MEMORANDUM

To: Ms. Priya Sharma

From: [Your Full Name]

Date: 10 July 2025

Subject: Final Investment Memo – EduMentor

## 1. Executive Summary

EduMentor is an AI-powered mentorship platform for competitive exam preparation, offering personalized study plans and real-time mentor access. Based on validated financial metrics and early traction, we recommend a Green Signal for investment consideration. The platform demonstrates strong cost-efficiency, product-market fit, and scalability in India's expanding edtech market.

## 2. Metrics Table

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

## 3. Recommendation

We recommend a Green Signal for investment in EduMentor. The Customer Acquisition Cost (CAC) of ₹375 reflects highly efficient user growth, supported by targeted marketing. The ARR of ₹5.994 Cr aligns closely with the startup’s ₹6 Cr pre-money valuation, offering fair pricing and potential upside. The founding team, composed of IIT alumni with relevant edtech and AI expertise, has achieved strong early traction with 5,000 users and 90% satisfaction. EduMentor's AI-driven personalized mentorship and Tier 2/3 city focus provide strategic advantages in India’s rapidly growing edtech sector. We suggest moving forward with funding consideration.