

# **EduMentor Investment Memo – Final Submission**

## **Executive Summary (50 words)**

EduMentor is an AI-powered edtech platform offering personalized exam preparation for students in Tier-2 and Tier-3 cities. We recommend a green rating based on its low Customer Acquisition Cost (CAC) and fair valuation multiple, supported by strong revenue growth potential and a favorable ARPU-to-CAC ratio.

## **Metrics Table**

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

## **Recommendation (100 words)**

We assign EduMentor a green rating due to two key reasons. First, the startup demonstrates outstanding unit economics with a 47,952:375 LTV-to-CAC ratio (~128:1), indicating high profitability per user. Second, its valuation multiple is just ~1.0x ARR, reflecting conservative pricing for a high-growth edtech business. Additionally, its ₹999/month ARPU and ₹15 lakh marketing spend to acquire 4000 users validate both scalability and efficient customer acquisition. The team's understanding of regional markets adds further strength to the model. With reasonable capital usage and sustainable growth indicators, EduMentor is a strong seed-stage investment candidate.