NEO RISERS

Start Young : Master Tomorrow

Startup Name: Neo Risers Pvt. Ltd.
Founders: Pawan Pagaria & Anupam Banerjee
Company Registration: 31st May 2023
Incubated at: FITT, IIT Delhi
DPIIT Registration: DIPP145560
Broad area: Educational & Future Skill Development [Integrating Design & Technology]



Children are not failing to learn; our systems are failing to match how they naturally discover, explore, and understand the world.

Reimagining effective **learning tools for K-10 schools**

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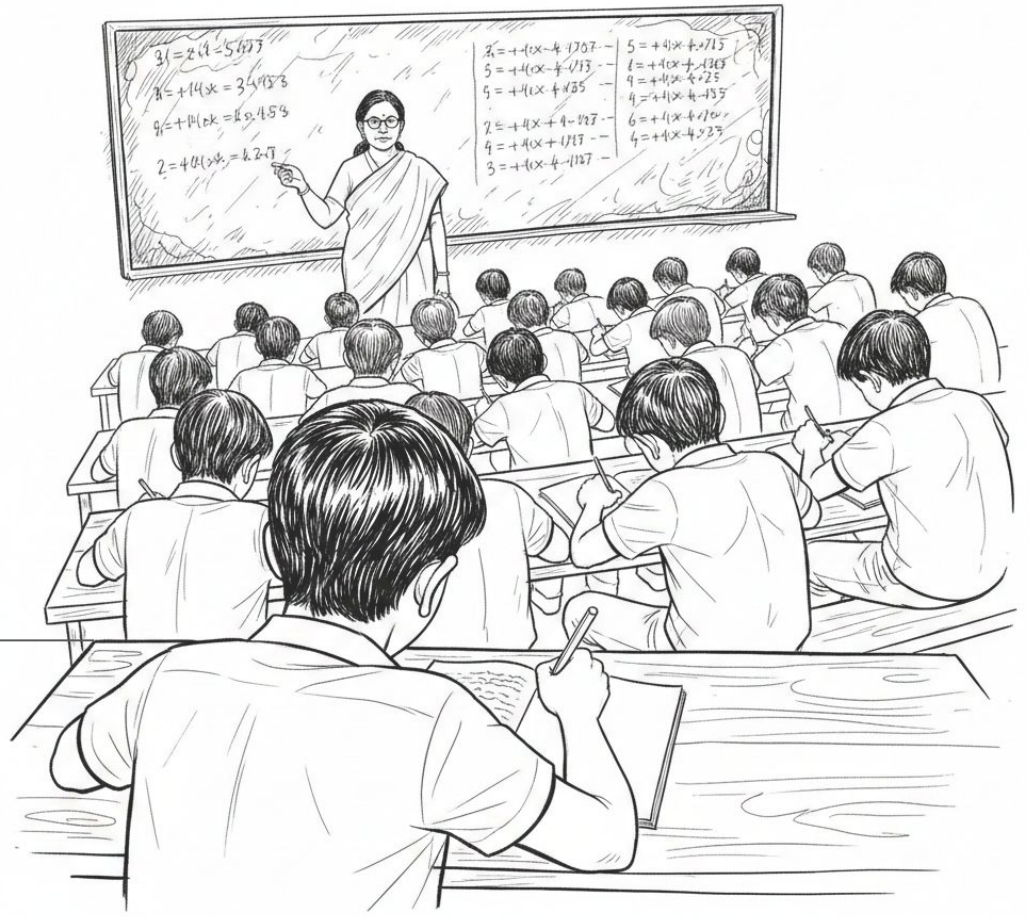
The Problem

Few tools in the market :

- **Align to curriculum & framework**
- **Don’t overburden teachers**
- **Are easy to use**
- **Built for practical application**

Most tools are overpriced & doesn’t engage the students effectively.

To address this, schools & parents **patch together disconnected kits, rely on worksheets & create invalidated tools.**

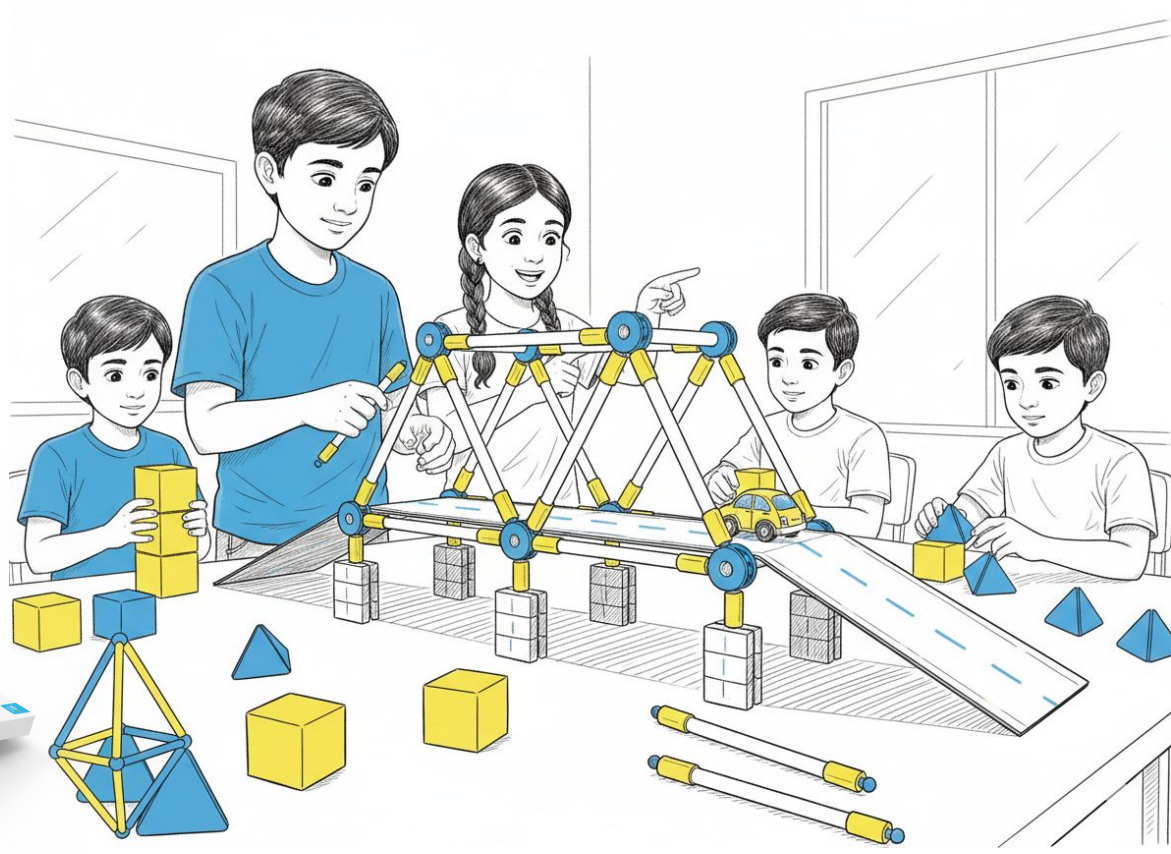


The Solution

Plug-and-play Tools

-Curriculum aligned
-Make learning more engaging & applied
-Modular, open ended & Affordable
-Invokes creative problem solving

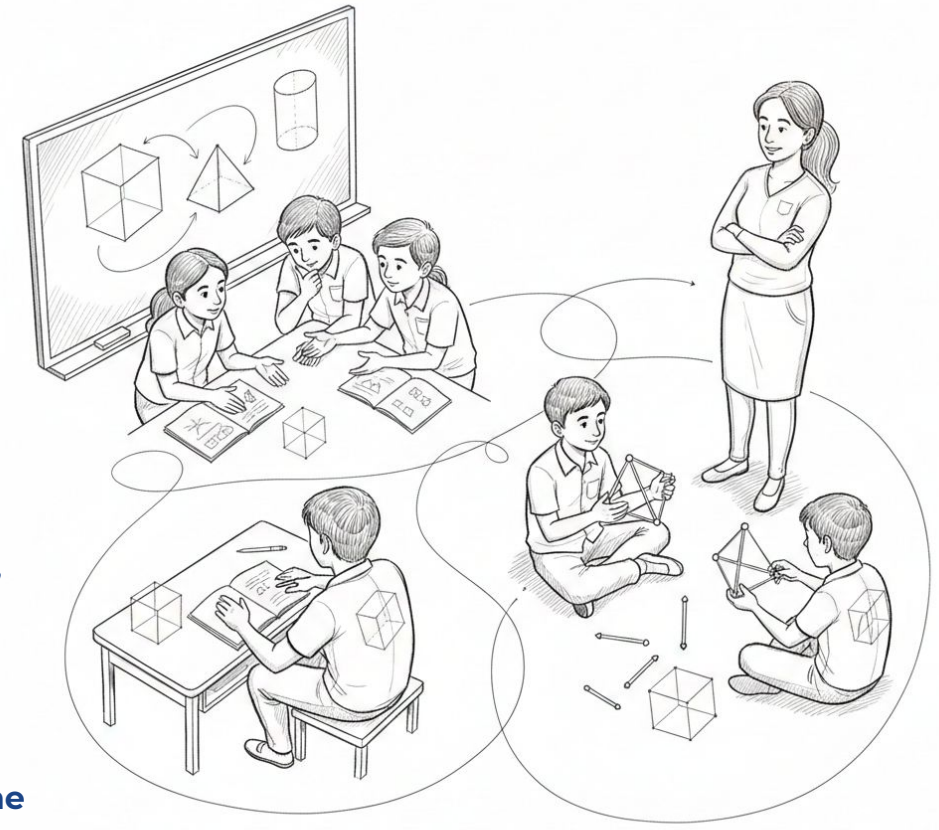




Value Proposition

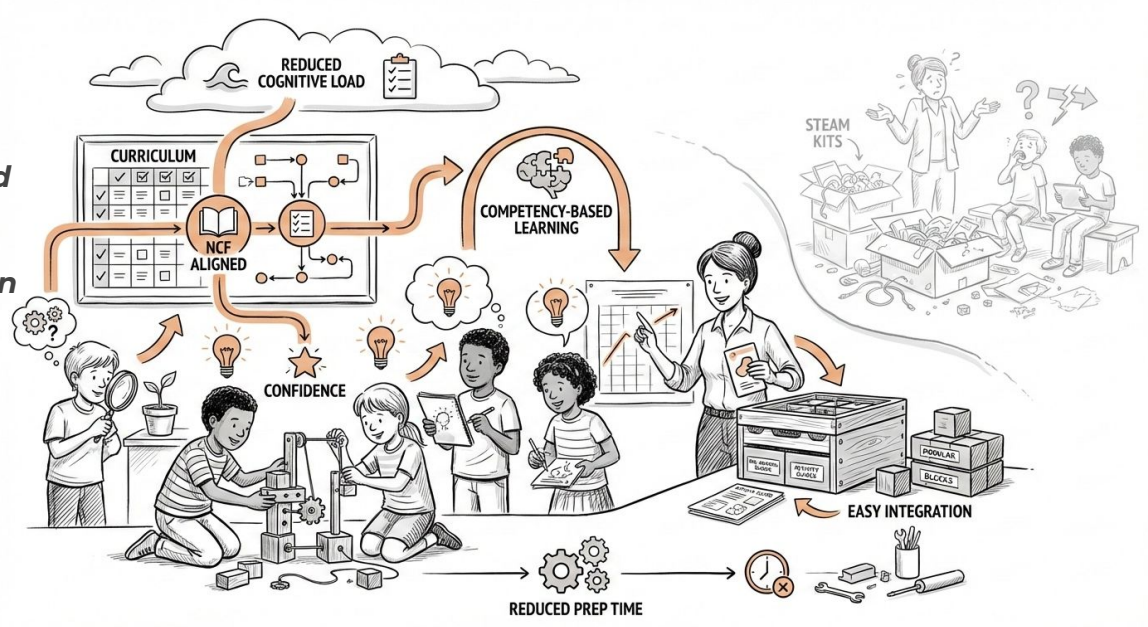
Our **curriculum-aligned, hands-on learning tools and kits**
help **primary school teachers, schools, and parents...**
who want to **deliver measurable, competency-based learning aligned with NEP/NCF...**
by **reducing classroom prep time, cognitive load, and tool-integration effort,**
and **improving student engagement, foundational thinking skills, and learning outcome**

....unlike **generic STEAM kits and activity-focused products that sit outside the curriculum, add workload, and deliver low instructional value.**



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Product Portfolio



Creatofit LINK

Build structures by connecting everyday materials, strengthening concepts from **Mathematics** (geometry), **Physics** (forces & stability), and Engineering design.



Creatofit FORM

Explore geometric shapes through folding and construction, deepening understanding of **Mathematics** (3D geometry), **Spatial reasoning,** and Visual–spatial thinking.



Creatofit VISUAL

Develop visual literacy through design principles, reinforcing **Art Education**, **Mathematic**s (patterns), and Observation skills essential across all subjects.



Creatofit CAST

Create and assemble forms using Plaster of Paris, connecting learning to **Science** (materials, states of matter), **Mathematics** (measurement), and **Art & Craft, History**

Product Portfolio



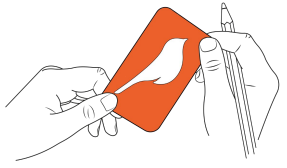


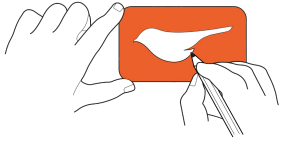






STEP: 1
Take the bird stencil





STEP: 2
Outline the bird with a pencil by using the stencil





Why Now?







Solutions Today...

Schools rely on a fragmented mix of **worksheets, generic learning kits.**

They are **overpriced add-ons**, which are **disconnected from the curriculum**.

Teachers manually adapt these tools—**adding to workload.**

Parents buy entertainment-focused kits that **deliver little measurable learning.**

Present Trends...

NEP 2020 → shift to competency-based learning

AI era → premium on creativity & problem-solving

Gap: No structured **"creative fitness"** infrastructure

Parents already **spending on:**
-Coding classes
-Robotics kits
-Skill-based enrichment

Our Offering...

We have **done extensive market research** and created a product with the **teacher & learner in mind**

Our products are **modular, easily adoptable, affordable & can be repurposed**

Our products cater to two price points- **premium & affordable**

NeoRisers = category creator, not just EdTech player

Market Size

USER

Teachers and Students

Buyer

Schools and Parents

Decision Maker

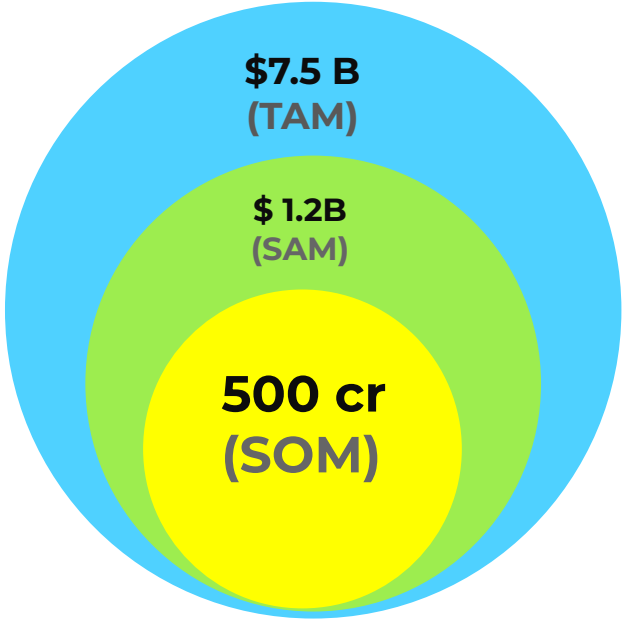
School administrators & Principals

Market Validation

Project with **Delhi SCERT** targeting 25k school teachers



TAM SAM SOM



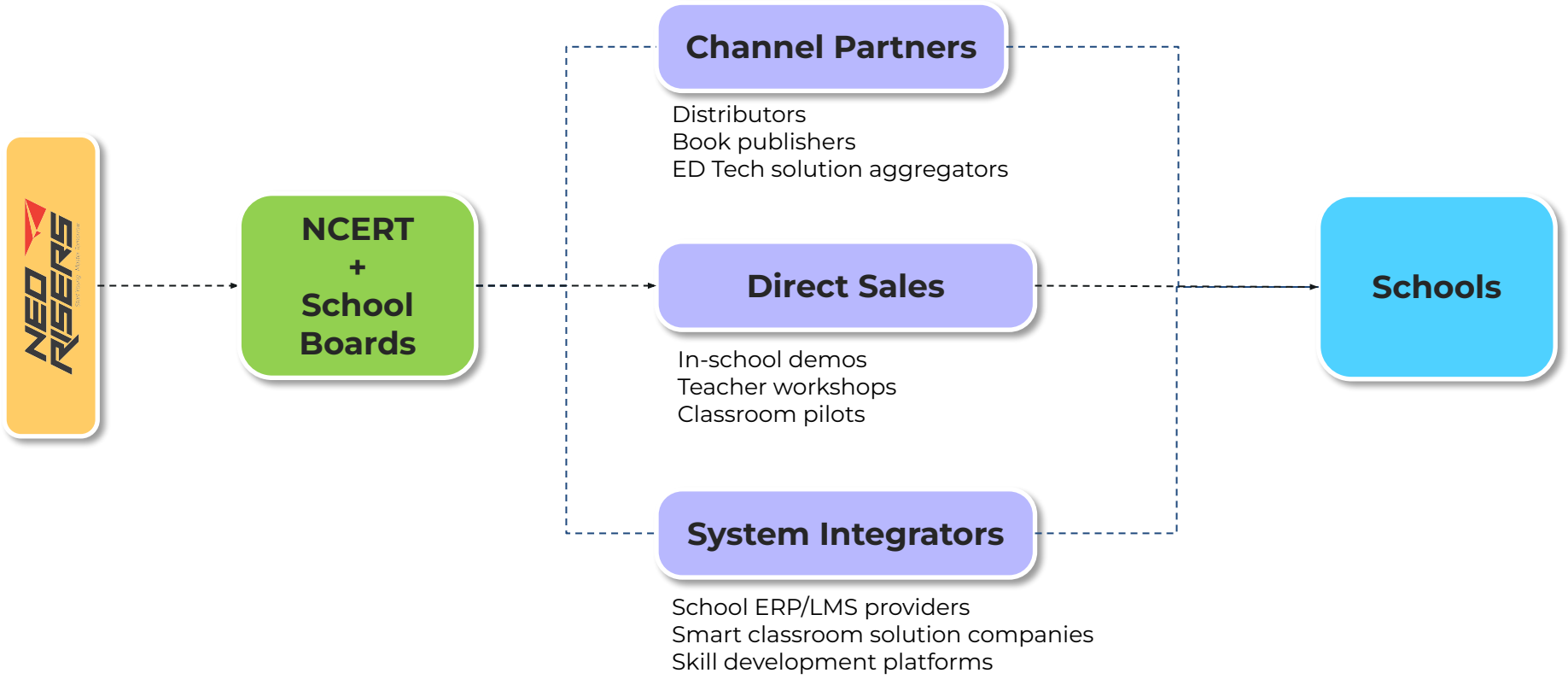
Educational aid market in India

Source: IAMAI + Grant Thornton Report (via IBEF / Economic Times)

Competitive Analysis

Attributes	NEO RISERS	LEGO education	KiwiCo	imageminds	Makey Makey	maker ghat
Open ended	✓	✓	✓	✗	✓	✗
Curriculum Alignment	✓	✓	✗	✗	✗	✓
Assessment of Thinking Skills	✓	✗	✗	✗	✗	✓
Creativity, tinkering, curiosity-led making	✓	✓	✓	✓	✓	✓
Interconnectedness within kits & daily objects	✓	✗	✗	✗	✓	✓
AI Assisted Creativity Training	✓	✗	✗	✗	✗	✗
Only STEM focused	✗	✗	✗	✗	✓	✓

Business Model



The Core Team



Pawan Pagaria
Co – Founder
M Des, IIT Delhi
Ex- Maruti Suzuki



Anupam Banerjee
Co – Founder
M Des, IIT Delhi
Ex- Tata Elxsi, Ashok Leyland, Maruti Suzuki



Prof. Jyoti Kumar
Mentor
HOD, Dept of Design IIT Delhi
PhD, IIT Guwahati



Dr. Greeshma Sharma
Cognitive Neuroscientist
PhD, NSUIT



Yash
Cognitive Neuroscientist
NSUIT



Gunjan Das
UI/UX Designer
M Des DIT

Funding Ask

Capital Deployment Strategy (18–24 Months Runway)

Function	Cr	% Allocation	Strategic Purpose
Product & Technology	1.2	27%	Build CreatoFit + AI assessment moa
Sales & Distribution	1.35	30%	Acquire and scale school network
Manufacturing	0.9	20%	Produce and optimize kits
Content & Curriculum	0.45	10%	NEP-aligned learning modules
Branding & Marketing	0.4	9%	Demand generation (schools + parents)
Operations	0.2	4%	Lean execution backbone
Total	**4.5 cr**		

4.5cr

We are allocating capital toward distribution and defensibility—not just product—ensuring scalable growth with strong unit economics."

Thank **You**

NEO RISERS

Pawan Pagaria-9899956600



Neo Risers solutions are classroom-ready, easy to use, and built for practical application