



# WATCHBOT

Observe and Report



a product by *SIGHT*





Statistics reveal that the **average attention span** of students before the year 2020 was **20 minutes**.  
**Online education has caused the average attention span to drop down to 5 minutes.**

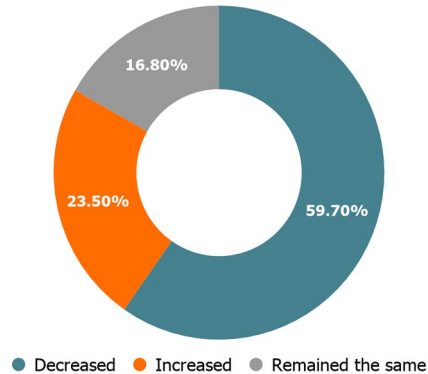
Source: Gutenberg Technology Of Science



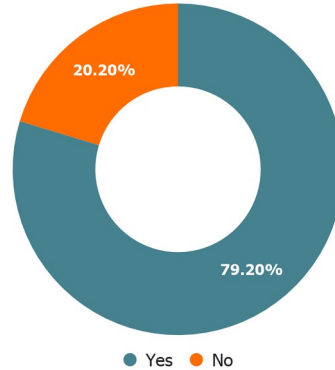
- Limitations of the online medium have caused a decline in student's performance. Teachers too are unable to keep track of each student
- Students are easily distracted and without the adequate insights or data, are not aware of lack of attention span and learning

# How concerning is the problem?

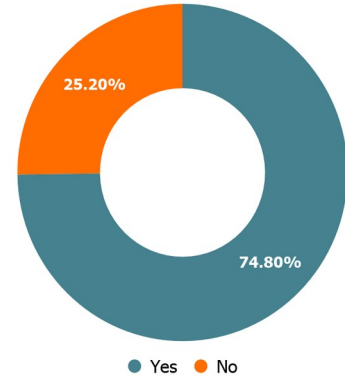
We spoke to **312 parents** to assess the seriousness of concern on account of attention span, and its impact on student's learning



How was your child's academic performance affected by online education?



Did Online education affect the attention span of your child negatively?



Would a data insight report on your child's attention span & concentration level be beneficial?



# WATCHBOT

Observe and Report



is an **AI powered** organization **efficiency monitoring and improvement** solution made to help

**provide data led insights** on attention span, body posture, and other attributes that build up the **efficiency quotient** for the activity under consideration.

# How does WatchBot add value?



## Facial & body language recognition

*e.g. If the student is slouching, feeling lazy & not paying attention. The confidence with which student answers in the class*



## Comprehensive Reporting

*Visualised reporting to show the average attention span, confidence levels, mood, posture, and many such attributes. Premium service would have additional features.*



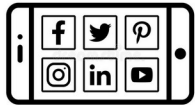
## Multiple Choice Questioning

*5 multiple-choice questions (MCQ) based on the course being taught, are asked gradually throughout the class by Watchbot, ensuring that the child is understanding the course.*



## Live monitoring Dashboard

*Live dashboard for key stakeholders with real time analytics (Teacher, Factory Management, Parents etc.)*



## Social media engagement alert

*Gives an alert to parents/teachers if the child opens social media or entertainment sites during the classes/sessions.*



## Personalized tips

*We provide YouTube links of lectures explaining the concepts of the class if the child doesn't pay attention throughout the class or gets 4 or more quizzes asked during the lesson wrong.*

**The above are initial feature list of “Minimum Viable Product” (MVP). More features shall be added over the years**

# The Tech stack

## ★ Google Vision API

- Provides powerful pre-trained models through REST & RPC APIs.
- Assign labels to images to classify them into predefined categories.
- Plan to develop in-house imaging module by Year 2

## ★ Coding Language: Python

## ★ UI/UX: JavaScript

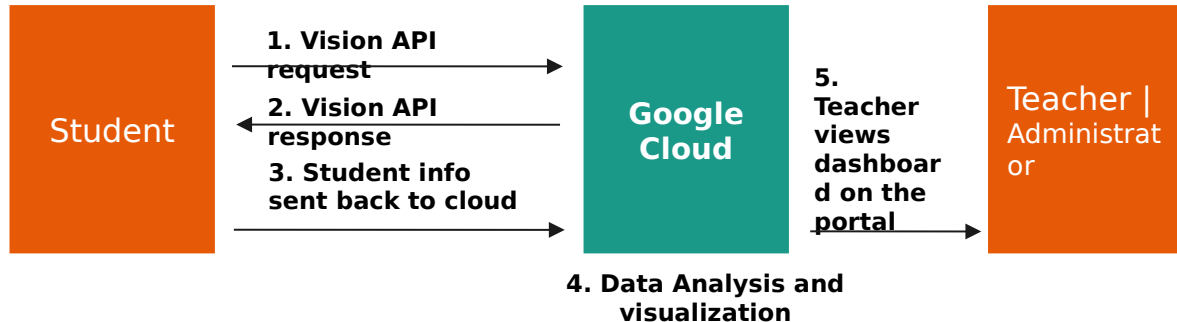
## ★ Hosting: Google Cloud

## PRIVACY BY DESIGN

- No access to microphone
- Dashboard access only to teacher / administrator
- Customized detailed report only to individual



Google Cloud

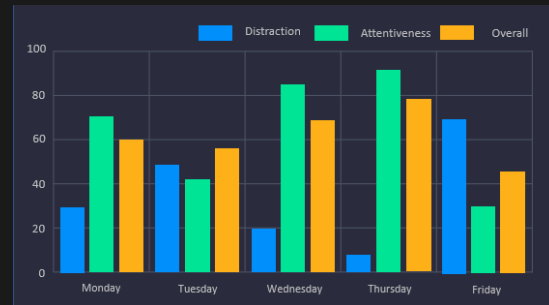


# Personalised Report to the Student

Shlok Shah

WATCHBOT  
Observe and Report

## Weekly Performance



## Today



## Lesson suggestion

Lesson	Subject	Topic	Link
L1	Physics	Plane Mirrors	<a href="#">Click Here</a>
L4	Civics	Power Shing	<a href="#">Click Here</a>

## Overall Performance

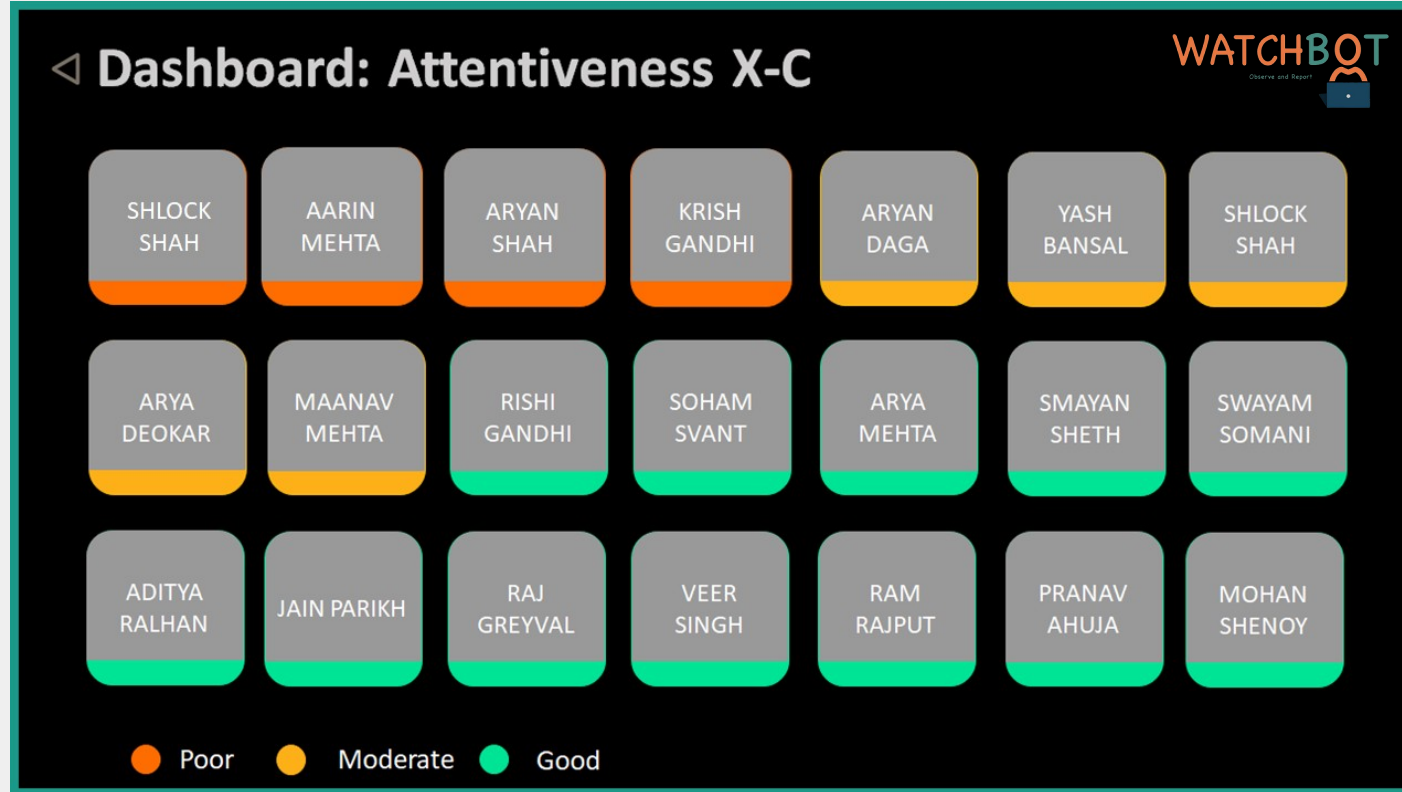
Category	Subject	Score
Mood	Nervous	29
Posture	Slouching	57
Talking to someone in the room	No	78
Confidence during class	-	40
Distraction by any electronic device	Yes	62
Distraction by any Social Media	Yes	73
Overall Attentiveness	Poor	37

# Dashboard Seen by Teacher





# Dashboard Seen by Teacher



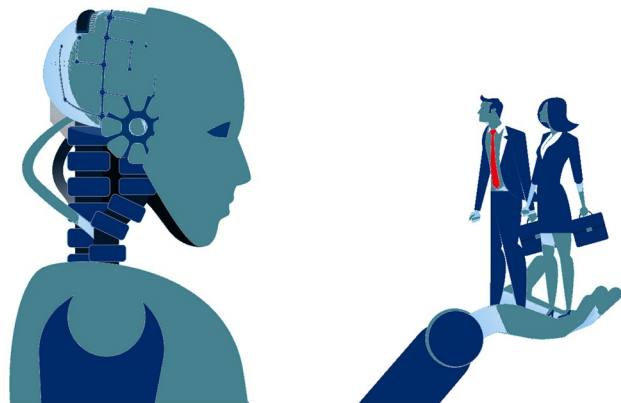
# Our USP over other products

USP	WATCHBOT	CodeTantra	Mettl	iMotions	Examus
Alerts	Yes	No	No	No	Yes
Distraction caused due to electronics	Yes	Yes	Yes	No	Yes
Gaze Detection	Yes	Yes	No	No	Yes
Mood	Yes	No	No	Yes	Yes
Pose recognition	Yes	Yes	No	No	No
Live and Weekly reports	Yes	No	Yes	No	No
Provision to educational institutes	Yes	No	yes	No	yes
Cost	INR 15 per user per month	-----	4\$ per Test	0.4\$ per user per month	0.3\$ per user per month

We have first movers advantage as the competitors are not looking to enter the India Market in near future

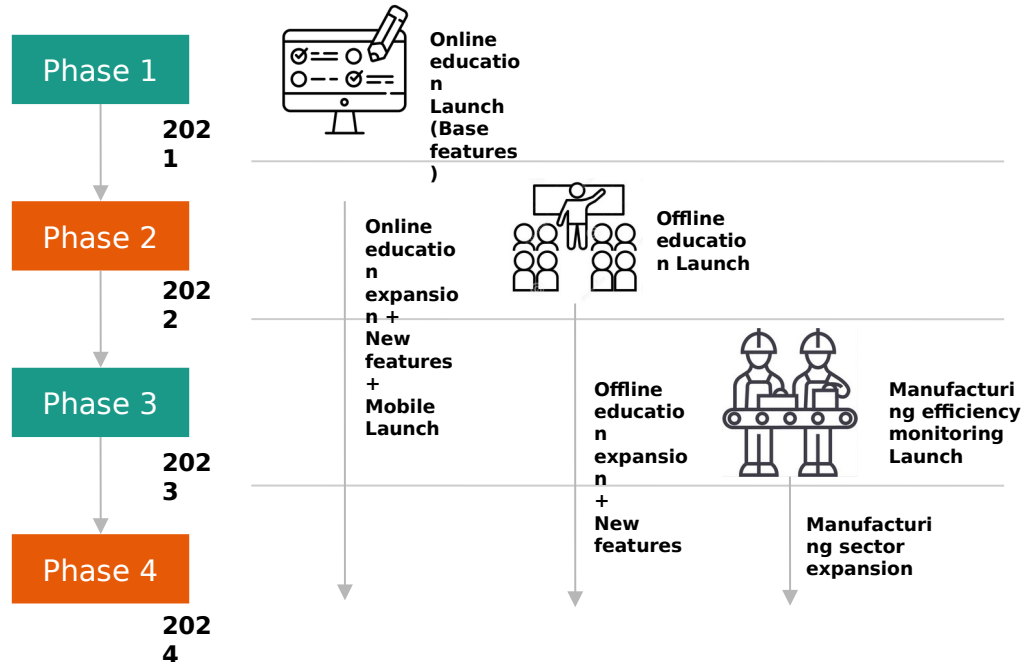
# Market Size

- In India alone, around **24 Million students** spread across **13,000 schools** attend online classes every day.
- We will expand our services to **corporations** in the year **2022** as there are around **27 Million corporations** around the world.
- Our business model is a **B2B2C** and our target audience is **educational institutions**.



In Phase 1, Educational Institutions would be our end customers, namely Schools, Colleges and other Educational establishments

# How will our offering evolve?



## Our unique selling proposition

→ Live single view Dashboard of all students/workers with their attention/focus status.

→ Analytics report that includes data such as the class the student was most distracted and least distracted in, the student's attentiveness, his posture, mood, attention span, etc.

→ In phase 4 when extended to factories, it can guide the management of workers and their efforts versus efficiency outcome, thereby helping provide data led actionables to increase production/output.

# Go to Market Strategy

We intend to have a Digital + Offline approach for go-to-market for creating maximum impact

## Digital Marketing



## Onground Business dev Team

### PURPOSE

- Create Awareness
- Generate interest
- Generate Leads

- School Engagement
- Generate Leads
- Follow-ups
- Demonstration
- Pilots
- Deal closure

### METHODS

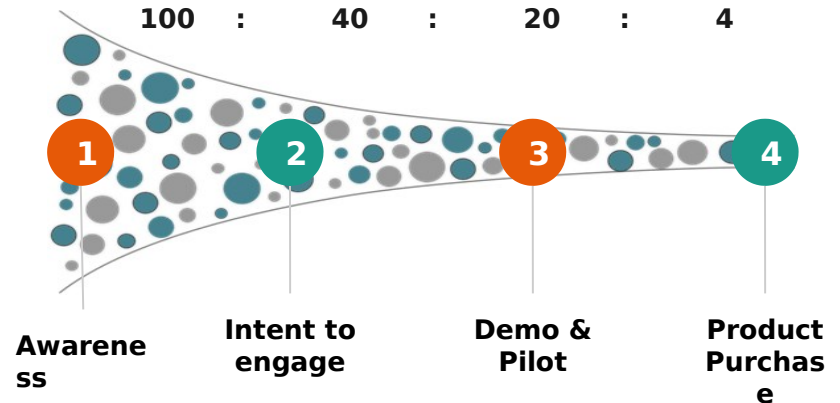
- Social media engagement
- Webinars
- B2B performance marketing to generate leads

- Physical school visits
- Conferences / Exhibitions focusing on Education Institutions

## On-ground Business Development team ramp-up

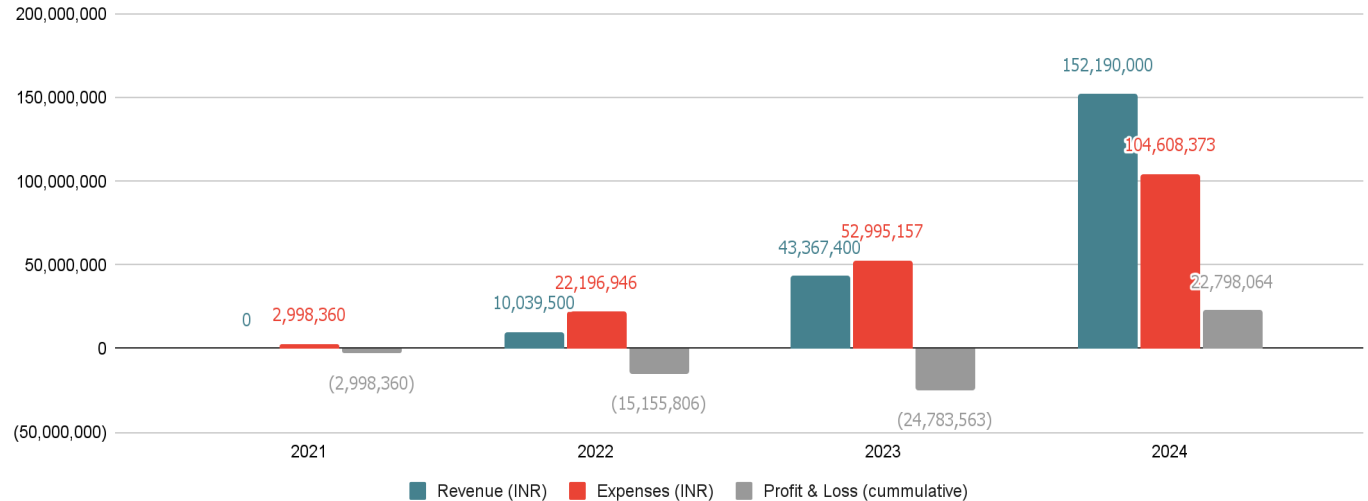
	2021	2022	2023	2024
Core team		5	24	44

## SALES FUNNEL



# Financial Projections

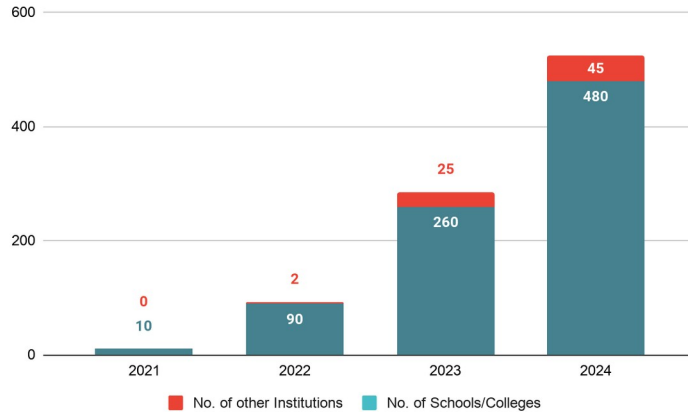
Revenue |  
Expenses  
|  
Profitability



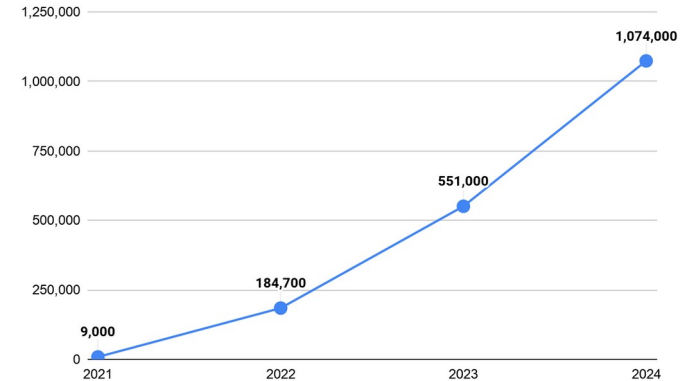
**With a modest pricing of INR 15 per customer per month in Year 1/2/3 and INR 20 in year 4, the business shall breakeven in Year 4 of operations with a modest cumulative profit of over INR 2 Crore**

# Customer Growth

## Customer Growth



No. of Institutions



No. of end users

Year 1 and 2, the focus would be on product and feature enhancement, while Year 3 and 4 would be to grow big in the market

# Ensuring long term sustainability

## Unit Economics

	2,021	2,022	2,023	2,024
Cost of User Acquisition (CAC) [INR]	20.83	36.02	41.61	65.08
Revenue per Customer per month [INR]	0.00	7.50	9.00	15.00

## Funding requirement / Cash Flow break-even

	Month 1	Month 6	Month 13	Month 24	Month 31
Fund requirement	30,00,000	70,00,000	1,00,00,000	60,00,000	<b>Breakeven &amp; cash-flow positive</b>

WatchBot would require a total investment of 2.6 crores to break-even in the third year.



# Current Traction



*“This is a really helpful tool in this online teaching era. With the help of this app, teachers will be able to concentrate more on teaching. and students will also be alert as they will know that distraction can be caught and even parents will get the message. We will be ready to pilot it starting in July.” - Minu Joshi, H.O.D - Computer Science, Jamnabai Narsee School, Mumbai.*

# Current Traction



*"In these unprecedented times, this software would be beneficial for the teachers and students. We will be ready to run this software in our school when it launches"- Rajni Talwar, Principal, Indian Education Society School, Mumbai.*

# Current Traction



## Regarding Software Inbox x



**info desk** <info@dpsrajpura.com>  
to me, gunmeet11@gmail.com

Dear Mr. Tegveer,

DPS Rajpura has analyzed the features of your software (WatchBot) and has decided to consider trying it out as soon as it is complete and officially released.

Best regards,

Gunmeet Bindra.

*"We have analyzed the features of your software (WatchBot) and have decided to consider trying it out as soon as it is complete and officially released." - DPS  
Rajpura*

# Current

## Traction



*"This is a great product, Once the final product is ready, we will demo the product."*

# Current Traction



# Current

## Traction



Narsee Monjee Educational Trust's  
**JAMNABAI NARSEE  
SCHOOL**

*"This is a really helpful tool in this online teaching era. With the help of this app, teachers will be able to concentrate more on teaching. and students will also be alert as they will know that distraction can be caught and even parents will get the message. We will be ready to pilot it starting in July." - Minu Joshi, H.O.D - Computer Science, Jamnabai Narsee School, Mumbai.*



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*"We have analyzed the features of your software (WatchBot) and have decided to consider trying it out as soon as it is complete and officially released." - DPS Raipura*

Regarding Software [View More](#)

info desk <info@dpsraipura.com>  
to: ms.gurmeet1@gmail.com

Dear Mr. Gurmeet,  
DPS Raipura has analyzed the features of your software (WatchBot) and has decided to consider trying it out as soon as it is complete and officially released.  
Best regards,  
Gurmeet Binda.



*"This is a great product, Once the final product is ready, we will demo the product.*



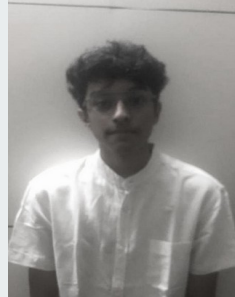
# Meet the Team



**CEO**

**VEER  
SARAF**

- Website Designing
- Overall Team Management
- Video Editing and Scripting



**COO**

**AADITEY**

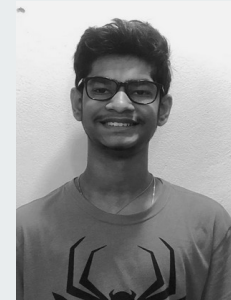
- Content writing
- Jingle Creation
- Research Work



**CTO**

**ARYAN  
JAIN**

- Technology solution development
- Financial modelling & projections



**CIO**

**RADHA  
KRISHNA**

- UI/UX Developer
- Research Work



**CFO**

**TEJAS VAID**

- Financial modelling and projections
- Competition analysis
- Content writing



**CBO**

**PRANEEL  
MISHRA**

- Compiled business summary.
- Conducted interviews and surveys.



**CMO**

**TEGVEER  
SINGH**

- Marketing and pricing strategies
- Future expansion and development ideas



**Team Mentor**

**SANDRO STEPHEN**

- - IAN Head North India & Hyderabad Operations - Angel Investor - Mentor - Entrepreneur - Startup Evangelist

*In order of designated roles*

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Analytics & efficiency improvement  
solution for modern Education

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