



**MENTOR**  
**PUJA GAVANDE**

**MENTEE**  
**PAYAL GUPTA**

# FOUNDERS OF BYJU'S



Byju Raveendran along with his wife Divya Gokulnath





**Byju Raveendran** is the Founder and Chief Executive Officer of BYJU'S, the world's leading edtech company. Born in a small village in Kerala. Since 2008, Byju's unique brand of teaching has transformed his passion into a global edtech company with 150+ million learners and products in 120 countries. Over the years.

**Divya Gokulnath**  
**Co-founder & Teacher**

She is an entrepreneur, educator and the co-founder of BYJU'S. She has been instrumental in ideating and strategizing across content, business growth and product offerings at BYJU'S. She has served on the board of the company since its inception. A firm believer in curiosity-led learning, Divya credits technology-driven education for making learning more impactful and accessible.



# INVESTERS OF BYJU'S



- ❑ **Dr. Priscilla Chan and Mark Zuckerberg , Chan Zuckerberg Initiative (CZI)**
- ❑ **G V Ravishankar, Sequoia Capital India**
- ❑ **Mary Meeker, General Partner at BOND**
- ❑ **Sands Capital Management, LLC**
- ❑ **Nicholas Cator, Executive Director, Verlinvest**
- ❑ **Hongwei Chen, Executive Director of Investment and M&A at Tencent**
- ❑ **Russell Dreisenstock, Head of International Investments, Naspers Ventures**



# VISSION AND MISSION STATEMENT



## MISSION

To create value each day, every day – as we build an equal and accessible learning environment for all.

The BYJU'S mission is to redefine how the world learns through relentless effort and innovation, breaking the barriers to quality education, and helping to build a learning ecosystem that will create leaders of tomorrow.

## VISSION

Byju's vision was to complete learning experience that integrates classes from the best of the teachers, assessments and assignments which IS personalized for every student, along with in-depth analysis and recommendations.

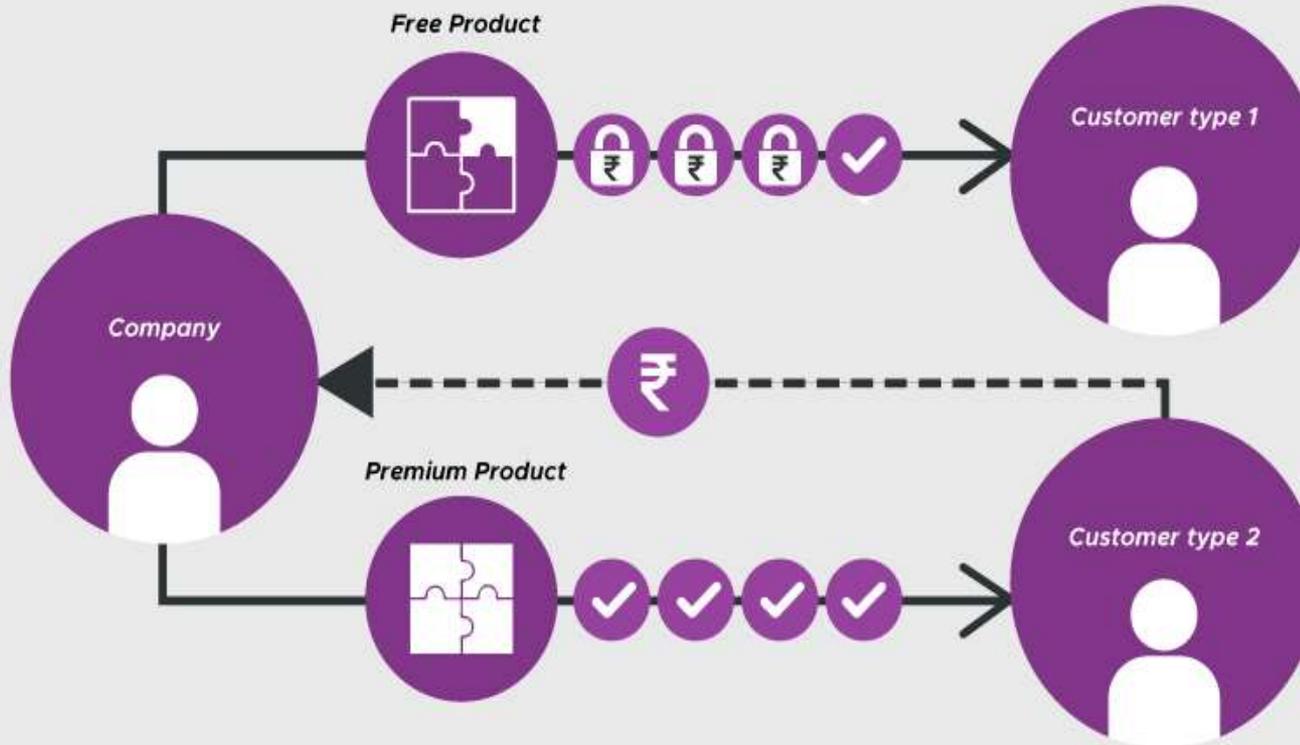


# BYJU'S TIMELINE



# DISTRIBUTION

B



# QUALITY POLICY



- It managed to change that by creating and establishing the 'app learning' segment.
- The main aim is to now be viewed as not just a 'digital learning' medium but as leaders of the 'learning at home' segment.
- BYJU'S will be able to provide everything a student needs to learn at home. Currently, there are no products like BYJU'S learning app that can reach out to such a large number of students and create great engagement at the same time.





# BYJU'S

## SWOT ANALYSIS



### strengths

- First Mover Advantage.
- Diverse Products.
- Strong Finance
- High Customer Retention.
- Acquisition of competitor - White Hat Jr.



### Weaknesses

- Low Return on Investment.
- Bad Reviews
- Weak Inventory Management
- Less US Children Enrollments.



### Opportunities

- Increased Trend of Online
- Education due to Covid-19.
- NEP 2020 encourages online teaching.
- Introduce Professional courses.
- Untapped Semi-Urban and Rural India.



### Threats

- Business Model can be imitated.
- Competitors
- Data privacy
- Economic Recession.

# SUPPORT AND POLICIES

- 15 days Free Trial
- 15 days refund policy
- Parent connect application
- Post sales
- Mentor facilities
- Flexible payment options
- EMI, loans, Debit and Credit card and more
- Application lock
- 24/7 chat support



# FINANCIAL STRUCTURE

## BYJU'S Revenue Breakdown



# COMPANY HANDLED COVID

- Byju's attaining decacorn status has come on the back of strong growth in online learning
- Byju's growth like many other players in the ed-tech space has been further boosted.
- This crisis has brought online learning to the forefront and has helped parents, teachers and students alike to experience and understand the value of it.
- The 'Classrooms of Tomorrow' would have technology at the core, empowering students to cross over from passive to active learning. The result would be a combination of the best of both online and offline educational offerings.

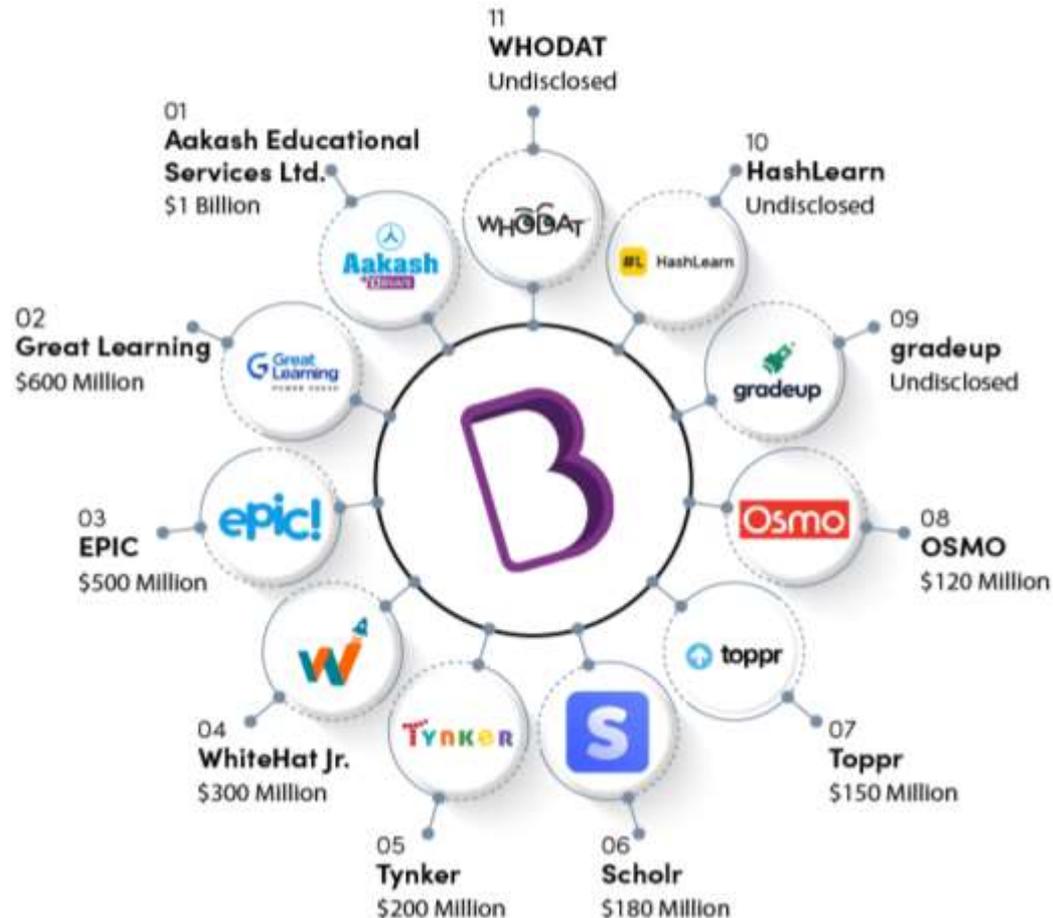


# ACQUISITION

## BYJU'S ACQUISITIONS



(Which is the best Acquisition by Byjus?)



# THANK YOU

