

SEED ROUND · 2026

StudyNest

AI study planner for competitive exam aspirants

FOUNDERS

Kabir Rao · Meera Iyer

RAISING

₹4 Cr seed

CONTACT

hello@yourstartup.in



Agenda

01 Problem

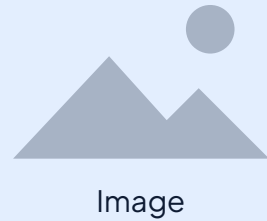
02 Solution

03 Market

04 Business

05 Traction

06 Ask



01

PROBLEM



**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.

02

SOLUTION

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



Assess

A 20-minute diagnostic
test



Plan

Day-by-day plan to the
exam date



Practise

Daily questions and
revision cards



Adapt

Plan updates after every
mock

03

MARKET

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

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

04

TRACTION

Traction

18,400

monthly active users

42%

month-3 retention

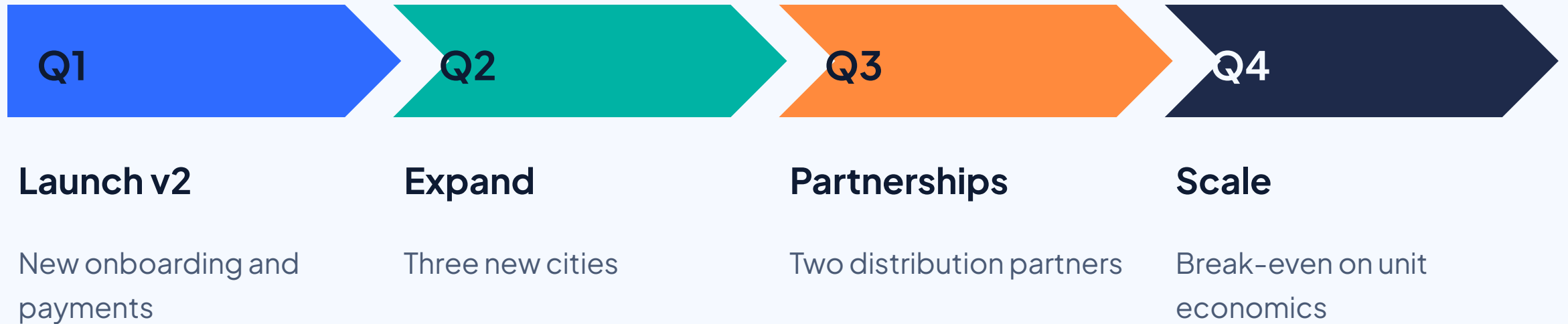
₹9.6 L

monthly recurring revenue

Sample data for illustration.



Roadmap



The team



Photo

Kabir Rao
CEO

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



Photo

Meera Iyer
CTO

Built data platforms serving millions
of requests a day.

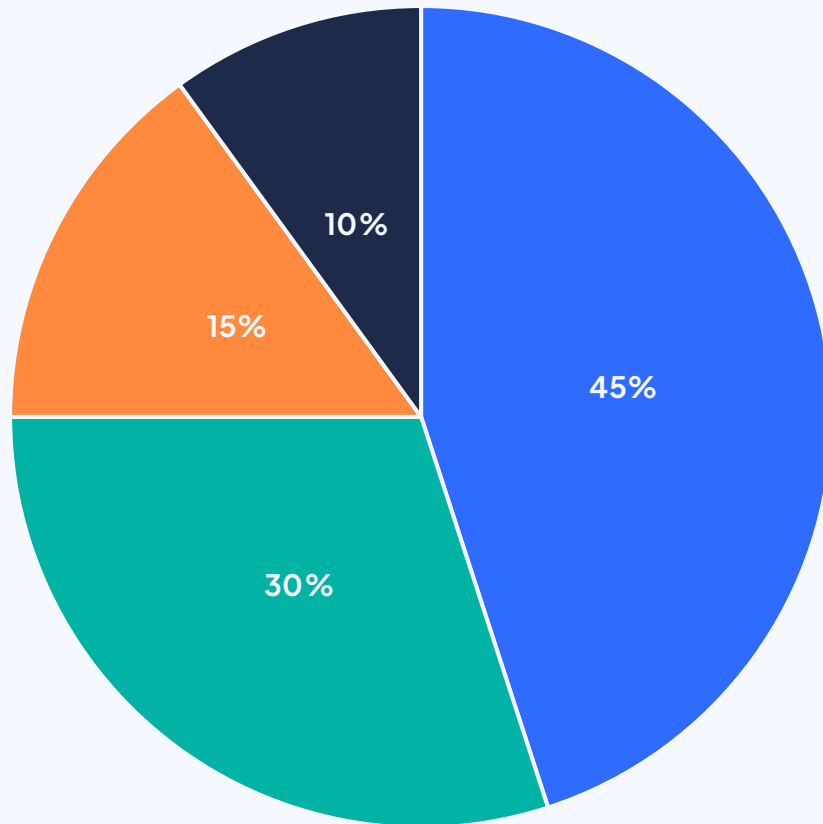


Photo

Arjun Nair
HEAD OF GROWTH

Scaled two D2C brands from zero to
profitability.

Use of funds



Sample data for illustration.

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



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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