

## COMPARISION WITH FUTURENSE COMPETITORS

Company	Main Focus	Delivery Model	Partnerships
FutureNSE	AI & tech upskilling + 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 &amp; 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 Futureense Does Better than Competitors

### Global Study Pathways

- Futureense 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

- Futureense'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 Futureense Needs to Improve to Compete

### 1. *Clarity & Recognition of Credentials*

- Competitors like UpGrad have widely recognised university degrees. Futureense'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 Futureense'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. Futureense 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 Futureense's enterprise solutions with certified training programs for corporate clients, not just individual learners.