



shutterstock.com - 1847778733

| | Competitor 1 (Byju's) | Competitor 2 (Vedantu) | Competitor 3 (Unacademy) | Competitor 4 (Maker's Asylum) |
|---------------------------|---|--|---|---|
| Products | Wide range of STEM learning resources, including online courses, video tutorials, and interactive simulations | Comprehensive STEM education platform that provides personalized learning experiences | Variety of pre-recorded STEM education videos and online courses | Community-based workshop and learning space that offers a variety of hands-on STEM programs |
| Price | Premium prices compared to Experiment-Labs | Variety of pricing options to cater to different budgets | Freemium model with basic access to free courses and paid subscriptions for premium content | Variety of membership option |
| Quality | High quality STEM learning materials and resources | Highly engaging and interactive STEM learning experiences | Varied quality of STEM learning videos and online courses | High-quality hands-on STEM programs |
| Selection | Wide range of STEM learning resources, covering a wide range of STEM subjects | Personalized learning pathways that adapt to each student's needs and interests | Limited selection of pre-recorded STEM videos and online courses | Wide range of hands-on STEM programs |
| Service | Dedicated customer support team available 24/7 | Personalized learning support and guidance | Limited customer support options | Dedicated customer support team available to support members |
| Reliability | Stable and reliable online platform and learning resources | Robust online platform and learning resources with multiple backup systems | Occasional technical glitches and website downtime | Stable and reliable community-based workshop and learning space |
| Stability | Established company with a strong brand reputation | Rapidly growing company with a focus on innovation | Newer company with limited experience in the Ed-tech industry | Established community-based workshop and learning space |
| Expertise | Team of experienced STEM educators and instructional designers with a strong focus on technology | Expertise in STEM education and technology, with a growing network of experienced educators | Varied experience levels among instructors | Team of experienced and knowledgeable educators and makers with expertise in hands-on STEM programs |
| Company Reputation | Strong brand reputation in the Ed-tech industry | Known for its personalized learning approach and its focus on quality STEM content | Limited brand awareness but a growing reputation for affordable and accessible STEM education | Established reputation for a community-based workshop and learning space |
| Location | Presence in major cities across India | Online platform with global reach | Online platform with limited international reach | Community-based workshop and learning space located in Pune, India |
| Appearance | User-friendly website and learning platform with a focus on easy navigation and accessibility | Modern and visually appealing website and learning platform with a focus on engaging visuals and interactivity | Basic website with limited design elements | Modern and visually appealing website with a focus on engaging visuals and interactivity |
| Sales Method | Online and offline sales channels | Online and offline sales channels | Online sales only | Membership-based sales model |
| Advertising | Engaged in social media marketing and advertising campaigns | Active social media presence and partnership with educational institutions | Limited advertising efforts | Community events and word-of-mouth |
| Image | Modern and professional image that appeals to parents and educators | Innovative and personalized image that appeals to students of all ages and learning styles | Basic and unbranded image | Community-based workshop and learning focused image |

