STEMpedia – a Glimpse

VISION
To become a direct-to-consumer brand for experiential learning in emerging STEM fields.

MISSION
A 'pedia' for learning-by-doing in STEM, offering a variety of technology tools & learning resources as an ecosystem for kids to tinker with electronic, robotics, IoT, and related tech.
The JOURNEY so Far

✔ Idea & product validation

✔ Market validation

✔ Revenue generation *(INR 4.5 Cr+ so far)*

✔ Proven profitability *(profitable during Q4 – 2019)*
DIY-ING IS EITHER EXPENSIVE OR TOUGH

When it comes to learning-by-doing, the industry either has **branded DIY kits** (e.g. LEGO Mindstorms) which are very easy to use, but very expensive and have limited scope of learning OR **open-source hardware** (e.g. Arduino/ Raspberry Pi) which are affordable and versatile but tough to comprehend by school-age children.

DIY-ING BECOMES AFFORDABLE & EASY

Creating products that are as easy-to-use as branded DIY kits while being as versatile as open-source hardware, making it affordable and useable for more and more students.
evive

Most versatile all-in-one reprogrammable controller at the core of all our kits, for project-making needs of hobbyists of all skill levels.

Plug and Play

Portable and Safe

Open-Source

Launched – Jul 2016
STATER KIT

A mighty creator kit for beginners to give them the perfect start into the world of electronics, robotics, and programming.

Hassle Free Project-Making

Intuitive Coding & Control

Ideal for Beginners

Launched – Oct 2018
PictoBlox

A graphical programming software for children to learn coding by designing games, animations, programmable robots and much more.

- Block-Based Interface
- Dedicated Hardware Extensions
- Cross-Platform Compatibility

Launched – Mar 2019
DABBLE

An application which turns your Smartphone into a control station allowing you to interact with your projects wirelessly, receive and send important data, exploit phone sensors for project interaction and much more.

- Virtual I/O Device
- Simplified Project-Making
- Broad Hardware Compatibility

Launched – Dec 2018
ADD-ON KITS

Edutaining add-on kits for going a step further in the project-making universe by building advanced DIY projects in the field of robotics, biotechnology, gardening, and the Internet of Things; with new ones being developed continuously.
**Quon Kits***

Kits based on our next-gen electronic controller – Quon, targeted at a younger segment, offering a construction-like playful experience.

- **Plug and Play**
- **Portable and Safe**
- **Perfect for 6 – 12 year olds**

*Launched – Pending for 2020*
The **BUSINESS MODEL**

**EARN** by the sales of kits (hardware) via eCommerce and Channel Partners

Leverage PictoBlox, Dabble, and Content for **ENGAGEMENT** and **OUTREACH**

**KITS**
- Primary @ $100 - $180
- Add-ons @ $40 - $100

**ONLINE**
- Website purchases, lead generation, etc.

**INDIVIDUALS**
- Parents, teachers, etc.

**BUSINESSES**
- Training centers, resellers, etc.

**SCHOOLS**
- Tinkering labs, programs, etc.

**OFFLINE**
- Channel partners, in-person pitching

**GEN Z**
- 8 – 16 Years Old children with a tinkering mindset
The **TARGET MARKET**

**INDIVIDUALS**
- 100 Million x $200

**BUSINESSES**
- 100,000 x $1,000

**INSTITUTIONS**
- 3 Million x $5,000

**Global Educational Toys & Kits**
- **TAM** $35 Bn

**Connected Toys**
- **SAM** $6 Bn

**In 5 Years**
- **SOM** $40 Mn

**CAGR 19%**
The COMPETITIVE LANDSCAPE

VERSATILITY

EASE OF USE
Long Term COMPETITIVE ADVANTAGES

- **Modular Product Line-up**: makes it affordable for customers and eases horizontal expansion for us.

- **Simplicity & Versatility Combined**: making our products useable by a wider section of the target market.

- **Value for Money**: combinatorial product philosophy reducing costs on widely used components.

- **Strong Tech Expertise**: quick R&D turnaround time with balanced focus on hardware and software.

- **Content Driven Outreach**: quality content for different segments of TG to ensure long-term engagement.

- **Value for Local Evangelists**: we provide high value and quality handholding to trainers across the globe.
The PEOPLE

ABHISHEK SHARMA  
CVO  
Business Development & Corporate Affairs  
B.Tech. & M.Tech.  
IIT Kanpur

DHRUPAL R SHAH  
CEO  
Supply Chain, Finance & R&D  
B.Tech. & M.Tech.  
IIT Kanpur

PANKAJ VERMA  
CTO  
R&D, Creatives, Training & Support  
B.Tech.  
IIT Kanpur

PCB POWER (CSIL)  
INVESTOR  
With 25+ Years of Experience, CSIL is one of India’s most sought-after PCB Manufacturer