



Press Release

funtoot - a Bengaluru-based education technology start-up enters Retail market, plans to reach 2 million students in the next 2 years

Bangalore, December 14, 2015- funtoot, a Bengaluru-based education technology start-up is entering retail market in order to expand its reach to 2 million students in next 2 years. The new platform is open for all and will enable parents as well as students to use this platform for a holistic learning experience. funtoot is a personal digital tutor which teaches maths and science to the students from class 2-9.

The new B2C platform offers customized learning solution that requires a simple registration process and can be done by the student or parent. funtoot app is also available for android tabs, encouraging learning on the move

funtoot analyzes interests and aptitude level of the student and customizes learning path for each student. Interests and aptitude level are the first set of parameters for funtoot to personalize learning for a particular student. As the student spends more and more time on funtoot, it further personalizes their learning path based on their long term performance, short term performance, Concept completion and proficiency, Learning Gaps (LG) identified, Learning Gaps (LG) resolved and speed

funtoot is able to do this by bringing together proprietary pedagogy (proprietary taxonomy and ontology, coupled with responsive content) and disruptive technology (patent pending technology based on Artificial Intelligence, Machine Learning and Natural Language Processing).

Rajeev Pathank, Founder and CEO of funtoot said *"We have been present in 100+ schools with more than 50,000 students using funtoot. We were getting increased request from our students and teachers to enable individual usage of funtoot. The encouraging and overwhelming response from our existing learners spurred us to take the offering to B2C space"*.

Ankur Saigal, Chief Business Officer, funtoot said *"funtoot is our endeavour to make learning interesting and exciting for every child in India and provide them a platform which can analyse every individual's mental ability and customize learning accordingly. Our plan is to take the funtoot experience to 2 million students in the next two years with expected customer base of two hundred thousand"*.

About funtoot:

funtoot is a revolutionary online learning aide that deftly combines education and technology to bring fun back into maths and science. Launched in December 2012, the company employs a unique combination of technocrats and educationists to evolve a ground breaking model in new-age pedagogy and learning methodologies.



The brainchild of Rajeev Pathak (Founder and CEO), Girish Paranjpe (Non-executive Chairman) and Ankur Saigal (Chief Business Officer), funtoot is headquartered in Bengaluru but enjoys presence across 50+ Indian cities and towns. In just three years since its inception, the brand has gone from strength to strength. After an extensive round of R&D, when funtoot was launched, within just a year, it expanded across Karnataka and got itself 10,000 student subscribers. With Inventus Capital Partners providing series A investment of US\$ 2 million in 2013 and Mumbai Angels' angel investment of US\$ 0.6 million 2012, it was able to further expand its operations across the country.

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