

100PLUS

A C A D E M Y

A N I N N O V A T I O N I N E D U C A T I O N

Building India's Next Generation of Confident, Capable & Mentally Strong Leaders

SERIES A FUNDRAISE • ₹2 CRORE

Expansion into Tier 2 & 3 Cities • Hiring • Technology

01 — THE REVOLUTION BEGINS

India Doesn't Have an Education Problem. It Has a Development Problem.

Every year, millions of Indian students score 90% in their board exams — and still feel lost, anxious, and unprepared for the world. Marks are up. Confidence is down. Careers are uncertain. Mental health is in crisis.

The system optimises for percentages. We optimise for people.

"100/100 is just the beginning. The PLUS is who you become after."

02 — THE PROBLEM

A Broken System Failing Real Children

India's 250+ million school-going students are caught in a system that rewards rote learning and ignores the whole child. The gap between school performance and life readiness has never been wider.



Mental Health Crisis

1 in 5 students reports anxiety or burnout. Academic pressure is the #1 cause of stress among Class 6–12 students.



Screen Addiction

EdTech platforms in Tier 2/3 cities increase screen dependency with little accountability for real learning outcomes.



Missing the PLUS

Students in Tier 2/3 cities lack access to career planning, competitive exam coaching, and life skills — all under one roof.

03 — OUR SOLUTION

360° Development. One Academy.

100 Plus Academy is not a tuition centre. We are not a coaching factory. We are a holistic development ecosystem for Class 6–12 students — built around four interconnected pillars:



School Academics

Maths & Science mastery. Aligned to CBSE, ICSE. Activity-based, project-based learning.



Entrance Exam Preparation

IIT JEE Mains & Advanced, NEET, BITSAT, Olympiads.



Mental Wellbeing

Daily 5-min meditation. Monthly sessions with certified therapists and counsellors.



Life Skills & Career Planning

Communication, critical thinking, mindset, goal-setting. Career planning from Class 8 onward.

Taught by IIT/IIM
experts.



Our screen-free classroom model ensures students in Tier 2 & 3 cities receive high-quality, interactive, offline education — building critical thinking and innovation rather than passive consumption.

04 — TRACTION & PROOF

5 Years. Real Results. Zero Compromise.

4,000+ Students Taught <i>in 5 years</i>	4.8★ Google Rating <i>100+ reviews</i>	500+ IIT/NIT/AIIMS Admissions <i>students placed</i>	4+ Countries Reached <i>IN, UAE, US, AU, SG</i>
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STAR OUTCOMES

 All India Rank 3 — ISC Class 12 Boards A 100 Plus student achieved AIR 3 in ISC 12th Board Examination — a testament to our academic rigour and personalised mentorship.	 All India Rank 952 — IIT JEE The same student also cracked IIT JEE with All India Rank 952 — validating our integrated school + entrance exam preparation model.
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100+ parent testimonials. Students currently enrolled from Gurgaon, Dubai, the United States, Australia, and Singapore.

05 — BUSINESS MODEL

Three Revenue Streams. Scalable by Design.

B2C — Monthly Fee Direct enrollment by students and parents. Premium pricing in Gurgaon. Affordable (approx. 50% lower) in Tier 2/3 cities to ensure access.	Freemium Entry-level access to mental wellbeing content and basic academic support. Converts to paid tiers for full 360° program.	B2B — School Partnerships Partner with schools to deliver our life skills, mental wellbeing, and career development programs as structured co-curricular offerings.
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06 — MARKET OPPORTUNITY

A ₹7 Lakh Crore Market. Underserved at the Roots.

India's K-12 education market is one of the largest in the world. Yet the vast majority of EdTech investment has flowed to metropolitan students with stable internet, premium devices, and already-privileged access. The real opportunity is elsewhere.

Why Tier 2 & 3 Cities Now

- 250M+ school students across India — majority in non-metro cities
- Rising aspirations: JEE & NEET competition now reaching every district
- Severe shortage of quality, affordable, offline coaching & mentorship
- Mental health services nearly absent in smaller towns
- Parents willing to pay for proven, trusted education brands
- First-mover advantage: very few 360° development players in these markets

Target Expansion Cities (Phase 1)

Bahraich • Unnao • Rudrapur • Raebareli — and similar Tier 2/3 towns across UP & Uttarakhand

Target Students: Class 6–10

Focus: Mental wellbeing + screen-free academic excellence + foundational competitive exam preparation at ~50% of metro pricing.

Global Presence Already: Dubai • USA • Australia • Singapore

07 — THE ASK

₹2 Crore to Ignite the Revolution

We are seeking ₹2 Crore in seed/Series A funding to fuel our next phase of growth. Here is exactly how it will be deployed:

Allocation	Purpose	Expected Impact
40% (₹80L)	Talent & Hiring	Master educators, counsellors, and city coordinators for Tier 2/3 expansion
35% (₹70L)	City Expansion	Establish learning centres in Bahraich, Unnao, Rudrapur, Raebareli
15% (₹30L)	Technology	Testing platform, career assessment tools, digital learning infrastructure
10% (₹20L)	Brand & Marketing	Community trust-building, parent outreach, school partnerships in new cities

08 — THE TEAM

Built by Those Who Cracked the System — to Fix It.

Co-Founder — Academic & Strategy

IIT Kanpur Alumni

- All India Rank 222 — IIT JEE
- Senior Leadership roles at Aakash Institute
- 10+ years of experience in competitive exam coaching and curriculum design
- Deep expertise in Maths, Science, and entrance exam strategy
- Mentored thousands of JEE & NEET aspirants across India

Co-Founder — Business & Operations

IIM Lucknow Alumni

- Vast industry experience across business strategy and operations
- Currently serving as Professor at XLRI — premier management institution
- Expert in organisational development, leadership training, and life skills
- Brings academic credibility and institutional network to the venture
- Champions the mental wellbeing and life skills pillars of 100 Plus

IIT Kanpur + IIM Lucknow + XLRI • The rarest combination of academic excellence, industry wisdom, and teaching passion.

09 — WHY 100 PLUS WINS

We Are Not Another Coaching Centre.

Others	100 Plus Academy
X Focus on marks and ranks only	✓ 360° — marks + mindset + mental health + career
X Screen-heavy, passive consumption	✓ Screen-free classrooms, activity & project-based learning
X One-size-fits-all urban model	✓ Localised, affordable model built for Tier 2/3 realities
X No mental health support	✓ Meditation + certified therapists as part of every programme
X Coaches teach, not mentor	✓ IIT/IIM founders who are practitioners, not just instructors
X Marks go up, child stays anxious	✓ Confident, happy, mentally strong — our north star metric

10 — THE VISION

10,000 Students. 50 Cities. The Leaders India Needs.

*India's next generation will not be defined by their percentages.
They will be defined by their character, their resilience, and their hunger to grow.
That is who 100 Plus Academy is building — one city, one classroom,
one child at a time.*

With ₹2 Crore and the right partners, we will:

- Establish learning centres in 5 Tier 2/3 cities within 18 months
- Enroll 2,000+ new students across these centres
- Build the technology backbone for scale — testing, career assessment, and analytics
- Hire the talent to ensure every child gets a world-class experience
- Lay the foundation for a 10,000-student, 50-city network by 2030

Ready to invest in India's future?

Contact us to receive the full financial model, unit economics, and due diligence pack.

100 Plus Academy

Gurgaon, Haryana, India

An Innovation in Education

100PLUS | Because 100/100 is never enough.