ConveGenius
Edutainment for all

CG Slate
LEARN • PLAY • SHOP

CG Slate Presentation

EDUCATION FOR THE 21ST CENTURY

- In the 21st century, knowledge must be applied to new contexts and communicated in variety of ways.

- Students need to build their ability to apply their learnings & knowledge to meet real-world challenges. This crucial skill applies to all subjects.

- The key issue is how to meet the challenges of delivering content and skills in a rich way that genuinely improves outcomes & engagement for students.

21ST CENTURY KIDS

- Are Tech savvy
- Enjoy audio visual content
- Need to have different skills
- Want to enjoy learning
- Aspirational for their future

21st CENTURY PARENTS ARE WORRIED FOR

- Bad grades in school
- Child's future in the competitive world
- High tuition fees
- Limited seats in best schools
- Lack of time to attend child's learning needs
- Inappropriate use of gadgets

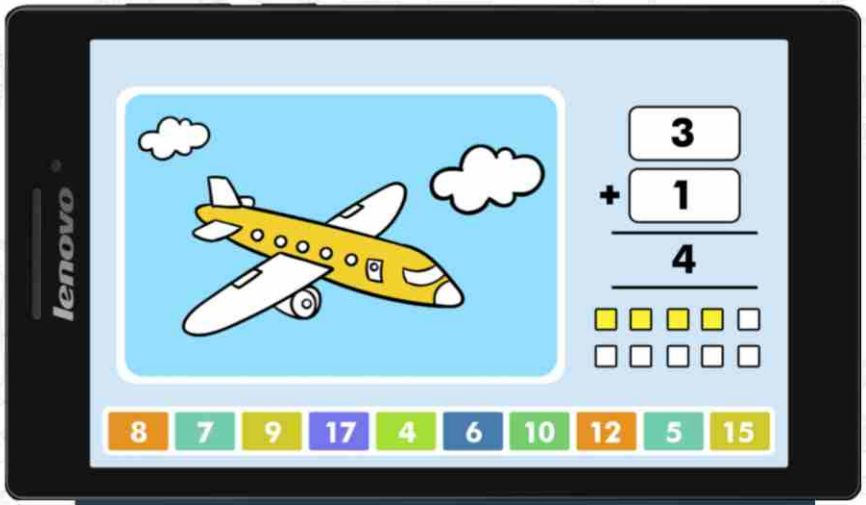
WHAT IS CG SLATE?

Aggregated digital content curated from best content providers (Curated content)

Data Analytics, Reporting, Measurement of Learning Outcomes

Restricted Learn-Play Ecosystem with advanced Admin control

Gamified Incentive Driven Learning with adaptive recommendation



CG Slate is a complete educational solution for K-8 bringing together latest technology with modern learning techniques and curated NCERT mapped content.

Watch the Video

WORLD-CLASS CONTENT

For LKG & UKG:

Numerical Skills

English

Hindi

Personal Care

Social Awareness

For Grades 1-5:

Maths

EVS

General Knowledge

Spoken English

Reading & Grammar

Regional Languages Available

For Grades 6-10:

Maths

Science

Basic English

Advanced English

General Knowledge

INTERACTIVE Books

EDUCATIONAL Videos

ENGAGING Games

FUN Worksheets

ENTERTAINING Cartoons

INTERACTIVE PERSONALIZED GAMIFIED LEARNING

Your child learns best while playing...

CHILD SAFE LEARNING ENVIRONMENT

S Safety-first approach with a Restrictive Ecosystem and Advanced Parental Controls.

A Appropriate content for your child; Violence-free & India-centric, mapped according to NCERT guidelines.

F Find out what your child is learning, with automated reports and analytics.

E Eyes-friendly! Your precious child's eyes are taken care of, with limitations on screen time.

LEARNING, FUN & HAPPINESS

For the Child

- Learning driven by fun and incentives
- Personalized learning with adaptive recommendation
- Restrictive yet engaging ecosystem
- World class interactive content

For the Parent/Organization

- Advanced parental controls
- Regular Child performance reports
- Learning Internet free
- Recommended by leading Educators/Child Therapists

LEARNING FOR THE FUTURE

Schools, government programs and not-for-profit initiatives can leverage the power of CG Slate for effective and affordable digital learning through:

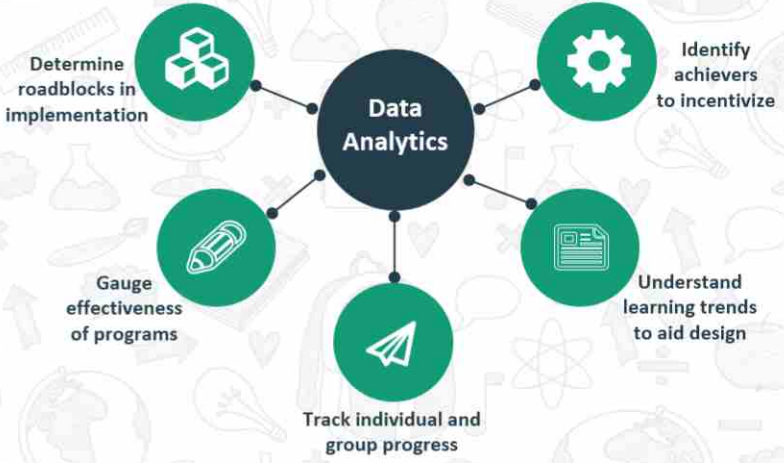
- **Bagless school model**
- **Tab labs model**
- **Remedial coaching programs**
- **After school support device**

- **Personalization:** Recommendation engine to suggest new content based on learning analytics, parental preferences, and child's interest.
- **Offline Usage:** Content can be pushed both Online or Offline (via SD card) or accessed via cloud in Hybrid Model.
- **Affordable:** Multiple Children Profiles allowed for every CG Slate tablet.
- **Customization:** White labelling & content customizations available.
- **Curated Content:** Only good content developers are allowed to contribute to the ecosystem.
- **Reporting:** Through the CG Slate's ERP and cloud based technology, partners can get reports on usage, outcomes & attendance with ease-of-access.

CUSTOMIZED REPORTS

Data and Its Future

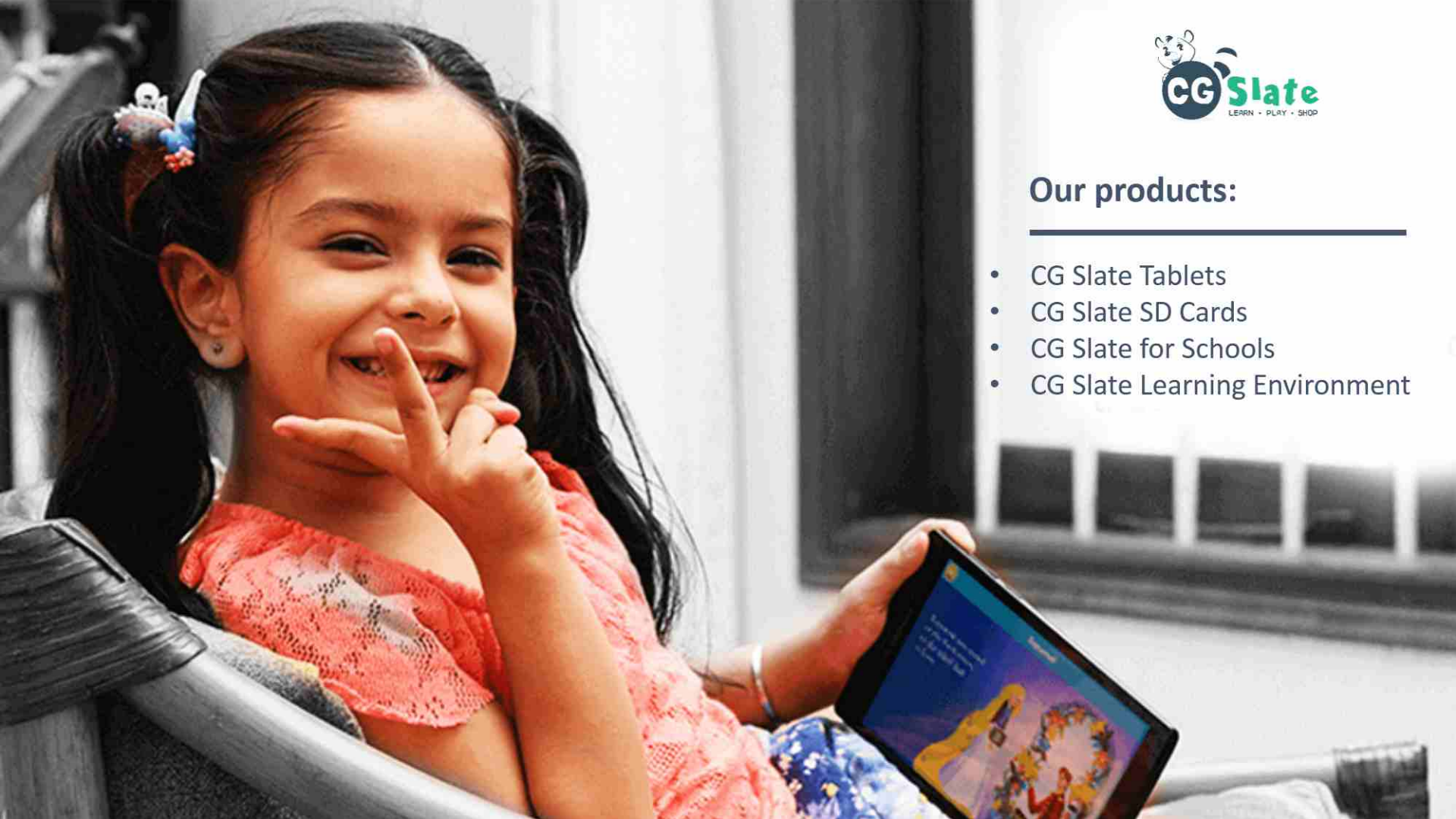
- **Content trends:** Videos, Games, Assessments and interactive digital textbooks
- **Navigational trends:** Learning insights
- Group usage trends vs Demographics
- Analytics on Aptitude driven correlations of Effective learning
- Intrinsic vs **Extrinsic** motivation outcomes
- High Engagement zones and content evaluation for content providers to develop better content
- Market Place dynamics based on learning outcomes
- **Influence based** push based on data demographics like pushing Women safety content in India



Customized reports & Adaptive Recommendation

- **Recommendation engine** to suggest new content based on learning analytics, tutor preferences and child interest
- Content can be pushed both Online or Offline (via SD card) or accessed via cloud in Hybrid Model
- **Permissible** hours and **boost** facilities allow teachers to guide the overall learning for the child
- Multiple **Kid Profiles** allowed for every tablet, Caters to the whole family
- Customizable Reports to gauge effectiveness of programs and track individual and group progress.

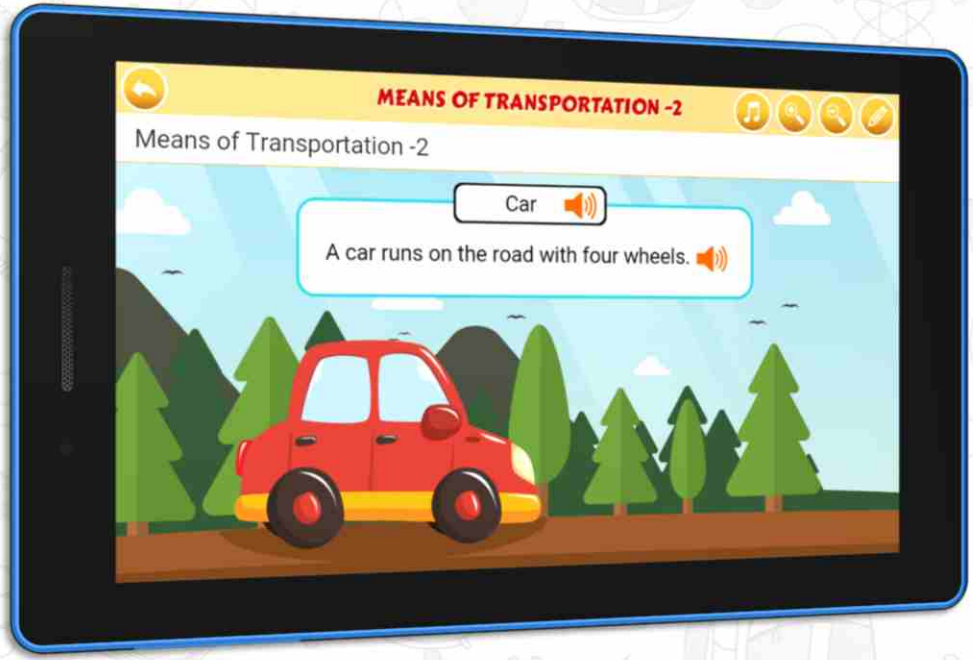
Any level of data insights can be picturized and automated



Our products:

- CG Slate Tablets
- CG Slate SD Cards
- CG Slate for Schools
- CG Slate Learning Environment

CG SLATE TABLETS



One Tab for the entire family

- Includes Android Tablet with all features, CG Slate Software and content
- Grades KG-2, 3-5 & KG-5 variants available
- Available with Samsung & Lenovo tabs
- 1 year Hardware Support from Manufacturer

Hardware partners

SAMSUNG Lenovo

CG SLATE MICRO SD CARDS

Power of CG Slate with your favorite hardware device

- Requires Android 4.3 & above
- Available with 32 GB/64 GB Micro SD Card
- Grades KG-2, 3-5 & KG-5 variants available
- Includes Content and CG Slate Software License

Supports:

DATAWIND, swipe, Lenovo, iball, ASUS, spice, SAMSUNG, DELL, micromax

& *many* more...

CG SLATE

For Schools/Organizations

Making your initiative ready
For the 21st Century

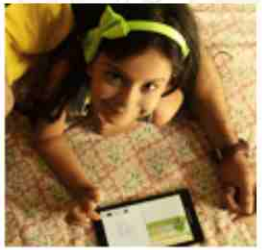
- CG Slate (Enterprise edition) with customizable content
- For Grades KG-8
- Training, ERP and AMC Support available
- Finance Schemes Available
- Regional Language customizations

CG SLATE LEARNING ENVIRONMENT

Safe Learning environment for students

- License to use CG Technology with restricted ecosystem
- Gamified interface for digital content for your institution
- Integrate 3rd Party Apps and Software
- Services for digitization of content available

OUR JOURNEY STARTED IN OCT 2013



ConveGenius

Edutainment for all

30,000+ Children reached across India, Philippines, Singapore & Indonesia

30% Increase in effectiveness across parameters of learning outcomes, attendance & engagement.

Updated as of: January, 2017

Using Gamification, Adaptive Learning, Game Based Learning, Big Data and Digitization, the team at ConveGenius envisions to transform the ed-tech space and providing quality, engaging, meaningful and affordable education. We aim to reach out to 1,00,000 children pan-India by the end of FY17 and 1 million at the end of FY18.

DIGITIZING AANGANWADIS IN CHINDWARA

OCT 2013
Pilot launched in 10 Aanganwadis

NOV 2014
Project scaled to 66 Aangwanwadis

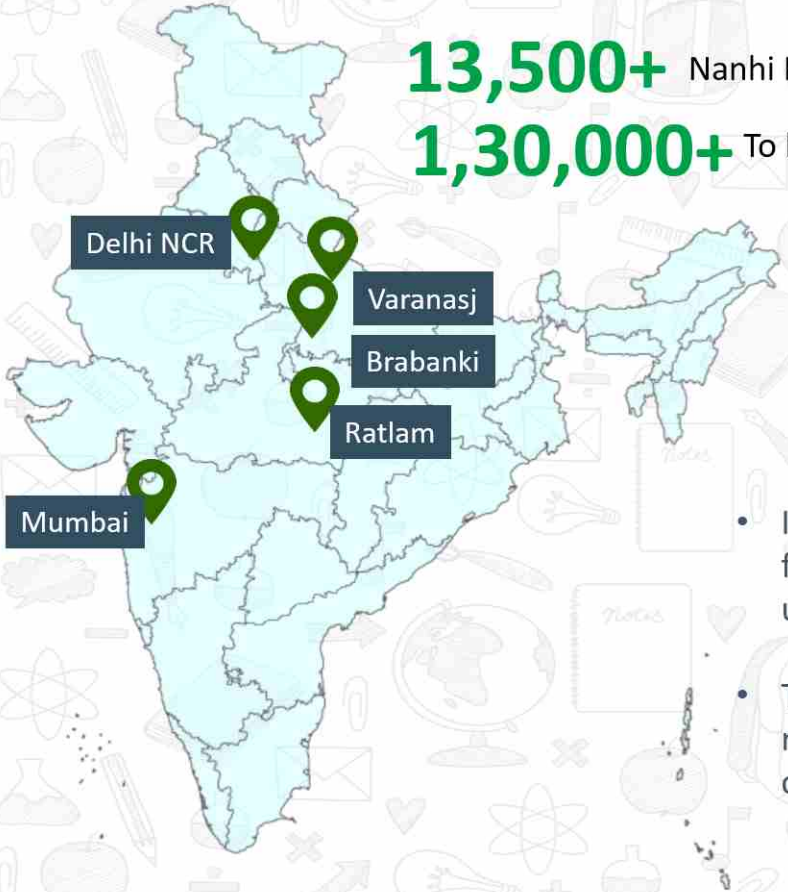
Present
500+ Aanganwadis & Primary Schools

- CG Slate was implemented across Aanganwadis in Chindwara, Madhya Pradesh to address issues and concerns with ECCE in October 2013.
- In pilot study, on an average, 700+ hours of videos and 400+ hours of books have been studied by 6,000 kids in a span of six months.
- Aanganwadi supervisors use CG Slate for health awareness in villages and tracking fitness data of women & child.

21%-70% Improvement in the attendance at the Aanganwaadi centers

25% Improvement in the effectiveness of learning.

NANHI KALI & CG SLATE



13,500+ Nanhi Kalis reached in Phase I

1,30,000+ To be scaled in Phase II

- In 2016, ConveGenius and Naandi conceptualized the CG Slate project for Nanhi Kalis in Grades 6 to 10 for subjects English & Mathematics using tablet learning & advanced donor reporting.
- The pilot would be in Hindi medium and in phase 2 will cover 5 other regional languages. At the end of Phase-2, the CG Slate project would cater to almost 1,50,000 Nanhi Kalis all over India.

CG SLATE IN LEARNING CENTERS

Top learning centers in India and Singapore like Adam Khoo and Pinnacle in Singapore using CG Slates in their after school blended learning programmes to boost effectiveness in learning and comprehension.

PINNACLE LEARNING CENTER

GENIUS LEARNING CENTER

ADAM KHOO LEARNING TECHNOLOGIES GROUP

NEST Learning Centre

"From books to CG Slate, the transformation was obvious...they (children) wanted to play with it, explore new things because they were learning and playing."

Vibha Chugh, Mother

"The generation today loves technology and tablet-based education solutions by ConveGenius are not only effective and interactive, but the perception factor of 'coolness' enhances its image."

Arjun Trivedi, CEO, Pinnacle Learning Centre

CG SLATE B2C EDITION

Lenovo CG Slate Grade K-2 8 GB 7 inch with Wi-Fi Only

4.9★ (10) Assured

★★★★★

"Fun, engaging and easy-to-use!"

★★★★★

"Good Educational Resource - Mommy Approved!"

★★★★

"An Economical Education Tablet!"

6 Total SKU's listed

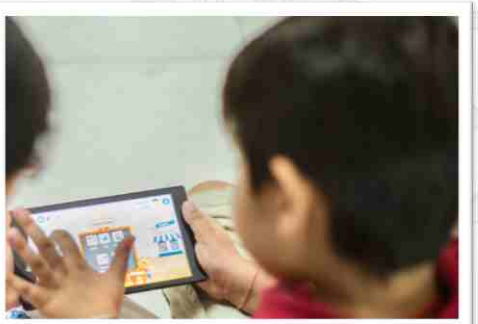
4.7 Average product rating across portals

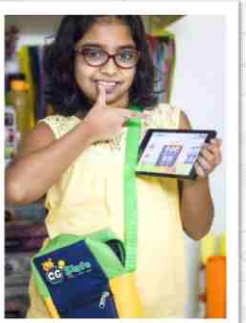
2500+ Child profile created

- CG Slate B2C Edition available on major e-commerce players like Amazon, FlipKart & FirstCry since August.
- **3** registrations on CG Slate daily with average session time of **50 minutes.**
- CG Scores captures **75%** Effectiveness and **25%** Comprehensiveness growth.

Available at:

CG Slate LEARN • PLAY • SHOP | Flipkart | firstcry.com A FirstCry – Mahindra Venture | amazon





SOLUTION PRICING

Solution Cost*(With Lenovo Tab3 Essential) **= ₹ 7500**
LMS, Technology licensing &
ERP cost per year = ₹ 1000
Life of a device = 2 years
(Training, Infrastructure & facilitator cost variable according to model adopted.)
(White labelling & Product Customization costs extra.)

1 CG Slate per Child	₹ >500 Per Month/ Per Child ₹ >15 Per Day/Per Child
CG Classroom Integration (1 CG Slate per 5 Children)	₹ >100 Per Month/Per Child ₹ >3 Per Day/Per Child
CG Learning Centre (15 CG Slate for 90 children)	₹ >70 Per Month/ Per Child ₹ >2 Per Day/Per Child

TESTIMONIALS

Watch the Video

"The children will love it (CG Slate). And with this kind of technology, the mother need not worry about their child's study."

Hema Malini , Actress, MP

Watch the Video

"The impact of CG Slate was huge with an increase in attendance by over 70-80% in the government Anganwadis."

Vikram Sharma
Development Professional

Watch the Video

"From books to CG Slate, the transformation was obvious. They wanted to play with it, explore new things because they were learning and playing."

Vibha Chugh, Teacher

Watch the Video

"Gamification and Incentivisation in CG Slate will bring up a generation of students with clearer concepts."

Shivesh Prasad
Senior Director

Watch the Video

"CG Slate has leveraged a entertainment tool to develop a child's curiosity and learning capacity."

Dr. Gauri Trivedi
IAS Officer

Watch the Video

"In the last 7-8 years, I haven't seen such a product (CG Slate) come out"

Vineet Gupta, Founder, Jamboree Education & Ashoka University

Watch the Video

"We love the CG Slate & Titu. Learning is so much fun and enjoyment"

Daksh, Kania, Luv, & Priya
Children at Sakha-CG Workshop

Watch the Video

"What struck me most about the CG Slate was that it was colorful, interactive and taught things which are useful."

Kaustubhi Shukla
Child Therapist

MEDIA MENTIONS

Educate your kid with 'CG Slate' tab, the fun way

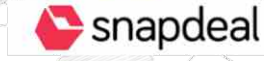
OUR PARTNERS

Partner Organizations

Content Partners

Hardware Partners

Channel Partners



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THANK YOU ☺

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