



# COMMUNE

COMMUNE V2.0

# Our Aim

**To provide practical education of the subjects that will be needed in the jobs of the future and not taught in the traditional education system.**

C O M M U N E

# What is **COMMUNE** ?

**Commune is a non-traditional education platform that provides practical education about subjects that are needed in an advancing world and are not taught in traditional education in a fun and engaging manner.**

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# Who is our **Target Audience** ?

The teens and young adults of India  
between the age 12 and 25  
who are mostly students.

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# What is the need of **COMMUNE**?

The current education system which is prevalent in India was introduced in the 19th century. Even with the hardly changing education system the demand for jobs has witnessed many changes owing to the invention of the Internet, blockchain, artificial intelligence to name a few.

Therefore, we believe that the education system should evolve as well and it must not be confined within the four walls of a classroom where students memorize the information and must enjoy learning in a practical way.

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# Why focus on India?

**A.** India has the highest population between the age of 12 to 25, in the world with an estimated figure of 300 million.

**B.** Indians on an average spend a lot of both time and money on online education. The estimated market growth in India of USD 2.8Billion just proves this fact.

# What makes us Different?

**A.** There are several courses and videos that created by individuals or institutions available on the internet.

But there are a few issues:

**1.** Quality of content: Eventhough there are videos and articles available on certain skills across social media platforms such as YouTube.

But there is no assurance of the quality  
We will only be including individuals who have ahigh knowledge and experience of the respective subject which will be verified.

# What makes us Different?

**2. Lack of features and interactiveness:**  
Most of the videos and courses on the internet are one-way communication and lack some important learning tools which are vital for learning for our target audience. We will provide several learning and interactive features such as live classes, doubt clearing helpline, tests, and certificates as well as rewards after the completion of certain courses.



# What makes us Different?

## **B.** The team behind Commune:

The team behind commune belongs to the same age group as the target audience and hence can understand what the target audience truly desires.

## **C.** The presentation:

Most of the courses found online are focused towards specific skills and are mainly focused towards people looking to add a skill to their resume.

Instead of courses, it will be presented in the way of different subjects and will be presented as a necessity.

# How We **Function**

Curated tests and the different learning tools will be created by the help of these teachers.

Instead of having seperate courses, the student can choose a subject and based on their interests the student will be suggested on what to learn next or it can be done by the student manually.

The student will have access to the entire library of the subject they choose depending upon their subscription.

After the compeletion of certain parts of the subject the student will be rewarded with gifts and certificates.

# How We **Function**

Teachers will be hired only who have practical knowledge of the subject and can engage with the students while teaching them.

The library of the subjects will be made while focusing on three subjects only:-

- 1.Coding
2. Investing
3. E -sports

The videos and live videos recorded by the teachers will be of good quality and shot only within the premises of Commune institutions.

The teachers will be provided with all the teaching tools that can match the imagination of students as well as the teachers.

# Marketing

- 1. Visiting different schools in india presenting our ideas and providing free workshops.**
- 2. Marketing campaigns to show why the subjects we teach are important across different media.**
- 3. Providing certain snippets of our subjects or skills free on social media platforms.**
- 4. have special sessions with the popular celebrities in the respective subjects we teach.**
- 5. Providing free trials of our service.**
- 6. Low subscription fees and a variety of plans to reach out to the Indian masses.**

**While marketing will focus mainly on the target audience of 14-25 year olds we will also focus on the parents who in most of the cases are the decision makers in India while subscribing for Commune.**

# Future Plans

Commune will initially focus on tier 1 cities of India but will eventually expand to tier 2 and 3 cities as well. Primarily we will be teaching only 3 subjects but we plan to keep expanding our library for not only these but other subjects too.

Emphasizing on practical learning, we plan to provide part time jobs, internships and freelancing opportunities to our students.