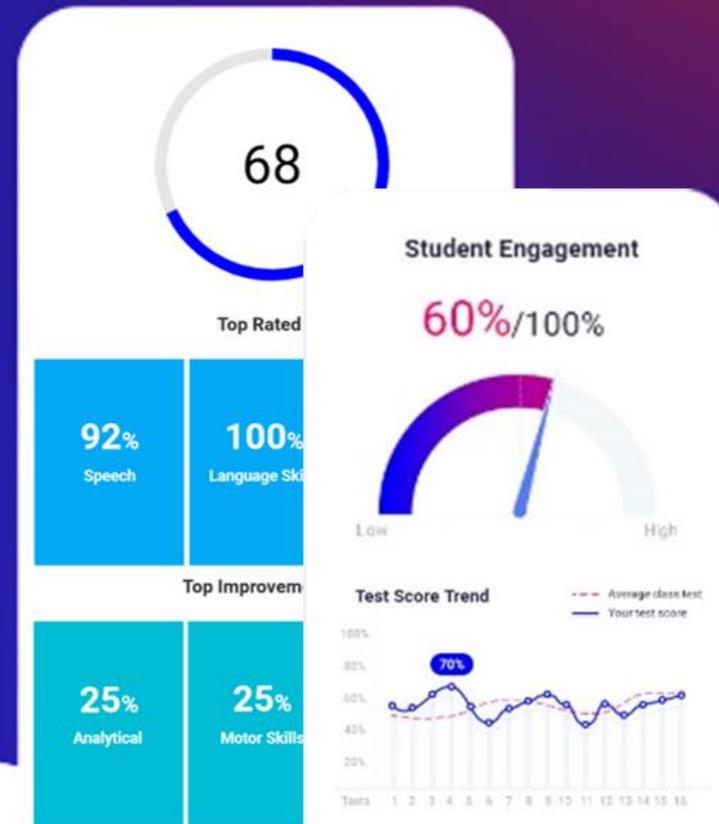


# NATIONAL STARTUP AWARDS 2020 WINNER : BODHAMI

## AI Driven Assessment & Learning Platform

founders@bodhami.com



[www.bodhami.com](http://www.bodhami.com)





bodhami

## VISION

Help students & professionals realize their potential, and align them to the right career path through holistic & personalized learning interventions...

*Bodhami (Sanskrit word meaning "I am gaining knowledge")  
Bodhami is a personalized assessment & learning platform*

# THE PROBLEM

Students and professionals seek direction !



## Lack of awareness about right career choices amongst students

45% of the students make wrong career choices – India Today

Students on an average are aware of only 7 career choices



## Paucity of counselors and mentors for students & professionals

95% of schools don't have counselors – Times Job

India needs 1.5 Mn counselors, 1L available currently - TOI



## Missing direction on skill interventions needed for better employability

94% engineers are unemployable – NASSCOMM

70% of the people are not happy with their jobs – Times Job

# SOLUTION

Personalized skill assessment and learning journey delivered digitally!

## STUDENT/PROFESSIONAL

### KNOW YOURSELF

Understand you skills, interest

### RIGHT ROLES

Right direction and fitment

### HIGH EMPLOY ABILITY

Right skills to get placed

## COUNSELOR/HR/RECRUITER

### EARN WELL

By offering services

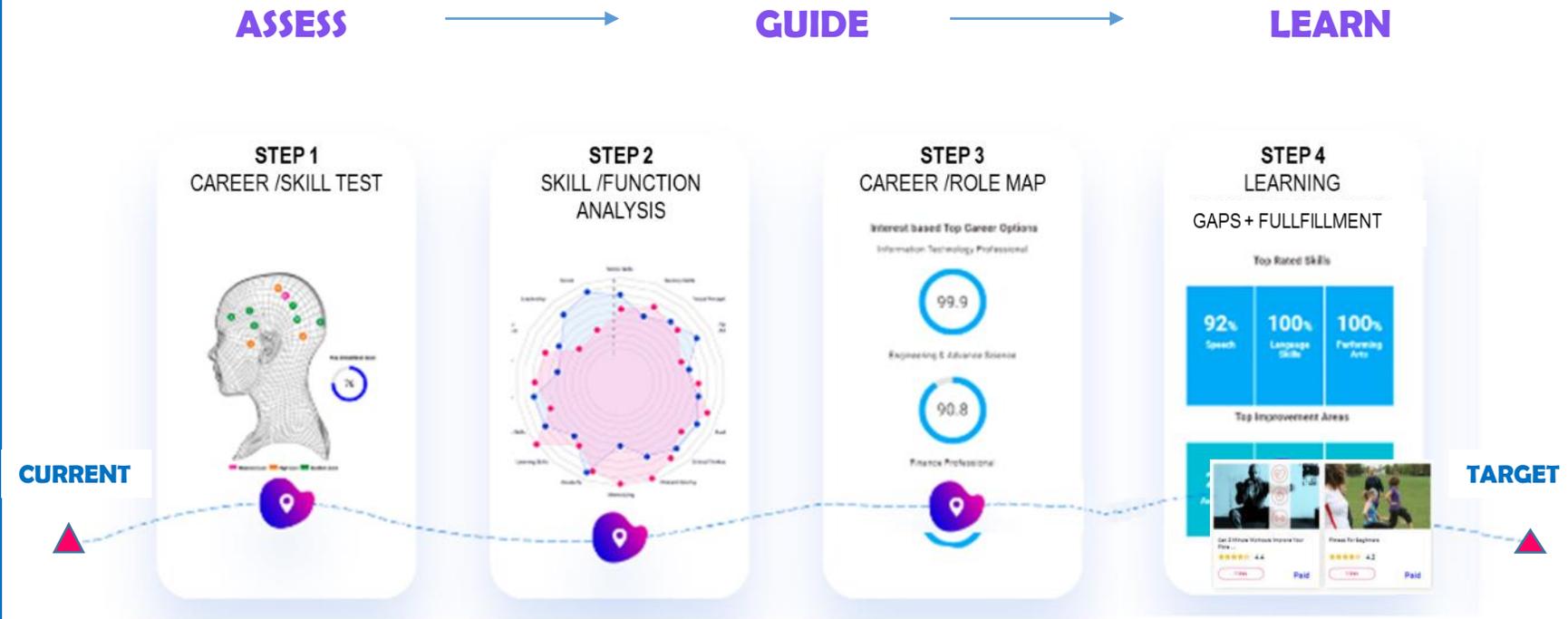
### SAVE TIME

50% of candidates unqualified

### RIGHT FITMENT

Find perfect fitment based on skills

## CLOUD BASED AI PLATFORM FOR CAREER ASSESSMENT & PERSONALIZED LEARNING



# AI DRIVING OUR PRODUCT SUITE

Personalized assessment, learning recommendations & fulfilment

For every skill gap we have learning courses for students/ professionals

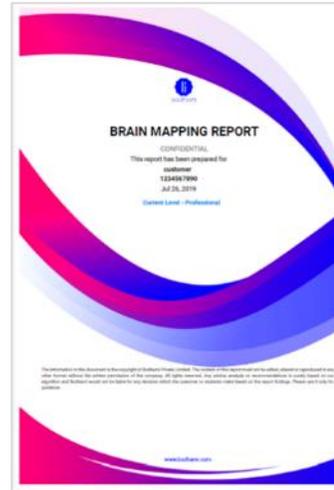
2 MILLION + ARTIFICIAL INTELLIGENCE RULES

10000+ PERSONAS

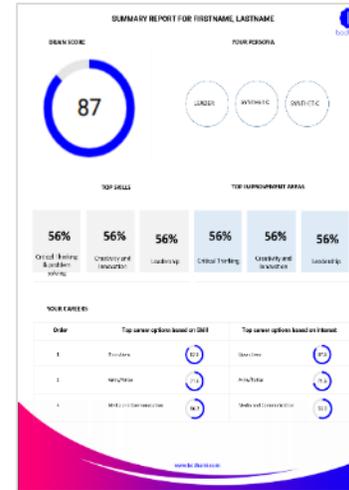
INPUTS FROM TOP NEURO SCIENTIST'S

INDUSTRY ACCREDITED LEARNING COURSES

COVER PAGE



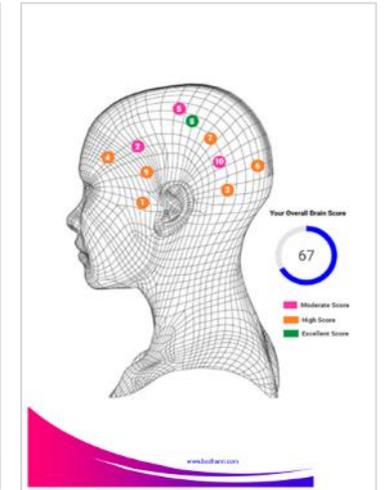
SUMMARY REPORT



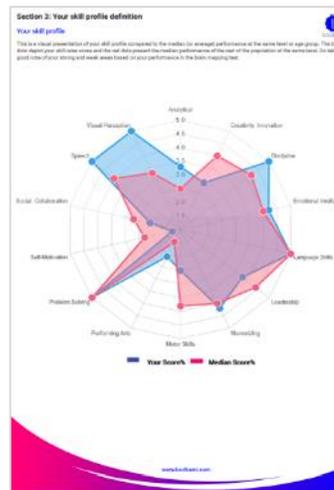
CAREER CHART



HOLISTIC SCORE



SKILL MAP



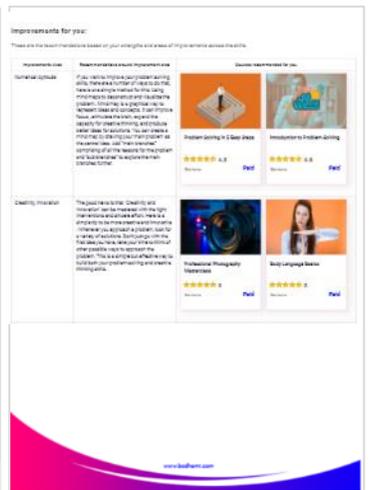
PERSONA



SKILL GAP



LEARNING FULFILMENT



# OUR EXISTING PRODUCT SUITE

Our product suite is for B2C, B2B, B2B2C markets

Bodhami's proprietary AI engine drives all the connected products in the customer journey

Product demo can be covered during due-diligence stage

## OUR AI DRIVEN PRODUCT SUITE SINGLE PARTNER VIEW



Our platform assessments are in 5 languages and can be completely whitelabel

The screenshot displays a user interface for the Bodhami AI Driven Product Suite. At the top left is the Bodhami logo, and at the top right is a circular icon with the letter 'A'. The interface is divided into two main sections: 'Products Activated' and 'Products Available'. Each section contains three product cards. The 'Products Activated' section includes: 1) 'CAREER COUNSELING PLATFORM' with a description of career guidance reports and whitelabeling, and an 'Access' button; 2) 'SCIENTIFIC RECRUITMENT PLATFORM' with a description of job listings and AI-based hiring tests, and an 'Access' button; 3) 'EMPLOYEE ASSESSMENT AND LEARNING' with a description of role creation and employee learning tests, and an 'Access' button. The 'Products Available' section includes: 1) 'LEARNING MANAGEMENT SYSTEM (LMS)' with a description of video courses and test series, and a 'Request Activation' button; 2) 'AFFILIATE AND PARTNERSHIP' with a description of affiliate registration and commission tracking, and a 'Request Activation' button; 3) 'TEACHING PARTNER ON BODHAMI' with a description of video courses and test series, and a 'Request Activation' button. At the bottom of the interface, there is a section titled 'CERTIFICATION COURSES FOR CAREER COUNSELORS'.

**Products Activated**

- CAREER COUNSELING PLATFORM**  
Career Guidance Reports, Career Counseling, Whitelabeling, International Study Admissions, Stream and College Selection  
Access B2B, B2C
- SCIENTIFIC RECRUITMENT PLATFORM**  
Create Job Listing, Assign Candidates, AI based Candidate Hiring Test, Candidate Aptitude Report, Candidate Matching Dashboards, Whitelabeling  
Access B2B, B2C
- EMPLOYEE ASSESSMENT AND LEARNING**  
Create Roles, Assign Employees, AI based Employee Learning Test, Employee Learning Report, Learning Interventions, Whitelabeling  
Access B2B

**Products Available**

- LEARNING MANAGEMENT SYSTEM (LMS)**  
Video Courses, Live Online Courses, Test Series packages, Course Assignments, Course Assessments, Course Certifications  
Request Activation B2B
- AFFILIATE AND PARTNERSHIP**  
Register as Affiliate, Generate Affiliate Code & Links, Track Commissions, Generate Commission Reports  
Request Activation B2B, B2C
- TEACHING PARTNER ON BODHAMI**  
Video Courses, Live Online Courses, Test Series packages, Course Assignments, Course Assessments, Course Certifications  
Request Activation B2B, B2C

**CERTIFICATION COURSES FOR CAREER COUNSELORS**

# BUSINESS MODEL

Low entry point and compounded revenue model

B2B MODEL



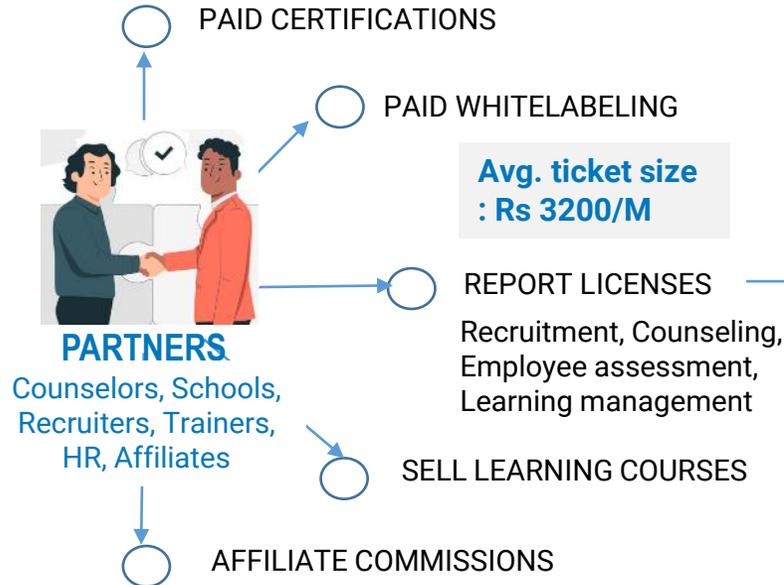
## CUSTOMER ACQUISITION

Avg. ticket size : Rs 3200

LOW ENTRY ACQUISITION

e.g. Certifications or free licenses

## REVENUE STREAM PER PARTNER - COMPOUNDED



Avg. ticket size : Rs 3200/M

## DOWNSTREAM COMPOUNDED REVENUE

Avg. ticket size : Rs 2500



Career and skill upliftment courses

- 1 active counselor gives us 250 career report licenses per year
- 1 active recruiter gives us min jobs with 50+ candidates per role
- 1 active recruiter gives us min 100-200 employees
- Each customer downstream has potential for learning courses

B2C MODEL



## CUSTOMER ACQUISITION

Avg. ticket size : Rs 1500

LOW ENTRY ACQUISITION

e.g. Assessment and skill tests for counseling and mentoring

## REVENUE STREAM PER STUDENT



## GUIDANCE

Avg. ticket size : Rs 2000



Counseling, mentoring, study abroad

## DOWNSTREAM LEARNING REVENUE

Avg. ticket size : Rs 2500



Career and skill upliftment courses

# BODHAMI DIFFERENTIATORS

differentiating in the brand, team, product and placement



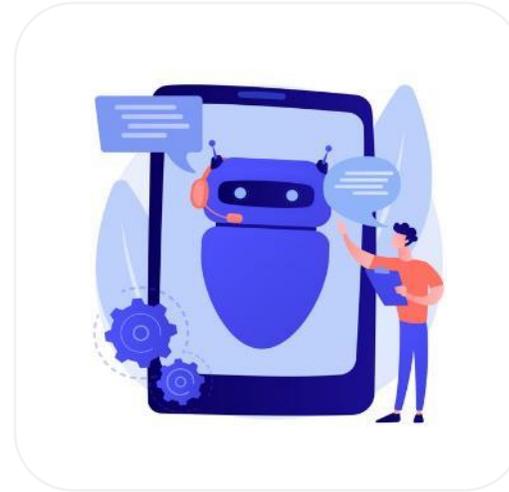
## BRAND

- Winner of National Startups Award 2020
- Part of official startup India showcase covering only 69 start-ups in the country
- Extensive media coverage through Doordarshan's startup champions program



## TEAM

- Leadership team is IT industry veterans with 15+ years of avg. exp.
- Extensive experience in AI, Analytics, Digital Transformation, Customer experience mgmt.
- Alums of prestigious IIT, IIM, SJIM,



## PRODUCT

- AI powered – state of the art product platform
- Assessed & validated by Quality council of India (QCI)
- Configurable & admin functionality driven



## PLACEMENT

- Focused on tier II, III cities & rural India apart from metros
- Priced strategically at low entry point, high compounded downstream
- Recruitment Assessment – freemium model for fast market capture

# OUR TEAM

*Highly experienced team with a proven record of transforming business using digital*



CTO & TECHNICAL COFOUNDER

**Aarthy Vassan**

Technology enthusiast and enterprise level technology architect with 12 years IT Exp, ex Wipro



CEO & COFOUNDER

**Damodar Patnekar**

MBA Gold medalist, Digital & business consulting, Ex Wipro, MetLife – 15+ years, ex Wipro



COO & COFOUNDER

**Ashutosh Shankar**

IIT, IIM alumnus and AI and analytics expert, worked with big names in IT industry – 15+ years

# OUR TRACTION

From product launch till today



Bodhami was formed in June, 18 and was launched in Oct, 19



**1000+**

Career Counselors  
Certified on the  
platform



**25,000+**

Students and  
Professionals taken  
career counseling



**50+**

Affiliate partners  
associated with the  
platform



**108+**

Cities in India and 4  
countries Bodhami  
has presence



**250+**

Schools have used  
our platform In India  
for career counseling

# DIFFERENCE CREATED

Bridging the gap between urban & rural India using the cloud based easily accessible & responsive platform



## Nano Entrepreneurs Creation

**100+** counselors actively using the platform for counseling. **50+** affiliate partners onboarded on sales partner program. **50% women** career counselors



Mayank Agrawal  
@Mayank23Agrawal

India's entrepreneurial young minds turn into job creators! Watch stories of #AzookaLabs @GenRobotic @bodhamiofficial in next episode of

#StartUpChampion @DDNewslive, 9 P @DDIndialive, 10 P @DDNational at 6



## Career Guidance - Rural / Urban

**50% of students** counselled are from rural / semi urban background. **25,000+** students career counselled on the platform



## Career Counselors enablement

Career counselors across **4 countries**, **108 cities** spanning across **24 states** in India joined Bodhami's flagship career counselor certification program



# ACHIEVEMENTS

These are some of the achievements we are proud about



bodhami



## National Startup Award

Bodhami got National award in 2020 under rural impact, access to open education from Gov of India (Startup India)



## Seed Grant under Goa IT Startup Policy

Top 5 startups in Goa to get seed grant of 10L. Bodhami is registered startup under Startup Promotion Cell (SPC), Goa



## Top 7 Startups in India Sweden Innovation Day

Selected by Invest India to represent India at 'India Sweden' Innovation day as part of the bilateral exchange



## One of the top startups at SCO Startup Summit

Selected to be one of the chosen start-ups at the International SCO startup showcase event which hosted 8 nations

# BODHAMI'S VISION FOR RURAL AND SEMI-URBAN INDIA

Making the rural India ready for the future



Bodhami has a vision to bridge in the skill gaps between rural and urban students & job seekers using cutting edge tech enabled learning solutions



Assessment based  
skill gaps fulfilment



Best match career  
competencies  
based trainings



Industry demand  
based readiness  
programs



App based offline  
skill assessment &  
learning



Self employment as  
career counselor &  
trainer

# KEY MILESTONES & PRODUCT ROADMAP

Our 5 year vision

May, 2021

- 1000+ Career counselors,
- 25K+ students counselled

Jun, 2022

- Mobile App for supporting Rural students offline
- Corporate and School proctored assessment product
- 1.5L+ lives touched

Oct, 2024

- Social learning portal for upgradation of skills
- 2000+ corporates and HR consultants

Dec, 2021

- 2000+ Career counselors
- Skill and career based courses live
- Single view of partner to access consolidated offerings

Sep, 2023

- Corporate learning channel for assessment based skill and role interventions
- 1Lakh+ professionals Skill Assessed

5 YEARS VISION

Dec, 2026

- 25 Lakh+ Students /Professional used career counseling platform,
- 30K+ Career counseling self employment generated