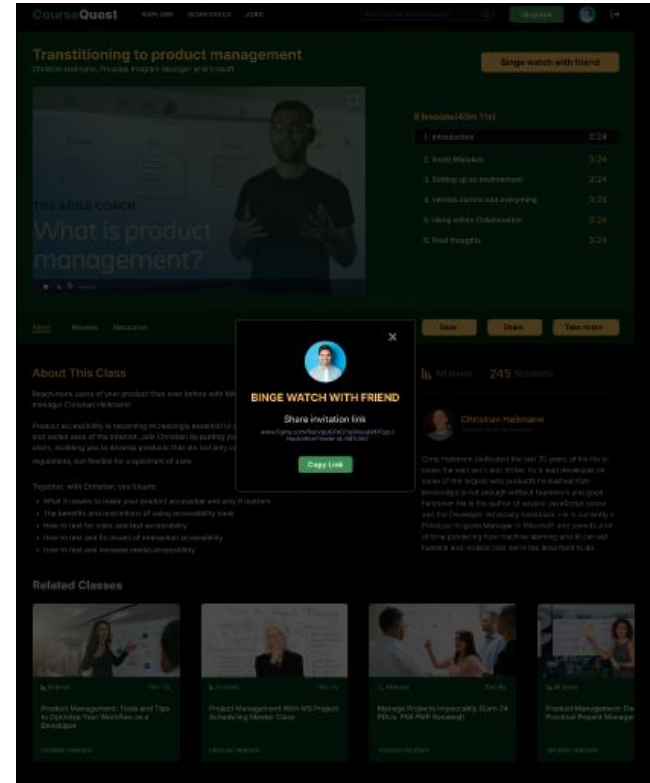


Edflix - Gamified Learning

Anirudh Marella

ICPM – Product & Digital Marketing Skillathon
27/05/2023



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:

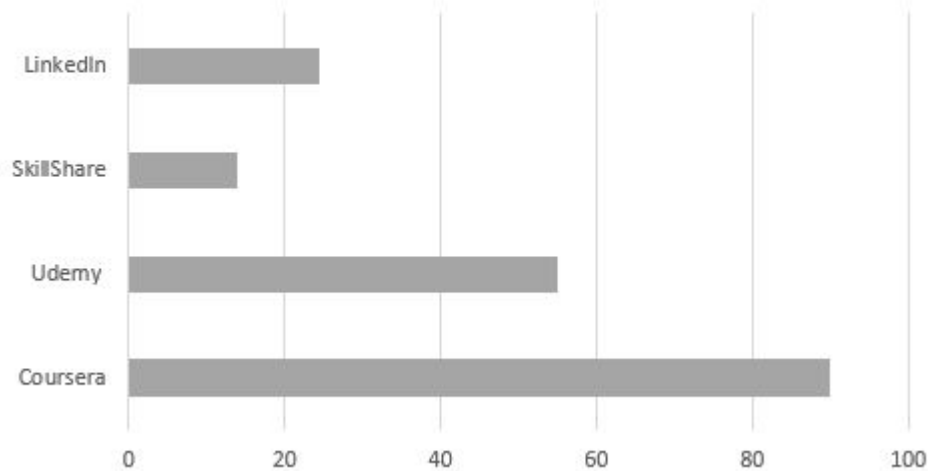
- Sense of accomplishment (personal growth, career shift)
- Future growth aspect (Career enhancement)



MARKET AND COMPETITIVE ANALYSIS



Avg Cost in Dollars



- 67.5% population between age of 15-64 years
- 4/5 consider career transition after first 5-6 years in career between age 22-30
- \$600 – \$800 for Graduation
- \$2000 -\$2500 for PG/Certifications

* No niche dedicated sites offering value for money/ specializations

MARKET SEGMENTS, TARGETING



Segmentation

Graduates,
Professionals

Aged - 18-40

Location: Across India



Targeting

Our Target Segment includes: 20% of the population who are inclined towards careers in Product, UI/UX Design, AI/ML; expanding later into differently abled segment like Autistic, ADHD etc.



Positioning

Value Proposition such as autonomy and customization options. Features like: Obsidian Note Taking, Proof of Work, Collaboration and Publishing

POSITIONING & MESSAGING

Edflix - a gamified Edtech platform where graduates and professionals get to experience personalized learning with intuitive design interface, consisting various features that are tailored to their preferred learning styles while offering content in engaging and interactive format, creating effective learning experiences; unlike existing platforms which are too traditional in the current age of rapidly evolving learning needs, with AI as our cohabitant .

Enter the Game of Learning

GTM Strategy



PRODUCT

Edflix Website

Edflix App



PRICE

Subscription Model

Pay Per Course
Model

SaaS Model

Marketplace



PLACE

Online/Internet

Collaboration with
Universities and
Corporate Orgs

Scientific
Publications Bodies



PROMOTION

Campaigns

Incentivized
Referrals/Rewards
Programs

Corporate Tie Ups

Featured Live
Workshops



PEOPLE

Professionals

Graduates

Software Employees

Customer Service

Cloud Infrastructure

Content Providers

CONTENT MARKETING & SEO: Google Search Ads

Keyword	Volume	Keywords	Volume
1. Product management	49,500	1. Online short courses	9,900
2. Agile product management	2,400	2. Customized learning	2,900
3. Product management tools	1,300	3. Edtech platform	2,400
4. Product management certification	1,000	4. Short online courses	1,900
5. Product management software	880	5. Personalized learning	1,300
6. Product management training	720	6. Online learning platform	1,300
7. Product management courses	590	7. Customizable courses	720
8. Product management framework	480	8. Short courses online	590
9. Product management books	390	9. Adaptive learning	390
10. Product management skills	320	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/>

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/>

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/>

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

Funnels and Messaging

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

GTM & RTM Strategy

Plan to acquire first 1000 customers:

Free Methods of Acquisition:

- Product Hunt, Pitch Ground, App Sumo
- Quora Forums
- Run Giveaways by working with Industry influencers

Paid Methods:

- Linked-In Ads Funnel
- Instagram and Facebook Ads Funnel
- Landing Page: <https://bit.ly/3UcoqqB>

DEMAND GENERATION

- **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.
- **Proof of Work feature:** When a student/professional/educator submits their proof of work video and makes an interactive session, 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.

Media Plan For Spend

30-day Media Plan									
<i>CourseQuest</i>									
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	

GROWTH MARKETING

- Regional Conferences
- Hackathon & One Week Incubation/ Accelerator Events
- Cohort Meet ups
- TEDx

SOCIAL MEDIA, THOUGHT LEADERSHIP

- Product Teardowns and Case Studies
- Monthly Live AMAs on Social Media

MEDIA PLAN AND BUDGETING

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Thank You