

## **Zero-Budget Growth Task – NxtWise IT Pvt. Ltd.**

### **Task 1: Market Signal Test**

One major problem faced by students today is the **lack of clarity and preparedness for internships and placements**, especially when it comes to understanding **industry-required skills**. Most academic curricula are either outdated or heavily theory-oriented, which creates a clear gap between what students learn in college and what companies expect in real-world roles. As a result, students remain unsure about which skills to focus on, which tools are actually relevant, and how to become job-ready. This often leads to wasted time on irrelevant courses and inconsistent preparation.

This problem was validated through regular discussions with peers, observations from college placement outcomes, and frequent posts on platforms such as LinkedIn, Reddit, and student forums where students openly share frustration about facing repeated rejections despite holding technical degrees. Internship and job descriptions consistently emphasize practical, hands-on skills, which many students realize they lack only after applying, further confirming the existence of this problem.

Students are willing to pay for a solution because internships and placements have a direct impact on their career growth and financial stability. A structured approach that offers clear learning roadmaps, skill gap analysis, and mentorship helps students prepare efficiently, reduce anxiety, and improve their chances of securing relevant opportunities, making it a worthwhile investment.

### **Task 2: Growth Experiment Design**

#### **Platform Chosen : LinkedIn**

#### **Reason for Choosing:**

Students actively use LinkedIn to search for internships, placements, and career guidance. It is a high-intent platform where users are already thinking about their future roles and industry expectations. This makes it ideal for reaching students who are genuinely confused about required skills and are looking for direction.

#### **Step-by-Step Growth Plan:**

- Use LinkedIn search to find BTech CSE, IT, and related branch students
- Filter by year (3rd and 4th year students actively preparing for internships/placements)
- Send personalized connection requests with a short message
- After connection acceptance, follow up with a clear and helpful message

#### **Exact Outreach Message:**

“Hi, I noticed that many students struggle with understanding which skills are actually required for internships and placements. We’re helping students identify skill gaps and build a clear, industry-aligned learning roadmap. Let me know if you’d like more details.”

**Daily Outreach Count:**

- 20–25 connection requests per day
- 10–15 follow-up messages

**Expected Outcome:**

- 5–7 responses per day
- 2–3 qualified leads
- 1–2 counseling call registrations daily

**Task 3: Conversion Hook****Hook:**

*“Get a clear, industry-aligned skill roadmap for internships and placements — built around your profile, not guesswork.”*

This hook works because it directly addresses a core pain point faced by students: confusion caused by unclear and outdated guidance. Most students are unsure which skills are actually required by companies and often rely on trial and error while preparing for internships and placements. By highlighting *“industry-aligned”* and *“built around your profile”*, the hook creates trust and sets the expectation of personalized, practical guidance.

For students, this offers clarity, saves time, and reduces anxiety by helping them focus only on relevant skills that improve job readiness. For the startup, it attracts motivated and serious learners who value outcomes over certificates, leading to higher conversion rates, better engagement, and long-term growth.

**Task 4: Metrics & Learning****Key Metrics to Track:**

- Number of students reached through outreach
- Response rate to messages
- Number of counseling or discovery calls booked
- Conversion rate from calls to enrollments
- Drop-off stage (message → call → enrollment)

**Actions if Results Are Poor:**

- Refine the outreach message to better highlight clarity and industry relevance.
- Narrow the target audience to students actively preparing for internships or placements.
- Change or test a different platform with higher intent (e.g., LinkedIn instead of WhatsApp).
- Improve follow-up communication by addressing common objections such as time, cost, or uncertainty.
- Adjust the conversion hook to emphasize outcomes and real-world applicability.

### **Task 5: Founder's Insight**

If I were the founder, I would focus on **bridging the gap between learning and actual job requirements** by offering role-based career guidance instead of generic courses. Students should receive a clear understanding of what skills are required for specific roles and how to prepare for them step by step. Regular mentor check-ins and real-world project exposure would ensure students stay aligned with industry expectations. This approach builds trust, improves placement outcomes, and helps the platform grow faster through strong word-of-mouth referrals.

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