

'& INSTITUTIONAL B2B PROPOSAL

# Launch Your Own PTE & IELTS AI Testing Portal

A 100% white-labeled AI testing simulator for study visa consultants and language academies.

Empower your students under your own brand, eliminate competitor leakage, and deliver authentic Pearson-calibrated tests with zero technical overhead.

**100%**

Your Brand & Domain

**24 Hours**

Turnkey Cloud Setup

**GSE / CEFR**

Pearson & IELTS Rubrics

**Zero**

IT or

**Presented by: Dr. Mukesh Parmar**

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Live White-Label Demonstration: <https://www.oxygeneducation.in/demo>

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# The 3 Dilemmas Facing Language Institutes

Why third-party software and manual checking

## 1. Student Leakage to Competitors

- & p Third-party apps (APEUni, Alfa) display competitor ads to your students.
- & p Your hard-earned study visa leads get targeted by rival overseas consultancies.
- & p Dilutes your academy's brand identity; students perceive you as an agent rather than a premier institute.

## 2. Flawed AI Gives False Confidence

- & p Generic portals award fake 90/90 scores to memorized keyword filler templates.
- & p Students fail the actual Pearson exam (falling short of the 65+ visa cutoff).
- & p Leads to angry parents, negative word-of-mouth, and loss of student referrals.

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- & p Instructors spend hours on IELTS Writing T
- & p Checking speaking creates severe
- & p Higher faculty turnover
- & p Slow feedback loop

# The Solution: Your Own Branded AI Testing Portal

Deploy a multi-lakh rupee digital learning asset

## What Your Students & Parents Experience

- '& 100% White-Labeled: Your official logo, brand color theme, and contact info.
- '& Custom Domain Access: Hosted on pte.youracademy.com or practice.yourbrand.in.
- '& Zero Trace of Oxygen Education: Students believe this is your proprietary AI platform.
- '& Official Verified Scorecards: Printable PDF performance reports stamped with your academy's seal.
- '& Comprehensive Practice: Both PTE Academic & IELTS simulators in one single student login.

## What Powers Your Academy Behind The Scenes

- '& Enterprise AI Infrastructure: Powered by Next.js Whisper.
- '& Official Pearson & Cambridge Rubrics: Calibrated for manual work.
- '& Strict Tenant Data Partitioning: Student phone numbers 100% private.
- '& Instant 24-Hour Deployment: Send your logo and we're up tomorrow morning.
- '& Continuous Engine Updates: You receive all future updates automatically.

# Calibrated Pearson PTE Academic Engine

Authentic GSE trait scoring with rigorous ar

## Read Aloud & Repeat Sentence

- Word-level Needleman-Wunsch acoustic alignment.
- Strict grammatical inflection checking (-s, -ed, -ing).
- Acoustic hesitation analysis detecting mid-phrase pauses.
- Speech rhythm and words-per-minute (WPM) tracking.

## Describe Image Simulator

- Supports all 10 visual types (bar charts, maps, process flowcharts).
- Evaluates trends, comparisons, highest/lowest points, and conclusions.
- Realistic 25s preparation and 40s recording window.
- Trait-level breakdown across Content, Fluency, and Pronunciation.

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## &—p The 'Dual-Brain' Fairness Standard (Strict Anti-Gaming vs Genuine Fluency):

- Generic apps award 90s to students repeating filler words like 'I can see blue color, I can see red color...'.
- Our engine strictly enforces Pearson's official rule: 'Mentioning just a few disjointed ideas will negatively affect your score.'
- Canned template hacks are capped at Level 1–2 (50–56 band) with actionable pedagogical feedback.
- Conversely, natural and grammatically articulate students receive the high 75–88+ band scores they genuinely deserve.

# Cambridge IELTS AI Evaluation Suite

15-second essay grading and interactive 3-part

## IELTS Writing Simulator (Task 1 & 2)

- Authentic Computer-Delivered Interface: Full split-pane prompt & essay editor with live countdown timer and word counter.
- Instant 15-Second Evaluation: Complete Band 0–9 score breakdown matching British Council and IDP examiner standards.
- Task Achievement / Response: Checks full answering of prompt, overview of key features, and clear stance.
- Coherence & Cohesion: Analyzes logical paragraph organization, topic sentences, and transition devices.
- Lexical Resource: Assesses academic vocabulary variety, natural collocations, and spelling accuracy.
- Grammatical Accuracy: Pinpoints run-ons, tense shifts, and punctuation errors with suggested sentence rewrites.

## IELTS 3-Part Speaking Interview Station

- Part 1 (Introduction & Interview): 4–5 minute face-to-face conversation (home, work, studies, hobbies).
- Part 2 (Cue Card Individual Long Turn): Realistic topic notepad followed by a 2-minute sustained monologue.
- Part 3 (Two-Way Discussion): Deep abstract questions on opinions, and future developments.
- Immediate Trait Breakdown: Scores Fluency & Coherence, Grammatical Range, and Pronunciation.
- Audio Playback: Students and instructors can replay responses to compare with high-scoring model answers.
- Zero Faculty Workload: Conduct mock tests at your own pace, with teachers for entire afternoons.

Batch & Student Roster

Organize students into batches (Morning 8 AM, Evening 6 PM, Weekend).

One-click enrollment and quota management.

Export student attendance and score logs to CSV.

Live Test Attempts Log

Monitor student practice sessions in real-time.

Listen to students' recorded audio files directly.

Review full written essays with examiner corrections.

AI Quota & Budget Control

Transparent dashboard for students.

Monitors speaking time

Zero surprise budget predictability.

| FEATURE CAPABILITY   | GENERIC THIRD-PARTY APPS (APEUNI / ALFA)      | YOUR BRANDED                            |
|----------------------|-----------------------------------------------|-----------------------------------------|
| Brand Identity       | ' Displays competitor logo & outside visa ads | ' 100% Your Academy Logo                |
| Student Data Privacy | ' Contacts shared with third-party app owners | ' Strictly isolated in your environment |
| Verified Scorecards  | ' Generic PDF with app watermark              | ' Official report card with your logo   |
| PTE + IELTS In One   | ' Requires 2 separate apps & subscriptions    | ' Unified single portal for both tests  |

## Printable Scorecards Stamped With Your Brand Tangible, credible proof of progress that delights students

**YOUR ACADEMY NAME**

OFFICIAL LANGUAGE ASSESSMENT CENTER

VERIFIED

Candidate: Rahul Patel

Exam: PTE Academic Mock

Student ID: STU-101-AHM

Date: 21 October 2026

OVERALL PTE ACADEMIC SCORE

**78 / 90**

Superior English • Australia & Canada Eligible

**Content & Knowledge Coverage: 82 / 90**

**Oral Fluency (Speaking Rate 138 WPM): 78 / 90**

**Pronunciation & Articulation: 75 / 90**

Authenticated by Pearson GSE AI Core • Report ID: #OX-2026-9812

### Why Branded Scorecards Supercharge Referrals

- & Parental Satisfaction: Parents see tangible proof that their tuition investment is producing quantifiable band improvements.
- & Viral Word-of-Mouth: High-scoring students proudly share IELTS reports on Instagram and WhatsApp, generating leads.
- & Official Documentation: Provides authentic diagnostic sessions when filing Canadian, UK, or Australian visa applications.
- & Zero Manual Effort: Generated automatically the moment the test is complete; ready to print or email with 1 click.

# Enterprise Security, Data Isolation & Privacy

Your students belong exclusively to you — zero data s

## Ø=Ý Cryptographic Multi-Tenancy

- Every partner institute operates within an isolated tenant partition.
- Student phone numbers, mock test scores, and essays are segregated.
- No competitor can ever view, search, or access your student database.

## Ø=Þáp End-to-End Encryption

- All audio recordings and student transcripts are encrypted in transit (TLS 1.3).
- Automated bot defense and rate-limiting prevents content scraping.
- Secure cloud database backups performed automatically every 24 hours.

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## Ø>Ý Our Ironclad Non-Compete & Data Ownership Pledge:

- We operate purely as your technology infrastructure partner.
- We will NEVER contact, message, or solicit your enrolled students for visa consulting or classes.
- You maintain 100% legal ownership of your brand and all student relationships.

# Compelling ROI: Costs Less Than 1 Student Fee

Generate massive profitability while offering a world-class AI coaching experience.

## What If You Build Custom Software Alone

- ₹ 8,00,000 to ₹ 12,00,000 upfront development cost.
- ₹ 25,000/month recurring developer & server salaries.
- 6 to 9 months development delay before launch.
- Constant AI model drift, API breaks, and bug fixes.

## With Our Turnkey White-Label Partnership

- Zero development capex; predictable monthly costs.
- Launch in 24 hours with fully tested, production-ready AI.
- Free automated SSL certificates, cloud hosting, and domain.
- Instant 10x marketing advantage over local competitors.

## Let's Break Down The Real-World Economics for a 50-Student Coaching Center:

50

Enrolled Students / Month

Rs. 7,50,000

Your Tuition Revenue (@ Rs. 15K)

Rs. 14,999

Your Platform Cost (Growth Tier)

< 2.0%

Cost As % of Revenue

**Bottom Line: You earn over Rs. 7,35,000 in net profit while offering a premium AI platform that guarantees student success.**

## Partnership Packages & 24-Hour Onboarding

Transparent commercial packages to

### STARTER TIER

**Rs. 6,999 / mo**

Up to 25 Active Students

- PTE Academic AI Suite
- Your Logo & Brand Colors
- Director Admin Console
- Annual: Rs. 65,000 / year

### GROWTH COMBO &

**Rs. 14,999 / mo**

Up to 75 Active Students

- BOTH PTE + IELTS All-in-One
- Custom Domain (pte.yourbrand.com)
- Priority WhatsApp Faculty Support
- Annual: Rs. 1,40,000 / year

### ENT

**ERP****RIS****E C****OM****BO****Rs.****29,9****99 /****mo**

Up to 200 Active Students

PTE + IELTS All-in-One

Custom Domain

Quarterly On-Site

Annual: Rs. 2,80,000 / year

## Ready to Launch Your Academy's AI Testing Portal?

Step 1: Send us your institute logo & color preference.

Step 2: We configure your tenant & custom domain within 24 hours.

Step 3: Handover admin login — start enrolling students immediately!

**Contact Dr. Mukesh****Parmar: +91 73831****Email:****support@oxygeneducation.in**Interactive Demo: [https://](https://www.oxygeneducation.in/demo)[www.oxygeneducation.in/](https://www.oxygeneducation.in/demo)

demo