

Investment Memo Outline – EduMentor

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Round: 2 – Assessing Investability

Executive Summary (50 words)

EduMentor is an AI-driven edtech startup targeting exam aspirants. With strong traction in Year 1 (₹5.994 Cr ARR, 4,000 users), excellent unit economics, and a scalable personalized learning platform, the company demonstrates promising growth potential in India's expanding edtech space.

Key Metrics

- ARR: ₹5.994 Cr
- CAC: ₹375
- LTV: ₹33,566
- LTV:CAC Ratio: ~89:1
- Churn Rate: 25% (assumed)
- Gross Margin: 70% (assumed)

Recommendation (100 words)

We recommend a 'Green' rating for EduMentor's investability. The business exhibits excellent unit economics, with a CAC of just ₹375 and an LTV of ₹33,566, reflecting an industry-best LTV:CAC ratio of ~89:1. Even under a conservative gross margin and churn rate, the fundamentals remain strong. With 4,000 paying users and AI-led personalization, the platform shows clear product-market fit and early traction. The ₹1.5 Cr ask for 20% equity appears reasonable given the growth potential in India's edtech market.