



# SmartEd

Be Smart. Raise the bar early

# The Problem



“When the student is ready, the master appears.”

**Lack of dedicated guidance,**  
due to huge student population

**Lack of mentorship opportunities,**  
by industry stalwarts

**Lack of practical soft skill training for college students**

**Emergence of nascent interview topics,**  
like case interviews, and psychometric tests

# HOW CAN WE HELP YOU ?

## Meet Tojo



Tojo is a college fresher.  
Tojo is interested in consulting.  
Tojo is clueless and afraid.

**But, Tojo is excited and eager.**

Tojo registers in our platform for the consulting pathway



Tojo is provided a roadmap and online dashboard

Tojo is allotted an ex-consultant as mentor with 1-to-1 meetings



Tojo follows the roadmap and finishes daily tasks

Tojo practises 10+ mock case interviews with experts



Tojo cracks the interview and fulfils his dreams.

**Be like Tojo!**

**SmartEd literally turned my life around.**

I was from a Tier-3 city with no coaching facilities. Currently, I am studying **CS** at **IIT Delhi**.

**I owe my life to you SmartEd**



**Sophia Ray**  
**AR-87, JEE Adv-2020**

**3/26** qualified for UPSC, with **highest pass %** ever for a first-timer coaching institute

**76%** users got their preferred job, with **53%** of them getting into Tier-1 firms

**100%** users qualified in JEE Advanced, with **26** of them within Top 1000

**900+** students onboarded within **12** months, with expansion to **3** metro cities and **25+** colleges

**+ mentors** onboarded with prior exp. in Google, IAS, ITC, Flipkart and IITs.

Interests shown by and **Accel** for possible Seed Funding





**BECOME OUR  
CLASSMATE**

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[www.smarted.com](http://www.smarted.com)

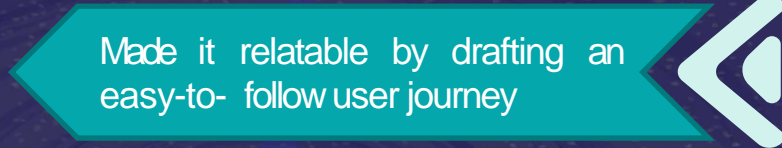
**THANK YOU!**



## Why should this persuade the viewers?



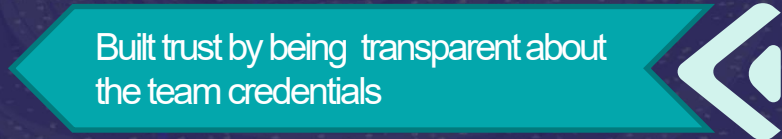
Triggered urgency by by emphasizing the problem vividly



Made it relatable by drafting an easy-to- follow user journey



Built credibility, by presenting amazing results and testimonials



Built trust by being transparent about the team credentials



The cuteness of the slides gives a back-to-school vibe

