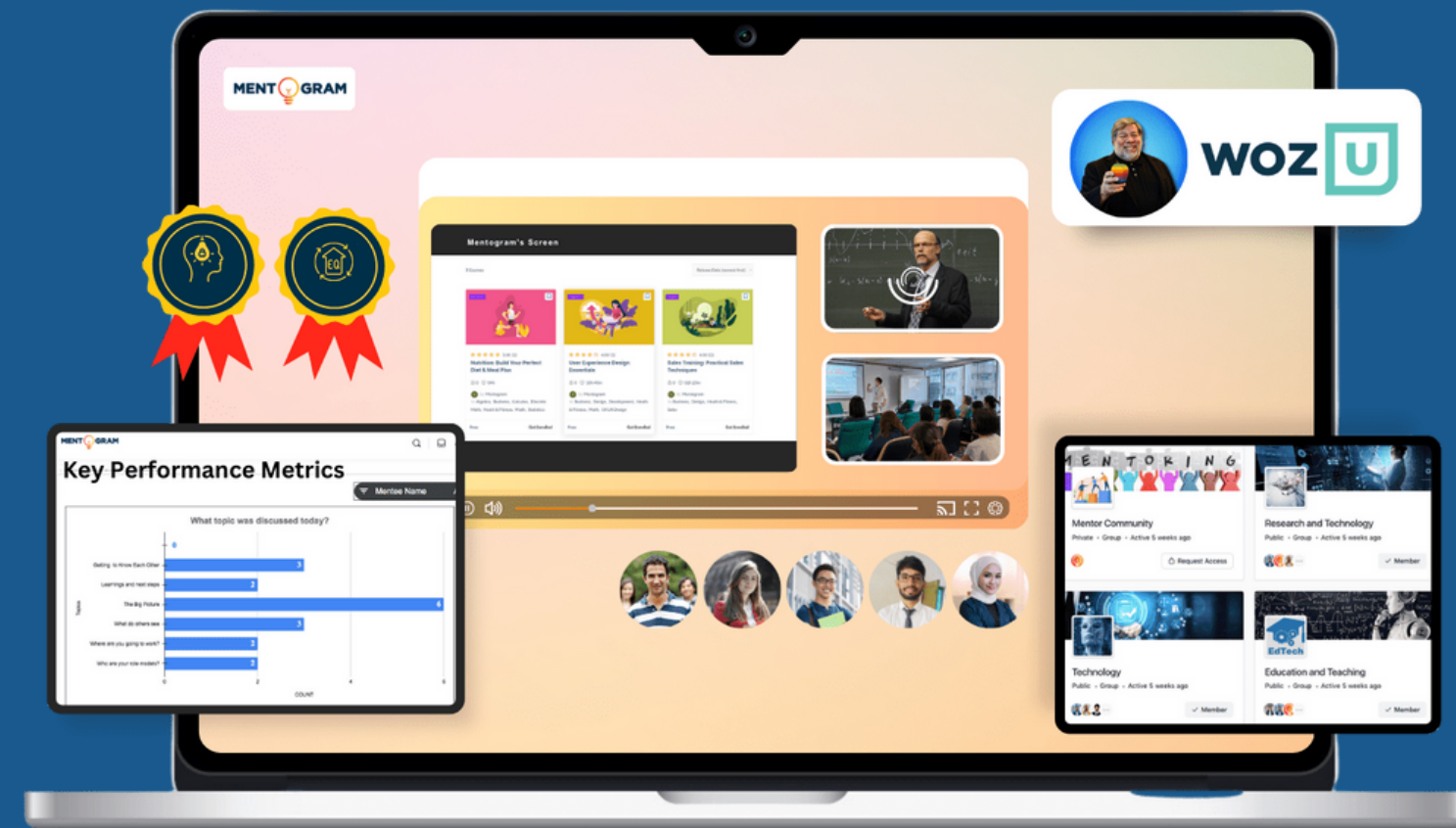




# Workforce Accelerator for experiential learning programs in GenAI & Business

Designed by Mentors for Success in **Career and Life**, Beyond Grades



“There’s a **\$8.5tn skills gap** between what universities are teaching and what skills the industry actually needs”

# PROBLEM



## Universities

### Challenges:

- **40% of college students** are dropping out in USA;
- **80% of** engineers in India are not employable
- **Lack of student engagement** is one of the biggest challenges educators face today



## Corporates

### Challenges:

- **Only 10%** of corporate training is effective
- **87% of** employees are disengaged at work
- **91%** of companies experience skill gaps in their employees for digital/AI/soft skills due to 5-year course refresh cycles in colleges

# SOLUTION

We partner with universities and corporates to run **accelerator-style degrees and upskilling programs**, driving engagement, retention, and addressing critical skill gaps in **Business education, Gen AI, and Soft skills.**

Academic learning + Industry Accelerator = Quality education

# WHY NOW?

2010s

2015s

Future

1

2

3

## Online courses

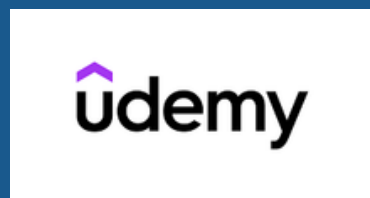
Rise of self-paced courses on the internet

## Bootcamps

Hands-on instructor-led programs

## Accelerators

Personalized ecosystems with mentor-led & community based learning



# HOW IT WORKS?

## Step 1:

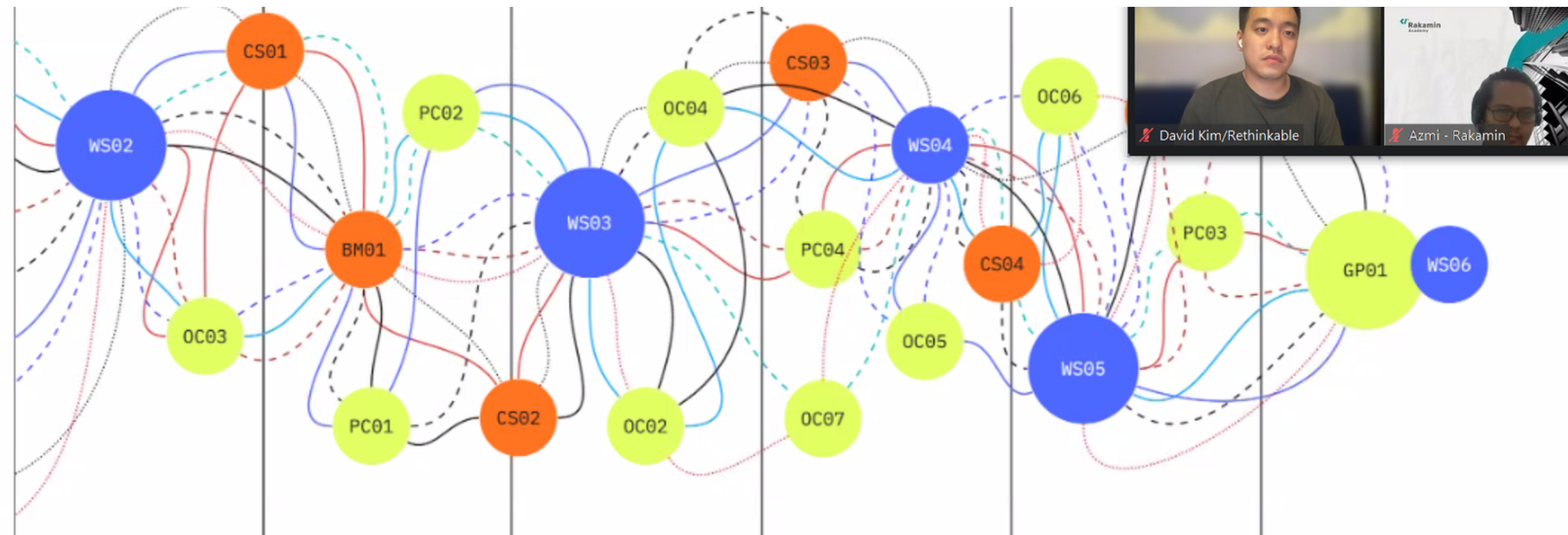
Co-creating a program with university based on existing skill gaps

## Step 2:

Onboarding experts from our industry mentoring partners

## Step 3:

Learner to get certificate from the university and mentogram



**Orange** - Skill-based Modules ; **Blue** - Community Learning Sessions ; **Yellow** - Group Mentoring Session

# TECHNOLOGY

Flipped-classroom management

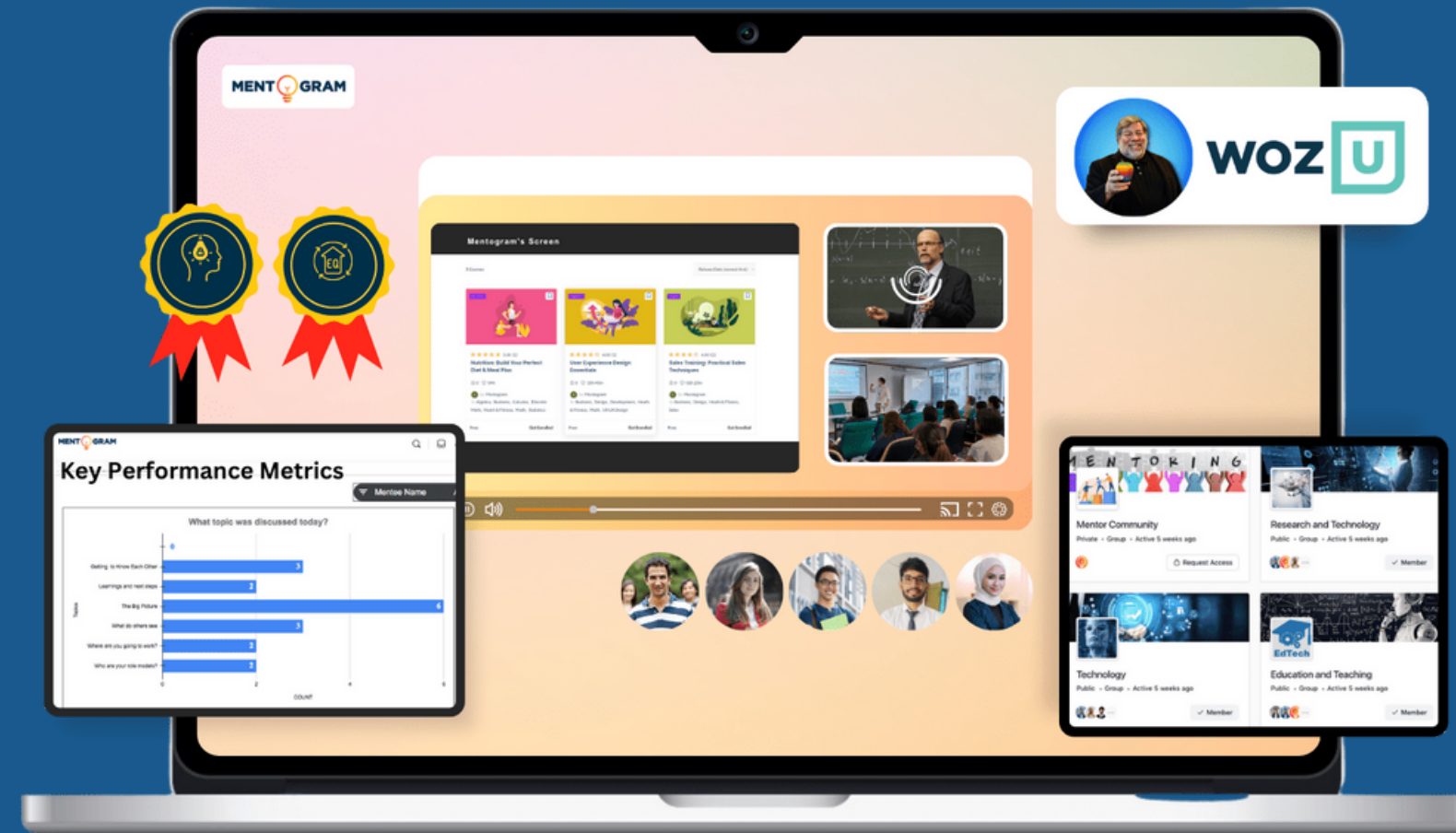
Virtual credit system to unlock modules

Mentoring circles with zoom integration

Networking and messaging

AI-driven matching  
**To be built**

Tokenized Incentives  
**To be built**



# TRACTION

## Clients/Partners



2000+

Students empowered in which 60% were women

## Mentoring Partners



US\$225k+

In Revenue

## Govt Partners



**N.S.D.C**  
National Skill Development Corporation

## Supported By





# CLIENT CASE STUDY


Joint Master's course in Innovation Strategy with the #8 Global QS-ranked university

**Number of students: 50**

**Key outcomes:**

- Engagement > 50%
- Two teams achieved sales, and all teams had their MVPs prepared
- NPS>60




**GU** Guliz  
1 review  SG



6 days ago

**Convenient, user-friendly and supportive**

The experience was great, team always helped us whenever we need and they were very supportive. The system and structure that they built was very convenient & user friendly

**CR** Crystal  
1 review  SG

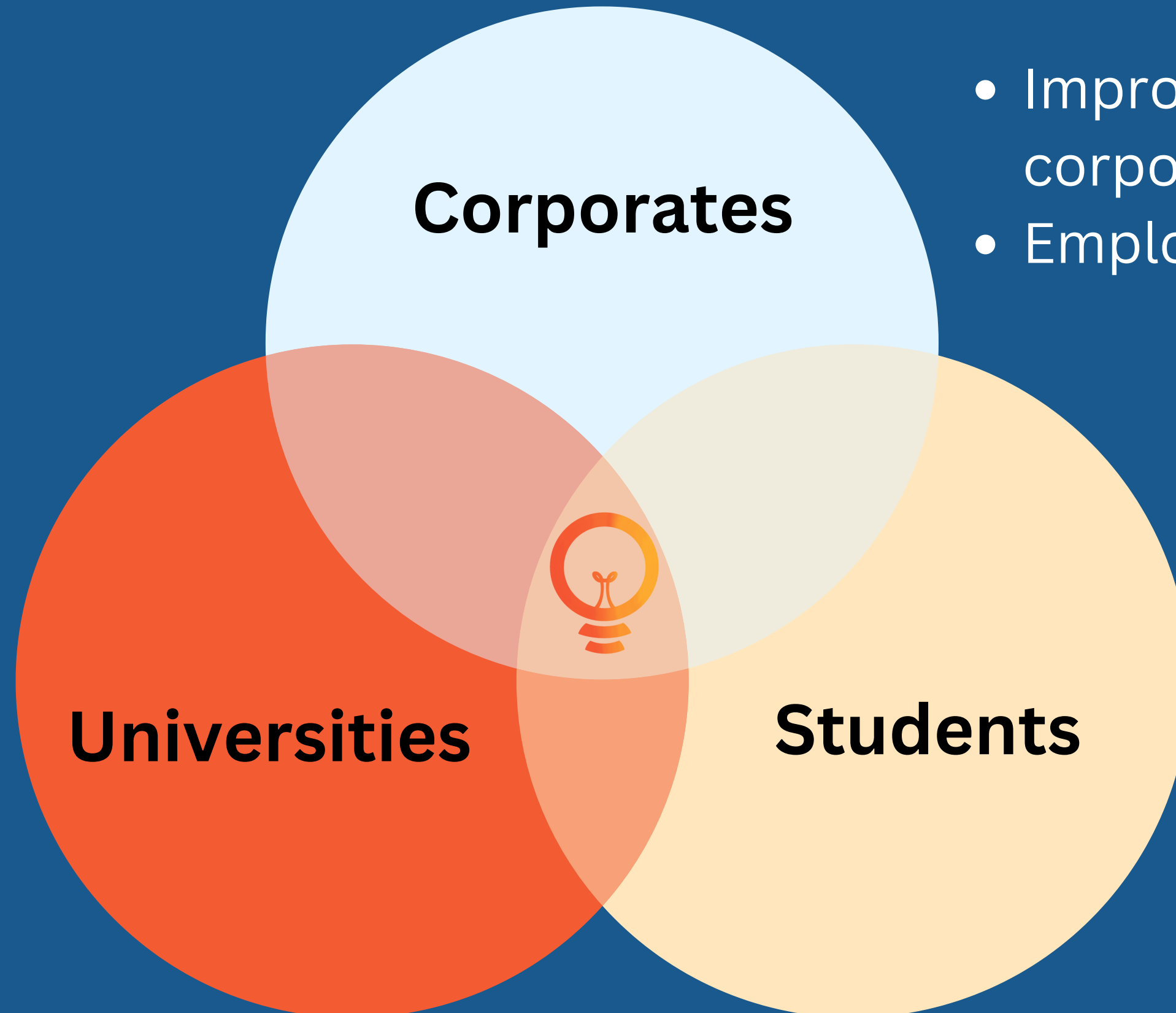


7 days ago

**The sessions are helpful**

The sessions are helpful, insightful feedback were provided. They have responded punctually

# VALUE PROPOSITION

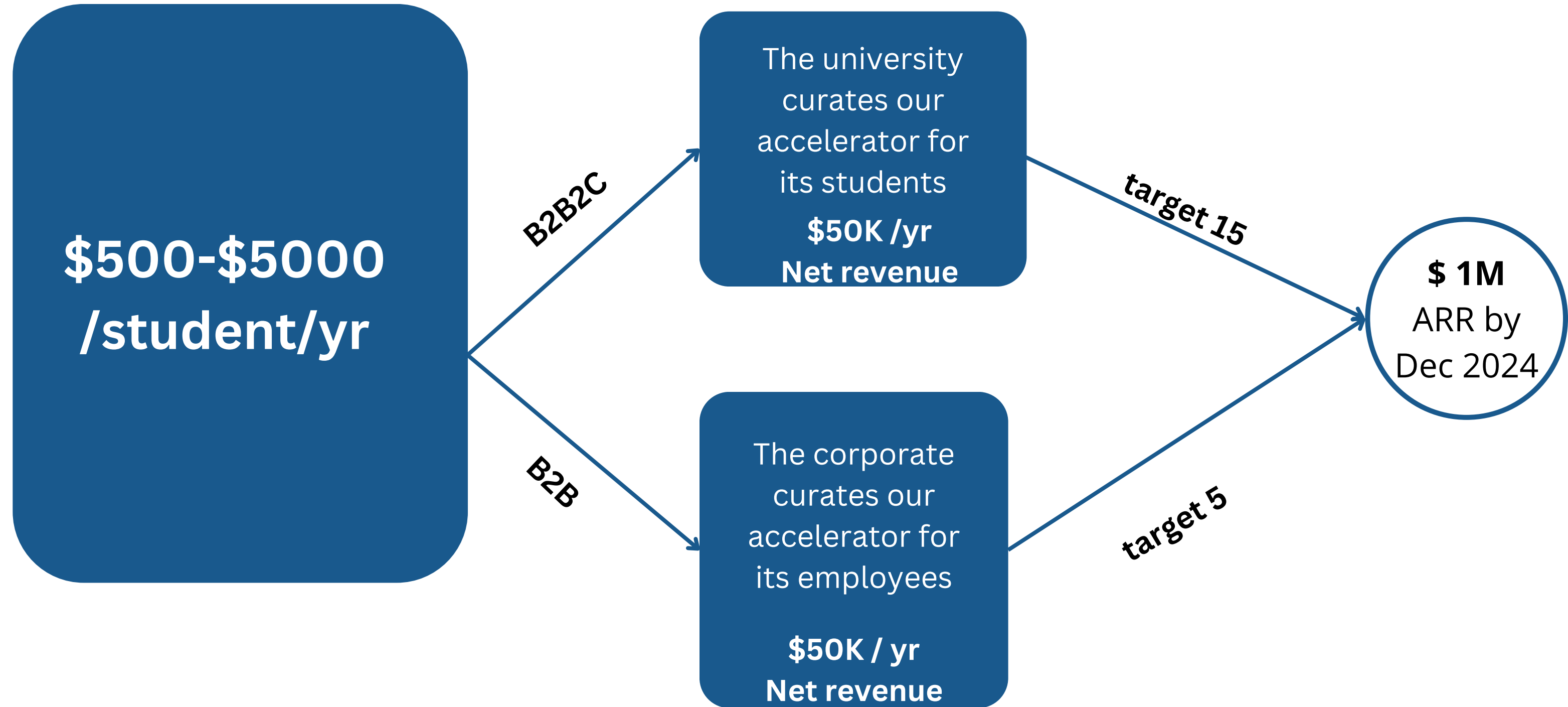


- Enhancing employability
- Unlock new revenue streams
- Strengthening continuing-ed programs

- Improve effectiveness of corporate training
- Employee retention

- Access mentor wisdom for a prepared workforce, ensuring success in life and career beyond exams.

# BUSINESS MODEL (in USD)



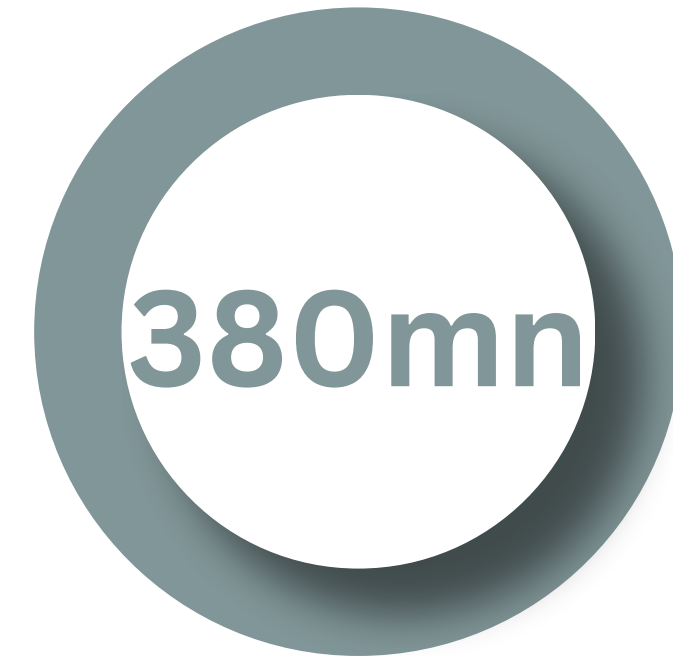
# MARKET POTENTIAL



**Number of higher  
education institutes in  
India + USA**



**Corporate  
upskilling industry  
US market size**



**Number of higher  
education students  
globally by 2030**

# CONVENTIONAL VS MENTOGRAM

- 90% of things you learn in an online bootcamp you forget in 1-day
  - Focuses on success in exams
  - One size fits-all
  - Teachers are academicians
- Outcome driven focuses on implementation and long-term high impact
  - Focuses on success in career and life
  - Personalized
  - Teachers are industry mentors

# COMPETITOR LANDSCAPE

Accelerator Model

**masai.**



**MENT GRAM**



**upGrad Campus**



## Competitive Advantage

✓ Founding team having experience in Asia and US markets

University Independent



**coursera**

University Partnership



**GUILD**



**SUNSTONE**

✓ Quality Expert network

✓ Strong tech

✓ Opportunity to trademark “Workforce Accelerator”

✓ Govt and university partnerships

Conventional Model

# EXECUTIVE TEAM



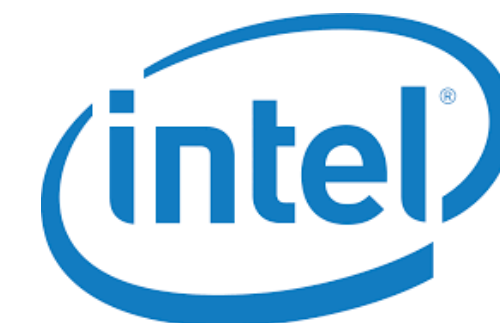
**Siddharth Dangi**  
*ex-Product Manager*



**Dr. Don Nations (PhD)**  
*Adjunct Prof, Certified Coach*

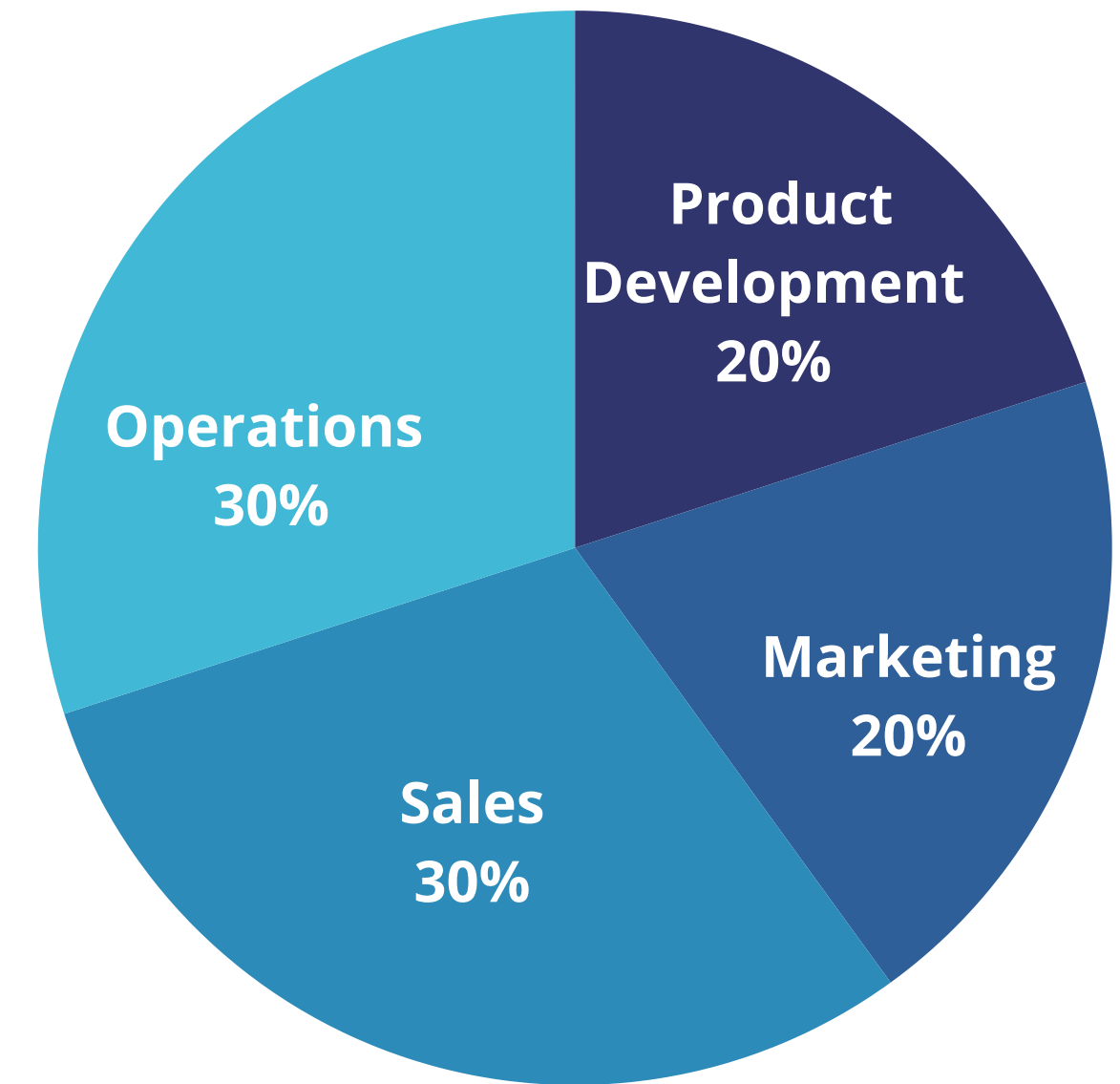


**Subra Shankhar**  
*ex-MD of Intel*



# INVESTMENT OFFER

- Raising \$1mn via SAFE @5mn valuation cap for the following:
  - Launch our GenAI programs
  - Digital marketing campaigns with universities
  - Enterprise product development
  - Reach \$1mn in ARR
  
- \$500k committed by angels, impact investor, family office
  
- Come join us to revolutionize education!



Funds usage breakdown



# **APPENDIX: Roadmap, SWOT & Case Studies**

# PRODUCT ROADMAP

TEAMS	Q3 2023	Q4 2023	Q1 2024	Q2 2024
MENTORING FEATURES	Community, LMS & Appointment Booking	Embed content from 100+ global experts through Auditor		Career Assessments
AI CAPABILITIES		Alumni mentoring		Cloud based Conversational Generative AI mentoring
ENTERPRISE FEATURES		Upgrade platform to enterprise needs and capabilities		Internship Mentoring

# BUSINESS ROADMAP

## Spring semester campaign:

Onboard at least 5 university for spring semester

## Reach \$1mn in ARR

Streamline the financial model and Preparation for Series A.

Feb 24

Dec 24

Dec 23

Apr 24

## Beta launch of corporate offerings:

Categories include entrepreneurship and leadership.

## Big launch at GSV Summit:

Access to the biggest universities and corporates in the world.

# SWOT

## Strengths

- Access to India + USA
- Technology + Academia + Corporate
- Well established connections with expert networks

S

## Weaknesses

- Lack of capital
- Lack of scientific research on program effectiveness
- Inefficient systems and processes

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## Threats

- Intellectual Property
- Quality and engagement of experts
- Regulatory requirements to host degrees/certs
- Measure effectiveness of program
- Other edtech giants entering this space

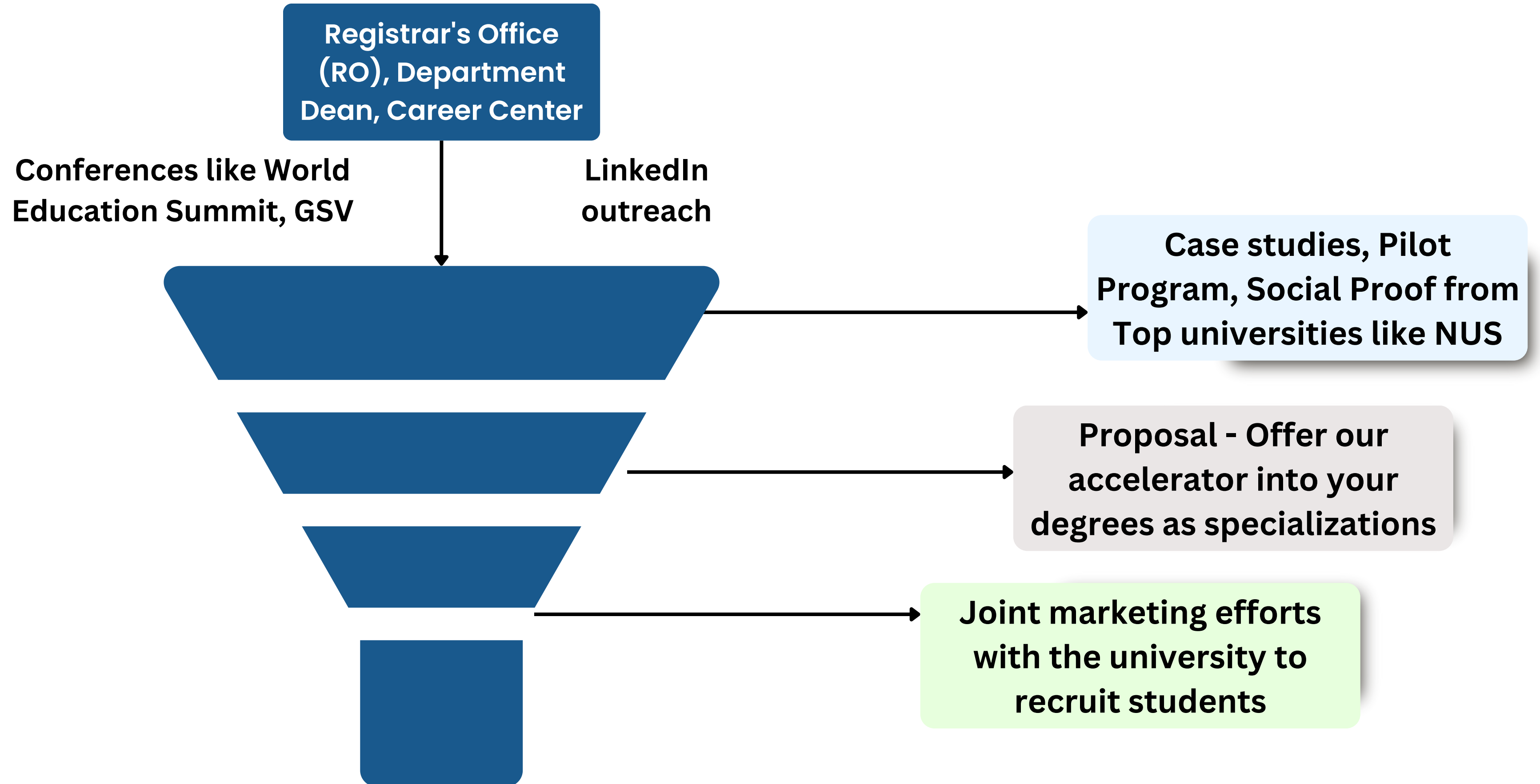
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## Opportunities

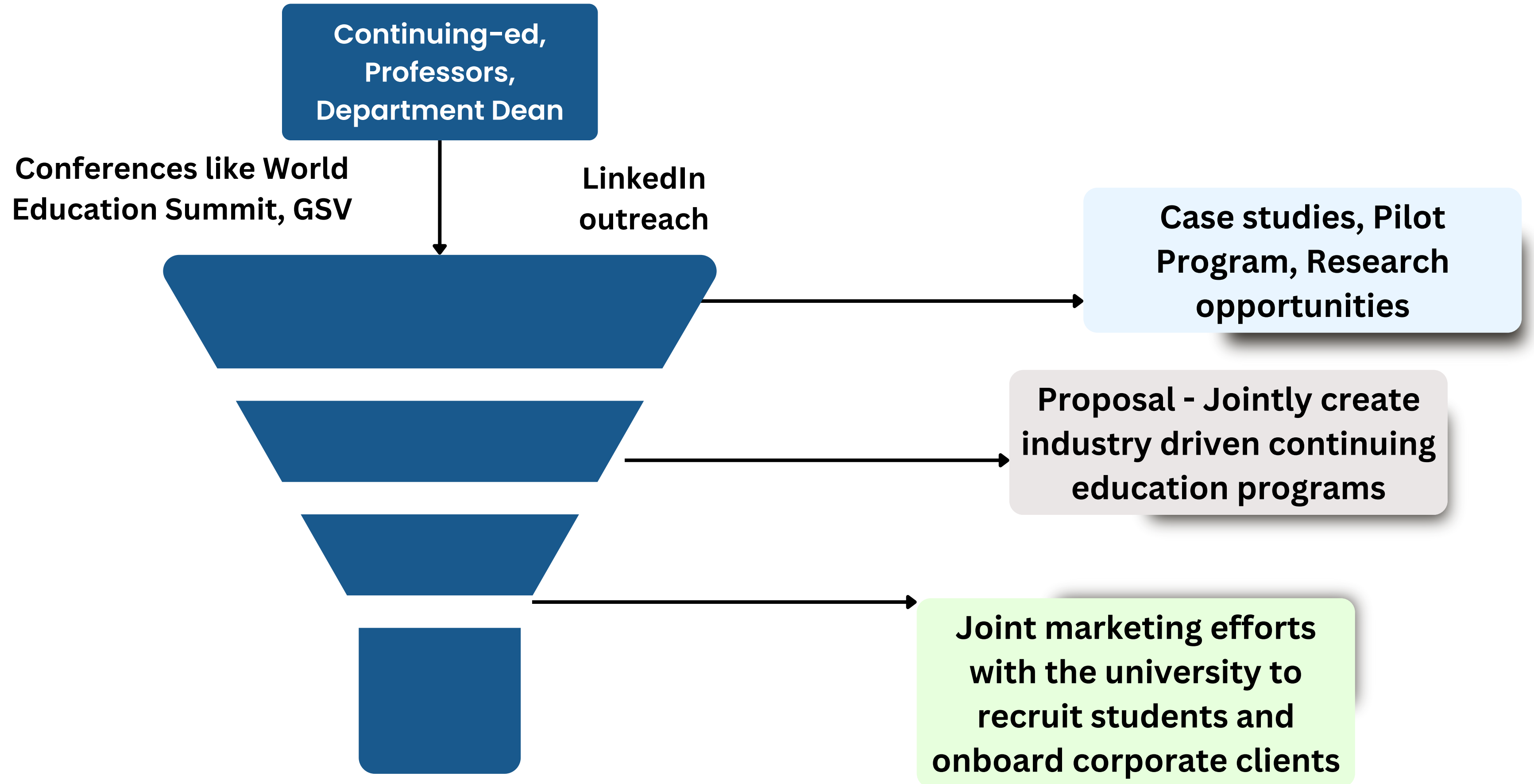
- Generative AI wave
- Next-gen certs/degrees
- Hybrid learning model post Covid
- Public sentiment is all-time low for higher-ed

O

# GTM – Non Tier 1 Uni



# GTM - Tier 1 Uni



# ADVISORY BOARD



**Farhan Firdaus**

*Advisor Board Member at SG Poly*

ex-Advisor for MOE  
Singapore | ex-COO of  
Series B startup



**John Lim**

*Partner at Meet Ventures*

Corporate-startup  
innovation | ex-Consultant  
at KPMG | SG Innovate



**Edmund Tan**

*Singapore*

Investor, Advisor & Board  
Member in Yuvo | ex-  
Consultant to MNCs and  
Public Organisations

# CLIENT CASE STUDY : NATIONAL SKILLS DEVELOPMENT CORPORATION OF INDIA (GOVT. OF INDIA)



## Challenges

- Non-IT students face barriers in entrepreneurship programs due to lack of MVP building skills.
- Upskilling mentoring initiatives are very scattered across campus

## Solution

- Idea to MVP building program for non-IT students.
- White-labeled centralized upskilling platform with a goal to partner with 50+ HEIs by 2024.



# CLIENT CASE STUDY : KSV GROUP OF INSTITUTIONS



## Challenges

- Faculty are not equipped with mentoring skills.
- Upskilling initiatives across the campus are very scattered.

## Solution

- Faculty training workshops in mentoring skills.
- KSV white-labeled upskilling platform for 18,000+ students.

# CLIENT CASE STUDY : VIRTUS GROUP OF COMPANIES (UAE & India)



## Challenges

- Building and running CSR entrepreneurship upskilling programs was a tedious task
- Exploring more effective learning methods

## Solution

- Launched entrepreneurship upskilling platform with 15+ programs curated.
- Implemented mentoring through our platform

# MENTOGRAM IN ACTION



**MENTGRAM & Shikshakji PRESENTS**

**Frank Friday**

Hosted by **Mr. Vivek Trivedi**  
CEO, Shikshakji.com & Start-up Coach

Guest Speaker **Mr. Srikanth Sundaram**  
DGM- HR - John Cockerill India limited

**Shikshakji.com**

**TOPIC | Changes in Corporate training needs Post Pandemic**



Indian Institute of Management Bodh Gaya

**Youth Entrepreneurship Summit IIM BODH GAYA**

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