



Pingerbird

Built for learning. Not for likes.

A social learning network for India's competitive exam aspirants · Kyrix Technologies Pvt. Ltd.

Raising a **pre-seed round**

DPIIT-recognised startup

Incubated at FIST-TBI, IIT Patna

Funded by Startup Bihar

Live on Play Store

THE PROBLEM

No platform owns learning

Instagram owns entertainment. YouTube owns video. WhatsApp owns messaging. Students and educators already learn on all four — informally, and badly.

Telegram	Files and quiz polls, with zero content control and no real scoring or ranking
WhatsApp	Announcements and doubt-solving, buried in the scroll within hours
YouTube	Lecture videos, where an entertainment-first algorithm buries educational reach
Instagram	Quick facts and story quizzes that vanish in 24 hours, with no leaderboard

OUR OWN TEST

One channel · 8 subscribers · 2 days

Cricket		2,000+ views
Biology		~100 views

TRACTION

A live product with real usage

1,300+

DOWNLOADS

400+

MONTHLY ACTIVE USERS

49.2%

STICKINESS (DAU/MAU)

1,000+

DAILY INTERACTIONS

- A Chennai coaching institute **replaced its paid tool** for 130+ active students — and the owner offered to pay while Pingerbird is still free.
- A TNPSC community reached **400 members on roughly ₹1,000** of total spend, about ₹2.50 per member.
- Father's Day Grand Challenge: **175 registrations** across five languages, prize delivered with public proof.

HOW IT WORKS

Content built to be discovered

Instagram has Post, Reel and Carousel. Pingerbird has Quiz, Test, Poll and Competition — formats built for education, and for being found.

- Create a Nest**
A discoverable community around a topic — not just a follower list
- Post a Quiz, Test or Poll**
Structured formats built for education, not repurposed video or text
- Host a competition**
Ranked, prize-backed, and discoverable by anyone searching that topic
- Students find it by search**
Search NEET, MBA or BPSC and see what is actually running today
- The creator gets paid**
Entry fees and premium Nests, with the creator keeping 80% of revenue

BUSINESS MODEL

80/20

The creator or institute keeps 80%. Pingerbird keeps 20%.

Paid competitions

Students pay an entry fee to join a host's competition. The host sets the price — minimum ₹10, no upper limit.

Paid Nests

Creators charge for access to their own premium learning community.

No competitor currently gives creators or institutes a branded competition with revenue share.

MARKET

3 crore+

Students sitting competitive exams in India each year — UPSC, state PSCs, SSC, banking, defence, teaching

~27% CAGR

Forecast growth of India's test-prep market to 2034 as exam prep moves online (IMARC Group)

GO TO MARKET

Partner-led, not paid ads

- Direct outreach**
WhatsApp, Instagram and Telegram outreach to coaching institutes and creators
- Zero-risk adoption**
Pingerbird sponsors the prize, so partners adopt at no cost or risk
- Organic registration**
The partner's existing audience trust drives sign-ups, with no ad spend

Beachhead: state PSC exams — BPSC, MPSC, TNPSC, KPSC. Then SSC, banking, defence.

TEAM

SL **Sathyam Livingstone**
Founder — product, partnerships, growth

Built and shipped Pingerbird end to end

React Native · NestJS · Postgres · AWS

2 yrs SWE, Squapl Technologies

B.Sc Data Science, Karunya

LinkedIn for jobs. Pinterest for inspiration. Instagram for entertainment. YouTube for video.

Pingerbird for learning.

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