

## Course 1 Project- Product Management Fundamentals

Hello students! Hope you are having a great time learning product management and are gearing up to become amazing product managers.

### Problem statement:

Do a consumer and market research to understand if Metaverse is the future of education and prepare a research report.

### Expectations from the project:

1. Perform market research
  - Estimating market size
  - Performing competitor analysis
2. Perform user research
  - Gather quantitative data about your users via surveys
  - Conduct user interviews
  - Build user personas based on your findings
3. Share your findings by preparing a presentation and converting it into PDF.

The table below presents the rubric for this project

Components	Marks
Market Research	25
User Research	25
Your Suggestions/Findings	10

### Project submission

You can convert your research report in the PDF format and upload it on the platform. In case of any confusion on how to upload the report, please refer to this PDF.

# QUESTIONNAIRE

## METaverse IS THE FUTURE OF EDUCATION

\* Indicates required question

---

### 1. What is metaverse technology? \*

*Mark only one oval.*

- ☐ A type of video conferencing software
- ☐ An online social networking platform
- ☐ A fully immersive virtual world
- ☐ A popular science fiction concept

### 2. How can the metaverse enhance education? \*

*Mark only one oval.*

- ☐ By providing real-world hands-on experiences
- ☐ By replacing traditional classrooms entirely
- ☐ By reducing the need for teachers
- ☐ By increasing the cost of education

### 3. How does the metaverse promote personalized learning? \*

*Mark only one oval.*

- ☐ By replacing teachers with artificial intelligence
- ☐ By providing the same content to all learners
- ☐ By allowing students to customize their virtual avatars
- ☐ By adapting educational content to individual needs

4. **What challenges might arise from implementing the metaverse in education?** \*

*Mark only one oval.*

- ☐ Decreased student motivation and engagement
- ☐ Limited access to technology and VR devices
- ☐ Increased student-teacher interaction
- ☐ Reduced flexibility in learning options

5. **What is one potential benefit of using the metaverse for education?** \*

*Mark only one oval.*

- ☐ Limited access to educational resources
- ☐ Limited interactivity and engagement
- ☐ Enhanced collaboration among students
- ☐ Increased physical activity

6. **Which of the following is a potential disadvantage of metaverse-based education?** \*

*Mark only one oval.*

- ☐ Increased cost of educational resources
- ☐ Limited access to real-time feedback and assessment
- ☐ Limited opportunities for creativity and exploration
- ☐ Enhanced social interaction and communication skills

---


This content is neither created nor endorsed by Google.

**Google Forms**





# “METAVERSE” The Future Of Education!!!



**Metaverse** can also be referred to as a future iteration of the internet. This will allow users to work, meet, play games, and socialize together in virtual 3D spaces. The metaverse would connect multiple platforms, similar to the internet containing different websites accessible through a single browser. Although metaverse isn't yet completely in existence, some platforms contain metaverse-like elements. For example – video games.

### **Potential of Metaverse in the Education Industry**

The metaverse is going to have a massive impact on how we live our lives. Metaverse is a combination of two technologies as Augmented Reality (AR) and Virtual Reality (VR). Along with other related technology stacks, the metaverse will bridge the gap between the physical realm and the virtual world. One of the highest affected industries via Metaverse would be the education sector.

With Metaverse, learning will become more engaging and meaningful. It will also enhance the learning experiences. A Virtual Reality (VR) and Augmented Reality (AR) based education system will have more potential to break down boundaries between traditional methods of study. Metaverse will be able to demonstrate how diverse ideas can be applied to real-world circumstances effortlessly.



# MARKET RESEARCH

The metaverse is where the physical and digital worlds come together. The market research involves the market size parameters which are broadly classified into three categories based on its availability of the demographics of our potential users of the metaverse technology in education. The three categories are:

1. TAM (Total available market) : As per the estimation in the year 2022, The global metaverse market size was valued at US \$65.5 billion in 2022 and is projected to grow from US \$82 billion in 2023 to US \$936.6 billion by 2030.
2. SAM (Serviceable addressable market): In India, the market size of metaverse is US \$2.4 billion and it is expected to reach US \$33.9 billion by 2030.
3. SOM (Serviceable obtainable market): In India, the metaverse education market size is projected to reach US \$56.73m in 2023 and also resulting in a projected market volume of US \$763.70m by 2030.



# COMPETITOR ANALYSIS

The competitor analysis is performed to analyse the presence of direct and indirect competitors and learning from them in order to develop an effective product strategy. The benefits of competitor analysis can be listed as:

1. To anticipate market shifts with the help of consumer trends.
2. To improve the product or service by spotting best ideas from the competitors.

The companies using metaverse technology in the education sector are:

1. NextMeet
2. AxonPark
3. Immerse
4. VRAcademi
5. Gatherverse
6. Inevitable Media
7. Hatch Kids
8. Dallas Hybrid Prep
9. Roblox
10. TinyTap
11. Talespin
12. Multiverse
13. Tomorrow University of Applied Sciences
14. Edverse
15. Labster





16. MARVUS

17. Koala

18. MedRoom

19. Govak reality

20. Novartis

21. Shenzhen Meten International Education Co. Ltd.

22. Arizona State University

23. Invact University

24. 21K School

25. Skillful Craftsman Education Technology Ltd.

	NextMeet	Hatch Kids	Edverse
Market Share and Trends	US \$56.73m	US \$56.73m	US \$56.73m
Strategy and Investments	Lead investor Sudhakar Reddy has invested \$200K	Lead investor Elevation Capital, Matrix Partners India has invested \$12M and \$4M in 2 rounds.	Edverse - Education Metaverse Company has raised a total of \$700K in funding over 1 round
Target Markets	Edtech and Remote working	Building a global online school for 21st-century skills	It offers an interconnected and technology-driven digital learning platform cosmos, enabling learners to enhance their education through immersive technology and can hyper-personalize their learning journey
Strengths	Dedicated 3D Spaces For Meeting, Virtual Event Platform, Learning and Working.	In 6 months, the platform has grown organically to over 1.1 million users across 150 countries via school, government, and ed-tech partnerships.	Edverse works within the '4E' framework of Enrich, Engage, Excel, and E

Weaknesses	Privacy issues and identity hacking and VR is yet to be launched.	Yet to launch courses in XR.	NA
Technology position	NextMeet is actively using 52 technologies for its website, according to BuiltWith. These include Global Site Tag, Wordpress Plugins, and nginx.	Camp K12 uses 18 technology products and services including HTML5, jQuery, and Google Analytics, according to G2 Stack. Camp K12 is actively using 83 technologies for its website, according to BuiltWith. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.	<u>Edverse - Education Metaverse Company</u> is ranked 2,980,511 among websites globally based on its 4,967 monthly web visitors.
Pricing	NA	Starts from <b>\$160/mo</b>	NA
Channel strategy	Engaging their existing communities	Students can publish and play their creations on a range of supported devices including iPads, smartphones, computers and even professional VR headsets.	Edverse is a team initiative that has collaborated with the Global Mammoth Pearson and provided an immersive and forward-thinking learning experience for more than 200,000 learners.
Reaction pattern	Immersive marketing campaigns	More than 3.6 million projects have been made by students on the platform, in the classroom, and beyond	Edverse's pillars are learners, educators, creators, and advocates. These stakeholders deeply close the 'phygital' gap and allow for an interconnected and unlimited learning ecosystem



# USER RESEARCH

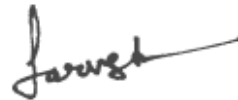
The given survey can be filled out by clicking the following [link](#) and responses will be recorded individually to assess the understanding of the product to be launched for users.

# Certificate of Training

---

**Pratibha Mishra**

from New Horizon College of Engineering has successfully completed **Product Management Fundamentals** course as a part of the Product Management. The course consisted of Placement Pre-Assessment Test, Introduction to Product Management, Research and Validate, and Building MVP modules. Pratibha has scored 55% marks in the final assessment of this course.

A handwritten signature in black ink, appearing to read "Sarvesh".

**Sarvesh Agarwal**  
FOUNDER & CEO, INTERNSHALA

Date of certification: 2023-06-12

Certificate no. : c6c9wvvhbanc

For certificate authentication, please visit [https://trainings.internshala.com/verify\\_certificate](https://trainings.internshala.com/verify_certificate)