

GYAN BHARAT

National School-to-NEET Learning Platform

JNVST | CBSE Classes 6–10 | Hindi-Medium NEET 11–12

Investor Pitch Deck | 2026–27



www.gyanbharat.live

! THE PROBLEM !



भारत में Talent की कमी नहीं, सही Learning Infrastructure की कमी है!



1. Quality Education का Unequal Access

Tier-2, Tier-3 और rural students को premium teachers और structured preparation का limited access.



2. English-First Content Barrier

CBSE और competitive exams में high-quality content का बड़ा हिस्सा English-first है।

Hindi-medium students को concept समझने के साथ-साथ language barrier भी face करना पड़ता है।



3. Passive & One-Size-Learning Model

Traditional recorded lectures में बच्चे सिर्फ video देखते हैं।

Concept visualization, interaction, practice और personalized feedback की कमी।



4. Exam Preparation Fragmented है

JNVST → CBSE → NEET सब के लिए अलग-अलग platforms/coaching.

Student का learning journey टूट जाता है।

Parents को बार-बार नए platforms और teachers खोजने पड़ते हैं।



5. 5th के बाद बच्चों पर ध्यान देने वाला कोई नहीं

5th के बाद बच्चों की सही guidance और mentoring लाभम खत्म हो जाती है।

Parents के पास समय, knowledge या resources की कमी होती है।

बच्चों को future और career options की सही जानकारी नहीं मिलती।



6. Competition Exams की जानकारी और Guidance नहीं

JNVST, Olympiads, NTSE, Scholarships, Foundation Exams की जानकारी का अभाव।

सही समय पर सही तैयारी शुरू नहीं हो पाती।

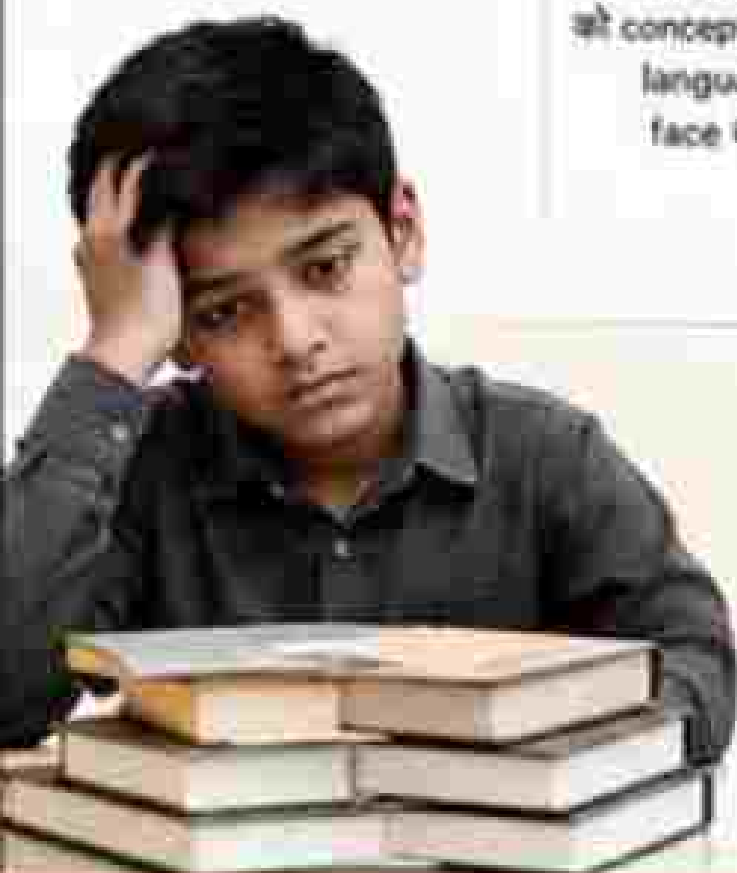
Students अपनी क्षमता के अनुसार आगे नहीं बढ़ पाते।



7. EdTech का Focus बढ़ा लेकिन अधूरा

ज्यादातर EdTech Platforms का पूरा focus NEET, JEE जैसे exams पर है।

Class 6-10 के students के लिए structured, affordable और engaging learning ecosystem की कमी है।



🔥 नतीजा (Impact)

- ❌ बच्चों का सही समय पर सही दिशा में विकास नहीं हो पाता।
- ❌ Self-confidence, Concept Clarity और Exam Readiness कमजोर रहती है।
- ❌ Students अपनी true potential तक नहीं पहुँच पाते।
- ❌ India के लाखों talented बच्चे सही guidance के अभाव में पीछे रह जाते हैं।

THE GAP IN NUMBERS



28 लाख+

बच्चे हर साल JNVST का फॉर्म भरते हैं



5th के बाद

ज्यादातर बच्चों पर ध्यान देने वाला कोई नहीं होता



90%+

Parents को सही exams और opportunities की जानकारी नहीं होती



NEET / JEE

95% EdTech Platforms का focus सिर्फ इनहीं Exams पर है



PROBLEM CLEAR है, और यह पूरे भारत में MASSIVE SCALE पर मौजूद है!



Gyan Bharat

हर कदम ज्ञान की ओर

THE SOLUTION

One Learning Journey from Class 6 to NEET

सपने सिर्फ
शहरों के नहीं,
गाँवों के बच्चों के भी हैं।



01

JNVST FOUNDATION

Class 6 | Rural First | Free for Merit Students



Targeting 28 Lakh+
students who fill JNVST form
across India.



Focus on Rural Areas
Bringing quality education
to the last mile.



Merit-Based
If the student clears the exam,
get FREE education at Gyan Bharat.

JNVST Clear → Free Learning → Bright Future



02

3D INTERACTIVE LEARNING

Classes 6 – 10



3D Visual Concepts
Complex topics, made simple
with 3D visuals.



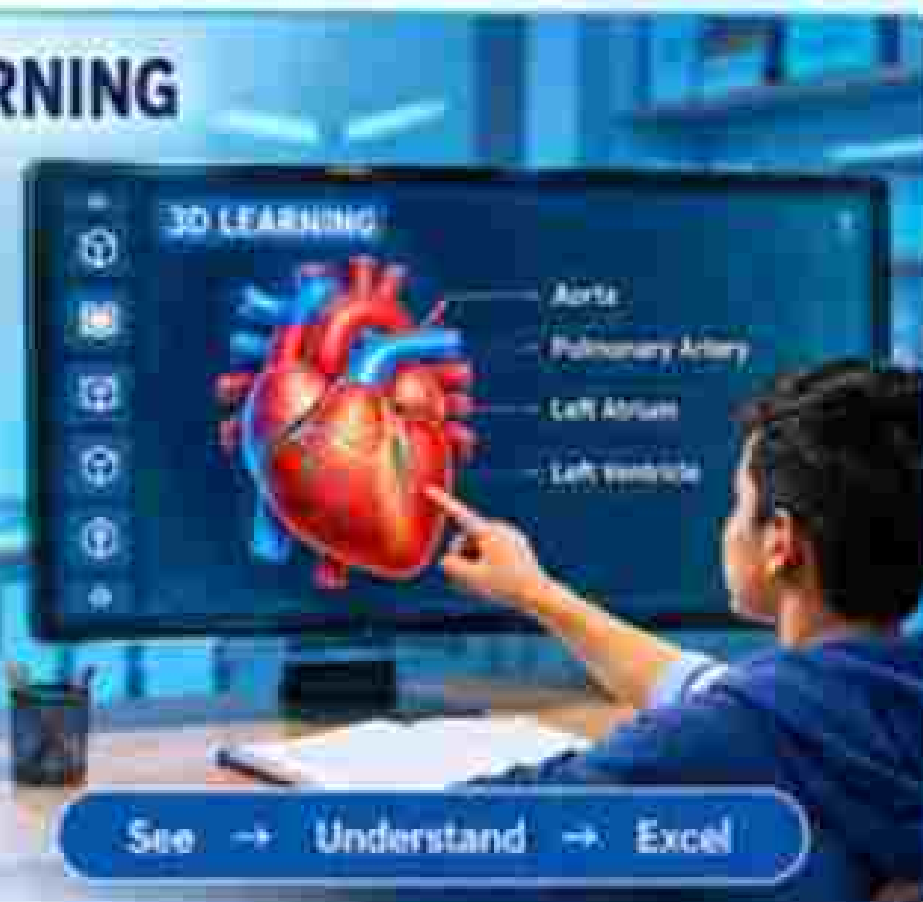
Interactive Learning Panels
Learn by doing, not just reading.



Visualisation & Concept Clarity
From rote learning to real understanding.



Practice + Assessment + Analytics
Track progress, improve performance.



03

NEET HINDI-MEDIUM

Classes 11 – 12



Hindi Medium, No Compromise
Physics, Chemistry & Biology
in Hindi.



NCERT-Aligned Preparation
Concepts, notes, practice &
previous year papers.



Tests + Analytics + Mentorship
Personal guidance for better results.

अब NEET भी
हिंदी में



04

FUTURE EXPANSION

Major Competitive Exams



JEE (Main & Advanced)



UPSC



SSC / Railway



Banking & Insurance

And More...

Same Learning Engine → Bigger Dreams



PROMOTER SUMMARY

A passionate leadership team committed to transforming education in rural India.



Dr Peeyush Tiwari

 **CO-FOUNDER**

Strategic leadership, vision, partnerships, and a deep understanding of rural education needs and stakeholder management.



Strategic Leadership

Driving vision and long-term impact



Partnerships

Building alliances for sustainable growth



Rural Education

Deep understanding of ground realities and needs



Vinay Sharma

 **CO-FOUNDER**

Expertise in operations, market expansion, and execution of rural-first EdTech models with a focus on scalability and efficiency.



Operations Expertise

Managing teams and ensuring operational efficiency



Market Expansion

Driving growth through strategic market initiatives



Execution Excellence

Building and scaling impactful rural-first EdTech solutions



Uniting vision, strategy, and execution to create measurable change in rural education.



Executive Thesis

तीन high-intent segments को एक learning funnel में जोड़ना



Wedge 1: JNVST Class 6 — high-volume, high-intent entrance-prep funnel.

Wedge 2: CBSE Classes 6–10 — premium academic product; Classes 6–10th differentiated by 3D interactive learning.

Wedge 3: Classes 11–12 + Hindi-medium NEET — deeper ARPU and longer retention.

Core strategic advantage: one learner can remain inside the platform from Class 6 to medical entrance.

GYAN BHARAT — MARKET OPPORTUNITY & STRATEGY

Three Segments. One Mission. | From JNVST to NEET — Building Bharat's Learning Ecosystem

01

JNVST FOUNDATION

Top-of-funnel acquisition engine for rural Bharat

 28 LAKH applicants (JNVST, every year)

 ₹999 annual course fee (approx.)

 5-year vision reach ~1 LAKH students

MARKET SIZE (ESTIMATED)

TAM

₹279.7 Cr

(28L × ₹999)

SAM

₹56 Cr

(20% of applicants)

SOM

₹10 Cr

(1.04% students/yr)

 Target: JNVST aspirants (rural focus)

 Strategy: Free access for selected students, who clear the exam (merit-based).



02

CBSE CLASSES 6–10

3D Interactive Pedagogy + Academic Learning

 33,151 CBSE-affiliated schools (India)

 ~1.8 Cr students (Class 6–10)

 Class size 40–50 students

Market Size (For 6–10 CBSE Students)

TAM

₹8,650 Cr

(1.49 Cr × ₹5,800)

SAM

₹865 Cr

(10% of TAM)

SOM

₹87 Cr

(1% of TAM)

A. Premium Segment (Live Classes)

 Dual Live Classes

Ticket Size

₹40,000

per year

- ✓ Dual live classes (2 teachers)
- ✓ Subject-wise expert faculty
- ✓ Interactive 3D-visuals & whiteboard
- ✓ Doubt solving + personal mentorship
- ✓ Performance analytics & reports

TAM

Target: 1.5–2% of CBSE students (~2.5–3.5 Lakhs)

B. Recorded Segment

 Self-Paced Learning

Ticket Size

₹4,000

per year

- ✓ Pre-recorded 3D video lectures
- ✓ Concept + practice modules
- ✓ Chapter-wise tests & assignments
- ✓ Progress tracking
- ✓ Mobile & offline access

TAM

Target: 3–5% of CBSE students (~5–8 Lakhs)

03

NEET HINDI-MEDIUM

High-intent, affordable medical entrance preparation

 ~3.29 LAKH Hindi-medium registrations (NEET 2025)

 ₹5,000 average ticket size (per year)

 High intent & long-term aspirants

Market Size (Estimated)

TAM

₹164.5 Cr

(3.29L × ₹5,000)

SAM

₹65.8 Cr

(40% serviceable pool)

SOM

₹3.29 Cr

(2% of TAM)

 Target: Hindi-medium NEET aspirants (Class 11–12)

 Strategy: Affordable, high-quality, focused preparation with live + recorded classes, test series & mentorship.



 OUR STRATEGY

Focused Segments → Scalable Growth → Wider Impact

 1. JNVST
1 LAKH students (5 years)

 2. CBSE 6–10
5–8 LAKH students (3–5% capture)

 3. NEET Hindi
3.29 LAKH students (2% capture)

 Building a stronger learning ecosystem for Bharat

Business Model & Monetisation

Segment	Indicative ARPU	Model	Value proposition
JNVST	₹999–1,499	Annual exam-prep	High-volume acquisition
CBSE 6–8	₹3,599	Annual premium	3D + interactive
CBSE 9–10	₹4,999	Annual premium	Board mastery
NEET Hindi	₹5,000	Annual / cohort	PCB + tests
3D DUAL INTERACTIVE CLASSES 6th-10th	₹40K	Annual/classroom	Content + dashboard
Blended model: B2C subscription + B2B school licensing + assessment/test-series upsell			

5 Year Growth Roadmap


3D Interactive Learning


Live & Dual Classes


Expert Teachers & Mentorship


Affordable & Accessible

Better Learning
for a Stronger India



Our Core Segments

- Classes 6 – 10 (Premium Batch)**

 - Live + 3D Interactive Classes
 - 40–50 students per batch
 - Dual Classes (Online + Recorded)
 - Concept clarity, tests & doubt support**₹40,000 per year (Premium Batch)**
- Classes 6 – 10 (Normal Batch)**

 - Recorded + live support
 - Affordable for all students
 - Tests, practice & doubt support**₹5,000 – ₹35,000 per year (Normal Batch)**
- NEET (Hindi Medium) Classes 11 – 12**

 - High-intent medical entrance preparation
 - Live classes, test series, mentorship
 - Focus on Hindi medium students**₹5,000 per year**
- JNVST (Class 6)**

 - Focused entrance exam preparation
 - Mock tests, analytics & doubt support
 - Rural & Tier 2–3 market penetration**₹999 per year**

Market Opportunity (TAM / SAM / SOM)

Segment	TAM (Total Addressable Market)	SAM (Serviceable Market)	SOM (5 Year Target)
Private Schools (Classes 6–10)	~1.8 Crore students (India, Private Schools)	~40–50 Lakh (Tier 1, 2, 3 cities)	~1–1.5 Lakh
NEET (Hindi Medium)	~33 Lakh aspirants (Annual)	~8–10 Lakh	~40–50 Thousand
JNVST (Class 6)	~28 Lakh applicants (Annual)	~10–12 Lakh	~1 Lakh

Sources: CBSE, UDISE+, NVS Annual Report, NTA. Numbers are indicative and rounded.

5-Year Growth Roadmap (Number of Learners)



Total Learners (All Segments)

4,500	25,000	65,000	1,35,000	2,40,000
Year 1	Year 2	Year 3	Year 4	Year 5

Student Mix (Year 5 Target)



Key Competitors (K–12 / School Segment)

Player	Focus	Price Range (per year)
Sri Chaitanya	Class 6–10 (Foundation)	₹60,000 – ₹70,000
PW (Physical/Online)	Class 6–10	₹50,000 – ₹70,000
Shiksha Nation	Class 6–10	₹50,000 – ₹70,000
Aakash (K–10)	Class 6–10	₹50,000+
Gyan Bharat	Class 6–10	₹5,000 – ₹35,000 (Normal Batch) ₹40,000 (Premium Batch)

Our Key Differentiators

-  3D Interactive Learning (Visual concepts)
-  Smaller Premium Batches (40–50 students)
-  Affordable Pricing (₹5,000 – ₹40,000)
-  School-First Distribution (Physical presence)
-  Long-term Learning Journey (Class 6 to NEET)

Year 1 Plan – Realistic & Focused

-  **100 Schools**
Delhi, Noida, Gurugram, Faridabad + selected cities
 -  **40 – 50 Students per Batch**
(Premium Batch)
Live + 3D Interactive
 -  **Target 2,500 – 3,000 School Students (Year 1)**
- Year 1 Segment-wise Target**
- | | | |
|--|--|--|
| Classes 6–10 (Premium + Normal)
1,000 – 1,500 students (Pilot) | NEET (Hindi Medium)
1,000 – 1,500 students (Pilot) | JNVST (Class 6)
2,000 students (Pilot) |
|--|--|--|



Real Learning Outcomes



Scalable Model



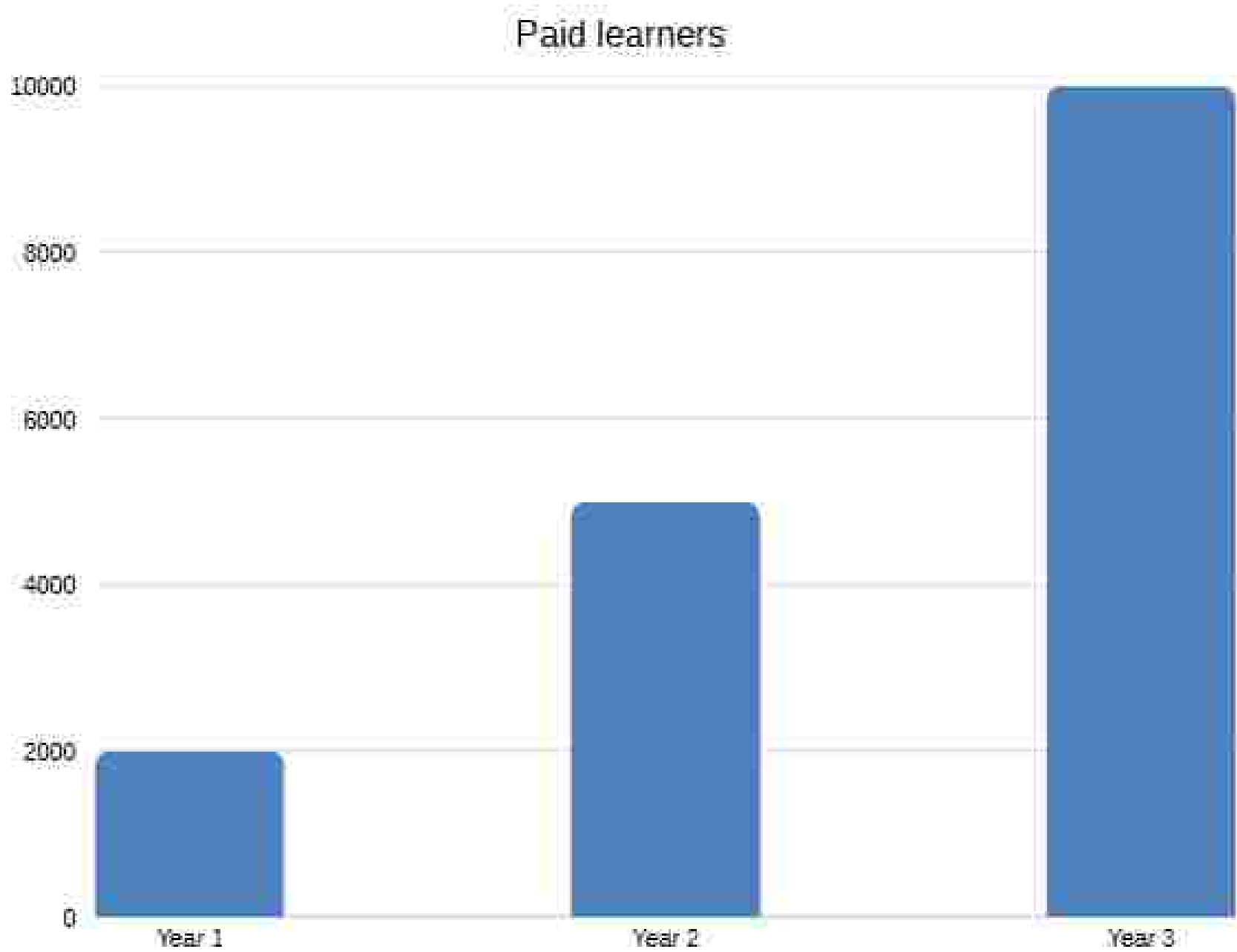
Pan India Opportunity



Building a Stronger, More Equal Learning Ecosystem for India

Illustrative 3-Year Financial Trajectory

Conservative planning case; not a forecast or audited projection



₹50-60 L

Year 1 illustrative revenue

₹3-5 Cr

Year 2 illustrative revenue

₹15.0 Cr

Year 3 illustrative revenue

Blended ARPU increases as the mix shifts from JNV acquisition to CBSE premium and NEET.
Key operating metric: contribution margin by cohort, not only top-line revenue.

Illustrative Budget

To build, pilot and reach a repeatable distribution model (First 12-18 months)



Total Initial Funding Ask

₹70 Lakh

Phase 1 (12-18 Months)

To build core product, run pilot, acquire first 100 schools and achieve initial traction.



Focus: Build → Pilot → Prove → Scale
Invest in unit economics, not just valuation.



Next Funding (SSB)
Based on performance, revenue and growth (18+ months).

Milestone-Based Journey (Phase 1 → Next Round)



THE INVESTMENT CASE

Build the learner journey from JNVST → CBSE/State Board → NEET

₹0.50-0.75 Cr

Recommended Phase-1 raise band

5k→50k

Illustrative paid learners: Y1→Y3

₹25-30 Cr+

All Segment revenue upside at 1-1.5L paid

Investment focus: proprietary content + 3D learning IP + technology + school distribution.

Near-term proof: paid conversion, school renewal, cohort retention and measurable learning outcomes.

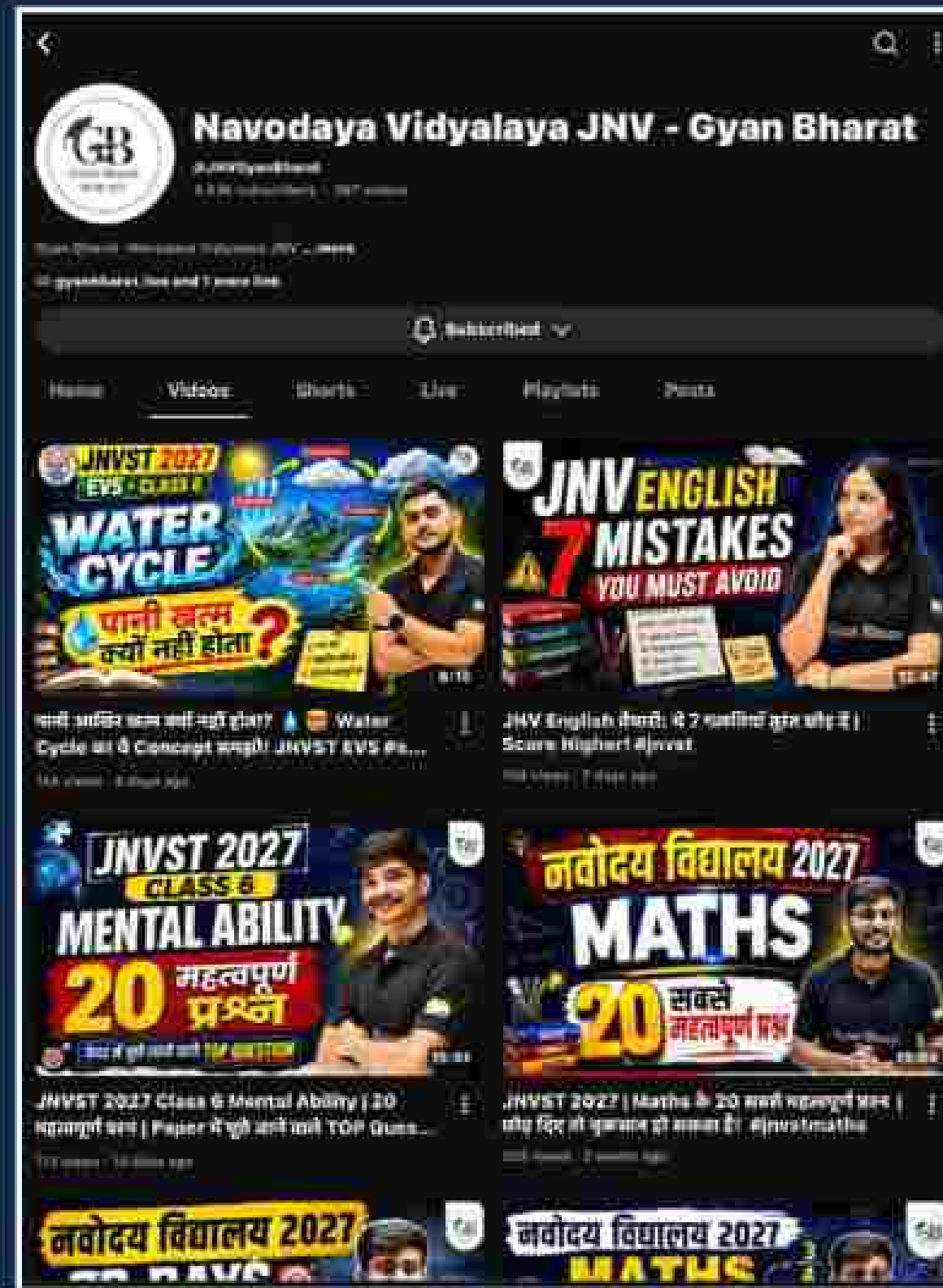
Long-term thesis: a Hindi-first, India-scale education platform serving the learner across multiple high-intent transitions.

Application



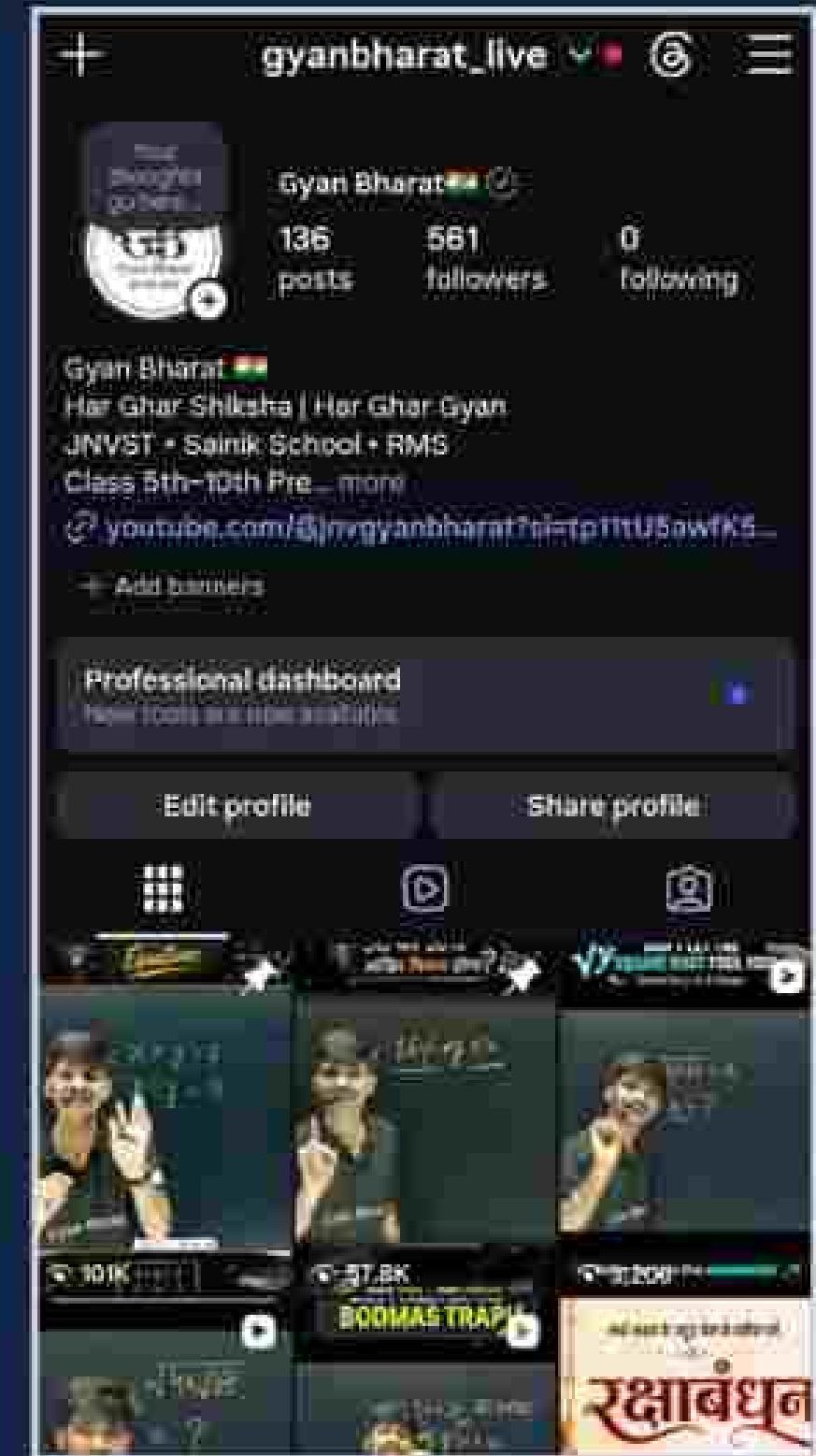
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USER PERSONA





GYAN BHARAT

— Knowledge Builds a Stronger Bharat —

Contact Handle

 Vinay sharma  8302526939

 Dr. Peeyush tiwari  9717461589

Official Email ID

 Vinay@gyanbharat.live

 Peeyush@gyanbharat.live

Office Address



D106 Noida sec 63A 201301