



Digital Learning Company  
of the year  
**BUSINESS WORLD EDUTECH  
AWARDS, 2022**



Partnership with top Indian  
Universities: IIT Delhi,  
Hindu College, Jaipuria  
Institute of Management



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# THE BEST START TO A STUDENT'S CAREER

CRAFTED BY LEADERS IN  
BEHAVIOURAL SCIENCE  
POWERED BY AI

# MENTZA IS THAT PERFECTLY DESIGNED LIVE AUDIO PLATFORM POWERED BY HUMAN & AI MENTORS THAT SUPPORTS CAREER JOURNEYS OF MILLIONS OF YOUTH ACROSS INDIA



*"It's exciting to see how technology like Mentza is enhancing learning and self-improvement, and we are committed to ensuring our students leverage these advancements to become the best versions of themselves."*

**DR REKHA KANODIA**

**General Manager, Sparsh Global Business School**



**IIT Delhi**  
Indian Institute of Technology Delhi



**66%**

Fresh college graduates  
feel unprepared for the  
job market



**90%**

Global executives believe  
soft skills are becoming  
increasingly crucial



**46%**

Firms feel they must have  
better mental health  
support at the workplace



Source: <https://www.orfonline.org/research/the-future-of-the-indian-workforce-a-new-approach-for-the-new-economy>

Of the 1000's of students who have  
taken the Mentza Mock Interview only  
**23% of scored 6 or above** at an  
overall level.



# **BRIDGING THE GAPS IN CAREER SUCCESS JOURNEYS WITH BEHAVIOURAL SCIENCE**

As behavioral scientists, we believe youth need an environment that bridges learning and confidence through active speaking—building confidence, structuring thoughts, and influencing effectively.

- 100% psychological safety to start speaking,
- The right level of discomfort to build resilience and confidence, and
- A place for meaningful conversations that sharpen the ability to express and influence.



# TRANSITIONING FROM ACADEMICS TO CAREER SUCCESS



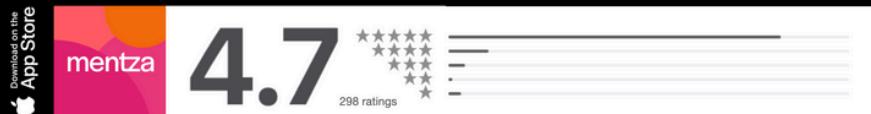
India's evolving job market highlights a gap between higher education outcomes and workplace demands. Many young people lack soft skills like storytelling and communication, limiting their growth and causing anxiety and self-doubt. Addressing this issue is essential to empower them to reach their potential and drive positive change in society.

Students who attempted the AI powered mock interviews on Mentza more than once, typically showed a

**13% increase in scores**

drastically improving their chances at securing internships and jobs.

# MENTZA ON THE APPSTORE AND PLAYSTORE



S S Shah

★★★★★ 28/04/23

One of the best app.I haven't downloaded a better app yet.Best Teachers and people are very supportive here. The best application to learn English and I learned a lot from this application and I am still learning . If you're searching app for learning English at least you should try.This application is not only for English but also for other subjects.

@GauravJain-zo8gt

"Thank you, Mentza and IIT Delhi, for providing such a great platform to build confidence. Indeed, it is a great app and an excellent example of using AI for humanity. This app is a remarkable application of artificial intelligence. I am stunned by its capabilities, as the AI assistant in this app behaves almost like a human. The work done by Intem Lab is unimaginable. Thanks a lot, and Jai Jinendra to the creators. ❤️❤️❤️"

## MENTZA IN THE NEWS

**Business World EduTech Awards**  
Digital learning Company of the year 2022



Home / TMT / Conversational Learning Startup Mentza, IT-Focused Edtech Platform ByteXL Raise Funds

## Conversational Learning Startup Mentza, IT-Focused Edtech Platform ByteXL Raise Funds

By Anuj Suvarna

29 Sep 2021



**Thekarostartup**

Empower Your Journey with Mentza, Anurag Vaish & Team's Mumbai-Based Live Audio Platform Redefining Soft Skills Development

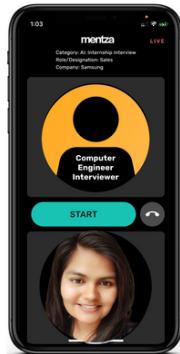
1 DOWNLOADS 1.2 MILLION 40 REVIEWS

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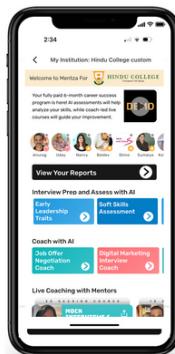
A vertical news snippet from Thekarostartup. It features the platform's logo, a team photo, and a brief description of their mission to empower soft skills development. It also includes download and review statistics.

# OPPORTUNITY TO LEARN & PRACTICE EVERY ASPECT OF CAREER SUCCESS



## 1. AI-Led Interactive Mock Interviews

for Internships, Sales, Marketing, HR, Campus Placements, Technical Jobs, Digital marketing, product Manager...



## 2. AI-Led Competency Assessments

on Emotional Intelligence, Leadership Traits, Communication Confidence and other Soft Skills



## 3. AI-Led Interactive Audio Coaching

on Negotiation Strategy, Interview Prep, Domains of your relevance like ML, Digital Marketing, Sales, Brand Marketing...



## 4. AI-Led Resumé Defence Live Conversations

with Feedback on How to Showcase Experiences and Achievements

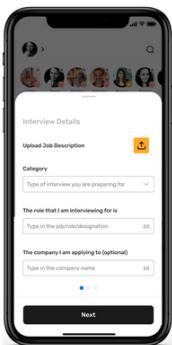


Scan QR code to view the Mentza App demo



## 5. Live Interactive Audio Courses with Expert Mentors

on Interviews, Resumes, Emotional Intelligence, Leadership, Communication Confidence and many others



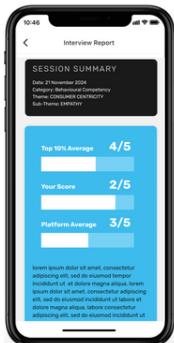
## 6. JD Based Interview Practice

Practice for Campus Placements or otherwise with AI for specific Industries, Companies and Roles



## 7. Practice Speaking in Live Group Discussions

with Friends and Strangers



## 8. Instant Feedback Reports

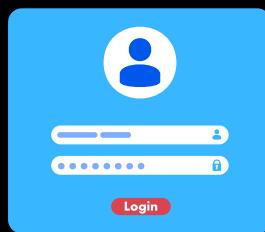


## 9. Rewards and Leader Boards

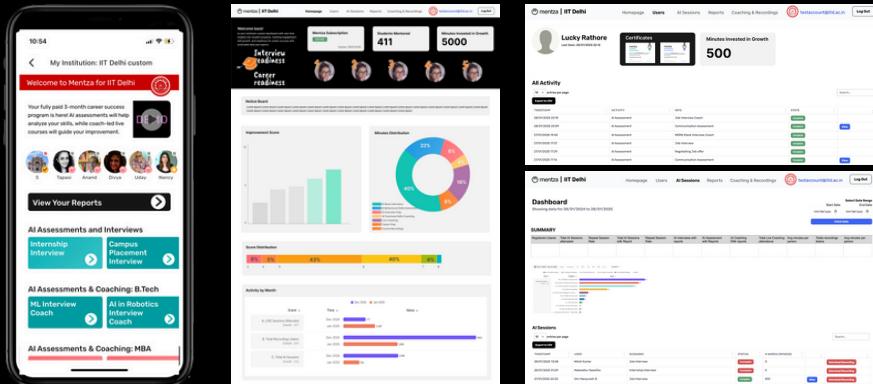
# ADDRESSING NEEDS OF INSTITUTIONS

## INSTANT ACTIVATION

Zero-tech integration required with institutional email led log ins



## CO BRANDING | CUSTOMIZATION | TRACKING DASHBOARDS



- ▶ Students are given access to a co-branded Mentza page.
- ▶ The content on the co-branded page is completely customised to the specific needs of the institution. Admin support to create custom coaching tools - both ai and live mentors
- ▶ Back-end features to upload specific JDs during placement times for custom AI-Interviews.
- ▶ A custom live dashboard is accessible to admin to monitor engagement and track student progress

## DESIGNING FOR ENGAGEMENT - OVERCOMING PROCRASTINATION TO BRIDGE INTENT-ACTION GAP

- ▶ Live sessions, AI assessments, and coaching create a relaxed, conversational environment that mirrors real-life discussions, reducing formality and stress.
- ▶ Immediate, actionable feedback makes assessments developmental, not evaluative, turning each interaction into a motivating mini learning experience.
- ▶ Progress tracking with points, rankings, and rewards enhances motivation, provides clear milestones, and encourages sustained engagement through measurable achievements.

## OFFLINE WORKSHOPS

Interactive offline workshops guide students through the Mentza app, highlighting its features and the crucial role of soft skills in career success.



## A REWARDING EXPERIENCE

- ▶ Students earn certificates to showcase their soft skills growth and enhance their career prospects.
- ▶ With permission from students and institutions, these certificates will also be shared with corporates to boost job opportunities.

### mentza INTERVIEW READINESS



Congratulations to **SHRADDA KELKAR** who has achieved a score of **89.28/100** in Interview Readiness.

CEO & FOUNDER ANURAG VAISH

26 FEB 2025

### mentza CAREER READINESS



Congratulations to **SHRADDA KELKAR** who has achieved a score of **88.88/100** in Career Readiness.

CEO & FOUNDER ANURAG VAISH

26 FEB 2025

# STRATEGIC ADVISOR



## ALOK RANJAN

Former Chief Secretary (Retd.) Uttar Pradesh | Public Policy Expert | Author | Speaker | Thought Leader.

# THE FOUNDERS

125+ years collective experience across Design, Tech, Marketing, Sales and Entrepreneurship



### ANURAG VAISH

CEO

3X founder with a successful exit  
Co-founded Finalmile, a successful behavioural sciences consulting firm in US, Africa and India.  
Executive Team At Fractal, Advisory Board & Mentor: Chrysalis, Gray Matter Capital, TIE  
Over 2 decades of work experience



### ANAND MP

Chief Marketing & Monetization Officer

Marketing, advertising and product management professional with over 2 decades of experience  
Co-founder at Finalmile Consulting, a successful behavioral sciences consulting firm.  
Engineer from CET, Trivandrum and MBA from XIM, Bhubaneswar



### DIVYA BALAKRISHNAN

Chief Engagement Officer

Behavior change and Nudge Specialist spanning over 15 years  
Computer Science Engineer and M.Sc. in Cognitive and Decision Sciences from UCL, London.



### FAREESH VIJAYARANGAM

CTO

Co-Founded It's Alive  
Tech professional with over 15 years of working experience  
Software Engineering at the University of New Brunswick at Fredericton, Canada.



### JAYAL SHROFF

Chief Design Officer

Design professional with a background in behavioral science and a career spanning two decades.  
Masters in Design from Goldsmith University, London.



### TAPASI MITTAL

Chief Growth Officer

Entrepreneur, Design & Behavioral Sciences professional with over 18 years of work experience  
Masters in Architecture from Pratt Institute of Design, New York.



### UDAY KIRAN

Chief Content Officer

Business storyteller, Globally accredited leadership coach. Founder of #1MinuteStories  
MBA with over 2 decades of sales & marketing experience across Wipro, Eveready, Samsung.



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