

# Loop

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The learning higher education environment to shape  
your future

# WHAT IS LOOP

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Loop is a comprehensive platform designed for students and young professionals, combining social interaction, learning, and career growth. Our mission is to create a gamified and engaging ecosystem that enhances education and career opportunities.

# PROBLEM

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What we Solve

# Problems in College Learning and higher education

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## **1. Outdated & Irrelevant Curriculum:**

Colleges fail to provide industry-relevant skills, leaving students unprepared for real-world jobs.

## **2. Lack of Structured Learning:**

No clear roadmaps, poor fundamentals, and scattered resources make skill-building inefficient.

## **3. No Hands-on Experience:**

Students memorize theory but lack real-world projects and competitive exposure to test their skills.

## **4. No Motivation or Tracking:**

No progress tracking, or peer competition leads to low engagement and weak learning outcomes.

# Problems in Student & Professional Networking

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## **1. Limited Access to Opportunities:**

Students struggle to discover hackathons, internships, and startup events, both within and beyond their colleges.

## **2. Scattered & Unfocused Discussions:**

Existing platforms are cluttered with distractions, making it difficult to find valuable career, tech, and learning discussions.

## **3. No Dedicated Learning & Collaboration Hub:**

There's no single space where students can connect, share projects, and engage with peers and industry experts. Aspiring entrepreneurs lack right networks as well.

## **4. Lack Of Access To Industry trends and Latest Tech Advancements:**

Students and professionals often miss out on the latest tech advancements, industry trends, and career opportunities due to scattered and unreliable sources. There's no dedicated space for curated, career-relevant news, discussions, and expert insights.

# SOLUTION

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How we solve these problems

# Solution : Loop College

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## **1. Structured Learning with Clear Roadmaps:**

Well-designed learning paths ensure students build strong fundamentals before advancing.

## **2. Project-Based & Competitive Learning:**

Real-world projects, coding challenges, and peer competitions make learning practical and engaging.

## **3. Industry-Aligned Curriculum:**

Courses are designed with direct input from industry professionals to match job market demands.

## **4. Motivation & Engagement Through Gamification:**

XP, leaderboards, and rewards keep students motivated and consistent. The right user experience that lets more features still feel less distracting.

# Solution : Loop Social

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## **1. Smart Networking & Career Connections:**

Students can find the right peers, mentors, and recruiters based on skills and interests.

## **2. One Place for Hackathons & Career Opportunities:**

A dedicated hub for discovering competitions, internships, and job fairs.

## **3. Focused Learning Spaces & Discussions:**

Topic-based communities for in-depth knowledge sharing and collaboration.

## **4. Curated Tech News & Industry Trends:**

A dedicated feed for relevant updates, startup news, and career insights.



# UNIQUE SELLING PROPOSITION

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What characteristics make our solution a “never-before” solution

# Unique Selling Proposition

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- **Seamless Integration:**

Unlike fragmented platforms, *Loop* connects learning, networking, and career-building into one ecosystem.

- **Structured & Job-Ready Learning:**

No more scattered resources. Roadmaps, projects, and competitive environments ensure real skill-building.

- **Actionable Networking :**

Focused on career-driven discussions, hackathons, startup collaborations, and industry connections—no pointless scrolling.

- **Focused Discussions & Learning Spaces :**

Unlike traditional social platforms that encourage mindless scrolling, *Loop* provides structured forums where students, professionals, and startups can discuss relevant topics, seek mentorship, and collaborate on ideas.

# Unique Selling Proposition

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- College & Industry Aligned:**

Designed to fill the gap between outdated college curricula and real-world job requirements.

- Distraction-Free, Productive UI :**

Unlike cluttered or engagement-driven social media, *Loop's* clean and intuitive UI ensures users stay focused on learning, networking, and upskilling without unnecessary distractions.

- Competitive & Engaging:**

Gamification, leaderboards, and XP-based progress keep students and professionals motivated while maintaining a structured learning flow.

- **Curated News & Trends:**

Stay updated with the latest tech advancements, industry trends, and job market insights—all in one place. No need to sift through irrelevant content.

# COMPETITION & BARRIER TO ENTRY

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# Competition & barrier to entry

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## Who we compete with:

- **EdTech Platforms (Coursera, Udemy):** Provide courses but lack structured integration with college curriculums and real-world projects.
- **Networking Platforms (LinkedIn):** Great for professional connections but lacks targeted student communities, structured learning, and engaging discussions.
- **Recruitment Platforms (Naukri, Indeed):** Primarily job boards with minimal AI-driven skill assessments or learning-based hiring pipelines.

## Why we stand out:

- **Built for Students & Colleges First:** Unlike broad platforms, we start at the foundational level—integrating learning, networking, and recruitment from within colleges.
- **Holistic Career Pipeline:** We don't just provide courses; we guide users with structured roadmaps, real projects, and direct job connections.
- **Difficult to Replicate:** Our staged expansion model (college integration → social platform → recruitment) creates a unique ecosystem that competitors would struggle to adopt quickly.

# Competition & barrier to entry

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## How Easy is it to Replicate?

- **Deeply Integrated Approach:** Existing platforms are focused on one niche, making it hard to shift towards a fully connected ecosystem like ours.
- **Strategic Partnerships:** Collaborations with colleges, mentors, and companies will give us a strong foothold, making it difficult for new entrants.
- **Gradual Expansion Strategy:** By building each layer (education → networking → recruitment) with precision, we ensure credibility and sustainable growth, making replication a slow and costly process for competitors.

# REVENUE MODEL

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# Revenue Model

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## **B2C (Students & Professionals):**

- Freemium model with paid premium courses, AI mentorship, and job-readiness programs.

## **B2B (Colleges & Companies):**

- Subscription plans for institutions to integrate Loop into their curriculum.
- Companies pay for AI-powered recruitment tools and targeted talent acquisition.

## **Advertisements & Partnerships:**

- Monetization through sponsorships, career events, and corporate training collaborations.



# TARGET MARKET

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# Market Size and Reach

India's EdTech and hiring market is projected to hit **\$30B+ by 2030**. Yet, **millions of students** struggle with outdated education, and companies waste **months filtering unqualified candidates**. We bridge this gap with an integrated learning and recruitment solution.

# Acquisition Strategy

## Campus partnerships:

Starting with our college, scaling to **10+ institutions** in a year.

## Influencer & community marketing:

Leveraging **LinkedIn, YouTube, and coding communities**.

## Hackathons & events:

Driving real-world engagement and brand visibility.

# Customer Segments

## Students (18-30 yrs):

Need **job-ready skills** and structured learning beyond outdated curricula.

## Colleges & Universities:

Seek **industry-aligned courses** and better student engagement.

## Companies & Startups:

Want **skilled hires faster**, reducing inefficiencies in recruitment.

# YOUR PRODUCT/SERVICE

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# The Product

- **All-in-One Platform for Learning, Networking, and Career Growth**

Instead of juggling multiple apps, students use Loop to build skills, find opportunities, and connect with mentors—all in one place.

Loop

Features

Testimonials

Pricing

Login

Get Started

## Level Up Your Programming Skills

Join our gamified learning platform. Master programming through hands-on projects, earn XP, and showcase your achievements.

Get Started →

Learn More



## •Learn Job-Ready Skills Through Real Projects and Clear Roadmaps

Loop offers structured learning paths and practical challenges that prepare students for actual jobs, not just exams.



2.5k students 12 weeks

### Data Structures & Algorithms 🏆 1200 XP

Master the fundamentals of DSA with practical examples and daily coding challenges.

★★★★★ (4.8) **\$49.99**

Progress 45%

📖 Continue Learning



2.5k students 16 weeks

### Full-Stack Web Development 🏆 1500 XP

Build modern web applications with React, Node.js, and cloud technologies.

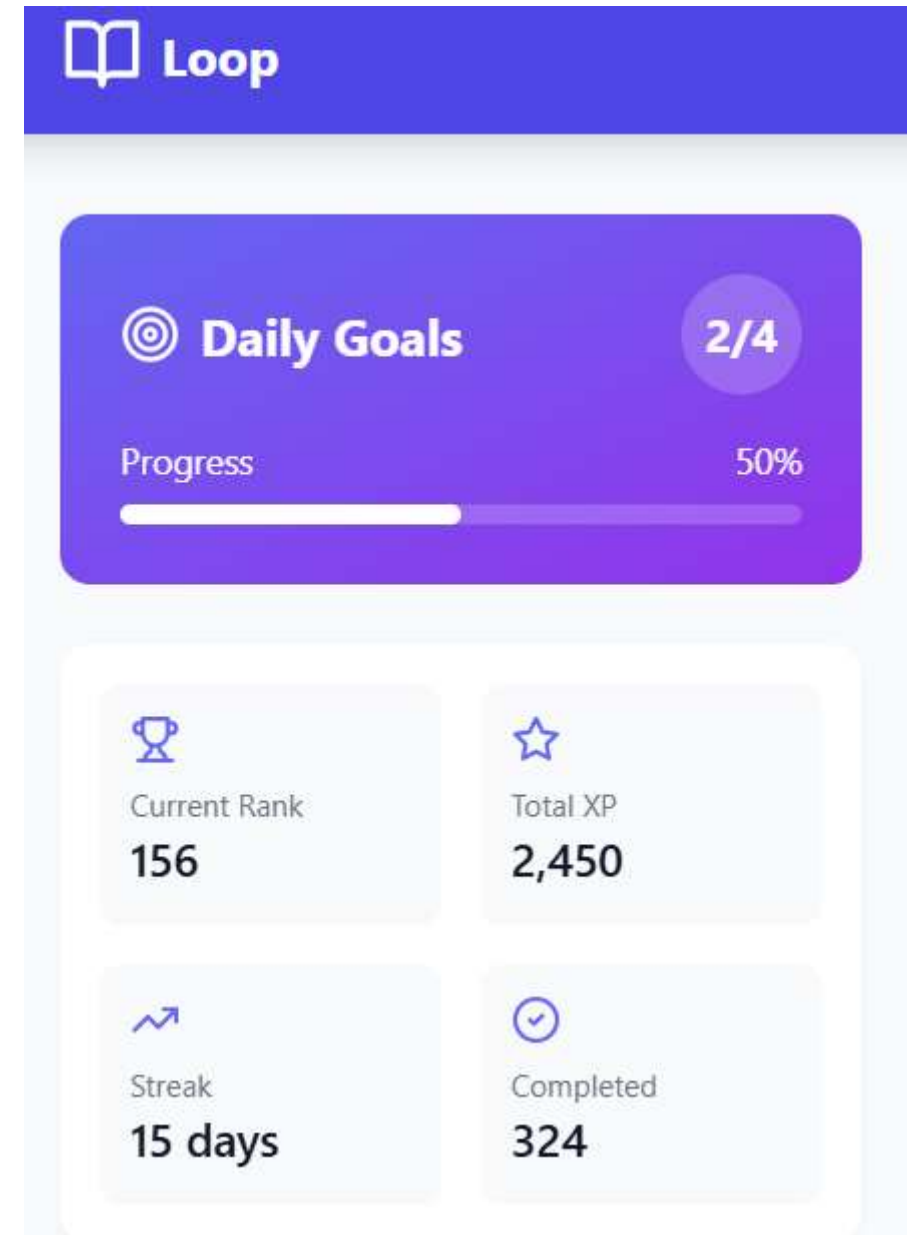
★★★★★ (4.8) **\$79.99**

📖 Enroll Now

# The Product

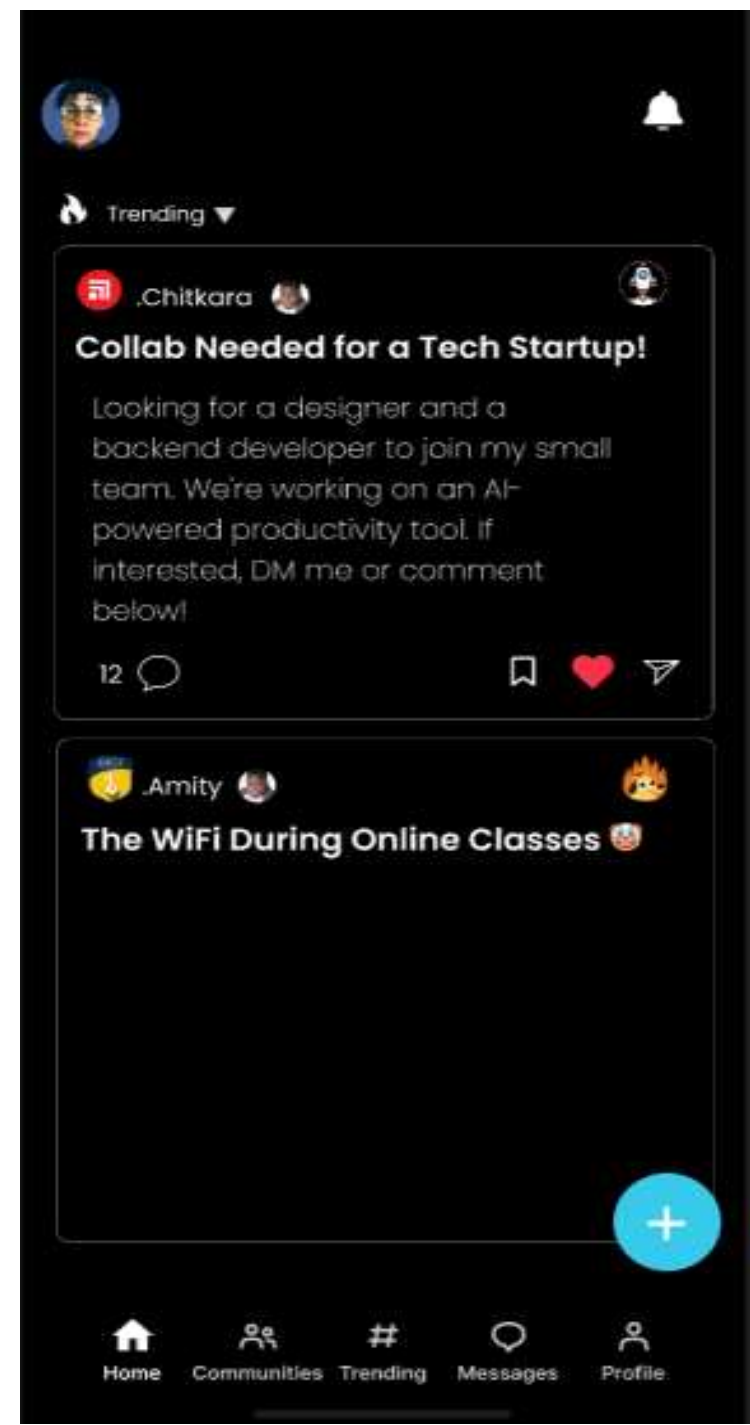
- **Stay Motivated with Gamified Learning and Competitions**

XP points, leaderboards, and rewards make learning fun and engaging, helping students stay consistent and track progress.



- **Connect with the Right People, Not Just Everyone**

Smart matchmaking helps students find peers, mentors, and recruiters relevant to their skills and goals, avoiding irrelevant noise.





- Discover Internships, Hackathons, and Jobs Easily**

Loop features a dedicated hub for students to explore competitions, career events, and opportunities curated for them.

- Stay Updated with Curated Tech News and Trends**

A clean, focused news feed keeps users informed about the latest in tech and industry without wasting time on irrelevant content.



# THE EXECUTION

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# Phase 1: Build & Validate (0-6 Months)

🎯 **Start with one college, preferably our own.**

## ✓ **MVP Development (First 2 Months)**

- **Launch the learning platform** with courses aligned to our college's curriculum.
- **Integrate gamification, assignments, and practice challenges.**
- **Test features, collect feedback, and refine for better engagement.**

## ✓ **Social Media Platform (Parallel Development – Next 2 Months)**

- **Build Loop Social** as a student-centric platform for discussions, projects & networking.
- **Enable peer-to-peer learning, mentorship & collaboration.**
- **First launch within our college**, then expand to nearby institutions.

## ✓ **Onboard More Colleges (Months 5-6)**

- **Leverage our first success** to pitch to 3-5 more colleges.
- **Expand courses, introduce certifications & premium learning content.**

# Phase 2: Scale & Monetize (6-12 Months)

🚀 **Expand learning, grow the social platform & prepare for recruitment integration.**

## ✓ **Loop Social Growth (Months 6-9)**

- **Refine engagement features** (groups, events, project showcases).
- **Start collaborations with industry experts & professionals.**
- **Monetization:** Paid mentorships, premium content, and college partnerships.

## ✓ **Advanced Course Expansion & Market Reach (Months 6-9)**

- **Expand tech, business, and domain-specific courses.**
- **Collaborate with industry experts & professors for high-value courses.**
- **Offer college-specific premium course packages.**

## ✓ **Loop Recruitment (Final 3 Months of Year 1)**

- **Beta launch AI-driven hiring** for internships & fresher jobs.
- **Onboard mid-sized companies & startups** for initial hiring programs.
- **Seamlessly integrate hiring into Loop Social & Learning.**

# THE TEAM

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- Anmol Pandhi(Founder)
  - UI, Product and Research
- Arghadeep Nath(Co-Founder)
  - Analytics, Development and Community

# Thank You!

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