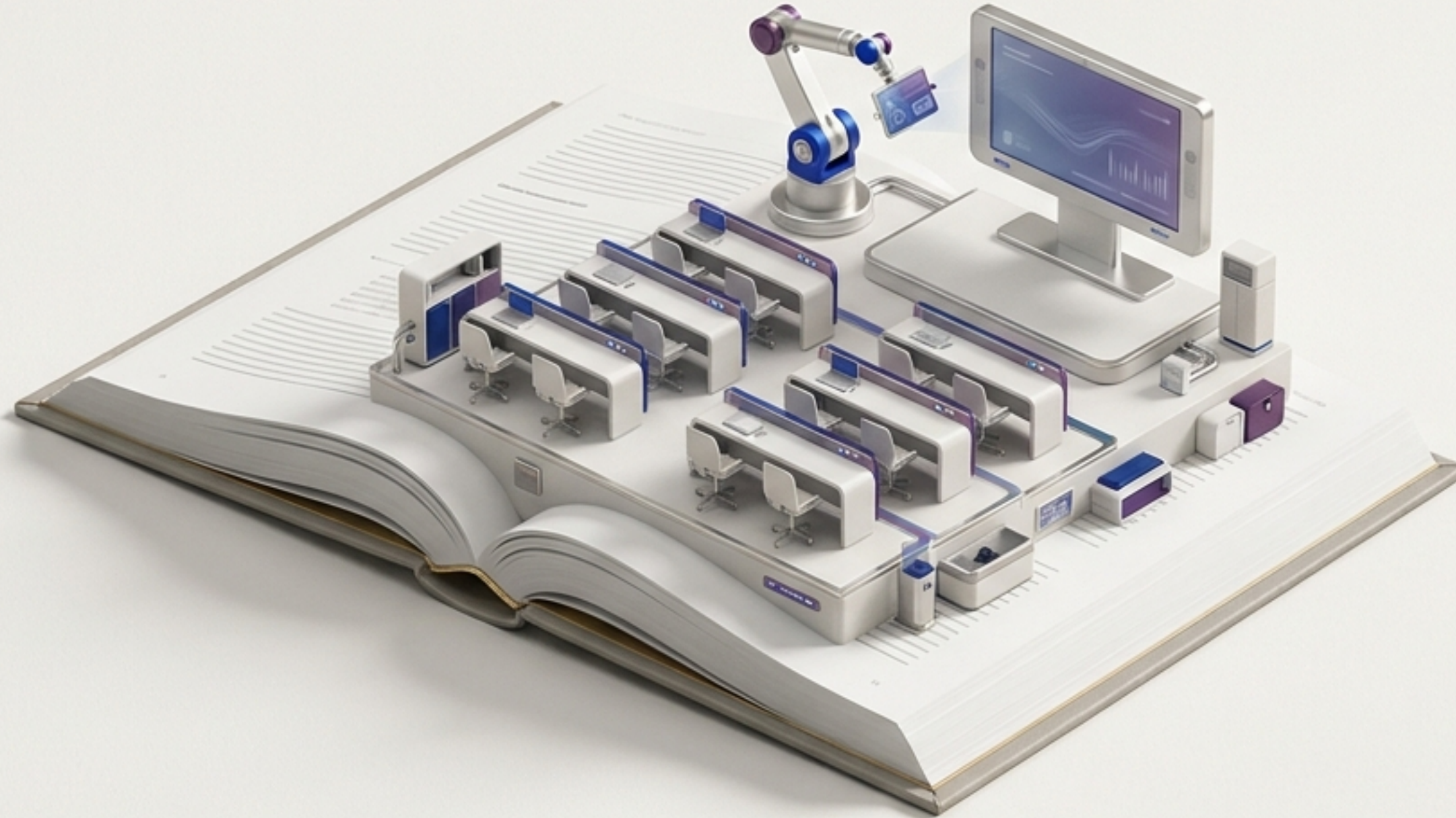


The Future of Publishing is AI Infrastructure

Publisher Partnership & Investment Opportunity

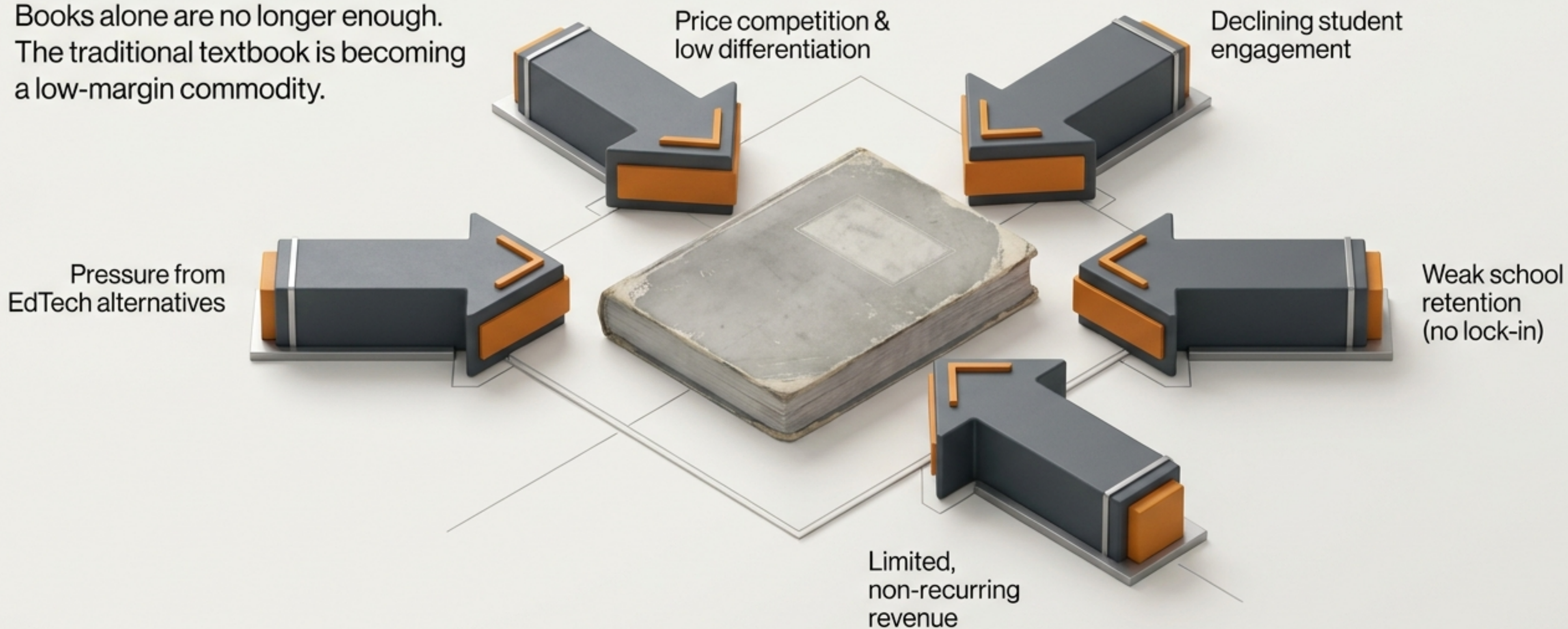


EDUBULL TECHNOLOGIES

India's First AI School Infrastructure | IIT Roorkee Partner

Traditional Publishing Is Dying Slowly

Books alone are no longer enough. The traditional textbook is becoming a low-margin commodity.



Schools No Longer Want Just Books

Publishers who evolve into AI ecosystem providers will dominate the next decade.

Infrastructure:
Smart Classrooms
& Hardware



Next-Gen Skills:
Robotics &
Coding Labs



Academics:
AI Learning &
Language Labs



Operations:
LMS + ERP
Systems



Outcomes:
Board Result
Improvement

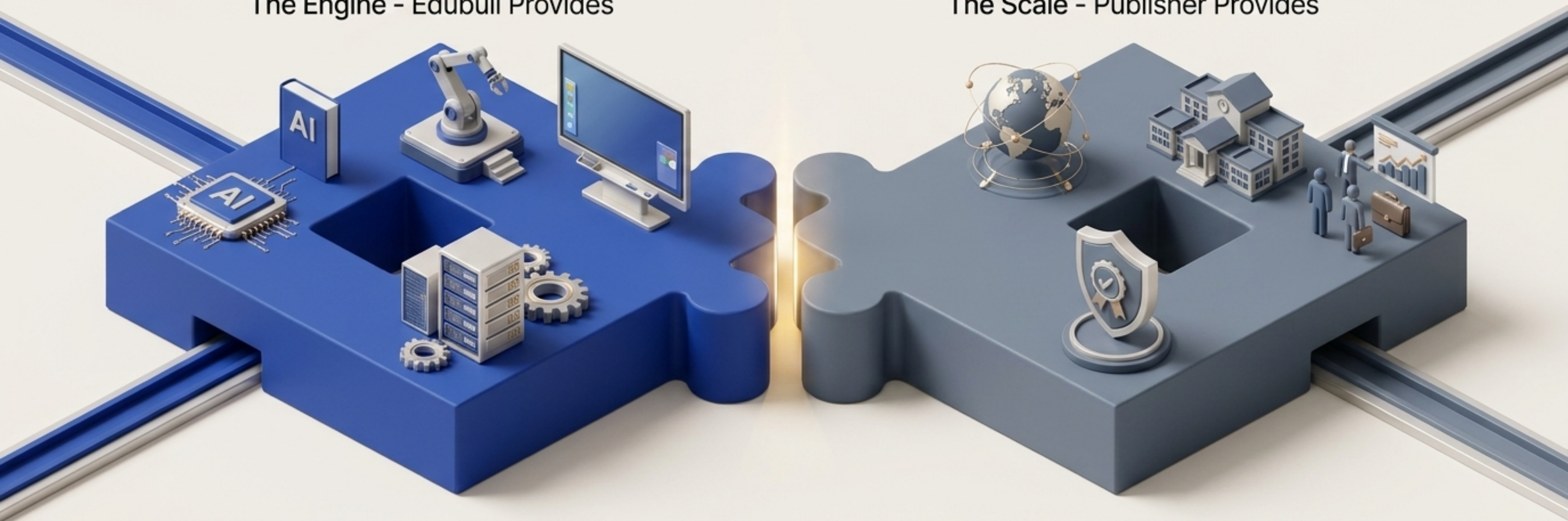


Converting Publishers Into AI Education Brands

Together, we create India's most scalable AI education ecosystem.

The Engine - Edubull Provides

The Scale - Publisher Provides



AI Technology &
Hybrid Textbooks

Robotics Ecosystem
& Coding Labs

Smart Panels
& Hardware

LMS, ERP & Complete
Backend Support

Market Reach &
Regional Distribution

Existing School
Network

Brand Presence
& Trust

Sales
Teams

The Trojan Horse Strategy

You don't need to change who you sell to. You just change what happens after the sale.

Step 1: The Familiar Sale

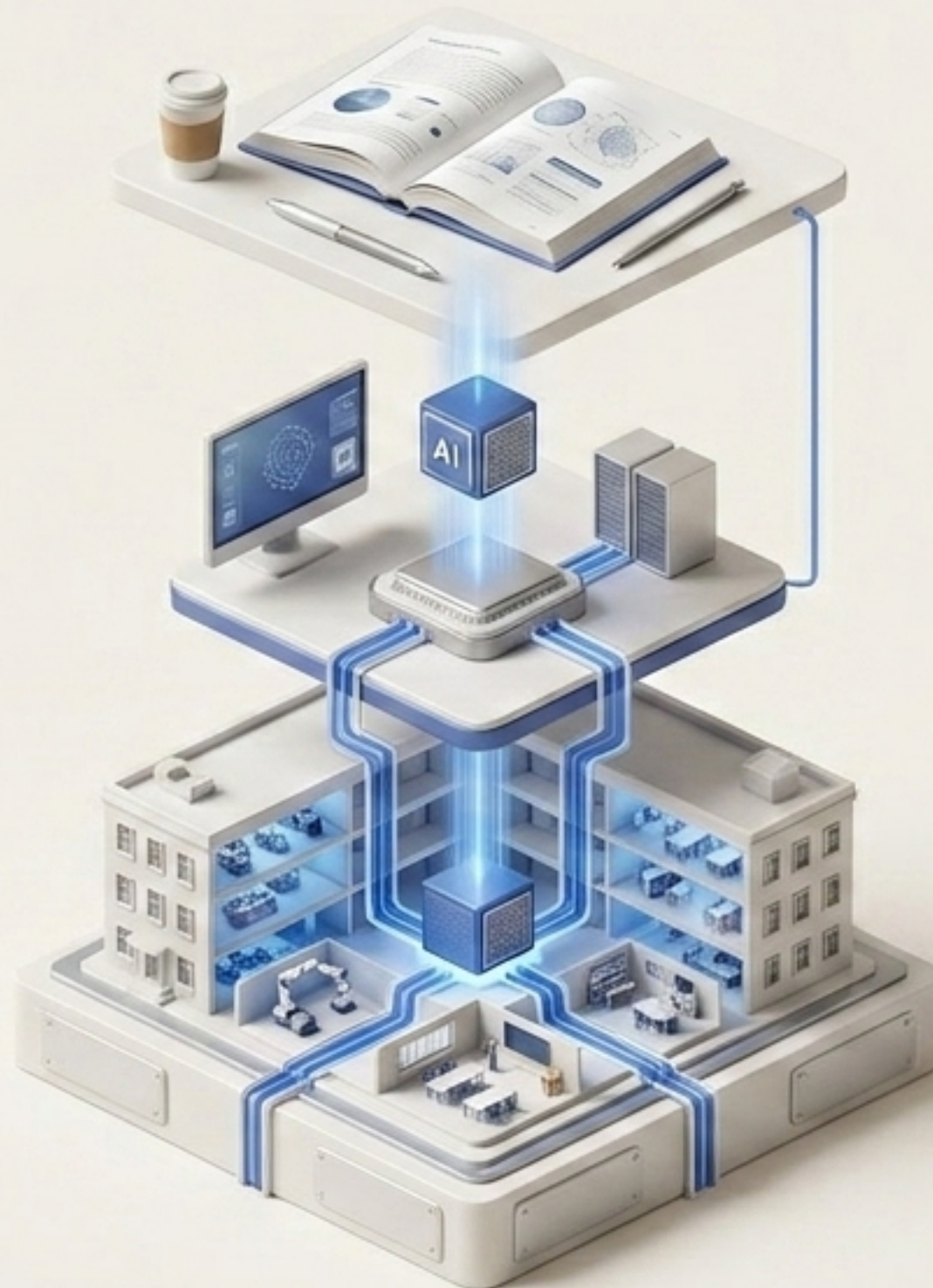
Publisher sells the Edubull AI Hybrid Textbook using existing channels.

Step 2: The OS Installation

The book's QR/AR codes mandate the use of the Edubull AI LMS and Smart Panels (SLATE). The school's academic engine is now digitized.

Step 3: The Inevitable Expansion

Once the digital ecosystem is active, upgrading to Robotics Labs, Coding Labs, and Modern Furniture becomes a simple software/hardware unlock.



The Economic Paradigm Shift

The biggest shift: The publisher transforms from a vendor into a technology-driven education partner.

Dimension	Traditional Publishing	Edubull AI Model
Revenue Cycle	One-Time	Recurring
Product Value	Low Margin	Premium Margin
School Retention	Weak	High Lock-In
Parent Excitement	Moderate	Very High
Student Engagement	Passive	Interactive
Upselling Potential	Limited	Massive
Competition	Very High	Very Low
Annual Renewal	Uncertain	Strong
Technology Ownership	None	AI Ecosystem



Unit Economics: ₹1.5 Crore+ Per School

Based on a standard school with 1,500 students.

Hardware & Infrastructure

Panels + Lab Setup = ₹25–40 Lakhs

Labs (Robotics/Coding/Language)

₹2,500 × 1,500 = ₹37,50,000

LMS + ERP Subscription

₹500 × 1,500 = ₹7,50,000 yearly

AI Textbooks

₹3,000 × 1,500 = ₹45,00,000

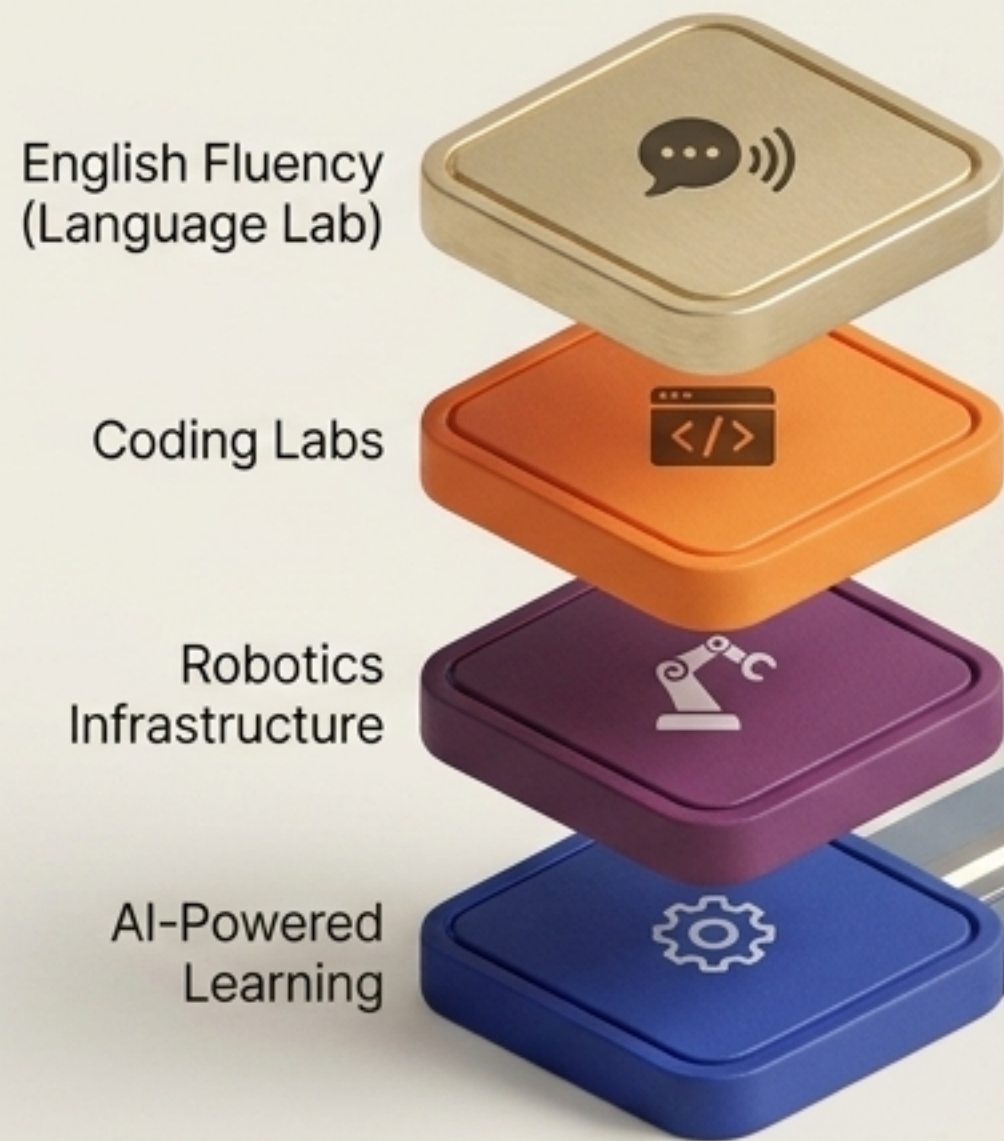


**Total Potential:
₹1–1.5 Crore+
Per School
Ecosystem**

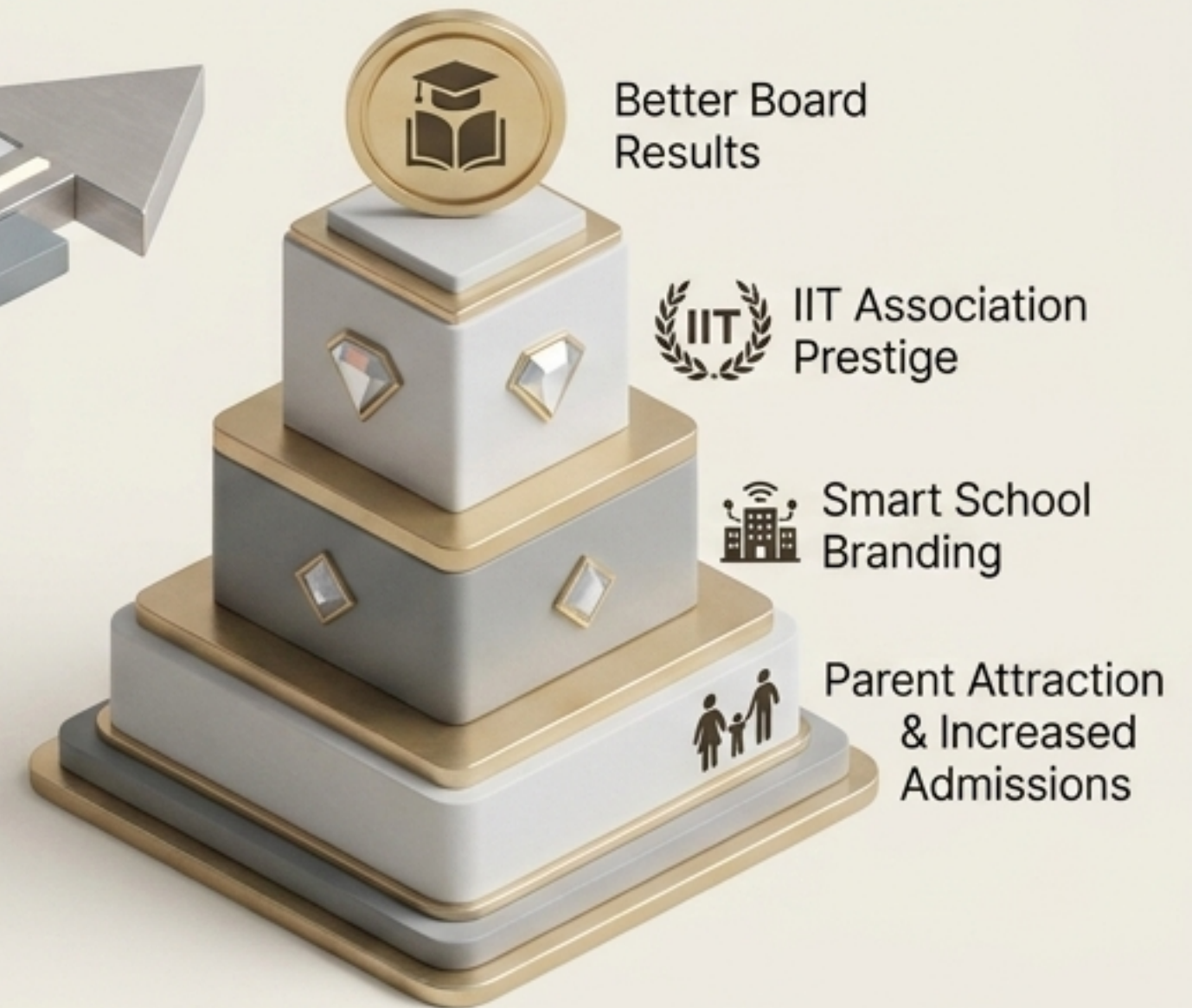
Schools Buy Outcomes, Not Books

Higher admissions, stronger reputation, and better results.

The Edubull Engine



The School's Outcome



Why Parents Say “Yes”

Edubull anchors every product tier to a deep psychological desire of Indian parents.



Prestige

Desire: “I want my child associated with the best.”

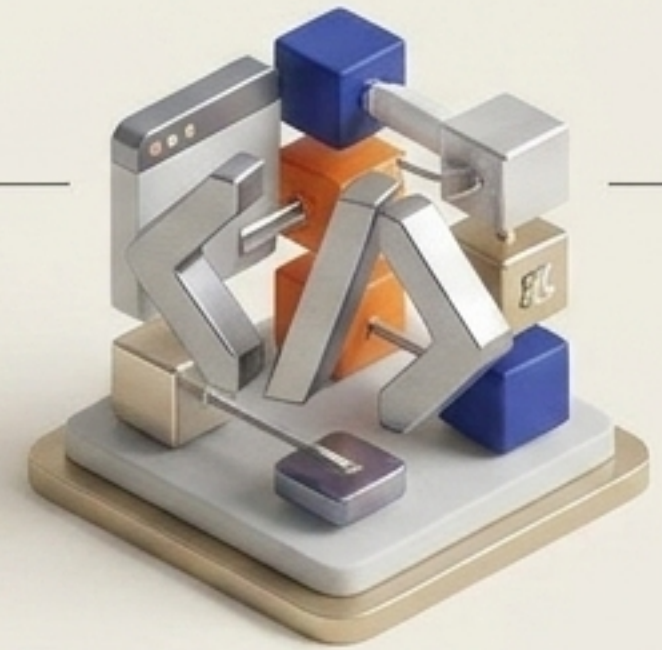
Solution: Dual IIT Roorkee & IIT Guwahati Robotics Certification.



Fluency

Desire: “I want my child to speak perfect English.”

Solution: Elite Pro+ Language Lab with Azure AI phoneme scoring & CEFR certification.



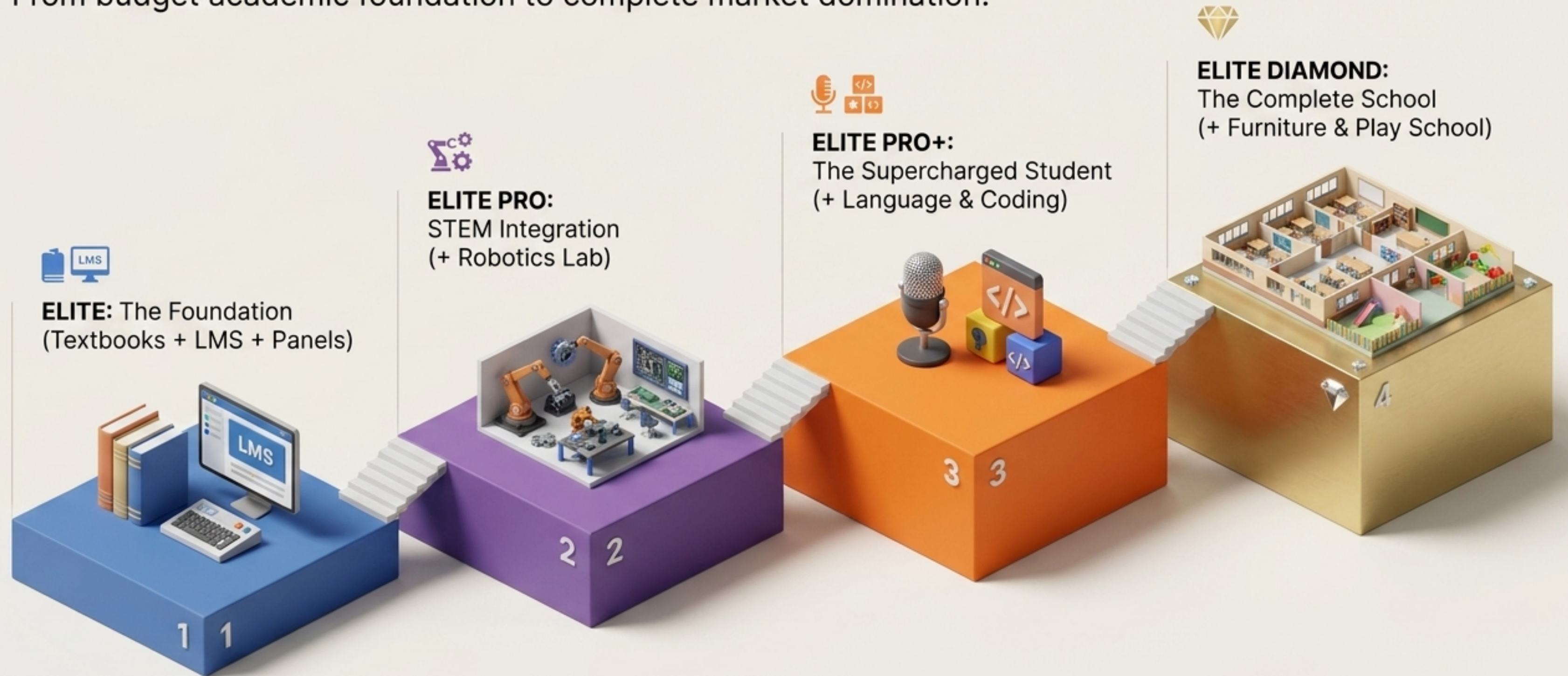
Future-Proofing

Desire: “I want my child ready for the digital future.”

Solution: Elite Pro+ CodeGuru (Python, Web Dev) & AI Textbooks.

The Edubull Arsenal: 4 Tiers of Transformation

From budget academic foundation to complete market domination.



Tier 1: Edubull Elite

The Academic Foundation

Pillar 1: AI Hybrid Textbooks

(10 Subjects, NCERT/CBSE aligned, QR/AR integration)

Pillar 3: Immersive Content

(3D animated explainers & activities for all concepts)



Pillar 2: AI Interactive Panel

(65-inch 4K SLATE installed FREE in every classroom, zero prep time)

Pillar 4: AI Operations

(LMS with 82% board prediction accuracy + complete School ERP)

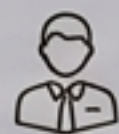
Tier 2: Elite Pro

Complete STEM Integration

Everything in Elite PLUS India's most powerful school robotics programme.

Mentorship:

A full-time, certified daily robotics expert physically in the school



Hardware:

Complete professional lab furniture + 70+ progressive robot/IoT kits



Prestige:

Dual IIT Roorkee + IIT Guwahati student certification & school designation



Curriculum:

3-year progressive curriculum co-designed with IITs



Tier 3: Elite Pro+

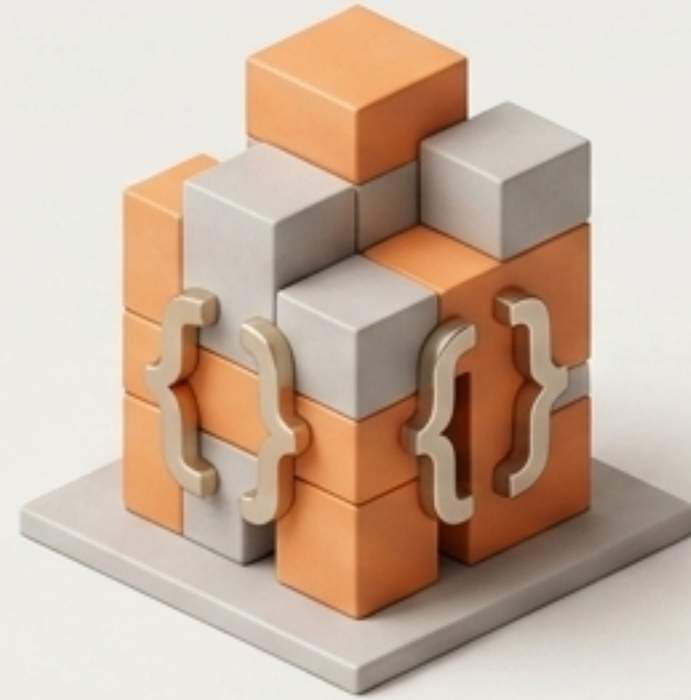
The Premium Academic Powerhouse

Everything in Elite Pro PLUS complete mastery over code, language, and wellness.



AI Language Lab (LSRW)

Azure AI speech recognition.
Phoneme-level pronunciation scoring.
CEFR Pre-A1 to C1 certification.
IELTS/TOEFL prediction.



AI Coding Lab (CodeGuru)

24/7 AI coding mentor.
Python, Scratch, Web Dev.
Real-time hints and AI debugger.

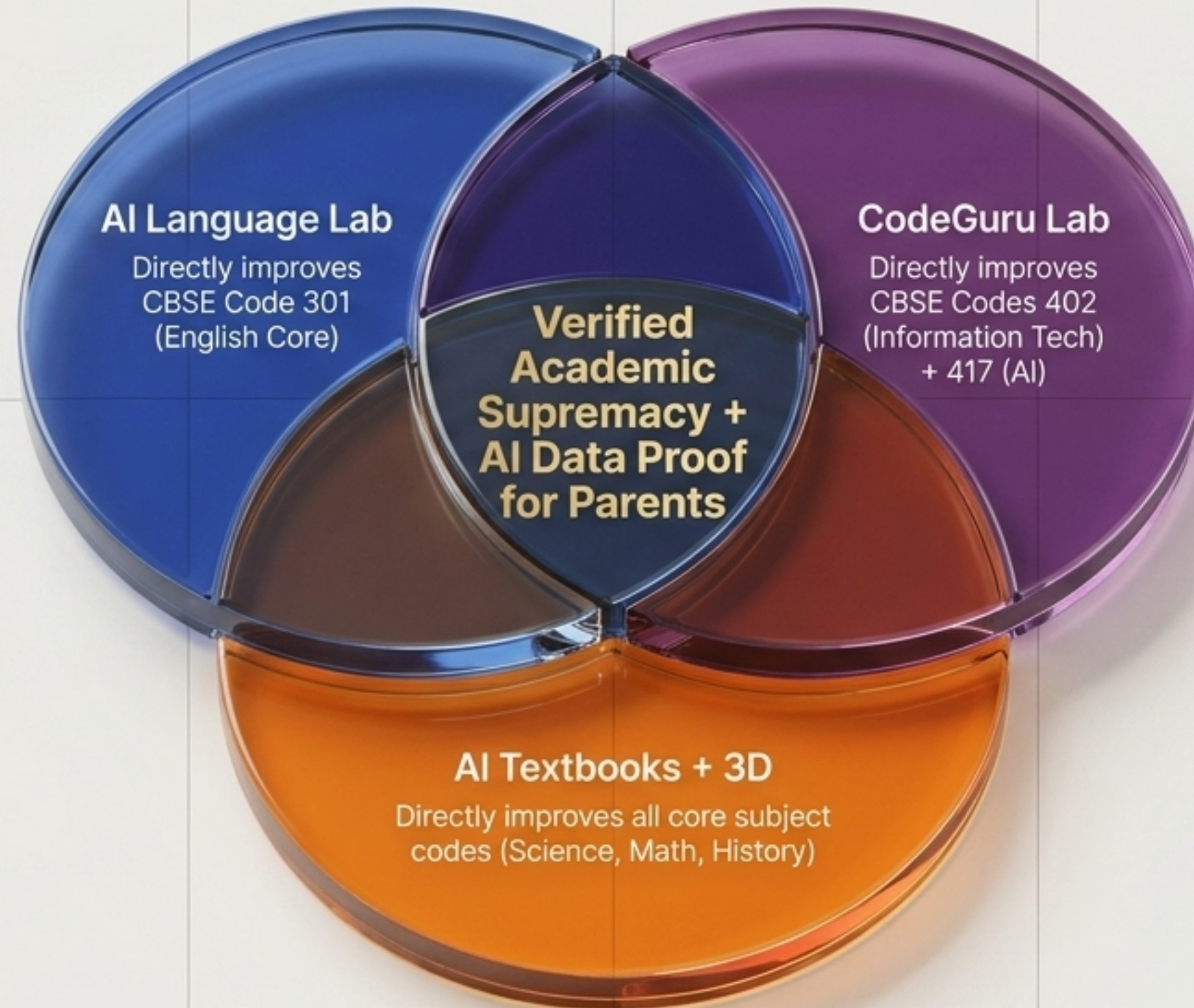


Physical Wellness

Daily 15-min structured physical sessions within the classroom (yoga, coordination, brain-body exercises).

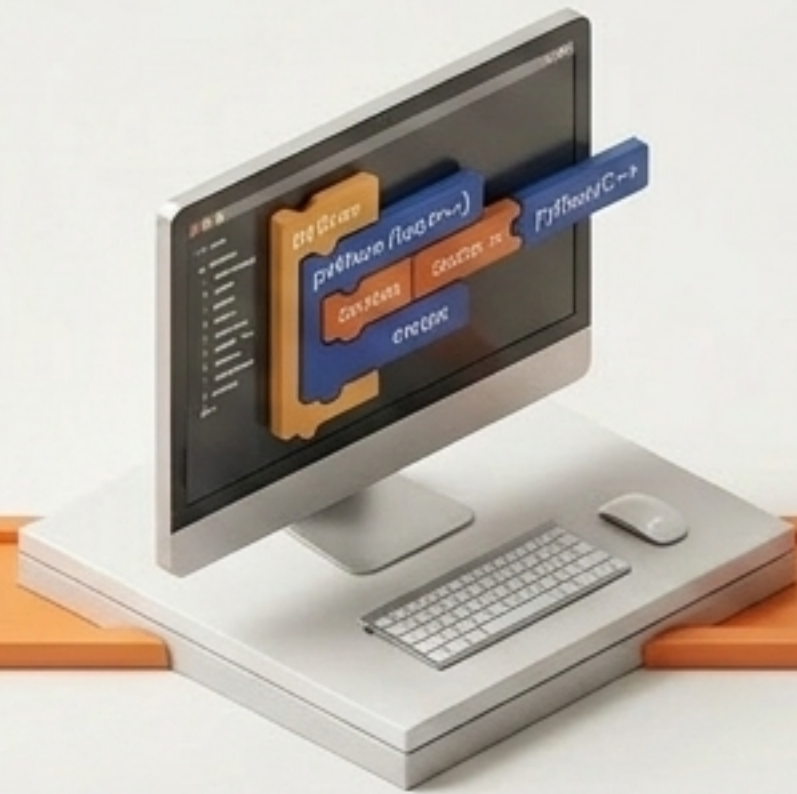
The Triple Board Impact Engine

Technology built explicitly to drive CBSE Board Results.



The Complete 21st-Century Student Pipeline

No other school produces students who can code, build, AND present—all verified by AI data.



Step 1: **CODE IT** (CodeGuru)

Students write Python/C++ code in the AI Coding Lab with their 24/7 AI mentor.



Step 2: **BUILD IT** (Vishwakar Lab)

Students physically build the robotic or IoT device in the lab and upload their code to make it run.



Step 3: **SPEAK IT** (Language Lab)

Students pitch and present their completed project in fluent English, perfected via Azure AI phoneme scoring.

Tier 4: Elite Diamond

The Turnkey Smart School

Everything in Elite Pro+ **PLUS** modern furniture and complete early childhood integration.



Modern Environment

Ergonomic, posture-correct, adjustable furniture for every class, plus collaborative learning pods.

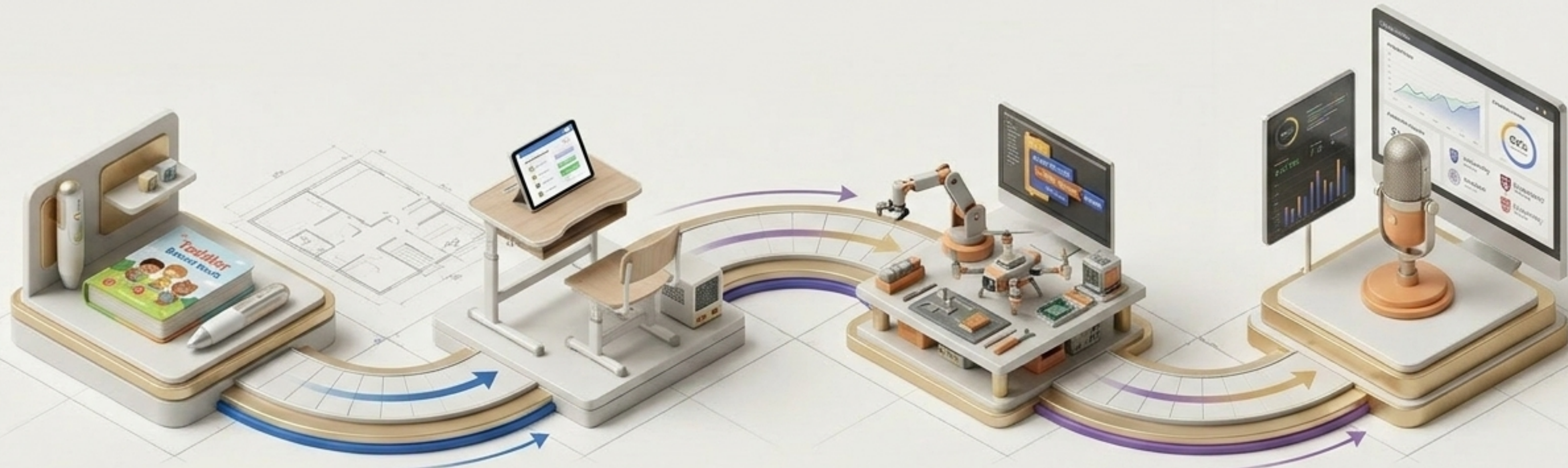
Edubull Little Geniuses

- Nursery: 'I Discover' (Sensory, fine motor)
- LKG: 'I Learn' (Reading readiness, numbers)
- UKG: 'I Create' (School readiness assessment)
- Flagship: AI Talking Pen (Touch-to-speak interactive audio learning)



The 14-Year Ecosystem Lock-In

By capturing the student at age 2.5, the Diamond tier creates the longest data and revenue journey in Indian EdTech.



Age 2.5 (Nursery)

AI Talking Pen builds immediate brand loyalty & English foundations.

Age 5 (UKG)

School readiness assessment feeds directly into the Class 1 AI LMS.

Age 10 (Middle School)

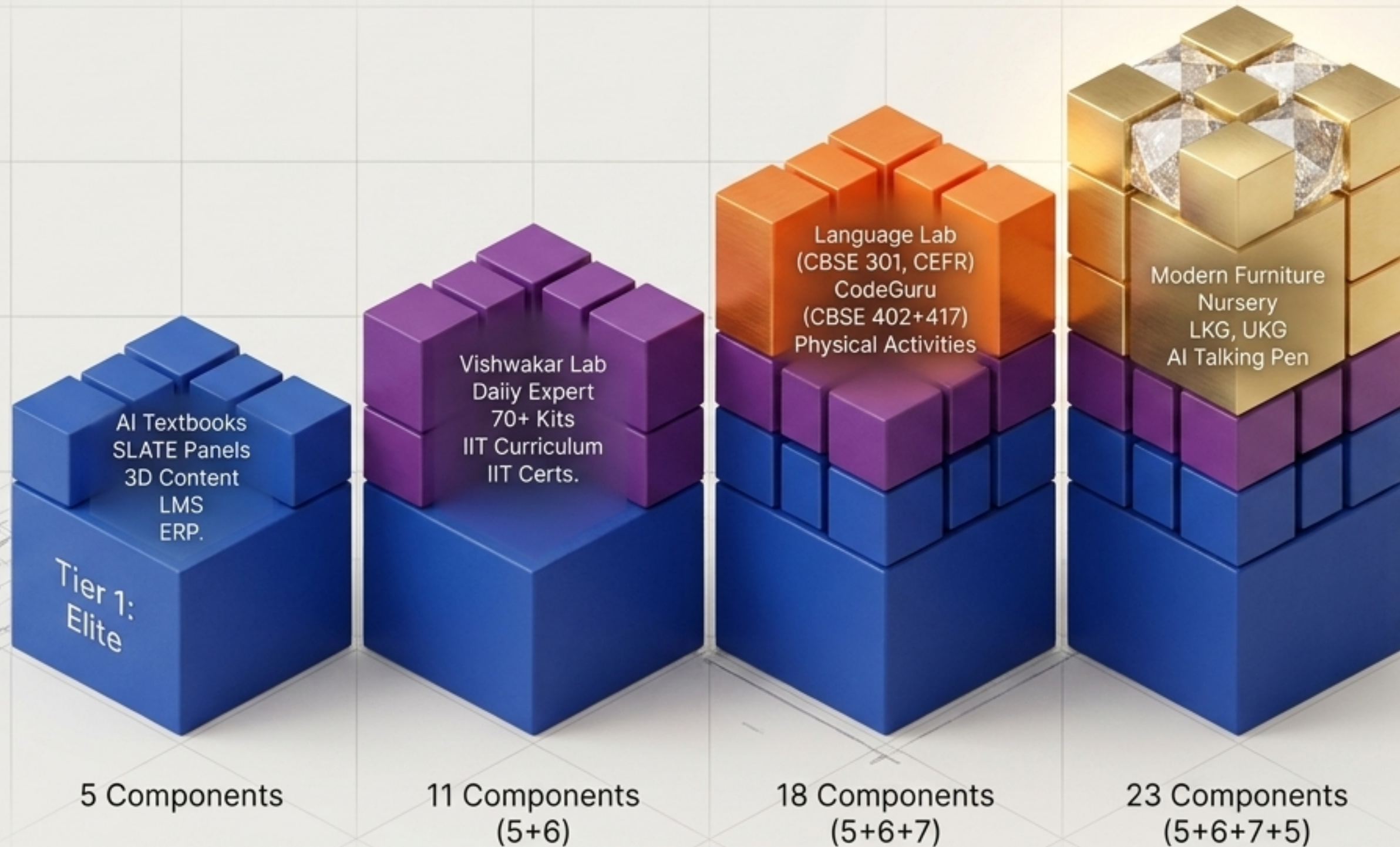
IIT Curriculum Robotics & CodeGuru integration begins.

Age 18 (Class 12)

LMS delivers 82% accurate Board Prediction & IELTS/TOEFL predictions.

The 4-Tier Escalator Matrix

Cumulative infrastructure that scales with the school's ambition.



The Publisher Revenue Engine

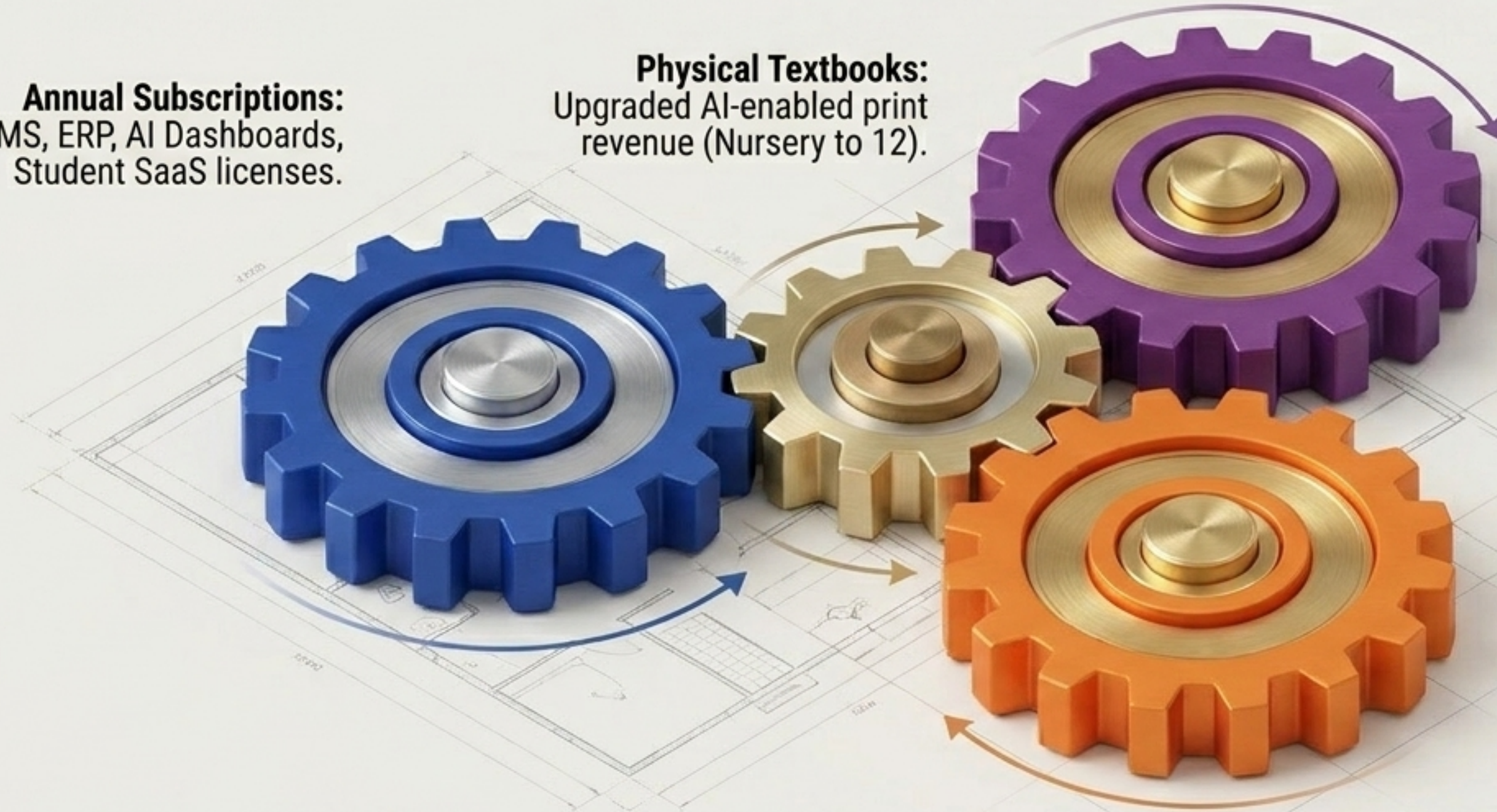
Transitioning from a single point of sale to a multi-layered recurring revenue ecosystem.

Annual Subscriptions:
LMS, ERP, AI Dashboards,
Student SaaS licenses.

Physical Textbooks:
Upgraded AI-enabled print
revenue (Nursery to 12).

Infrastructure Upgrades:
Robotics labs, smart
panels, and modern
furniture installations.

**Certification & Lab
Renewals:** Annual robotics
consumable kits, coding
lab renewals,
Language lab access.



The Shift is Here.

Stop selling books. Start installing ecosystems.

The Reality: Traditional publishing margins will continue to shrink. EdTech and AI are not fads; they are the new baseline for school survival.

The Solution: The Edubull Partnership allows publishers to instantly leapfrog the competition, offering an IIT-backed, 14-year AI infrastructure with zero R&D delay.

