



# VLM Education Private Limited

*"Empowering Success Through AI-Driven Learning"*

Pitch Deck



# About Us: Our Identity, Vision, and Mission

## Who We Are?

**VLM Academy** is a 24×7 live academic support platform for students from Class 1 to 12, ensuring that no student ever feels stuck while learning. Unlike traditional EdTech platforms, it offers round-the-clock access to qualified teachers via chat, audio, or video, combining instant doubt resolution with guided academic mentorship.

The platform integrates structured curriculum coverage, AI-driven insights, personalized study roadmaps, and a reward-based engagement system to encourage consistent performance. With strong parent engagement, real-time performance tracking, and scalable teacher operations, VLM Academy is evolving into a comprehensive, affordable, and accessible Student Growth Operating System designed to build confidence and academic success for every student in India.

## *Transforming Test Prep with AI-Powered Learning* >>



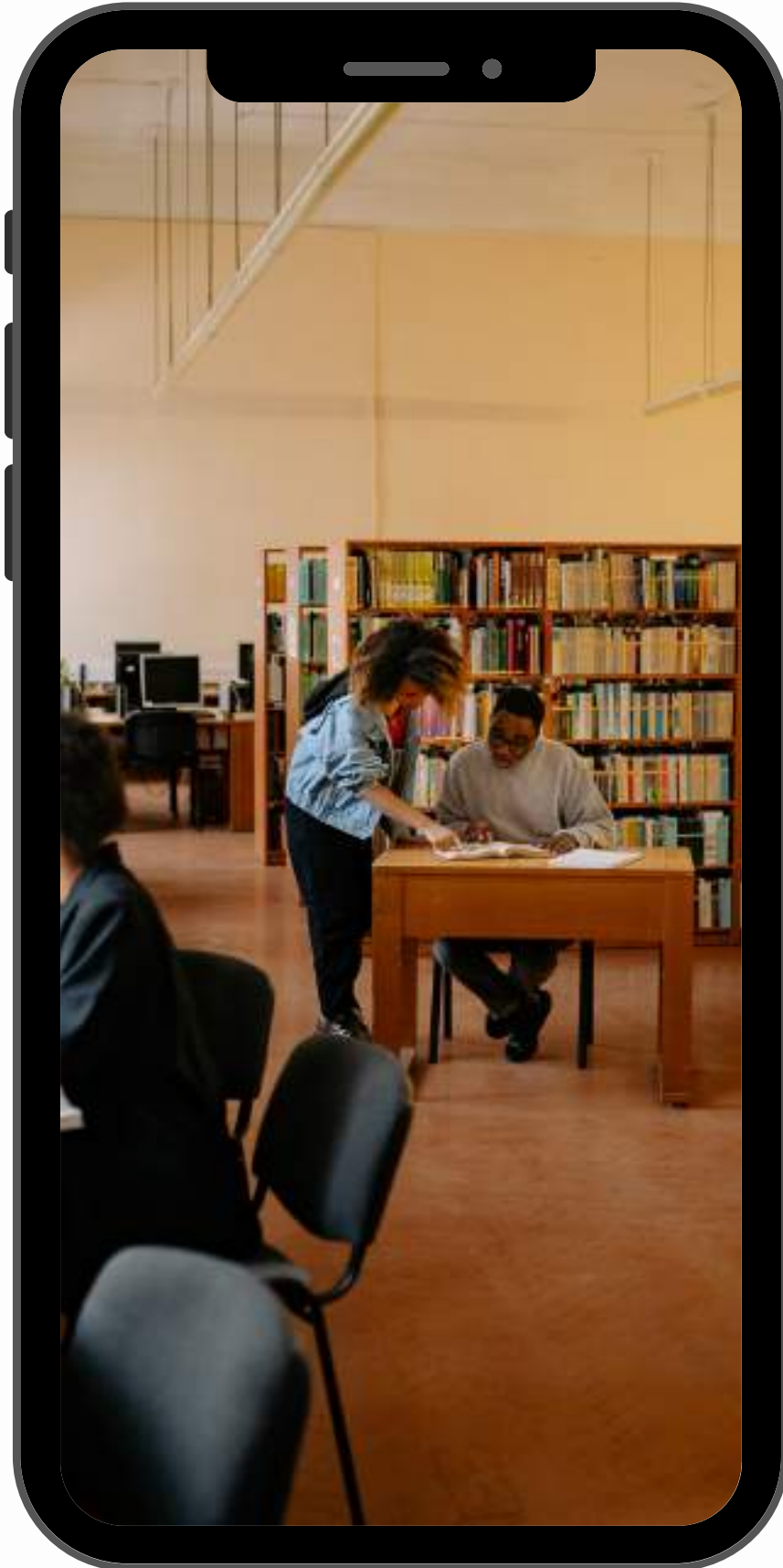
### MISSION

To provide 24×7 live academic support that builds student confidence and success.

### VISION

To become India's most trusted platform for personalized, accessible learning.

# Market Challenges



## **Limited Access to Instant Help:**

Students often get stuck on doubts outside school hours and don't have immediate guidance.



## **Rigid Class Schedules:**

Traditional tutoring or EdTech platforms follow fixed timings, limiting flexibility for students.



## **Low Personalized Support:**

Most platforms rely on pre-recorded content, lacking tailored guidance for individual learning needs.



## **Inconsistent Academic Tracking:**

Students and parents struggle to monitor real-time performance and progress effectively.



## **Lack of Engagement & Motivation:**

Students often lose interest without interactive support or reward-based systems for consistent learning.

# Our Solutions



## 24×7 Live Teacher Support:

- A student's personal teacher available anytime for guidance and learning support.



## Instant Doubt Resolution:

- Solve doubts immediately via chat, audio call, or video call.



## Structured Learning for Classes 1–12:

- Comprehensive coverage of curriculum with organized academic guidance.



## Parent Visibility & Trust:

- Real-time performance tracking and transparent academic progress for parents.



## Focus on Support, Not Videos:

- Prioritizing live, instant academic assistance over pre-recorded content.



# What Makes Us Different ?

## **1.** *24x7 Live Academic Support*

- Students get instant help anytime, unlike platforms with fixed class schedules.

## **2.** *Personalized Learning Experience*

- AI-driven insights and study roadmaps tailored to each student's needs.

## **3.** *Parent-Centric Transparency*

- Real-time tracking and progress reports build trust and involvement.

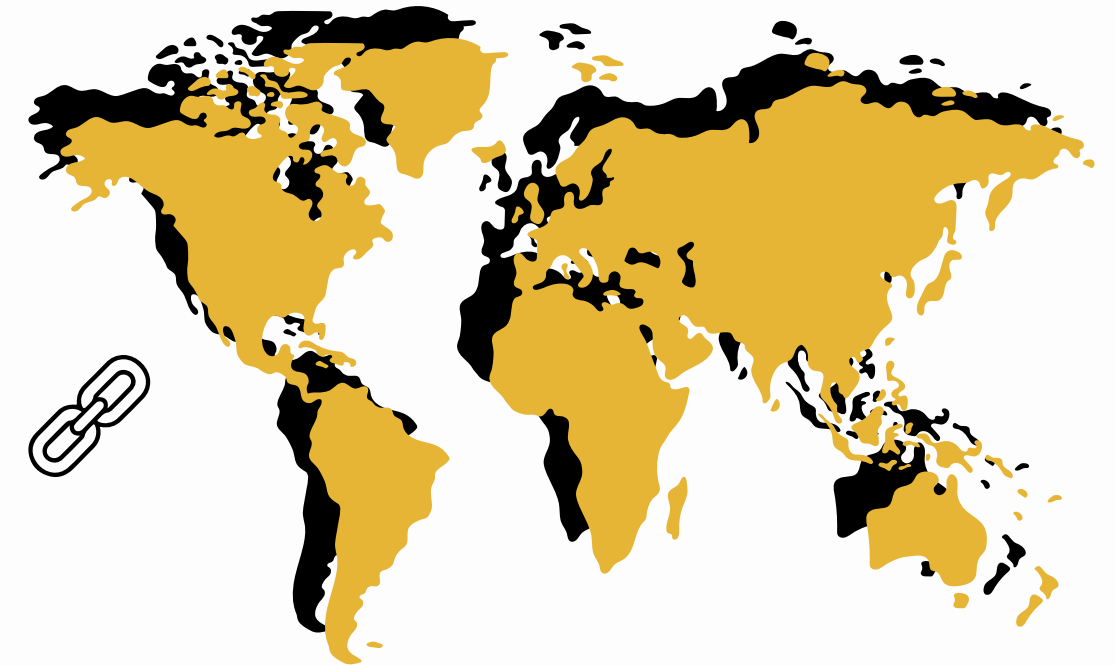
## **4.** *Focus on Live Guidance, Not Videos*

- We provide interactive teacher support rather than relying on pre-recorded lessons.

# Market Size

## Global Market

The global K-12 online tutoring market size was valued at **USD 6.8 Billion** in 2025, and it is expected to reach **USD 19.9 Billion** by 2034, exhibiting a growth rate (CAGR) of **12.30%** from 2026 to 2034.



## India Market

The India K-12 EdTech Market size, valued at **USD 2.6 Billion** in 2025, is projected to reach **USD 5.6 Billion** by 2034, growing at a CAGR of **7.76%** from 2026-2034.

- \* 25+ crore students in India
- \* Rapid growth in online learning
- \* Increasing smartphone penetration

# Our Competitive Edge & Market Approach

Competitor Name	Type of Service	Key Features	Target Audience	Differentiation from VLM Academy
Byju's	EdTech / Video Lessons + Live	Recorded video lessons, live classes, test prep	Classes 1–12, Competitive Exams	Primarily recorded content; limited 24×7 doubt support
Toppr	Adaptive Learning + Live Doubts	Live doubt solving, adaptive practice, test prep	K-12 students	Offers live doubt support, but not fully 24×7
Vedantu	Live Tutoring	Live online classes, instant doubt solving	K-12, exam prep	Scheduled live classes, less flexible than 24×7 model
Unacademy	Exam Prep + Classes	Live classes, quizzes, mentorship	Competitive exams, K-12	Focused more on exams, not daily curriculum support
Doubtnut	On-Demand Doubt Solving	Photo/video-based doubt resolution	K-12 students	Doubts solved via AI & teachers, not fully interactive 24×7

# Competitive Moat & Entry Barriers

VLM Academy aims to improve academic support access for millions of students across India, particularly in regions where quality tutoring is limited.

## »»» 24×7 Live Teacher Network

- Building a reliable network of qualified teachers requires recruitment, verification, training, and real-time availability management, creating a strong operational barrier for new competitors.

## »»» Student Learning Data Insights

- The platform builds valuable learning data such as subject performance trends, weak topic identification, and learning behavior patterns.

## »»» Intelligent Teacher Matching System

- A smart routing system matches students with teachers based on subject expertise, teacher ratings, availability, and student learning needs for an optimized learning experience.

## »»» Parent Trust Ecosystem

- Parents receive transparency through performance tracking, session history, and learning insights, building long-term trust in the platform.

## »»» Teacher Marketplace Advantage

- VLM Academy creates a two-sided marketplace where students get instant academic help and teachers gain flexible earning opportunities.

# Revenue Model – VLM Academy

## Student Subscription Plans : ₹99/month

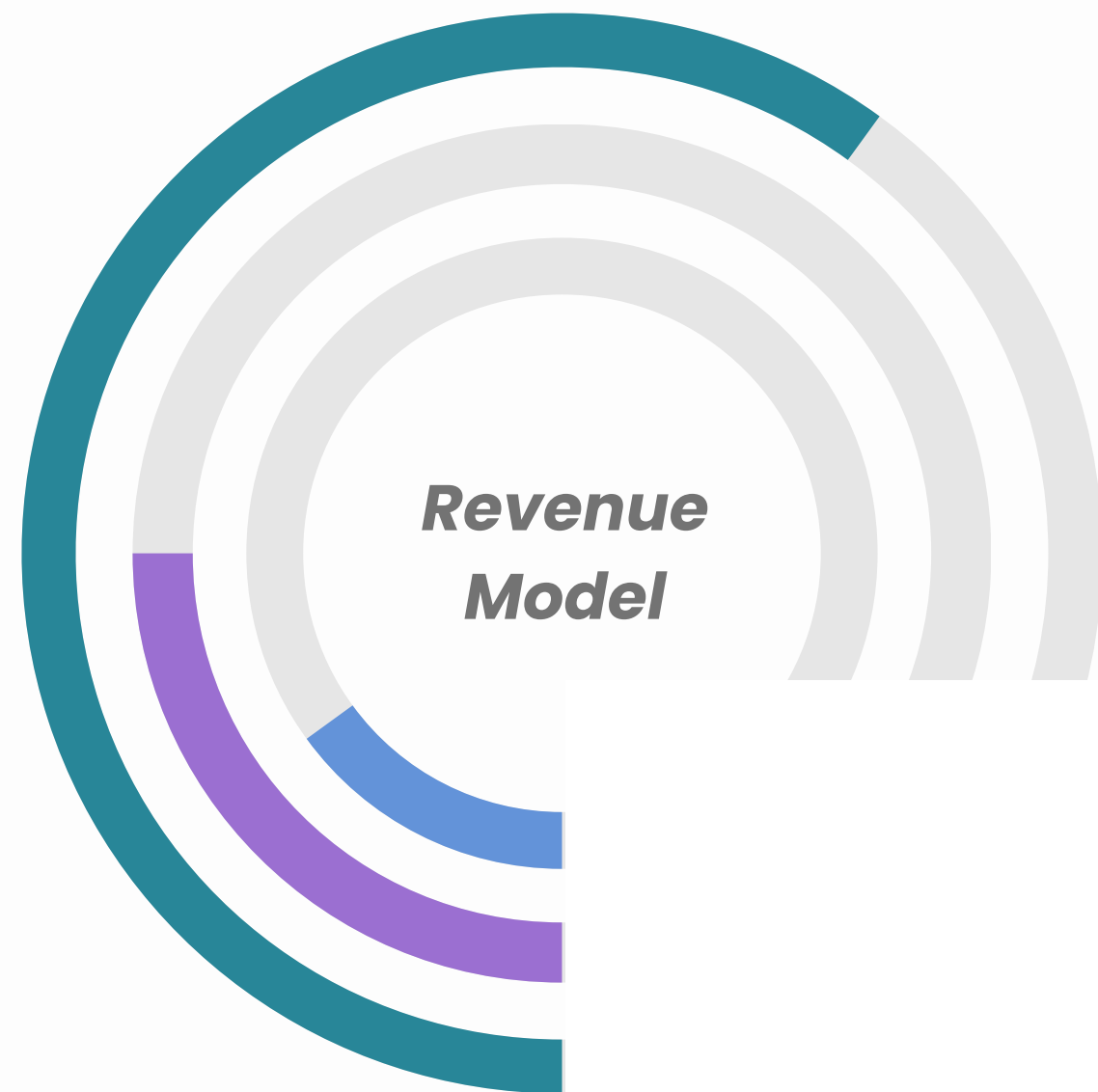
- Monthly, quarterly, and yearly subscription packages for students from Class 1–12.
- Provides 24×7 live teacher access for doubt solving through chat, audio, and video support.

## Premium Academic Support : ₹199/month

- Additional paid one-on-one mentoring sessions with experienced teachers.
- Focused exam preparation, subject improvement, and personalized academic guidance.

## School & Institutional Partnerships

- Collaboration with schools and coaching institutes to integrate VLM Academy as a support platform.
- Institutions can subscribe for bulk student access and performance monitoring tools.





# Technology Architecture & Platform Intelligence

VLM Academy is designed as a scalable academic support ecosystem combining real-time teacher access, intelligent routing systems, and performance analytics.

## Core Technology Components

- **Student Learning Interface**

- Mobile-first platform
- Instant doubt submission via chat, audio, or video
- AI-assisted doubt categorization

- **Teacher Matching System**

- Intelligent routing to available teachers
- Priority matching based on subject expertise
- Real-time availability tracking

- **AI-Driven Academic Intelligence**

- Student performance analytics
- Personalized study recommendations
- Weak-subject detection

- **Parent Monitoring Dashboard**

- Real-time session history
- Academic progress insights
- Learning performance tracking

- **Scalable Infrastructure**

- Cloud-based architecture
- Real-time communication framework
- Secure data management and privacy protection

- **AI Use Case**

- AI-based doubt categorization
- Smart teacher matching
- Learning pattern analysis



# Early Traction & Market Validation

Although VLM Academy is preparing for its official launch, the platform has already started building strong early momentum through research, pilot discussions, and ecosystem engagement.

## Current Progress

- Product MVP architecture completed
- Teacher onboarding pipeline initiated with experienced K-12 educators
- Early discussions with schools and coaching institutes for institutional partnerships
- Strong interest from parents seeking instant academic support for students

## Early Market Indicators

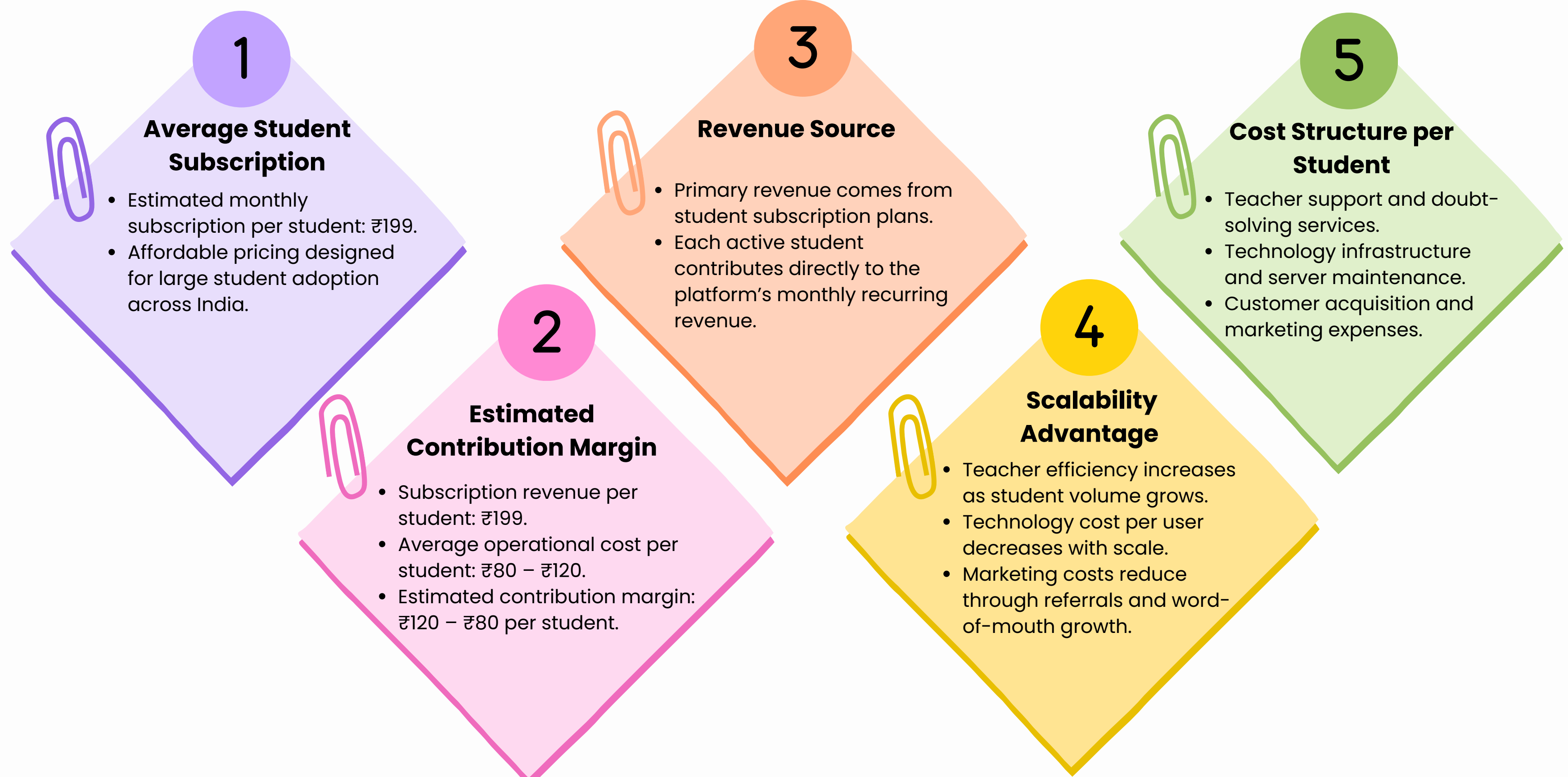
- Growing demand for 24×7 doubt solving support among students
- Positive feedback from teachers interested in flexible digital teaching opportunities
- Focus on Tier-2 and Tier-3 cities where access to academic support is limited

## Launch Roadmap

- Beta launch planned with selected students and teachers
- Initial rollout targeting Classes 6–12
- Rapid expansion through referral and school partnerships

# Unit Economics & Sustainable Growth Model

VLM Academy is designed to operate with high scalability and efficient cost structure, ensuring sustainable long-term growth.



# Why VLM Academy Will Win

VLM Academy is uniquely positioned to solve one of the biggest problems in the education system – students getting stuck while studying without immediate help.

## Solving a Real Daily Problem

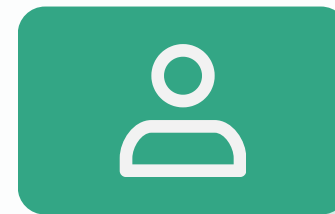
Millions of students face academic doubts every day after school hours. VLM Academy ensures instant academic support anytime, anywhere.

## 24x7 Live Teacher Access

Unlike most EdTech platforms that rely on recorded content or scheduled classes, VLM Academy provides real-time teacher support through chat, audio, and video. This creates a personal teacher experience for every student.

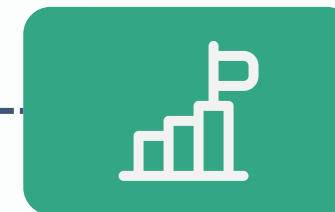
## Scalable Teacher Economy

Teachers can work flexibly from anywhere while students receive instant academic help. This creates a two-sided education marketplace benefiting both students and teachers.



## Strong Tier-2 & Tier-3 Opportunity

Most EdTech platforms focus on metro cities. VLM Academy targets Bharat's massive student population where affordable academic support is still missing.



## Built for Long-Term Engagement

VLM Academy combines live teacher support, student rewards, and parent tracking to create a complete student growth platform.



# Education Impact & Social Value

VLM Academy aims to improve academic support access for millions of students across India, particularly in regions where quality tutoring is limited.

## Expanding Access to Academic Support

- Provides 24×7 live academic guidance so students never feel stuck while studying.
- Especially beneficial for students in Tier-2 and Tier-3 cities with limited tutoring access.

## Creating Opportunities for Teachers

- Enables teachers across India to teach remotely and earn flexible income through the platform.
- Builds a nationwide digital teaching ecosystem.



## Improving Student Learning Outcomes

- Instant doubt resolution and guided learning help students build confidence, understand subjects better, and develop consistent study habits.

## Affordable & Scalable Impact Vision

- Focus on affordable academic support for a larger student population.
- Long-term goal: support 1,00,000+ students and enable thousands of teachers to teach online.

# Meet Our Visionary Leaders



## **Mukul Namdev**

### **Founder**

**Mukul Namdev, Founder** of VLM Academy, is a first-generation entrepreneur with a strong background in digital marketing and education. With over three years of experience running a digital marketing agency and managing a coaching institute since 2019, he has developed deep insights into student needs, academic challenges, and effective teaching methodologies. His hands-on experience working with teachers, students, and parents has helped him build a practical and scalable approach to education, forming the core foundation of VLM Academy's business model.

Driven by his own struggles growing up in a financially challenged environment, Mukul identified a critical gap in India's education system—the lack of instant academic support for students. This inspired him to create VLM Academy, a 24×7 EdTech platform designed to provide real-time doubt-solving and academic guidance. Built through personal savings and a strong social mission, the platform aims to make quality education accessible and affordable. His contributions to education and society have also earned him multiple recognitions, reinforcing his vision to empower students across India and build a more supportive learning ecosystem.

# Meet Our Visionary Leaders



## **Chanchal Namdev**

### **Director & Chief Marketing Officer (CMO)**

**Chanchal Namdev**, a Postgraduate professional, serves as the **Director** and **Chief Marketing Officer (CMO)** at VLM Academy, where she plays a key role in driving the organization's strategic growth and brand development. She is responsible for shaping the academy's marketing vision, enhancing brand visibility, and building strong connections with students and parents. Through her focused approach, she contributes significantly to positioning VLM Academy as a trusted and accessible education platform.

She is actively involved in business operations and marketing initiatives, working closely on outreach planning, user engagement strategies, and market expansion. Her efforts are particularly focused on increasing awareness in Tier-2 and Tier-3 markets, ensuring wider reach and inclusivity. As a woman leader, Chanchal Namdev represents the academy's commitment to inclusive growth and empowering learners by making quality education accessible to all.

# Meet Our Visionary Leaders



## **Arpit Kumar**

### **Director & Chief Financial Officer (CFO)**

**Arpit Kumar** serves as the **Director** and **Chief Financial Officer (CFO)** at VLM Academy, where he leads the organization's financial strategy with a strong focus on sustainability and growth. He is responsible for overseeing financial planning, budgeting, and resource allocation, ensuring that the company maintains a balanced and efficient financial structure. Through his expertise, he supports key business decisions by aligning financial goals with the academy's long-term vision.

At VLM Academy, Arpit plays a crucial role in optimizing fund utilization, managing expenses, and strengthening revenue strategies, including pricing models. His commitment to financial discipline and operational efficiency helps the organization scale effectively while maintaining cost control. By building robust financial systems and ensuring strategic investment planning, he contributes significantly to creating a stable and scalable business model for the company.

# Meet Our Visionary Leaders



## **Vijay Singh Bist**

### **Chief Operating Officer (COO)**

**Vijay Singh Bist, Chief Operating Officer (COO)** of VLM Academy, is a seasoned academic professional with over 20 years of experience across coaching institutes, schools, and private mentoring. His extensive background as a senior faculty and academic mentor has enabled him to consistently guide students toward strong academic performance through structured learning methodologies, concept-based teaching, and exam-focused preparation. His deep understanding of student behavior and academic challenges allows him to create impactful learning environments that drive measurable results.

At VLM Academy, Vijay plays a pivotal role in strengthening both academic and operational excellence. He leads academic operations, oversees teacher training and quality management, and designs structured learning frameworks along with efficient doubt-solving systems. His focus on building scalable academic processes and improving student performance ensures long-term growth and sustainability for the institution, making VLM Academy a reliable platform for high-quality education.

# Financial Growth Projection

## Year 1

**Students: 15,000**

- Product launch
- Teacher onboarding
- Initial school partnerships



**Revenue: ₹2.5 – ₹3 Crore**

## Year 2

**Students: 25,000+**

- Expansion across Tier-2 and Tier-3 cities
- Strong referral ecosystem
- Institutional partnerships



**Revenue: ₹8 – ₹10 Crore**

## Year 3

**Students: 1,00,000+**

Nationwide expansion  
Advanced AI learning intelligence  
Global expansion opportunities

**Revenue: ₹30 – ₹40 Crore**

# Scale up Plan

Extend services to Tier 2 & Tier 3 cities across India, followed by international markets with high demand for K-12 tutoring.

## **Phase 3: Optimization**

Recruit and train more qualified teachers to support 24×7 live academic assistance for a growing student base.

## **Phase 1: Foundation**

## **Phase 4: Maturity**

Integrate advanced AI-driven insights, personalized learning algorithms, and scalable platform infrastructure to handle more users efficiently.

## **Phase 2: Expansion**

Partner with schools, coaching centers, and EdTech organizations to increase reach, brand recognition, and institutional adoption.

# Go To Market Strategy

## Digital Marketing & Social Media

- Leverage targeted ads, social media campaigns, and influencer collaborations to reach students and parents online.

## School & Institution Outreach

- Partner with schools and coaching centers to integrate VLM Academy as a trusted academic support platform.

## Referral & Reward Programs

- Encourage existing users to refer friends and siblings through incentives, boosting organic growth.

## Content & Brand Awareness

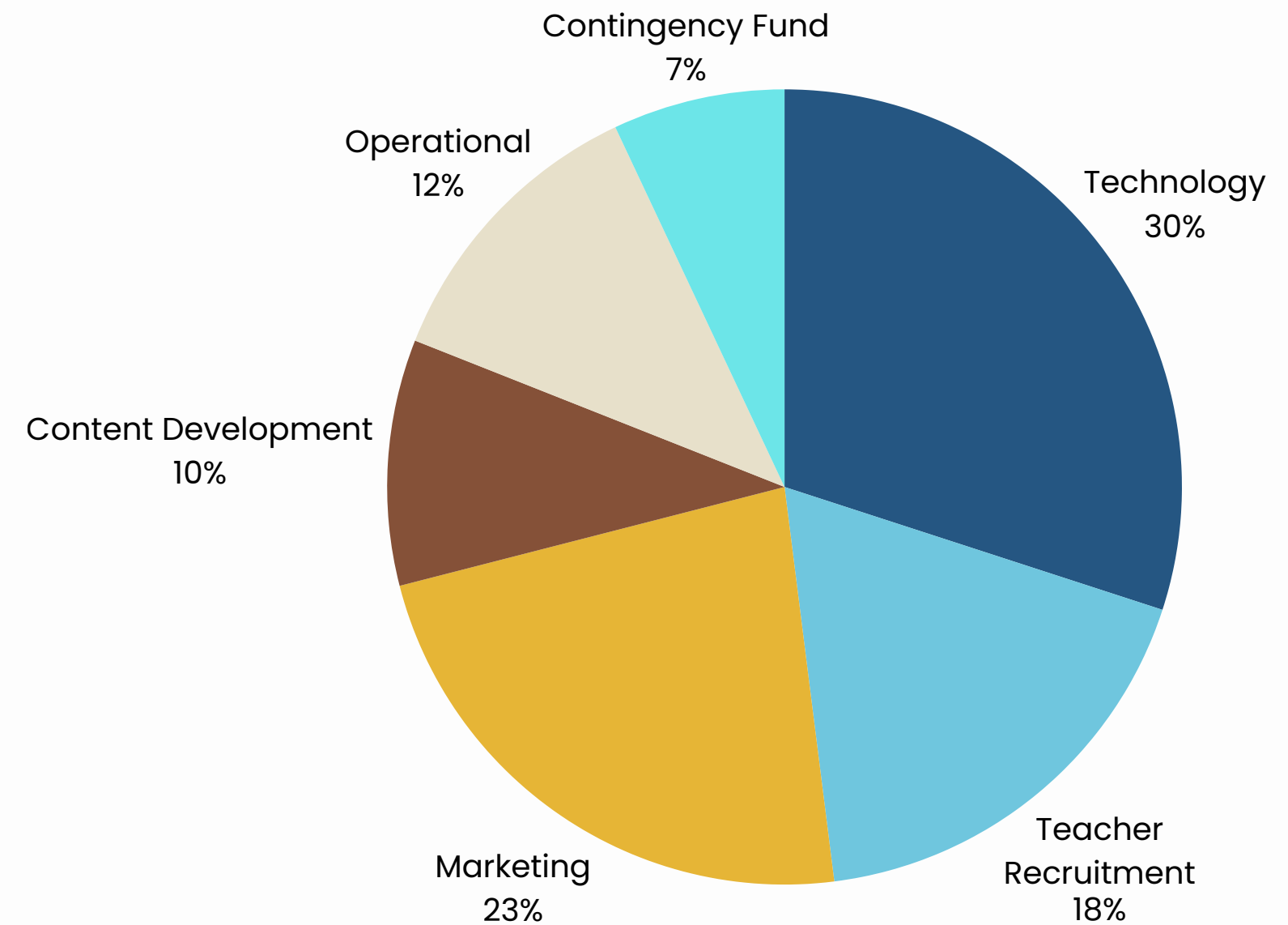
- Publish educational content, success stories, and live demos to build credibility and attract the target audience.

# Funding Ask : 2,00,00,000

<b>Funding Utilization Plan (₹2 Crore)</b>	<b>FUND UTILIZATION BREAKDOWN (₹2 Cr)</b>
Technology & Platform Upgrade	6,000,000
Teacher Recruitment & Training	3,500,000
Marketing & Promotions	4,500,000
Content Development	2,000,000
Operational & Admin Expenses	2,500,000
Contingency Fund	1,500,000

# Funding Ask

Fund Allocation Area	Percentage (%)
Technology & Platform Upgrade	30%
Teacher Recruitment & Training	18%
Marketing & Promotions	23%
Content Development	10%
Operational & Admin Expenses	12%
Contingency Fund	7%



# Get In Touch



*Reach out to us to explore how VLM EDUCATION PRIVATE LIMITED can revolutionize your educational offerings with AI-driven, personalized learning solutions.*



9720977111



[vlmacademy2025@gmail.com](mailto:vlmacademy2025@gmail.com)



C/o Om Dutt Plot No. 4, Vikas Colony Jagjeetpur, Gandhi Road (haridwar), Haridwar, Hardwar, Uttarakhand, India, 249408.

