

TPLIVE KOTA

Executive Overview

Company: EDU Tutorial Point Private Limited
Brand: TPLIVE KOTA
Location: Kota, Rajasthan
Incorporated: 03 July 2020

www.tplivekota.com

Founder

Ajay Pal and Team

Problem **statement**

Every Student Is Different, But Education Often Follows a One-Size-Fits-All Approach.

- **Large Classrooms:** Limited individual attention.
- **Learning Gaps:** Unresolved doubts and academic backlogs.
- **Lack of Mentoring:** Insufficient personalized guidance and progress tracking.
- **Academic Pressure:** Difficulty balancing board and competitive exams.
- **Parent Concerns:** Limited visibility into students' actual performance.

The Core Gap:

Students need more than lectures and study material. They need personal attention, continuous mentoring and measurable academic progress.

Our Solution: TPLIVE KOTA



Personalized Education. Expert Mentoring. Better Learning Outcomes.

JEE, NEET, NTSE, Olympiads Exams along with Board Exams

- **Hybrid Learning:** Kota classroom coaching, live online classes and recorded courses.
- **Personal Attention:** Individual doubt resolution and personalized study plans.
- **Expert Guidance:** Subject teachers, academic mentors and counsellors.
- **Continuous Monitoring:** Regular tests, performance tracking and progress reviews.
- **Integrated Preparation:** Balanced support for CBSE, JEE, NEET and Foundation.
- **Parent Connect:** Better communication and visibility into student progress

SAME STUDENT. SAME POTENTIAL.

BEFORE

Large Batch

Two years of JEE preparation, but unable to clear the Class 12 Board Examination.

AFTER

Personal Mentoring

Joined TPLIVE KOTA and achieved a good score in the compartment examination in the same year.

WHAT CHANGED?

THE APPROACH TO LEARNING.





WE ARE SOLVING TWO PROBLEMS.

Students need individual attention.

Qualified educators need meaningful opportunities.

PERSONALISED EDUCATION : MORE OPPORTUNITIES FOR EDUCATORS







Products & **Services**


Group classes


1-on-1Class


Customized material


Teachers Job


Recorded courses

Categories:

CBSE/ IIT-JEE/NEET/ NTSE/OLYMPIADS/BOARDS EXAMS

Distribution **Channel:**

(A) Online via app/web platform

(B) Offline at kota campus

Target **Audience**

1. Student-Side Revenue (B2C)



- Classroom Programs
  For (VI–XII / JEE / NEET)
- Test Series & Academic Programs
- Hybrid Learning Packages
- Recurring annual enrollment cycle

Students
(Grade 6th to 12th)

2. Teacher-Side Revenue (Platform Model)



- Tutor onboarding
- Revenue sharing structure
- Performance-linked academic ecosystem
- Asset-light expansion capability

Teachers
(Standard, Premium & Higher Ultimate)

Massive Market Opportunity: India's Digital Education Revolution

TAM · TOTAL MARKET

₹2,00,000+ Crore

India's K-12 education, test preparation, tutoring, and digital learning market represents a massive opportunity driven by over 300 million school students and increasing demand for technology-enabled education.

SAM · SERVICEABLE MARKET

₹25,000 Crore

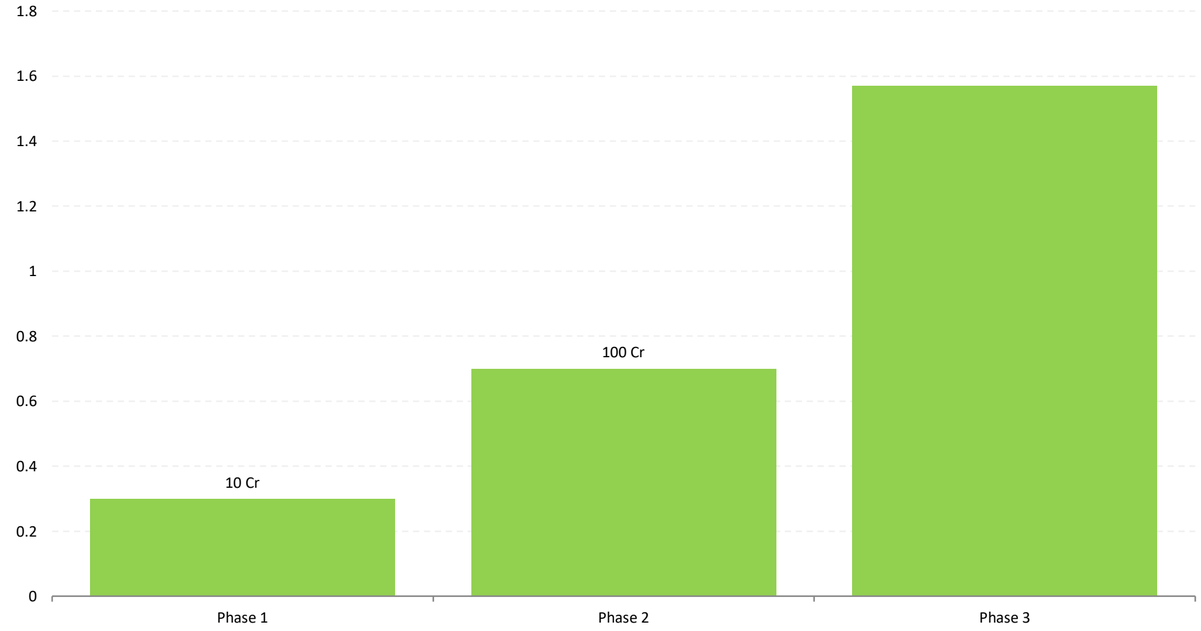
Students in Tier I, Tier II, and Tier III cities seeking personalized coaching, hybrid learning, home tuition, and competitive exam preparation across India.

SOM · OBTAINABLE MARKET

₹250 Crore (5-Year Target)

- TPLIVE KOTA aims to capture this through:
- AI-powered learning platform
- Hybrid learning centers
- School partnerships
- Academic franchise model
- Direct-to-student digital platform

Market Value Projection Across Three Expansion Phases (₹)



MARKET DRIVERS · TAILWINDS

Key Growth Drivers

- 300M+ School Students
- AI & Digital Learning Adoption
- Hybrid Education Growth
- NEP 2020 & Startup India Support
- Rising Spending on Quality Education
- Untapped Tier II & Tier III Markets

Business Model & Unit Economics: SaaS Revenue with Strong Retention

REVENUE MODEL · HOW WE EARN

1. B2C – Student Learning Programs

Live Online Classes
Hybrid Coaching Programs
Home Tuition Services
Recorded Courses
Test Series & Study Material
Revenue: Student Course Fees

2. B2B – School & Institutional Solutions

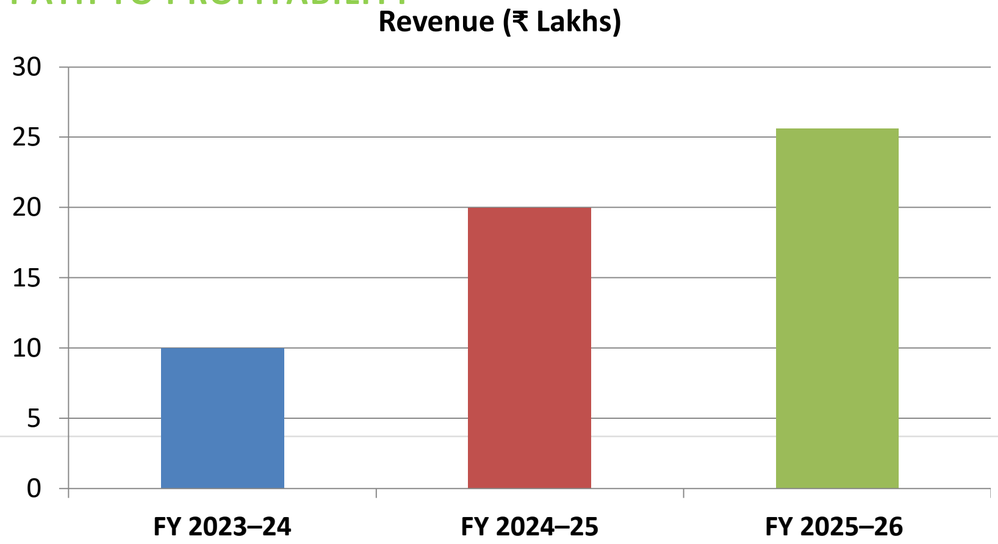
AI Learning Platform
Learning Management System (LMS)
Teacher Training
Academic Content Licensing
School Partnerships

UNIT ECONOMICS · KEY METRICS

Metric	Target
Average Revenue Per Student (ARPU)	₹30,000 / Year
Gross Margin	60–65%
Customer Acquisition Cost (CAC)	₹2,500
Student Lifetime Value (LTV)	₹60,000+
LTV : CAC Ratio	**24 : 1**
Student Retention	75%+

Revenue Growth Trend (FY 2023–24 to FY 2025–26)

PATH TO PROFITABILITY



Market Growth



Market Size & Forecast: India's EdTech market is valued between **$7.5 billion and $12.75 billion** (depending on the inclusion of hardware and informal channels) and is projected to reach **$29 billion to over $61 billion** by 2030–2035.

Growth Rate: The sector is expanding at a robust CAGR of **25% to 28%**, positioning India as one of the largest e-learning markets globally.

Strong Traction: Grants Secured, Clients Onboarded, Product Validated

DPIIT Recognized Startup
Recognized by the Department for Promotion of Industry and Internal Trade (DPIIT)
Eligible under Section 80-IAC of the Income Tax Act

Growing Customer Base
Students enrolled through online, offline and home tuition programs
Partnerships with schools and academic institutions under development

Technology Enabled Platform
Hybrid learning model validated through live classes, digital content and structured academic support
AI-powered platform under continuous development

Scalable Business Model
Expansion planned through franchise partners, school partnerships and digital delivery across India

FUNDING HISTORY · CAPITAL RAISED

S.No.	Funding Agency	Amount Sanctioned	Amount Received	Amount Utilized
1	Founder Investment (Bootstrapped)	1 Cr	₹ 1 cr	₹ 90 Lakhs
2	Revenue from Operations	Reinvested	Reinvested	Business Growth

USE CASES · PROGRESS EXAMPLES

- Successfully delivered hybrid learning programs for K-12 and competitive exam students.
- Developed and validated digital study material, live classes and assessment workflows.
- Established a growing network of tutors, mentors and academic partners.
- Building AI-enabled learning analytics and personalized student guidance features.

CLIENTS & PARTNERS

Competitive Landscape: Our Integrated Approach Creates a Defensible Moat

Feature Comparison: Our Startup vs. Key Competitors

Feature	TPLIVE KOTA	BYJU'S	Physics Wallah	UrbanPro
AI-Powered Personalized Learning	✓	Limited	Limited	✗
Hybrid Model (Online + Offline + Home Tuition)	✓	Partial	Partial	Marketplace Only
School Partnership Solutions	✓	Limited	Limited	✗
One-to-One Academic Mentorship	✓	Limited	Limited	Tutor Dependent
Home Tuition Network	✓	✗	✗	✓
Study Material + Live + Recorded + Tests	✓	✓	✓	✗

SWOT ANALYSIS

STRENGTHS

- Technology-enabled hybrid learning platform.
- Multiple revenue streams (B2C, B2B, B2B2C).
- Strong understanding of Kota's competitive exam ecosystem.
- Asset-light expansion through school and franchise partners.
- DPIIT-recognized Education Technology startup.

WEAKNESSES

Limited brand awareness outside Rajasthan.
Technology platform is still being enhanced.
Requires investment for rapid product development and national expansion.

OPPORTUNITIES

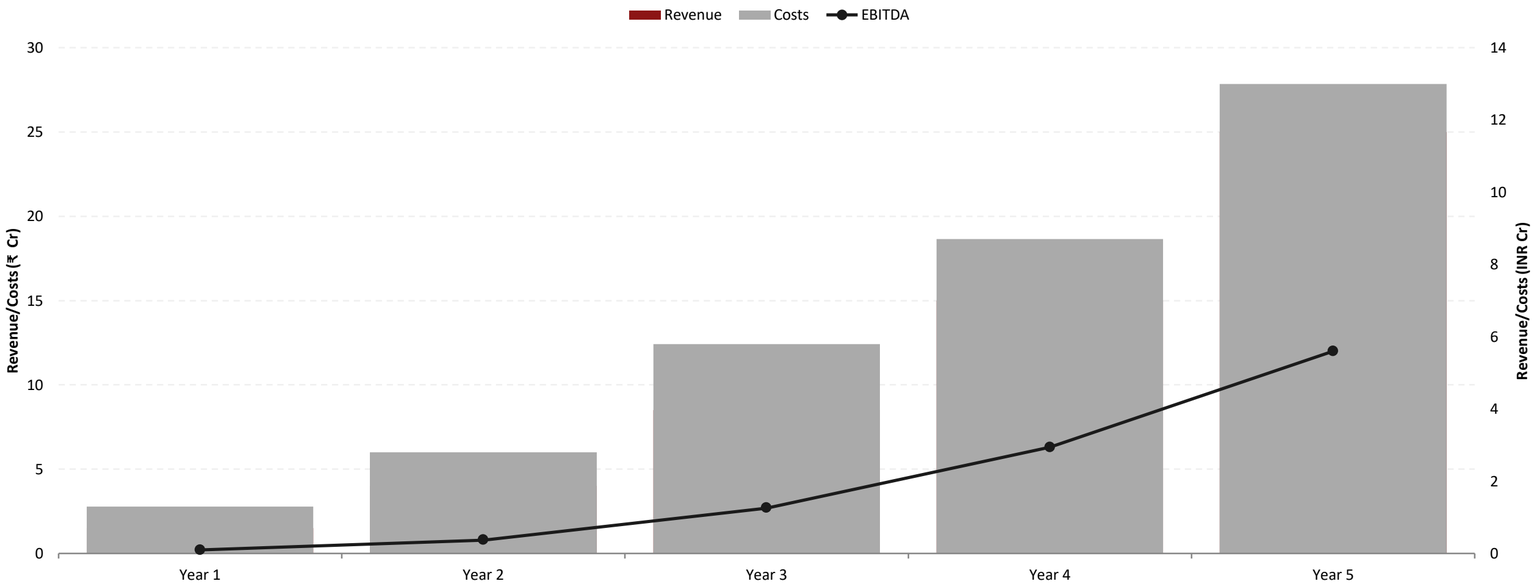
- Increasing adoption of AI-driven personalized education.
- Large untapped demand in Tier II and Tier III cities.
- Rapid growth of India's EdTech and hybrid learning market.
- Expansion through school partnerships and franchise centers.

THREATS

- Regulatory changes in the education sector.
- Well-funded national EdTech companies.
- Rapid technological changes and evolving learner expectations.
- Customer acquisition costs may increase as competition grows.

Financial Projections: Revenue Reaching ₹ 25 Cr by Year 5 with Clear Profitability Path

5-Year Financial Projection: Revenue vs. Costs vs. EBITDA (₹ Cr)



KEY ASSUMPTIONS

1. Scalable SaaS Business Model

AI platform and digital content enable high-margin recurring revenue with minimal incremental delivery cost.

2. Multi-Channel Revenue

Revenue from

- AI SaaS subscriptions
- School licensing
- Coaching partnerships
- Online courses
- Home tuition marketplace
- Assessment platform

Detailed Financial Projections (INR Cr)

Metric	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Revenue	1.50	4.00	8.50	15.00	25.00	**102%**
Gross Profit	0.95	2.80	6.10	11.20	19.00	
Operating Cost	1.30	3.20	5.80	8.70	13.00	
EBITDA	0.20	0.80	2.70	6.30	12.00	

World-Class Team: 20+ Members Committed to Building the Future

Ajay Pal — Chief Executive Officer

- B.Tech UCE, RTU kota
- 10+ years in Education, JEE/NEET coaching & EdTech
- Built AI-powered hybrid learning ecosystem
- Startup India & Rajasthan iStart Recognized Entrepreneur
- Founder of **TPLIVE KOTA (Edu Tutorial Point Pvt. Ltd.)**

Khushi — Chief Marketing Officer

M Sc. and Designer diploma

Yogesh Kumar — Chief Operating Officer

[MBA , Rajasthan Technical University kota

Ram Pal Bhartiya — Chief Technology Officer

[B. Tech MNIT , Jaipur

Shareholding Pattern

Ajay Pal (Founder)	90%
Co-founder	10%

TEAM Combined Experience

Engineering and product team — tech-first culture

20% of seed funds allocated to expand core team

"Providing Appropriate Technology to Help People's Lives"

Together, we create a better and sustainable world. Our team is driven by the mission to transform [Industry] through digital innovation.

The Ask: Seed Funding to Accelerate Product Development and Market Expansion

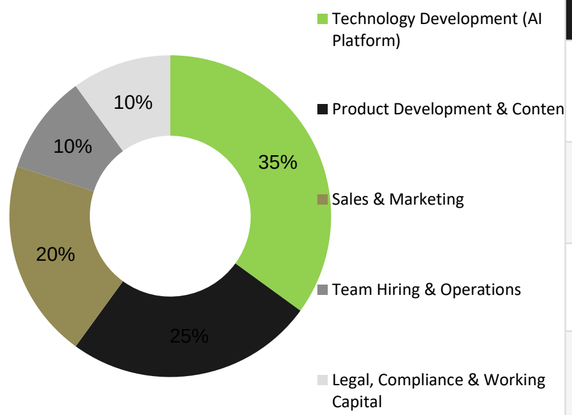
SEED ROUND · SEEKING

₹ 1 Cr

Mode: Equity Investment (Preferred) / Convertible Note

Expected Returns : Target 8–10X growth potential over 5–7 years through scalable SaaS, B2B school partnerships, and nationwide expansion.

FUND ALLOCATION · USE OF FUNDS



#	Head	Allocation (in ₹)
1	Technology Development (AI Platform)	₹35,00,000
2	Product Development & Content	₹25,00,000
3	Sales & Marketing	₹20,00,000
4	Team Hiring & Operations	₹10,00,000
5	Legal, Compliance & Working Capital	₹10,00,000

MILESTONES TO ACHIEVE WITH FUNDING

1. AI Platform Launch (0–6 Months)
Complete AI-powered learning platform
Student analytics dashboard
Adaptive assessment engine
Parent & teacher mobile application

2. Market Expansion (6–12 Months)
Partner with 100+ schools and coaching institutes
Launch across Rajasthan, Delhi NCR, Madhya Pradesh, and Karnataka
Acquire 10,000+ active learners

3. Revenue & Scale (12–24 Months)
Cross ₹5 Crore Annual Recurring Revenue (ARR)
Expand to 50+ cities
Build India's leading AI-powered hybrid education ecosystem

WHY INVEST NOW ?

The Indian EdTech market is rapidly shifting toward AI-driven personalized learning, creating a significant opportunity for scalable platforms. TPLIVE KOTA has already established a foundation through coaching services, school partnerships, and Startup India recognition. The proposed funding will accelerate product development, expand institutional partnerships, and build recurring SaaS revenue, positioning the company for rapid national growth and long-term value creation.

Team & **Key roles**

Ajay Pal

(Founder & CEO), Author of DOOR TO IIT

EDUCATION - B.Tech in mechanical engineering from UCE RTU
EXPERIENCE - Over 10years in Online head and as a mathematics instructor in many reputable coaching organizations.

Yogesh Kumar

(Co-founder, COO)

EDUCATION : MBA

EXPERIENCE– Sales & Marketing in education industry