



DeepThought

“The Thought Leaders Cradle”

Problem



Curriculum Content is not **child/teacher friendly**, parents need more insights, education is not future-ready.

Solution



Plug and Play **Child/Teacher friendly** Workbooks which delivered >80% accuracy from >80% students in a pilot.

USP

- **Marks + DeepThought** - commercial appeal with deep-rooted impact.
- **Ability to handle the 5 WHY** questions - through Philosophy of Science/ Maths/ Language - gets kids to see purpose, interest in learning.
- **User Centric Design +Architecture**- making implementation easy for teachers and parents to monitor a child's progress.

Workbooks

- **“More from less for more Philosophy”** makes practice, assessment, revision and remediation simpler.
- **Story support** so concepts don't buffer. Real life examples and analogies to understand abstract concepts easily.
- **Scaffolding support** for problem solving. Step by step approach which is helping students gain speed and confidence.

Plug and Play offering to democratize DeepThought

Testimonials

- We are told why we are doing this, we are given relatable examples – Meenakshi, student
- The topics you spoke of AI, we teach it to our first year undergraduate students - Dr. Shashwata Shannigrahi, IIIT Hyderabad
- I was wondering how I as an individual would answer these questions - Dr. Ritesh Khunyakari, Chairperson, Azim Premji Center of Education, TISS Hyderabad

Founder

BS, MS at IISER Pune,
Mathematics/Theoretical
Computer Science/Game Theory

Undertook research projects at
IISER Pune, IIT Hyd, ISc Chennai

Started teaching at 16, Sciensation
at 19. Teacher Training at 25

DOUBLE OLYMPIAD MEDALIST
2nd position all over Maharashtra, 2010
5th position all over AP, 2006

CLEARED IITJEE/CAT (3754, 97.7%)
but chose IISER Pune/startup

Produced TV Shows/ competitions,
reaching 150+ schools (4 states)

STRATEGY

MATHEMATICS

DESIGN THINKING

CRITICAL READING

CREATIVE WRITING

MEDIA PRODUCTION

EXPERIMENT DESIGN



Advisors

Dr. Chandrashekar D.P., CEO, JGI Schools

Mr. Yugandhar Reddy, Founder, VREAP,
Former School Director, Oakridge Bachupally

Mrs. Shailaja Yamusani, Director, Tejasvi
Vidyaranya

Clients

- **Tejasvi Vidyaranya**, Habsiguda
(urban middle class CBSE School)
- **Jain Heritage School**, Shamirpet
(semi-urban CBSE School)
- **Pearl Infinity International School**, Huzurnagar
(rural CBSE school)

Credibility

- 4th/5th Class kids presented Evolutionary Design Thinking, 7th graders: Lean Start-up, 6th graders: Calculus in our **competitions**.
- **Methodology's impact** has been demonstrated with Thought Leaders judging the competitions –bureaucrats, scientists, industry leaders.
- Collaboration with **Anusaaraka Research Lab, IIIT Hyderabad** – making their content **child friendly**.

TAM

- XSeed, IMAX serve 3000+ schools
- Chrysalis serves 700+ schools
- DeepThought hopes to reach 1000 schools, generating Rs 2000/child, Rs 5 lakh/school, yielding Rs50 crore in annual revenue, by 2025.

Go To Market

- **Sciensation Society**, the R&D wing of DeepThought, inter-school competitions had participations of **200+ schools**.
- **Distribution Networks** leveraging the relationships with school associations, freelance sales consultants, textbook distributors.
- **2-Day Demos** showcase the ease of classroom management, notebook correction and student engagement – perceived to **biggest pain-points**.
- **Product Validation** proposed through group school tie-ups, CSR engagements and government collaboration.

Entry Barriers

- **Strong M&A Mechanism** and backend algorithms for remediation
- **R&D pipeline** and constant product evolution
- **Tie-ups with Thought Leaders** and research organizations like Anusaaraka, IIT Hyderabad.
- **Embedding into school culture-** parent communication, branding campaigns, remediation.

Processes

- **Content Development:** Architecture, Story and Scaffolding
- **Design Development:** Empathy, Problem, Solution
- **Product Development:** Criticism, Suggestions, Analytics
- **Business Development:** Segmentation, Sales, Feedback-loop
- **Talent Development:** Scout, Position, Nudge

Management by three objectives, measurement mechanisms and detailed SOPs, heavy documentation for clarity, conviction and communication.

More from

- **Gandhian Engineering** — “More from Less for More” – by connecting the dots.
- **Learn four ideas**, to master 10 concepts and solve 100 problems. The four chosen ideas are minimalistic, comprehensive and adequate.
- **Ex: Fractions:** Representation, Comparison, Addition and Subtraction.
- Whole chapter is condensed into 10 problems which can be revised in less than 30 minutes through scaffolding support. Whole syllabus can be revised within 8 hours or two days – without leaving any concepts.

Clear Architecture for learning management

Story

- **Intuitive Analogies:** Fractions with Flowers/Petals, Wheel/Spokes, Tree/Branches. Ones, Tens, Hundreds as Dogs/Packs/Kennels.
- **Real-world extrapolation** of concepts. Ex: Algebraic Factorization to understand factors of production of a dairy farm.
- **Thought Leadership Lessons** percentages teaching difference between justice and equality, place values teaching hierarchy, algebra teaching black-box visualisation of uncertainty.

Big Picture – superhero stories of concepts

Scaffolding

- **Smooth Transitions:** by inserting more detail to ensure gentler flow through the problem solving process.
- **Step Labels** to make the process pre-cognitive- I know what I am going to do even before I start doing it.
- **Necessary Jargon** at each step to internalize higher order processes like Symbolic Representation, Story Interpretation, Heuristics etc.

Nudge – simplicity for better execution