 97% of the parents interviews expressed willingness to pay for such systems in the range of INR 200-1000 per month/ child



EduSome Solutions

- Allows to create student/teachers/transport profiles
- Enables manage Fees, Alumni, Attendance, Transport, SMS communication etc.
- Allow to create behavior attributes and mark students on real time
- Simple to use for non-tech people (teachers/parents)
- Real time reporting
- Brings in efficiency while transition of kids in new session
- Available on web/app/sms etc.
- Potential to take fees online
- Allows to click pictures and videos (on demand)
- Access to detail reports online

Target Adopters

Play Schools

Main Schools

Coaching Institutes

Universities

EduSome Benefits Matrix

Niche technology platforms offering very high ROI (return on investment)

1

Ease of use

- No technical knowledge required for end users
- Highly flexible and could be adopted in modules

2

Robust Technology

- Available both on premise and cloud (MS-Azure)
- Major modules built on .Net technology
- Web/mobile app, with self-branding option

3

Niche Features

- Out of the box solutions for stakeholders across value chain
- High end analytics to achieve efficiency

4

Cost

- Highly competitive since works on SAAS principle,
- Select the packages based on envisioned value

❖ Major spike in revenues and branding aimed for clients across value chain

❖ Modules being integrated in India and Africa

❖ Managed by highly experienced and recognized core team

Appendix

Parent Company Overview



Team Overview



About EdgeSome Consulting

We provide edge to our customers by combining **human + technology**

About Us

We are a professional services firm providing research & strategy consulting, analytics, and IT (includes web and app development) services across a wide range of industries and functions.

We have combined human expertise and best-in-class technologies, which includes our own analytical tools that use smart algorithms to simplify key challenges. Our unique combination of services are aimed at achieving efficient processes, generating actionable insights, and adoption of technology significantly cutting costs and timescales.

What We Do

How You Benefit



Enable informed decision/policy making faster and at a lower cost



Drive new levels of efficiency and effectiveness



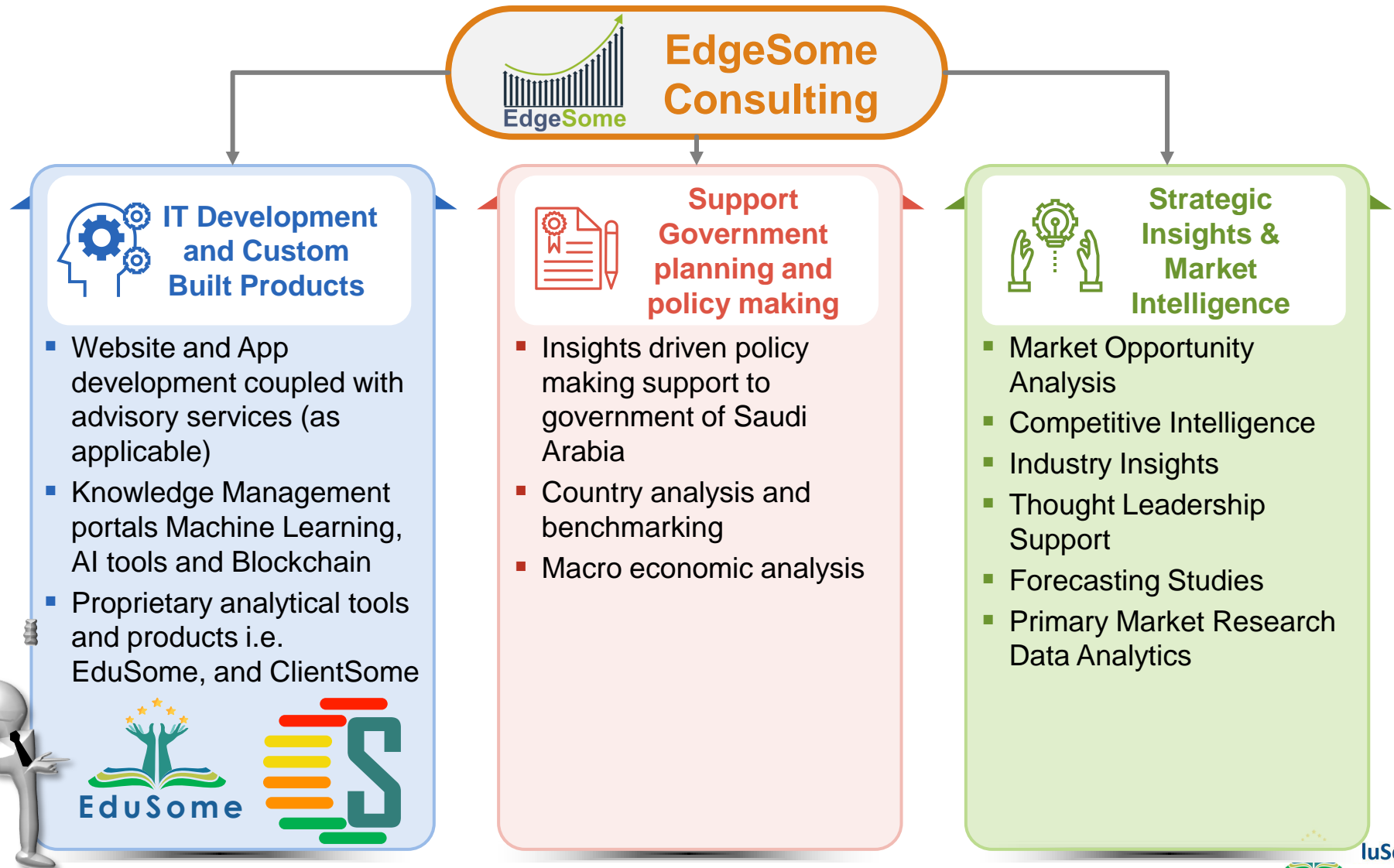
Provide competitive edge through innovative solutions



See a tangible impact on your top and bottom line

EdgeSome Consulting Company Overview

We provide solutions to mega challenges by amalgamating technology with our proven domain knowledge across industries/ countries



Parent Company Overview



Team Overview



Team Profile

Highly acclaimed team with 50+ years for research, consulting and IT experience between the core executives

Akhil Mahajan

Director



- He has 15+ years of experience in business and strategy consulting working with multiple fortune 500 companies.
- He has helped the Clients understand the market potential, competition, channel behavior, and structure to enter a particular market, customer retention, and has worked closely with government entities on their macro economic initiatives.
- Delivered 100+ projects with a mix of consulting, IT (web and app development projects), Market & Competition Intelligence portals etc. for SMEs and Fortune 1000 clients.
- **Cited among 'Top 100 marketing influencers in India 2017' by World Marketing Congress**
- Did post graduation in business administration from the Institute of Management and Technology, India, and a bachelor's degree in commerce from the University of Delhi, India.

Rahul Vohra

Head of Technology



- 6 years of overall experience with recent team size of 12 people
- Hands on experience with web, desktop and mobile based applications development with multiple live use cases
- 3+ years of experience on upcoming technologies i.e. Blockchain and Machine Learning
- Has worked with strategic planning teams for leading organizations to manage their digital transformation
- Currently leading projects in EduTech, Services, and Analytics domain with mix of Indian and Middle East Clients
- Holds a bachelor's degree in Computer science and Engineering from Lingayas University, Delhi

**Thank you for your
attention.**

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