



SEED ROUND · 2026

StudyNest

AI study planner for competitive
exam aspirants

FOUNDERS

**Kabir Rao · Meera
Iyer**

RAISING

₹4 Cr seed

CONTACT

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Agenda

01

Problem

02

Solution

03

Market

04

Business

05

Traction

06

Ask

KEY IDEA

Most aspirants study hard, but few study to a plan.

The problem

The problem

01

No structure

Students juggle coaching notes, videos and books with no plan.

02

Burnout

Unbalanced schedules lead to fatigue and dropout.

03

Costly coaching

Quality guidance is expensive outside big cities.

Our solution

A personal study planner that adapts every day to your progress, mock scores and exam date.

StudyNest turns the syllabus into daily goals, schedules revision with spaced repetition and flags weak topics from mock tests.



Product screenshot

How it works

1 Assess

A 20-minute diagnostic test

2 Plan

Day-by-day plan to the exam date

3 Practise

Daily questions and revision cards

4 Adapt

Plan updates after every mock

Market opportunity

₹24,000 Cr

Total addressable
market (TAM)

₹6,500 Cr

Serviceable market
(SAM)

₹420 Cr

Obtainable in 5 years
(SOM)

Illustrative market sizing — replace with your own research.

Competitive landscape

Today's options

- Coaching institutes
- Free video channels
- Printed timetables

vs

StudyNest

- Personal, adaptive daily plan
- Built-in revision and mocks
- Affordable monthly price

Business model

01

Freemium app

Free planner, paid mock series

02

Pro plan

₹299 a month for full features

03

Institutes

White-label plans for coaching centres

Go-to-market

Awareness

Content, creators and campus ambassadors

Trial

Free first month for new users

Paid

Monthly plans and partner bundles

Advocacy

Referral credits for every invite

Traction

18,400

monthly active users

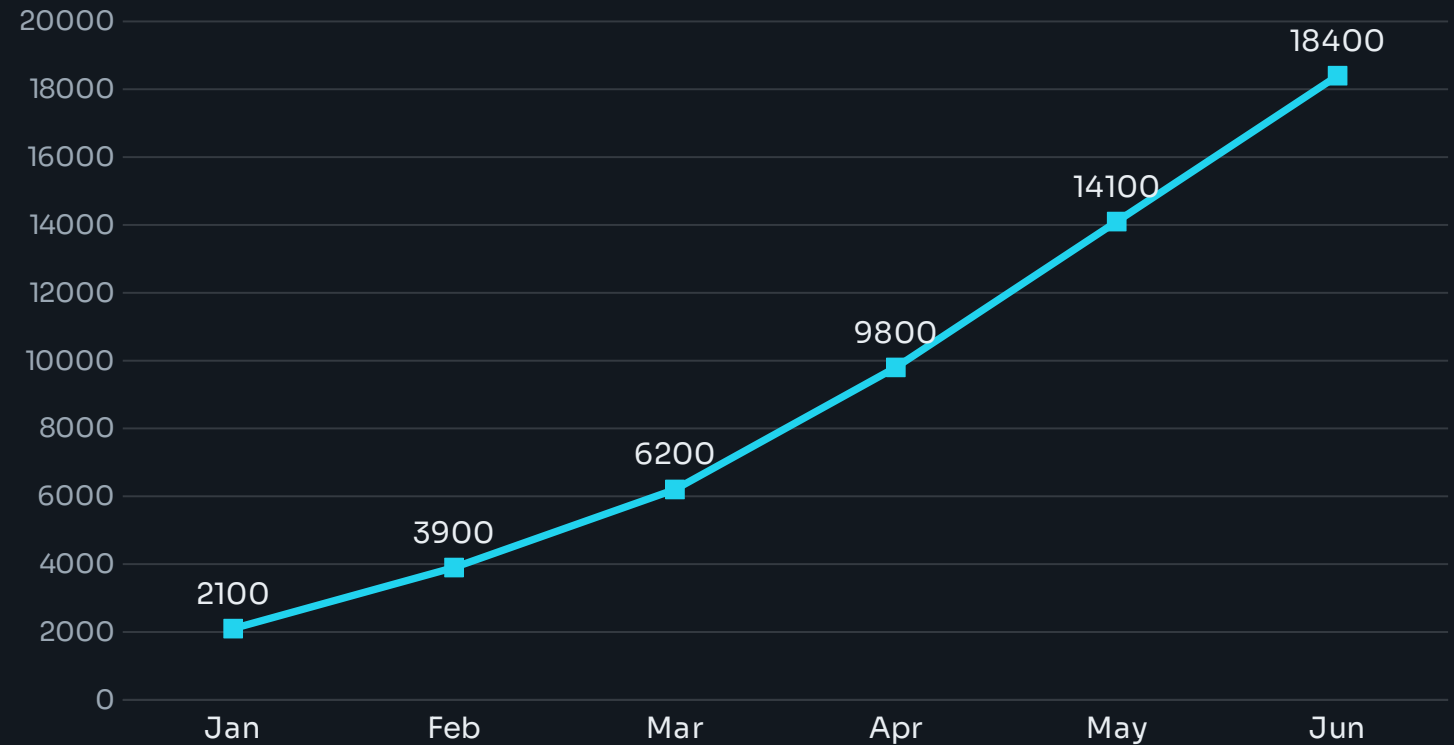
42%

month-3 retention

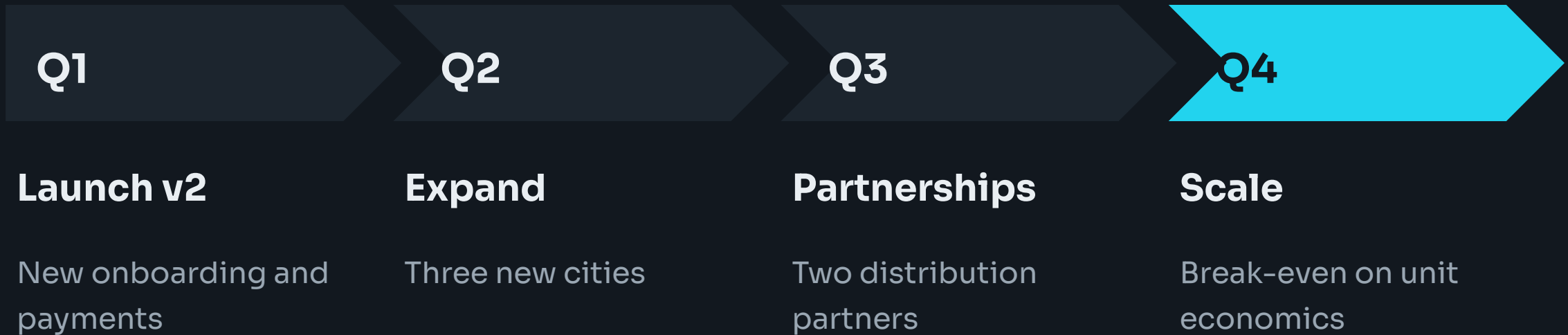
₹9.6 L

monthly recurring revenue

Sample data for illustration.



Roadmap



The team



Kabir Rao
CEO

Ex-product lead at a fintech startup; 8 years building consumer apps.



Meera Iyer
CTO

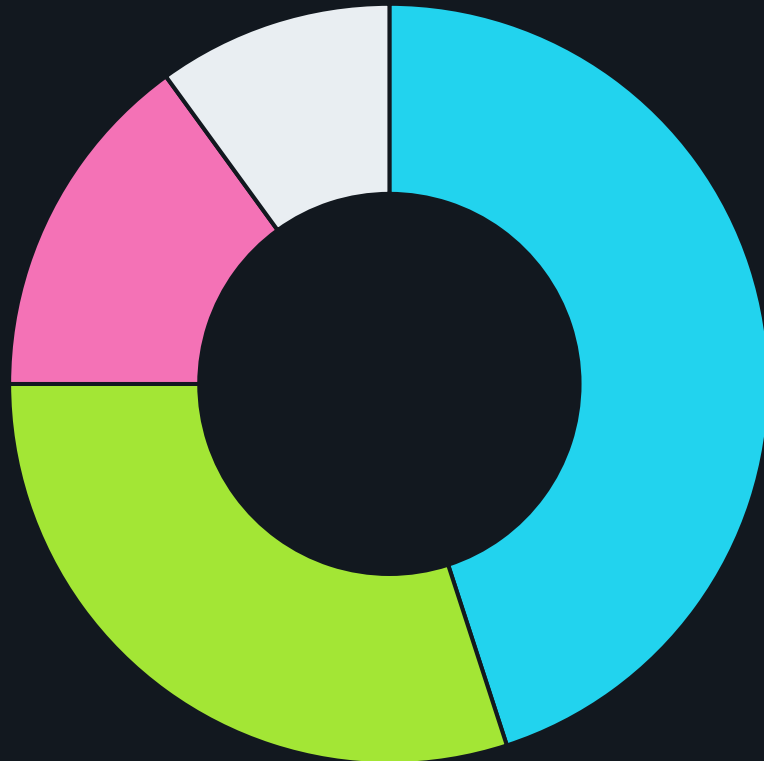
Built data platforms serving millions of requests a day.



Arjun Nair
HEAD OF GROWTH

Scaled two D2C brands from zero to profitability.

Use of funds



- **45%** Product & engineering
- **30%** Growth & marketing
- **15%** Operations
- **10%** Reserve

Sample data for illustration.



A good plan should not
depend on which city you live
in.

— Kabir Rao, Co-founder

Study smarter with us

Raising ₹4 Cr to reach 1 lakh users in 18 months.

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