SEED ROUND OPPORTUNITY • UYIRKUDIL (INDIA)

The B2B2C Mental Wellness & EdTech Ecosystem for 250M+ Indian Students

Bridging ancient rhythmic pranayama with enterprise institutional distribution. By automating school onboarding via official 11-digit state UDISE codes, Uyirkudil captures K-12 campuses at an unprecedented ₹35 CAC and seamlessly converts households into recurring monthly subscribers.

₹3.50 Crore
Target Seed Ask (CCPS)

₹18.00 Crore
Pre-Money Valuation

₹35
Blended CAC per Student

92%+
Gross Operating Margin

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🎯 The Problem: The Indian Youth Attention & Exam Anxiety Crisis

Why Western consumer wellness apps fail across India's high-pressure academic landscape.

Over **250 million students across India** face crushing academic competition, board exam pressures (CBSE, ICSE, State Boards), competitive entrance stakes (NEET/JEE), and severe smartphone overstimulation. Existing consumer meditation apps (Calm, Headspace) suffer from structural misalignments in the Indian market:

✗ Unsustainable Consumer CAC (₹1,500–₹3,500)

Direct-to-consumer wellness apps burn disproportionate venture capital on Meta and Google ads, with 30-day user churn rates routinely exceeding 75%.

✗ Cultural & Vernacular Disconnect

Monolingual English interfaces and Western therapeutic idioms alienate mainstream Indian students who resonate with authentic heritage breathwork in their regional languages.

✗ Zero Institutional Accountability

Schools and parents have zero visibility into practice streaks, compliance metrics, attendance, or student stress readiness.

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Product Snapshot: Native Mobile App • 4–Phase Guided Breathwork (Inhale, Hold, Exhale, Rest), Floating FAB & 9–Day Streak

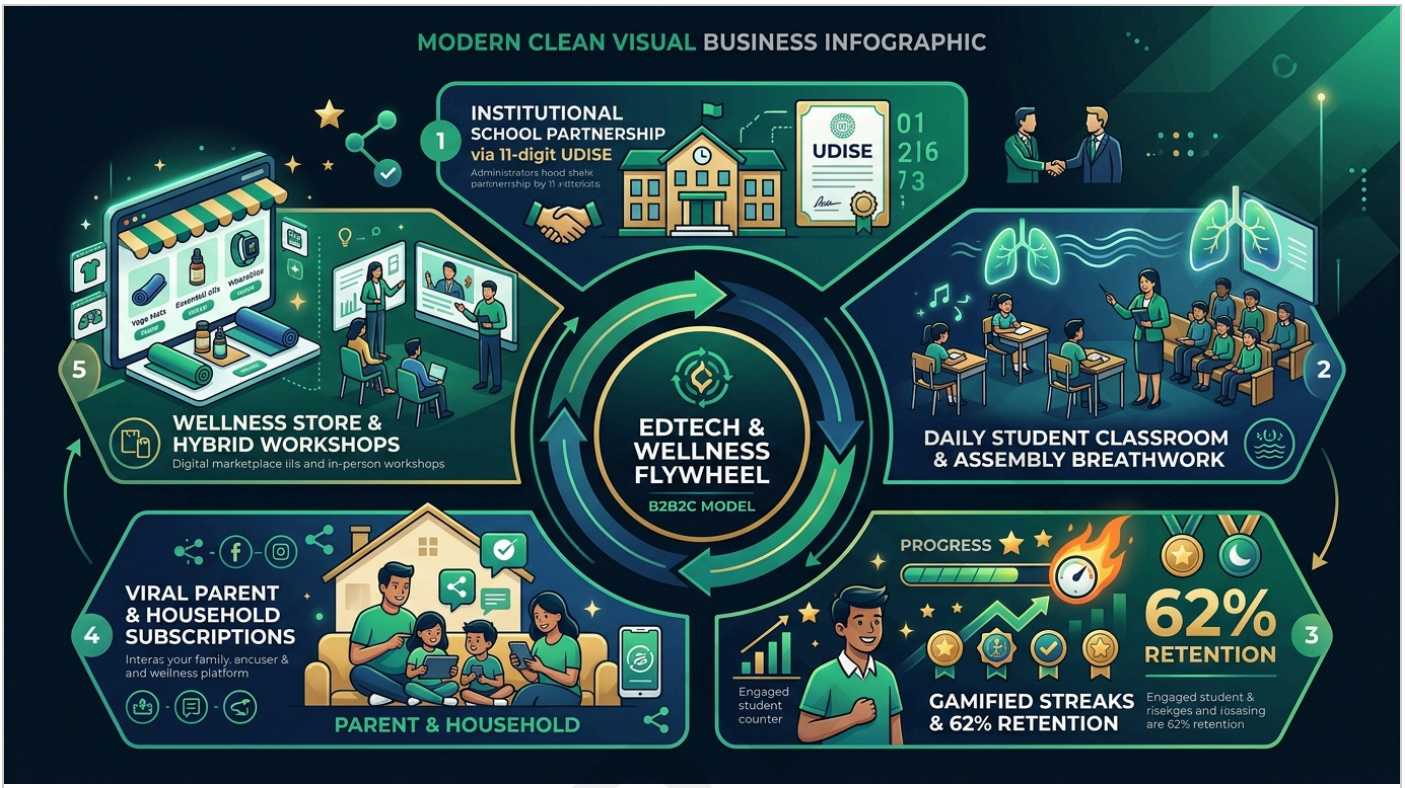
LIVE ON GOOGLE PLAY (v1.7.2)

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Strategic Architecture: The B2B2C Business Flywheel

How institutional school distribution creates a self-reinforcing, zero-CAC expansion loop.



Flywheel Infographic: 1. UDISE Partnership ➔ 2. Classroom Breathwork ➔ 3. 62% Retention ➔ 4. Parent Subscriptions ➔ 5. Wellness Store

B2B2C ARCHITECTURE

1 Institutional Contracting & Automated UDISE Binding

Signed schools receive custom dynamic start points (`dynamicStartPoint`) bound to their 11-digit state UDISE code. Bulk CSV upload enrolls thousands of students in minutes without manual friction.

2 Daily Morning Assembly & Classroom Breathwork (3–5 Mins)

Students practice synchronized rhythmic pranayama before morning classes, reducing restlessness and priming neurological focus across the school day.

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3

Gamified Badges & 62% Day-30 Retention

Students climb 45 achievement tiers (Bronze to Diamond), unlocking badges in the Trophy Room and maintaining daily home streaks through intrinsic psychological reinforcement.

4

Viral Parent Conversion to Household Subscriptions (₹100 / Student / Month)

Impressed by observable calming behavior and enhanced academic performance, parents subscribe to unlock adult wellness, evening wind-down, and family sleep modules.

5

E-Commerce Store & Certified Hybrid Workshops

Integrated wellness marketplace (ergonomic cushions, traditional aids) and weekend masterclass ticketing create multi-channel ARPU expansion per household.

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Enterprise Governance: Dashboard-KPI SaaS Web Portal

Real-time analytics dashboard providing institutional accountability for principals, trustees, and class reps.

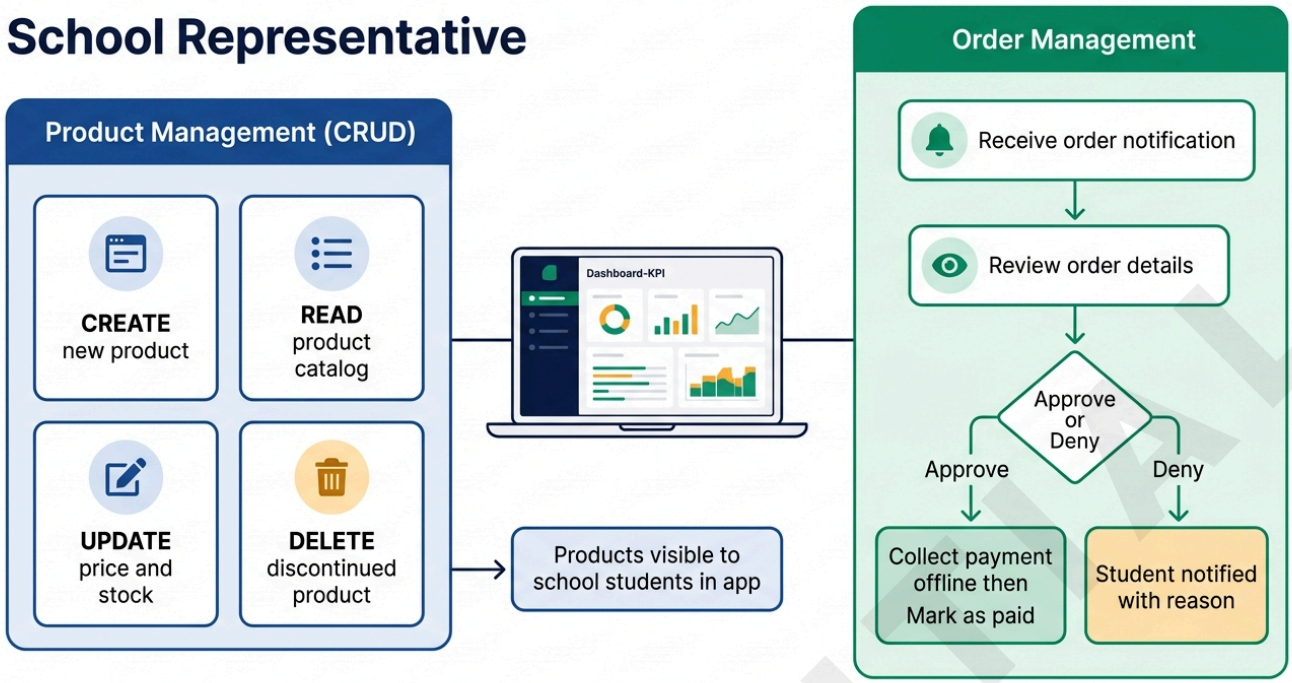


Institutional Dashboard-KPI: Real-time student attendance heatmaps, Tamil Nadu district leaderboards, and certified audit PDF reports

SAAS WEB PORTAL

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Role-Based Access Control (RBAC): Super User ➔ Master Rep (District) ➔ Class Rep (School) ➔ Enrolled Students

ENTERPRISE RBAC WORKFLOW

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Proprietary Gamification: 45-Badge Trophy Room

How Uyirkudil achieves 62% Day-30 retention through intrinsic psychological habit loops.



Gamification Architecture: 5 Prestige Tiers (Bronze, Silver, Gold, Platinum, Diamond) with celebratory confetti and haptics

45 UNIQUE BADGES

Bronze & Silver Tiers

Rewards initial habit formation (Days 1–30). Focuses on morning ritual starts and consecutive 7-day breathwork streaks.

Gold & Platinum Tiers

Celebrates deep focus mastery (60–100 days), examination calm, and workshop participation with certified achievement cards.

Diamond Tier (365 Days)

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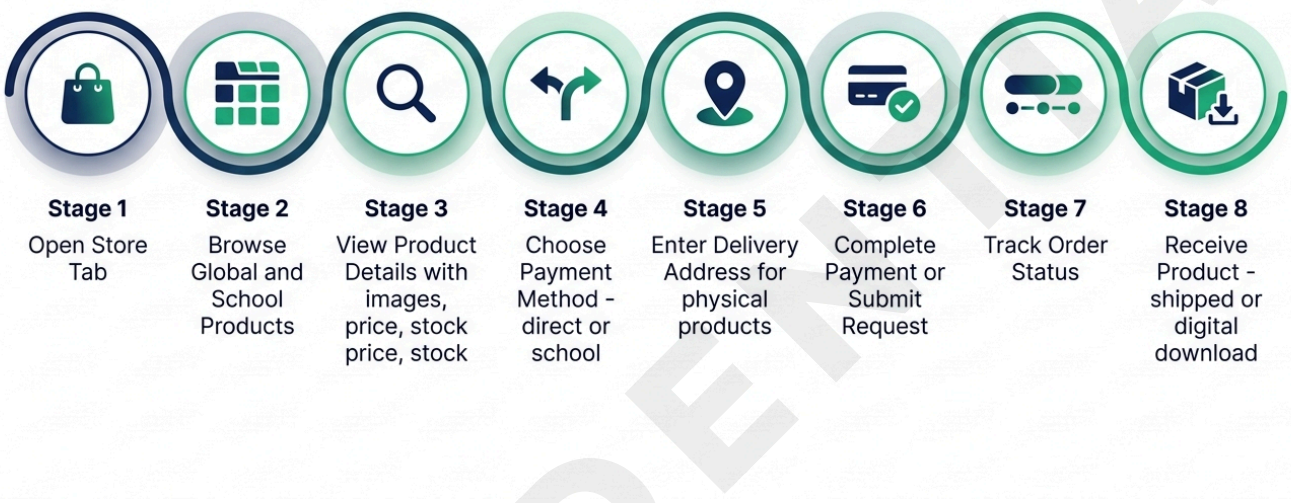
The prestigious "Uyirkudil Legend" badge awarded for year-round consistency, establishing lifelong mindfulness habits.

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Student User Journey & Daily Life Cycle

End-to-end user experience from first launch to long-term mindfulness mastery.



User Journey Map: School Enrollment ➔ Layout Selection ➔ 4–Phase Breathing ➔ Confetti Celebration ➔ Trophy Room

USER JOURNEY ARCHITECTURE

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💰 Diversified 4-Pillar Monetization (INR)

Predictable institutional recurring revenue paired with high-margin consumer transactions.

₹60 / Student / Mo

1. B2B Institutional SaaS

Annual licensing paid by K-12 schools, CBSE/ICSE institutions, and universities (₹720/student/yr or ₹60/student/mo). Highly predictable, upfront institutional recurring revenue.

₹100 / Student / Mo

2. B2C Household Plans

Consumer family wellness subscriptions (₹1,200/yr or ₹100/student/mo). Unlocks advanced pranayama, sleep acoustics, and adult emotional calm tracks.

₹500 – ₹1,500 / Ticket

3. Workshops & Masterclasses

Ticketing for live hybrid webinars, teacher mindfulness accreditations, and corporate executive retreats.

₹1,200 AOV

4. Uyirkudil D2C Store

Direct-to-consumer wellness store offering ergonomic meditation cushions, breathing aids, organic lifestyle products, and Siddha literature.

🎁 **Founding Cohort GTM Moat:** Free event hosting and on-campus store availability are granted **strictly to the first five partner schools only**, generating immediate institutional FOMO and rapid pilot conversion.

🎪

PROPRIETARY B2B2C FLYWHEEL

Uyirkudil's event architecture is not a passive webinar link list; it is a full-stack, enterprise-orchestrated experiential engine directly integrated into student habit loops, institutional compliance rosters, and high-margin monetization.

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📍 1. In-Person Campus Workshops

Physical gatherings at school auditoriums & meditation halls. Features verified venue addresses, room/hall numbers, reporting time, and **1-tap Google Maps** turn-by-turn navigation.

💻 2. Online Virtual Masterclasses

Live interactive Zoom/stream sessions and high-definition recorded masterclasses. Features real-time countdown clocks, in-app meeting credentials, and 1-tap **.ICS calendar export**.

🌐 3. Hybrid Blended Gatherings

Synchronized multi-campus delivery. Students gather in local homerooms or campus halls connected to a centralized master instructor via high-clarity live video/audio streams.

🎥 4 Media Modalities

Live meeting video/audio, on-demand masterclasses, guided background audio, and curriculum-linked `itemPractice` events with gold badge tags.

🎯 Multi-Tenant Scope

Granular targeting: Open community events vs. campus-exclusive private workshops restricted via institutional `allowedSchools` filters.

📜 Verifiable Certificates

Cloud-verified digital certificates automatically issued upon event attendance, verifiable via QR codes for student academic and co-curricular portfolios.

💬 WhatsApp Coordinator

Built-in `EventPointOfContact` linking users directly to verified coordinators via WhatsApp chats, direct phone dialers, and downloadable PDF study guides.

⚡ **Retention Impact:** Attending events credits student daily practice streaks (DAU boost)

💰 **Dual Monetization:** Free top-of-funnel lead generation + ₹500–₹1,500 paid masterclasses

🗣️ **Multilingual:** Tamil, English, Hindi, and regional vernacular feeds

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🌐 Global Enterprise Scalability: Multi-Lingual, Multi-Timezone & Multi-Regional

Technical foundation engineered to scale to 10M+ concurrent students with near-zero marginal cloud cost and 100% offline resilience.

🗣️ Multi-Lingual Engine (8+ Languages)

- **Authentic Heritage Audio Curation:** Studio-recorded native voice guidance in Tamil, English, Hindi, Telugu, Kannada, Malayalam, Marathi, and Gujarati — avoiding synthetic robotic machine narration.
- **Bilingual & Vernacular Classroom Feeds:** Dual-language morning assembly broadcasts tailored for CBSE, ICSE, and regional State Board mediums.
- **Zero Text Overflow Layouts:** Dynamic typography scaling (`Anek Tamil`, `Roboto`, `Outfit`) ensuring pixel-perfect rendering across 320px–4K displays.

⏰ Multi-Timezone Synchronization

- **Dynamic UTC Conversion:** Seamlessly manages schedules across IST (India), SGT (Singapore), GST (Dubai), GMT (UK), and EST/PST (North America).
- **Circadian Rhythm Scheduling:** Automatic routine adaptations for 8:00 AM morning school assembly, 2:00 PM pre-exam focus, and 9:00 PM family sleep acoustics.
- **1-Tap .ICS Calendar Sync:** Real-time countdown timers and automated export to Google, Apple, and Outlook calendars with automated DST adjustments.

🗺️ Multi-Regional Edge Architecture

- **Geographic Multi-Tenancy:** Partitioned school databases mapped to 11-digit UDISE codes (India) and National School IDs (Singapore MOE, UAE KHDA, US NCES).
- **Sub-150ms Global Edge CDN:** Low-latency audio distribution across Mumbai, Chennai, Singapore, Frankfurt, and Virginia edge points of presence (PoPs).
- **Global Privacy & Compliance:** Fully compliant with India's DPDP Act 2023, European GDPR, and US FERPA / COPPA. 100% ad-free, zero tracking telemetry.

⚡ Extreme Scalability & Unit Economics

- **Near-Zero Marginal Cloud Cost:** Serving cost is under ₹1.00 ($0.012) per student/year, enabling an extraordinary 92%+ gross operating margin.
- **500,000+ Simultaneous Morning Spikes:** Morning assemblies execute audio and timing logic locally via secure local caching, eliminating server bottlenecks.
- **Rural & Low-End Device Accessibility:** Lightweight Mobile App (<18 MB) optimized for entry-level $50 Android smartphones with 2GB RAM on 2G/3G networks.

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🚀 **Enterprise Scalability Advantage:** Client-side compute and local disk caching allow linear expansion from 10,000 to 1,000,000+ active students without server re-architecture.

92%+ GROSS MARGIN

📈 3-Year Financial Model & Key Traction (INR)

Capital-efficient projections derived from current live institutional pilot metrics across Tamil Nadu.

Growth Metric	Year 1 (FY 2026–27)	Year 2 (FY 2027–28)	Year 3 (FY 2028–29)
Partner Schools Enrolled	45 Schools (First 5 with Free Events & Store)	160 Schools	480 Schools
Active Student Users	38,000 Students	1,45,000 Students	430,000 Students
B2B Institutional SaaS ARR (₹60/mo)	₹1.65 Crore	₹6.80 Crore	₹21.50 Crore
B2C Subscriptions & Store ARR (₹100/mo)	₹75 Lakh	₹3.20 Crore	₹11.00 Crore
Total Annual Recurring Revenue (ARR)	**₹2.40 Crore**	**₹10.00 Crore**	**₹32.50 Crore**
Gross Operating Margin	91.5%	92.8%	94.2%
EBITDA Operating Profit	12.5% (₹30 Lakh)	32.0% (₹3.20 Crore)	42.0% (₹13.65 Crore)

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💼 The Investment Ask & Strategic Allocation (INR)

Seed round structured via Compulsorily Convertible Preference Shares (CCPS) for Indian angel syndicates & family offices.

🎯 The Ask: ₹3.50 Crore

- **Instrument:** CCPS / Equity
- **Pre-Money Valuation:** ₹18.00 Crore
- **Investor Shareholding:** 16.27% Equity
- **Runway:** 22 Months to Series A / Operating Breakeven

📊 Fund Allocation

- **40% Product & AI Engineering:** Adaptive breath pacing & smart wearable biometrics.
- **35% Institutional B2B Sales:** School board liaisons & campus reps.
- **15% Vernacular Content & Localization:** Tamil, Telugu, Kannada, Hindi audio tracks.
- **10% Working Capital & IP Protection.**

Join India's Youth Mental Wellness Revolution

Invest in an enterprise-grade technology platform with built-in distribution, stellar unit economics, and profound generational impact across India's youth.

✉️ **Request Confidential Data Room & Cap Table**

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