

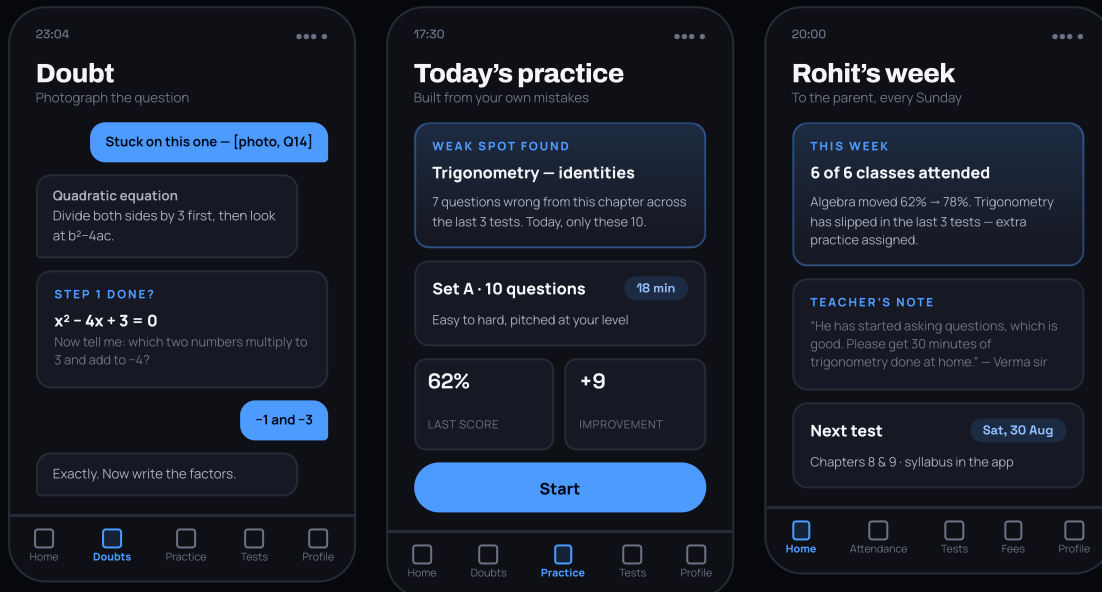
Parents who see proof don't move their child.

One system for a coaching centre: attendance, marks and fees on the parent's phone, a dashboard for you, and a website that brings admissions. Live in 12 weeks.

STARTING PRICE

₹75,000

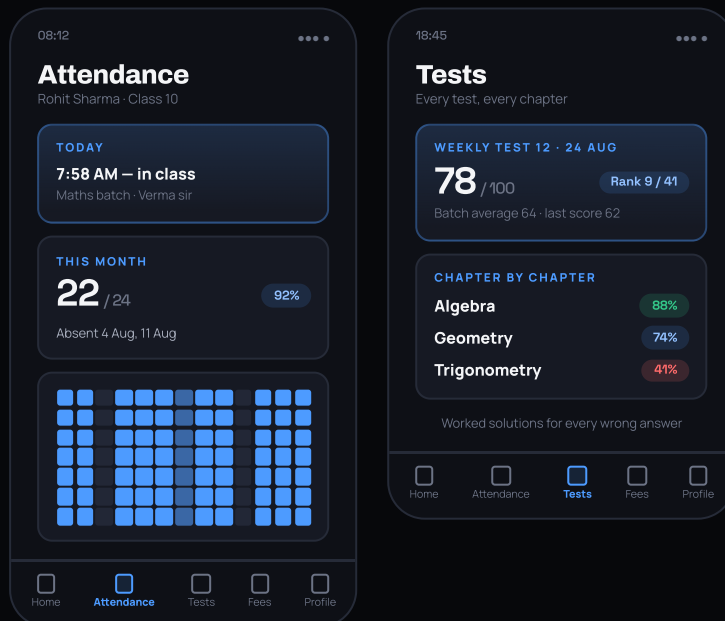
+ ₹6,000/month. The setup covers app, dashboard and website — all three. Marketing add-on ₹15,000/month, separate.



DOUBTS SOLVED AT 11PM

PRACTICE FROM YOUR ERRORS

THE WEEKLY PROOF



ATTENDANCE, LIVE

TEST RESULTS

SAMPLE SCREENS · SAMPLE DATA

THE REAL PROBLEM

The person paying is not the person in the room.

The parent writes the cheque and then sees nothing until the next report card. Three months of silence, and the only signal they get is their child's mood at dinner. That is not a teaching problem — your teaching is fine. It is that nothing you do is visible to the person deciding whether to pay again.

~90 days

OF SILENCE BETWEEN REPORT CARDS

In that gap, a neighbour's recommendation is more convincing than anything you did.

₹3.4L

IN FEES STILL OUTSTANDING

Chased by phone, by whoever remembers, in between classes.

0

WARNING BEFORE A CHILD LEAVES

Attendance and marks were both slipping for weeks. Nobody had a list.

Make the work visible weekly, to the person paying. Fee reminders then send themselves, and the child who is slipping shows up on a list before they leave.

THE PARENT AND STUDENT APP

One app, two people, two different screens

01

Attendance instantly

Child not in class — the parent knows within ten minutes.

02

Every test result

Marks, rank and which chapter is weak, with the graph.

03

Fees from the app

Reminder goes on its own, payment by UPI, receipt immediately.

04

Notes and recordings

Missed a class? The notes and the recording are in the app.

ONLY CHALK DOES THIS

The 11pm doubt, solved at 11pm

A doubt at night waits until tomorrow, and by tomorrow it is forgotten. Chalk reads the question from a photo and gives a *step*, never the answer — so the child learns instead of copying. And every one of those doubts is on your teacher's list in the morning.

A parent does not pay because the child attends. They pay because it feels like something is happening. Weekly proof is that feeling.

YOUR CONTROL ROOM

How much fee is outstanding, right now, this second

dashboard.yourclass.in / fees

Chalk
Dashboard
Batches
Students
Fees
Attendance
Tests & marks
Teachers
Admissions
Reports

STUDENTS
318

FEES PENDING
₹3.4L

COLLECTED THIS MONTH
₹11.2L

ADMISSION ENQUIRIES
52

STUDENT	BATCH	DUE	STATUS
Rohit Sharma	10 Maths	₹9,000	By 5 Sep
Ananya Roy	12 PCM	₹18,000	34 days late
Kabir Jain	9 Science	—	Paid
Meera Pillai	12 PCB	₹18,000	Reminded

One click reminds every pending parent on WhatsApp, with the payment link.

Fee follow-up runs itself — reminder, late fee, receipt

Batch utilisation — which batch is running half empty

Admission pipeline — enquiry to demo to joined

Instalment plans — tracked without a spreadsheet

BEFORE AND AFTER

TODAY

Parent hears nothing for three months

Fees chased by phone, between classes

Attendance in a register nobody reads

A child leaves with no warning

Marks copied into a notebook

The leaving list — flagged as soon as attendance and marks slip

Teacher load — how many batches each one has, and their results

Test analysis — which chapter the whole batch is weak on

Parent meeting slots — the parent books their own

WITH CHALK

A weekly summary every Sunday evening

Reminder and payment link go out on their own

Marked live, and the parent sees it the same morning

Falling attendance and marks raise a flag weeks earlier

Chapter-by-chapter, per child and per batch

A big institute's system, under your own name

Allen, Aakash, Physics Wallah — they all have their own app. A parent picks them because everything there is **visible**, not because the teaching is better.

Your teaching is already better; your students are no worse than theirs. It just does not show. This fixes exactly that.

WHAT I NEED FROM YOU

- Logo files and brand colours
- Batch list, timings and fee structure
- Current student list (Excel or the register)
- Teacher list and their subjects
- Last year's results, whichever you want shown
- One staff member who will own the dashboard

WHERE THE ₹75,000 COMES BACK FROM

Fees arriving on time	Reminder goes on its own, payment takes two taps. Follow-up calls stop.
Children staying	A parent who sees weekly proof does not move mid-year.
New admissions	Website leads, the results page, and referrals.
Filling batches	Empty seats are visible, so admissions get pushed into those batches.
Premium tier	Doubt solving and extra practice as their own monthly add-on.
Leakage closed	Unpaid students and forgotten instalments both stop.

TWELVE WEEKS, START TO LIVE

WEEK 1-2

Discovery

Batches, fees and test pattern settled. Theme approved.

WEEK 3-6

Parent + student app

Attendance, marks, fees, doubts, practice, notes.

WEEK 7-9

Dashboard

Fees, batches, tests, admissions, reports. Old data imported.

WEEK 10-12

Website & launch

Website live, staff trained, parents onboarded.

A 30-minute demo

A working app with your class's name, your batches and your fees in it. The first class to say yes gets the launch price.

Being straight with you: Chalk is at design stage. The screens below are real designs, but the app is not built yet. The first class that says yes gets it built around their brand in 12 weeks, at a launch price.

₹75,000

+ ₹6,000/month

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