

How Gradely can maximize it's Business Value & Strategize for Sustainable Growth

Straight to the analysis 📌

Gradely's customer base is one among few business customer bases that can be divided into **Key/Primary customer class** and **Regular/Secondary customer class**.

Based on my research knowledge on Gradely;-Gradely's products has three customer targets;

- Students
- parents(Sponsor)
- Schools

Let's track how these customers (Students, Parents(sponsors), schools) interact to see the class each fits into.

Key customer class:-"Parents and Students"

Secondary customer class:-"Schools"

Most parents(sponsors) and their respective kids(students) who are customers on Gradely, most likely double as customers to physical schools . Also,Gradely has a product offering, tailored to these physical schools making them direct customers of gradely too.

N/B:Why the **key customer class** accommodates "students and sponsors"



At this point is safe to see "the Sponsor and Student customer division" as being both **direct** and **indirect** customers of Gradely.So, adding more value to and addressing the pain points of the "Sponsor and Student customer division" advances the growth and retention of Gradely's

Key customer class (sponsors and student customer division),thereby effecting the **direct** growth and sustainability of Gradely.

It also supports the **indirect** growth and sustainability of Gradely by backing the growth and retention of the **Secondary customer class** (the schools), which consequently effect the growth and sustainability of Gradely.

It is easier and more sustainable for a school to sign up on Gradely because it's customers(students and parents) want to be there than it is to have students and parents sign up because the school chooses to be on Gradely.This is because "**customer is king**", therefore, businesses/service providers will move to and adopt the approach customers want to be served.

Thus, almost all my drafted value propositions are mainly targeted at the "Sponsors and Students customer division".And the ones for the "Schools customer division" may serve as our iceing on the cake.

VALUE PROPOSITION & GROWTH STRATEGY

Of the ten strategies I've drafted,I would want to highlight a random four to prevent the write up from being too lengthy.

1. Not entirely offering the unbalanced "duration of study only bundle" currently available in the Gradely app.

But offering fee payment bundles that gives value to the combination of both the duration of study and number of students enrolled by a single sponsor, and it comes with a threshold

number of students. In this model the “duration of study” backs customer retention while “number of students” boosts overall student population growth.

2. Organising on the Gradely app, online educational competitions that gives students the privileged to individually constitute their team of 3-4 participants (those who also are actively paying customers of Gradely) for an online competition (maybe based on a CBT approach), with a prize for the winning team and two runner up teams. This approach has a referral campaign inherently and subtly interwoven into it.

3. Providing a feature that sends a readily available email/SMS that was officially drafted for any student who may want to Sign up, but feels nervous to talk to his/her parents about Gradely or probably just inconvincingly starts on the wrong note. Here, Collecting necessary parental and student details will aid the personalization of the message thereby avoiding any appearance of spamming.

4. Gradely can help its customers reduce their daily expenses on “online availability for learning”. Gradely can achieve this through Bulk purchase of data which would be cheaper and made available for purchase on the app. This can boost and incentivize current student engagement time on the app. If the purchase is made available on completion of assigned educational tasks. Most importantly, This has a potential of becoming an **additional revenue stream** for Gradely.

N/B: These Strategies are crafted with a limited Gradely business operational knowledge and an outsider's perspective, which may enable us to see beyond internal biases and preconceptions. As it also may completely not align with the collective Gradely vision and I'll be glad to join forces with the Gradely team to the attainment and realization of the overall Gradely vision.