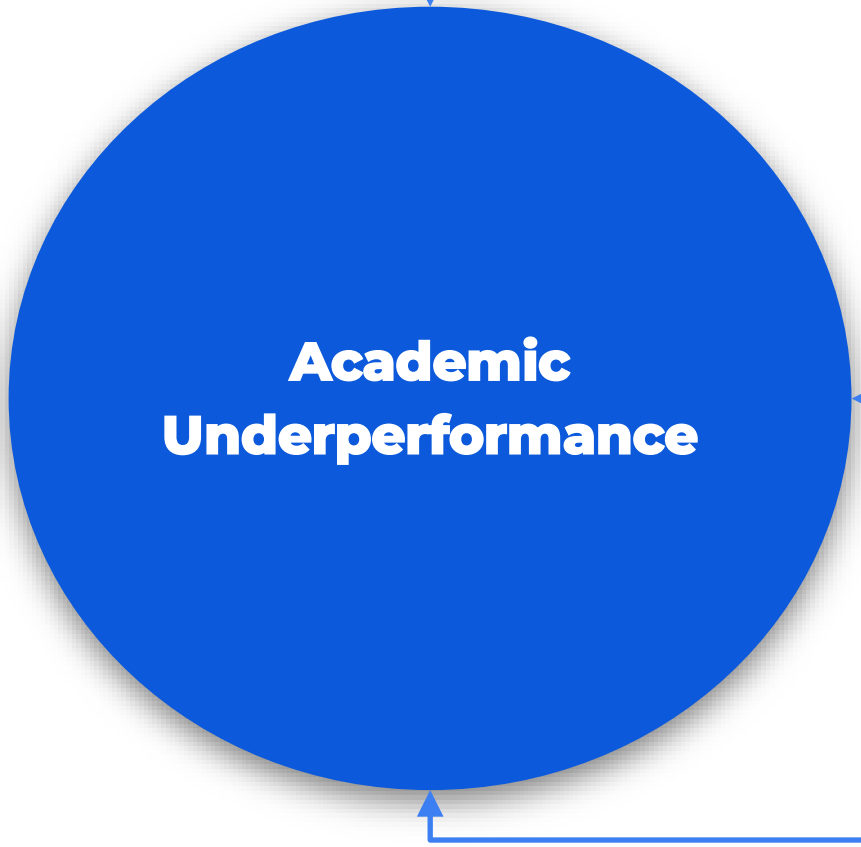
Delivering
Sustained Improvement in Academic Learning
with Advanced Technology Solution empowered by Artificial Intelligence

BASTA

Private & Confidential

Incubated by IIT Startups

Problem



Students

Reduced Attention Span

<10-20 Mins

Teachers

Increased Administrative Tasks

~ 30-40% Time

~ 96% mental / physically stressed

Schools

Lack of Psychological Support

Only 100k Psychologists
(1.5m required over 315 million students)

Solution & Value Proposition

#1



Integrated Tech Solution & Platforms

#2



Open Marketplace with Proprietary Frameworks & Tools

#3



Relevant Insights & Recommendations

Sustained Improvement in Academic Learning

- **Non-Prejudiced Academics**
- **Resilient Ecosystem**
- **Mental Health**

Journey So Far

#1

Integrated Tech Solution & Platforms for academic in 6 Schools for 384 students

#2

Academic Framework

Psychological Framework based on NEP20 and NCERT Guidelines

#3

Building Open Marketplace for Counselors with Counseling AI Tech

Sep' 21- Mar' 22

Apr'22- Aug'22

Sep'22

Business Model & Product Mix



PaaS
(25/- Per Student Per Month)



MarketPlace
(1000/- Annual Subscription + Revenue Sharing)

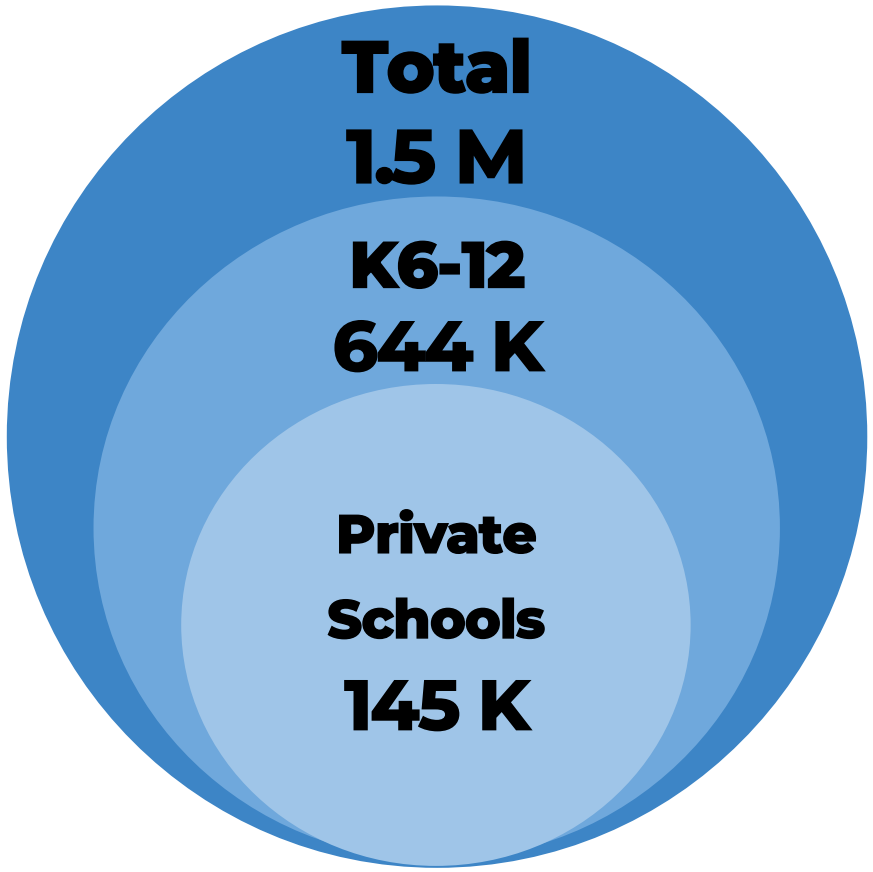
Additional Revenues
- **Training & Certifications**
- **Turn-Key Projects & Consulting**
- **White Labelling & Licensing**



- **Basta Software** — **Advanced Multi Featured Software**
- **Basta Analysis** — **Responsive Analytics**
- **Basta Insights** — **Actionable Insights**
- **Basta Partners** — **Partnership** with Psychologist Associations, School Board/Universities
- **Basta Framework** — **Frameworks** for Psychometric Analysis, Content, Training & Certification
- **Basta Validation** — **Validation** by Psychologist Association & School Boards
- **Basta Marketplace** — **Open Marketplace** Content Creator Platform, Training Platform, Tools for Teaching

*Basta has trademark and paper copyright

Schools



Marketing Strategy

A. Strategic Partnerships

a. Psychologist Associations & School Networks
b. State Departments of Education

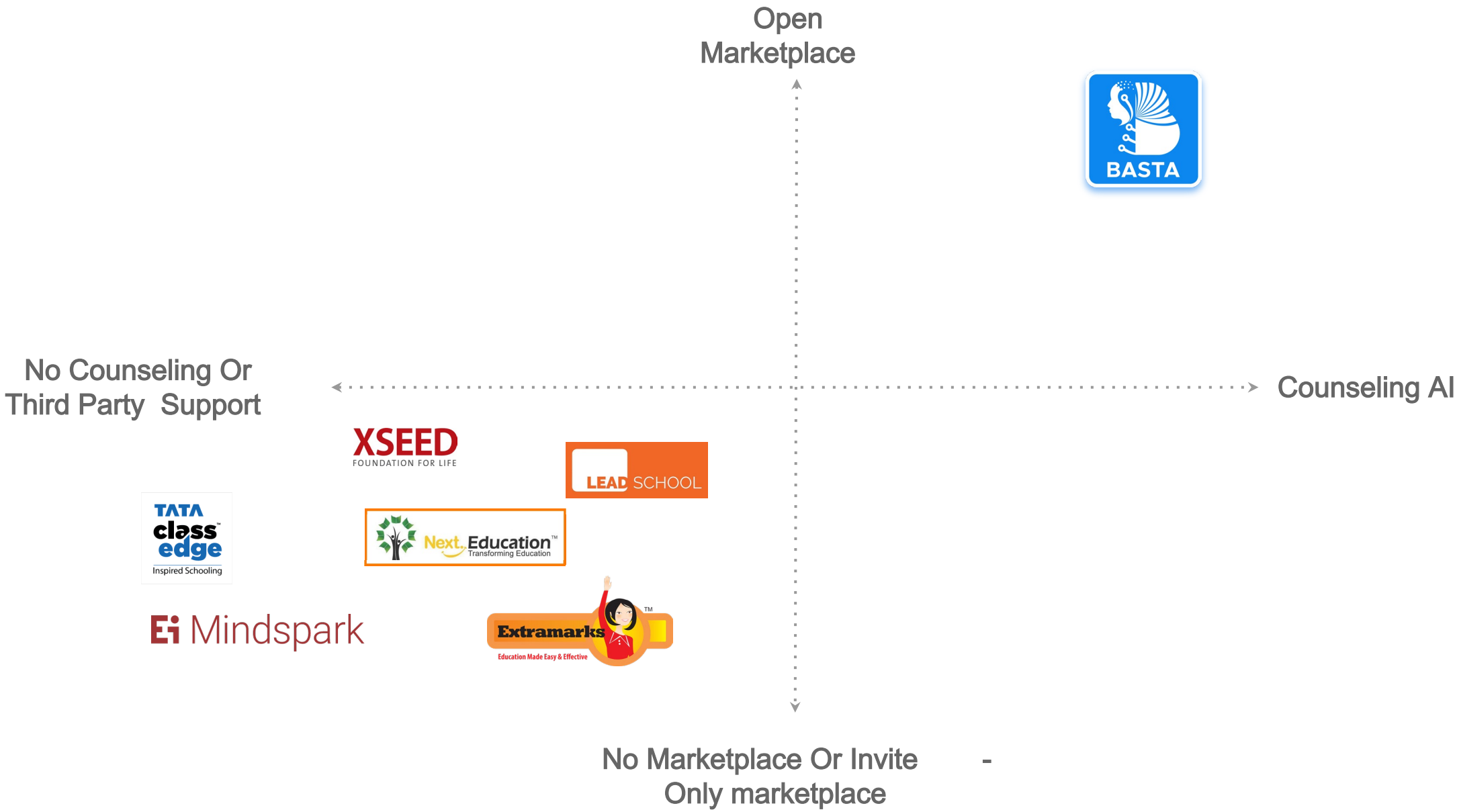
B. Building Networks

a. Resellers, ISPs, SIs, Franchisee (White Labelling)
b. Consultants & Content Writers
c. Developer Network

Initial Focus: 5% Schools in Delhi, Haryana & Punjab; 6th to 12th Class

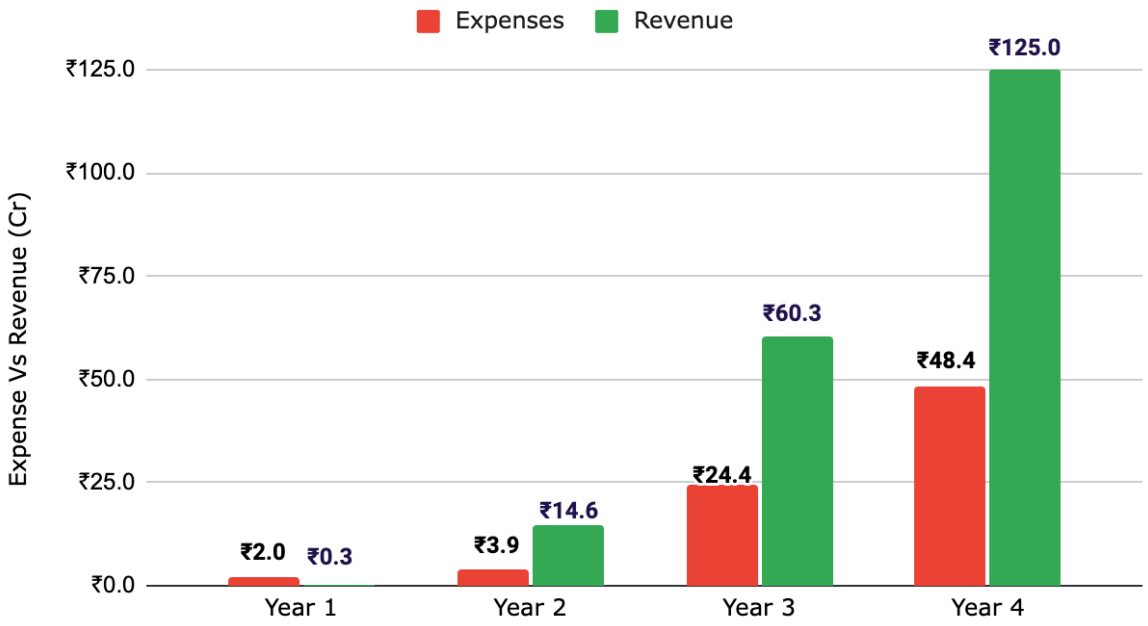
https://dashboard.udiseplus.gov.in/#/home

Competitors (Market: School)

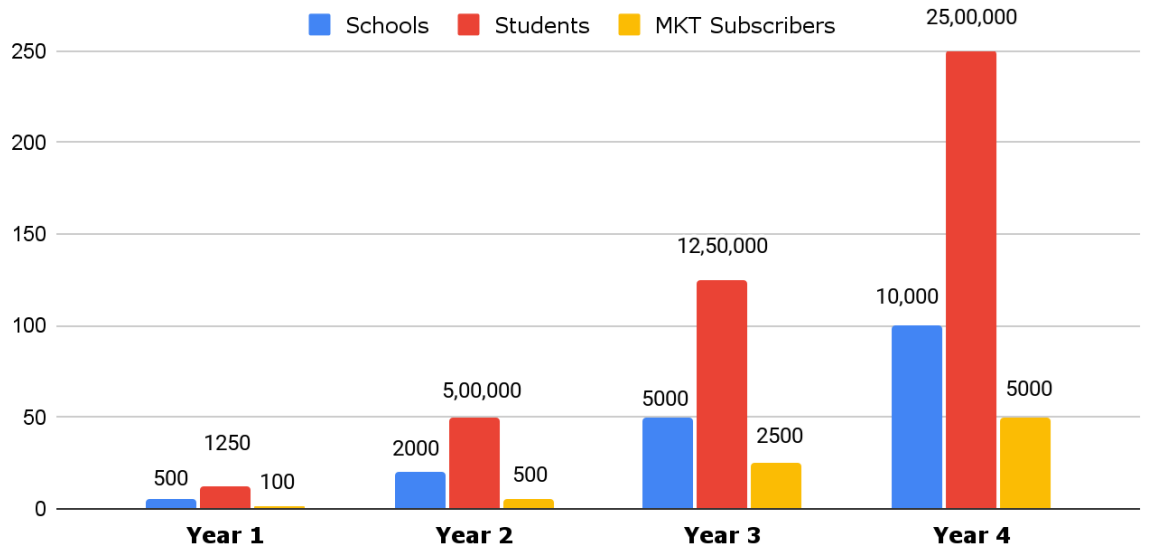


Financial Roadmap

4 Years Projection (Cr)



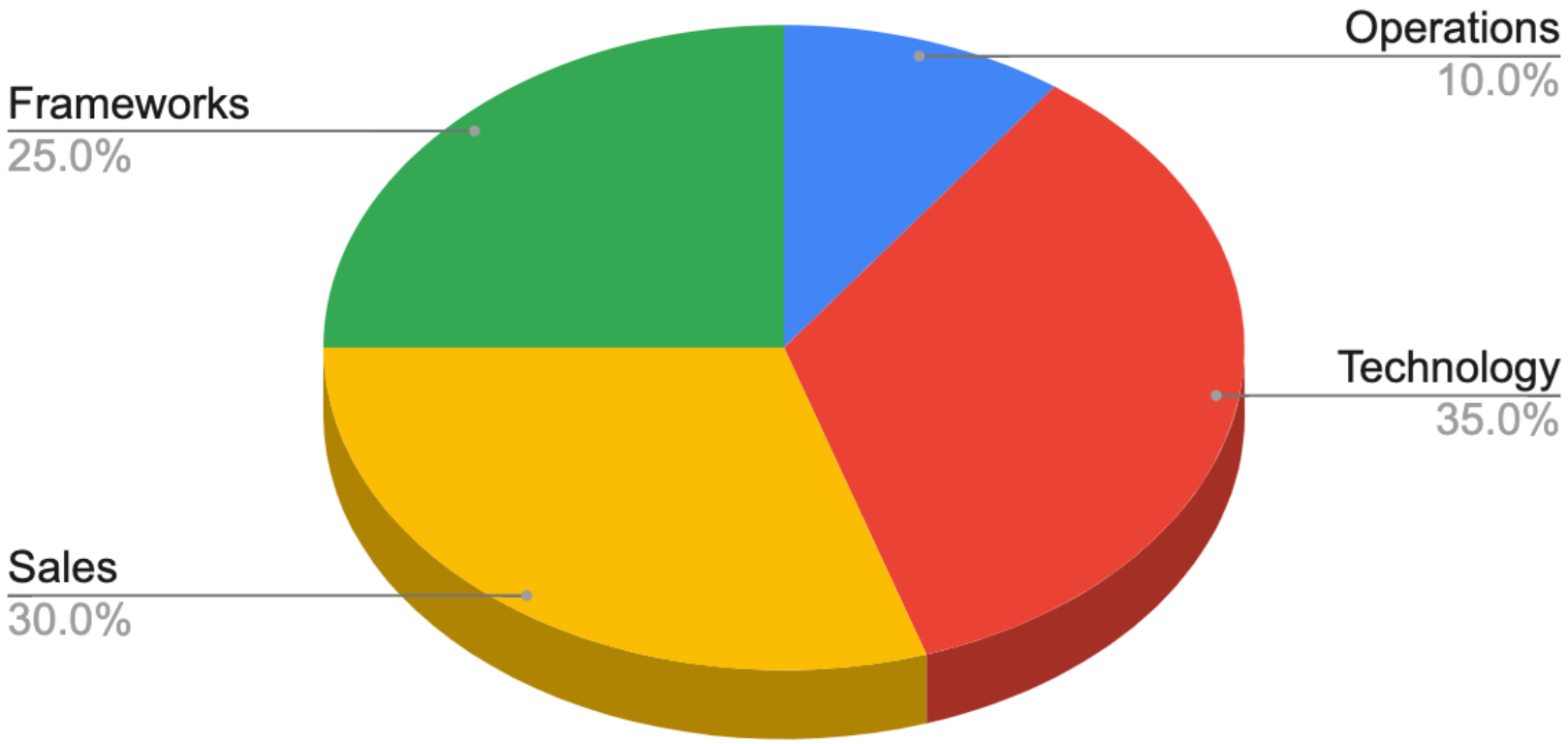
Customers



Ask

$500k USD
~ ₹ 4Cr

18-24 Months Runway



Team

Founding Team



Kapil Arya
IIT Kanpur '14
Ex - Genpact, TCS & ANZ
5+ Academic Experience



Navjot Brar
IIT Kanpur '14
Gold Medalist
Ex - Deloitte

Core Team : 6+ Members

Advisors



Rahul Khatry
IIT Kanpur'11
AI/ML Advisor



Amar Sharma
Allahabad Agriculture Univ
Content Advisor



Raja Rajeev Kumar,
Mentor,
IIT Startup Cohort 8



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