Masai Product & Partnership Primer

# 1. Who We Are – Masai’s Brand Story & Credibility

### Masai is India’s leading outcomes-focused career school, built on the belief that opportunity should not be limited by access to elite degrees or geography. Founded in 2019, with Masai’s PAP (Pay After Placement) model is a pioneering, outcome-driven financing approach that removes the upfront financial barrier to high-quality education. Under this model, learners can enroll in select full-time career programs without paying tuition fees during the course. Instead, they commit to paying only after securing a qualifying job that meets a predefined income threshold. This aligns Masai’s success directly with the learner’s career outcome, fostering accountability, transparency, and trust. By shifting the risk away from the student, the PAP model empowers individuals from diverse socio-economic backgrounds to access transformative education and career opportunities without financial pressure during the learning phase. Masai has redefined the upskilling ecosystem by delivering live, cohort-based learning experiences in partnership with top academic institutions including IITs, IIMs, XLRI, SP Jain, and BitSoM.

### With over 5,000 learners trained across disciplines such as Software Development, Data Science, AI/ML, Product Management, Digital Marketing, and Cybersecurity, Masai stands out for its rigorous pedagogy, structured mentorship, and learner accountability.

### Unlike traditional edtech platforms that prioritise content volume, Masai offers a fully managed, outcome-driven experience from learner onboarding to weekly mentorship, project-based assessments, Demo Day participation, and career support. Its approach is rooted in transparency, with no misleading promises or baited conversions.

### Masai-trained learners have successfully transitioned into high-growth careers, with placements at companies like Meesho, Capgemini, ShareChat, Paytm, IBM, and Walmart. The platform has earned recognition for its curriculum innovation, mentorship depth, and strong learner NPS, becoming a trusted delivery partner for academic institutions seeking scale without compromising quality.

Today, Masai continues to bridge the gap between academic theory and real-world application, preparing learners not just to earn certificates, but to deliver impact from Day 1 in the roles they step into.

### When was Masai founded and why? Masai was founded in 2019 with the mission to democratise access to high-quality, outcome-driven education in India. It was created to challenge the traditional limitations of degrees and to provide a performance-based learning path that prioritises skills, mentorship, and real-world readiness.

### What problem does Masai solve in the upskilling ecosystem? Masai addresses the ****gap between academic learning and employability****. While most edtech platforms focus on content delivery or certification, Masai focuses on ****career outcomes**** by combining live instruction, mentorship, rigorous assessments, and portfolio development. It solves for ****lack of structured mentorship****, ****low accountability****, and ****over-reliance on pre-recorded content**** in the upskilling space.

### How many learners has Masai trained? Any notable outcomes? Masai has successfully trained ****over 5,000 learners**** across domains like Software Development, Data Science, AI/ML, and Product Management. Its alumni have gone on to work at companies like ****Paytm, Meesho, ShareChat, Capgemini, and IBM****. Many students have made ****career switches from non-tech to tech roles****, with real project portfolios and support from Masai’s Demo Day and career services.

# 2. Masai’s Role in Academic Programs (XLRI, IITs, IIMs, BitSoM, SP Jain) Masai in its collaborations with leading academic institutions such as XLRI, IITs, IIMs, BitSoM, and SP Jain, Masai functions as the official delivery and outcomes partner. While the certification is issued solely by the academic institution, ensuring academic rigor and credibility. Masai is responsible for end-to-end execution of the learner experience. This includes onboarding selected candidates, delivering live sessions, facilitating one-on-one mentorship, providing doubt resolution and learner support, tracking progress and attendance, and ensuring capstone project completion. Masai’s role ensures that every participant benefits from a high-quality, industry-relevant experience while maintaining alignment with the academic vision and standards of the partner institution.

# 3. Why Masai vs Traditional EdTech

Unlike traditional edtech platforms that often priorities content volume or marketing-driven enrolments, Masai is built around **transparency, accountability, and learner outcomes.** We do not rely on inflated promises or misleading claims. Instead, we ensure every prospect receives honest, structured guidance aligned with real career goals. Our focus goes beyond course delivery — we support learners through the entire journey, from onboarding and live instruction to mentorship, project building, and placement readiness. By managing the full learner lifecycle, Masai ensures that success is not a marketing slogan, but a measurable outcome**.**

# 4. Trust-Building Language & Brand-Safe Statements

#### To maintain credibility and compliance across all counseling conversations, it is essential that counselors use trust-building, accurate, and brand-aligned language. The focus must always be on clarity, partnership integrity, and realistic outcomes. Do Say:

* This is a co-certified program, delivered by Masai in partnership with [Institute].
* Masai manages the live sessions, mentoring, and learning experience (For applicable courses)
* The certification is issued by [Institute], as Masai is the official delivery partner.
* We focus on learner success through structured mentorship, live teaching, and career support.
* This program includes capstone projects and real-world use cases reviewed by industry mentors.

#### Don’t Say:

* You’ll get placed for sure.
* We are from [INSTITUTE].
* Only 2 seats left, decide now.
* This course is run by IIT/IIM faculty only.
* This guarantees a job.

**These statements can mislead learners, trigger compliance concerns, or damage institutional trust.**