Edu Tantra

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Introduction

EdTech companies are changing the way students learn by using technology. To meet student needs and industry expectations, continuous improvement is important. This presentation shares a few simple suggestions to improve learning experience and support the growth of the EdTech company.

PROBLEM

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- PRODUCT QUALITY AND CLARITY CAN BE IMPROVED FURTHER
- MENTORING SUPPORT CAN BE STRENGTHENED
- PLACEMENT HISTORY CAN BE EXPLAINED MORE CLEARLY TO STUDENTS
- ONLINE REVIEWS CAN BE IMPROVED AND MADE MORE VISIBLE
- SOCIAL MEDIA MANAGEMENT AND ENGAGEMENT CAN BE ENHANCED
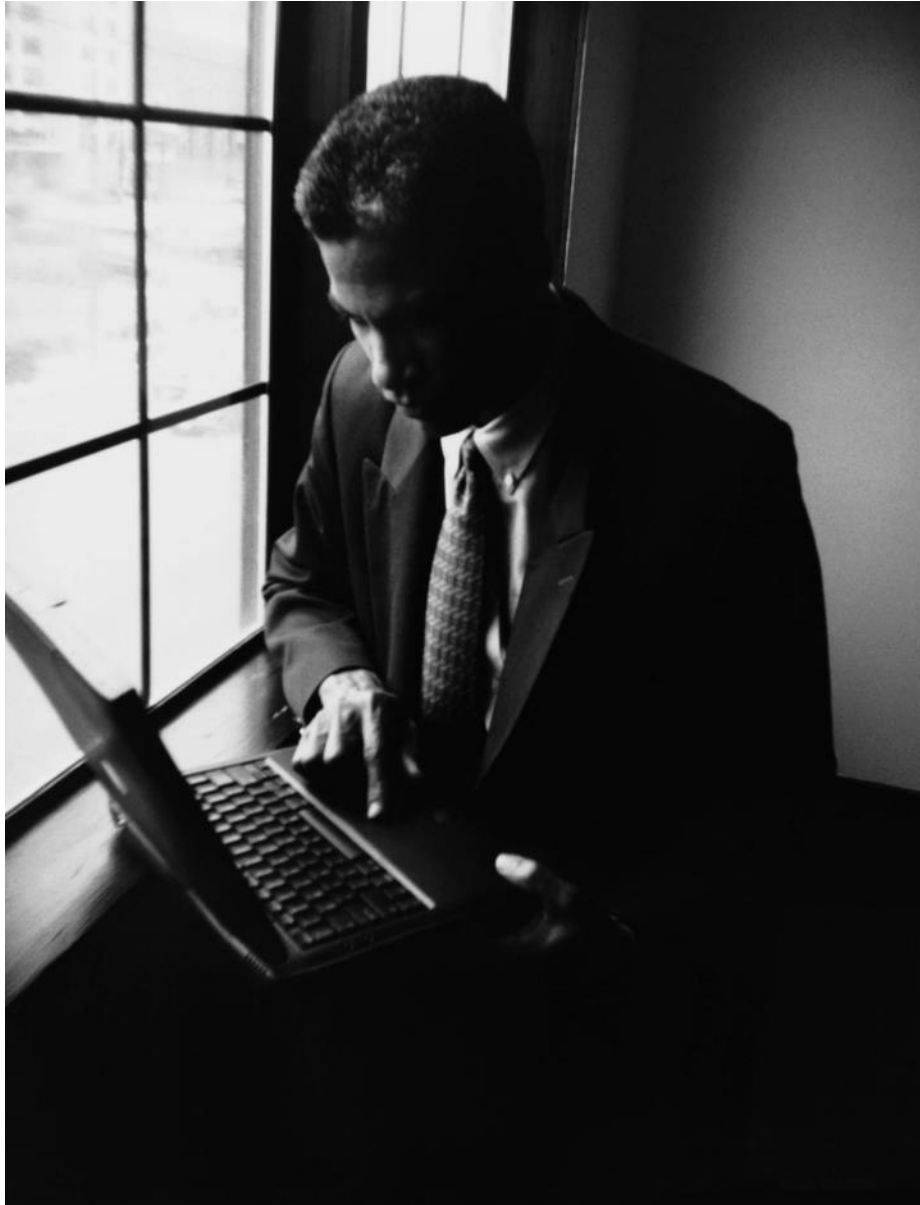
SOLUTION

- Improve course structure and content clarity
- Strengthen mentor–student interaction
- Clearly communicate placement outcomes
- Highlight genuine student reviews
- Enhance social media consistency and engagement

PRODUCT OVERVIEW

- DEVELOP REAL-TIME, IN-HOUSE LEARNING PRODUCTS
- CREATE HIGH-QUALITY GRAPHICS AND CREATIVES FOR SOCIAL MEDIA
- OFFER COMPLETE SOCIAL MEDIA MANAGEMENT SOLUTIONS
- BUILD AND MANAGE GENUINE ONLINE REVIEWS IN REAL TIME
- COLLABORATE WITH TOP DEVELOPERS FOR INDUSTRY-READY CONTENT

PRODUCT BENEFITS

- Builds stronger trust among students and clients
- Increases interest and engagement with the product
- Drives higher enrollments and sales
- Enhances overall company value and brand image
- Positions the company as a future-ready, next big player

BENEFITS

BUSINESS MODEL

RESEARCH

Students trust EdTech platforms that offer real products, clear placement history, and genuine online reviews.

ABSTRACT

This study shows that transparency through real outcomes builds student trust, interest, and enrollment.

DESIGN

Focus on real-time products, verified placements, authentic reviews, and expert collaboration.

OUR COMPETITION

SMALL EDTECH

- Promilo
- Playto Labs
- WeSkill
- RiseUpp
- IKnowItMOM
- LearnInk

COMPETITORS

- Vedantu
- Unacademy
- Scaler

THANK YOU

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