



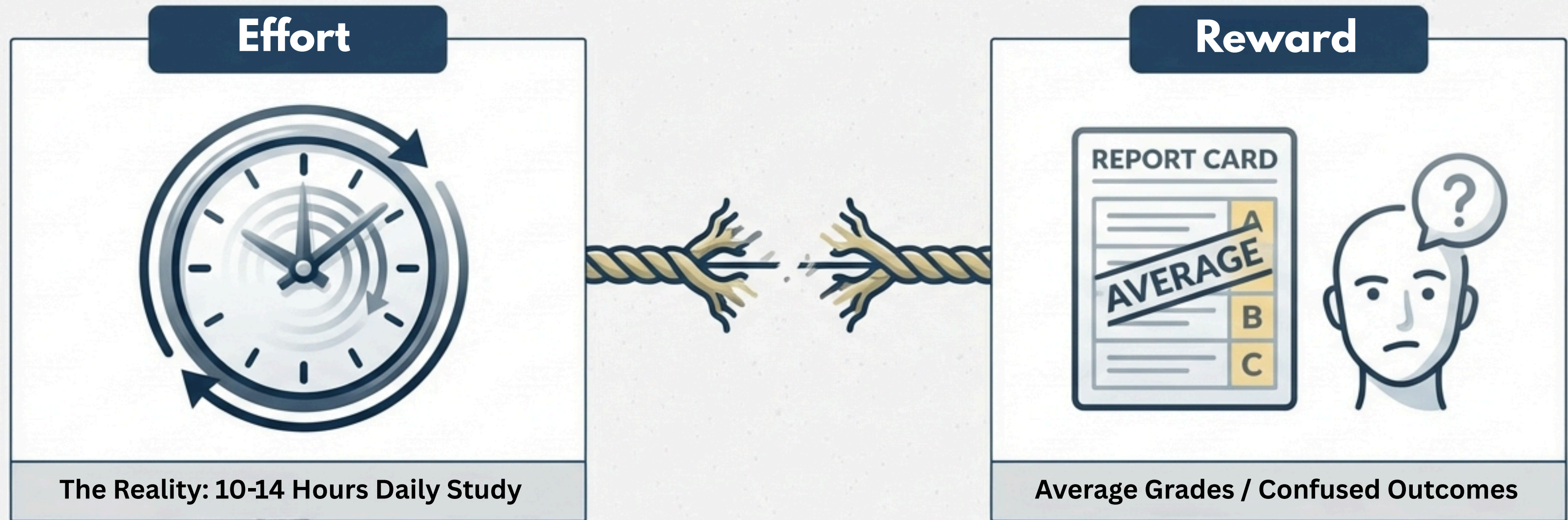
# AWAKEN THE GENIUS

THE FUTURE OF LEARNING

A Partnership Opportunity to Revolutionise Academic Performance

# THE HIGH-EFFORT, LOW-REWARD TRAP

The marks do not reflect the effort students put in.



**Intense Competition:**  
Students are forced to study for long hours.

**Diminishing Returns:**  
Concentration span reduced considerably.

**The Retention Failure:**  
Students forget facts despite repeated revision.

# THE PARENTAL DILEMMA

## Rising Cost vs. Uncertain Futures

Parents know the importance of equipping their child TODAY to be successful in the future.

But traditional ways of studying might just not be enough to succeed in the present times.

### Market Forces

- **Competition:** Increased substantially alongside population growth.
- **Cost:** Education expenses are rising regularly.
- **The Gap:** Limited time and resources to make children “Future Ready”.
- **Relevance:** Content obsolescence high.



At **ATG**, we don't teach SUBJECTS  
- We teach them "**HOW TO LEARN**"



**The Problem:**  
Learning effectiveness

**The Solution:**  
Brain Training

**Our Solution:** A video-based, mobile app intervention that works for ALL subjects and ALL standards.

**The Promise:** Students learn to implement globally proven techniques (over the last 60 years) to improve Brain performance almost instantly

**We don't teach the subjects - we teach the techniques to master them.**

# POWERED BY WORLD CHAMPIONS AND GLOBAL LEGACIES.



**Jas Johari:**  
World Speed  
Reading Champion.



**Maneesh Johari:**  
CEO Buzan  
Centre Pune.

## **Legacy Connection:**

The only centre in India with the trade lineage of  
(Late) Tony Buzan (Originator of Mind Maps).

**Learn from the 1<sup>st</sup> Indians to be Licensed in Mind Mapping.**

# THE 4 PILLARS OF ACADEMIC EFFICIENCY

## Save Reading Time

Double / Triple reading speed WITH understanding



## Save Note-Making Time

Convert 5-10 pages of linear text into a single sheet 'Mind Map'.



## Save Revision Time

Scientific methods to lock information into 'long term memory'.

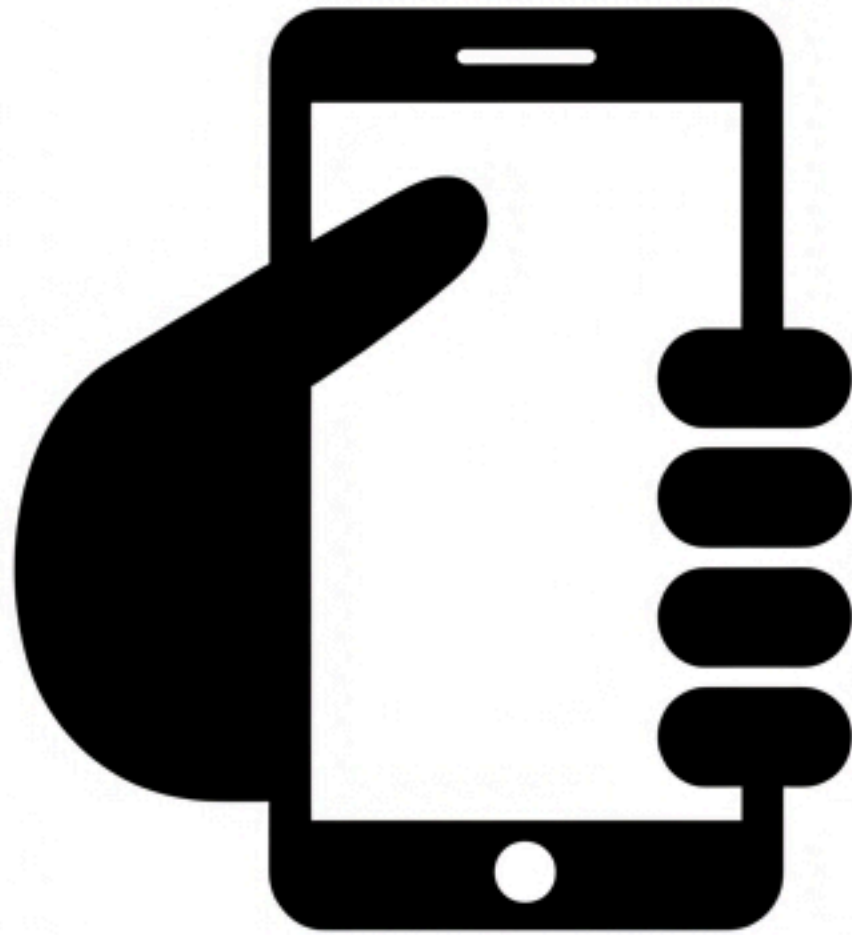


## Save Recalling Time

Active brain engagement to recall facts and figures at will.



# AWAKEN THE GENIUS: THE ECOSYSTEM



**Format:** Mobile App Implementation.

**Usage:** Techniques for academics & careers.

**Implement:** Need to Learn only ONCE in a LifeTime and use them in academics & careers

## The Family-First Model

- One serial Key per Family.
- Siblings can share the same device.
- Increases impacts of all content.
- Cost-effective solution for the whole household.
- Multiple Languages.
- Recommendations to improve Mind Maps created.

# THE CALL FOR PARTNERS: ARE YOU READY TO LEAD?

We are looking for YOU if...

- You are passionate about changing the ways students perform.
- You have the capability of reaching out to your market.
- You have a network of influencers.
- You have the ability to invest funds in a venture with attractive returns.



# UNLIMITED REACH: ACCESS TO DECISION MAKERS



## **Institutional (B2B)**

- Centralised trustees
- Teachers & Government Bodies
- Corporations (Employee Benefits)
- Education CSR

## **Individual (B2C)**

- Direct contact with Parents
- Leveraging Networks: MLM
- Leaders, Insurance Agents, Financial Advisors

# THE BUSINESS CASE: IMPACT MEETS ROI

## Quick Mover Advantage:

Immediate and Long-Term Potential.



## Attractive Returns:

Lucrative financial model.

## Quick Decisions:

Low barrier to entry for parents.

## Network Leverage:

Utilising a network that already trusts your word.

# UNLOCK SUCCESS FOR YOUR NETWORK



This is more than a product - it is a future roadmap.  
Convince yourself about the NEED in the market and  
your ability to make this venture a SUCCESS.

**Equipping children TODAY to  
be successful in the future.**

# JOIN THE MOVEMENT



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**Come, join us.**