



Cynotics

Unlock the Lab Experience, Right on Your Mobile!

Betinal Private Limited





Problems



Problem 1

Gap Between Theory and Practice

Existing education systems emphasize theory over practical application in science education.

Problem 2

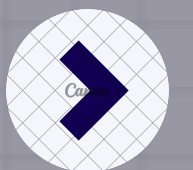
Limited Access to Labs

Many schools & colleges lack proper laboratory infrastructure, hindering hands-on learning.

Problem 3

Rote Memorization

Rote learning leads to superficial understanding and a lack of real-world application.



Solutions



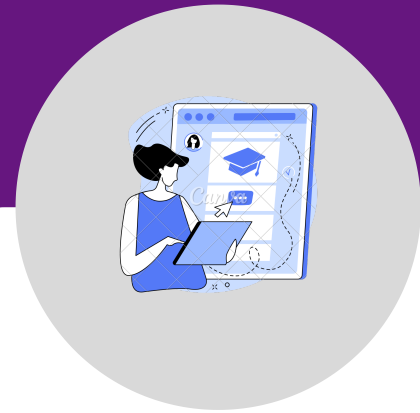
Virtual Labs

Cynotics provides digital science labs that are accessible 24/7



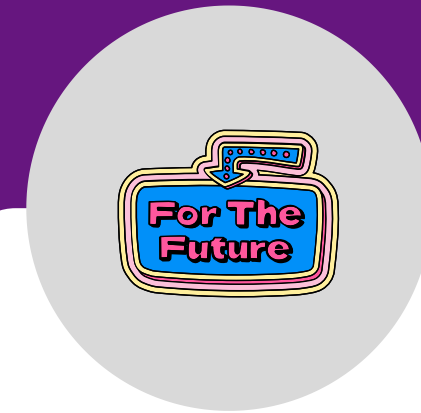
Hands-On Experience

Realistic experiments help bridge the theory-practice gap.



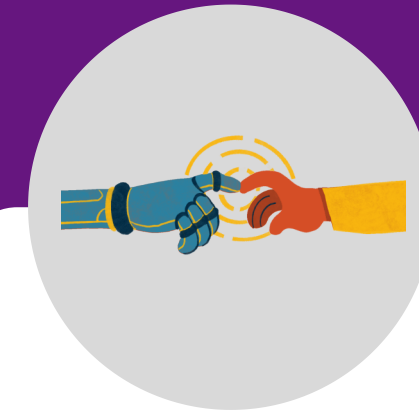
Interactive Learning

AI-driven feedback enhances comprehension and skill development.



Future-Ready

Prepares students for STEM careers with practical skills and real-world relevance.



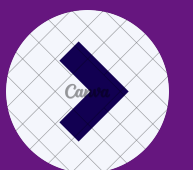
Inclusivity

Cynotics caters to diverse learning needs and abilities.



Affordable Access

Freemium model offers free experiments with an affordable premium option.



Market Opportunity



Market growth:

The Indian EdTech market is growing at a rapid pace, with a compound annual growth rate (CAGR) of 16.8% between 2017 and 2022 according to GlobalData.

Market size:

The Indian EdTech market is growing rapidly and is expected to reach \$10.4 billion by 2025, according to Statista.

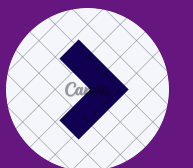
Key segments:

The K-12 followed by undergraduation segment is the largest segment in the Indian EdTech market, followed by the test preparation and online certification segments.

Growth drivers:

The growth of the Indian EdTech market is being driven by a number of factors, including:

- Increasing internet penetration and smartphone ownership
- Growing demand for quality education
- Rising disposable incomes
- Government support for EdTech initiatives

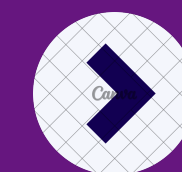


Business Model

Cynotics operates on a revenue-generating model built to ensure sustainability, accessibility, and profitability. Our business model revolves around offering quality science education through digital science labs while catering to the diverse needs of our users.



Feature/Plans	Free	Premium
Experiments	Limited	Unlimited
AI-Driven self-check	Limited	Unlimited
Industrial applications	Limited	Unlimited
Progress report	✗	✓



Marketing and User Acquisition



Cynotics is a digital laboratory app that provides students with access to all the science experiments they need to learn the concepts they are taught in school. Cynotics is aligned with the SSC state board and CBSE board syllabus and includes experiments for all the subjects, including physics, chemistry, and biology.

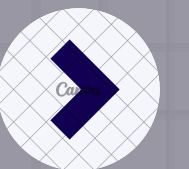
Cynotics has two main marketing channels:

B2B

1. B2B sales: Sell bulk app subscriptions to schools and colleges at a discount.
2. Generate leads by giving demos to students in schools and colleges.

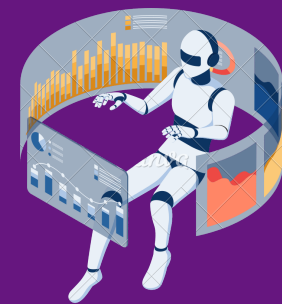
B2C

1. **Students, parents, and teachers can download the Cynotics app from social media and offline marketing.**



Value proposition

Unlock the potential of science education with Cynotics—an innovative digital laboratory designed for school and college students.



AI-Driven Feedback

An essential component of our model is providing AI-driven feedback for users, enhancing the learning experience and promoting engagement.

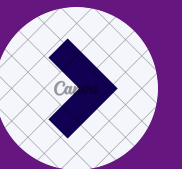
Our scalable model ensures that as we continue to grow and expand, our revenue potential increases, making Cynotics an attractive investment opportunity.

Scalability



Aligned with Educational Policies

Our business model aligns seamlessly with the National Education Policy of 2020, which emphasizes experiential learning and digital education tools.





Competition



Difference between Cynotics and other Ed-tech companies

Focus

Affordability

Gamified learning

Cynotics:	Other Ed-tech companies:
Experiential learning	Theoretical learning
Very affordable	Can be quite expensive
Yes	No

Difference between Cynotics and Olabs

UI/UX

Self-check of observation table

Learning of industrial applications

Cynotics:	Olabs
Good	Terrible
Yes	No
Yes	No

Phase wise plan



Criteria	Phase 2	Phase 3	Phase 4
Period	April 1st 2024 - March 31st 2025	April 1st 2025 - March 31st 2026	April 1st 2026 - March 31st 2027
Geographical location	India		
Segment	School+1st year undergraduate college students	K-12+3 year degree course	School+3 year undergraduate course+2 years master's course
Subjects	Physics, chemistry, biology		

Milestones

1 Beta test of the app completed on 20 September 2023

2 First stable update released on 30 September 2023

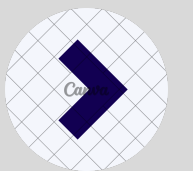
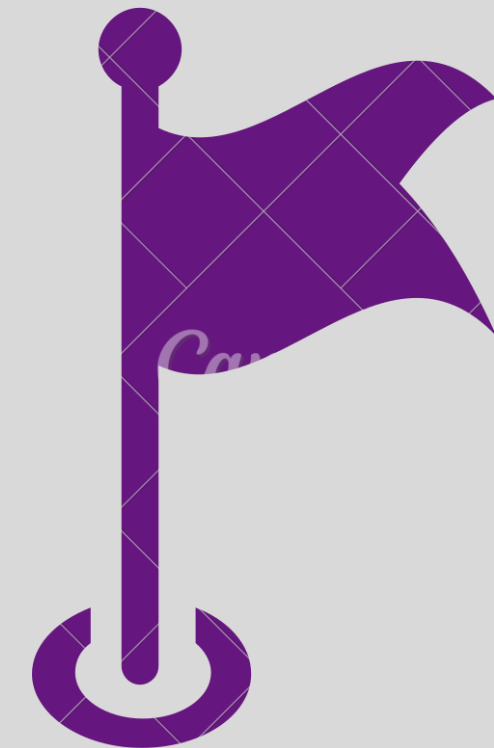
3 Collaborated with schools & colleges

- Parle Tilak Vidyalaya English Association

4 1k+ downloads till now

- Jogeshwari Education Society
- Paranjape English Medium
- And many more

5 500+ users and still counting everyday

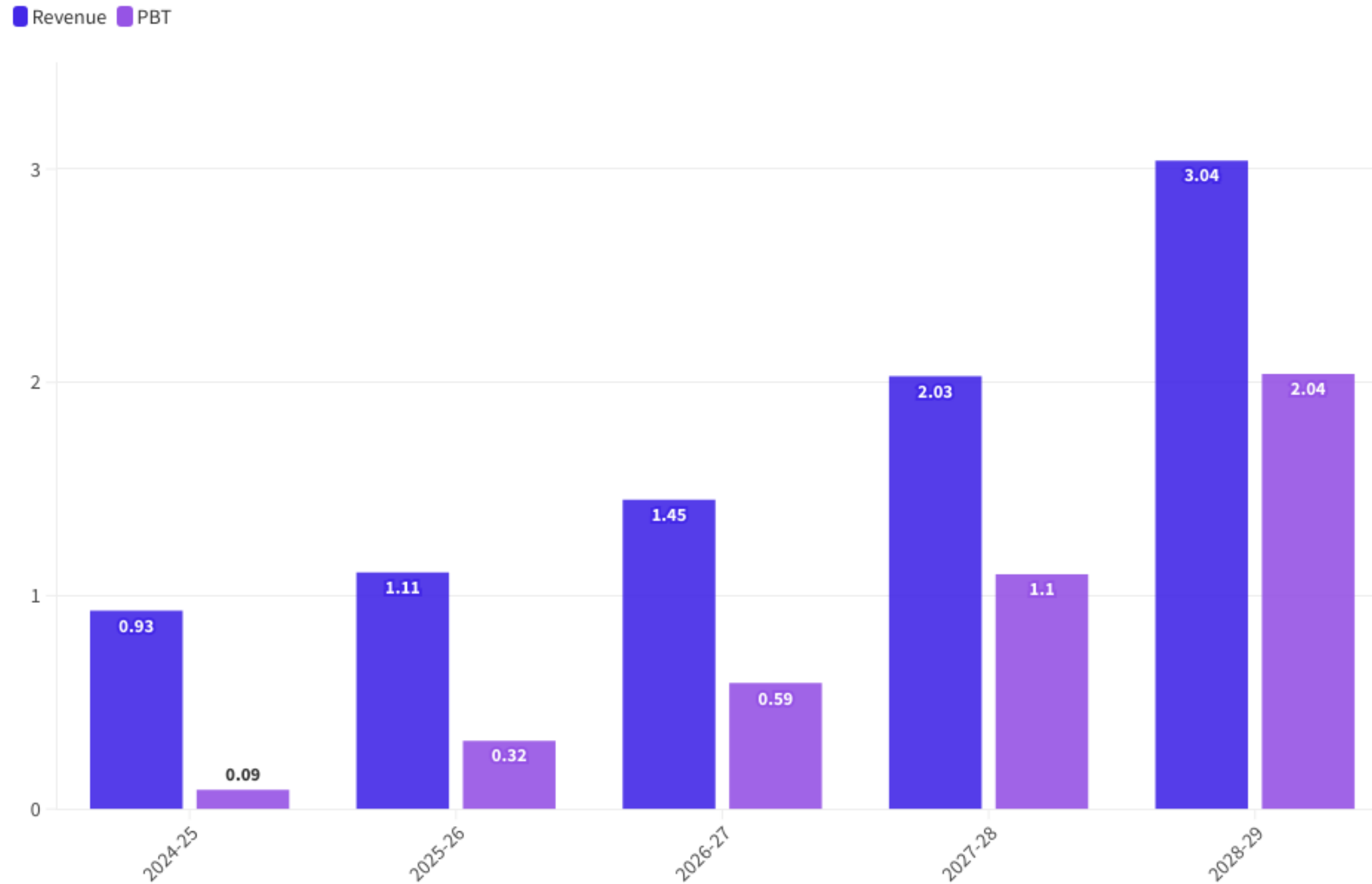


Financial projections



SSC & CBSE

(All figures in INR Crore unless specified)



Founders



Mr. Moinuddin Shaikh

Founder & Director

B.Sc, Physics

Physics lecturer, Lotus college



Mr. Nikhil Amberkar

Co-founder

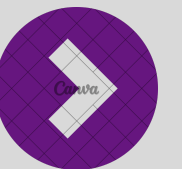
B.Sc, Chemistry

Owner, Nikhil Private Classes

Scan the QR to download the app



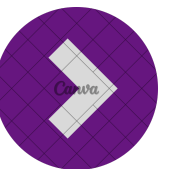
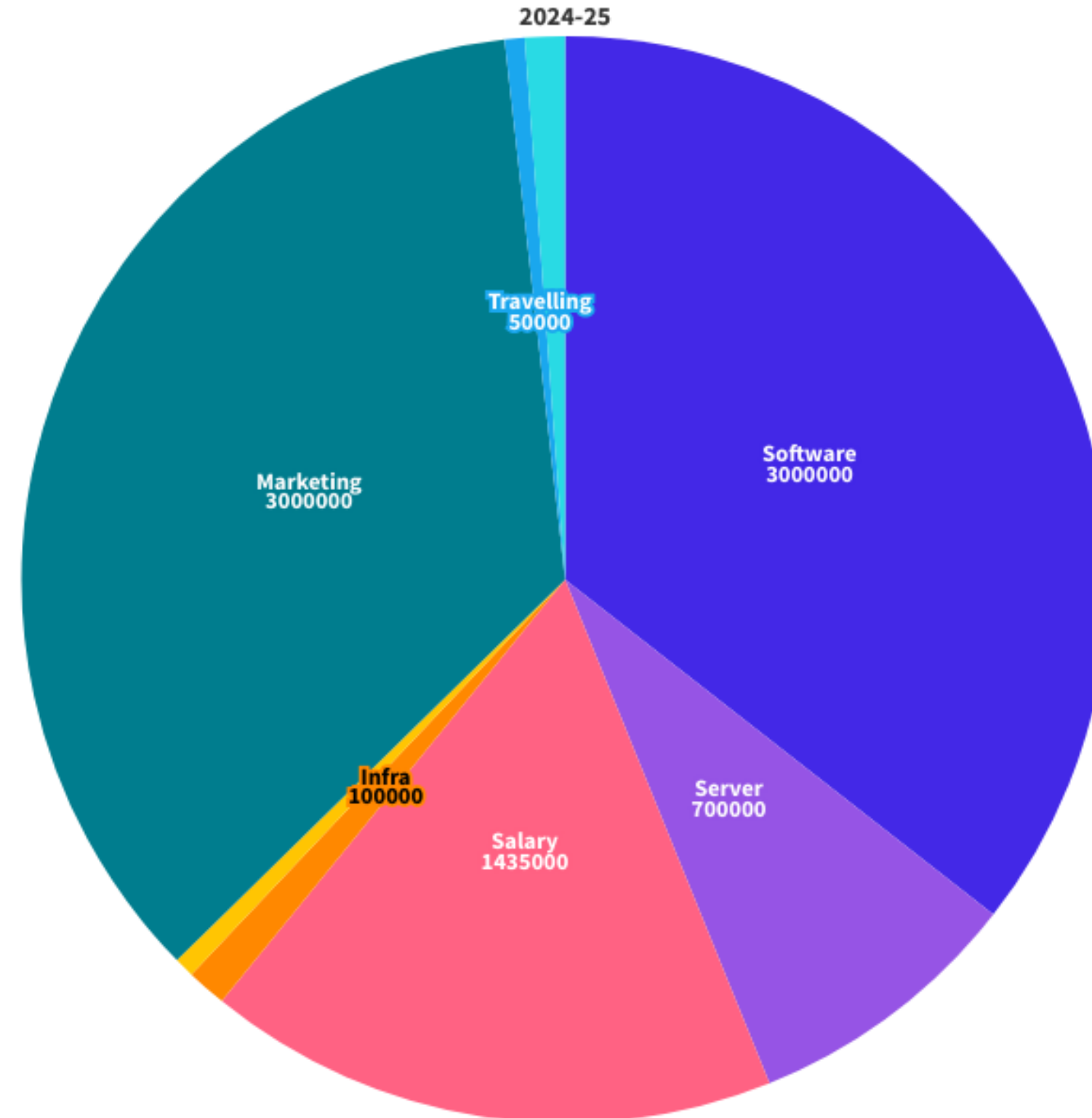
www.cynotics.in



Funding ask and use of funds

Funding ask: 0.87 Cr

Valuation: 15 Cr



Financials(till 08.05.2023)

DESCRIPTION	DATE	INCOME(Rs)	EXPENSE(Rs)
First Instalment by Ghaisas sir	18.03.2023	5,00,000.00	
Marketing			15,443.00
Rent			20,000.00
Technology(App+website development)			3,05,889.00
Sales	27.04.2023	5000.00	
Operations			11,500.00
Legal charges			14,806.00
Misc			5,214.48
TOTAL		5,05,000.00	3,72,852.00

EXPECTED FINANCIAL PROJECTIONS (From 09.05.2023 to 30.11.2023)

DESCRIPTION	TIMELINE	INCOME(Rs)	EXPENSE(Rs)
Second Instalment by Ghaisas sir		5,00,000.00	
Previous Balance		1,32,148.00	
GST			762.00
Marketing	July-August		50,000.00
Rent	June-November		30,000.00
Technology	May-July		3,05,000.00
Server	July-November		80,000.00
Operations(salary)	June-November		84,000.00
Legal	May-November		30,000.00
Banking Charges	May-November		3,500.00
Travelling	June-November		18,000.00
Misc	May-November		30,886.00
TOTAL		6,32,148.00	6,32,148.00

MARKETING BREAKDOWN:

Method	Cost(Rs)
1. Email Marketing	10,000.00
2. Whatsapp marketing	10,000.00
3. Social media marketing	30,000.00
Total	50,000.00

RENT BREAKDOWN:

Details	Amount	Duration	Total
COEI Rent	5,000.00	6	30,000.00

TECHNOLOGY BREAKDOWN:

Details	Month	Amount
Inspirizon 2nd instalment	May	1,50,000.00
Inspirizon 3rd instalment	June	1,55,000.00
TOTAL		3,05,000.00

SERVER COST BREAKDOWN:

Details	Amount	Duration	Total
AWS at max. capacity	16,000.00	5 months	80,000.00

OPERATIONS COST BREAKDOWN:

Details	Amount	Duration	Total
Salary	14,000.00	6	84,000.00

BETINAL PRIVATE LIMITED

Ramnath, Sahar Road,
Samj Mahatma, Kabir Nagar
Suba Hotel, Mumbai

Saraswat Co-Operative Bank Ltd Book

SME-VILE PARLE
BHOLANATH CO-OP.HSG SOCY LTD.
SUBHASH ROAD,VILE PARLE -EAST,

1-Jun-22 to 31-Mar-23

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Date	Particulars	Vch Type	Vch No.	Debit	Credit
29-Sep-22	To Moinuddin I. Shaikh - Loan A/c	Receipt	1	5,200.00	
	By Bank Charges	Payment	1		118.00
11-Oct-22	To (as per details)	Receipt	2	1,00,000.00	
	Moinuddin I. Shaikh - Capital A/c			50,000.00 Cr	
	Shabana I. Shaikh			50,000.00 Cr	
	By OptimisTech Software Solutions	Payment	2		1,00,000.00
12-Oct-22	By OptimisTech Software Solutions	Payment	3		2,080.00
7-Nov-22	To Moinuddin I. Shaikh - Loan A/c	Receipt	3	46,152.00	
	By (as per details)	Payment	4		49,152.00
	OptimisTech Software Solutions			50,000.00 Dr	
	TDS on Cotractor			848.00 Cr	
15-Dec-22	By Soni Associates	Payment	5		18,500.00
	To Moinuddin I. Shaikh - Loan A/c	Receipt	4	18,500.00	
1-Jan-23	By Bank Charges	Payment	6		2.00
18-Mar-23	To Deepak Ghaisas	Receipt	5	5,00,000.00	
19-Mar-23	By Bank Charges	Payment	7		116.00
	By Bank Charges	Payment	8		836.10
	By Bank Charges	Payment	9		2.66
	By INSPIRIZON Tech Solutions	Payment	10		60,000.00
	By Rent A/c	Payment	11		10,000.00
20-Mar-23	By INSPIRIZON Tech Solutions	Payment	12		55,000.00
29-Mar-23	By Office Expenses	Payment	13		640.00
31-Mar-23	By Website Charges	Payment	14		2,538.00
	By Professional Fees	Payment	15		3,000.00
	By Salary A/c	Payment	16		3,000.00
	By The Print Company	Payment	17		1,500.00
	By Rent A/c	Payment	18		5,000.00
				6,69,852.00	3,11,484.76
	By Closing Balance				3,58,367.24
				6,69,852.00	6,69,852.00