



> FINAL SALES PITCH

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> INTRODUCTION

Hi (Parent's Name), My name is Mrunalini calling from White Hat Jr - The Kid's Coding Classes, Good Morning/Afternoon/Evening. Now that the demo class is completed, we wanted to let you know how <kidname> has performed.

<Kid Name> was awarded 3 out of 3 HATS—1 for very strong concentration in class, 1 for solving class exercises with creativity and 1 for great persistence in not giving up until they cracked the problem!

Only 20% of the kids accomplish that...so congratulations! Your kid is a rare mix of logic and creativity and destined for a great future!

I also wanted to get some real-time feedback from you on the:-

- Engagement Level of <Kid Name>
- The (Tutor's name) ability to explain and relate with (kid's name).



- Any other feedback you had on the platform.



> ABOUT THE COURSE

White Hat Jr. is founded by gold medalists from top technology institutes like MIT (Boston) and IIT's and the curriculum is developed over 5 years of research with MIT and TUFTs. We're the **first structured Artificial Intelligence Coding curriculum ever created in the world for kids.**

As you know, the urgency for kids to learn coding is higher than ever and schools have struggled to create coding courses because of the shortage of coding teachers.

- 95% of the jobs that exist today won't exist in 7 years.
- Technology firms have laid off 1.5 Million engineers in the last 3 years. And 3.7 million lawyers lost their jobs in 2018.
- 800 million jobs will be lost to Artificial Intelligence in 2020.

That's why we created the curriculum.



> CURRICULUM DETAILS

Our program has been split into 4 modules .

MODULE 1: The first module is about backend concepts and (child) will learn about Fundamentals of Logic through Sequence, Structure, Command, and Algorithms. After the completion of this module, you will see a massive improvement in the concentration level and logical thinking of the child. Based on our research with MIT and Tufts, parents

have seen their **kid's concentration improve 300% and logical thinking improves 75% on completing this module.** This also leads to a massive improvement in school mathematics scores, in-fact one of our students just ranked #1 in the International Mathematics Olympiad.

MODULE 2 : In Module 2, your kid will learn design thinking. He'll learn to code front-end with UI(User Interface) and UX(User Experience) design. **With this, the single biggest difference that you'll see with that is that your kid will become a creator for life.**

There'll be a fundamental psychological shift that occurs in him wherein he will start thinking that everything in the world is an object created by someone and he can be a creator too.* The earlier the shift happens in a kid, the earlier they'll make a massive impact in the world.

- Elon Musk, best known for founding Tesla, Space X, and PayPal now, programmed his first video game Blastar in 1984 when he was just 12 years old!

- Jan Koum, the founder of Whatsapp, was born in a poor household in Ukraine where his mother worked as a household cleaning lady. He learnt coding in high school and built WhatSapp which was sold to Facebook for \$16 Billion.

- One of our 7-year old students, who saw his dad maintaining the accounts diary for household expenses envisioned an app that would help his father maintain the household budget better. He created an application for maintaining household expenses which actually helped his parents reduce expenses by 37%!

You can imagine if they could create this app at age 7, they'll be very young entrepreneurs in just a couple of years. Like Ritesh Agarwal from India, who founded Oyo Rooms at age 21, and is the youngest billionaire in the world, who started coding at age 9. Or Bill Gates, the Microsoft Founder, who also started coding at age 8.

Does <Kid Name> plays games on your mobile currently? After this program, he will never ask you to play a game on your mobile. He will want to create his own games. He'll never ask you to see a video on the TV Screen. He'll want to create videos.

And with AI taking 800 Million jobs in 2020, the urgency to be a creator is now stronger than ever. According to Mckinsey, in just 7 years, only 5% of people will be creating and giving orders to the machine, 95% will be taking orders from the machine. Your kid should be a creator in this new world.

Sub- Pitch for Girl Child

(Girl Child) Women and Men are represented as 50%-50% in all higher education spheres. But in coding, we have 87% of men and 13% of women and as a result, entrepreneurship has 93% men and 7% women. Our systems send the wrong signals to women that they can't do analytical thinking or code. That's why your girl should take the course now.

MODULE 3: In Module 3, you learn Free - standing syntax through Java/Python and <Kid Name> will combine both back-end and front-end concepts in syntax.

MODULE 4: In Module 4, The child will prepare a fully functional app or a game with Artificial Intelligence which will be ready to publish the play store and the app store. Our kids apps have been widely published in media.

- For example, one of our kids, 9 years old, Vyom Bagrecha created a health converter app that was covered by the Times of India and Wall Street Journal and has been downloaded by thousands of people in 23 countries.
- Safal Sawant, another of our kids, was featured extensively in Zee News for his app on the Indian President. All of these ideas and execution came from the kids themselves.

Given <Kid Name> is a 3-HAT kid, I expect <him/her> to do equally well, if not better! And join the ranks of famous kids like Arjun Kumar, age 14, who created an app that lets parents worried about their kids safety track their kid's school bus exact place and time

of arrival. And 15 Year Old Jack Andraka who created a dip-stick sensor to detect pancreatic cancer at an early stage with AI.



> **48 vs 144 Classes** _____

As you can see we have 3 packages:

- **8 Class(BASIC)--GAME DEVELOPER CERTIFICATION:** Introduction to Coding. In this, your kid will become a certified Game Developer. We will ship the certificate to both your home and your kid's school. Kids build games using **core coding logic concepts** like sequences, commands, and loops. This dramatically improves their logic and concentration.
- **48 Class(Standard)--APP DEVELOPER CERTIFICATION:** This is a full, comprehensive package where <Kid Name> will go from learning the basics of coding to a fully functional app downloadable on the app store. I highly recommend this course because your kid

Examples of apps our kids have created in 48 classes which have been downloaded by thousands across countries:

- 6-year-old Hiranyaa Rajani who created a sign language app for deaf kids. Hiranyaa's brother grew up handicapped in a wheelchair. Within three months of learning to code with WhiteHat Jr, Hiranyaa immediately directed her empathy to create a solution for him. Isn't that incredible?
- 9-year-old Shaurya Sharma made an application for his school to manage the entire school's communication! Like a Slack for Schools. Not only can the parents can have a real-time 1:1 conversation with the teachers, but also they can get 'push notifications' and alerts for homework, announcements, and school events. The whole school is using the application now.

- 7 year old Venkat has made a cryptocurrency for kids. Every time his parents reward him now, it goes into an account. Kids can do daily chores and earn crypto points which they do not encash against sweet treats. Instead, they collect them and encash later for things they really want like a movie night with the whole family.
- 8-year-old Prishaa Shah has made a chatbot for her school which is powered by artificial intelligence— the chatbot can answer questions about the school and any visitor can easily find the information they are looking for just by asking the bot!

These are just some examples. **92% of kids completing the course have created apps that hundreds of people have found useful.**

Like <Kid Name>, Shaurya, Hiranya, Venkat and Prishaa were also 2-Star Kid so we know <Kid Name> will do equally well.

- **144 Class(Premium)**

While the 48-class package is complete in itself, we offer 3 special things with the 144-class package so <Kid Name> can become one of the youngest entrepreneurs in India:

- Top 1% of kids in the 144-class course get a chance to visit Silicon Valley in California an all-expenses trip. There, they'll get to visit Google and Tesla and get mentored by young entrepreneurs like Andrew Sutherland the CEO of Quizlet, who created a billion-dollar app at age 15.
- **Learn SpaceTech concepts—here they stimulate the complete peak of their imagination. They use code to plot astronaut trajectories to the moon, simulate black holes and Milkyway galaxies and create a complete code-based Hubble telescope. Using code to solve space problems gives them the confidence that they can create anything with code.**
- Additionally, they learn advanced coding concepts like regression data modeling to monetize and grow into a global company!

- **300 Class (Frontier)**

The 300 Class package is offered only to the Top 2-Star students who complete trial class activities in record time with great application. In this package, students will create simulations in the complete frontier of human technology, cementing their future as the world's foremost inventors and leaders in science. Additions in the 300 Class course:

- **Life Tech with IoT:** Life Technology is the incredibly cutting-edge science of extending human life-span by as much as 70 years. People will live more than 150 years by marrying gene science with big data and IoT for early detection and prevention of disease. Example, a wearable device will soon detect changes in your body chemistry, process data from millions of other people real-time, conclude that you're very likely to suffer from a heart ailment in 7 years if you don't make the exact corrections to your breakfast now that individuals of your gene chemistry have to do. All this will be available real-time to delay ageing and disease. Students in WhiteHat Jr's frontier course will be the 1st kids in the world to make simulations in life tech.
- **Level-5 Self-Driving Car Simulations with Neural Networks:** I'm sure you're already aware of autonomous or driverless cars. They're driven by sensors and radars but the core component of driver-less cars is Deep Artificial Intelligence. AI processes the images taken by the car of the road into real-time decisions, that cars can make on maneuvering in every type of traffic, which are more accurate than humans. Students in WhiteHat Jr's frontier course will be the 1st kids in the world to learn the deep neural networks that make driverless cars. As you know, we have partnered with Waymo, Google's Self-Driving Car project, to

- Deep Tech: In 300 Class, Students will continue their exploration into deep-tech with advanced AI and ML, blockchain and quantum computing. As you know, these are the most critical skills for the future. Infact LinkedIn's 2020 Jobs Study indicates that the #1 and #2 job in the world will be Blockchain Developer and AI Scientist respectively.
- Finally, when you take the 300 class package you're automatically enrolled to get a chance to win the 15 Under 15 Fellowship. Top 15 Kids under 15 years old who take

the 300 class package will win a WhiteHat Jr \$15,000 fellowship to start their own company. I'm sure you want your child to experience the complete freedom and passion of being an entrepreneur. With the 15 Under 15 Fellowship, your kid will become an frontier entrepreneur NOW not one day in the future. Just like Andrew Sutherland, who started Quizlet at age 15, which is now valued at more than \$1 Billion. Owl Ventures, the Venture Capitalist who funded Quizlet, will be one of the mentors of the kids selected for the WhiteHat Jr "15 Under 15" program.

 **> URGENCY PITCH**

URGENCY PITCH

One other thing I want to share is that since we're a **mission-driven platform rather than a money-driven platform, we don't want parents to ever have a dissonance that their trial teacher was different from the paid teacher.** Hence we only map your trial class teacher to be your final teacher. And 8 out of your teacher's 10 slots have been booked already. We'd love <Kid Name> to join us as <he/she> is a 2 star kid. We love

having 2-star kids on the platform since they become great ambassadors of the program.

<IF THEY SAY CALL ME TOMORROW> Sure! But try your best to let me know by midnight today. I can see in my system that <Teacher Name> still has 4 trials today and since most customers are signing up for a full course, she'll likely reach her 10 students soon. And as I said, we're a mission-driven rather than a money-driven platform. We only want the trial teacher to be the paid teacher.



REFUND POLICY

You should also know we have a :

NO QUESTIONS ASKED, SAME-DAY, 100% REFUND POLICY. As you can see on your screen, we've taken a legal indemnity to refund on the same day. So the decision that you are making currently is not a <FULL COURSE PRICE eg Rs 30,000> decision but a <SINGLE CLASS PRICE eg Rs 625> decision. If you're not happy with the course at any point, we'll refund the remaining classes back immediately on the same day. So, if you're not happy after the 1st class, we'll refund the remaining 47 classes back on the same

day. I must tell you though this has never happened to us as **our renewal rate is 99.3%**. **So less than 0.7% of students have asked for a refund, the lowest in the history of education technology in the world.** Yet, we will offer it anytime 100% REFUND, ZERO QUESTIONS ASKED, SAME-DAY.

LOCKDOWN PITCH (SPECIAL): WHITEHAT JR AS A CORE SCHOOL REPLACEMENT

“1 Hour of WhiteHat Jr= 8 hours of School.”

You must have observed <Kid Name> during the school lockdown. **Most schools have given online resources to kids but kids are not using them.** This is the same thing that happens in schools. Kids are unable to get deeply interested in Maths and Science because they are learning it in a dry, theoretical way.

In WhiteHat Jr, kids use deep **Maths and Science concepts to CREATE objects. This makes them fall in love with their core subjects because they can immediately see the application of the concepts in a way that peaks their imagination.** That’s why, Mr. Kuldeep Patnaik, one of our student’s parents whose kid, Venkat, is doing his 80th class with WhiteHat Jr, said that

“1 hr of WhiteHat Jr= 8 hrs of school.”

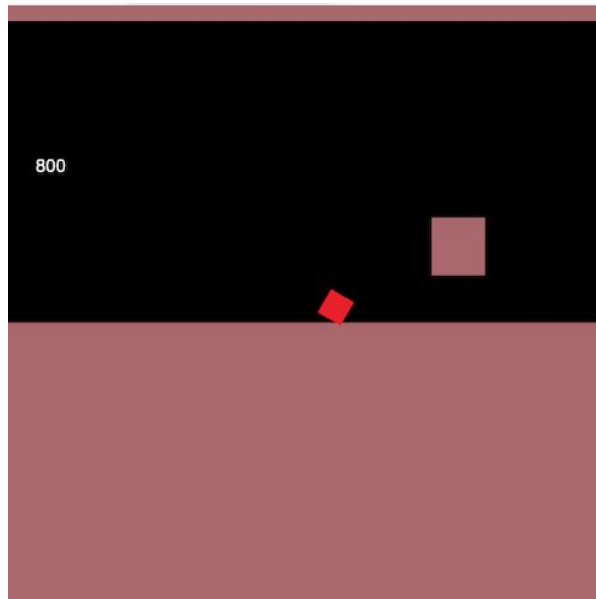
That’s why one of our kids also came 1st in the International Mathematics Olympiad and all children consistently measure a 75%+ increase in logic and 300% increase in concentration after doing the WhiteHat Jr course. Let me give you a few examples:

1. **Physics:** Kids create advanced space tech simulation apps eg an **ORBITER APP** to predict the time taken by earth to orbit around the sun. The data powering the app is based on Kepler's Law. Similarly, they build an **EXHIBIT PROJECT on solar eclipse** using deep gravity theory. In doing so, they start to deeply appreciate Physics because they understand the power of it in exploring space which is the peak of their imagination.



2. **Mathematics:** Maths is used in nearly every app designed by the kid and as a result of the course, every WhiteHat Jr kid falls in love with Maths in the course.

Example, they build a full **CALCULATOR APP** applying all laws of number theory. They learn **randomization and probability** by building uncertainty in the size and placement of obstacles in each of the games they design. Maths, which can appear like a tough, dry subject in school, becomes a source of great delight for them by application in Game Design.



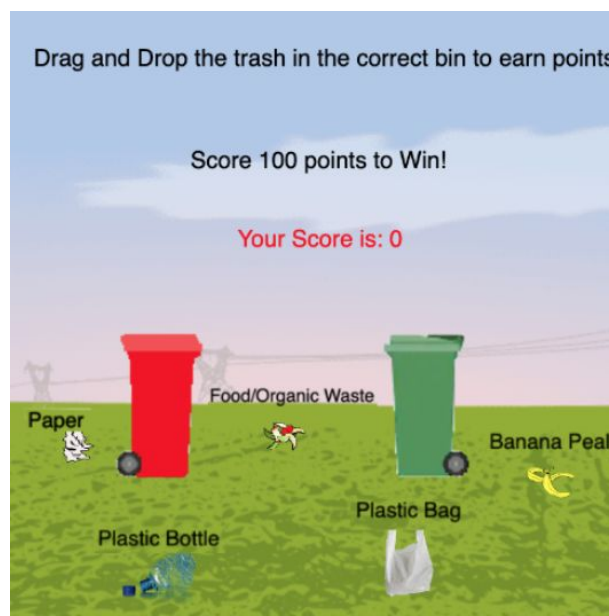
3. **Coordinate Geometry:** You must have seen in the trial class itself how your kid navigated through four quadrants to complete their trial app. Kids learn deep coordinate geometry concepts intuitively when they build apps like **Angry Bird** where they learn velocity, X, Y orientation, manipulating values of + and - to give objects horizontal, vertical, and diagonal movement. Kids start loving Geometry even when they're helping Angry Bird hit the target!

```

49 function TriangleArea() {
50   return 0.5 * getText(▼"text_input3_trianglebase") * getText(▼"text_input2_triangleheight");
51 }
52 function TrianglePeri() {
53   return 3 * getText(▼"text_input3_trianglebase");
54 }
55 function SquareArea() {
56   return Sarea = getText(▼"text_input1_squarelength") * getText(▼"text_input1_squarelength");
57 }
58 function SquarePeri() {
59   return 4 * getText(▼"text_input1_squarelength");
60 }

```

4. Molecular Chemistry: Kids build several applications based on chemistry concepts. Eg. a **SORTER APP** where they first learn the difference between biodegradable and non-biodegradable material waste, and accordingly segregate them for recycling.



WhiteHat Jr is the best option to ensure your child's learning actually **IMPROVES** during the lockdown period. At the end of this lockdown, you'll yourself see the massive difference in your kid's school maths and science scores because they'll have fallen in love with the concepts.



> **FOLLOW-UP URGENCY**

FOLLOW-UP URGENCY

-We wanted to know your decision since we just received the 10th request for her slot and I'd been holding the slot for you.



> FEE STRUCTURE

FEE STRUCTURE DETAILS:-

We have 3 subscriptions to choose from:-

- **Basic-** Introduction to Coding -<FULL COURSE PRICE> for first 8 classes which is at <CLASS PRICE> per class and upgrade to the rest of 40 classes later at same cost. (Initial basic classes only)
- **Standard-** Full Course with Certification and App-Store ready App--Rs<FULL COURSE PRICE> for 48 Classes which is only <CLASS PRICE> per class.
- **Premium-** Entrepreneur-Ready Course with Silicon Valley Mentorship Opportunity and Space Tech- <FULL COURSE PRICE> for 144 classes which are at <CLASS PRICE>/class.

We recommend taking either the 48-class standard package or 144-class premium package because:

1. We align (Teacher's name) for all of (Student's name) 48/144 classes. Kids form a very strong emotional bond with the teacher so we'd love to have them continue with the same teacher for the entire 48 or 144 classes. What happens in the Basic Package, once the classes are completed, you'll be in the same pool as the rest of the kids and since

we're always running over-booked, their teacher won't be available. We try our best from the back-end to assign the same teacher but are usually unable to do so since our teachers are always running fully booked. And we know, the kids will always want to continue since we have a 99.3% renewal rate.

2. You get a 20% discount immediately.

3. Finally, as I said, we have a NO-QUESTIONS ASKED, SAME-DAY 100% REFUND POLICY. As you can see on your screen, we've taken a legal indemnity to refund on the

same day. So the decision that you are making currently is not a <FULL COURSE PRICE> decision but a <PRICE PER CLASS> decision. If you're not happy with the course at any point, we'll refund the remaining classes back immediately on the same day. So, if you're not happy after the 1st class, we'll refund the remaining 47 classes back on the same day. So even if you're sure you want to take only 8 classes, you're better off taking the 48 classes and refunding after 8 classes. You'll have a lower price per class that way!

Finally, you should know about our free scheduling policy.

You decide the date and time of the class. Between Mon - Fri 4 to 9 pm and Saturday - Sunday 9 am to 9 pm, you need to select any 2 classes of your choice. (We block an hour, however, the class is typical of 40 mins) Again, after scheduling, in case you need to reschedule, just inform us 24 hours in advance and we'll happily reschedule.



FAQs:-

1) *I need to discuss it with my Husband.*

Ans - Yes, Please do that, however, our teachers wish for all their slots to be booked for which they do demo classes. So in case you're not going ahead, request you to kindly let

us know in (2-4 hours from the time of the demo class) as we need to align her for additional demo classes.

So I'll call you by ... mention a time, make an entry in your sales log and set a calendar reminder. A reminder with Call Kid's Mother/Father (Class - 1st Feb).

2) I will do it in the holidays.

Ans - The platform has been created to complement academics. Kids on the platform have shown a **300% rise in concentration levels, logical reasoning, and improved academic scores. In fact one of our kids became #1 in the International Mathematics Olympiad.** If you wait until the holidays, you will lose out on the teacher.

3) Involved in too many activities.

Ans - I understand and really appreciate that he's utilizing his time so well. We really suggest that (student's name) makes time for coding through our flexible scheduling policy given the criticality of coding:

- **95% of the jobs that exist today won't exist in 7 years.**
- **Technology firms have laid off 1.5 Million engineers in the last 3 years. And 3.7 million lawyers lost their jobs in 2018.**
- **800 Million jobs will be lost to Artificial Intelligence in 2020.**

We hope (student's name) makes time for coding through our flexible scheduling policy.

5) Coding is being taught in the school.

Ans - Kids in school have never created an app completely on their own before. In our course, 92% kids create play-store ready apps downloaded by thousands of kids in 23 countries. Our platform is 1:1 Live class, where focused attention will be given to your

child, creating an open space for him and to not shy away from asking doubts and clarifications. This is why our Live Classes are being loved far and wide and also the

reason why all the top investors in the world have heavily invested in us as well. A teacher in a school, can't address the doubts of 20+ kids and maintain a speed that is favorable to all kids.

6) How will this help my kid in the future?

Ans - The future IS NOW! Instead of preparing for engineering college where they'll become engineers right in the time when 4 Million Engineers are being laid off every year, your kid will hone all the tools that will help him create his own outcomes and make millions of dollars with their app.

7) Where are your teachers from?

All our teachers are in the top 99.9th percentile from the #1 engineering colleges of India. They have a passion for teaching backed with an MS, MCA, etc

8) How can I know that this is not a fraud company?

State your Name and they could check it on LinkedIn and social accounts. More importantly, you should look at my CEO up - Mr. Karan Bajaj (karanbajaj.com) who has also written multiple books sold both nationally and internationally (Keep off the grass, Johnny Gone Down - Indian Bestseller, the Seeker). You could also visit our office... Also, one of the many VCs funding BYJU's app - Omidyar Network (an Edtech giant) along with Nexus and Owl, the world's largest education technology investor, has also invested in us thereby ensuring our team is robust and ready to scale.