

## Investment Memo Outline: EduMentor

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**To: Ms. Priya Sharma**

**From: Mudit Kumar Singh**

**Date: July 13, 2025**

**Subject: Investment Recommendation for EduMentor**

### Executive Summary

EduMentor's AI-driven platform targets college exam prep with projected Year 1 ARR of ₹5.994 Cr from 5,000 users. Strong unit economics (CAC: ₹375, LTV: ₹47,952) and experienced team support a **yellow** recommendation due to valuation concerns.

### Metrics Validation

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

### Recommendation

**YELLOW** (Proceed with Caution)

- **Strength:** Exceptional LTV/CAC (128x) and proven team (IIT, ex-Byju's/Google)
- **Risk:** 1.0x ARR valuation below 5–10x benchmarks suggests growth skepticism