

Induction presentation

Sept, 2020

Agenda

1

WhiteHat Jr Orientation

2

Intro to WHJR Curriculum

3

Student Journey and success stories

4

SM Journey

We over-delivered on “10x Thinking” Plan!



10x Thinking ~
Structural
Transformation versus
Incremental Changes

=



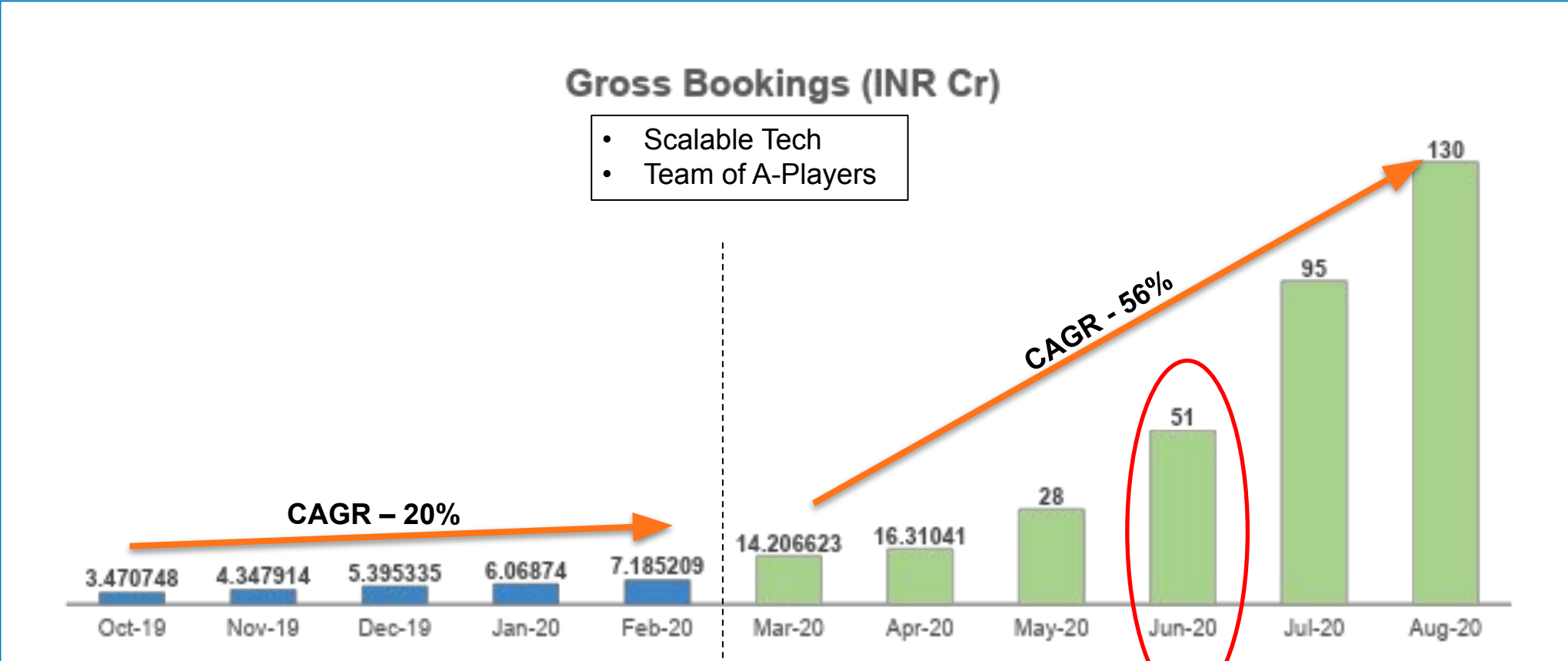
10 Year Life Acceleration

+



“Winner Takes It All”
Consumer Internet

10x Acceleration Plan



Vision: Enabling a Generation to Create versus Consume

TECH CREATORS TODAY

1ST Anti Bullying App



Mae Mae, 9 Years

Sign Language App

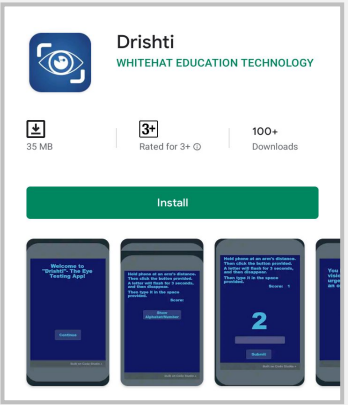
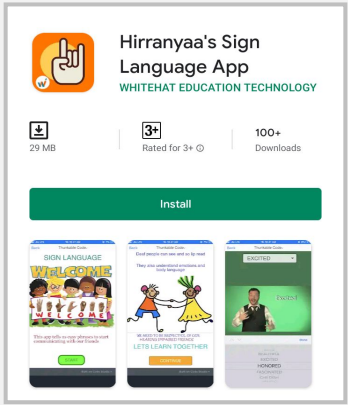
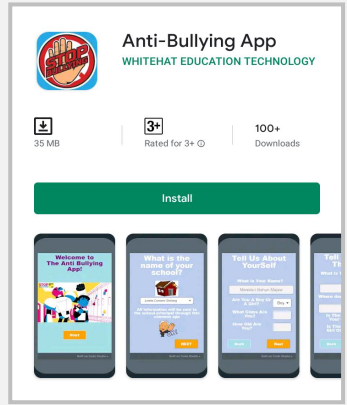


Hiranya Rajani, 7 Years

1st Eye Testing App

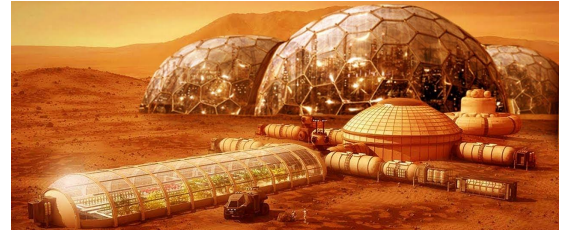


Garvit Sood, 8 Years

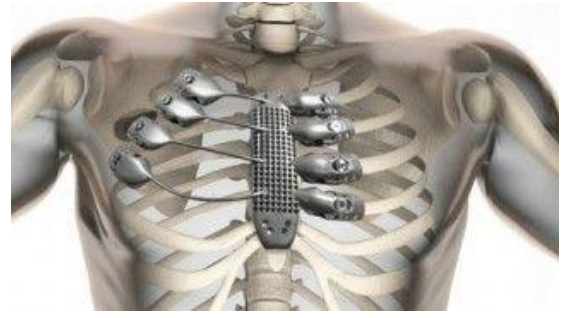


FRONTIER LEADERS TOMORROW

SPACE TECH: MAN'S EXPLORATION IN SPACE



LIFE TECH: EXTENDING HUMAN LIFE



CONVERGENT TECH: AI + ROBOTICS

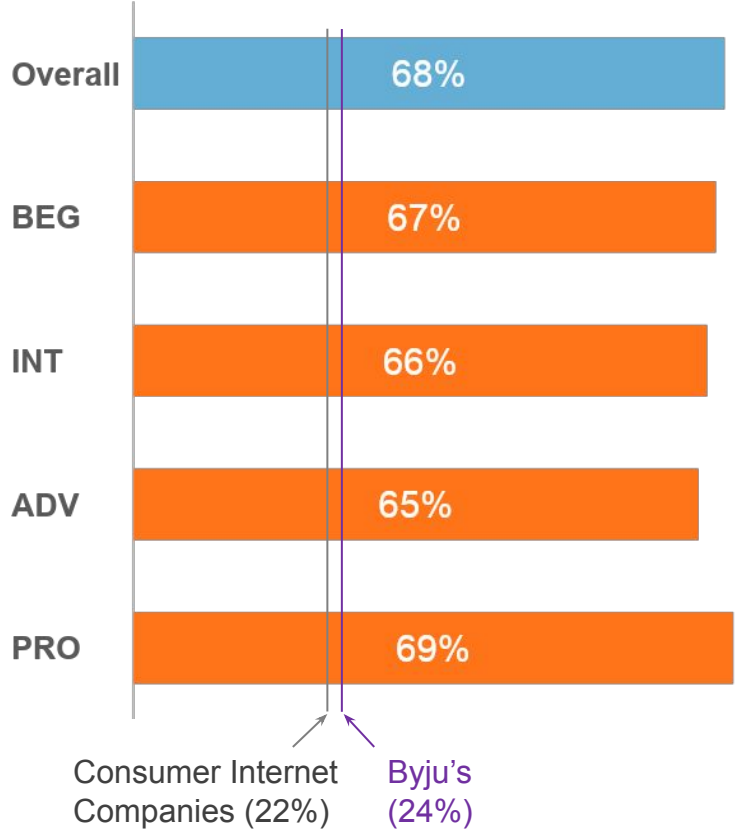


Massive **Category Tailwinds** leading to unprecedented broad-based appeal

Significant appeal across every segment and geography

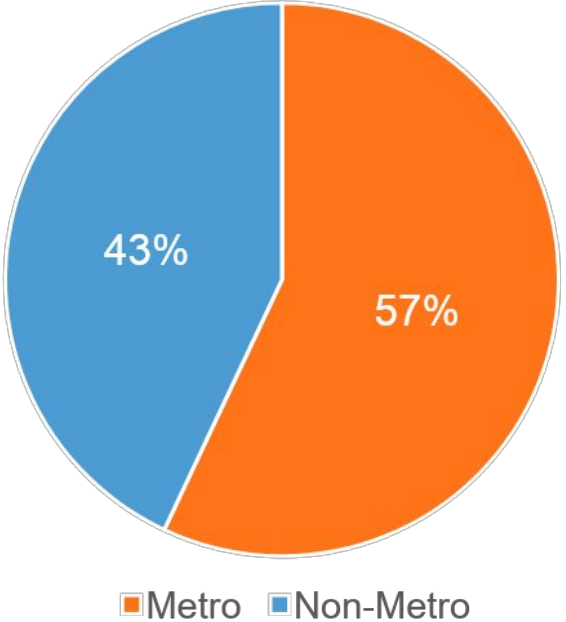
Appeal across Grades

All levels Grade 1-9 delivering **record NPS, 3x Industry Avg.**



Appeal across Income Segments

~45% Customers from India Non-Metro (H2 2019)



Appeal across Geographies

US: Early Results exceeding India across all metrics with 13.2 LTV:CAC Ratio

			US vs India Index
Class Completion	57%	32%	178
Conversion % Adjusted	10.4%	10.4%	100
Revenue Per Class*	₹ 1471	₹ 515	286
Gross Margin	69%	54%	+15pp
LTV-CAC Ratio	13.2	4.6	287

*Ex-GST / Sales Tax

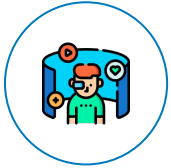
Feb 2020 Results

WhiteHat Jr Curriculum & Teachers: An Unmatched Combination

Curriculum: 1st-of-a-kind CREATION-ORIENTED
enabling peak of human imagination



Introduction to Coding



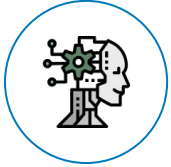
Interactive Game Design



PlayStore App

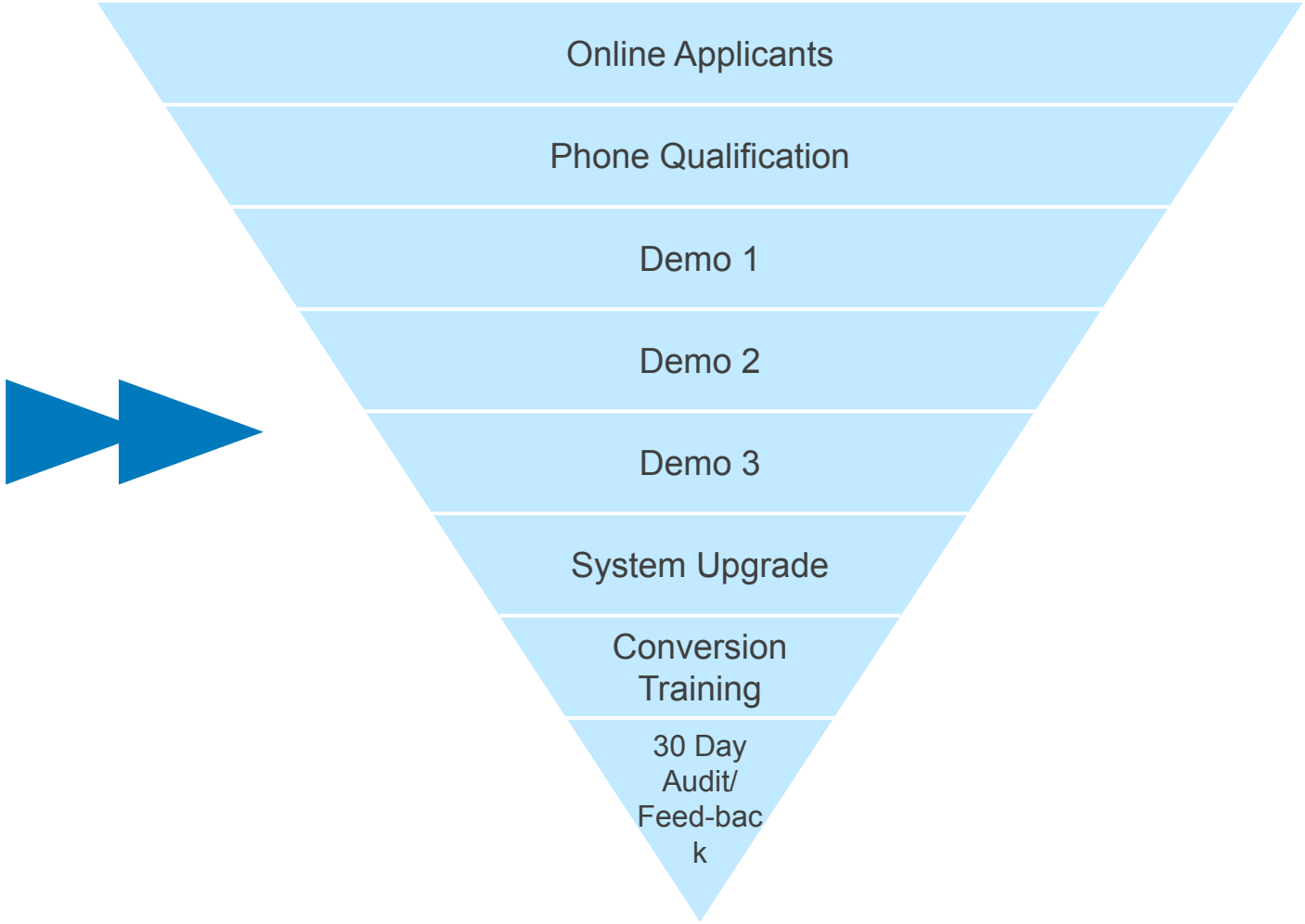


Space Tech



Artificial Intelligence /Data Modeling

Top 99^h Percentile Teacher-Assisted:
<5% Kids Identify as Self-Learners



Student Results: +300% Improvement in Concentration; +75% Improvement in Logic; Transformed Creative Expression

3-Pronged Rapid Category Creation Strategy:

(1) Extreme Parent Value (2) “Wow” Kid Delight (3) Teacher Excellence

Inspiring a generation to

CREATE V/s CONSUME

3- Year Plan: 400K Students; \$150MM+ ARR.

01 “BIG & OBVIOUS” PARENT VALUE (Category Leading Conversion:15%+)

Immediate, Urgent Tangible Academic/Career Value for Parents

- Context Setting: 95%+ Jobs will change in 7 years time.
- “Big & Obvious” Creation Messaging: #1 Game Developer at Age 7; CEO at Age 13; Space Scientist at Age 12.
- Proven Academic Value: +300% Improvement in Concentration; +75% Improvement in Logic.

02 “WOW KID DELIGHT” CURRICULUM (Student NPS: 70+)

Kid “Wow” Delight in every class

- **In-Class Wow:** (i) Daily Creation eg Apps, Animations, Space Tech Simulations.
- **Post Class Daily Addictive Engagement:**
 - (i) Post-Class Projects
 - (ii) Gamification/Community
 - (iii) Social Celebration

03 “99.9th Percentile” TEACHER EXCELLENCE (Teacher NPS: 70+)

Top 99.9th Percentile Teachers:

- Transforming Non-Coders into Coders with Rigorous vetting, training and LMS.
- Continuous Conversion and Feedback Training
- Deep Teacher Engagement Community.

Deep Tech Enabled Foundation: “Tech that enhances parents understanding of their kids”

- Foundation: (i) Low Connectivity Video Solution; (ii) Global Scheduler; (iii) Tech Ops Automation
- Delighter: Visual AI for deep parent feedback

WhiteHat Jr Culture: Water-walkers vs Swimmers



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SM Journey

Introduction to Curriculum: We offer 5 curriculum based on child's school grade



Beginner
Grade 1



Intermediate
Grade 2,3



Advanced
Grade 4,5,6



Professional
Grade 7,8,9



APT
(Separate sales team)
Grade 10,11,12

Introduction to Courses: We offer 4 courses: Basic, Standard, Premium and Frontier course across each curriculum

1-8 classes (Basic Course)

GAME DEVELOPER CERTIFICATION



Focus

Logic v/s Syntax

Activities

Build Interactive Games

Concepts

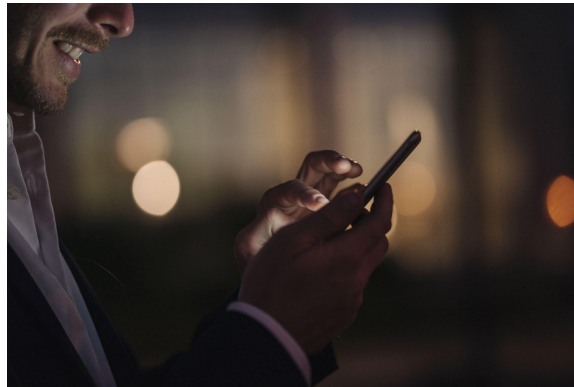
Sequence, Fundamentals Coding Blocks, Loops

Cognitive Benefit

- 75% Improvement in Logic;
- 300% Improvement in Concentration;
- #1 Mathematics Olympiad.

8-48 classes (Standard Course)

APP DEVELOPER CERTIFICATION



User Experience, User Interface

Build PlayStore Ready Apps

Events / UI, Conditionals, Complex Loop, Logic Structures, Turtle Coding

CREATOR MINDSET FOR LIFE: equipped to challenge and create solutions for problems around

48-144 classes (Premium Course)

AI + DATA SCIENCE +SPACE TECHNOLOGY



Advanced Data Modeling + AI / ML + Space simulations

Commercial Ready API integrated Apps Using Space Tech, AI, Data Science

Extended UI/UX, Rich GUI app, Space Tech simulation in Space Lab / Game Lab, Professional Game Design, Python, AI/ML

AI/ ML and Space tech simulates complete peak of creative imagination

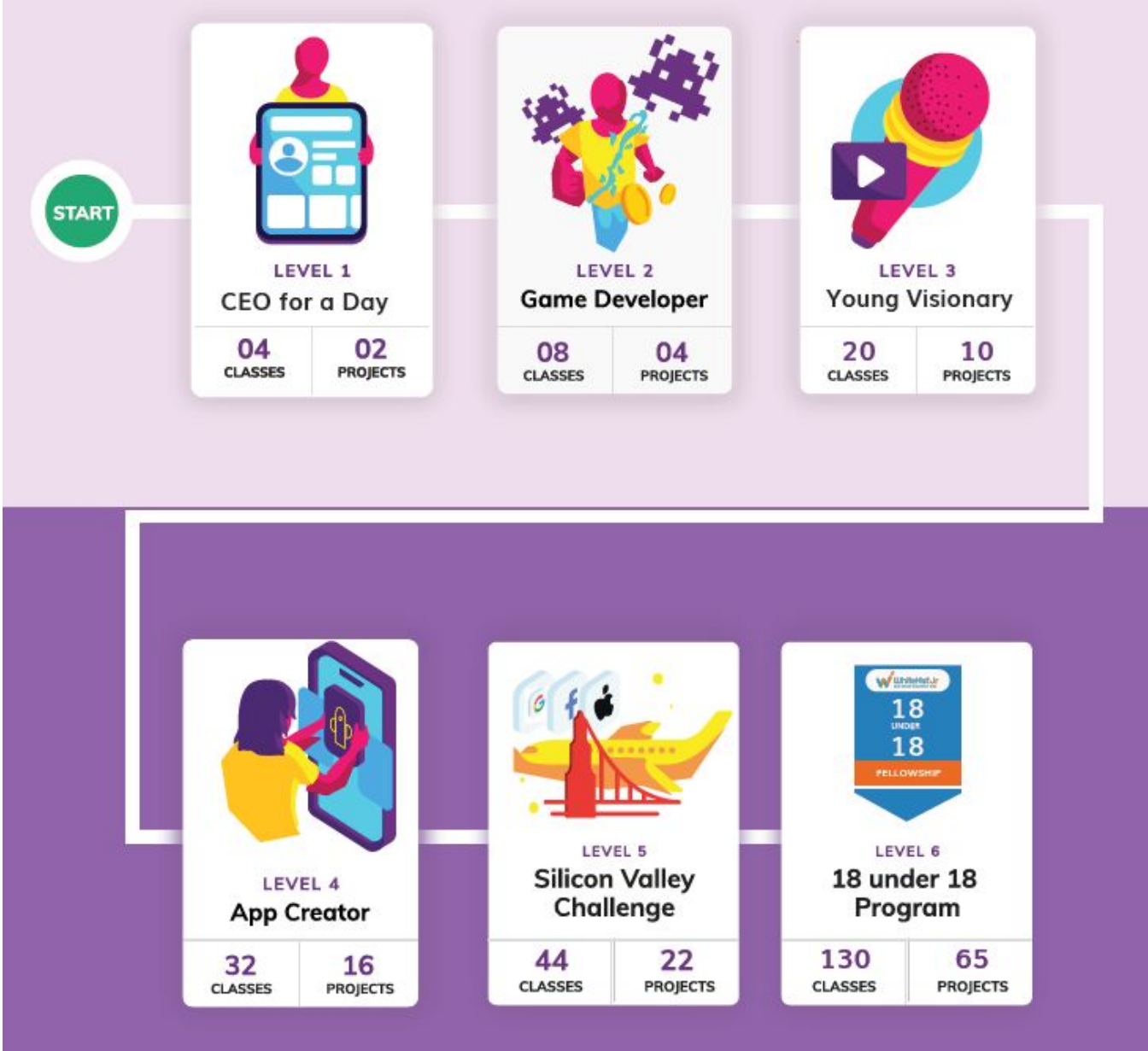
We have an additional 4th course - Frontier course (144-300 classes) focussed on Life Tech with IoT, Self driving car simulations, cryptocurrency and Cloud computing - WE DON'T PITCH THIS COURSE AFTER TRIAL BUT IS PITCHED BY RENEWAL TEAM

Student Success journey: Students go on to unlock their chance to win rewards as and when they complete required classes and projects



Your Kid's Startup Journey Begins Here!

Battle your way through classes and projects to become a startup founder. There are amazing rewards waiting to be unlocked on the way.



Tools and Platforms

	BEGINNER	INTERMEDIATE	ADVANCED	PROFESSIONAL
Syntax	Blockly, Javascript, HTML	Blockly, Javascript	Javascript, HTML, CSS, C++ (Arduino), Python	Javascript, Python
Platforms	Code.org App Lab Game Lab Sprites Artist Lab Advanced UI/UX: Thunkable AI tool:Google Dialogflow Tinkercad	Code.org App Lab Game Lab Sprites Artist Lab Advanced UI/UX: Thunkable AI tool:Google Dialogflow Tinkercad	Code.org [App Lab, Game Lab, Artist Lab, Sprites] Initial App Making: Thunkable Symbolic AI: Google Dialogflow Advanced UI/UX: Google Firebase, Codepen, Bootstrap Computer-aided 3D Design:Tinkercad For AI and ML: Machine learning for kids, ML5.js, GoogleTensorflow	Game Creation Libraries P5.JS Matter.JS (Physics Engine) App Creation React Native framework IDE Used: Visual Code Studio Data Analysis IDE Used: Jupyter Notebook

WhiteHat Jr Core Academic Impact

“1 HR OF WHITEHAT JR= 8 HOURS OF SCHOOL”

- **HIGH ENGAGEMENT, APPLICATION OF MATH AND SCIENCE CONCEPTS** (vs School= Theory)
- +75% IMPROVEMENT IN MATH AND LOGIC SCORES
- +300% IMPROVEMENT IN CONCENTRATION

Subject

MATHEMATICS

COORDINATE GEOMETRY

PHYSICS

MOLECULAR CHEMISTRY

Concepts

- Number Theory
- Statistics and Algebra
- Probability
- Remainder Theorem

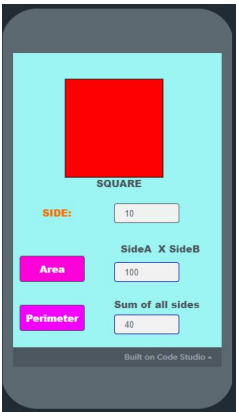
- Angles/Degrees
- X, Y Orientation
- Quadrants

- Gravity Theory
- Keppler’s Law
- Linear Motion

- Biochemistry
- Nutrition Inputs

Sample Applications

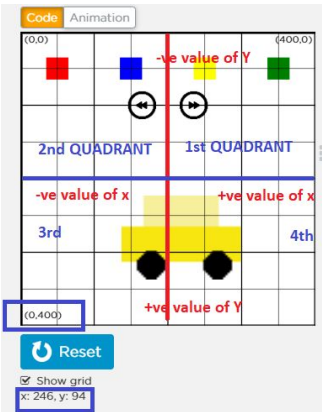
Calculator App



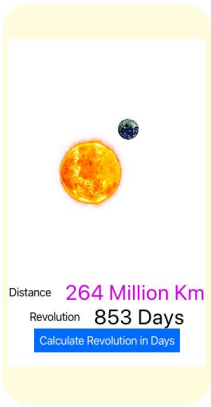
Maths Quiz Generator App



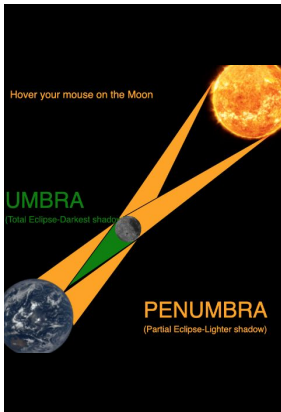
Car Motion App



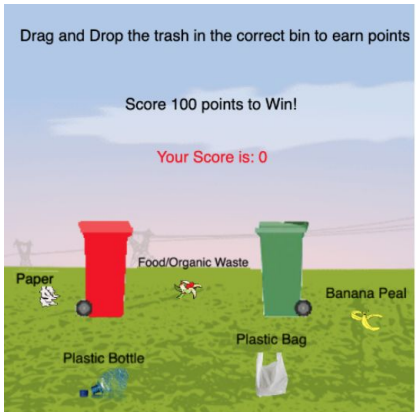
Astrophysics: Earth’s Orbit App



Solar Eclipse App



Trash Sorter App



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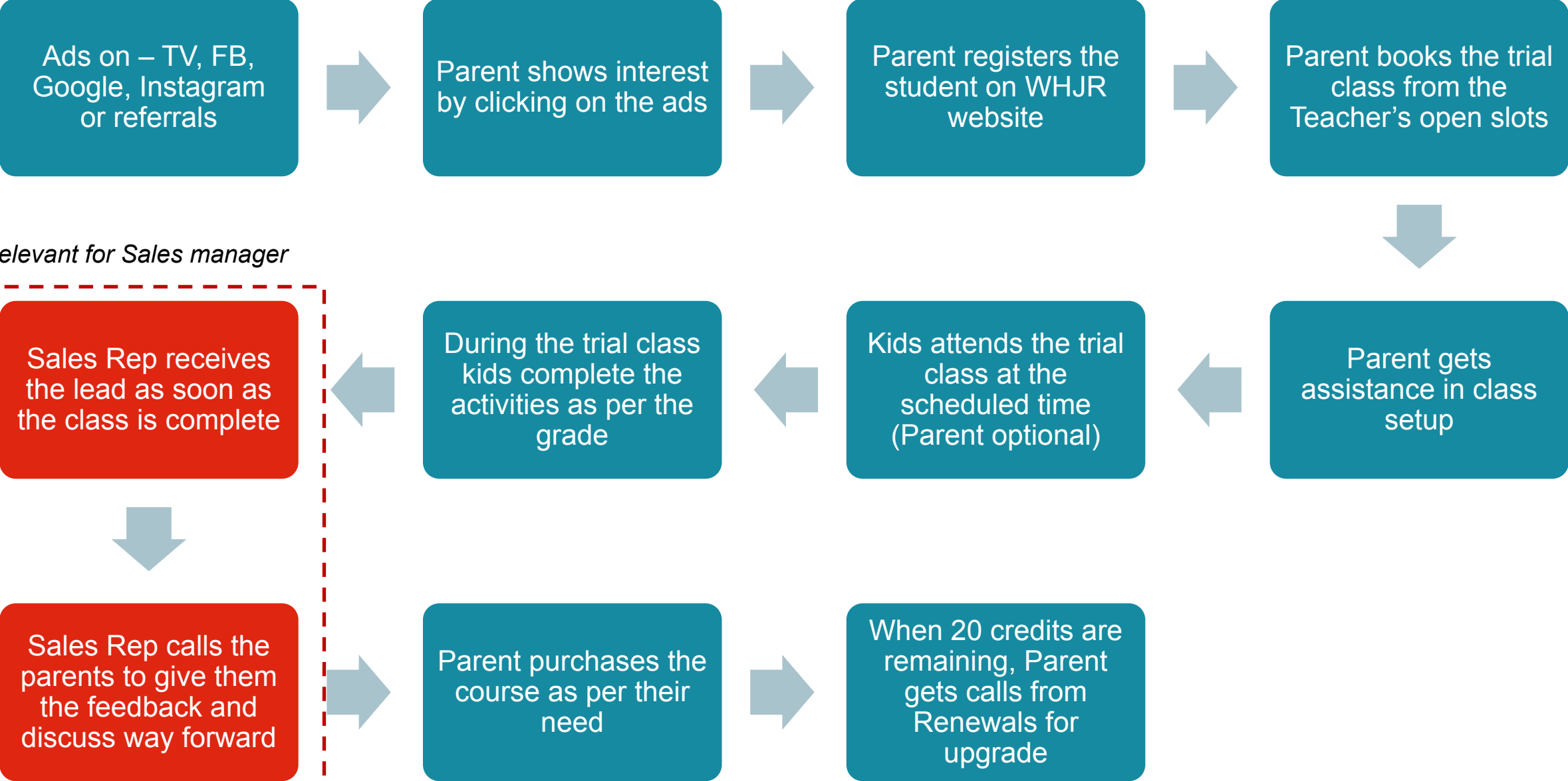
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SM Journey

Lead Journey



Lock Framework

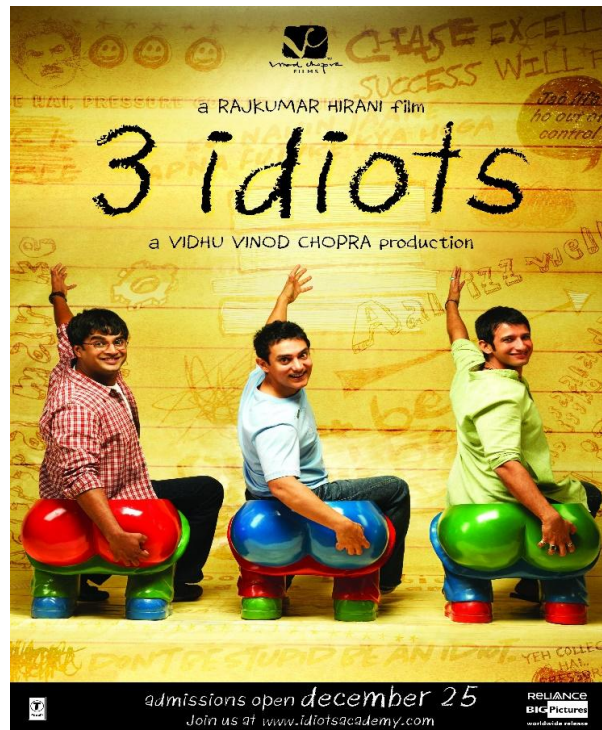
L = Lead
Sympathetic

O = Objective
Big, Selfless

C = Conflict
Hard

K = Knockout
Deeply Satisfying

What's your favorite movie?



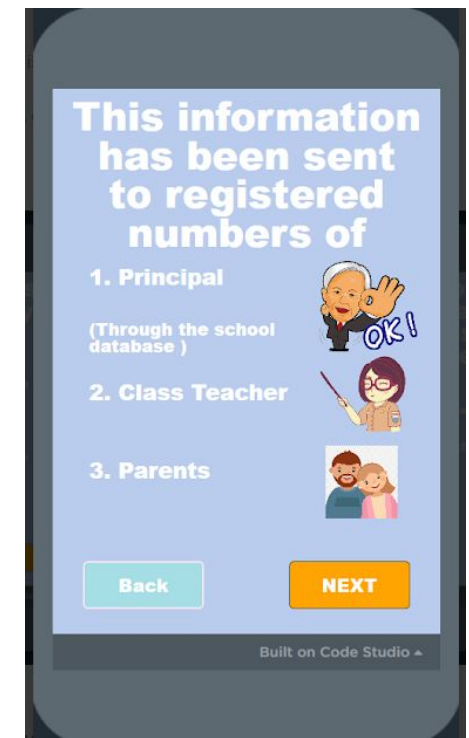
Garvit Sood
Age 9

Eye testing app



Mae Mae
Age 9

Anti bullying app



LOCK: DEEP Success Stories BREAKDOWN

LOCK	Garvit Sood	Mae Mae
LEAD	9 year old boy who himself suffered from astigmatism because of delay in identifying disorder	9 years old girl, who hails from Shillong and was subject to bullying at school.
OBJECTIVE	To prevent people struggling with undiagnosed eye problems as he himself had done	To prevent bullying in school
CONFLICT	Had a hard to diagnose eye problem that took multiple doctors and multiple years to finally be detected as astigmatism and didn't know how to code to create a solution	Lack of a means of reporting incidents of bullying to adults/Authorities thus preventing them from occurring in the first place.
KNOCK OUT	Created an app that changes modern optometry by using the phone camera as a sensor to detect and diagnose eye problems by measuring the focal length of the eye	After learning coding, 9 year old Mae Mae was able to create an app that reported bullying to authorities anywhere, solving her schoolyard problems and earning her a felicitation from the HRD minister of India

Parent testimonials



Sonu Sood on WhiteHat Jr's impact on his children

Farah Khan on WhiteHat Jr's impact on her children



Student Success journey



Garvit Sood's journey with WhiteHat Jr – Selected for Silicon Valley challenge

Mae Mae's journey with WhiteHat Jr – Selected for Silicon Valley challenge



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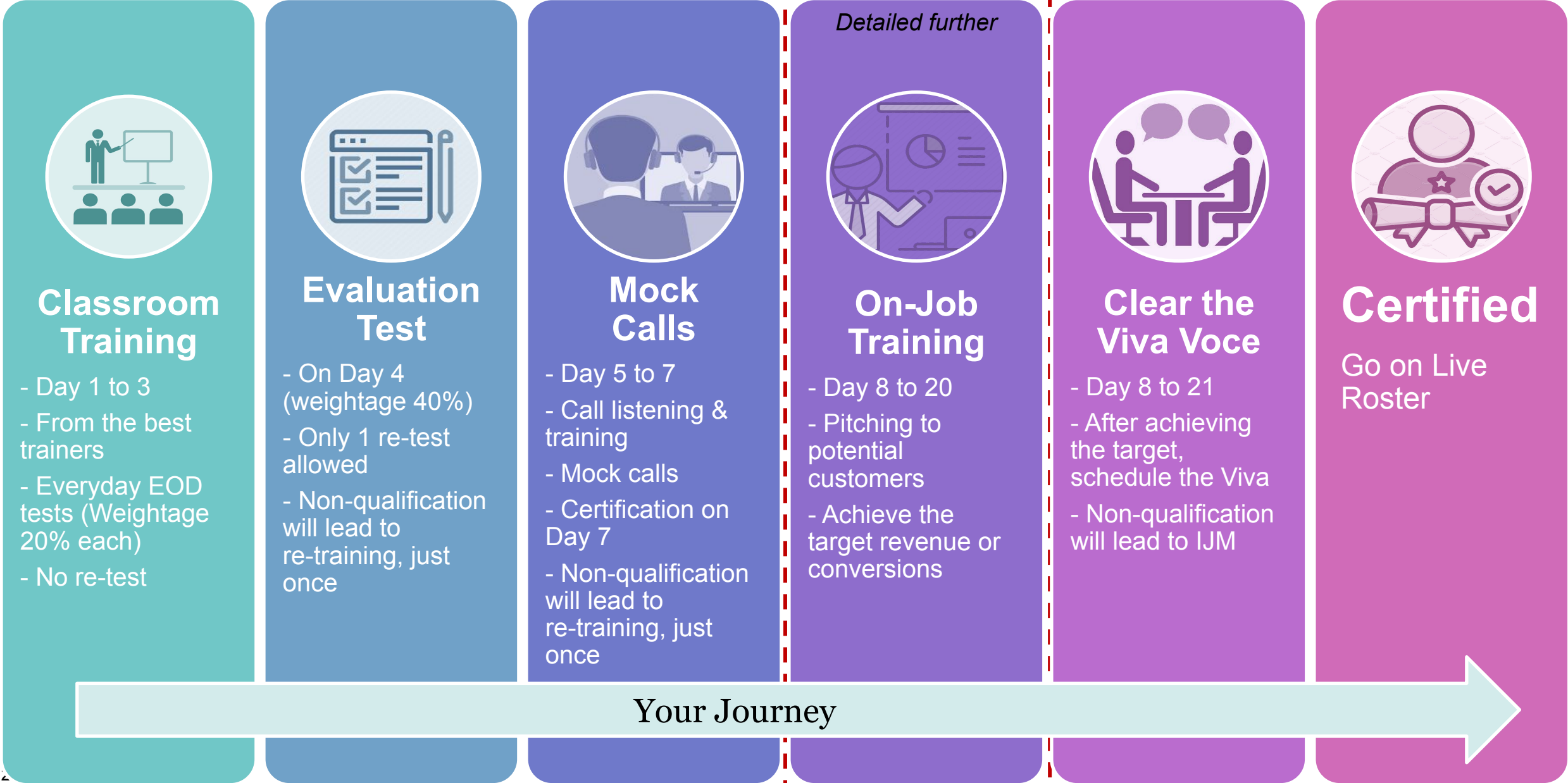
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SM Journey

SM journey



End