

Genesis: Evolving Business Leaders SkillPro mission 100 crores by 2030

By Team Ramaiah

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Market overview & desirability

Edtech market size in 2020 in India= \$ 2.8 B
13.2 % Global edtech CAGR 2022-2027

Expected demand

In 2022, the Indian EdTech market hit US\$2.8 billion
Expected share of skill

Target market size

- College students in India
- Customer category: Millenials, genZ, Gen Alpha

Primary research: FGD with college students:



Key findings from primary research:

1. Students from tier 3 and lower colleges are more likely to seek help online for academics related activities.
2. Feel that certification and training course market is fully saturated.
3. College students do not focus primarily on learning their subject through paid sources. Depend mostly on free YouTube videos.
4. College students face trouble seeking help online to solve numerical problems a night before exams
5. Tier 3 and lower college students look for effective mentorship programs for guidance and motivation.
6. Professional and technical course students wish to collaborate with mentors to win external events
7. Desire for live projects, internship and jobs
8. Higher expectations of tech tools

Additional strategies to increase sales

- Target tier 3 and lower MBA/PGDM and engineering students
- Apart from traditional learning courses, provide advanced AI tools like scan a question from book and get it's solution.
- Students can create their profile on Skillpro and show case the skills they learnt, competitions they won, resume, etc. and connect with other students.
- Mentorship program: Ask tier 1 students to create their profile on Skillpro to provide mentorship to other students
- External events prep: Case study competition prep, deck review, etc.
- Collaboration with recruiters to review students performances
- Live projects and internships
- Colleges can incorporate Skillpro courses in their curriculum.

Allocation of resources

Available funds:

Budget

Particulars	Estimated cost (INR)
Social media budget	50 L
Print promotion of campaign	50 L
Events at college	50 L
Collaborating with tier1 students to become mentors	5 L
Technology development	50L
Collaborating with colleges for incorporating Skillpro courses in their curriculum	5 L
TOTAL	210 L

Plan of growth & allocation of resources

Execution of plan & it's timeline

Be ready with interface incorporated with latest tech tools

Bring mentors to the Skillpro platform

Start promotion via social media

Organise college events
to add campus
ambassadors

Leverage brand image and sales to convince colleges to add Skillpro courses into their curriculum

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