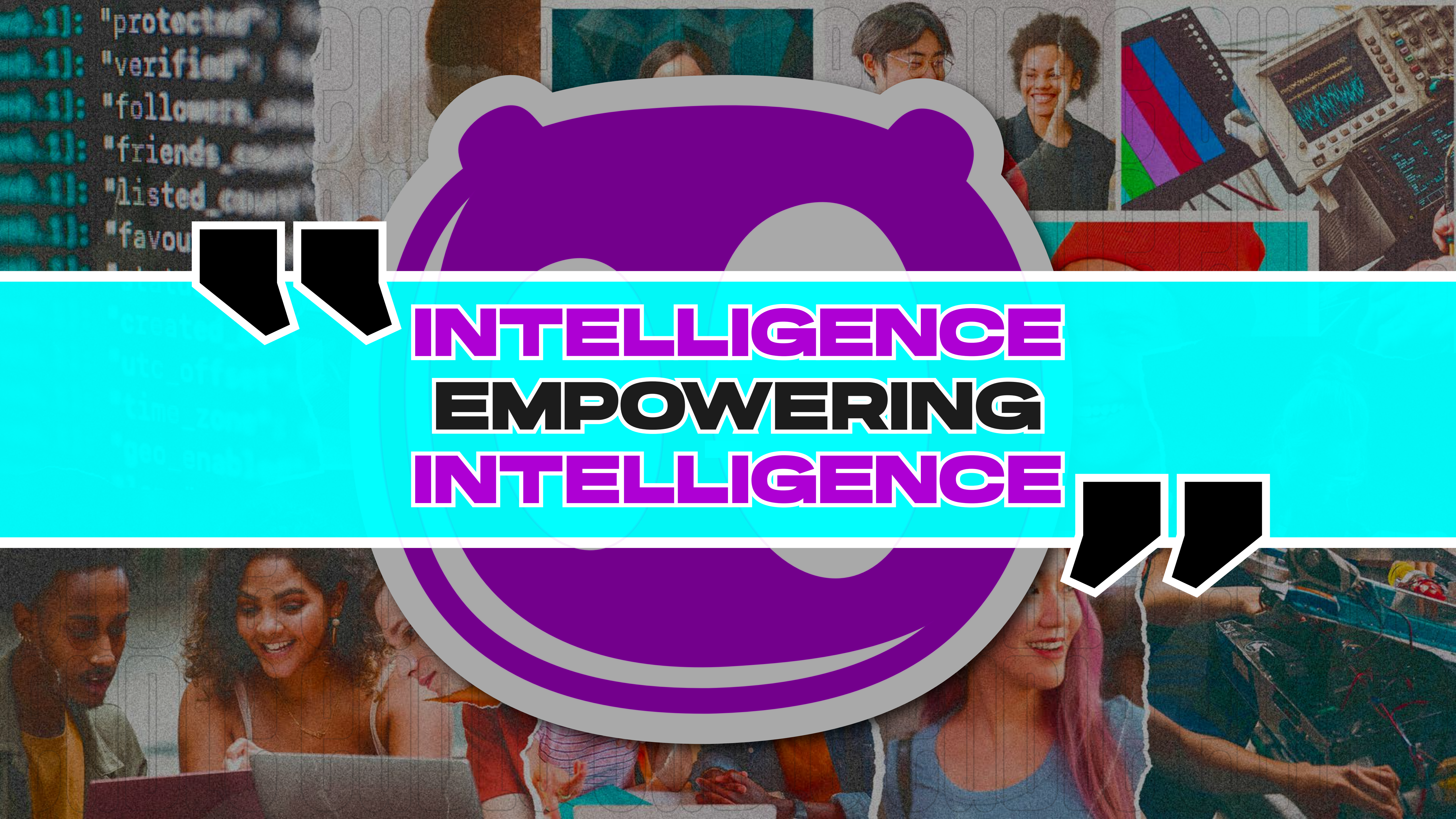






```
...: "protector"  
...: "verifier"  
...: "followers"  
...: "friends"  
...: "listed_  
...: "favou
```

INTELLIGENCE
EMPOWERING
INTELLIGENCE



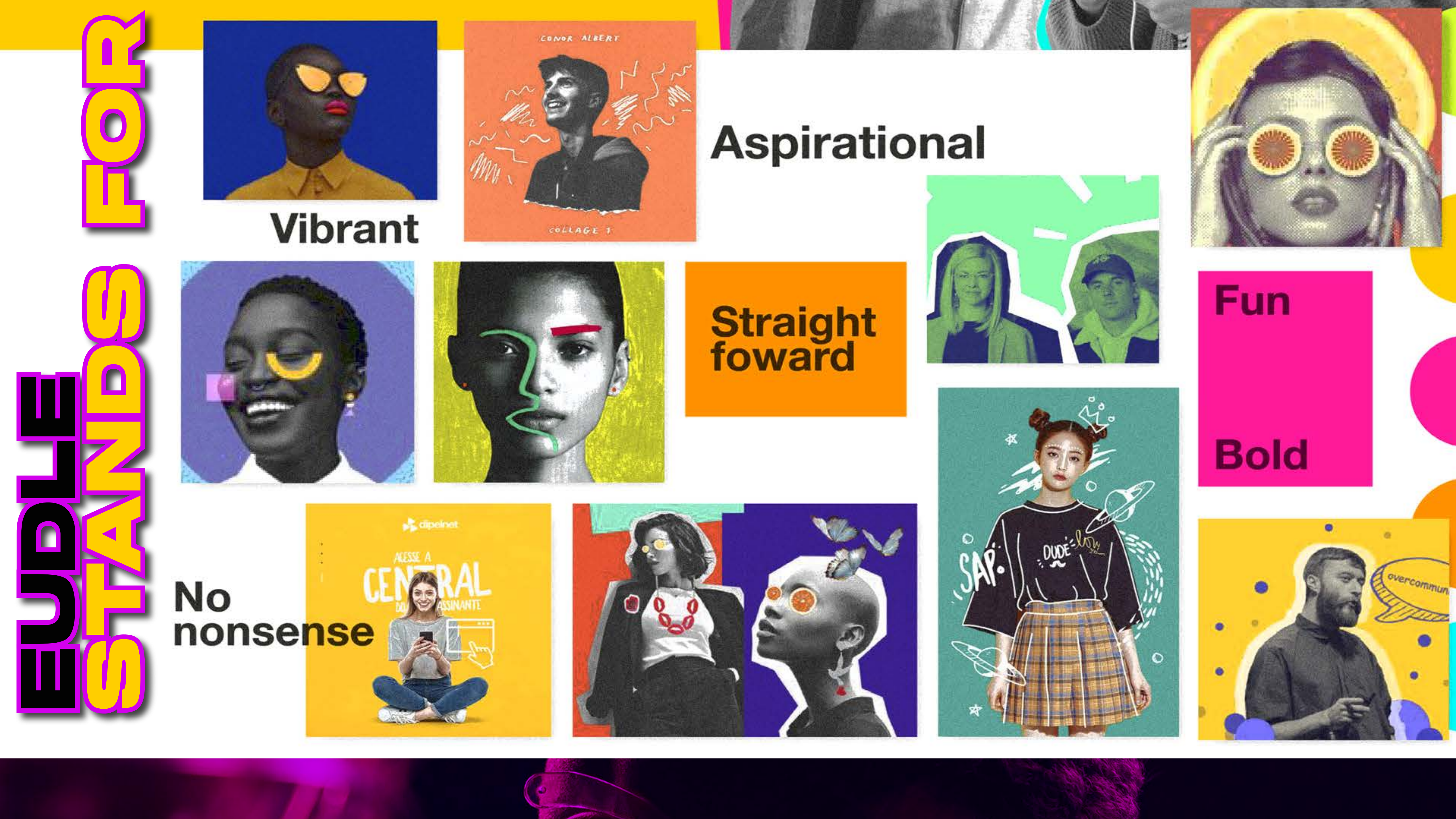
ABOUT

"EUDLE IS AN AI-POWERED EDUCATIONAL ECOSYSTEM OFFERING A UNIQUE COMBINATION OF CAMPUS MANAGEMENT, FINANCIAL PLANNING AND CAREER GUIDANCE TO INSTITUTIONS, PARENTS AND STUDENTS WITH DATA-DRIVEN INSIGHTS, ENSURING A

holistic academic journey."

KEY





FOR

STANDS

Aspirational

Vibrant

Straight
foward

Fun

Bold

No
nonsense

overcommun



PROBLEM STATEMENT

PAIN POINTS

INSTITUTIONS

- * **OFTEN STRUGGLE WITH TIME-CONSUMING AND INEFFICIENT ADMINISTRATIVE PROCESSES.**
- * **LACK ACCESS TO REAL-TIME DATA AND ANALYTICS TO MAKE INFORMED DECISIONS.**
- * **STUDENT AND STAFF TRANSITIONS BETWEEN CAMPUSES OR GRADES CAN BE CUMBERSOME AND ERROR-PRONE.**
- * **FIND IT DIFFICULT TO TRANSITION FROM PEN-PAPER SYSTEM TO DIGITAL SYSTEMS**



PAIN POINTS

PARENTS

* OFTEN STRUGGLE TO PROVIDE THE BEST CAREER GUIDANCE FOR THEIR CHILDREN BASED ON **data and insights (none exists)** & INSTEAD RELY ON SOCIETAL TRENDS.

* FACE CHALLENGES IN SECURING FINANCIAL SUPPORT AND PLANNING FOR THEIR CHILD'S EDUCATION

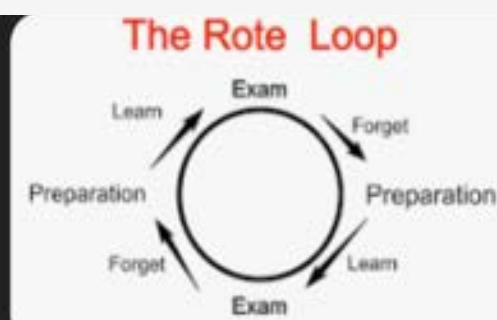


PAIN POINTS

STUDENTS

- * STRUGGLE WITH ACADEMIC CHALLENGES AND REQUIRE ADDITIONAL SUPPORT RELATED TO SELF-PACED LEARNING AND ROTE-LEARNING

Rote learning is a memorization technique based on repetition. The method rests on the premise that the recall of repeated material becomes faster the more one repeats it. Some of the alternatives to rote learning include meaningful learning, associative learning, spaced repetition and active learning.



- * STUDENTS OFTEN FACE UNCERTAINTY WHEN CHOOSING A CAREER PATH
- * NEP HAS INTRODUCED NUMEROUS STREAMS OF LEARNING AND STUDENTS TAKE DECISIONS BASED ON PEER-PRESSURE OR PARENTAL PRESSURE.

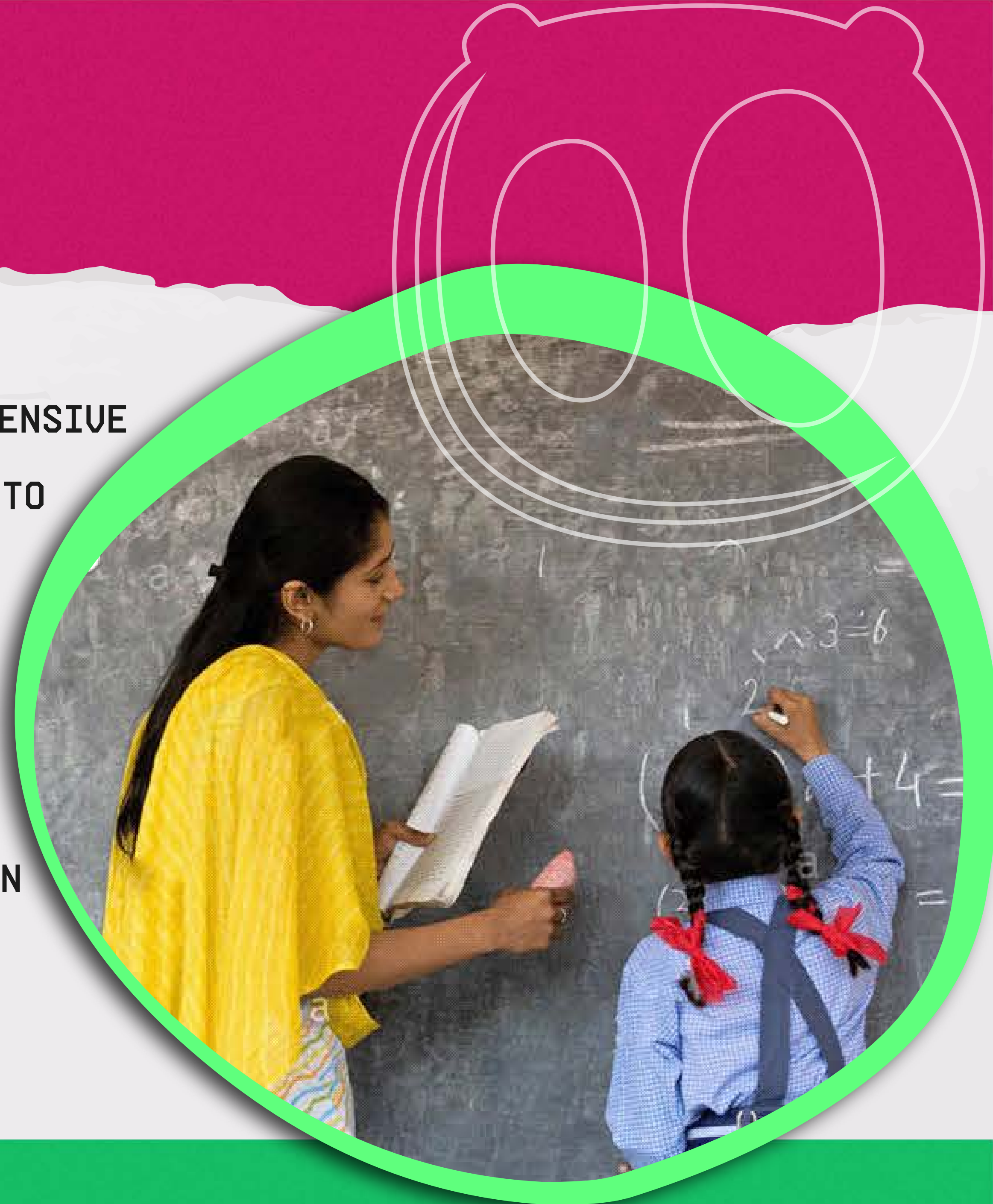


PAIN POINTS

TEACHERS

* **Administrative Overload:** TEACHERS GRAPPLE WITH EXTENSIVE PAPERWORK AND MANUAL ADMINISTRATIVE TASKS, LEADING TO INEFFICIENCIES AND POTENTIAL ERRORS IN TASKS LIKE ATTENDANCE AND GRADING

* **Limited Data Access:** THE ABSENCE OF REAL-TIME DATA AND INSIGHTS HINDERS TEACHERS FROM TAILORING INSTRUCTION AND TRACKING STUDENT PROGRESS EFFECTIVELY.



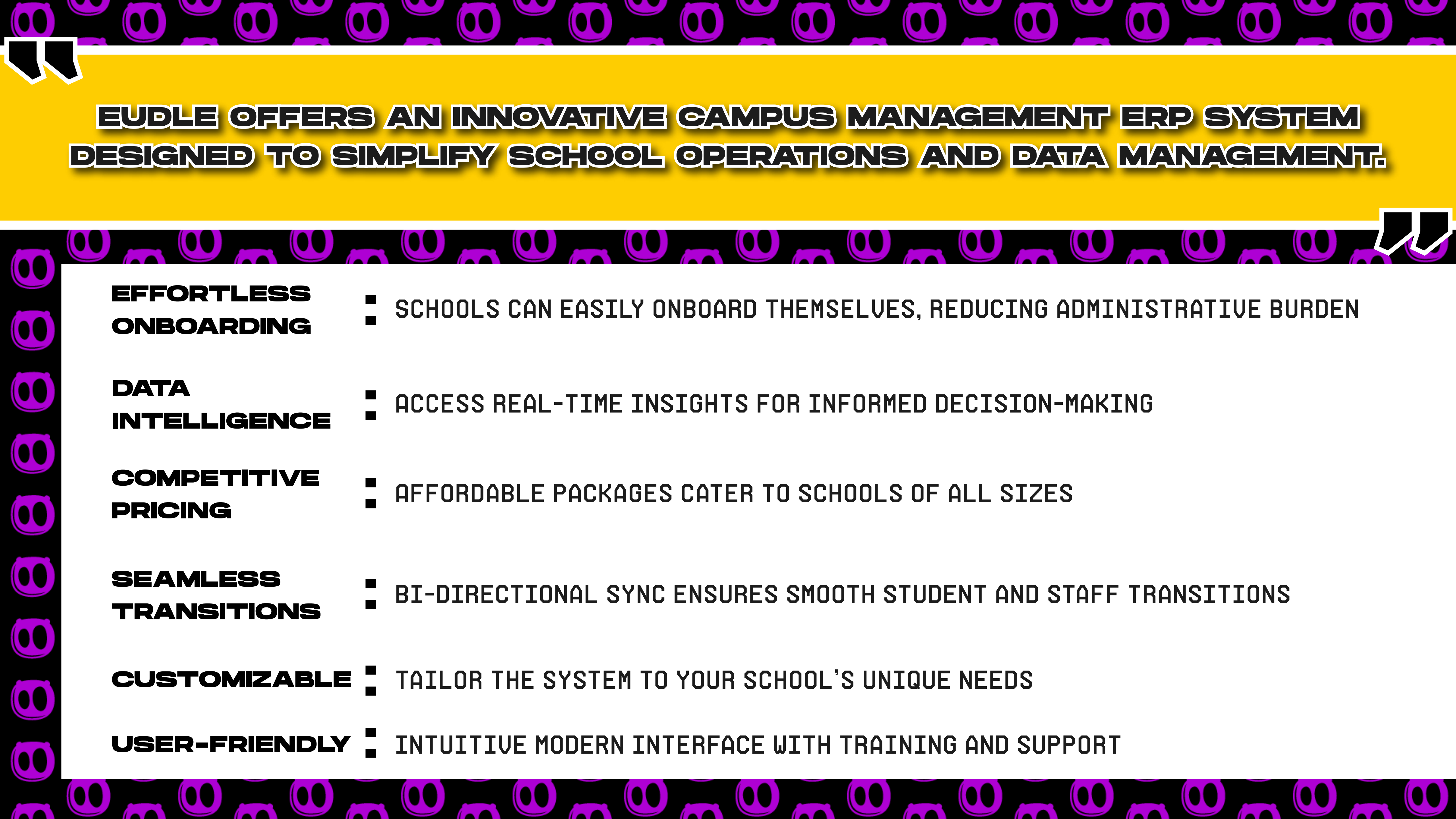
PAIN POINTS **TEACHERS**

- * **Communication Hurdles:** ESTABLISHING EFFECTIVE COMMUNICATION WITH PARENTS AND GUARDIANS BECOMES CHALLENGING, IMPACTING STUDENT SUPPORT AND FEEDBACK.
- * **Resource Management:** TEACHERS LACK VISIBILITY INTO RESOURCE ALLOCATION, MAKING IT DIFFICULT TO REQUEST AND MANAGE CLASSROOM MATERIALS EFFICIENTLY, FURTHER AFFECTING TEACHING QUALITY.





SOLUTION



EUDLE OFFERS AN INNOVATIVE CAMPUS MANAGEMENT ERP SYSTEM DESIGNED TO SIMPLIFY SCHOOL OPERATIONS AND DATA MANAGEMENT.

EFFORTLESS ONBOARDING

- SCHOOLS CAN EASILY ONBOARD THEMSELVES, REDUCING ADMINISTRATIVE BURDEN

DATA INTELLIGENCE

- ACCESS REAL-TIME INSIGHTS FOR INFORMED DECISION-MAKING

COMPETITIVE PRICING

- AFFORDABLE PACKAGES CATER TO SCHOOLS OF ALL SIZES

SEAMLESS TRANSITIONS

- BI-DIRECTIONAL SYNC ENSURES SMOOTH STUDENT AND STAFF TRANSITIONS

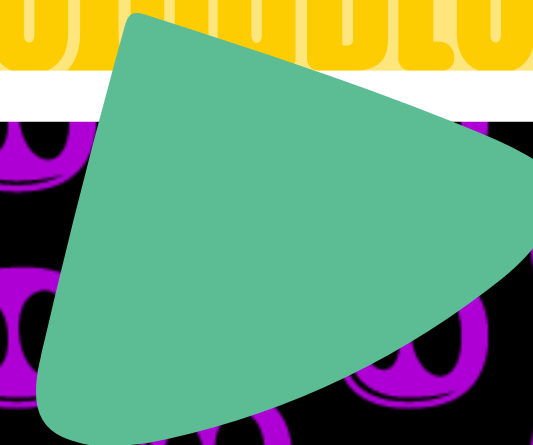
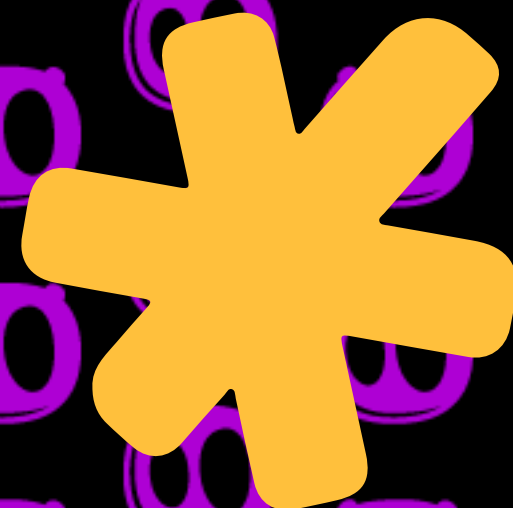
CUSTOMIZABLE

- TAILOR THE SYSTEM TO YOUR SCHOOL'S UNIQUE NEEDS

USER-FRIENDLY

- INTUITIVE MODERN INTERFACE WITH TRAINING AND SUPPORT

**EUDLE IS POISED TO REVOLUTIONIZE CAMPUS
MANAGEMENT FOR EDUCATIONAL INSTITUTIONS IN
INDIA, OFFERING A COST-EFFECTIVE, USER-FRIENDLY,
AND EFFICIENT SOLUTION**



The background is a photograph of two individuals, a man and a woman, both wearing safety glasses and working on a complex mechanical device. The man is on the left, looking down at his work, and the woman is on the right, also focused on the task. The machine they are working on has various components, including blue and red parts. Overlaid on the image are several geometric shapes: a teal square in the upper left, an orange circle in the upper right, a yellow star in the lower left, and a green triangle in the lower right. White curved lines connect the top and bottom of the central text box to the machine components. The entire scene is bathed in a magenta/pink light.

PRODUCT DETAIL



EUDLE

NUCLEUS

ERP SYSTEM FOR CAMPUS MANAGEMENT

AI BASED SYSTEMS

EUDLE

ORBIT

INDIA'S FIRST P2P STUDENT AND
TEACHER NETWORK

MOBILE APP FOR ACADEMIC LIFECYCLE
MANAGEMENT

EUDLE CAREER ASSESSMENTS

MENTORING AND TUTORING FOR STUDENTS

CAREER OPPORTUNITIES FOR TEACHERS

EUDLE

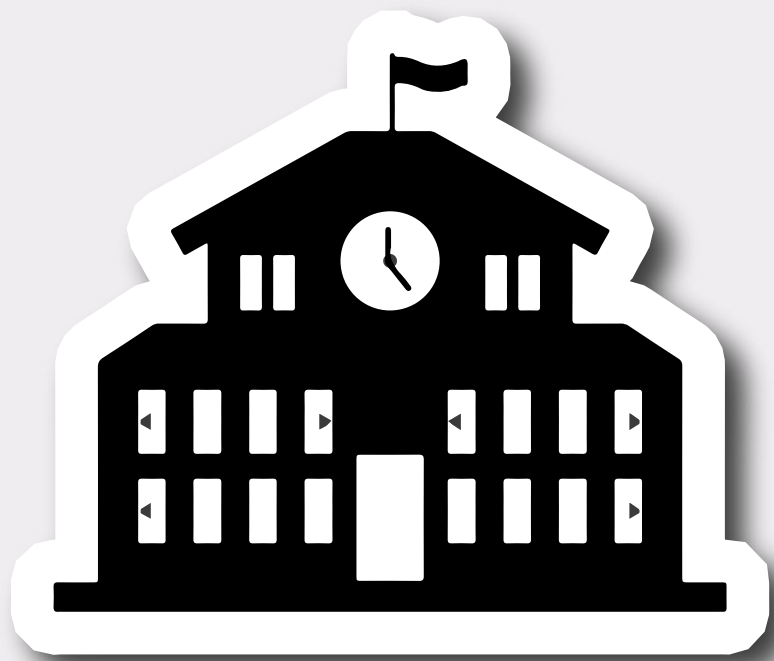
FUND

SCHOLARSHIPS

SAVINGS AND INVESTMENT SCHEME FOR
EDUCATION

WEALTH AND EDUCATION COUNCILLORS.

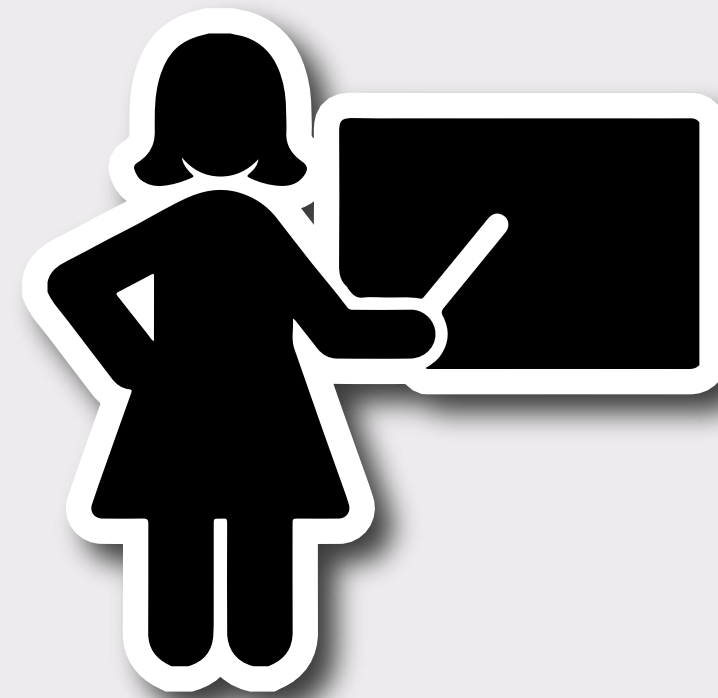
CORE CUSTOMERS



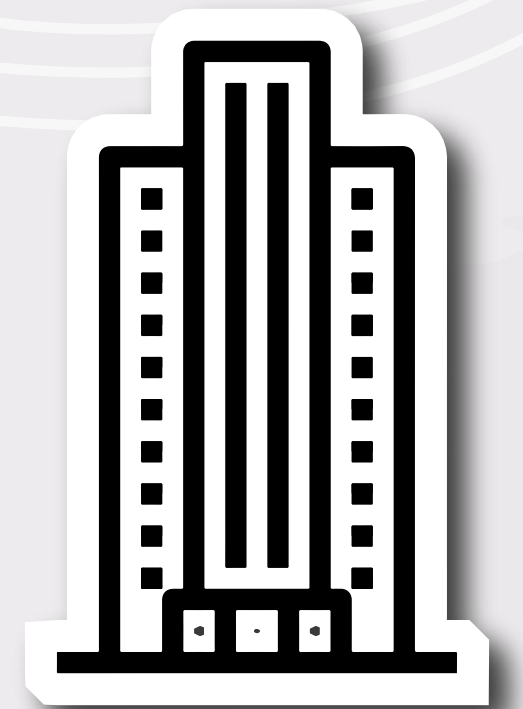
INSTITUTIONS



PARENTS



TEACHERS

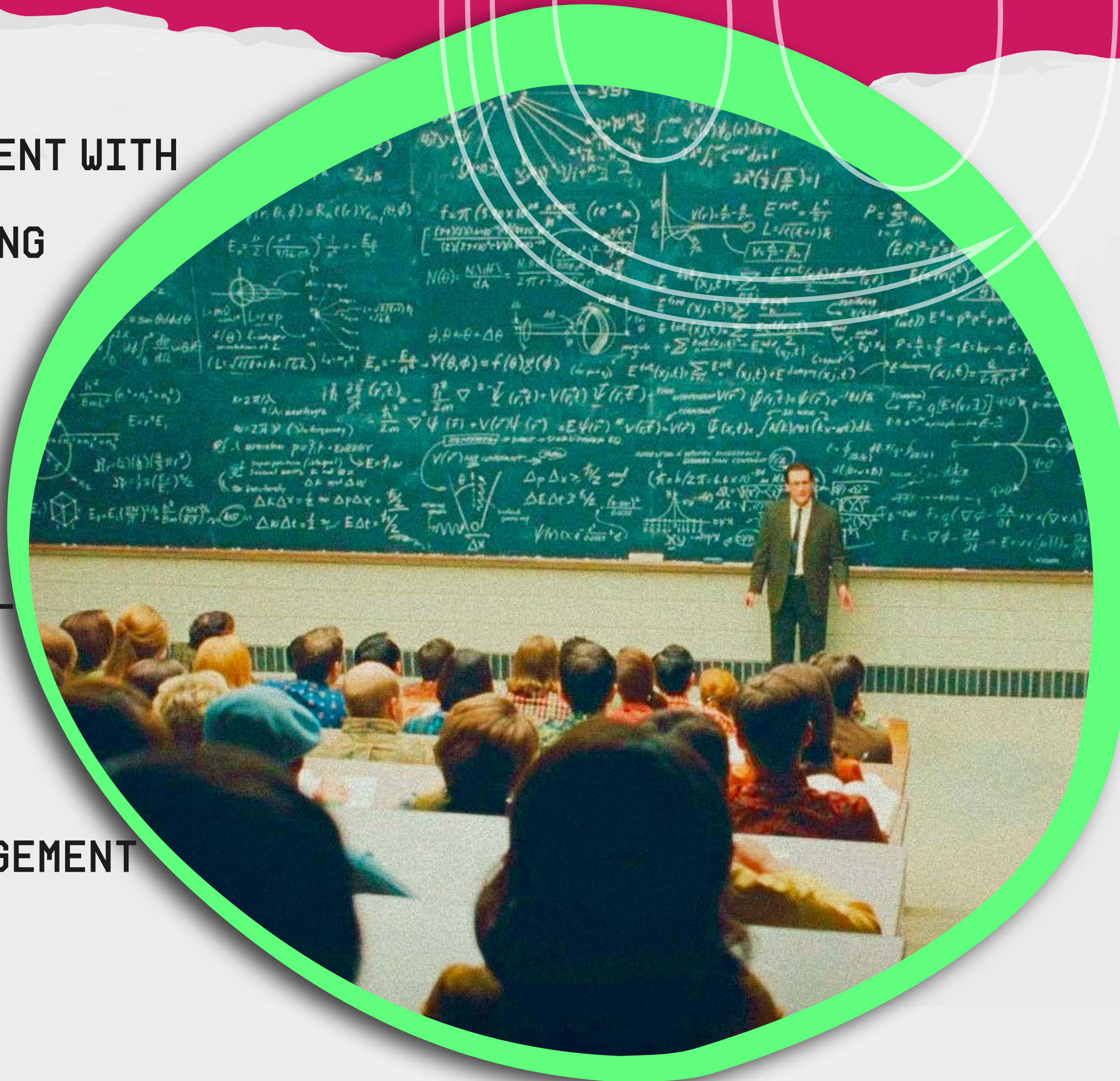


COMPANIES



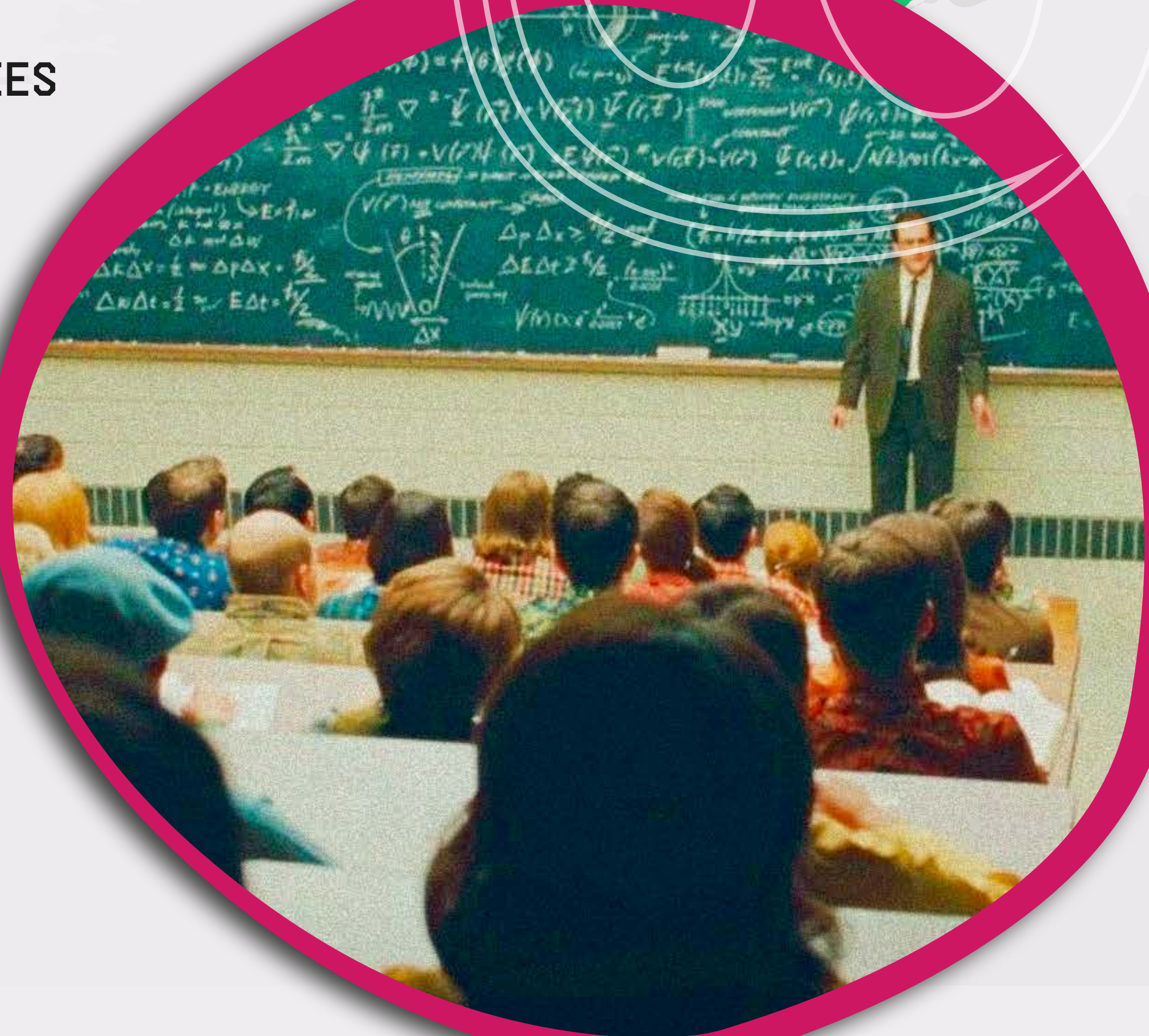
WHY WILL EDUCATIONAL INSTITUTIONS CONSIDER EUDLE?

- * **Efficiency:** EUDLE NUCLEUS SIMPLIFIES CAMPUS MANAGEMENT WITH EFFORTLESS ONBOARDING AND DATA INTELLIGENCE, REDUCING ADMINISTRATIVE WORKLOAD.
- * **Customization:** SCHOOLS CAN TAILOR THE SYSTEM TO THEIR UNIQUE NEEDS, ENHANCING THE OVERALL EDUCATIONAL EXPERIENCE.
- * **Artificial Intelligence:** EUDLE'S AI ENGINE HELPS MANAGEMENT TAKE DECISIONS SMARTER AND FASTER.



WHY WILL EDUCATIONAL INSTITUTIONS CONSIDER EUDLE?

- * **Seamless Transitions:** BI-DIRECTIONAL SYNC GUARANTEES SMOOTH STUDENT AND STAFF TRANSITIONS, SIMPLIFYING OPERATIONS.
- * **User-Friendly:** EUDLE'S INTUITIVE INTERFACE REQUIRES MINIMAL TRAINING, AND COMPREHENSIVE SUPPORT IS AVAILABLE.



WHY WILL PARENTS BUY FROM EUDLE?

* **Data-Driven Guidance:** EUDLE FUND OFFERS DATA-DRIVEN CAREER GUIDANCE, HELPING PARENTS MAKE INFORMED DECISIONS ABOUT THEIR CHILD'S FUTURE.

* **Financial Support:** PARENTS CAN ACCESS SCHOLARSHIPS, LOANS, AND FINANCIAL COACHING TO ENSURE THEIR CHILD'S EDUCATIONAL JOURNEY IS WELL-SUPPORTED.

* **Personalized Investment Planning:** EUDLE FUND PROVIDES CUSTOMIZED INVESTMENT PLANS, SIMPLIFYING THE PROCESS OF SECURING A BRIGHT FUTURE.



WHY WILL PARENTS BUY FROM EUDLE?

* **Mentoring and Tutoring** - EUDLE PROVIDES A ONE-STOP SOLUTION FOR VERIFIED TUTORS AND MENTORS

* **Holistic Education and Finance Solutions:** EUDLE OFFERS A COMPREHENSIVE SOLUTION THAT COMBINES EDUCATIONAL AND FINANCIAL SUPPORT FOR CHILDREN'S SUCCESS.



BUSINESS MODEL

INTERAÇÕES
QUE ESTIMULAM
EMPREGOS.



STARTER

STARTER PACKAGE WILL OPEN DIGITAL DATA MANAGEMENT SYSTEMS FOR THE SCHOOLS. THIS WILL ALSO HAVE LECTURE NOTES AND LESSON PLAN SECTIONS. BASIC WILL BE PROVIDED FOC TO INSTITUTES

ADD ON

ADDITIONAL MODULES LIKE VIDEO LMS, LOGISTIC MANAGEMENT, STUDENT TRACKING AND AI POWERED INSIGHTS FOR TEACHERS ABOUT EACH STUDENTS. THIS WILL ALSO INCLUDE TEST ENVIRONMENT SETUP FOR TEST ADMINISTRATION ETC.

ENTERPRISE

ADVANCE PACKAGE WILL INCLUDE ALL THE ABOVE AND A CONSULTANT FROM OUR END FOR MULTI-CAMPUS ADOPTION AND PREMIUM SUPPORT.



SUBSCRIPTION FEE
FOR MENTORING AND TUTORING SESSIONS

COURSE FEE
FOR LEARNING MANAGEMENT SYSTEM

SPONSORED ADS
RUNNING ADS ON THE PLATFORM



SCHOLARSHIP
(NO HANDLING CHARGES)

EDUCATION LOANS
PLATFORM FEE(0.5% FOR EVERY TRANSACTION PERFORMED ON THE PLATFORM)

CAREER COUNSELLING
5% TO 10% ON EVERY SESSION BOOKED BETWEEN A PARENT AND A COUNCELLING AGENCY

FINANCIAL COUNSELLING
PLATFORM FEE (0.5% FOR EVERY TRANSACTION PERFORMED ON THE PLATFORM)

The background of the image shows a person in a laboratory setting, wearing a white lab coat and clear safety goggles. They are focused on a task, with their hands near some equipment. Overlaid on this is a bold, colorful graphic. A central cyan rectangle with a white border contains the text 'COMPETITIVE LANDSCAPE' in a large, black, sans-serif font. The word 'COMPETITIVE' is in white with a black outline, while 'LANDSCAPE' is solid black. To the left of the text is a large, stylized yellow asterisk. Above the text is a teal square, and to the right is an orange circle. Below the text are several white curved lines resembling a smile or a stylized 'U' shape, and a green triangle pointing to the right. The entire graphic is set against a dark background with purple and blue light streaks.

COMPETITIVE LANDSCAPE

COMPETITIVE LANDSCAPE

"EUDLE STANDS OUT IN THE COMPETITIVE LANDSCAPE BY SEAMLESSLY COMBINING ADVANCED CAMPUS MANAGEMENT ERP SOLUTIONS WITH COMPREHENSIVE FINANCIAL SUPPORT AND CAREER GUIDANCE UNDER ONE ROOF. OUR UNIQUE APPROACH EMPOWERS EDUCATIONAL INSTITUTIONS, PARENTS, AND STUDENTS WITH DATA-DRIVEN INSIGHTS, ENSURING A HOLISTIC AND SUCCESSFUL EDUCATIONAL JOURNEY."

WHY IS NOW A GREAT TIME TO START EUDLE?

DIGITAL TRANSFORMATION IN EDUCATION:

THE COVID-19 PANDEMIC ACCELERATED THE ADOPTION OF TECHNOLOGY IN EDUCATION. SCHOOLS AND COLLEGES ARE ACTIVELY SEEKING DIGITAL SOLUTIONS FOR EFFICIENT MANAGEMENT, MAKING IT AN OPPORTUNE TIME FOR EUDLE'S CAMPUS MANAGEMENT ERP SYSTEM.

PARENTAL CONCERNS:

PARENTS ARE INCREASINGLY CONCERNED ABOUT THEIR CHILDREN'S EDUCATION AND FUTURE CAREER PROSPECTS. THEY ARE ACTIVELY LOOKING FOR SOLUTIONS THAT PROVIDE DATA-DRIVEN INSIGHTS AND FINANCIAL SUPPORT, ALIGNING WITH EUDLE FIN'S OFFERINGS.

WHY IS NOW A GREAT TIME TO START EUDLE?

AFFORDABLE TECHNOLOGY:

ADVANCEMENTS IN CLOUD COMPUTING AND SOFTWARE AS A SERVICE (SAAS) MAKE IT MORE AFFORDABLE FOR EDUCATIONAL INSTITUTIONS TO IMPLEMENT CAMPUS MANAGEMENT ERP SYSTEMS LIKE EUDLE NUCLEUS.

DATA-DRIVEN DECISION-MAKING:

EDUCATIONAL INSTITUTIONS ARE RECOGNIZING THE IMPORTANCE OF DATA INTELLIGENCE FOR STRATEGIC DECISION-MAKING. EUDLE'S DATA ANALYTICS CAPABILITIES ADDRESS THIS NEED.

RISING STUDENT POPULATION:

INDIA HAS A CONTINUOUSLY GROWING STUDENT POPULATION, CREATING A HIGH DEMAND FOR EDUCATIONAL SOLUTIONS.

WHY IS NOW A GREAT TIME TO START EUDLE?



GOVERNMENT INITIATIVES:

THE INDIAN GOVERNMENT IS PROMOTING DIGITALIZATION IN EDUCATION THROUGH INITIATIVES LIKE DIGITAL INDIA AND NATIONAL EDUCATION POLICY (NEP) 2020, WHICH ALIGN WITH EUDLE'S OBJECTIVES.

CHANGING PARENTAL EXPECTATIONS:

PARENTS ARE BECOMING MORE INVOLVED IN THEIR CHILDREN'S EDUCATION AND ARE WILLING TO INVEST IN TOOLS LIKE EUDLE FIN TO ENSURE A BRIGHT FUTURE.

COMPETITIVE LANDSCAPE:

WHILE THERE ARE EXISTING PLAYERS IN THE MARKET, EUDLE'S UNIQUE APPROACH, USER-FRIENDLY DESIGN, AND COMPETITIVE PRICING CAN HELP IT GAIN A SIGNIFICANT Foothold.

HOW IS EUDLE BETTER

- Campus Management ERP: Eudle offers a comprehensive campus management ERP (Eudle Nucleus) with data analytics, teacher-student communication, and academic data management. None of the listed competitors provide a similar solution.
- Customization: Eudle allows customization, making it adaptable to various educational institutions' unique requirements.
- Combined Solution: Eudle combines both educational and financial support under one platform, offering a more integrated and user-friendly experience.
- Effortless Transitions: Eudle's bi-directional sync ensures seamless transitions for students and staff, simplifying operations for educational institutions.
- User-Friendly: Eudle focuses on a user-friendly interface and provides comprehensive support to ensure ease of adoption for schools, parents, and students.
- Data-Driven Insights: Eudle's data analytics capabilities provide educational institutions with valuable insights for informed decision-making.
- Investment and Savings: Eudle FIN offers investment and savings solutions, helping parents secure their child's financial future.
- Loan Offerings: Eudle FIN provides loan offerings to support educational expenses, further differentiating it from the competitors.
- Career Guidance: Eudle FIN offers career guidance, assisting students in making informed decisions about their future.

GO-TO-MARKET

STRATEGY

PRODUCT DEVELOPMENT

Phase	Activities	Timeline
1. MVP Development	Develop Minimum Viable Product (MVP) for <u>Eudle Nucleus</u> + <u>Eudle Orbit</u>	Month 1-2
2. Testing & Iteration	Test MVP with select educational institutions and parents	Month 3-4
3. Feature Enhancements	Incorporate feedback and add essential features	Month 5-6
4. User Acceptance Testing	Conduct rigorous testing and gather user feedback	Month 7-8

GO-TO-MARKET STRATEGY

MARKETING & BRANDING

Phase	Activities	Timeline
1. Branding & Positioning + Website Pilot	Define brand identity and positioning for <u>Eudle</u>	Month 1-2
2. Content Strategy	Develop content marketing plan, including blogs, videos, social media	Month 3-4
3. Web App Launch	Launch <u>Eudle</u> Web App with product information and sign-up forms	Month 5-6
4. Social Media Campaigns	Start social media campaigns to build awareness and engagement	Month 7-8

GO-TO-MARKET STRATEGY

SALES & PARTNERSHIPS

Phase	Activities	Timeline
1. Sales Team Setup	Hire and onboard sales and customer support teams	Month 1-2
2. Partner Outreach	Identify potential educational institution partners and fintech firms	Month 3-4
3. Sales Collateral	Develop sales materials, presentations, and case studies	Month 5-6
4. Partner Agreements	Establish partnerships and agreements with educational institutions	Month 7-8

GO-TO-MARKET STRATEGY

USER ONBOARDING & SUPPORT

Phase	Activities	Timeline
1. User Training Materials	Develop training resources and tutorials for schools, parents, and students	Month 1-2
2. Customer Support Setup	Set up customer support channels and training for support agents	Month 3-4
3. Pilot Onboarding	Onboard select educational institutions and parents for pilot testing	Month 5-6
4. Full Launch	Gradually onboard educational institutions and parents at scale	Month 7-8

GO-TO-MARKET STRATEGY

GROWTH & EXPANSION

Phase	Activities	Timeline
1. Scaling Operations	Expand operations to cover more regions and educational institutions	Month 9-12
2. Marketing Expansion	Increase marketing efforts, including SEO, SEM, and influencer partnerships	Month 9-12
3. Product Diversification	Explore additional features and services to enhance <u>Eudle's</u> offerings	Month 9-12
4. International Expansion	Evaluate opportunities for expansion beyond India	Month 12+



ONE LAST THING



THANK YOU

_o mundo só recebe o que você concebe.

O futuro não depende daquilo que nós, para todos nós.
Ele é consistente e consistente.
Tem que caminhar com relativo.
Você piscou, e aqui, olha ali no meio das vozes.
O futuro não tem hora para chegar, mas tem lugar.
Se quiser, você presente o futuro com ideias.
Se quiser, você cria, você cria, para uma nova ordem.
E esse lugar é o futuro.

O FUTURO NÃO TEM HORA, MAS TEM

_seu futuro depende das coordenadas que você dá para ele.



_já parou para pensar qual calendário o futuro segue?
Será que o Inca?
Será que o Maia?
Ele segue um calendário?
Não, o futuro segue estímulos.
Estímulos que nós damos a ele, com o que fazemos hoje. E sua resposta é imediata.
Mesmo sem alarme, o futuro não se atrasa.
Mesmo sem agenda, o futuro não perde compromisso.

Ele é consistente. Nunca deixa ninguém esperando.
Ele é constante. Chega para todos.
Ele é pontual. Sempre se antecipa para evitar o tarde demais.
O futuro não tem hora para chegar.
Mas não é por isso, que não tenha lugar para ser recebido.

INTERAÇÕES QUE ESTIMULAM FURECIS.

einde