CASE-STUDY

WHOA!

CASE STUDY ON
"LET'S e-LEARN"

Study Carried By:
AAYUSH KUMAR
(IIT Guwahati)
k.aayush@iitg.ac.in

15.01.2022

"We need technology in every classroom and in every student and teacher's hand, because it is the pen and paper of our time , and it is the lens through which we experience much of our world."

-David Warlick

INDEX

01 INTRODUCTION

02 PRESENTATION

03 ANALYSIS

04 CONCLUSION

WHY LETS e-LEARN??

- India has a big role to play in the global education industry, being home to one of the largest networks of higher education institutions in the world.
- Incorporating technology in our education system has been the need of hour since the last decade.
- The betrayal of Covid-19 pandemic has now compelled to do so.
- Our Ed-Tech service assist in this process by providing easy and affordable service to all the stakeholders.

ADVANTAGES OF ONLINE LEARNING

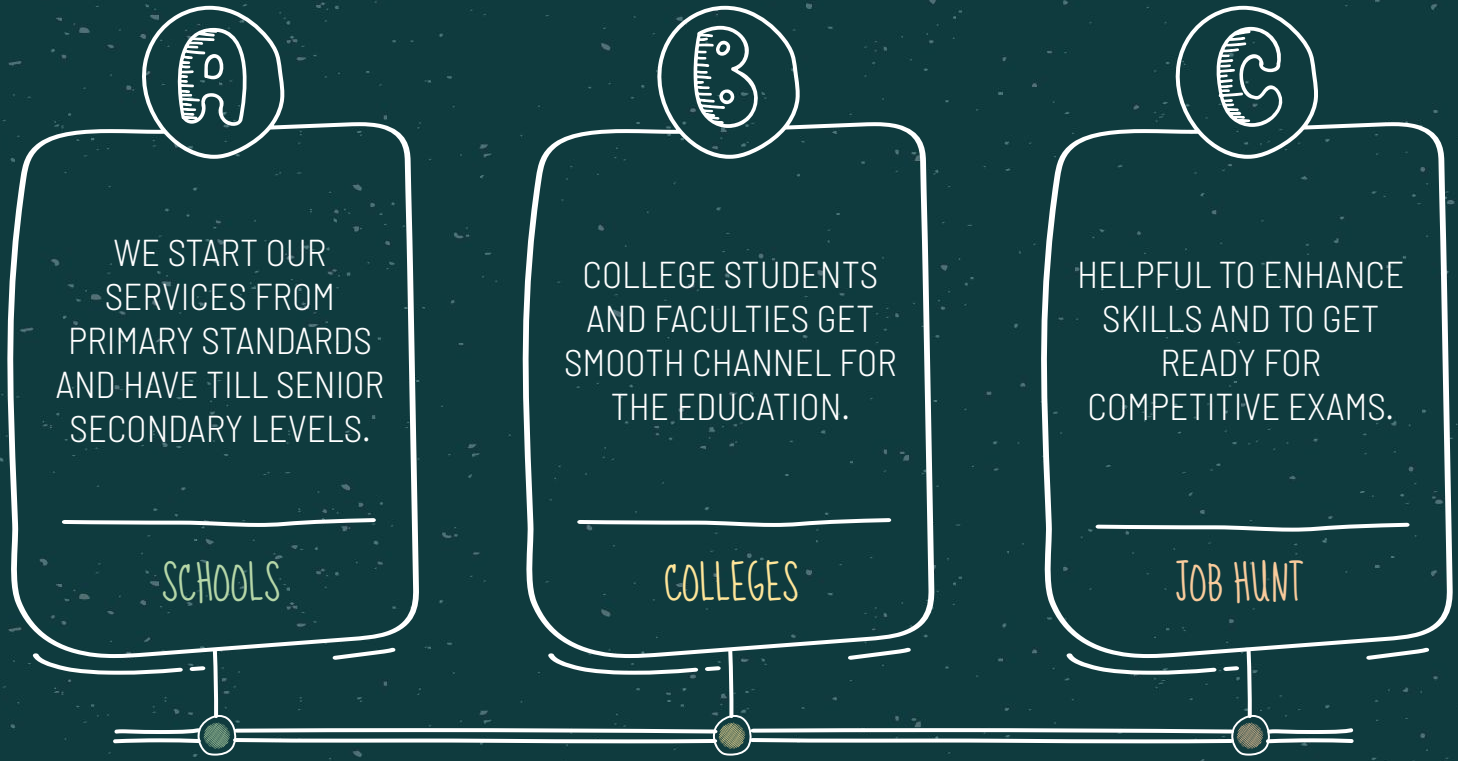
01 LOWER COST OF EDUCATION.

02 SCALABILITY OF EDUCATION.

03 GREATER AVAILABILITY OF QUALITY EDUCATION.

04 LEVERAGING DIGITAL INFRASTRUCTURE.

OUR SERVICES



YES, THE WEIGHT OF BAG IS MINIMAL!!

Credits:
Only laptop or smartphone needed.

260,300,000

Students are enrolled in India's School and Colleges.

770,000,000

¡INTERNET USERS!!

974,000,000

INTERNET USERS BY 2025.

MAJOR STEPS

Launch of the start-up supported by profound marketing strategy.

The service of the company reaches to the stakeholders with utmost convenience.

Spending on maintaining the company and earning profits on the ground of honest service.

Being the responsible firm of the nation, pays appropriate tax.

LAUNCH

SERVICE

REVENUE

TAX

STRATEGY

1
STRATEGIC NETWORK CREATION.
2
RATED ADVERTISEMENTS.
3
DEVELOPING CONSULTATIVE SALES AND SOLUTIONING CAPABILITIES.

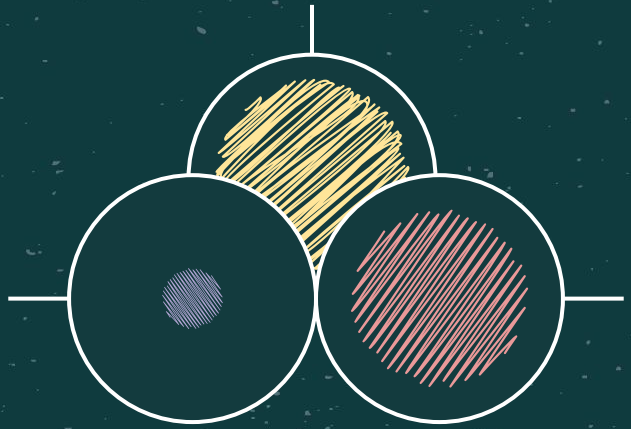
WE PROVIDE SERVICES INTERNATIONALLY ACROSS 30 COUNTRIES.

Having headquarter in India we assure equally trustworthy service from all our international extensions.

MARKETING POLICY

65%

EXPENDITURE ON PROVIDING SERVICE.



5%

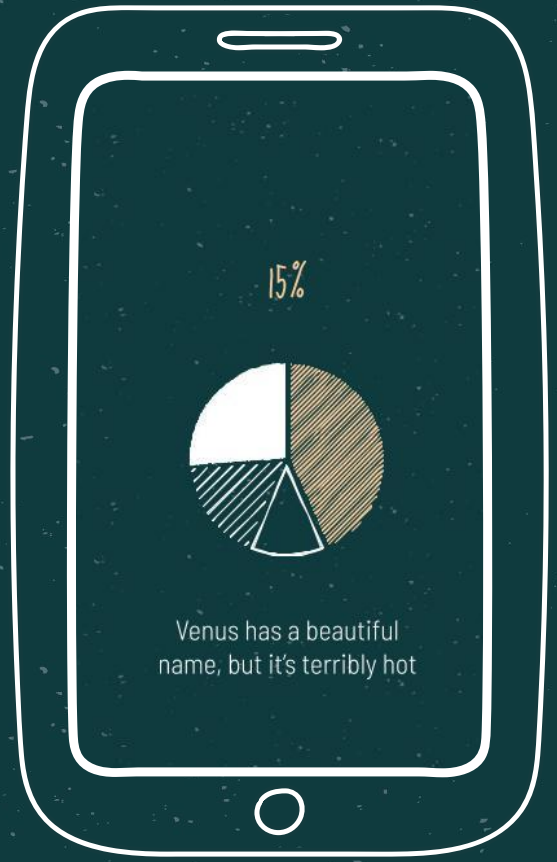
MARKETING AND ADVERTISEMENTS.

30%

MAINTENANCE

DESKTOP SOFTWARE

1. LETS e-LEARN APP.
2. COMPATIBLE WITH ALMOST ALL THE SYSTEMS.
3. DESKTOP APP OR ONLINE USAGE.
4. CLOUD STORAGE SUPPORTED.



MOBILE APP

1. LETS e-LEARN APP.
2. AVAILABLE ON PLAYSTORE AND APP STORE.
3. LOW SPACE ON DEVICE AND HENCE SMOOTH ACCESS.

MAJOR COMPETITORS

UDEMY

UNACADEMY

BYJU'S

IN ADDITION 100s OF MORE SUCH PLATFORMS ARE OFFERING A TOUGH COMPETITION.

2 YEARS GOALS

MON	TUE	WED	THU	FRI	SAT	SUN
1. A $100 MILLION COMPANY.						3. TRIPLE THE USERS AS OF NOW.
		2.EXPANDING SERVICES OVER 50 COUNTRIES.				

APPENDIX {BIBLIOGRAPHY}

VECTORS:

- Wikipedia
- https://indbiz.gov.in

ICONS:

- Internet

PHOTOS:

- Google Images

THANKS!

Do you have any questions?

k.aayush.iitg@gmail.com
+91 9079601356
https://www.letse-learn.com

This presentation is prepared on the basis of owner's goals and suggestions from the PR and Branding team.