



REVA
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School of Computer Science & Applications

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Name of the Faculty : Prof.Prateeksha



www.reva.edu.in



IGNITE Pitch Deck



Milestone 1

Who we are?

Skillspace

Why ?

Explain why do you want to pursue this Business Idea.



Many students and young professionals struggle to gain practical skills despite having theoretical knowledge. There is a lack of structured platforms that offer hands-on learning with expert guidance, making it difficult for learners to be industry-ready. SkillSpace aims to solve this problem by providing a comprehensive learning ecosystem.

What ?

Provide a brief on what does your venture do.

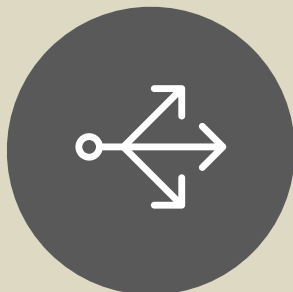


SkillSpace is an online platform where learners can:

- Enroll in skill-based courses curated by industry experts.
- Participate in live projects and hackathons.
- Connect with mentors and receive personalized guidance.
- Gain certification and enhance their employability.

How ?

Explain how your venture solves the problem and make its revenue.



- Subscription-based model providing access to exclusive content.
- Commission from premium mentorship programs.
- Corporate collaborations for hiring skilled candidates.

Problem/Opportunity

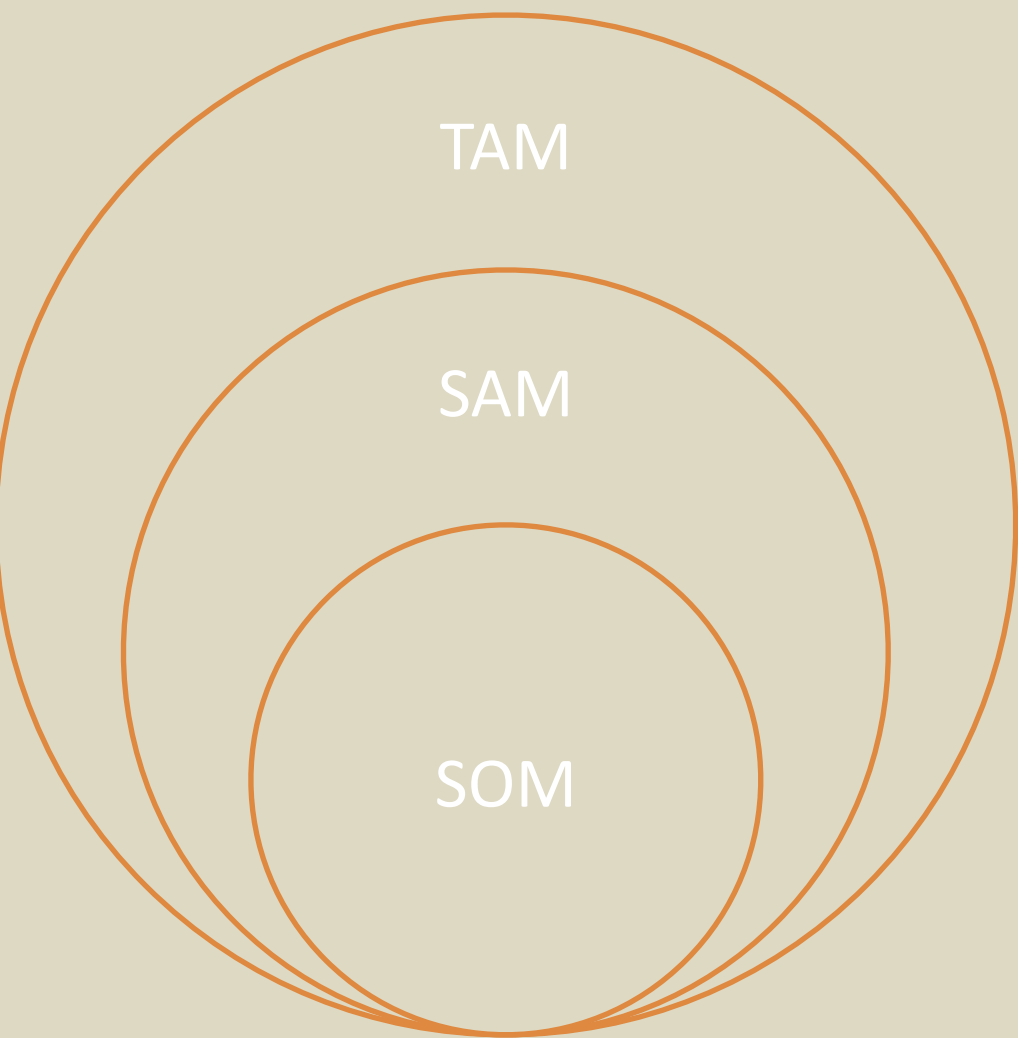
<p>CONTEXT <u>When does the problem occur?</u></p> <p>The problem occurs when students, freelancers, and professionals seek affordable learning, accessible study spaces, and skill exchange opportunities but struggle to find a centralized, reliable platform that meets their needs.</p>	<p>PROBLEM <u>What is the root cause of the problem?</u></p> <p>Limited access to affordable courses and skill-building programs.</p> <p>Difficulty in finding nearby study spaces suited for focused work.</p> <p>Lack of platforms for direct skill exchange, where users can trade knowledge instead of paying high fees.</p>	<p>ALTERNATIVES <u>What do customers do now to fix the problem?</u></p> <ul style="list-style-type: none">• Enroll in expensive online courses (Udemy, Coursera, etc.).• Use co-working spaces, which are often costly.• Find free resources online, but with no structured guidance.
<p>CUSTOMERS <u>Who has the problem most often?</u></p> <p>Teens & Young Adults (Ages 16-35):</p> <ul style="list-style-type: none">• Students & Freelancers – Looking for cost-effective learning & workspaces.• Professionals – Seeking upskilling opportunities but lack flexible options.• Educators & Experts – Interested in sharing knowledge and monetizing skills.	<p>EMOTIONAL IMPACT <u>How does the customer feel?</u></p> <p>😞 Before SkillSpace – Users feel frustrated with expensive courses, limited workspace options, and a lack of direct skill exchange opportunities.</p> <p>😊 After SkillSpace – Users feel empowered with a one-stop solution to learn, teach, and collaborate affordably.</p>	<p>ALTERNATIVE SHORTCOMINGS <u>What are the disadvantages of the alternatives?</u></p> <p>What are the disadvantages of these alternatives?</p> <ul style="list-style-type: none">❌ Expensive Online Courses – High costs, no flexibility.❌ Coworking Spaces – Costly memberships, lack of student-friendly pricing.❌ Free Resources – No structured learning, lack of mentorship.

Problem Interviews And Surveys Results

SkillSpace

- **How many customers did you interview?**
We interviewed approximately **50 people**, including students, freelancers, and professionals.
- **What was the interview mode?**
Conducted through both **online surveys and in-person discussions**.
- **How many of them agree this is a problem and want a solution?**
85% of respondents believe there is a need for **affordable learning options, accessible study spaces, and skill exchange platforms**.
- **How many of them said they don't need a new solution?**
15% of respondents mentioned they are already satisfied with existing solutions or do not actively seek alternative learning methods.

Market Size Estimation



MARKET SIZE:

TAM (Total Addressable Market)

- The global e-learning market is valued at approximately **\$315 billion** and is expected to grow at **9% CAGR**.
- The Indian online education market alone is projected to reach **\$10 billion** by 2025.

SAM (Serviceable Available Market)

- SkillSpace targets students, freelancers, and professionals in India.
- Considering the Indian youth and working population actively engaging in skill enhancement, the SAM is estimated at **\$1 billion**.

SOM (Serviceable Obtainable Market)

- Assuming a **0.5% penetration rate** in the Indian market initially, SkillSpace’s SOM is **\$5 million annually**.

1. Final Market Size Calculation (Based on Subscription/Booking Model)

- If the average transaction per user (course enrollment, venue booking, or skill exchange) is **₹500 (\$6)**,
- Then **\$5 million ÷ \$6 = 833,000 potential annual transactions**.

Customer Persona



Hemanth Gowda

BUILDING KAMPUS

Age: 21

Occupation: Student, Entrepreneur

Location: Bangalore, karnataka

Goals:

- ✓ To enroll in **affordable and high-quality courses** for career and personal growth.
- ✓ To **book study venues** for individual and group learning sessions.
- ✓ To **exchange skills** with others to learn and teach in a collaborative way.
- ✓ To gain **certifications** for completing courses and skill-sharing experiences.

Frustrations:

- ✗ Struggles to find a **single platform** that offers multiple learning opportunities.
- ✗ **Expensive courses** make learning inaccessible.
- ✗ Difficulty in finding **quiet study spaces** for focus and productivity.
- ✗ No proper **platform for skill exchange** without monetary transactions.

Bio:

HEMANTH GOWDA

Student at Reva university

A college student who is building his own Startup Kampus.

Fullstack developer

Value Proposition Canvas

What do you offer that makes the users happy?

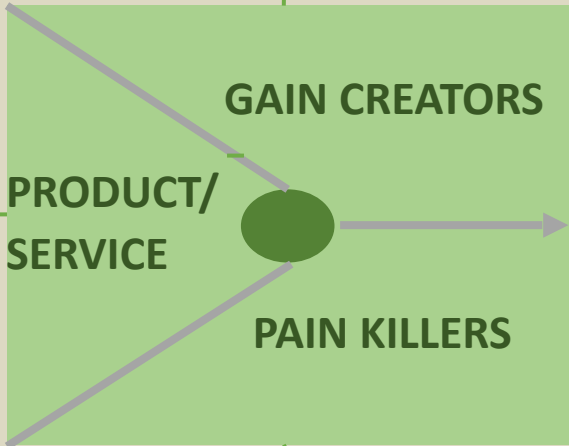
- A platform where users can **enroll in various courses** to upskill.
- The ability to **book study venues** for learning sessions or group studies.
- A **skill exchange feature** that allows users to teach and learn from each other.
- A user-friendly experience with easy course discovery, enrollment, and skill-sharing.

What is the product or service that you are offering?

A learning platform where users can **enroll in multiple courses**.

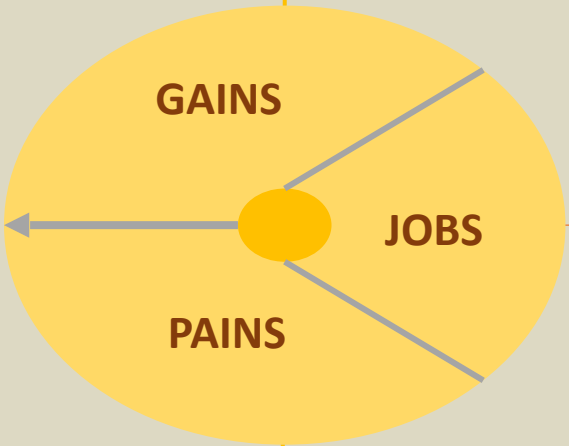
Study venue booking for individual or group study sessions.

A **skill exchange marketplace** where users can trade skills with one another.



→ Which features of your offering relieve the customer's pains?

- Affordable and accessible courses** with flexible learning options.
- A structured approach** to learning with clear progress tracking.
- Easy venue booking** for focused study environments.
- A skill exchange system** for users who want to learn new skills without paying.



I would **LOVE** it if:

"I could easily find and enroll in quality courses that help me grow."

"There was a structured learning path to guide me in my career."

"I could book a quiet, dedicated study space whenever I needed it."

"I could exchange my skills with others instead of paying for courses."

I would **WANT**:

"A platform with a variety of useful and engaging courses."

"An easy way to upskill and improve career prospects."

"Affordable courses with practical learning experiences."

"A space where I can meet like-minded learners and exchange skills."

I would **HATE** it if:

- "The courses were too expensive or not valuable."
- "There was no proper structure or guidance in the learning process."
- "Booking a study venue was complicated or too costly."
- "There was no proper system to match users for skill exchange."
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Solution

Describe your Solution:

SkillSpace is a platform designed to bridge the gap between skilled individuals and those in need of their expertise. We offer a dynamic, user-friendly space where people can showcase their skills, connect with potential clients or employers, sell courses, and collaborate on projects seamlessly.

The details of our offering consist of:

- 1.Skill-Based Profiles** – Users can create personalized profiles showcasing their expertise, experience, and portfolio.
- 2.Seamless Hiring Process** – Employers and clients can easily find, evaluate, and hire professionals based on their skills and past work.
- 3.Course Marketplace** – Experts can create and sell courses, helping others learn new skills while monetizing their knowledge.
- 4.Collaboration Tools** – In-app messaging, project tracking, and milestone-based payment options for smooth workflow.

List the Benefits of Your Solution:

- 1. Efficient & Reliable** – A streamlined hiring process that connects the right talent with the right opportunities.
- 2. Learn & Earn** – Professionals can not only find work but also monetize their expertise by selling courses.
- 3. Accessible & Affordable** – A platform where individuals can find work, learn new skills, and hire skilled professionals at competitive rates.
- 4. Growth & Opportunities** – A space for learning, networking, and career growth for freelancers, educators, and businesses.

Team Composition

Team member 1



Role/Position:
CEO

Key Strengths and abilities

Visionary, leadership,
business strategy,
product development

Team member 2



Role/Position:
COO/CTO

Key Strengths and abilities

Operations management,
technical expertise,
platform development

Team member 3



Role/Position:
CFO/CMO

Key Strengths and abilities

Financial planning,
marketing strategies,
user acquisition

Team member 4





Role/Position:
CFO/CMO


Key Strengths and abilities


Brand growth,
customer
engagement, investor
relations

What makes us a good team to solve the problem we chose?

 **Passionate & Committed:**
We are dedicated to **revolutionizing skill-based learning** by making it accessible, engaging, and affordable.

 **Business & Tech Skills:**
With experience in **product development, digital marketing, and platform scaling**, we can create a seamless experience for users.

 **Customer-Centric Approach:**
We focus on delivering a **user-friendly** solution that meets the needs of students, freelancers, and professionals.

 **Commitment to Growth:**
We continuously **learn, iterate, and adapt** to stay ahead in the evolving education and co-working space industry.

Thank
You!