INVESTMENT OPPORTUNITY • SERIES SEED / PRE-A

Scaling Culturally-Rooted Mental Wellness & EdTech Across India and the Global Diaspora

Uyirkudil combines scientifically validated breathwork routines with an enterprise institutional distribution flywheel. By embedding directly into K-12 school systems and universities, we achieve near-zero customer acquisition costs (CAC) and high customer lifetime value (LTV).

$35B+ TAM
Global EdTech & Wellness

B2B2C Moat
UDISE School Distribution

4 Revenue Streams
SaaS, B2C, Events & Store

90%+ Margin
Serverless Tech Efficiency



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🎯 The Market Opportunity & Investment Thesis

Why institutional wellness in emerging markets is a generational growth category.

Traditional mental health apps (Headspace, Calm) were built for Western urban professionals and suffer from high churn (over 70% 30-day drop-off) and expensive consumer ad acquisition costs. Meanwhile, 250M+ students in India and 100M+ global diaspora learners face extreme academic competition, screen addiction, and examination anxiety without culturally resonant tools.

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> Rather than spending millions on Facebook/Google performance ads, Uyirkudil contracts directly with schools and educational trusts using official 11-digit UDISE codes. Every single school signed immediately brings 500 to 2,000 active daily student users. Students introduce the app to their parents, unlocking consumer household subscriptions and wellness e-commerce at zero marketing acquisition cost.

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Proprietary Technology & Product Moat

Enterprise software architecture designed for rapid scale, low overhead, and deep user retention.

Dynamic Start Point Engine

Multi-tenant architecture (`dynamicCurriculumPoint` & `institutionalRulesPoint`) dynamically renders custom curricula and district rules from a single cross-platform client without maintaining separate app store codebases.

Institutional Dashboard-KPI Portal

Enterprise RBAC portal for Principals, District Master Reps, and Class Reps. Live participation matrices, student attendance rosters, and one-click compliance PDF exports create formidable B2B switching costs.

45-Tier Gamified Retention Loop

Combines 4 interactive home layouts (Orbital 3D, Story Deck, Cosmic Flow, Classic Grid), persistent floating favorites, and 45 tiered badges to achieve daily consistency far exceeding consumer app benchmarks.

Serverless & Sovereign Offline Cache

Zero-server footprint. High-availability cloud & local on-device caching delivers 90%+ gross operating margins while enabling full offline practice for rural learners.

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

Engineered from the ground up for 10M+ concurrent students with near-zero marginal cloud cost, sub-150ms latency, 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 State Board vernacular 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,

⚡ Ultra-Scalable 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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European GDPR, and US FERPA / COPPA.
100% ad-free, zero tracking telemetry.

🚀 **Architectural Scalability Advantage:** Linear expansion from 10,000 to 1,000,000+ daily students requires zero re-engineering and zero linear server cost multiplication.

92%+ GROSS MARGIN

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💰 Diversified Multi-Pillar Monetization

Balancing predictable recurring enterprise revenues with high-margin consumer transactions.

1. B2B Institutional SaaS (₹60/mo)

Annual licensing fees paid by private schools, colleges, and educational boards based on enrolled student strength (₹60/student/month or ₹720/year). First 5 partner schools receive free event hosting & store access.

2. B2C Household Subscriptions (₹100/mo)

Premium family plans unlocking advanced meditation topics, stress release, and adult wellness tracks (₹100/student/month, ₹1,200/year, or $29.99/year diaspora).

3. Workshops & Masterclasses

Ticketing and registration for hybrid/in-person corporate webinars, teacher training accreditations, and summer wellness bootcamps.

4. Uyirkudil E-Commerce Store

Integrated D2C commerce offering certified meditation cushions, traditional breathing aids, wellness apparel, and curated Tamil literature.

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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.

CORE DELIVERY MODES (EVENTDELIVERYTYPE)

📍 1. In-Person Campus Workshops

Physical gatherings at school auditoriums & meditation halls. Features verified venue addresses, room/hall numbers, reporting time

💻 2. Online Virtual Masterclasses

Live interactive Zoom/stream sessions and high-definition recorded masterclasses. Features real-time countdown clocks, in-app

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and **1-tap Google Maps** turn-by-turn navigation.

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.

MEDIA FORMATS & ENTERPRISE CAPABILITIES

🎥 **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 global 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 ($10–$25) paid masterclasses

🗣️ **Multilingual:** Tamil, English, Bilingual, and 8 vernacular feeds

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Unit Economics & Scalability Profile

Capital-efficient growth powered by institutional flywheels.

Operational Metric	Conventional B2C Mental App	Uyirkudil B2B2C Model
Blended CAC (Acquisition Cost)	$15 – $40 per user via paid digital ads	**< $0.50** (Acquired via School Contracts)
Day-30 User Retention	18% – 25% (High Drop-off)	**55% – 68%** (Driven by School Assemblies & Badges)
Gross Margin	70% – 75% (Heavy cloud compute & royalties)	**92%+** (Static audio + on-device offline cache)
Institutional Churn	N/A (Consumer only)	**< 5%** (High switching cost with UDISE data)

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🗺️ Strategic Milestones & Growth Roadmap

Clear vision to achieve 1,000,000 daily active practitioners.

Phase 1: Regional Dominance

Expand Tamil Nadu K-12 coverage to 500 partner schools, scaling to 250,000 active students and securing district-level educational board endorsements.

Phase 2: Pan-India & Multi-Lingual

Roll out verified audio tracks across Hindi, Telugu, Kannada, and Malayalam. Launch adaptive AI breath-cadence synchronization via smartphone camera / pulse sensing.

Phase 3: Global Diaspora & Wearables

Expand into Southeast Asia, North America, and Europe. Integrate Apple Watch, WearOS, and smart ring biometrics (HRV, SPO2) for automated stress reduction.

Partner With Us to Revolutionize Youth Wellness

We are inviting mission-aligned investors to join our round. Contact our founding team for detailed financials, data room access, and customer cohort analysis.

✉️ Request Investor Data Room

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