



## Global EdTech Accelerator EDUGILD Enters into Strategic Partnership with Impact Investor Gray Matters Capital

*This is an 'Inter-Accelerator' Partnership aimed at creating and nurturing a pipeline of 'investment-worthy' enterprises in the edtech sector with potential for scale and impact*

**BENGALURU, 30<sup>th</sup> April, 2018:** Pune based [EDUGILD](#), India's first edtech startup accelerator promoted by Maharashtra Institute of Technology (MIT) and Avantika University as Knowledge Partners, today announced that it has entered into a strategic partnership with US-based impact investor [Gray Matters Capital](#).

Gray Matters Capital recently launched [GMC Calibrator](#) – a six month blended accelerator program focused on enhancing user engagement and improving product monetization of mobile apps and digital platforms of organizations in the 'Learning to Earning' space.

### What's the Partnership all about?

- Through this 'inter-accelerator' partnership, EDUGILD and Gray Matters Capital's GMC Calibrator will look to create and nurture a pipeline of 'investment-worthy' enterprises in the edtech sector. These entities will have the potential for scale as well as higher impact in terms of promoting self-learning, improving learning outcomes, employability and bridging of gender gaps - both in education and the workforce.
- Besides collaborating to facilitate institutional partners for advisory, mentoring and scaleup, both EDUGILD and Gray Matters Capital aspire to jointly select and curate education and skilling enterprises for their respective accelerator programs.
- Cross promotional opportunities to showcase solutions of cohort members of both accelerator programs to each other's network including but not limited to access to revenue enhancement opportunities
- The India based enterprises of the EDUGILD cohort will be considered for investment evaluation by Gray Matters Capital and its network of co-investors and funds.
- The cohort of GMC Calibrator will be able to access the canvas of education institutions under the MIT group and their other partner institutions comprising over 80,000 students in the KG to PG spectrum for product testing and piloting of technology led solutions.

Throwing light on the significance of this partnership, **Rishi Kapal, CEO, EDUGILD** said, "Our partnership with Gray Matters Capital is based on a common vision that we share of Edtech



being a catalyst to change the education paradigm in India. This inter-accelerator partnership entailing joint application sourcing, access to mentors, product testing right up to unlocking funding opportunities will help in building a robust edtech sector in India.”

Since its launch in June 2015, the global edtech accelerator has benefited 24 startups across 5 cohorts by providing access to sales and go-to-market opportunities, product lifecycle management support, organisation development inputs, UI/UX maturity, PR strategy, coworking spaces, Investor Relations and global scale-up opportunities. EDUGILD has partners in UK, Israel, China, Japan and ANZ for access to their companies.

“As impact investors, it is equally important for us to nurture the ecosystem. While we have many early stage enterprises in the edtech space in India, not many of them are able to attract investor interest,” said **Ragini Chaudhary, India CEO, Gray Matters Capital**. She added, “This partnership with EDUGILD is an attempt to scout for those edtech enterprises with breakthrough solutions that can benefit the mass market, especially those women and girls in the lower-income groups. The product testing and piloting opportunities that the cohort of the GMC Calibrator can avail will be priceless”

In India, Gray Matters Capital has invested in for-profit education ventures with a focus on access to affordable quality education and on employability leading to a future job ready workforce with 21st century skills. It is the anchor investor in CBA Capital’s Education Catalyst Fund.

### Notes to the Editor

#### About EDUGILD

Based in Pune, EDUGILD is a global edtech startup accelerator which offers intensive mentorship and product realization program to EdTech start-ups around the world. Participants with creative, technology-based solutions to improve and enhance the learning experience in any field are welcome to apply.

EDUGILD is dedicated to supporting start-ups involved in creative use of technology for effectively enhancing learning experience in any field, supported by a world class panel of liberal minds, successful entrepreneurs, institutions, mentors, and investors. Typically, start-ups will be ready for EDUGILD when their fundamental research, concept development and initial feasibility study have been completed. Selected start-ups will be mentored and guided by their network of mentors and subject matter experts in the in-residence mentorship program based in Pune.

For more information, visit <http://www.edugild.com>



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## About Gray Matters Capital

Gray Matters Capital (GMC) is an Atlanta based impact investor with a mission to support "*An education leading to a more purposeful life for 100 million women by 2036.*" In India, it invests in for-profit education ventures with a focus on access to affordable quality education and on employability leading to a future job ready workforce with 21st century skills. Investments in education focused funds; enterprises with break through solutions in education with its edLABS initiative; building markets through ecosystem development and providing value beyond capital through portfolio management constitute the key focus areas of its India strategy.

To know more about Gray Matters Capital, visit: <http://graymatterscap.com/>

Get more details about the **GMC Calibrator** by clicking: <http://graymatterscap.com/gmc-calibrator/>

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