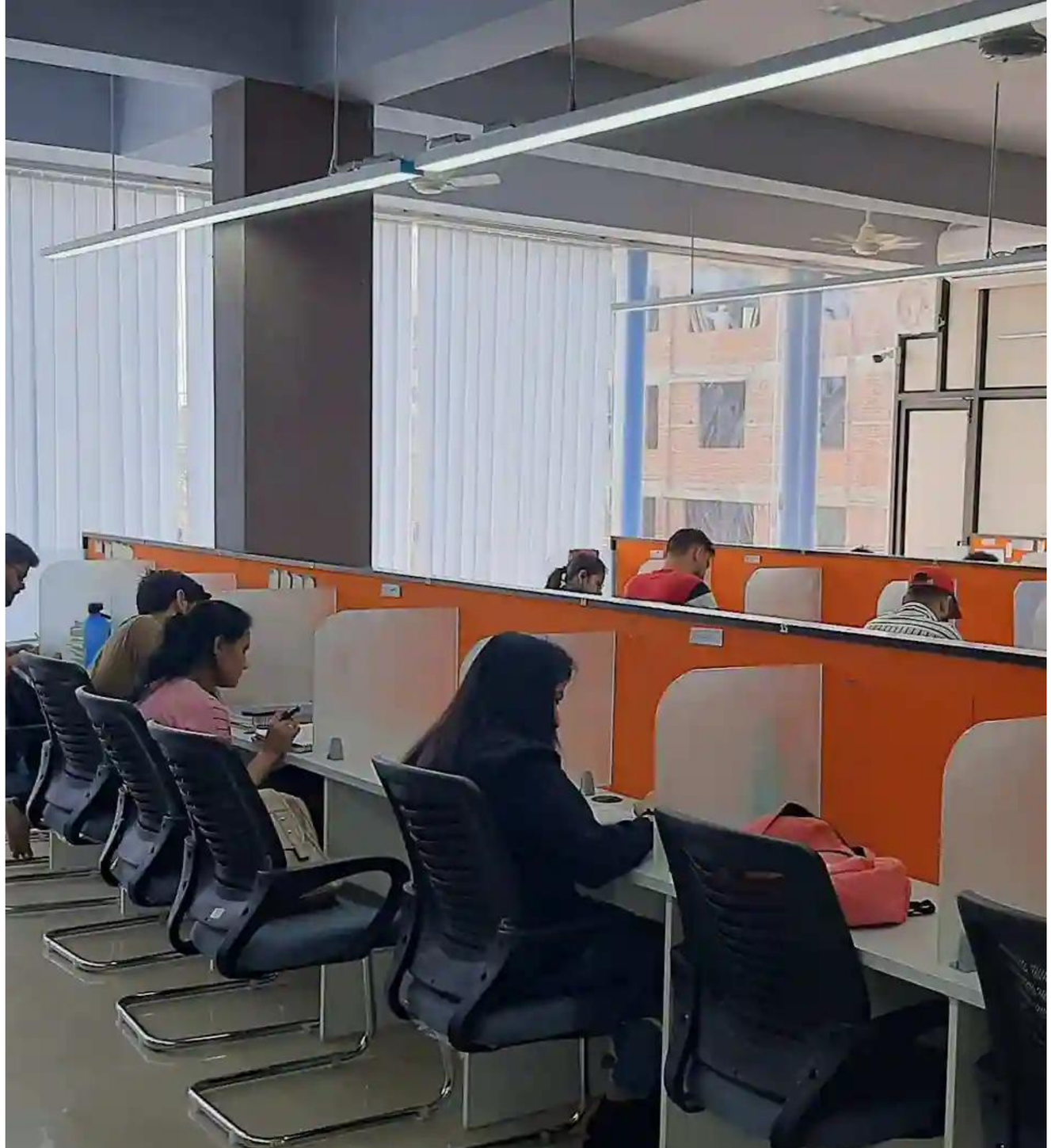


LBY

LBY (लिबी)

Empowering students

ON-DEMAND ACCESS TO CO-STUDY FACILITIES

LBY

Problems faced by students who study at home

Lack of infrastructure 77%

Lack of motivation, Anxiety 30%

Lack of structured study plan

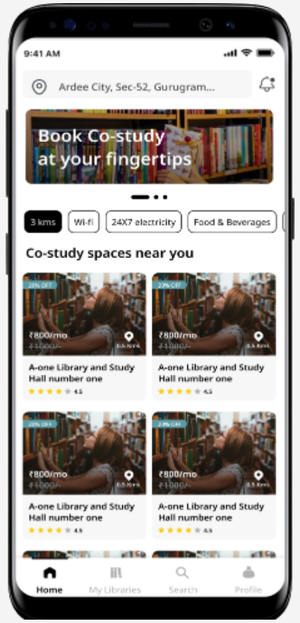
Home/PGs are full of distractions

Our offering

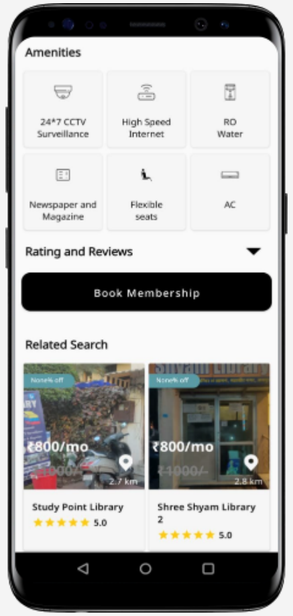
LBY

LBY helps students discover and book desired co-study facilities, which we onboard after extensive quality check and compliance to our standards.

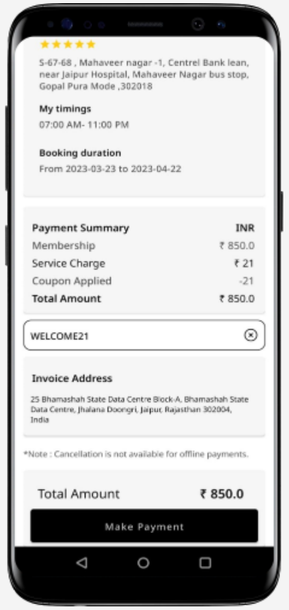
Discover



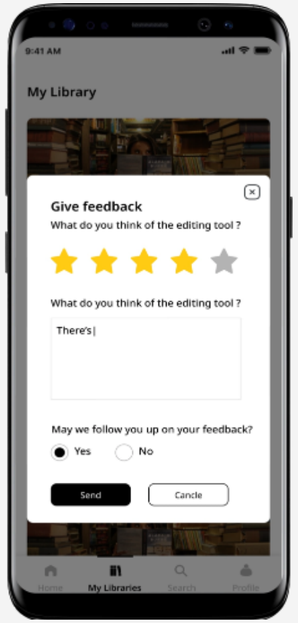
Book



Pay



Rate



Product Roadmap

	2023		2026
PRODUCT	Completed Phase 1	Phase 2	Phase 3
APP	MVP Co-Study facilities booking		
FEATURES	Seat Availability Booking Payment Profile Referrals	LBY Quizzes Study Plan LBY Q&A LBY Marketplace	LBY Mentorship LBY Mental health LBY Credit LBY Placements

Our value proposition

LBY

Value for students

On-demand access to co-study facilities

Multiple options at various price points

Discover motivated study partners

Online/Onsite payments

24 X 7 support

Value for co-study facilities

Demand generation

Weekly payment settlements

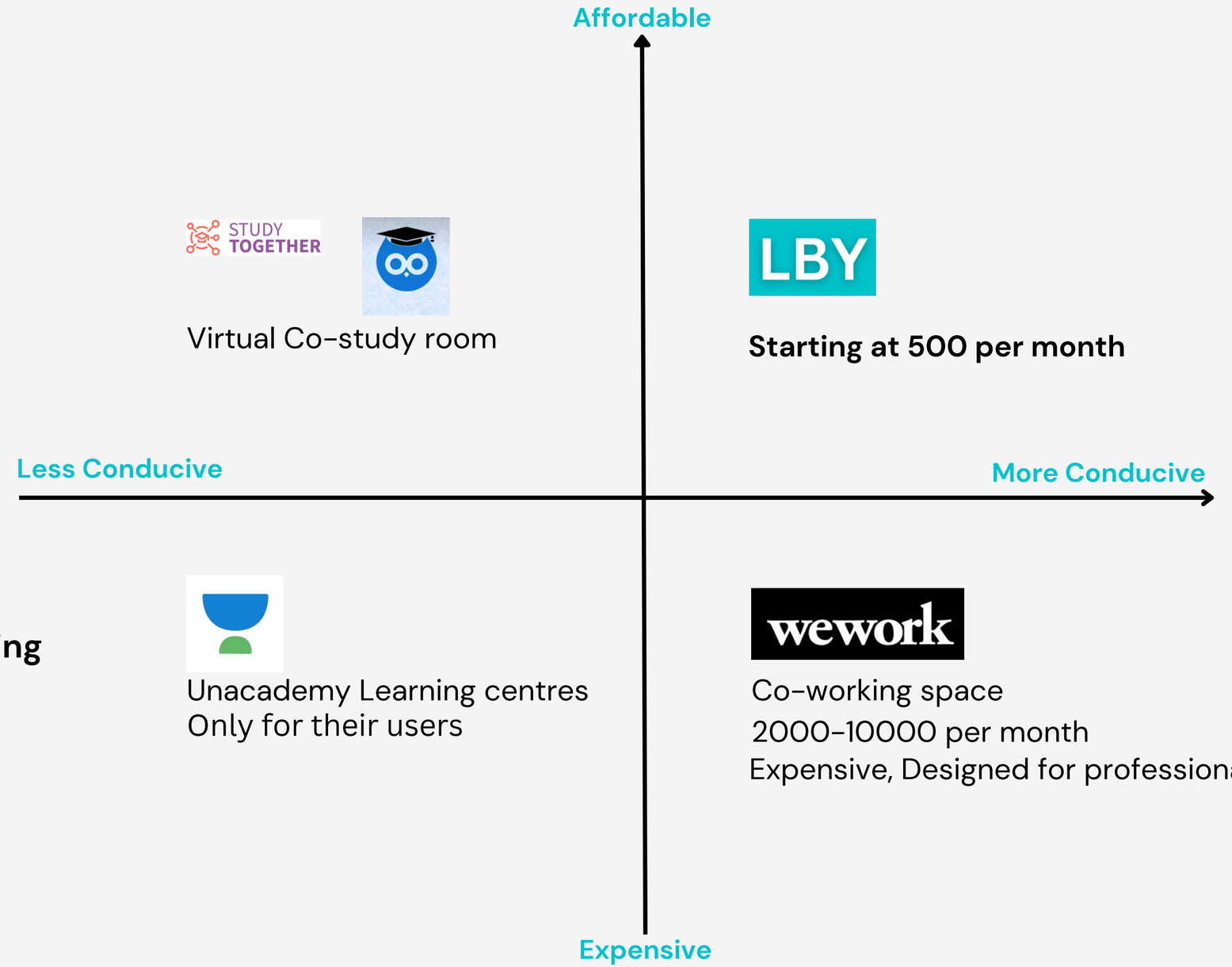
Transparency of transactions

Training for library Associates

Visibility by web/app listing

Competitive Landscape

We are the only platform through which students book physical learning centres



LBY

OUR JOURNEY

Cities

Jaipur
Kota
Jodhpur
Indore
Pilani
Jalore

Research Touchbase

Co-Study: 500+

Students: 2000+

MVP Launched

Aug 2022

Today

Paid users: 250+

Co-study partners: 154

Overall seats: 15,500

GMV: ₹8 Lakh

Go-To-Market

LBY

SERVICEABLE OBTAINABLE MARKET

$600M

Acquisition strategy

For students



- Partnership with coaching classes
- Field Marketing in students dominated areas
- Targeted Digital Marketing

Acquisition strategy

For co-study operators

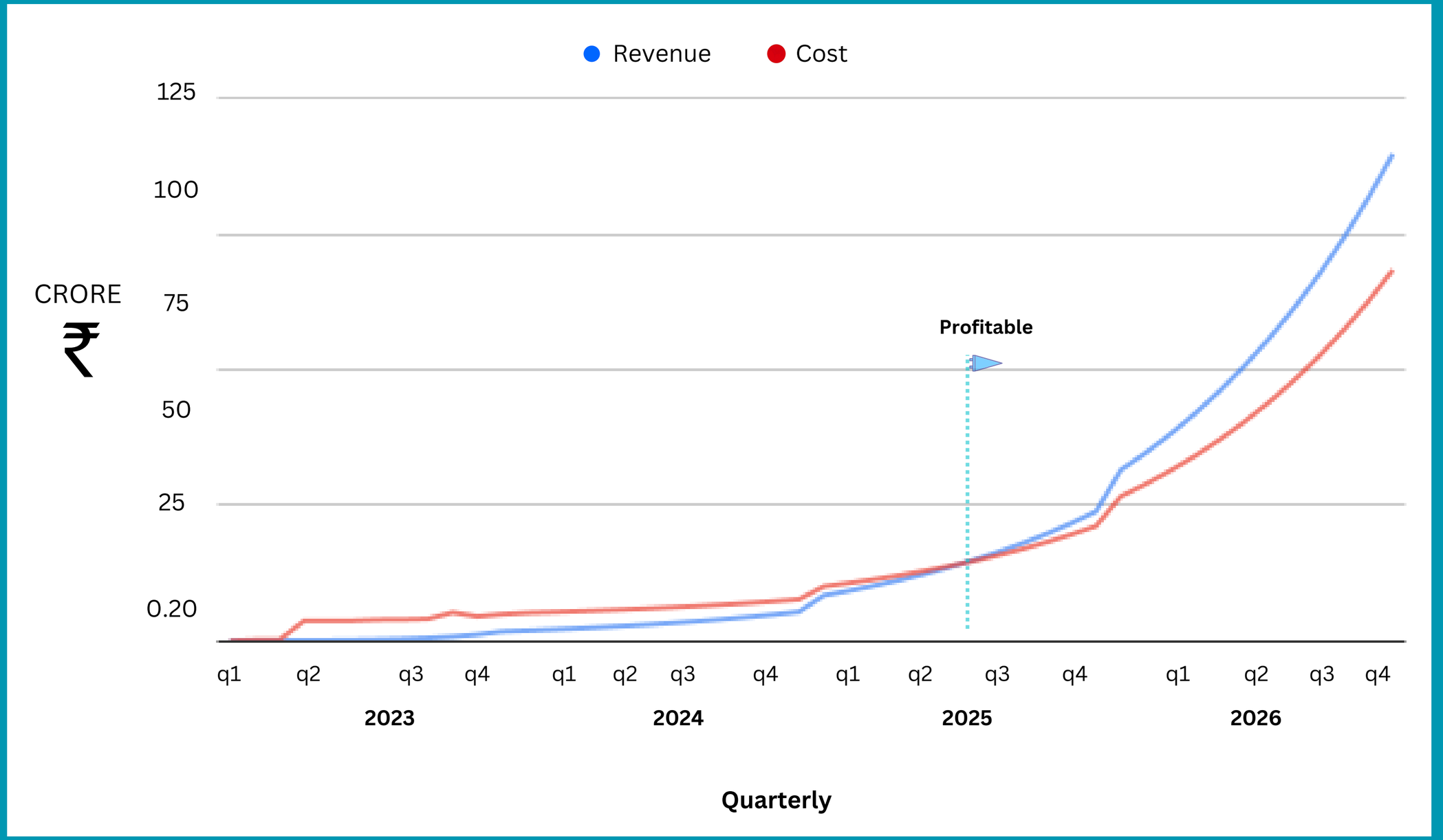


- Our team to visit each co-study facility for negotiation and onboarding
- Explore schools for after-class use. Government libraries

Jaipur → Delhi /Kota/Allahabad → Top 30 Education Hubs of India

The Indian Express India's 70,000+ public libraries and its untapped potential: A study in contrast

Path to profitability



LBY

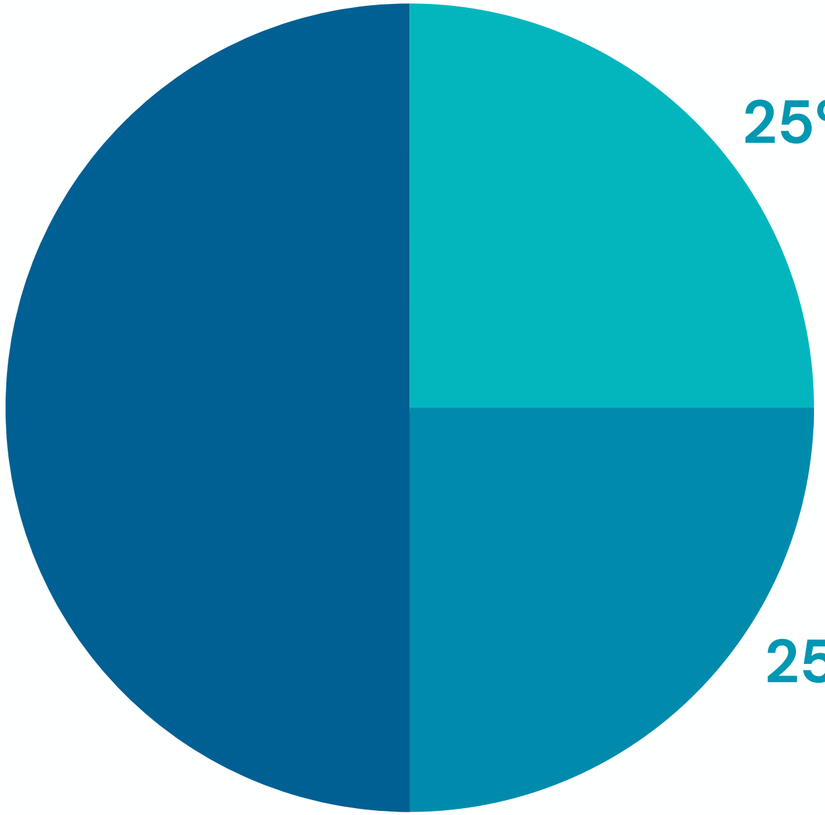
WE ARE RAISING

₹ 3 Cr

24 Months

50% MARKETING

Customer Acquisition
Brand Building



25% TECHNOLOGY

Product Enhancement

25% OPERATIONS

Customer support

LBY

Team

LBY



Dilip parmar

Co-founder & CEO
Ex Rapido, IIT Kharagpur

8 Yr Exp Product/ Strategy



Bhawesh Tagariya

Co-founder Ex Spinny,
IIT BHU Varanasi

7 Yr Exp Marketing and
Business P&L



Dharmendra Jindal

SDE, Cuemath
IIT Kharagpur

7 Yr Exp Full Stack
Developer

INCUBATOR

iSTART

ACCELERATOR

iit STARTUPS

OUR ANGELS



Aswathy Honeylal
Director Shadow Fax
IIM B



Aditya Deodhar
Director Strategy, Acko
IIT BHU + IIM A



Nilesh Patidar
Data Scientist, Paypal
IIT BHU



Vinay Gupta
CEO Antino Labs
IIT kharagpur



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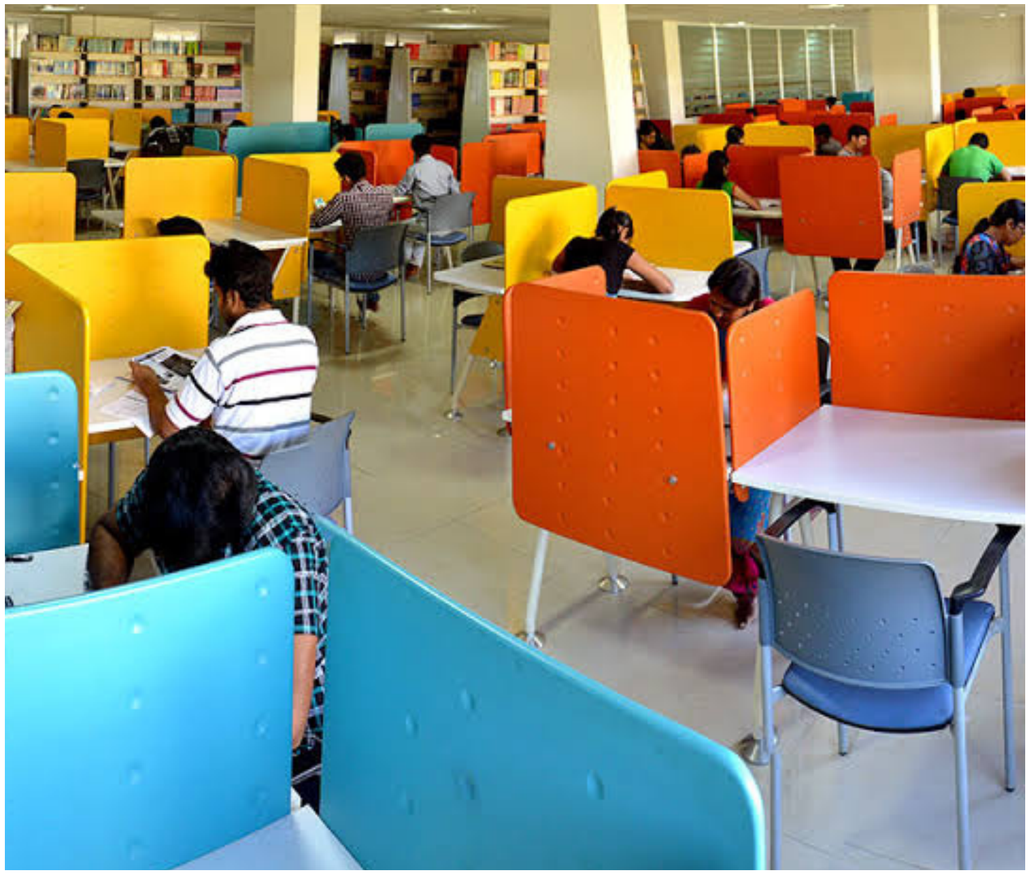
Get In Touch With Us

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www.lby.co.in



LBY will empower 40 million students build a brighter future