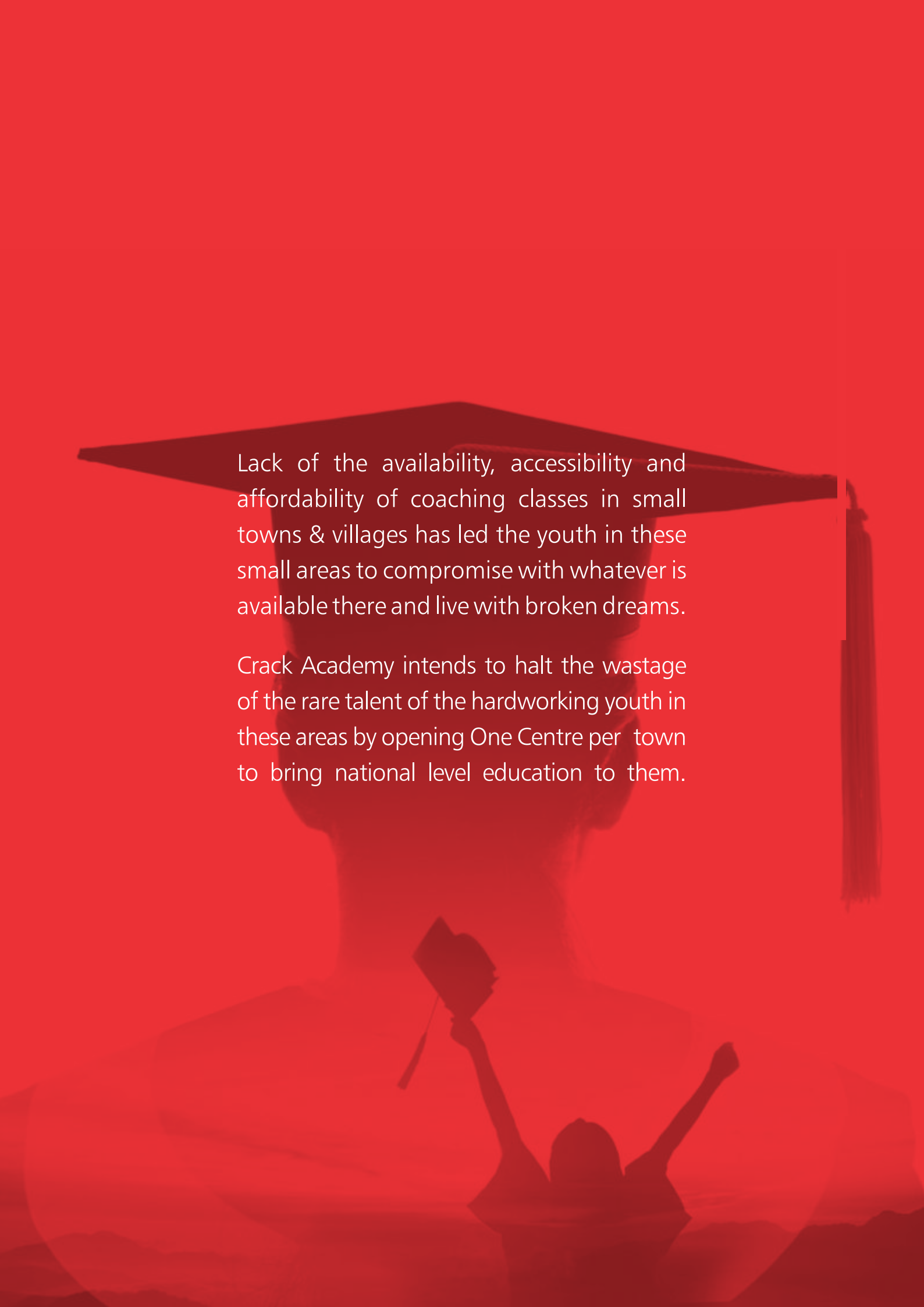




ASPIRE  
TO IMPACT  
MILLIONS OF  
LIVES



**CRACK**ACADEMY

The background of the entire page is a solid, vibrant red. Overlaid on this background are several dark silhouettes. The most prominent is a large silhouette of a person wearing a graduation cap (mortarboard) with a tassel hanging down on the right side. Below this, there are smaller silhouettes of other graduates, some holding their caps high in the air, suggesting a celebratory atmosphere. The text is centered over the upper portion of the large graduation cap silhouette.

Lack of the availability, accessibility and affordability of coaching classes in small towns & villages has led the youth in these small areas to compromise with whatever is available there and live with broken dreams.

Crack Academy intends to halt the wastage of the rare talent of the hardworking youth in these areas by opening One Centre per town to bring national level education to them.



# THE ST-C GAP

(Small Town City Gap)

## THE PROBLEM AREA

- India, a country of 1.40 billion people, lives in villages; where 79% people reside in cities & towns with a population of 4 lakh or less (UN World Population Prospects 2018).
- In these small towns (often called Tier- 3 & 4) & villages, 35% of the population falls in K-6 to competitive/ skill acquiring age category (10yrs - 30yrs age).
- These towns have a complete lack of classes, expert guidance and/or mentorship for national level competitive examinations and skill development courses.
  - Good institutions do not establish centers at Tier-3, Tier-4, or remote locations due to lack of commercial viability.
  - Whatever minor institutions open here (for limited number of courses), lack standards to meet national-level competition preparation needs.
- Though pure Ed-tech penetrates deep into these areas, it fails to provide an inevitable classroom environment which gives regularity, peer-level discussions, and dynamic interactions to a student.





## EXTENT OF THE PROBLEM

- Due to lack of availability of such centers and lack of national level preparation in them -
  - 22% \* of local youth moves to bigger cities to pursue their dreams; while
  - 78% \* have to live with their broken dreams!
- The handful of youth who are able to move out have to bear a huge cost-of-living in these Metros along with sky-touching fees of coaching classes. (A student spends around INR 8-10 lakhs per annum for IAS preparation in Delhi or engineering preparation at Kota).
- The majority who are unable to move out due to their financial or family issues have to compromise on their careers and get consumed locally,
  - Killing an ocean of talent and unrealized potential of hard working youth in these small towns.
  - They end up doing whatever is available rather than pursuing their dreams.
- The girls are the greatest sufferers of society, as always! The brightest students of this great nation aren't able to show their mind-power to the world because -
  - A middle-class or below parent can hardly afford money for the marriage of their daughters and NOT the sky-rocketing fee of the big city coaching classes.
  - Security is the biggest concern of any parent for their daughters in these Metros.
  - 90% of these bright and hardworking girls have to compromise on their careers and live a life of a "housewife."

\*Source - Online





# UN-DO THE ST-C GAP

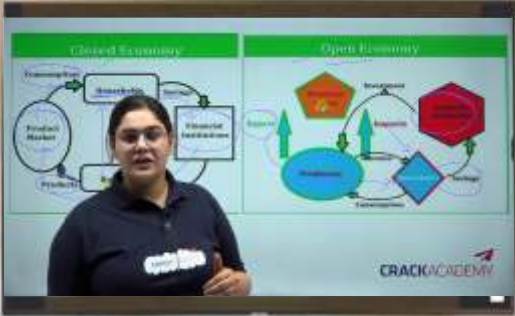
(Offering a solution)

## THE CENTRES & COURSES

- We will open 1 Center in every small town or large village across India, owned by a franchise owner.
- These Centers will be multi-purpose, offering competitive as well as skill development vocational courses.
  - The guiding principle is the "*availability, affordability, and accessibility*" of courses to "*let the youth have the options to choose the field to excel.*"
- Courses will range from IAS, SSC, Judiciary etc. to likes MS Office, English Speaking, Current Affairs etc. for classes 6th to Grad to any age for lifelong skill enhancement.
- Classes will be Live Classes telecasted from Delhi. This ensures National level teachers teaching to smallest towns in a very coherent and personalized way.
  - The courses are **coherent** as they include Live Classes, Printed Notes, Test Series (online as well as offline), Personalized Query handling and special Weekly Workshops (for expert guidance & mentorship).
  - They are **personalized** as every query will be answered in a set time frame using technology & experts' energies.
- The courses are **highly affordable**, costing around INR 2k-3k each course. Largest courses like IAS will cost around 25k-30k (as they include many sub-courses) including Classes, Content, Tests & Sessions.







## THE CLASSROOM

- The Classrooms are designed in a way to provide meaningful discussions & dynamic interactions among students.
  - The regularity of the classroom along with the comfort of using the Crack App at home breaks the boredom of long study hours & lonely psychological pressures that develop during national level competitions.
- The classrooms are designed to be low-cost rooms with a sitting of around 15-20 people, properly lit and branded to provide a good learning environment for studies. Low cost ensure their commercial viability in smaller towns.
- Visit the virtual simulation of our classroom: <https://bit.ly/classroom>





Visitors activity statistics

select by date



Table Example

Date	Visitors	Revenue
2023-10-01	120	\$45
2023-10-02	150	\$55
2023-10-03	180	\$65
2023-10-04	200	\$75
2023-10-05	220	\$85

# THE MARKET SIZE

## THE BUSINOCIAL OPPORTUNITY (BUSINESS + SOCIAL)

- The Indian EdTech market is growing at 40 percent, while the global EdTech market is growing at just 16.5 percent. India is bound to be-come the EdTech capital of the world.
- India is positioned as a INR 25 Lakh crore market for the education and skills industry by 2030.
- It is expected that approximately 43 crore students will enroll into the education and skills industry by 2030.
- In simpler terms, let's break down the numbers for a population of 140 Crores people in India, out of which 100 Crores reside in small cities and villages. Taking into account India's demographics, approximately 40% of the total population falls within the age range of 10 to 35 years. This means that the Market Size consists of roughly 40 Crores students living in this age group.

Crack Academy will be at the forefront of empowering the youth, and capitalizing on the growth of the education and skills industry, by providing multi-purpose franchise centers across India in Tier-3 and Tier-4 Cities.





NEERAJ KANSAL & INDU KANSAL

# THE BRAINS BEHIND

(A mix of young energies & invaluable experiences)

## THE FOUNDER & THE CO-FOUNDER

- Both Neeraj and Indu are engineers and solutionists by nature. They have over 15 years of experience as serial entrepreneurs & have built many successful businesses.
- Neeraj is a Civil Engineering Gold Medalist University Topper (Punjabi University) and was selected thrice for UPSC IAS Interviews. He was one of the highest scorer in UPSC Interviews. Indu too was a college topper & was selected in Rajasthan Civil Services. She was a national level Table Tennis player too.
- In 2007, Neeraj & Indu founded crackIAS.com, an online portal to provide self-study notes throughout India to students preparing for the Civil Services exam.
  - The web-portal was the first in the field earlier dominated by conventional model institutions.
  - Over the past 15 years, CrackIAS became one of the most trusted and respected brands among students.
  - Starting with mere 30k rupees, CrackIAS sold on average 20-25k courses per annum. We have sold over 30 lakh books individually.
  - Everyday over 3 lakh students benefited through free relevant resources shared by CrackIAS.
  - CrackIAS had been providing various B2B services to renowned institutions like Unacademy, Vajiram & Ravi, Khan Study Group. It had been associated with *Haryana School Shiksha Pariyojna Parishad (HSSPP) Govt. of Haryana* in development of Student Gateway for *Competence Ranking and Career Counselling*.
  - CrackIAS was chosen by Isha Foundation of Sadhguru (out of India's 15 premier institutions for civil services examination) to impart civil services preparation to underprivileged students of small villages. CrackIAS has been a continuous partner with the Isha Foundation for the last 3 years.



BOLLYWOOD गली



## THE BRAINS BEHIND

- Starting 2008, Neeraj & Indu played a pivotal role in building a strong zero-debt real estate company (named Royale Estate Group) across Punjab. Over the years, the company has successfully delivered 10,000+ properties across 20+ projects, and is a flourishing company of the northern region.
- In 2015, foreseeing the opportunities in the growing e-commerce business in India, both Neeraj & Indu started an online grocery App & portal, Tokri.com at Pune along with one of their friends Ishant Goyal from IIM, Ahmedabad.
  - Tokri.com built great traction and was funded at a valuation of INR 40 Crores in the very first month of operations.
  - Soon Tokri became the 2nd most successful e-grocery company at Pune after Big Basket, delivering over 500 orders per day.
  - Tokri's case study was published later in IIM Ahmedabad.



ISHANT GOYAL  
IIM, Ahmedabad

Visit the link to view details: <https://bit.ly/iimacase>

- In 2019, inspired by the revolutionizing business of On-Highway food joints, Neeraj established a concept called Bollywood Gully (BG) near Chandigarh.
  - Soon after establishment, BG became a sensation and most preferred destination of NH-7.
  - It is served by brands like Starbucks, Burger King, Domino's, Subway, Barista, Bikaner Wala, a Night Club & much more.
  - With an initial investment of around INR 4-5 Cr in 2019, it grew 10x at INR 50 Cr in 2022 market valuation.





# THE TEAM

## **Jatinderjit Singh**, Chief Technology Officer (CTO).

- He is an IIT Bombay graduate. He has been working with startups for the last 9 years, and has helped build 4 startups from scratch.
- He is a tech aficionado, who has architected and scaled multiple distributed systems.



B.Tech., IIT Mumbai

## **Rishi Bhargava**, Chief Operating Officer (COO).

- He's thoroughly versed with comprehensive knowledge of the competitive exams preparation industry, with a critical understanding of aspirants' needs.
- He's a philanthropist associated with various non-for-profit organizations aiding underprivileged students to prepare for competitive examinations.



M.Sc., M.Phil., MBA

## **Swetank Pandey**, Chief Content Officer

- He is an alumnus of both the IIT, Madras, and the MIT, Boston, has been making significant strides in the ed-tech sector for over half a decade.
- His mission revolves around leveraging the power of technology to streamline and improve the learning process, particularly within the Humanities domain.  
Additionally, Pandey leverages his vast knowledge and expertise to guide and mentor aspiring civil service candidates.



B.Tech., IIT Madras  
Masters, MIT Boston

**R. Rajan Singhaal**, a progressive and avid entrepreneur with over 25+ years of experience in Marcom is the **Brand Strategist**.

- He has been instrumental in shaping 100+ Indian educational institutions. As a management graduate, he combines his business acumen with a passion for marketing and communication, providing strategic guidance to 600+ Indian & global brands.
- He has successfully scaled businesses while guiding startups for scalability and growth. His diverse skill set and entrepreneurial mindset have propelled him to achieve remarkable success being a board member of seven companies.



Management Graduate

**Lalit Agnihotri**, a veteran in Business Development and establishing franchise business is the **Chief Business Officer (CBO)**.

- He has worked with brands like Reliance, Future Group, KFC, Ritu Kumar, and Times of India.
- Awarded by many brands for his exemplary service in their business growth, his work's philosophy is, '*performance is the key to all good relations,*' and '*respect your work, your work will respect you.*'



Hons. Graduate  
Prominent Punjab  
Awardee



SHIVANI GARG  
Content Manager



TUSHAR GUPTA  
Tech Manager



RIPUDAMAN CHOPRA  
Operations Manager



ANCHAL  
Marketing Manager

## THE BOARD OF ADVISORS

Every startup has a 'Laxman Rekha,' which defines the purpose of an enterprise and must never be crossed. It is the lighthouse that keeps the founders aligned to the very vision of the organisation. We are building a Board of Advisors bringing together the eminent people from different walks of life to guide us and keep us on track.





# SOCIAL IMPACT ASSESSMENT

If things go the way as planned, over time, Crack Academy will be able to -

- Gradually but firmly instill better skills and attitudes in over 5 million small town students.
- We will add to lifelong skills like word/ excel/ accountancy etc. which help in additional income of a middle class or below household while sitting at home.
- Personality development/ current affairs classes will add a lot to the overall personality of small town students giving them huge confidence to meet challenges in life and be equal with their urbanised partners.
- The greatest benefiteres will be the girl students as these bright minds will get an opportunity to shine in the field of their choice.

*Being a "housewife," must be an individual choice and not forced unpaid profession.*





# THE FRANCHISE MODEL

## HIERARCHY AT STATE LEVEL

- 1 State CANow Partner at State Level.
- Local CANow Partners in Tier 3 and Tier 4 Cities - 1 in each City.

## RESPONSIBILITIES OF STATE CANow PARTNERS

- Commitment to open minimum 5 Local CANow Centres (depends on state size).
- Supporting Local CANow Centres for
  - Resolving that day-to-day issues
  - Marketing plan for effective sales.
  - Expansion and growth of respective centre.
- Exploring & finalizing new locations as per targets depending on state size.
- Maintaining a small multitasking team (2-4 people).

## COMMERCIALS FOR STATE CANow PARTNER

- Investment and Expense side
  - Opening of first 5 Centres (Security amount of Rs. 10 Lakhs to be taken which shall be refunded after opening of 5 Centres by them on locations approved by brand).
  - Expenses to be done in maintaining a Small Multitasking Team.
- Revenue and Receiving Side
  - Rs. 1 Lakh per Centre
  - 3% of Total Revenue of the State as Share
  - R&R<sup>1</sup> based on achievement of Targets

## EXPECTED PROFILE OF STATE CANow PARTNERS

- Experienced Businessman must be aligned with the vision and values of the brand.
- Ready to give sufficient time for the venture.
- Should have not been involved business of coaching Center(s) except for school/ college etc. (who will be preferred).

<sup>1</sup>Reward and Recognition





## THE FRANCHISE MODEL

### LOCAL CANow PARTNERS

Responsibilities of Local CANow Partners

- Building, Maintaining & Operating the Local Centre as per brand standards.
- Handling local marketing, promotion and awareness creation activities including
  - Certain BTL marketing activities like distribution of pamphlets/ hoardings etc with innovative and creative ideas.
  - Tying up with local schools for demo classes, conducting scholarship tests and nurturing the sustainable relationship.

### COMMERCIALS FOR LOCAL CANow PARTNER

- Investment and Expense side
  - Opening & running of 1 Centre at an appropriate pre-approved location in his/ her Town.
  - Expenses on local marketing BTL activities like distribution of pamphlets/ affordable hoardings/ tying up with schools etc. (Major hoardings will be taken care by company).
- Revenue and Receiving Side
  - % Share of Total Revenue of the Centre.
  - R&R<sup>2</sup> based on achievement of Targets.

### EXPECTED PROFILE OF LOCAL CANow PARTNERS

- Proficient businessman who must be aligned with the vision and values of the brand.
- Hardworking, dedicated and with right attitude.
- Ready to give sufficient time for the venture.
- Min. 3-5 Years of business or corporate experience.

Visit to review the commercials and forecasts for CANow Partners: <https://bit.ly/canow1>







**Crack Edtech Pvt. Ltd.**

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