

Rewision Competitor Analysis

Competitor Landscape for Rewision

Rewision is positioned as a “**smart learning layer on top of YouTube**” — transforming **passive video watching into active, trackable, and certifiable learning**. Competitors fall into **two main groups**:

- **Direct competitors:** Platforms that layer interactivity, quizzes, and analytics on video-based content (often YouTube or MOOCs).
- **Indirect competitors:** Larger EdTech players, LMS platforms, or productivity tools that overlap on features (certification, peer learning, tracking, accountability).

1. Direct Competitors

Competitor	Core Features	Pricing	Implication for Rewision	Demographics
EdPuzzle	Embed quizzes into any video (including YouTube), teacher dashboards, completion tracking. Used in schools.	Free basic; Pro \$15/month per teacher.	Strong overlap in in-video quizzes + tracking. Positioned mainly for K-12, less focus on self-learners/professionals.	USA, Canada, UAE, UK, Spain
WeVideo	Interactive video layers (questions, discussions), analytics, used in corporate training & higher ed.	Two options: 1) Creator : Full-scale editing tools to make pro content. \$20/mo 2) Teams Collaborative video editing tools for teams of 3 or less. \$52/mo	Feature-rich, but enterprise-heavy. Rewision can be leaner + consumer-first.	
Wooclap / Mentimeter (video quizzes)	Audience response tools, interactive polls during video.	~\$6–\$12/month.	Mostly synchronous/live; less structured for async learning. Rewision can differentiate on <i>self-paced retention</i> .	
Classhook	Embed quizzes + discussions into videos for K–12 classrooms.	Free + \$9.99/month Pro.	Classroom-focused. Limited analytics & certification.	
CuriosityStream + Nebula (content-first)	Curated educational video platforms, sometimes with quizzes & community.	\$2.99–\$5.99/month.	Compete for attention span, but not direct "learning-layer" competition.	

[Edpuzzle](#)

[WeVideo](#)

Some other apps that can be considered competitors

1. **Brilliant.org**

- **Model:** 100% D2C — sells subscriptions directly to learners.
- **Core Offering:** Gamified, interactive STEM courses (math, physics, CS).
- **Overlap with Rewision:**
 - Heavy use of quizzes + interactive steps (but not on YouTube).
 - Consumer pays directly for habit-forming microlearning.
- **Pricing:** \$12.49/month (annual billing).

👉 **Relevance:** Shows that consumers *will pay* for structured, gamified learning if it's polished and sticky.

<https://brilliant.org/home/>

2. Quizlet (consumer tier)

- **Model:** Freemium D2C flashcard + test prep tool.
- **Core Offering:** Students create / consume decks, quizzes, test mode.
- **Overlap with Revision:**
 - Consumer-first, quiz-heavy.
 - Lacks direct video integration.
- **Pricing:** Free + \$7.99/month Quizlet Plus.

<https://quizlet.com/gb>

3. Liner

- A **browser extension + mobile app** that lets users **highlight, annotate, and save content** from web pages, PDFs, and videos (including YouTube).
- It acts like a **productivity + knowledge curation tool** for self-learners.
- Has **recommendation feeds** ("learn better content") and a **personalized library** of highlighted insights.

<https://liner.com/learn/liner-highlighter>

2. Indirect Competitors

Competitor	Core Features	Pricing	Implication for Revision
Coursera / edX / Udemy	Structured courses, quizzes, certificates, analytics.	\$39-\$79/month subscription or per-course fees.	Revision must highlight YouTube-based freedom + lightweight structure (instead of rigid MOOCs).
Khan Academy	Free structured video lessons with quizzes.	Free.	Non-competing on monetization but competes on <i>trusted structure</i> .
Notion / Obsidian + YouTube note-taking plugins	Notes + integrations with video timestamps.	Free-\$8/month.	Revision can win by being <i>purpose-built for learning engagement</i> , not generic note-taking.
Duolingo / Brilliant / Quizlet	Gamified microlearning apps with progress tracking.	Free + \$6-\$12/month premium.	Compete on <i>habit + gamification</i> . Revision can learn from their goal + streak mechanics .
LMS platforms (Moodle, Canvas, Google Classroom)	Content management, quizzes, analytics.	Institutional, license-based.	Heavy and admin-first. Revision is learner-first.

3. Feature Matrix (Direct Competitors vs Revision)

Feature	Revision	EdPuzzle	WeVideo	Coursera/edX	Notion+Plugins
YouTube Integration	✓ Deep (MVP leverages YT API)	✓	✓	✗	✓ (manual embeds)
In-Video Quizzes	✓ Interactive, test-like palette	✓	✓	✓	✗
Progress Tracking	✓ Analytics Dashboard	✓	✓	✓	✗ (manual)
Study Goals/Calendar	✓ Weekly targets, auto logging	✗	✗	✓	✓ (manual)
Certificates	✓ Verifiable certificates	✗	✗	✓ (formal)	✗
Peer Study / StudyRooms	✓ Virtual co-working + Pomodoro	✗	✗	✗	✓ (via shared docs, not native)
Gamification	✓ Goals + accountability	✗	✗	Minimal	✗
Target Audience	Students + Professionals	K-12	Corporate/Ed	Global learners	Productivity nerds

4. Pricing Matrix

Platform	Pricing (Individual)	Pricing (Institutional/Enterprise)
Rewision (proposed)	Free tier + \$5–\$10/month premium (certificates, advanced analytics, study rooms)	\$15–\$20/user/month for enterprise (team analytics, branded certs)
EdPuzzle	Free + \$12.50/month	Volume-based
PlayPosit	\$8–\$12/user/month	Volume licensing
Coursera Plus	\$59/month	Enterprise pricing per employee
Notion	Free + \$8/month	\$15/user/month

5. Strategic Implications for Rewision

1. Differentiation Angle

- **Direct competitors (EdPuzzle/PlayPosit):** Teacher/institution focused.
- **Rewision's niche: Self-learners and professionals who rely on YouTube**, need *structure + proof* without leaving YouTube.

2. Feature Advantage

- Only Rewision combines:
 - **YouTube integration + in-video quizzes**
 - **Progress tracking + study goals**
 - **Community/StudyRooms + certificates**
- This combo positions it between **lightweight quiz tools** and **heavy MOOCs**.

3. Pricing Strategy

- Position as **affordable but credible**. Freemium model (free for learners, premium for certificates/analytics).
- Enterprise upsell (corporate training, teacher dashboards).

4. Risks & Watch-outs

- **YouTube API dependence** → potential policy risk. Mitigate via partnerships with creators.
- **MOOC giants (Coursera/edX)** may eventually integrate “watch + certify from YouTube.”
- **Gamified apps (Duolingo/Brilliant)** set user expectations for habit-forming design — Rewision must match.

5. Go-to-Market Implication

- **Student Strivers** (JEE, NEET, UPSC) → early adopters.
- **Skill-up Professionals** → LinkedIn-driven growth.
- **Teachers/Content Curators** → institutional pilots.

In short: **Rewision sits in the sweet spot between passive YouTube learning and rigid MOOCs**, offering structure, analytics, and certification that direct competitors don't combine at scale.

Competitor Discovery & Seed List

#	Name	URL	Category	Short description
1	EdPuzzle	https://edpuzzle.com	Extension / Platform	Embed quizzes into YouTube or videos + analytics (teacher-facing) (EdTech Books)
2	WeVideo	https://www.wevideo.com/	Platform / LMS Integration	Interactive video layers, analytics, supports integration with LMS

#	Name	URL	Category	Short description
3	Wooclap	https://www.wooclap.com	Platform / Extension	Polls & video quizzes, engagement during video / class sessions
4	Classhook	(classhook.com)	Platform / Extension	Embed quizzes + discussion into videos, aimed at K-12 classrooms
5	Khan Academy	https://www.khanacademy.org	Platform	Video lessons + built-in quizzes, full learning path tool
6	Coursera	https://www.coursera.org	Platform	Full-format MOOCs, quizzes, certification
7	Udemy	https://www.udemy.com	Platform / Marketplace	Course hosting, quizzes, video + student base
8	Notion + YouTube Plugins	(Multiple)	Extension / Platform combo	Use Notion (or similar) with video embeddings and notes/quizzes overlay
9	iSpring Suite	https://www.ispringsolutions.com	Authoring Tool	Creates interactive modules, quizzes, SCORM-compatible, LMS export (Wikipedia)
10	Articulate (Rise / Storyline)	(articulate.com)	Authoring Tool	Create responsive, interactive e-learning content, quizzes, multimedia
11	OpenOLAT	https://www.openolat.org	LMS / Platform	Open source LMS, with course management, assessments, integrations (Wikipedia)
12	LAMS (Learning Activity Management System)	https://lamsfoundation.org	Authoring / LMS Integration	Sequence-based authoring and collaborative learning design, integrates via LTI (Wikipedia)
13	Kahoot	https://kahoot.com	Platform / Extension	Gameified quizzes, used in-class and blended learning
14	Quizlet	https://quizlet.com	Platform	Flashcards + quizzes, peer-shared decks, study analytics
15	EduLastic	https://edulastic.com	Platform	Standards-based assessments, analytics, formative quizzes (especially K-12) (Common Sense)
16	Flip (formerly Flipgrid)	https://info.flip.com	Platform / Extension	Video prompts + student video responses and peer interaction
17	Lectora	(part of authoring tools list)	Authoring Tool	Author multimedia courses, quizzes, export to LMS (LearnUpon)
18	Composica	(authoring tools list)	Authoring Tool	Interactive course builder (from LearnUpon's authoring tools list) (LearnUpon)

Competitor Feature & Pricing Matrix

Competitor	Quiz Types	Analytics	Collaboration / Peer	AI Q-Gen	Timestamping	Integrations	
EdPuzzle	MCQ, open-ended, audio comments	Teacher dashboards: who watched, quiz scores, completion	Comments, discussion threads	—	Crop + insert questions at timestamps	Google Classroom, LMS (Canvas, Moodle), embed	I I I
Coursera / edX	MCQ, open-ended, peer-graded assignments, coding quizzes	Course analytics for instructors, learner dashboards	Discussion forums, peer review	Limited AI auto-graded questions	Not video-specific; some timestamped transcripts	Full LMS (Canvas, Blackboard) integrations, enterprise SSO	I

Competitor	Quiz Types	Analytics	Collaboration / Peer	AI Q-Gen	Timestamping	Integrations	
	(in some courses)						
Khan Academy	MCQ, fill-in, adaptive practice quizzes	Progress dashboards for learners & teachers	Peer collaboration via class groups (lightweight)	Some auto-generated practice (esp. math)	Timestamps in transcripts/explanations	Google Classroom integration	
PlayPosit	MCQ, free response, polls, discussions, hotspots	Advanced analytics (time watched, accuracy, learner engagement)	Discussion forums, in-video collaboration	Limited AI (beta question gen in enterprise)	Timestamped overlays, interactive layers	LMS (Canvas, Blackboard, Moodle, etc.), Google Classroom	
Wooclap	Polls, MCQ, open-ended, word clouds	Engagement analytics (participation %, responses)	Real-time collaboration in live sessions	AI features for poll suggestions (beta)	Not timestamp-based (event-driven)	LMS integrations (Moodle, Blackboard), Teams, Zoom	
Classhook	MCQ, short answer, discussions based on video clips	Teacher dashboards: completion, engagement	Class discussion prompts	—	Timestamped video clips	Google Classroom, LMS embed	
Notion (with plugins)	No native quizzes; plugins allow flashcards / cloze tests	Basic page analytics (third-party)	Collaboration via shared workspaces	Third-party AI tools for Q-gen	Timestamped YouTube embedding with plugins	API integrations, YouTube embeds	
Brilliant	Interactive step-by-step problem solving, MCQ	Personal progress dashboards	Light leaderboard, daily streaks	Proprietary auto-question engine (adaptive)			