

MEMORANDUM

To: Ms. Priya Sharma

From: Hema Vignesh Vinjamuri

Date: 01 July 2025

Subject: EduMentor – Investment Memo

1. EXECUTIVE SUMMARY

EduMentor is an AI-powered edtech platform offering personalized mentorship for students preparing for competitive exams. Based on its strong user engagement and efficient CAC, we recommend a yellow rating—proceed with caution due to the low valuation multiple relative to sector benchmarks.

2. METRICS TABLE

Metric	Value
ARR	₹5.994 Cr
CAC	₹375
LTV	₹47,952

3. RECOMMENDATION

We recommend a yellow rating for EduMentor. On the positive side, it has a highly efficient Customer Acquisition Cost of ₹375 and a strong LTV of ₹47,952, suggesting sustainable and profitable growth. The founding team has relevant edtech and AI experience, and the platform has demonstrated early traction with 5,000 users and 90% satisfaction. However, its valuation multiple is only ~1.0x ARR, significantly below the industry average of 5–10x. This limits short-term investor upside and raises questions about market confidence. Hence, we advise further validation before proceeding with a full investment.