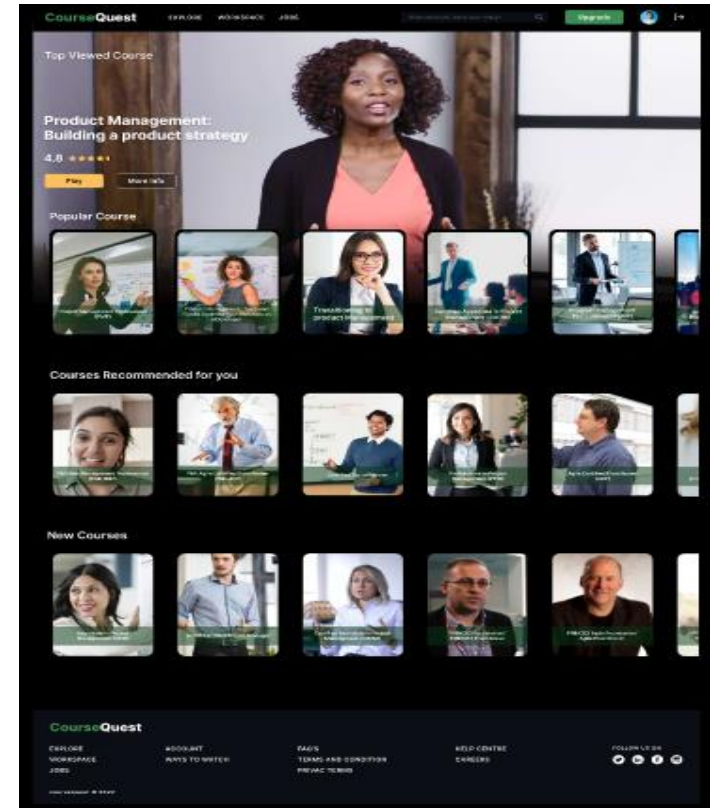


# BYOP: Edflix

FDPM 401: DIGITAL PRODUCT MANAGEMENT  
CAPSTONE PROJECT



## Objective:

*To create an Ed-Tech Platform, re-imagining the User Experience for Life long learners with immersive and interactive elements of design. In a way a Netflix for education.*

Based on the primary research, market analysis and survey, we have identified pain points of users of Ed-Tech platform and proposed a solution via **Edflix ( CourseQuest – Working Title)** with value proposition of a feature bundle catering to the needs of the learner.

## *Problem Discovery and Validation*

We did an online survey using Google forms to reach broader audience within our network, along with personal interviews conducted via mobile to observe any pattern and similarity in what the potential users may want.

A total of 19+ people responded which helped us to get better insights and pain points of users.

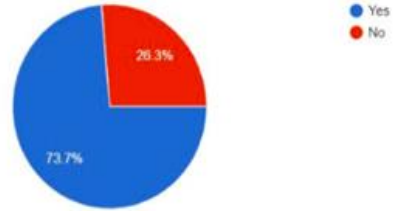
Sample Questions we asked were:

- Do you usually complete the course you enroll for online?
- What types of hourly courses do you prefer?
- What factors govern your decision while selecting an online course?
- How frequent do you use these platforms?
- What role does a certificate play in your professional development?
- Are you in favor of having tests or assessments for the Course you took?
- Which Ed-Tech platform offering the following payment options, do you prefer?
- Do you wish to sign up for a course or program that lasts 9-12 months and require 7-9 hours of study each week?

# Some Stats based on our Survey:

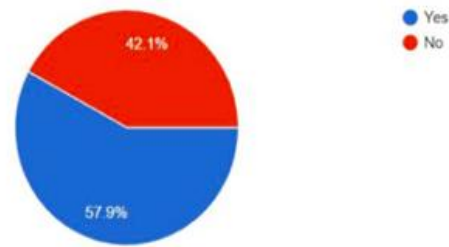
Are you in favour of having tests or assessments for the course you took?

19 responses



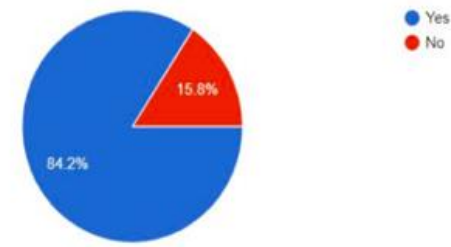
Are certificates important for you after every course?

19 responses



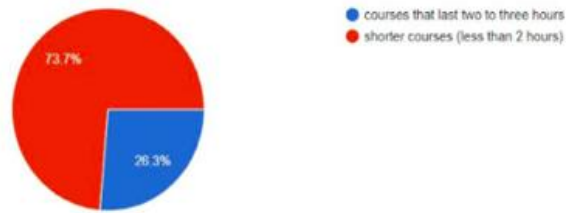
Do you like to have Job notification for the course you are opted for after completion?

19 responses



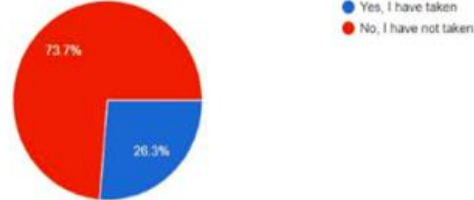
What type of hourly courses do you prefer?

19 responses



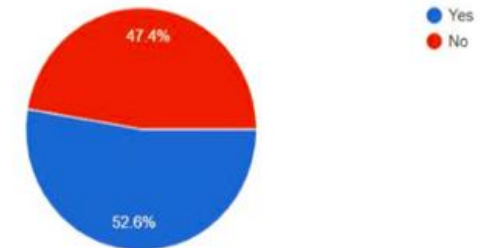
Have you taken any of the platform's subscription-based courses?

19 responses



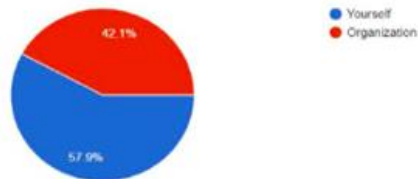
Do you want any companions while watching/learning lecture videos so that you can binge learn?

19 responses



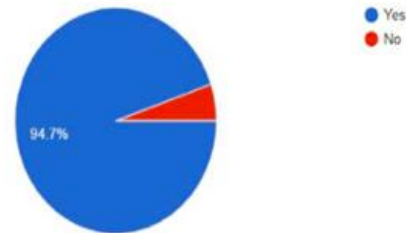
Do you invest money in purchasing a course or does the organisation helps in funding a course for you ?

19 responses



Do you like to track your progress on your profile?

19 responses



What led you to choose this subscription course?

19 responses



## *Pain Points:*

*For further validation, we have followed up with detailed questions and observed the user journeys of personas.*

*Here are some of the pain points we have identified for more qualitative insights at this stage:*

- People do not usually complete courses which they select. Often they learn the course alone by logging on a platform.
- Users prefer shorter courses less than 2 hours. They want to complete the course in usually one go. Lengthy courses are resulting in lack of interest and motivation.
- Not being able to apply the learnings as needed.
- They want job notification related to course chosen
- They want customized options instead of a generic curriculum.
- They want to learn with other learners/friends while using the platform

Persona 1:



**Rajesh** is 23 yrs old and has recently graduated from college as a Designer. He feels the need to earn an advanced degree so he can develop his skills and continue building his career.

Goals

- Build a strong Resume.
- Get a higher salary package.
- Get job opportunities in High Profile Product Companies.

Gaps Identified

- Many courses lack hands-on training.
- Want to grow my knowledge and skills.
- Be job ready in a Reputed Organization.

Key Traits

Distracted/ Gives Up

Planned

Confident

Persona 2:



**Jayesh**, is 20 year old college student. He feels that he needs to develop his skills to make a successful career.

Goals

- Establish professional credibility.
- Improve the selection chances in job interviews.
- Get Hands-on knowledge from industry experts.

Gaps Identified

- The need and want for budget friendly courses.
- Can not find good courses at the beginners level.
- Need credibility and certification from courses.

Key Traits

Finisher

Risk Taker

Introvert

Persona 3:



**Sonali** is a 33-year-old product manager at IZiel. She is seeking a job change with a higher position because she believes her current role isn't a suitable fit. She believes that she needs to improve her skills in order to accomplish this.

Goals

- Competitive edge to our other professionals.
- Learn even with a busy schedule.
- Upskill at their own pace and their availability.

Gaps Identified

- Can not commit to long term courses (Busy schedule).
- Want to up skill to advanced PM modules.
- Lack of community of fellow learners.

Key Traits

Motivated

Professional

Extrovert



Feel Factor	Score
Excited/Interested/Curious/Satisfied	5
Stressed/Challenging	4
Calm	3
Frustrated/Demotivated	2
Abandons/Dissatisfied	1

# User Journey and Empathy Map

Personas	User Journey	Search	Enroll	Begin	Finish
Persona 1	Thinks	I want to search for a course to learn This helps me upskill or learn new skills that to find jobs. Also, transition from current role for career progression/advancement.	He found the advanced certification program.	It is too theoretical, challenging and not matching his existing skillset to learn further	Tries to finish it for the sake of certification, but could not complete and gives up
	Does	Searches for courses across internet using search tools and social media. Referrals from his alumni and other media.	Enrolls for the course considering the reviews and curriculum	Since enrolled assumes sticking to the learning schedule will help in completing	Not able to keep up with the learning schedules and retain knowledge
	Feels	Interested and Invested during the process	Sense of satisfaction to have taken a step forward	Frustrated distracted often, because it is too challenging and lacks hands on training	Demotivated and leaves the enrolled course without getting certified
	Feels	Excited ( To earn advance certification )	Calm ( having found and enrolled to the course )	Frustrated/ Demotivate	Abandons
Persona 2	Feels	Curious ( To prepare and learn	Stressful ( Financially)	Challenging	Dissatisfied: Value for Money
Persona 3	Feels	Interested	Satisfied	Calm	Stressed

# Problem Solution Fit - Value Proposition Canvas:

## Solutions:

- Immersive/interactive website or app with engaging UX/UI features which give the user the complete autonomy on learning, to ensure the gains
- Customisation of learning-  
Linear (organised step by step, predetermined start and stop-like general curriculum);  
Inquisitive (Random start which helps in building upon knowledge by asking questions- like connecting the dots. Assume, Assimilate, Connect and understand);  
Accelerated (Prioritise focussed playlist like- 30-90 mins sprints)
- Integrated 3rd Party job application source for notifications
- Incentivise streaks of learning to create competitive environment.

## Gain Creators

- Customisation option provisioning users with curated content
- Filter and sorting options based on length, topic, difficulty, watch later
- Learn together feature providing live interactions similar to youtube for group learning
- Upload your own video which serves as proof of work for real case studies & hence resulting in better career opportunities

## Pains:

- Time management & Distractions
- Unable to apply concepts
- Fear of failure

## Functional:

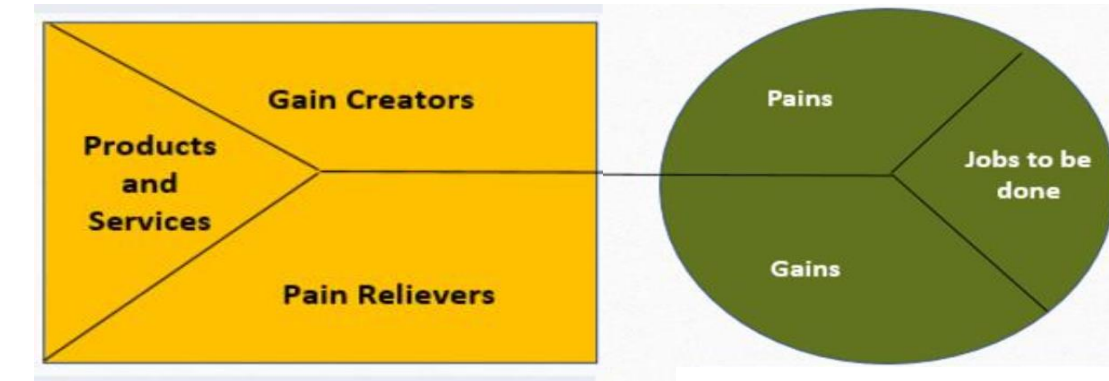
- Dedicate learning duration and suitable time
- Complete required learning objectives
- Apply learnings

## Emotional:

- Staying motivated

## Social:

- Discuss doubts openly
- Disagree & Commit
- Network with co-learners to enhance interpersonal skills
- Mentor others and continue learning



## Pain Relievers

- Choose your span of attention and focus
- Use integrated pomodoro technique - prompt for taking a break
- Prompts include relaxation techniques (have some water, take a walk, meditation, use distraction for advantage- like casual mobile game for 5 mins)
- Nudges/Notifications similar to Zomato/Swiggy

## Gains:

- Sense of accomplishment (personal growth, career shift)
- Future growth aspect (Career enhancement)

Business Model Canvas - Template

Key Partners

- Educational Institutions
- Corporate Partners
- Content Partners

Key Activities

- Content Development
- Platform Development
- Marketing and Promotion

Key Resources

- Educational Content
- Technology infrastructure
- Skilled Workforce

Value Proposition

- Gamified Learning Experience
- Personalized Learning Experience
- Interactive Hands-On Activities
- Progress Tracking and Incentivized learning
- Community and Peer Engagement

Customer Relationships

- User Support
- Engagement & Rentention
- Feedback & Iteration

Channels

- Website
- Mobile Applications
- Console Applications

Customer Segments

- Students
- Working Professionals

Cost Structure

- Content Development Cost
- Platform Development
- Workforce Costs
- Marketing and Promotion

Revenue Streams

- Subscription Model
- Enterprise Partnerships
- Strategic relations with Hiring boards like Linked-in etc

## ***Hypothesis:***

We believe that by incorporating gamification elements, personalized learning pathways, and interactive hands-on activities, the Edtech platform can improve time management, motivation, and completion rates for students and working professionals seeking to build career skills or transition to new careers.

## **Concierge *MVP*:**

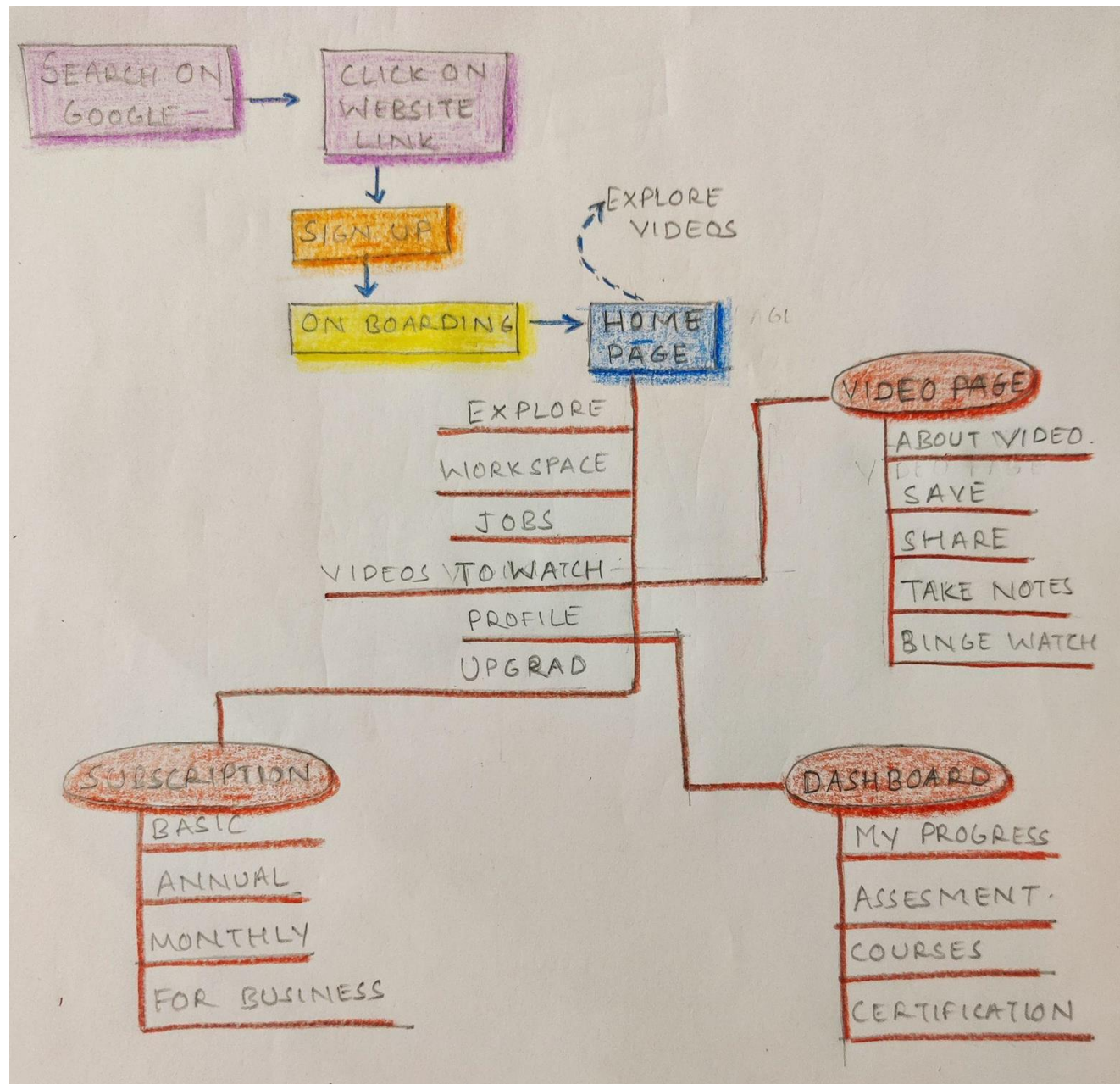
We have identified a concierge MVP to be built in this case and it would include elements proposed in the hypothesis which will include a new look and design of the website/app with interactive elements like animations on clicks and different UI/UX value proposals that would offer immersive experience for the learner and help in staying engaged and motivated during the course of learning.

## *Features and Functionalities to be offered as part of Solution*

### **Value Proposition Offered via UX/UI**

<ul style="list-style-type: none"><li>• Immersive/ Interactive website or app with engaging UX/UI features giving users complete autonomy on learning, to ensure the gains</li><li>• Customization of learning-liner (organized step by step, predetermined start and stop-like general curriculum); inquisitive (random start which helps in building knowledge by asking questions- like connecting the dots. Assume, Assimilate, Connect &amp; Understand; Accelerated (prioritise focused playlist like 30-90 mins sprints)</li><li>• Integrated 3<sup>rd</sup> Party job application source for notifications</li><li>• Incentivised streaks of learning to create competitive environment</li></ul>	<ul style="list-style-type: none"><li>• Customization option provisioning users with curated content</li><li>• Filter and sorting option based on length, topic, difficulty, watch later</li><li>• Learn together feature which provides live interactions similar to youtube for group learning</li><li>• Upload your own video which serves as proof of work for real case studies resulting in better career opportunities</li><li>• Choose your span of attention and focus -Use integrated Pomodoro technique. Prompts for taking break which include relaxation techniques like (having some water, taking a walk, meditate, use distraction for advantages- like casual mobile game for 5 mins)</li><li>• Nudges/ notifications</li></ul>

## User Flow/Information Architecture



[https://drive.google.com/file/d/1kjwxUWfMLp2ws4ANWk0WAmZN3-viY6mm/view?usp=share\\_link](https://drive.google.com/file/d/1kjwxUWfMLp2ws4ANWk0WAmZN3-viY6mm/view?usp=share_link)

<https://www.figma.com/proto/VgUGTnOiYgBVeeDPt7Cgcl/Edflix-Prototype?node-id=303%3A25702&scaling=scale-down>



# ***MVP Development High Level Backlog***

1. ***User registration and login:*** Basic feature allowing users to register and login to access content.
2. ***Course selection and search:*** Search feature where results can be sorted and filtered
3. ***Course content and delivery:*** Couple of course content to be prepared in different modalities for few in-demand topics and kept ready for access in the initial phase.
4. ***Gamification:*** Features like badges, learning streaks, achievements, leaderboards and rewards/incentives.
5. ***Personalization:*** User preference such as accelerated learning, linear learning pathways, obsidian note taking feature which allows for associative learning and mind mapping. Text-to speech, Speech to Text, Live AI help for course understanding, learn together
6. ***On-demand help and support:*** Provide on-demand help and support to users to ensure they have the necessary resources to complete courses and achieve their goals.
7. ***Job placement and career support:*** Integrated job placement and career support services to users to help them achieve their career goals.
8. ***Analytics and reporting:*** Implement analytics and reporting features to track user behavior for product growth



## Feature Prioritization and Release Map

Assuming basic features like user registration, login, progress tracker, help and support etc are already built; we will use RICE Framework for feature and product development during product-market fit stage

Category	Features	Reach	Impact	Confidence	Effort	RICE Score	Priority	MVP
Persnolization	Integration of Obsidian Note taking	1000	9	8	7	10286	First	
	Learning Pathways							
Gamification	Badges	1000	7	6	8	5250	Third	
	Achievements							
Analytics	Onboardign Analytics platform	1000	7	8	7	8000	Second	

Category	Features	Reach	Impact	Confidence	Effort	RICE Score	Priority	Iteration 1
Gamification	Learning Streaks Categories	1000	8	7	8	7000	Second	
	Leaderboards							
	Rewards Integration							
Personalization	Accessibility options	1000	7	6	7	6000	Third	
	Learn together							
Content	Additional content	1000	10	8	5	16000	First	
	Search improvement and optimization							

Category	Features	Reach	Impact	Confidence	Effort	RICE Score	Priority	Iteration 2
Personalization	Live AI helper for better understanding	1000	7	8	7	8000	Third	
Content	Live Sessions for chosen course							
	Proof of Work Video Upload	1000	10	9	9	10000	Second	
Job Support and Placements	Integrated job board and leads	1000	9	8	5	14400	First	

# ***Metrics***

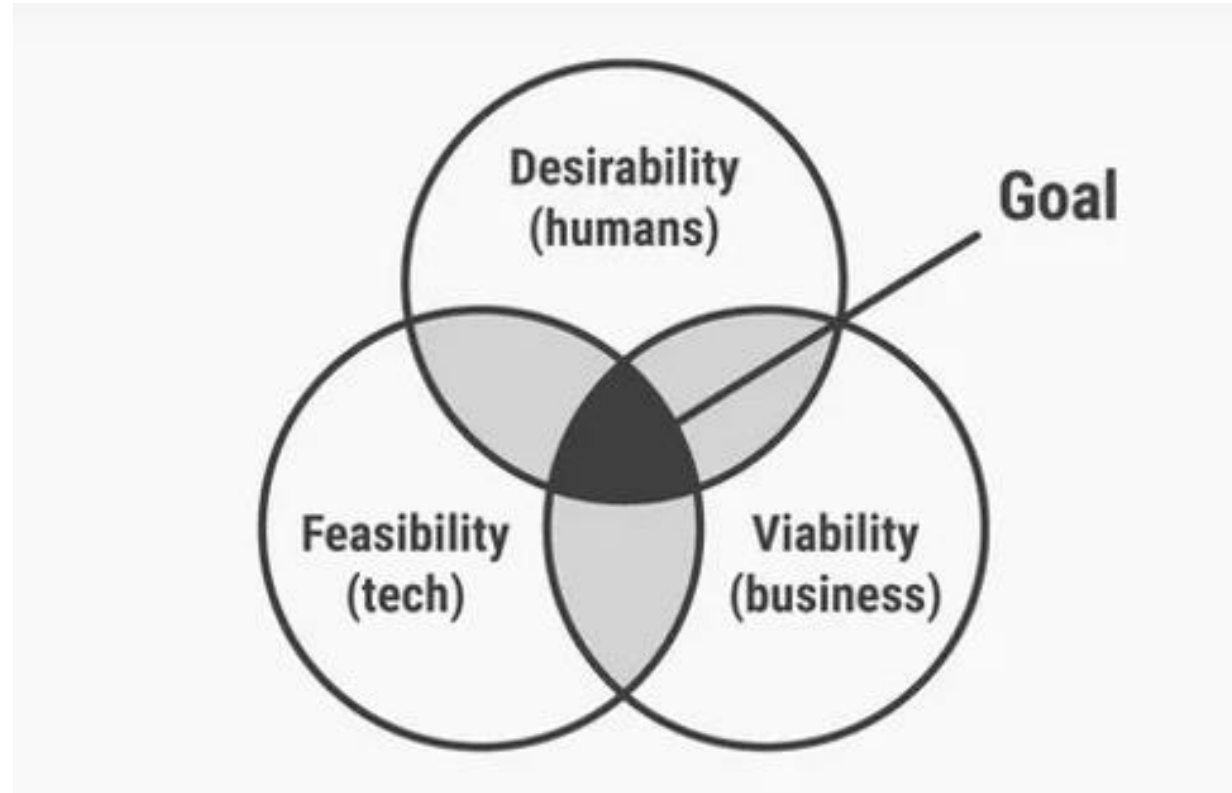
## ***North Star Metrics:***

- *LTV*
- *User Engagement Index*

***KPIs for further product development which roll up to North Star Metrics & hence, giving us a direction for product:***

- *User Retention*
- *User Feedback*
- *Time Spent on platform/course, User Activities Tracking across platform – User Engagement Index*
- *Monthly Acquisition of Users (MAU)*
- *Daily Acquisition of Users (DAU)*

## ***Product – Market Fit***



In order to understand and establish product market fit, we have prepared a GTM & RTM Strategy for our concierge MVP, based on the Desirability, Feasibility and Viability factors.

# ***GTM & RTM Strategy: STP for our EdTech Platform (CourseQuest/Edflix)***



## **Segmentation**

Our Ed-Tech platform's users are:

Demographic: Students and Professionals in India aged between 18 – 40.

Psychographic: Students and Professionals who are career focused.

Behavioral: Students, Professionals and Educators who are continuously looking for better job opportunities along with transition from existing roles.



## **Targeting**

Our Ed-Tech platform target audience are:

Students, Professionals who are looking for upskilling themselves for better career transitions and job opportunities.

Looking for education content as per their preference based on a platform with better UX/UI capabilities giving them more control over how their content is customized, compared to existing platforms



## **Positioning**

Some unique value propositions of our Ed-Tech platform:

Immersive/Interactive UI which gives our users complete autonomy on how they want to use the platform.

Filter, Sorting options based on length , category, difficulty

Learn together/ Binge learn similar to a classroom method with live interaction as in youtube.

Upload your own video, which serves as a proof of work, serving for better career opportunities.

# Competitive Landscape

## Competitors Marketing Focus

- Avg 20% Are Spent on Paid Advertising
- 70% + have invested in building organic/Search traffic
- Rest are being spent on Social

## Top Platform Advertising Choice (By Spend Priority)

- Google Search Ads
- Display (Remarketing)
- LinkedIn Spotlight Ads
- Facebook
- Quora

## Top Competitors in Ads/Organic:

Course by	Fees (INR)	Course Type
ISB	148,680	Full Course
Northwestern / Kellog	2,70,000	Full Course
Simplilearn	154875	Full Course
Upgrad	194700	Full Course
Linkedin (Multiple small courses)	1600/month.	Subscription Service
Udemy	800 to 1500	Pay for each course
Coursera	4 to 6,000/month	Multiple Specilization by International universities

# ***Our Marketing Strategy***

## **Value Proposition**

- A Self-paced, Subscription-based, Community Driven EdTech Platform with various customized learning options

## **Our Ad Spend Constraints**

- Bootstrapped Startup
- Time Constrained by 30 days to acquire customers.
- Lack of technical backend team to work on product development

## **Our Core Marketing Highlights for First 30 Days**

### **1. Low/No Cost Methods**

- Product Marketers Community Outreach on LinkedIn, Reddit, Facebook
- Launch on Product Exploration Platforms like ProductHunt, PitchGround, App Sumo
- Tie up with Influencers to Run Giveaway of 50 Free Subscriptions (Instagram, Bloggers, Youtubers Who Cover Coding/Software/PM as career.
- Leverage Mentors Credibility to write high quality answers on Quora

**2. Outreach** to Organization and universities wanting to upskill their employees/students with Product Management Advanced Learning.

# Media Plan for Spend:

- Est. Customer Acquisition - 300+
- Outreach/Influencers/Communities/barter Deals Expectation – 600 - 800+ Paid Customers
- Total Customer Acquisition estimated about 900 - 1100 users

30-day Media Plan									
CourseQuest									
Objectives	Channel	Campaign Type	Monthly Spend (INR)	Est. Impressions	Est. Clicks	Est. CTR (%)	Avg. CPC INR	Est. VTR (%)	
Awareness	LinkedIn	Spotlight Ads	15,000	25,000	13	0.05%	-	-	
	LinkedIn	Video Views	25,000	40,000	160	0.4	156.25	41	
Considerations and Conversions									
	Channel	Campaign Type	Monthly Spend (INR)	Est. Impressions	Historical CP	Clicks	Est. Conv. Rate	Est. Conversions	Est CPA(INR)
	Google	Search	30,000	18000	80	450	15%	67.5	444.4444444
	Google	Display	5,000	1,20,000	1	5000	0.85%	42.5	117.6470588
Remarketing and Conversions									
	Google Ads	Display Ads	15,000	1,80,000	2	3500	6.10%	213.5	70.25761124
Total			50,000	318000	83	8950	22%	323.5	

## Key Metrics to track marketing campaign:


Click – Through Rate (CTR) , Cost per acquisition (CPA), Conversion Rate

# Free methods of Customer Acquisition


---




# Niche communities on Facebook




**Product Management**  
Private · 1.4K members




**Product Management**  
Private · 42K members · 10 posts a day



**Product Management**  
Public · 24K members · 3 posts a day  
1 friend is a member




**Product Management Community**  
Public · 990 members · 4 posts a week







**Product Managers**  
Private · 62K members · 20 posts a week

# LinkedIn Groups




product manager


 Home My Network Jobs Messaging

Groups | All filters


About 1,100 results




**PM Community - Product/Portfolio/Program/Project Manager**  
59.3K members  
The "PM Community - Product/Portfolio/Program/Project Manager" LinkedIn group - a community built exclusively for professionals in the fields of Project Management, Program Management Portfolio...




**The Accidental Product Manager**  
45.7K members  
Nobody ever said that being a **product manager** was going to be easy. This LinkedIn group is where you can meet with other product managers in order to exchange ideas, suggestions, and tips on how product...



**product manager/product development**  
30.2K members  
This is a space for Product Managers of various companies across the globe to put in their views, comments, ideas and whatever that is professionally relevant and useful to others. For me to accept you into this forum...



**Product Manager Jobs**  
42K members  
Latest Postings of all Relevant **Product** Management positions. Enterprise Software, SaaS, Ecommerce, AdTech, FinTech, HealthTech, Marketing Automation, etc. All are welcome. Please keep your posts current...



**Fans of: The Product Manager's Desk Reference (and Steven Haines' product management books)**  
11.9K members  
A community of **product** managers others who own and use The Product Manager's Desk Reference (1st -



**Grow from 0 - 5000 Customer in less than 6 months 🔥**



**List your SaaS today**  
at <https://partners.pitchground.com>

P.S. We onboard a limited number of curated products per month.

Get global customers. Start Selling Your SaaS on PitchGround and onboard your first 5000 customers.

Fill out this form to get started 📌

**To begin with, tell us about yourself:**

First Name:\*

Last Name:\*

Email Address\*

## *Outreach businesses who want to upskill their employees:*

In our survey, we noted that about half our participants had access to company funding for their course purchases.

We could target top companies to work for and contact their HR or Learning and Development teams on LinkedIn or cold-email them.

Surveys such as <https://www.greatplacetowork.in/great/100-best-companies.php> will also help us narrow down on the list of companies to reach out to, as they will also have the budget to purchase our course subscription.

# Paid methods

*LinkedIn Ads Funnel*

---

# Top of Funnel


LinkedIn Awareness / Spotlight Ads/ Video Views

Demographics of Potential buyers - Age between 18 and 45, Students, Graduates or working professionals in product management related careers.

It is becoming more and more difficult to be successful in today's market. It is crucial to constantly learn and evolve with the latest trends and practices, but this usually requires a huge commitment of time and effort.




Fortunately, there are multiple solutions to this problem. But again, these solutions come at a high cost. Whereas CourseQuest provides access to high-quality content for a low monthly fee that you control.

CourseQuest is a product management course platform that offers self-paced learning modules from industry experts on covering various aspects of Product Management.




**Never Seen Before Product Management Learning Experience** [Sign Up](#)

[coursequest.com](#)




 Like  Comment  Share

CourseQuest is an EdTech revolution that keeps you away from long-commitment, highly-priced, boring way of learning Product Management. It will help you get ahead by providing you with easy-to-follow byte-size videos that are suggested based on your experience, availability and progress.



**Learn Product Management from Top 1% of Industry Experts** [Sign Up](#)

[coursequest.com](#)

 Like  Comment  Share

## *Middle of Funnel*

Potential buyers who have shown interest in similar or alternative courses, books, followed communities

- Facebook and Instagram ads to lookalike audiences



CourseQuest

# PRODUCT MANAGEMENT ON STEROIDS

Self-paced | AI-driven course feed | Top 1% educators

Start for Free Now

CourseQuest

## PRODUCT MANAGEMENT ON STEROIDS

- Self-paced
- AI-driven course feed
- Top 1% educators

Start for Free Now



CourseQuest

## THE DEMAND FOR PRODUCT MANAGERS IS SKYROCKETING

- 200+ Modules
- 4 New Courses/Modules Added Monthly
- Learn from Industry Experts
- No Long term commitments

Start Your Journey as a PM Today



CourseQuest

## DEMAND FOR PRODUCT MANAGERS IS SKYROCKETING

- Certified Self-paced Learning
- Expert Mentors from Netflix, Google
- No more long term commitment

Sign Up For Free Today!



CourseQuest



## THE DEMAND FOR PRODUCT MANAGERS IS SKYROCKETING

Learn from Industry Experts | No Long term commitments

Start your Journey as a PM Today



## Bottom of Funnel

Buyers who already knows us and competitors, and are still confused to make a purchase.

Retargeting Ads with incentives like discounts or bonuses

CourseQuest

## DON'T SPEND LAKHS ON PM COURSES

- Subscription based curated platform
- Industry Mentors from Netflix, Google.
- Access to Exclusive Community

Starts at Just Rs.2000/ per Month.



CourseQuest



## DON'T SPEND LAKHS ON PM COURSES

Industry Mentors from MAANG | Access to Exclusive Community

Starts at Just Rs.2000/ per Month.

## ***SEO Keyword Analysis for Designing Landing Page and Targeted Ads***

Keyword	Volume
1. Product management	49,500
2. Agile product management	2,400
3. Product management tools	1,300
4. Product management certification	1,000
5. Product management software	880
6. Product management training	720
7. Product management courses	590
8. Product management framework	480
9. Product management books	390
10. Product management skills	320

Keywords	Volume
1. Online short courses	9,900
2. Customized learning	2,900
3. Edtech platform	2,400
4. Short online courses	1,900
5. Personalized learning	1,300
6. Online learning platform	1,300
7. Customizable courses	720
8. Short courses online	590
9. Adaptive learning	390
10. Learning management system	320

## Become a Product Manager | Taught by top 1% of educators | Self-paced course

[Ad https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/](https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/)

Industry mentors from Netflix, Google, Apple, Amazon, Meta and other top product companies  
Learn from Industry Experts

## Don't Spend Lakhs on PM Courses | Industry mentors from MAANG | Access to Exclusive Community

[Ad https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/](https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/)

200+ Modules | 4 New Modules Added Monthly Binge-watch with friends

## Product Management Courses | No long term commitment | Starts at Just Rs. 2000/month

[Ad https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/](https://www.custream.com/f563621c-2488-11ed-b255-f6a731581dc7/)

Short courses that will help you up-skill as a Product Manager Make up-skilling a part of your busy schedule

***Landing Page:***

***<https://bit.ly/3UcoqqB>***

# Demand generation:

Our Value Proposition has inbuilt demand generation capabilities such as:

- ***Referral Marketing:*** While starting binge learn feature, an option to share the course with others will automatically result in a trial initially and the user can opt in for paid subscription later. This is sort of a indirect referral feature, while we also may have a direct referral marketing options in tandem.
- ***Proof of Work feature:*** When a student/professional/educator submits their proof work video and makes an interactive lesson, the social media features will be leveraged for further demand generation.
- ***Partnership Marketing:*** Collaboration with Linked-In job search functionalities will increase more credibility and help both the parties involved in demand generation vis-à-vis business advancement.
- ***Live Events:*** Events hosted on the platform or previous events available on the platform can create buzz especially if they are done by popular professionals from start ups or relatable backgrounds to learners.

# Evolution of Business Model across Product Life Cycle Stages:



Framework Elements	Product Life Cycle Stage			
	Problem Discovery and Validation	Problem-Solution Fit	Product Market Fit	Business Model Fit & Scaling
<b>Goals</b>	Identifying the problem space for Edtech platforms and propose a Hypothesis	Test the Hypothesis for Solution Fit	Aim for market penetration based on initial market acquisition. Continue user growth	Scale up the business to other demographics and regions
<b>Actions</b>	Conduct user research and market analysis	Make an MVP with Proposed values based on priority	Develop further features of the product which will be of high value for revenue and user growth	Customize versions of the website/app, cost structure for other regions
<b>Metrics</b>	Consider good sample size and analyze survey numbers, Market Size, Current NSM Trends	Check product performance, use AARRR metrics	Revenue/User, LTV	User Acquisition, DAU, MAU
<b>Evaluations</b>	Evaluate if the problem identified will have potential for a business	Keep collecting user feedback and iterate development	Check if any features are redundant and optimize for business performance	Keep the feedback loop open and evaluate product performance for further decisions impacting business. Consider strategic partnerships with large scale business with existing brands or mergers.
<b>Business Model</b>	On-Demand Platform			Marketplace + SaaS
<b>Revenue Model</b>	Pay per Use and Subscription			Subscription

## ***Two Prime Leaders in the Market:***

- 1. Coursera:** Coursera is an online learning platform that offers a wide range of courses and programs from leading universities and institutions globally. Coursera offers courses in various domains such as business, technology, data science, and more, and has partnerships with over 200 top universities and institutions.
- 2. Udacity:** Udacity is an online learning platform that focuses on providing courses in technology and programming-related fields. Udacity offers courses and nanodegree programs in areas such as artificial intelligence, data science, programming, and more, and has collaborations with industry partners for real-world projects.

Both of these currently have huge market size and with the variety of courses and credibility they have established they would be tough competitors.



## ***Top Two Features that may enable our product to become a market leader:***

1. Integration with Web 3.0 environment
2. Courses presented in AR and VR formats
3. Course content like Survival Skills , Practical Psychology & AI, Content for Differently Abled etc. are some grey areas in digital education environment for which demand may evolve in the next 10 years

## ***Analytics Platform:***

Google Analytics and MixPanel would be the analytics platforms that will be used for tracking product performance and growth in combination with direct customer feedback.

## ***Two features used regularly to track product growth:***

***User engagement metrics:*** which include metrics such as time spent on the platform, number of courses taken, course completion rates, and repeat usage rates.

By monitoring user engagement metrics, we could identify which courses and features are most engaging to users and prioritize improvements to those areas to drive continued engagement and growth.

***Acquisition and conversion metrics:*** which include metrics such as cost per acquisition (CPA), conversion rates, and customer lifetime value (LTV).

By monitoring acquisition and conversion metrics we could identify which marketing channels and campaigns are most effective at driving new users to the platform and converting them into paying customers. This could inform decisions around marketing spend and messaging to optimize customer acquisition and revenue growth.

## ***Conclusion***

Our Edtech platform intends to address the following challenge:

The platform's need to be user-friendly, tailored as per the preferences of diverse learners where intuitive design interface provides engaging and interactive content, while catering to different learning styles, for effective learning experiences.