

PrepNexus

We shape learning around you, no more one-size-fits-all



CRAFTED WITH EXPERIENCE



The Architect

Anubhav Bindal

Was JEE aspirant turned full-stack developer obsessed with
“Innovation & Perfect Learner Experience”



The Strategist

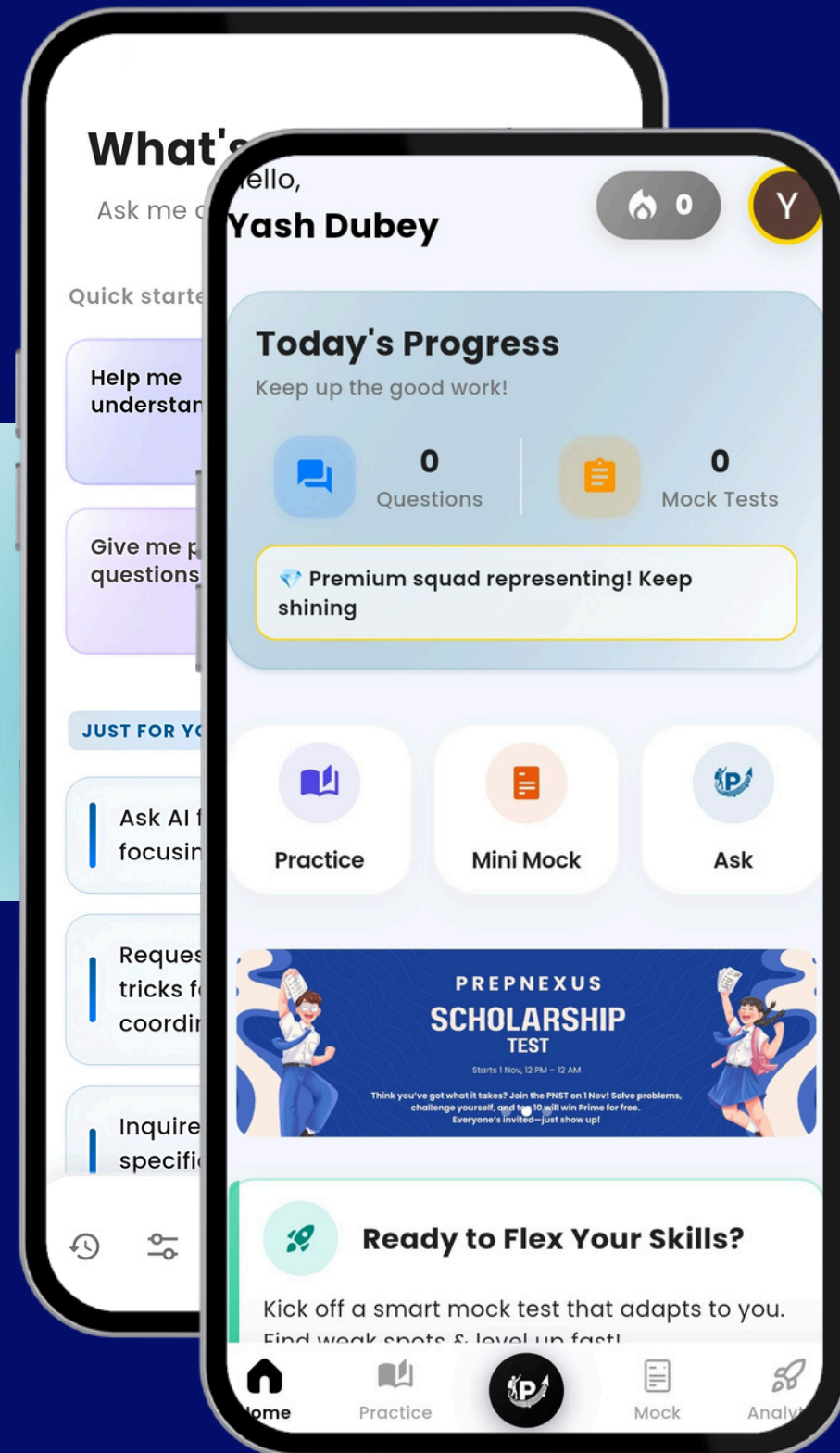
Yash Dubey

JEE veteran from kota and C++ developer obsessed with
“Building AI features that matter”

***“Product built by developers who lived this journey
& went through same failures themselves”***

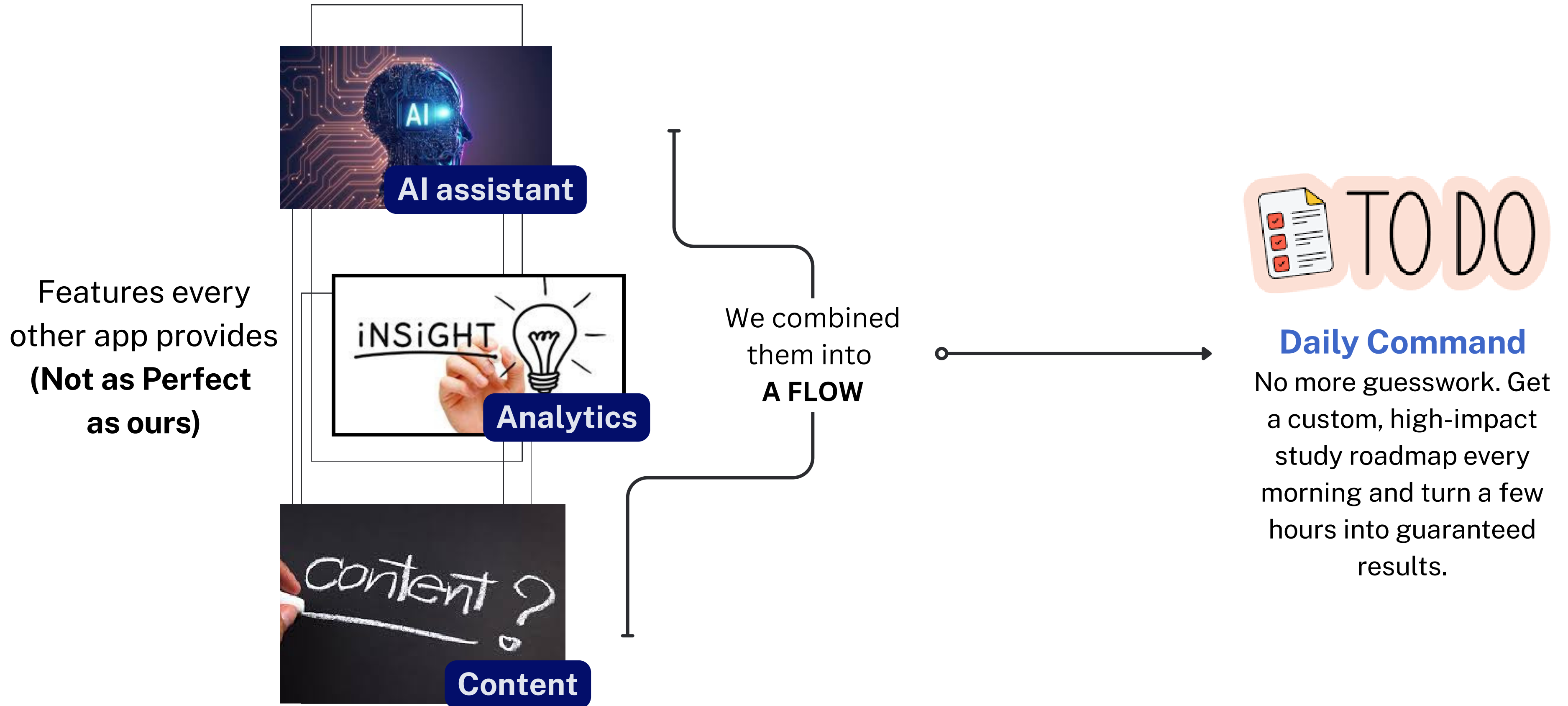
OUR PRODUCT

The only intelligent app that truly understand & guide



Instead of overwhelming students with features and confusion.

WHY ARE WE THE MAIN CHARACTER?



Our Customers

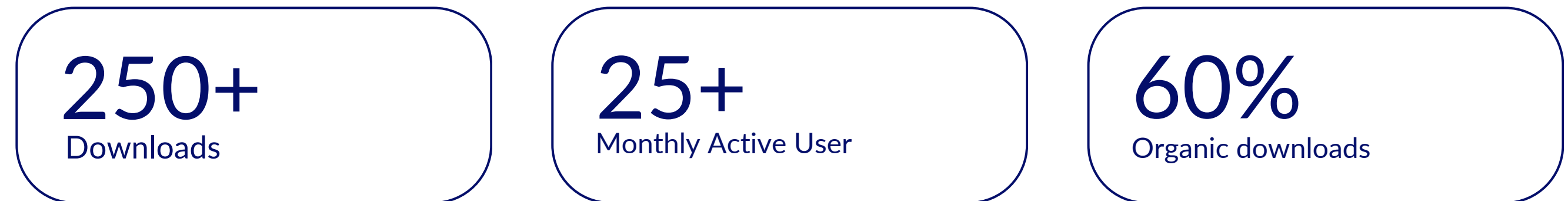


1.33 Cr+
Total Students



1 Lakh+ Downloads
Target FY26

Traction



3 months since our MVP launch and close to no marketing

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Market Size

1.33 Cr+
Total Students

10+ Exam
(all students k12+)

₹65,250 Crore

Total Available
Market (TAM)

₹8,700 Crore

Serviceable Available
Market (SAM)

₹52.17 Crore

Serviceable Obtainable
Market (SOM)

Methodology: Bottom-up ARPU × student pool, validated with industry reports.

Direct Competitors



gpai



physics
wallah



marks

+



EaseLearn AI



TeachBetter.ai

Indirect Competitors

Advantage 1

A platform that intuitively reshapes its features to match your unique learning pace.

Advantage 2

Quality that contests with Premium coaching at a fraction of cost

Advantage 3

Moving beyond standalone features to power a fully connected learning ecosystem.

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Competitive Advantages

EXECUTION PLAN

2 marketing channels

- **Digital:** Student and institute-focused ads via Google & Meta.
- **Traditional:** Parent-targeted outreach through posters and newspapers.

Marketing

Scaling to **100k downloads** by FY26 by expanding our team with **3 developers and a marketing head**.

Hiring

As founders, we've taken our app to the peak of JEE and NEET prep, and now we want to **expand to 3 new exams** for FY26.

Develop

Funding Ask — **for 15%** —→ **₹1.5 crore**

Our primary focus is to market the app and connect with a larger student audience. To achieve this, we would require at least three additional developers to facilitate rapid experimentation and testing of various features.

₹75,00,000
Product development

₹50,00,000
Hiring key staff

₹25,00,000
Marketing



Several institutes and foundations have contacted us for the commercial use of our application. However, due to limited manpower, we are currently unable to fulfill these requests. These inquiries are organic leads, and we believe that with effective marketing, we could potentially achieve a milestone of 20,000 users by May 2026.

Thank you!