

COMPARISON WITH FUTURENSE COMPETITORS

Company	Main Focus	Delivery Model	Partnerships
	AI & tech upskilling + Futurense global pathway degrees + enterprise talent skilling	Online programs, hybrid degrees with reputed institutions, career & placement support	IITs, IIMs, global universities (US/EU)
UpGrad	Professional upskilling and university-issued degrees	Online live classes & assignments + extensive career support	80+ university partners worldwide
Scaler	Intensive <i>software, data science & engineering training</i>	Live cohort-based bootcamps + mentorship + placement prep	Industry mentors, some long-term MS programs
Intellipaat	Practical tech upskilling with industry partnerships	Live + self-paced modules, project work, lifetime material access	Partnered with tech companies & certificate providers

What Competitors Are Doing Differently

UpGrad

University certifications and degrees — degrees are issued in partnership with reputed institutions, often nationally and globally recognised.
 Large catalog (tech, business, management, MBA, executive programs).
 Strong corporate B2B offering, including enterprise upskilling.

Scaler

Highly technical, mentorship-driven model with strong emphasis on DSA, system design, deep programming and technical interview prep.
 Live and cohort-based programs with structured feedback and mock interviews.
 Expanding into residential programs, undergraduate and postgraduate tech degrees.

Intellipaat

Live sessions + practical projects with lifetime access to materials.
 Strong industry-aligned certifications and portfolio-focused project work.
 Blends academic input with practical tech tools training (e.g., Python libraries, cloud tools).

What Futurense Does Better than Competitors

Global Study Pathways

- Futurense offers a hybrid India + US/EU university pathway where students complete part of the coursework in India and finish the rest abroad — potentially saving cost and increasing global exposure.

Holistic AI & Tech + Career Ecosystem

- Combines education + enterprise AI talent solutions + placement assistance all in one ecosystem.
- Focus not just on learners but also on enterprise AI readiness, helping companies upskill employees.

Leadership Council & Industry Alignment

- Futurense's AI-focused council of CXOs/industry leaders aims to keep the curriculum future-aligned.

C-Suite & Executive AI Programs

- Growing share of senior leaders enrolling in AI/strategy programs compared to typical tech-only courses.

Areas Futurense Needs to Improve to Compete

1. Clarity & Recognition of Credentials

- Competitors like UpGrad have widely recognised university degrees. Futurense's hybrid model is innovative but needs clearer *academic recognition*, placement transparency, and global accreditation.

Improvement: Guarantee clear, recognised certifications with measurable outcomes.

2. Brand Trust & Public Reputation

- Established brands like UpGrad and Scaler enjoy stronger market awareness and alumni proof, while Futurense's brand is still growing.

Improvement: Showcase verified placement stats, alumni success metrics, and corporate hiring partner data publicly.

3. Specialised Niche Expertise

- Scaler excels at deep technical bootcamps (e.g., coding, DSA), and Intellipaat emphasizes hands-on tools training. Futurense needs stronger specialised technical tracks that go beyond broad AI foundations.

Improvement: Launch focused technical bootcamps in competitive domains (ML Ops, GenAI, Cybersecurity).

4. Platform Experience & Support

- Leading platforms invest heavily in AI-personalised learning paths, adaptive feedback, and mentorship.

Improvement: Integrate AI tutors, real-time mentor access, and adaptive learning dashboards.

5. Enterprise B2B Growth

- UpGrad & Simplilearn are already pivoting strongly into B2B and corporate upskilling (30–50% revenue goals).
- Scaler has also started targeting enterprise clients.

Improvement: Scale Futurense's enterprise solutions with certified training programs for corporate clients, not just individual learners.