

Rajasthan based Experiential Learning Start-up SRJNA raises funding from Gray Matters Capital’s edLABS

Also receives funds from SucSEED Venture Partners and global investment community Keiretsu Forum

The funding is aimed at augmenting SRJNA’s R&D in STEM focused course content and technology, besides building a channel partner network for a faster growth of its Innovation and Tinkering Labs across schools in India.

JAIPUR / BENGALURU, 6th September 2018: Jaipur based [SRJNA](#), a brand of Elation Edtech Pvt. Ltd., which helps schools to integrate hands on, affordable and turnkey STEM (Science, Technology, Engineering & Maths) solutions in their regular curriculum by setting up and facilitating Innovation and Tinkering Labs, has today announced that it has raised funds from US-based impact investor [Gray Matters Capital](#) under its [edLABS](#) initiative.

edLABS, Gray Matters Capital’s early stage education and skilling sector focused innovation portfolio, is committing \$8 million over the next 3 years to for-profit enterprises to help ‘visionary entrepreneurs’ build breakthrough solutions that address education gaps, 21st century skills and future of work for the Indian mass market.

The funding of SRJNA marks the first of the four investments to be made by Gray Matters Capital through edLABS in September, after closing of a seed round funding of US\$ 150,000 in 21st century skill learning platform – Kidovators in July 2018.

The company has also received funding [Keiretsu Forum](#) – a global investment community of accredited private equity angel investors, venture capitalists and institutional investors and SucSEED Venture Partners in this round.

“We at SRJNA are making it easier for schools to upgrade themselves as a STEM powered school with our comprehensive end to end offerings”, said **Sharad Bansal, Co-Founder and CEO, SRJNA**. “We are happy to have won the interest of investors like Gray Matters Capital’s edLABS who bring in the breadth and depth of domain expertise and high impact network in the education space, beyond capital. With the current round of funding from edLABS, Keiritsu and SucSEED Ventures, SRJNA will look at augmenting its content R&D, technology and building a channel partner network for faster growth across the 1.5 million addressable school market in the country,” he added.

Speaking on the development, **Ragini Bajaj Chaudhary, India CEO, Gray Matters Capital**, said, “Start-ups like SRJNA have understood the importance of developing scientific temper and cultivating the spirit of curiosity, creativity and imagination among young minds – which sow the seeds for future innovations. We would like more girls to get interested in STEM to bridge the gender gap and believe that there is a link between imparting STEM concepts in an experiential manner to improvements in learning outcomes. Our funding of SRJNA is a step to make a difference to the lives of over 250 million school students.”

Throwing light on the investment rationale, **Smita Sircar, Innovations Director – edLABS and Ecosystem Development** said, “We met the team last year and have been tracking the progress since then. SRJNA scores high on innovation quotient as it takes STEM experiential learning into classrooms; has a robust value-chain for delivery and has shown traction in scaling its revenue. It



“Learning by *doing*”



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also aligns with our ecosystem work to enable 21 century relevant learning environments in schools and SRJNA does so via tiered pricing and product structure to cater to the broad spectrum of demand in the market.”

Fostering Innovation and Creativity through Tinkering

SRJNA sells its STEM kits directly to schools and has facilitated the set-up of its labs in 100+ schools benefitting 50,000+ students and 1000+ teachers across 26 cities in 15 states.

STEM Education is key to any nation's success in 21st century especially Interactive Learning. With the Government of India's NITI Ayog announcing the set up of 30,000 innovation play workspaces in the form of Atal Tinkering Labs (ATL) for students in grades 8 to 12 in the next 3 years, SRJNA is well placed to benefit from the Government's flagship program Atal Innovation Mission (AIM) with its dedicated studio labs it sets up in schools to transform ideas into reality via 3D printing, Robotics, IOT, as well as through mechanical and electrical tools in STEM Tinkering Kits.

Besides the Tinkering Labs, SRJNA also facilitates experiential learning of STEM concepts in K10 classrooms through its Innovation Labs comprising teaching aids and student assessments over an online platform. It adopts a 5 dimensional learning approach of seeing, touching, feeling, understanding and performing which help students see the concepts taught by the teacher function in real-time in the classroom.

“Keiretsu Forum seeks to back promising entrepreneurs with ‘smart money,’ where the network's members open many doors to portfolio companies, and SRJNA is an example where we've been able to add considerable value in addition to the money our members invested,” said **Denny Kurien, President & CEO of Keiretsu Forum**. Keiretsu investors who threw their weight behind SRJNA included Dr. Sushil Vachani, former director of IIM Bangalore and Chand Das, former CEO of ITC's education business.

“Our Investors Personally observed the passion and fire in founders' thinking and vision for future of education in India. Their founding team, toolkits and success with their initial customer base was instrumental in our decision to participate in this round to enable their next stage of growth. Our Investors wanted to participate and contribute to system that helped us succeed in life” quoted **Vikrant Varshney, Managing Partner of SucSEED Venture Partners**

SRJNA has also been selected by Govt. of Rajasthan under its [iStart](#) initiative and is among the seven start-ups in the state to be funded through its Bhamashah Techno Fund in June this year.

Notes to the Editor

Reference Photographs – (All founders, Sharad Bansal, Team SRJNA, Teachers in Innovation Lab, Students in Innovation Lab, Team SRJNA, Tinkering Lab)

<https://photos.app.goo.gl/jkzPX2HXyRcNu2wS8>

About SRJNA

SRJNA, incorporated as Elation Edtech Pvt Ltd, is a Jaipur based edtech startup founded by IIT Delhi and XLRI Jamshedpur alumni Sharad Bansal, Om Prakash Kapil Arya & Vivek Pathak. SRJNA believes



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that ‘True Learning comes when it’s being experienced’ and has tailored its offerings based on the 5D teaching pedagogy to promote interactive learning.



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It helps schools set up and manage Innovation Labs and Tinkering Labs, thus helping them integrate hands on, affordable and turnkey STEM (Science, Technology, Engineering & Maths) solutions in their regular curriculum through ‘Learning by Doing’ programmes.

Get to know about SRJNA by visiting <https://www.srjna.com/>

About Gray Matters Capital

Gray Matters Capital (GMC) is an Atlanta based impact investor with a gender lens that is on a mission to support "An education leading to a more purposeful life for 100 million women by 2036." In India, it is focused on making investments in for-profit enterprises providing access to affordable quality education and employability leading to a future job ready workforce with 21st century skills.

The four pillars of its investment strategy in India include: Direct investments via education sector focused funds and co-investments; funding early stage education & employability focused enterprises to pilot breakthrough innovations and help established education enterprises in business line innovation with its edLABS initiative; collaborating with stakeholders of India’s Budget Private Schools (BPS) for improving school quality and creating access-to-market opportunities through its Ecosystem Development initiative; besides helping education and skilling enterprises with mobile based solutions to achieve scale through improved user engagement with its six month zero equity accelerator program – GMC Calibrator, all with an eye on bridging gender gaps in education and at the workplace.

Gray Matters Capital is the anchor investor in CBA Capital’s \$ 20 million education sector focused fund – Education Catalyst Fund which has recently invested in professional education platform Imarticus Learning Pvt. Ltd.

To know more about Gray Matters Capital and its journey of creating impact across the globe, visit: <http://graymatterscap.com/>

About edLABS

edLABS is an initiative of Gray Matters Capital in India to provide very early stage funding to ‘visionary edu-preneurs’ of for-profit enterprises to help them build breakthrough solutions for Indian mass market that address education gaps, 21st century skills and the future of work. It also helps established education enterprises with business line innovation to make their products affordable for schools in the Budget Private Schools (BPS) space catering to students belonging to families in lower income groups, and help improve learning outcomes in the process.

Other than capital, edLABS provides global view, advisory support, networks & scale. Since its inception in March 2017, edLABS has made 5 diverse investments in behaviour architecture, AR/VR curriculum, AI supported tuition platform, vernacular MOOCs and 21st Century Skills Olympiads for kids.

To know more about edLABS and how your enterprise can benefit from it, visit: <http://graymatterscap.com/edlabs/>



About Keiretsu Forum

Keiretsu Forum, a global investment community of accredited private equity angel investors, venture capital funds and institutional investors with 54 chapters around the world, participated in SRJNA funding through its Delhi-NCR, Chennai and Bengaluru chapters, along with SucSEED Venture Partners.

Know more about Keiretsu Forum: <http://keiretsuforum.com>

About SucSEED Venture Partners

SucSEED Venture Partners encourages enabling environment by acting as mentors, accelerators, angels and venture partners to start-up entities and talented & hungry management teams involved and engaged in any area of business and to facilitate, raise, promote, provide and support seed funding, angel investments and venture capital to such entities and teams.

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