



LawSikho
India Learning  India Earning

SkillArbitrage
India Learning  India Earning

data
is good 

CONNECTING INDIAN TALENT WITH GLOBAL REMOTE ECONOMY THROUGH UPSKILLING AND EXPORT OF SERVICES

INVESTMENT DECK

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ADDICTIVE LEARNING TECHNOLOGY LIMITED

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WHO WE ARE

Our Companies



Founded 2018

Legal Courses for Upskilling and Test Prep

Doubling the revenue year-on-year

ARPU of 50,500+ INR

Work secured through freelance
2022: **1.37 Cr**, 2023: **4.14 Cr**



Founded December 2022

Reskilling Indian professionals to get US remote jobs and consulting gigs in HR, finance, bookkeeping, content writing, business consulting, and more

In one year, generating a revenue of **1.5 crore+/month**



Acquired August 2023

AI and Data Science Upskilling Courses

Revenue grew by 30% & profitable after the acquisition

HOW ADDICTIVE LEARNING TECHNOLOGY LIMITED IS PLANNING TO HYPERSCALE IN NEXT 18 MONTHS



HYPERSCALE OPPORTUNITY

Our current goal is to hyperscale our sales, and we believe we have built up sufficient product lines and delivery capability to scale up multifold

Why we believe rapid scaling opportunity is available to us



We are catering to a new category in our industry - with almost no competition - professional upskilling **(70% of our learners come from 30+ age group)**

We are looking at becoming the market leader in this space, similar to how one in three doctors produced in India are ex-Akash. We believe that we can reach a point that majority of judges appointed in the future will be LawSikho alumni.

We are becoming the only judiciary testprep company with ability to produce pan India results which gives us incomparable advantages as most test takers want to appear in multiple states while coaching classes cater to only one or two states.

We also expect significant growth from legal testprep - an industry where we aggressively invested in the last 3 years, and now have begun to reap the results. Since the filing of RHP, **our learners have become judges in over 5 states**. In every judiciary mains results coming out, we are seeing significant success.

HYPERSCALE OPPORTUNITY

Why we believe rapid scaling opportunity is available to us



Our courses are succeeding in North American market where we have superior competitive advantages over local course providers, reflecting in rapid traction

Launched in January 2023, our Skill Arbitrage product line has become well established and very successful, where we are seeing faster traction than our LawSikho business even as we are yet to build dedicated sales teams for Skill Arbitrage yet. **Skill Arbitrage has also enabled us to target a much larger market.**

Our revenue has rapidly scaled up since last financial year, we are profitable and **yet to deploy our capital raised through the IPO.**

Since August when we filed our DRHP, our placement has been very strong. Usually, **strong placement for us is an early predictor of growth ahead.**

PLACEMENT NUMBERS

Placement Function Update from August 2023 to February 2024

Between August 2023 and February 2024, **11,165 learners benefited from our placement services** which includes jobs, internships, and remote freelance work.

1583 learners got jobs and 135 of these were International jobs from countries such as the US, UK, UAE, Canada, Australia, Poland, Malta, Singapore, etc. that offered remote jobs to Indian lawyers.

1583 learners secured jobs, including in Tier 1 and Tier 2 law firms and top companies in the last 7 months. The maximum salary secured was **INR 27,60,000 per annum.**

3492 learners secured internships, including in Tier 1 & Tier 2 law firms and top companies in the last 7 months. The highest stipend received was **INR 22,000 per month.**



PLACEMENT NUMBERS

Placement Function Update from August 2023 to February 2024

427 recruiters worldwide hired our learners to do freelance legal work in the last 7 months and **2899 legal freelance opportunities** were secured by our learner.

1050 women secured job placements through us in this period.

In the last 7 months **1354 women secured internships**.

Out of **6090 freelance assignments** in the last 7 months over **1502 freelance projects** were secured by women.

Total freelance earnings secured by learners in the last 7 months with our assistance are about **INR 2,38,60,563 (287,854 USD)**.



HOW BIG IS OUR MARKET?

One question we frequently got from investors - how big is our market? **Is there really headroom to do 4x sales growth?**

We did an internal exercise scoping out what we believe is our total addressable market.

Currently we assess our addressable market potential, without launching new products, @ **INR 1200 crs/year**

While this market is available to us, how much we are able to capture will depend on the quality of our execution over the years ahead



HOW BIG IS OUR MARKET?

Here is a vertical wise division of our assessed market potential:

Professional Upskilling (LawSikho+Skill Arbitrage+dataisgood)

Projected enrollments: 60,000 students p.a.
ARPU of INR 70,000, market size: **INR 420 crs**

TestPrep Foreign bar exams (California, SQE, Canada - Indian as well as global markets)

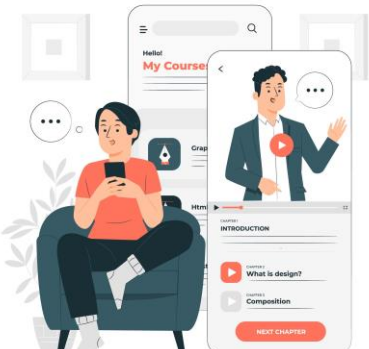
Projected enrollments: 36,000 students p.a.
ARPU of INR 1 lakh, market size: **INR 360 crs**

Testprep - AOR and Supreme Court practice

Projected enrollments: 24,000 students p.a.
ARPU of INR 1 lakh, market size: **INR 240 crs**

Judiciary test prep

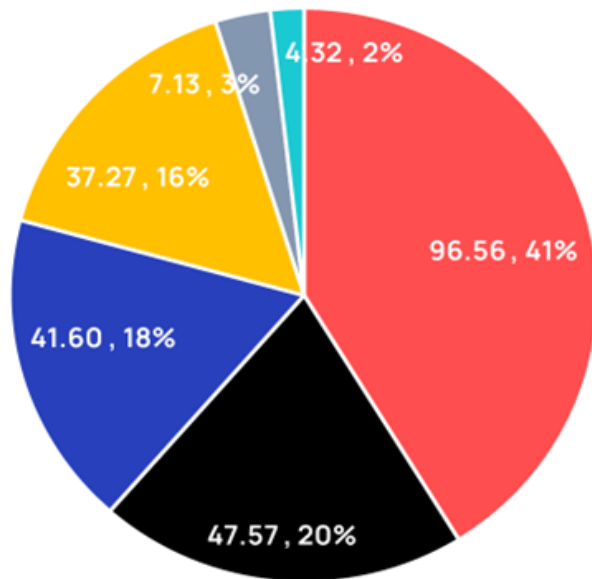
Projected enrollments: 12,000 students p.a.
ARPU of INR 150,000, market size: **INR 180 crs**



OPPORTUNITY - UPSKILLING DEMAND

Over 2 Cr college graduates and even more professionals seeking career opportunities & upskilling every year in India

Majority of them belongs to districts with limited local career opportunities



Distribution of Learners (No. Lacs, %)

- Arts
- Science
- Commerce
- Engineering
- Management
- Law

Streams	Total no. of students
Arts stream	96.56 lakhs
Science stream	47.57 lakhs
Commerce stream	41.6 lakhs
Engineering Technology	37.27 lakhs
Management stream	7.13 lakhs
Law stream	4.32 lakhs
TOTAL	234.45 lakhs

EXCITING AREAS OF GROWTH

Data science courses have made significant inroad in North American market - **close to 50% of data science course revenue came from USA, Canada**

We are significant ease in selling our data science courses in the **North American market** as we have much lower cost of service delivery, **comparable courses with live classes and personal coaching cost 10-20x more in those markets**

We have potential to sell a vast majority of our professional upskilling courses in these markets too going forward which can result in **faster growth and significantly higher ARPU**

Lawyers all over the world are forced to learn how to use AI in their workflow. We have already played a leading role in this kind of education **with every upskilling course incorporating AI skills in vast majority of classes.**



EXCITING AREAS OF GROWTH

We trained a ChatGPT model on our curated data so that it can **answer legal and compliance questions** of entrepreneurs and it is already doing excellently well. We are still testing it at present.

The outcomes are already much better than existing models available thanks to our **high-quality dataset prepared over the last 6 years**.

This represents a unique opportunity for us. Our goal will be to lead in legal research, compliance and document drafting. We have not commercialised this technology yet.



EXCITING AREAS OF GROWTH

We launched LawSikho Opportunities - a job site for the legal market that is free for employers as well as job applicants. We have been rapidly disrupting existing job sites as a result.

The data and the branding that results from this job site is invaluable to us. **Currently we are seeing 2000 job seekers visit the job site per day and over 60,000 registered users.**

The data from this job site is invaluable for our course business as we can track which applicants are struggling to do well.

We believe that this project **can reduce CAC for our LawSikho business in future.** We are also now **building similar job sites for Skill Arbitrage and Dataisgood.**



ROADMAP & ACTION PLAN



PRODUCT, OPERATIONS, AND SALES

Products already in place



Earlier we had invested ourselves in building a detailed product suite.

Today we have a large repertoire of content **with 85+ courses with great market acceptability catering to 13 market segments.**

We are in a position to rapidly scale our revenue from these products.

Existing sales operation scale up is sufficient to get us to hyperscale revenues



We plan to scale our sales operation by 5x while keeping our Sales DNA intact to hit a revenue growth of 4x.

We expect challenges along the way which are usual for rapid sales team scaling and we are prepared that there may be delays along the way such that this mission may even take upto 36 months too.

PRODUCT, OPERATIONS, AND SALES

Exhaustive sales systems already in place for scaling up rapidly



Highly number driven sales process with data analysts and detailed MIS

Integrated sales stack comprising of **CRM, automated diallers with in-built recordings, AI Software with smart conversation scoring & P2P learning**

We have set up an internal Sales Academy to scale training: Bringing sales training to next level with live calls

Auditors - Giving timely audit feedback for counselling improvement

Callers hit the floor running in 7 days and become productive in 1 month, achieve full productivity or “gold standard” in 3 months

INNOVATIVE SALES MULTIPLIERS

Video Sales Letters & Auto-funnels

Automated sales, shorter sales calls and conversion cycle

Ongoing community engagement

For our **13 audience categories** across WhatsApp, Telegram, email, etc. (creates very high trust levels and improves conversions over time)

Referral systems

We are **currently user testing a new referral portal** that would reinforce brand advocacy and **reduce cost of customer acquisition** harnessing word of mouth in a more powerful way, driven through economic incentives.

The scope of this technology enhancement is to generate custom links and promo codes for all our ambassadors. Now, **every successful reference will have different benefits** like double-sided, fixed, and percentage-based rewards.



WHAT CHALLENGES ARE WE EXPECTED TO FACE ON THIS JOURNEY

Identifying and nurturing sales leaders

Fine Tuning our processes to optimise outcome

Keeping **Cost of Customer Acquisition in the 30-35% range** as we scale rapidly

Substituting Google and Facebook ads as source of leads and **substitution with organic sources**

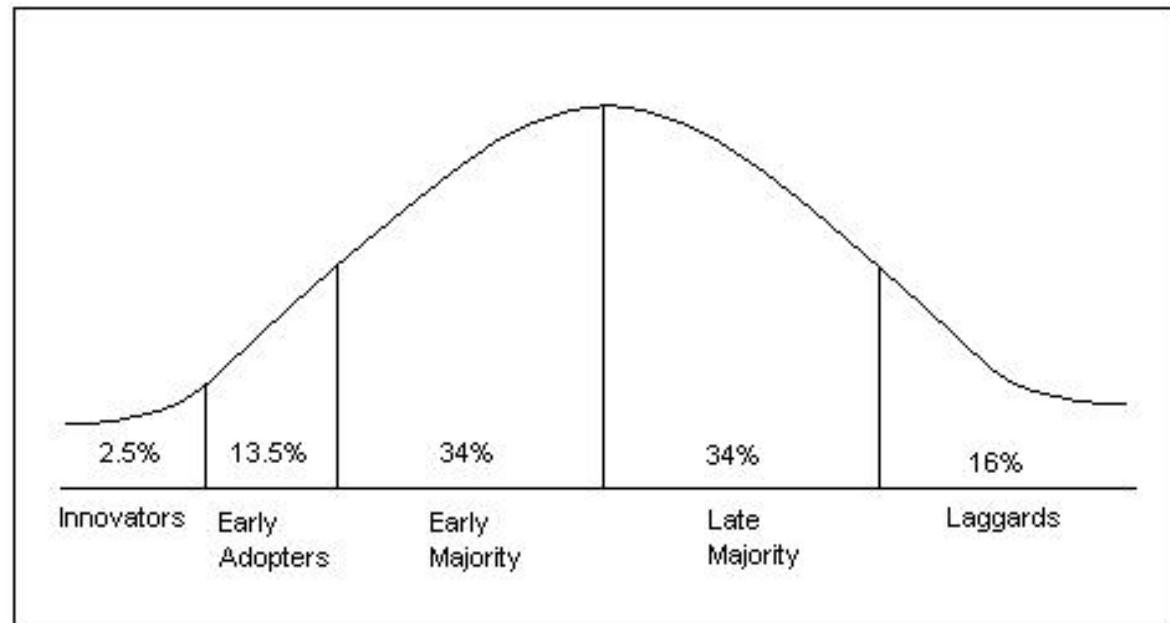
Building a brand based on trust, ambition, and relationship with our audience based on valuable content that transform their life and give them confidence them to sign up for our paid courses



WHAT CHALLENGES ARE WE EXPECTED TO FACE ON THIS JOURNEY

We have already catered to the early adopters - can we become entrenched in the market by catering to early majority and late majority?
Marketing strategies have to change and adapt for each of these new groups

As we scale our enrollments we also have to **scale placements commensurately**



MARKETING AND TECH INNOVATIONS

Here are some marketing & tech innovations that we are working on to address these challenges, create organic moats and possible upsides

Currently, approx. **30% lead gen is organic** & from our captive media (blog, Superlawyer website)

We are working on creating a few **captive assets** that can further increase organic lead gen and conversions:

Flash App

Brihaspati.AI

LawSikho
Opportunities
Section

Remote services
marketplace for US
law firms



MARKETING AND TECH INNOVATIONS

Flash App

A micro-learning platform on the lines of DuoLingo or SoloLearn but for lawyers, can onboard lakhs of lawyers on our platform by facilitating learning through gamification despite shorter attention spans, improving lead gen without ad spend

Brihaspati.AI

Current state of generative AI tools is very poor for legal research and legal drafting. We are creating our customised AI based on ChatGPT 3.5 Turbo, which is trained on our vast database of courses and can provide superior answers to legal queries

Already achieved 85% accuracy, significantly higher than existing LLMs or AI tools commercially available in the market. For our learners, it accelerates research and improves our competitive advantage in legal edtech

It can enable us to generate client opportunities for our learners once we run it on our blog or other sources of high traffic - visitors can utilise AI to obtain high-quality free drafts, and get it reviewed by a trained lawyer (from our learner pool) upon payment of a nominal USD 100 fee. This would help us to scale our marketing faster as well.

MARKETING AND TECH INNOVATIONS

LawSikho Opportunities Section (launched in Aug. 2023): Basically a job and internships board

- Interested candidates **can apply for jobs on the platform. No charges.**
- **Recruiters list jobs for free, unlike other job sites** which charge recruiters for every listing, or headhunters who charge a month's salary for successful hires.
- Now we are getting flooded with opportunities.
- **Traction: 500+ opportunities per month posted; 2000 visitors and 200-300 registrations per day,**
- **25,000+ total applications received (8000 plus applications in Jan. 2024 alone)**
- **100% organic (no ad spend);**

We may soon have the **biggest legal job board in the country**

Massive **organic source of lead generation + curated insights**

Over time, as we develop tech on it further, this tool will enable us to obtain more data and insights around the skillsets & gaps of job applicants which can be used for personalised offers and improving conversions

MARKETING AND TECH INNOVATIONS

Remote services marketplace for US law firms

Approx. 150,000 law firms in the US which have less than 10 lawyers, and millions of US startups & SMEs can benefit from hiring upto 3-5 Indian paralegals to optimise their cost structures and get legal assistance provided their trust gap is met

Platform similar to Amazon workspace - clients give their work and select the freelancers whom they want to work with on the basis of reviews, ratings, and sample work.

Clients can check the entire workflow and see realtime progress, track billing transparently
Military grade protection to ensure no data theft or leakage.

Secure private messaging between clients and service providers

We already have a trained pool of paralegals, but this multiplies our capability to secure work from potential clients which will be performed by our learners, strengthening our competitive advantage

Also opens the possibility of charging recruiters an annual service fee as the relationship becomes sticky once trained talent is provided along with a platform to mitigate trust gap - potential revenue multiplier if a 20% annual fee can be charged on a USD 20k annual contract which our students are already securing

THANK YOU

Addictive Learning Technology Limited Team