



AI-Powered Career Readiness & Hiring Marketplace

Bridging the critical gap between academic learning and industry requirements through integrated skilling, assessment, and placement.



Headquarters

Delhi, India



Founded

2020



Website

www.edcept.com



Founder

Mohit Saxena



The Employability Gap: A 3-Sided Problem

A systemic disconnect prevents seamless transition from campus to corporate careers.



Students

- ✗ Lack job-ready technical & soft skills
- ✗ Limited mentorship & practical exposure
- ✗ No access to industry-standard assessments



Colleges

- ✗ Curriculum outdated vs. industry needs
- ✗ Faculty lack upskilling & resources
- ✗ Poor visibility into student skill gaps

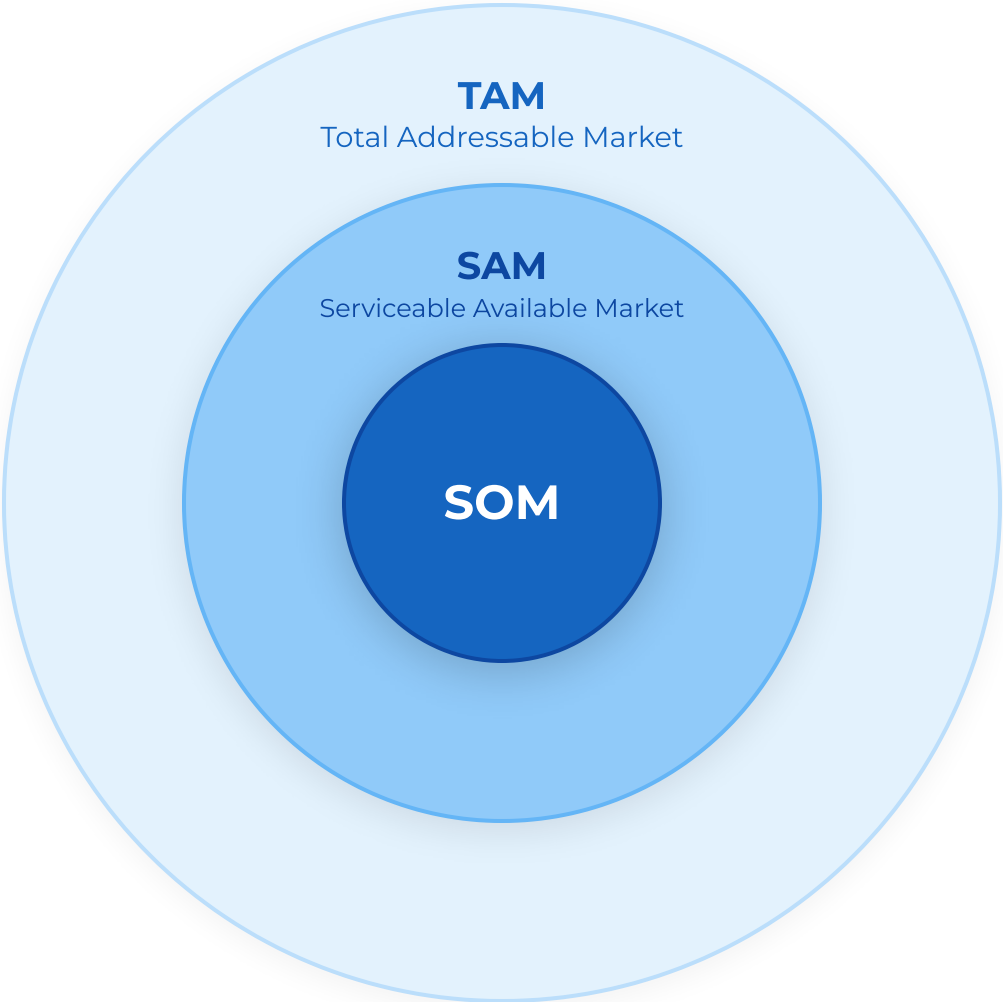


Corporates

- ✗ Struggle to find verified, job-ready talent
- ✗ High training costs for fresh hires
- ✗ High attrition due to poor fit & skill mismatch

Market Opportunity Massive & Growing

EdCEPT operates at the intersection of three high-growth markets: EdTech, Corporate Upskilling.



TOTAL ADDRESSABLE MARKET

~\$470 Billion+

Global EdTech, Career Readiness & Corporate Skill Solutions market by 2026.

SERVICEABLE AVAILABLE MARKET

~\$60–90 Billion

Focus on India, SEA & key English-speaking markets for emerging tech skills.

SERVICEABLE OBTAINABLE MARKET

~\$100–200 Million

🎯 Target

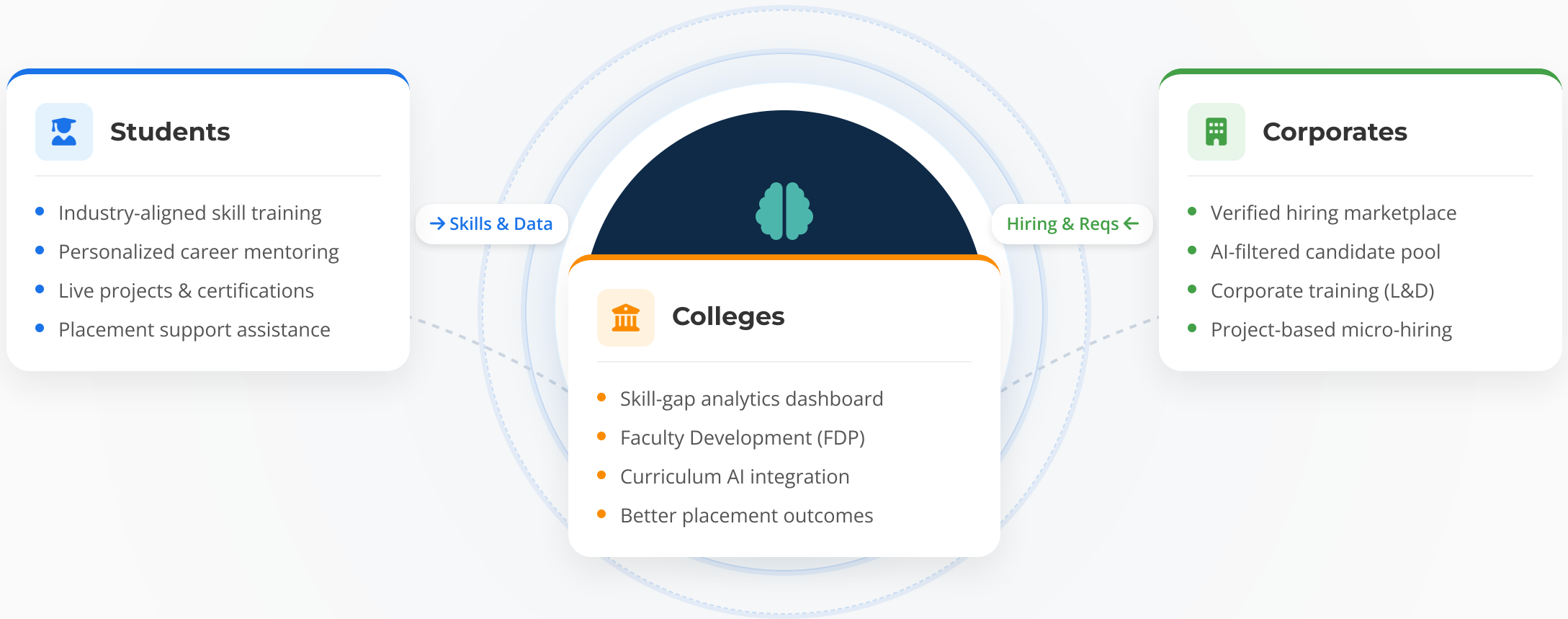
Realistic revenue capture in first 2–3 years via college partnerships & hiring fees.

15–20%

Driven by AI adoption

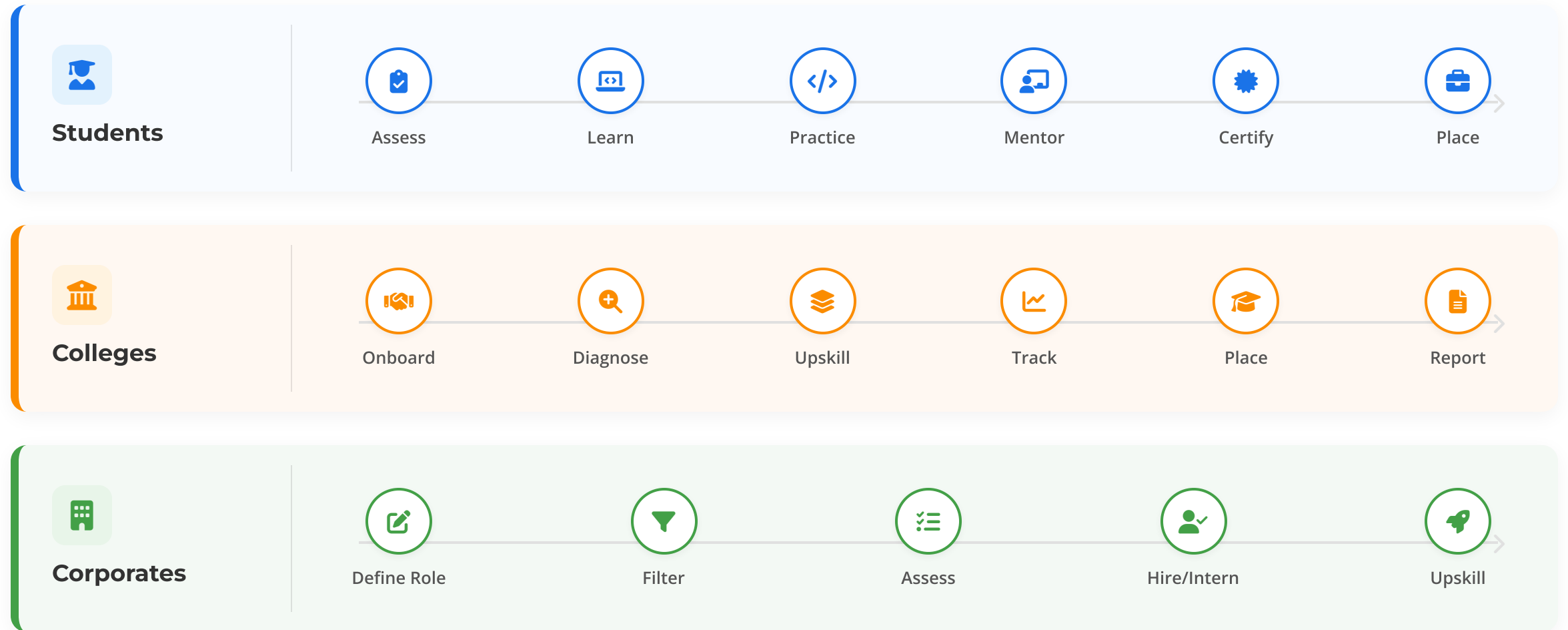
Our Solution: The EdCEPT Ecosystem

An integrated platform connecting academia, talent, and industry through a unified intelligence layer.



How It Works **Process Flow**

A streamlined, end-to-end journey for every stakeholder in the ecosystem.



Competitive Advantage

EdCEPT is uniquely positioned as the only comprehensive ecosystem bridging student skilling, college enablement, and corporate hiring.

KEY CAPABILITIES	 EdCEPT FULL ECOSYSTEM	Internshala Internships	UpGrad Upskilling	HireKarma Hiring Platform	TeamLease Staffing & L&D
 AI Job Readiness Score	✓	✕	✕	✕	✕
 College & Faculty Upskilling	✓	✕	✕	✕	!
 Live Projects & Coding	✓	!	✓	✕	✕
 Verified Hiring Marketplace	✓	✓	✕	!	!
 Personalized Mentorship	✓	✕	✓	✕	✕
 Corporate Training (L&D)	✓	✕	✓	✕	✓

Business Model 7 Revenue Streams

● Corporate (B2B) ● Institutional (B2B) ● Student (B2C)

Diversified revenue across B2B, B2C, and B2G channels ensuring resilience and scalability.



B2B Pay-per-Hire

Placement fees charged to corporates for hiring verified, job-ready talent from the platform.

HIGH MARGIN

8-15% OF CTC



College Partnerships

Annual contracts with colleges for student upskilling, FDPs, and dashboard access.

RECURRING

SAAS + SERVICE



Student Subscriptions

Tiered pricing (Basic, Pro, Premium) for courses, live projects, and mentorship access.

HIGH VOLUME

B2C MODEL



Corporate Training

Upskilling employees in niche tech and soft skills via L&D budgets.



Talent Marketplace

Subscription for SMEs to access candidate databases and post internships.



Sponsored Events

Hackathons and branding events sponsored by companies for early talent access.



Certifications

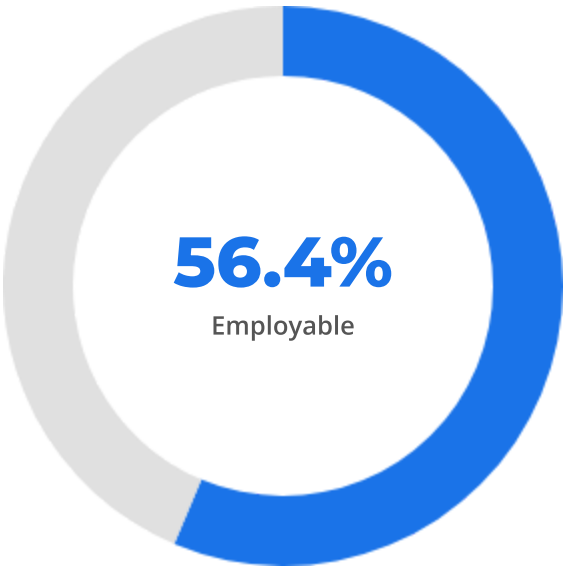
Fees for industry-recognized micro-credentials and verified skill badges.

Market Validation

Data-driven evidence of the massive employability gap and surging EdTech demand.

India Employability 2026

Source: Wheebox India Skills Report 2026



- Employable Talent 56.35%
- Skill Gap (Unemployable) 43.65%

⚠️ Huge Opportunity in the Gap



\$165B+

GLOBAL EDTECH (2026)

Projected market size reaching up to \$182B as digital learning becomes standard.



20%

ANNUAL GROWTH (CAGR)

Sustained high growth across skilling and corporate L&D sectors.

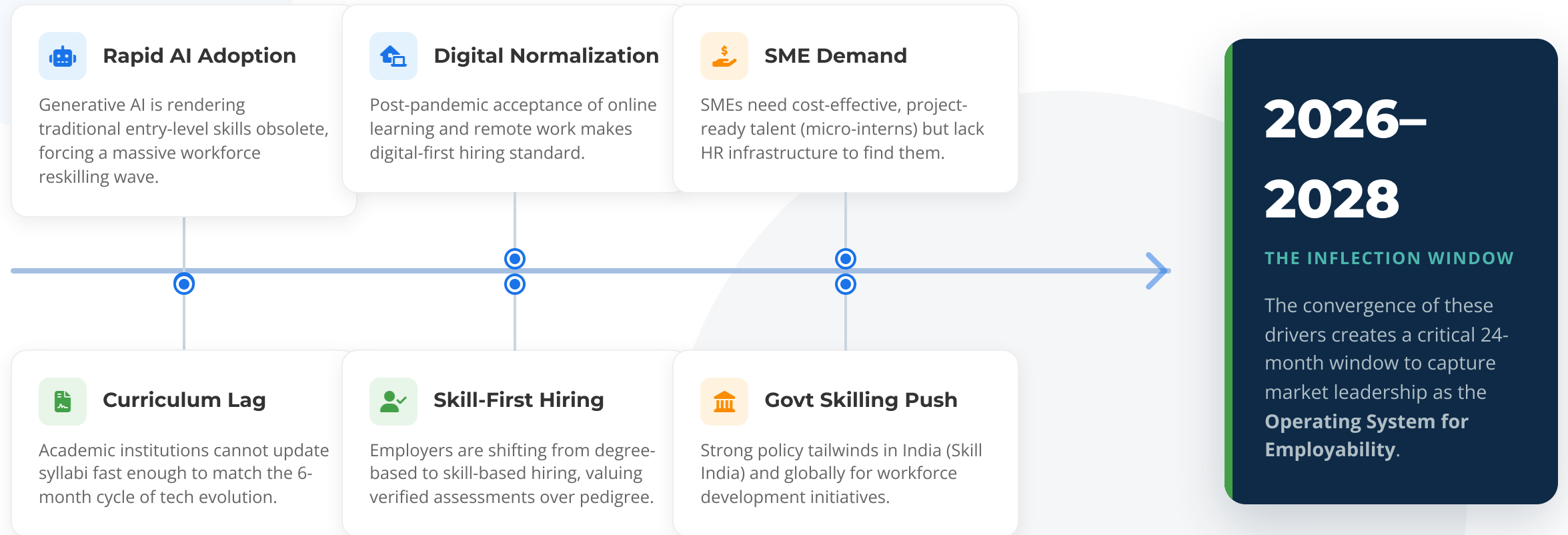


The AI Adoption Catalyst

Rapid AI integration is rendering traditional curricula obsolete faster than ever. This widens the skill gap, creating urgent demand for **agile, AI-driven upskilling platforms** like EdCEPT to retrain the workforce at scale.

Why Now **Timing & Drivers**

A perfect storm of technological disruption and market necessity creates a unique window of opportunity.



Investment Ask

Fueling the next phase of growth to build the operating system for employability.

SEEKING SEED ROUND

₹2.0 – 3.0 Cr

Equity / Convertible



Platform & In-house LMS	35-40%
Tech Team Expansion	20-25%
Sales & Partnerships	15-20%
Marketing & Brand	10-15%
Corporate Acquisition	7-10%
Content & Certs	5-8%
Compliance/Ops	3-5%

18-Month Execution Roadmap



Platform MVP v1

Launch fully integrated AI assessment engine & LMS.



College Network

Sign 20-60 exclusive college MoUs for skill training.



Learner Base

Scale to 5k-20k active learners on platform.



Corporate Impact

Facilitate 150-800 verified hires/internships.



SME Marketplace

Launch subscription hiring portal for SMEs.

The Team

Visionary leadership combining deep ed-tech expertise with operational excellence.



Mohit Saxena

FOUNDER & CEO

Driving the company's vision and product strategy. Expert in identifying skill gaps and building scalable educational frameworks.

Product Strategy

Partnerships

Vision



Shaiful Hoda

COO & CSO

Leading operations and corporate relations. Focused on executing the go-to-market strategy and building the hiring partner network.

Operations

Sales

Corporate Relations



EXTENDED NETWORK & EXPERTISE



Expert Trainers

Freelance industry practitioners delivering live skill development.



Tech Contributors

Part-time engineers maintaining platform architecture & AI models.

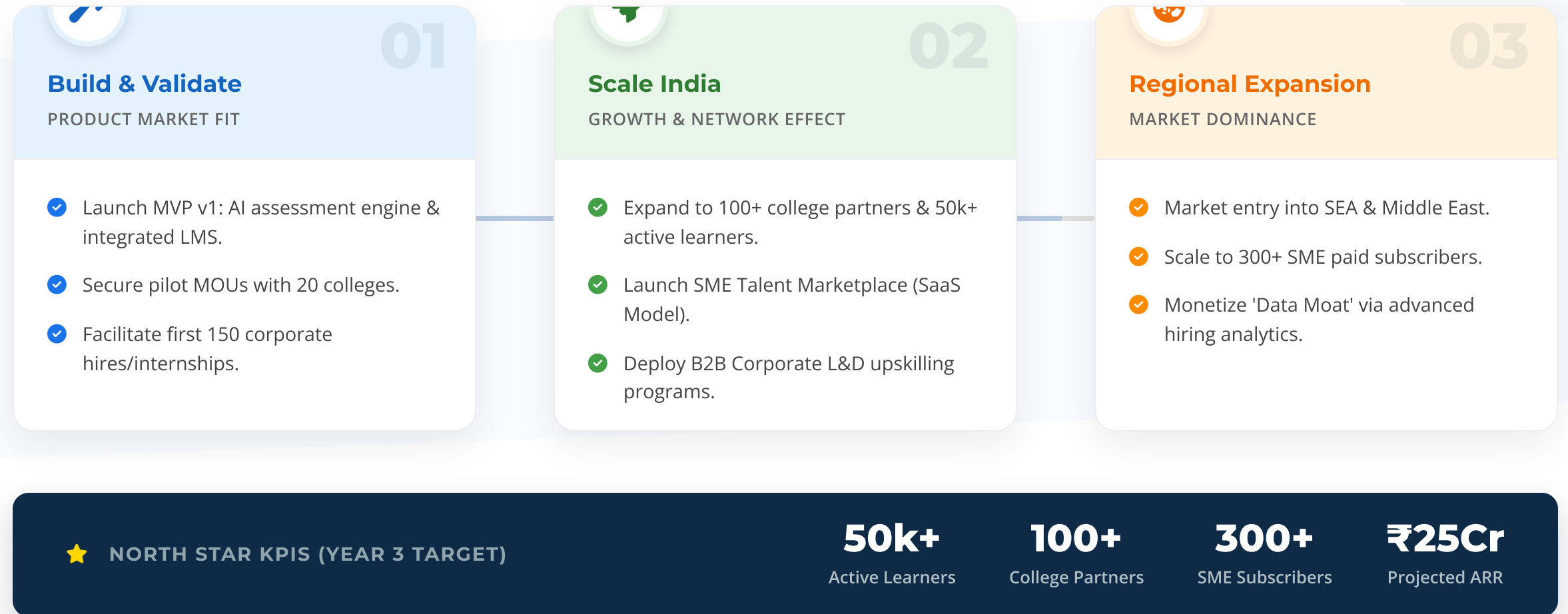


Advisory Board

In Formation: Leaders from Academia, HR Tech, and Enterprise L&D.

Vision & Roadmap

A phased 3-year strategy to scale from product validation to regional market dominance.



OUR MISSION

We're building the Operating System for Employability.

Bridging the gap between academic learning and industry needs with AI-driven precision. Join us in shaping the future of the workforce.



STUDENTS



COLLEGES



CORPORATES

INVESTMENT ASK (SEED ROUND)

₹2.0 – 3.0 Cr



Let's partner to make millions job-ready and help companies hire better.



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