MEMORANDUM

To: Ms. Priya Sharma, Senior Partner, Apex Ventures
From: Ashutosh Srivastava
Date: 10 July 2025
Subject: Validation of EduMentor's Year-1 Financial Metrics

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1. Executive Summary

This document presents the validation of EduMentor's Year-1 financial metrics using the pitch deck, financial projections, and provided market clipping. The calculations confirm the accuracy of ARR, CAC, and LTV figures. All assumptions are stated and sources are from shared material only.

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2. Metrics Validation Table

Metric	Calculation	Result (₹)	Source
ARR	₹11,988 × 5,000 users	₹5.994 Cr	Pitch deck revenue
CAC	₹15,00,000 ÷ 4,000 users	₹375	Marketing budget
LTV	₹11,988 ÷ 25% churn	₹47,952	Financial sheet (ARPU), clipping (churn)

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3. Assumptions & Data Sources

- **Assumption 1:** Paying users = 5,000 (1,000 existing + 4,000 new)

- **Assumption 2:** CAC considers only new users acquired in Year-1 (4,000)

- **Assumption 3:** Churn rate = 25% based on industry benchmark (clipping source)

- **Data Used:** Financials_EduMentor.xlsx, Pitch Deck, Business Standard clipping

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4. Risk & Opportunity

Risks:

- Edtech sector has high competition and user volume.

- ARR multiple is low (~1.0x), which may reflect low perceived growth.

Opportunities:

- High LTV :CAC ratio (~128x) suggests scalable and profitable business model.

- Experienced founding team and ₹50,000 Cr TAM enables potential exponential growth.

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5. Conclusion

All three metrics were validated successfully. The financials present a solid foundation for further investability analysis in Round 2.