

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 startup delivering personalized mentorship to students preparing for competitive exams. Based on validated financial metrics and strategic analysis, we recommend a yellow rating—proceed with caution due to strong fundamentals but limited short-term investor upside.

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 boasts a low Customer Acquisition Cost (₹375) and a high Lifetime Value (₹47,952), reflecting strong unit economics. The founding team's edtech and AI experience (ex-Byju's, ex-Google) adds credibility, and the product has early traction with 5,000 users and 90% satisfaction. However, the valuation multiple is ~1.0x ARR—well below the industry average of 5–10x—raising concerns about scalability and market confidence. While the fundamentals are promising, we suggest further proof of growth velocity before a full investment.