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Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

PROJECT REPORT

SUBMITTED FOR THE COURSE

LEAN STATR-UP MANAGEMENT

(MGT1022)

Project: CURIOSITY – ONLINE PLATFORM

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INTRODUCTION:

The start-up proposed will help students, professors or professionals, everyone who want to clear a doubt regarding a topic by providing a platform where they can voice their doubts and thoughts.

The start-up will provide users a chance to learn different things or also to gain more knowledge on what they know. The services will be provided for users above or below the age of 18. The business model that we are proposing will gain success because the start-ups in the market have a very restricted domain. The proposed start-up will focus solely on services by the users for the users and have multiple domains of engineering for now. Later we will be expanding our business in more domains of education. Furthermore, such a proposal will be more appealing to the customers since they will be able to relate more with each other and gain more trust with their work while earning few bucks by becoming an 'expert'. There have been many similar successful start-ups that follow the same domain exists today like 'StackOverflow' or 'Quora' but they are either too general or specific to domains. Our platform will be restricted to educational domain but will cover all of the domain's content eventually with time.

TARGET MARKET AND CUSTOMERS:

In everyday work life or college life, we come across problems which we are unable to solve. Going to teachers or peers could take time and effort when compared to a few clicks on the internet. We aim to build such a platform where such questions could be answered. These answered can be asked or be answered by users themselves. We aim to recommend a service or a start-up idea which would be helpful in efficient learning of a particular topic. We will connect users like professors, students, etc. which will benefit all of them to learn and work more respectively. As the platform gets more views and customers, we can generate additional revenue. This way, the users of platform will not have to pay and the start-up will still earn from it. The bigger the user-base, the efficient the start-up.

MARKET QUALITIES:

Market engaging quality is a proportion of the potential estimation of a specific market. Manners by which appeal might be estimated include:

- Short-term benefit
- Long-term benefit
- Growth rate of market
- Size of market after development
- As a stage towards a more appealing business sector

- Value of current items to advertise individuals
- Cost of passage into market
- Competition inside market
- Ease of achieving market individuals
- Openness of market individuals to items and correspondences

FACTORS AFFECTING POTENTIAL MARKETS:

- Quality of content
- Developed user interface
- Market development rate, the present edges in the market, regardless of whether costs are expanding or diminishing, number of contenders in the market.
- Number of Users

MARKET SIZE AND GROWTH RATE:

Market size and development rate are two essential elements while assessing a market. The bigger the market is; the more open doors exist to offer an item. This implies higher potential for gainfulness, even at low overall revenue. In a market of any size, in any case, it is vital to likewise consider the development rate. A market with a low development rate is presumably a soaked one, with numerous rivals in a similar space battling for similar deals. This will prompt lower piece of the pie for all members, and additionally bring down edges.

EDGES AND PRICING TRENDS:

Income is controlled by volume and edge, so edge is a key factor in deciding the benefit and, along these lines, engaging quality of a market. Two markets of a similar size yet with various edge focuses will can possibly create distinctive income streams. Valuing patterns, as well, are vital. On the off chance that costs have been declining, they may keep on doing as such, dissolving edges. Also, in the event that they have been expanding, there might be expanded income opportunity in that advertises than there would seem, by all accounts, to be at a solitary minute.

MARKET RESEARCH AND ANALYSIS:

Going through the web we found that almost everyone at some point in their work end up on internet searching for problems of solution. These questions vary from person to person. Ex- A could ask a question and B could know the answer of it, he can then answer. Finding such people in real life is tough but once you switch to internet, you can easily find people to solve your questions. If we provide a free platform to such people, they can easily create a community where questions are answered. Relevant questions and answers can be kept up top by using the system of upvotes. Furthermore, such users, be it students or professionals who use this platform will be able to learn and improve their knowledge.

ENTREPRENEURS ARE EVERYWHERE:

Entrepreneurs are everywhere. You don't have to work in a garage to be in a start-up. The concept of entrepreneurship includes anyone who works within my definition of a start-up: a human institution designed to create new products and services under conditions of extreme uncertainty. That means entrepreneurs are everywhere and the Lean Start-up approach can work in any size company, even a very large enterprise, in any sector or industry. Entrepreneurship is management. A start-up is an institution, not just a product, and so it requires a new kind of management specifically geared to its context of extreme uncertainty. In fact, as we will argue later, we believe "entrepreneur" should be considered a job title in all modern companies that depend on innovation for their future growth.

Start-ups exist not just to make stuff, make money, or even serve customers. They exist to learn how to build a sustainable business. This learning can be validated scientifically by running frequent experiments that allow entrepreneurs to test each element of their vision. Build-Measure-Learn. The fundamental activity of a start-up is to turn ideas into products, measure how customers respond, and then learn whether to pivot or persevere. All successful start-up processes should be geared to accelerate that feedback loop. Innovation accounting. To improve entrepreneurial outcomes and hold innovators accountable, we need to focus on the boring stuff: how to measure progress, how to set up milestones, and how to prioritize work. This requires a new kind of accounting designed for start-ups—and the people who hold them accountable.

Traditional business executives fearing disruption or even extinction, need to innovate, transform and become entrepreneurial. Many attend seminars and courses to 'learn innovation', while others seek to hire graduates of 'entrepreneurship programs'. While these approaches can provide new ideas, real entrepreneurship and innovation are not taught but are learned by practice. "Silicon Valley Style" entrepreneurs take risks, passionately solve real problems and gain experience by working in multiple companies. Through this, they learn 'hands-on' how to build and lead a team through agile development and customer adoption to profitable growth. While young founders Marc Zuckerberg and Steve Jobs succeeded by learning from mentors and activity, most successful entrepreneurs are over age 40 and have experience in at least three companies before branching off on their own.

Established companies such as Google, Tesla, GE, Kongsberg Gruppen or Telenor can provide a great foundation for future entrepreneur while gaining fresh thinking and

developing new solutions for the future. Innovation and entrepreneurship cannot be ‘taught’ in a course but learned through practice including taking risks and using passion and creativity to succeed.

BRAND VALUE:

Our brand brings in one simple principle, Knowledge increases when shared. People prefer to ask questions from the internet rather than in person due to various reasons. Even if they can, it comes at the expense of giving more time. This has the further consequence of being less productive. A platform to ask and answer such questions can be a game changer.

As our services are helping students during examinations or professionals during the work, it is very much useful to people based on their needs. The growth of these services are increasing every year. Our service is very much useful to people based on their needs. The growth of these services is increasing every year. It is the only multiservice company in India, and which hires the only students who are knowledgeable in their domain.

Our brand is compelling because we provide services for students and teachers, without burning a hole in their pocket, while allowing students or users in general to grow. Given the drive of our country to increase education in any form, we are aligning ourselves with the country’s need and demand, in a very simple manner. Further, end consumers will also get a different experience, since every user is different, and add to the quality of the service they get. It also creates strong bonds between people within the country, as well as globally, thereby making our brand not only a good solution financially, but culturally. It creates a community; a strong community provides great foundation for a business.

ENTREPRENEUR IS MANAGEMENT:

Entrepreneur and management are two opposite words. Entrepreneurs look for new markets, new products and work with new ideas. Management on other hand is rigid, hierarchical, business oriented and mostly work on bureaucratic principles. A new venture needs completely different perspective and style of management. The books, and material in market mostly deals with organizations and businesses which has attained certain size. There are stories, how a small new venture turns out to be great success. But there is hardly any material, which talks about how to manage early stage ventures. Or a new venture which is in idea stage. But such tips or guidelines vary tremendously from company to company. Uber ‘s marketing strategy cannot be completely copied by a grocery start up.

Entrepreneurial management is an evolving domain. It is mature version of management as a discipline. This is exciting phase for management as a discipline. New challenges, New market dynamics need to be entangled with old proven principles. As entrepreneurship and start-ups are about unproven and uncertain products and markets. Innovation is at the heart of entrepreneurship, that is why it is equally important for start-ups to manage innovation. It demands different kind of management skills and techniques. Peter Drucker, did write about innovation and entrepreneurship in his seminal book in 1985. Peter

Thiel, in his book Zero to one focused successfully on business side of start-ups and innovation. Peter Drucker had said, Innovation has to deal more with economic aspects than technical aspects of product or service. Entrepreneurial management is discipline that deals with ventures, innovation, strategies which will take idea into market, and to make venture a successful business.

We didn't address some obvious points which are not directly related to entrepreneurial management, but crucial to new ventures, such as funding, equity sharing etc. The major and primary aspect of entrepreneurship is to decide limitations. If limitations are not kept in mind, the new idea or venture is bound to fail sooner or later. There are numerous testimonies to this event. First of all, it all starts with an idea. We must confine the discussion to Idea, and not how to get an idea. Once a person gets an idea, she immediately starts looking everywhere about the potential of that single idea. How this idea can turn into a successful business enterprise? And how people will benefit tremendously from this idea. As in, how it will make world and society a better place to live in.

As we have Vision, Mission, Goals and then Planning, Targets, Evaluation, Feedback etc. Here we are trying to, not only establish stages but trying to establish principles on which new ventures can rely. So, first principle, is to stop after getting an idea, and get into validation stage. Validation is very difficult task. It is basically at the heart of innovation. Innovation is successful only in market, it cannot be called successful in laboratory or in an incubator. Validation has to be against certain concrete established parameters. The first one is about competency and capacity to deal with such idea.

REVENUE MODEL:

MARGINS:

The goal is to survive for 3 years without accruing debt or equity. Further, our initial start-up costs will be low and can be borne by us (refer financials). Initial start-up costs are decided with the aim to deploy a pilot website which can host a decent number of people and requests, as to attract further major investments from angel investors etc.

TARGET CUSTOMERS:

- Students who are still learning and are in college will come to find solution of their questions.
- Professors, faculty and professionals who are interested can join in and answer the questions or even ask their questions.

SERVICE SELLING POINT:

- With increased users, we can generate add revenue.
- As the number of views increases, sponsors or investors will come who can be advertised. This will help generate revenue.

FUNDING POINT:

- Sponsored companies which would like to get featured themselves as advertisement on the website.

REVENUE GENERATION:

- Through add revenue.
- Google play store once the app is launched.
- Through the service of online courses (if the feedback is positive).

VALIDATED LEARNING:

Validated learning is an approach to demonstrating progress against business goals when traditional key performance indicators (KPIs) are not very useful. In the book, "Lean Start-up," author Eric Ries described validated learning as a small unit of progress that can be quickly verified to determine whether a chosen direction is correct.

Validated learning treats product development as a series of experiments that use scientific method to answer questions about market demand. Once the entrepreneur has created a hypothesis about what customers want, the next step is to test the hypothesis by building a prototype -- which in lean-speak is referred to as a minimum viable product (MVP). Potential customers are then asked for feedback about the prototype and the information is used to validate reality and fine-tune the product. The process is purposely iterative and is continually repeated throughout the product's lifecycle.

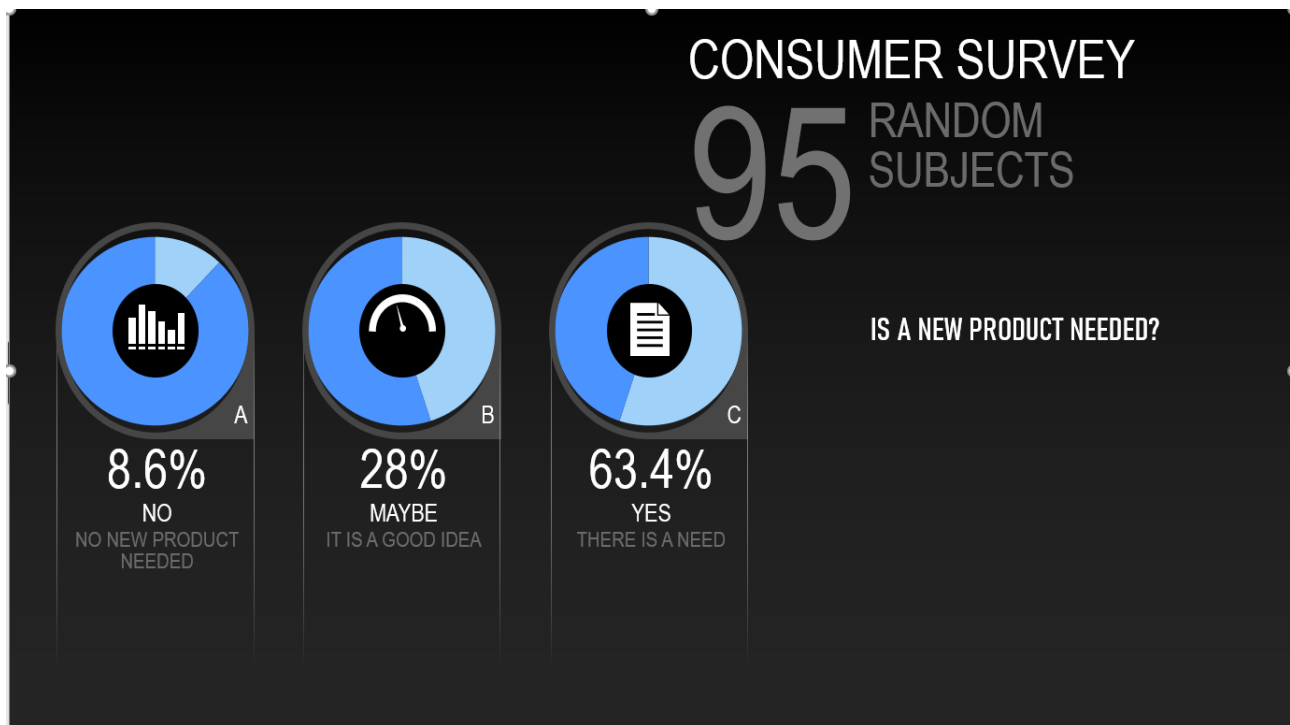
Validated learning is especially good at helping start-ups avoid building features that customers don't want or need. The thinking is that by continually validating what matters most to customers, the start-up will be more likely to eventually demonstrate progress against traditional KPIs, including revenue.

Although validated learning got its start as part of the build-measure-learn (BML) approach to efficient product development in lean manufacturing, its simple tenants can be applied to the development of a wide variety of products and services, including software development.

Knowledge is not power. Applying knowledge is power. Learning is useless. Validated learning is everything. If there is a single skill you have to learn to be massively successful in the 21st century, it's validated learning. It's the only way to build a superior life strategy.

The concept of validated learning comes from the lean start-up. The validated learning loop helps quickly validate or reject core business hypotheses. Instead of blindly trusting your business idea, you build a minimum viable product and then use a special set of metrics to validate the effect. You build a feature; you measure the results and so you learn what to do next – persevere or pivot. These steps are then repeated in a cyclic process.

CONSUMER SURVEY:



Survey conducted on 95 random subjects. See Appendix I for details.

BUILD-MEASURE-LEARN:

PHASE 1. BUILD

In this phase, the start-up's goal is to build or develop its MVP – “minimum viable product”, or the bare minimum product that can be built for the purpose of testing a number of assumptions, or the hypothesis formulated – as quickly as possible. Before it can do that, however, the start-up must first figure out what the problem that needs solving is.

- Design the experiment. First, you have to build out the details of the experiment and figure out how everything will fit and mesh together. For this, you must have a solid and reliable method of collecting data, meaning the data gathered must be reliable and actionable.
- Build the experiment. In this stage, think simple and small. Many startups tend to go big and complicated on the get-go, and they end up being overwhelmed and unable to handle it. It would be better to build the smallest possible increment that will still be enough for you to use to validate or reject the hypothesis you have made previously.
- Run the experiment. This is where you will collect the data. The most common methods include conducting interviews or distributing questionnaires. In some instances, others may come out with prototypes for testing.
- Among the activities that Eric Ries identified as part of the Build phase includes conducting unit tests, usability tests, refactoring, and cloud computing.

PHASE 2. MEASURE

In this second phase, the start-up must then determine whether real progress is being made or not, and this involves measuring the results obtained from the experiment performed during the BUILD phase.

- Data analysis. Analyze the data obtained from the experiment. What happened? What are the implications of the data to your hypothesis? Make a comparison on what you hypothesized to what actually happened
- Data organization. Organize your data in a way that will make it easily understood, and for the whole scenario to be easily comprehended by whoever listens to it.

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- Data organization. Organize your data in a way that will make it easily understood, and for the whole scenario to be easily comprehended by whoever listens to it.
- Data Presentation. Make your presentation of the data as compelling as possible. You want the members of the organization or the company to be engaged, so make sure you present it in a way that will truly grab their attention and hook them.
- In order to speed up measuring, Eric Ries suggested conducting activities such as split tests, real-time monitoring, funnel analysis, cohort analysis and search engine marketing, to name a few.

PHASE 3. LEARN

This is where the start-up will have to make a decision based on the measurements accumulated: should it “persevere”, or should it “pivot”? Persevere, in this context, means carrying on with the same goals, while pivot entails changing or shifting some, or all, of the aspects of the product strategy. Afterward, you would have to document your findings and share them.

The questions that are to be asked in this phase include looking into the knowledge that has been obtained. How should that knowledge be preserved? More importantly, what are the next steps that should be taken by the start-up? Ries cited several activities for this phase including, but not limited to, conducting customer interviews, split tests, customer deployment, and smoke tests.

- The 3 phases of the cycle can be simplified in the following activities.
- Ask whether the new idea of the start-up actually solves a problem for the users.
- Quickly come up with an action or a program that will test the idea with the users. Perform reassessment or revaluation if needed.
- Obtain feedback from your users. Focus on getting information that is relevant and will be useful in helping you create the product / service that is wanted or needed by the users.
- Consider the sustainability of the product or service. Will you be able to maintain the current level of engagement or service?

PROMOTION COSTS:

1. Price is an extremely important aspect in our service, since the lesser we spent on our start-up, the lesser service fee we can charge, thereby attracting more students and Professors
2. We would setup stalls in different college fests to promote our idea.
3. This will help in familiarizing our start-up among students who are prime benefiteres of this start-up.
4. For promoting the website among tourists, we'll advertise the website on their YouTube channels of video bloggers and other such online platforms visited frequently by tourists. Investments in this case would depend on the popularity of the platform. This investment will attract tourists who are planning their trip and are trying to find cheap and comfortable experience initial service cost will be written off from both sides i.e. student as well as customer. This will help in keeping the services provided by us at a relatively low cost for the consumers and the earning of the students will also be high

Service	Cost
Website creation + storage + server	₹ 4000/year
Fest promotion	₹8000/day (₹16,000 for the year)
Promotion on online platforms	₹ 25000
Expert Salary	₹ 25000 (for a year)
Service cost waiving	3% of service cost (based on student investors and their profits)
TOTAL	₹70,000 + service cost waiving (subject to external financial conditions)

INNOVATION ACCOUNTING:

Innovation accounting refers to the rigorous process of defining, empirically measuring and communicating the true progress of innovation – such as customer retention and usage patterns - whether for start-up companies, for new products or business units within established companies. The terms innovation and accounting are both well-defined and understood. However, by combining the two terms together they take on a very different meaning.

When traditional accounting measures are used to measure innovation, it often has the effect of stifling or suffocating the new product or start-up company. This is because traditional accounting tends to work best when measuring established products or on-going concerns. By definition, new innovations have a limited operating history and little to no revenue and are burning cash well in excess of revenue. In this context, financial ratio analysis, cash flow analysis and other standard practices shed an unflattering light on the new innovation, especially in comparison to existing products or businesses within established companies. why innovation accounting is important It is critical to use the right metrics to understand causes and effects. Using the wrong metrics can be very damaging.

Using market buzz, PR hits and product awards are often very superficial approaches. Despite this, many entrepreneurs tend to refer to the number of retweets and Facebook “likes” as legitimate market validation. For example, a network security company focused on the number of resellers contractually signed to resell its new product to indicate validation of its product. In reality, this was a “vanity metric” as there was no financial commitment on the part of the resellers. In another example, a number of early sales were actually false positives because they were sold to users who required many modifications to the original. There is no one-size-fits-all approach to the key metrics. They must be carefully selected, and they evolve as the business matures.

The metrics must go beyond the obvious and prove objectively that the company is moving towards sustainability. Ultimately, the company will, over time, move from validated assumptions to a quantitative financial model. Examples include metrics that address depth of user engagement. There is a legitimate reason that the “hockey-stick” curve is largely flat at the beginning of a new product or business cycle. It's not because the founders or team

leaders are not working hard, but because uncovering a business model that works starts with lots of things that do not and need to be refined.

SALES MODEL & SUSTAINABLE COMPETITIVE ADVANTAGE:

While our start-up begins to function, our aim is to attract both the students, professors and scholars who are consuming the services that are offered. Since we are not charging a fee from both, so we need to focus on sponsors or add revenue more often until an app is released or online courses service is added.

Sales model to attract students, professors and scholars:

1. Initially, the website will be just a QA website. Once it develops a user base, an app will be released which would start generating revenue along with new users.
2. Every user will have his profile and he can earn medals and points like reputation, etc when he asks or answers questions. This will encourage users to ask and answer questions more often on platform.
3. Answers will have upvotes sorting so when a questions has many answers; the most recommended answer will be displayed first. This way time will be saved for users who directly want the solution.
4. Creating the advertisements of our start-up and placing them on high traffic channels, popular websites. Online publicity like spamming on Facebook and WhatsApp groups also.
5. We can affiliate our start-up with allied companies in the similar domains, where both the parties will be benefitted by promoting one another.
6. We can sponsor events in colleges or advertise ourselves in colleges. For example, if a user invites someone to platform, he earns reputation points or karma points. This way, more people will be invited and more people will join in.

COMPARISON OF PRICING STRATEGY:

Current Service Providers in our domain:

1. The current companies hire full time individuals who are professionals at their jobs and do it for a living. The experts which we will hire to answer questions along with users will be part time and could be users themselves. Basically, there will be option to enroll as an expert. The expert will have to answer questions, the relevance of which will be calculated from upvotes, by the end of the month, he could be paid 0.1% of the upvotes of the month.
2. Further, professionals hired tend to stick to their plan of action without much deviation and improvisation. This makes it hard for the person paying his service to get full satisfaction from a service.

Our start-up banks on two important aspects to sell: leveraging key relationships and providing high quality services at lowest prices. Our umbrella will only keep growing as users with diversified skills to offer begin using our website. Our competitive advantage involves using a workforce that is the youth of the country, highly motivated to work in different fields.

Our major competition will stem from the fact that professional companies can leverage their professional workers, since students are inexperienced. But the end customer is concerned with his/her service being provided at the highest quality, and at cheap rates. Our start-up will offer these two facets to the customer, thereby sustaining any competition.

SUSTAINABLE COMPETITIVE ADVANTAGES:

Our innovation factor and sales model will ensure we sustain competition in the market.

1. Our core idea of delegation of work is to helping users where they only provide help while we give them a platform. This is an advantage since it eliminates the necessity of a dedicated workforce for certain tasks, which minimizes usage of company resources.
2. Since users have the opportunity to become an expert and earn based on their skillset and the quality of work they provide, they will continually look to improve their skills and at the same time, charge less to maintain a competitive advantage. Thus, we ensure *high quality at lowest price of services*.

Our entire start-up has *no physical boundaries*. Since we act as a proper mediator between the teachers and student, any person from any corner of the world can look for someone to complete their work. Likewise, any teacher, with any skillset at any place can register on our website and start providing his/her services right away.

RISK ANALYSIS:

Risk	Likelihood	Impact	Strategy
Government Policies	Unlikely	Medium	Timely compliance with changing policies of government
Less user base	Likely	Very High	Increased advertisement in colleges so that student visit it. Make it sponsored on google.
Litigation Risks	Unlikely	Medium	Patent and IP Verification before going public with the start-up.

CONCLUSION:

We have successfully built the idea over time and have done quite a lot of detailed analysis of the entire start-up. According to our point of view we have enough raw data and market knowledge by now for the implementation of this in the real world. Our service in the front end is basically to provide the connection between the users. This is being done by the website and the app in the future. But there is a lot going in the background too. A lot of thought has to be given as to which place to start. Depending on the nature of our service, the first place would be to target a place where a lot of college and schools can be found, and a diverse group of people live there including professionals and professors. The expansion will then happen automatically like the pyramid model when users will pass the information of the existence of this platform.

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Appendix I: Google Survey

Link:

https://docs.google.com/forms/d/1E9lBG_45nNbKrnB3ZzZsKu4TyVVMwo3SjNtylQya_Eg/edit

Timestamp	Email Address	What is your year of study/qualification/profession?	Have you used the following apps/websites?	How helpful was it in tailoring?	How helpful was it in long running?	Is the community/Admin of the app still lively and active?	Would you like a new platform for your school/college with a community where even you can be an active part of?	What would you expect from the platform if it is a question-answer and content sharing community specific to your institution?	Do you have a specific comment or point to make here?
2/2/2020 16:16:15	glen-ngeorge2001@gmail.com	Student - UG 1st year	YahooAnswers, Quora	2	4	Yes	Maybe	Good detailed answers possibly with videos if further explanation is needed	
2/2/2020 16:37:05	idontknow-whyyouwantthis@gmail.com	Student - UG 2nd year	Quora, Reddit, A localised help app for you school/college	4	4	Yes	Maybe	Question paper of tomorrow's exam	

2/2/2020 17:04:23	vishkj1500@gmail.com	Student - UG 2nd year	Quora, Reddit, A localised help app for you school/college	4	4	Yes	No	Satisfy all my queries	
2/2/2020 17:14:16	ar.sanjeev91@gmail.com	Student - UG 2nd year	Quora, Reddit, A localised help app for you school/college	4	4	Yes	Maybe	Nil	Nil
2/2/2020 17:24:51	ajrock-sasaboss@gmail.com	Student - UG 2nd year	Quora	3	4	Some what	Maybe	to include as many members as it can	
2/2/2020 17:25:01	shristibaranwal4227@gmail.com	Student - UG 2nd year	YahoAnswers, Quora, A localised help app for you school/college	4	4	Some what	Yes	It would be very helpful for student's to get authenticated information.	
2/2/2020 17:27:58	shivani-goyal2668@gmail.com	Student - UG 2nd year	Answers.com, Quora	2	3	Some what	Maybe	More clear and genuine answers to the queries	
2/2/2020 17:28:31	manum-rinal.singh024@gmail.com	Student - UG 2nd year	YahoAnswers, Quora	4	4	Yes	Yes	It should be a separate section	

								for different subjects based on the questions asked, so that it will be easier to find answers	
2/2/2020 17:28:47	mramazingshubham@gmail.com	Student - UG 2nd year	Quora	3	3	No	Yes	Timeliness and valid justification of matter	No
2/2/2020 17:37:07	chillarishita.reddy2018@vitstudent.ac.in	Student - UG 2nd year	Quora	4	4	Yes	Maybe	Anything related to college	
2/2/2020 17:42:43	shreyansh.satvik2018@vitstudent.ac.in	Student - UG 2nd year	YahooAnswers, Answers.com, Quora	4	4	Some what	Yes	Yes	
2/2/2020 17:46:06	abhishek-mishra.2018@vitstudent.ac.in	Student - UG 2nd year	Quora	3	3	Some what	No	Yes	No
2/2/2020 17:53:43	babgowtham@gmail.com	Student - UG 3rd year	Quora, A localised help app for you school/college	3	3	Some what	Maybe	Information	
2/2/2020	dubey903510000786@gmail.com	Student - UG 2nd year	Answers.com, Quora	4	3	Yes	Maybe	To provide me details	The veri-

18:11:53								regard- ing my queries	fica- tion of an- swer s shoul d be done. .. By re- spect ed fac- ulty or mas- ters in that field
2/2/2020 18:12:41	abhinavkrishna- kishu@gmail.com	Student - UG 2nd year	Ya- hooAnsw ers, Quora	4	5	Yes	Yes	Help to settle my doubts	Noth ing spe- cific
2/2/2020 18:17:06	sganvir95@gmail.com	Student - UG 2nd year	Ya- hooAnsw ers, Quora, Reddit	4	4	Some what	Maybe	Answer should be veri- fied by the con- cerned mem- bers of the in- stitu- tion.	No
2/2/2020 18:23:50	iamfakesat@gmail.com	Student - UG 2nd year	Quora, Reddit	3	4	Yes	Maybe	Transpe rrency	
2/2/2020 18:29:52	giiveright91@gmail.com	Student - UG 2nd year	Quora, Reddit	3	4	Some what	Yes	Add free	No

2/2/2020 18:40:34	lak-shitdhanuka@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, A localised help app for you school/college	4	3	Yes	Yes	Must remain active and notify for new posts.	No
2/2/2020 18:42:38	soumyaranjan-jena0102@gmail.com	Student - UG 3rd year	Quora	3	4	Some what	Maybe	Clearance of all doubts	No
2/2/2020 19:10:55	atul.wadhwa2018@vit-stufent.ac.in	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	4	3	Some what	Yes	It should be easily accessible. It should be fluent enough to transfer the protocols. Must be transparent.	
2/2/2020 19:19:36	aswinkottaram89@gmail.com	Student - UG 2nd year	Quora	3	2	Some what	Yes	Quick response	
2/2/2020 19:23:45	apoorvagupta208@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora	3	4	Yes	Yes	Nothing	Nothing
2/2/2020	hpetekar@gmail.com	Student - UG 2nd year	Quora	3	3	Some what	No	Nothing much	

20:33:09									
2/2/2020 21:10:28	rut-vikranch090@gmail.com	Student - UG 2nd year	Quora, Reddit	2	3	Yes	Yes	Should not be censored	
2/2/2020 21:32:54	kpskamlen-dra1310@gmail.com	Student - UG 2nd year	Quora	3	4	No	Yes	More appropriate answers and frequent replies	The platform should be broad and more extensive.
2/2/2020 22:01:06	vasudeva.dhruv79@gmail.com	Student - UG 2nd year	YahooAnswers, Answers.com, Quora	5	3	Somewhat	Yes	Yes	No
2/3/2020 22:42:37	mudits02@gmail.com	Student - UG 1st year	Quora	5	5	Yes	Yes	Mostly a Concept of Quora	
2/4/2020 17:00:08	justa-dityabist69@gmail.com	Student - UG 2nd year	YahooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	5	5	Yes	Yes	Show class average	No
2/4/2020 17:02:05	samcuber@gmail.com	Student - UG 2nd year	Quora, Reddit	3	3	Yes	Yes	active and honest participation	no

2/4/2020 17:07:03	devjyotsinhsidhu@gmail.com	Student - UG 2nd year	Quora, Reddit	3	4	Yes	Maybe	Real time chat options	
2/4/2020 17:10:10	saiompal13@gmail.com	Student - UG 2nd year	Quora, Reddit	3	4	Some what	Yes	Everyone's participation	
2/4/2020 17:36:24	kunal3270@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Quora, Reddit	4	4	Yes	Yes	Ok	
2/4/2020 20:55:39	Harsh-Pandey2005@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit	5	5	Yes	Yes	Helpful and accessible by all, from anywhere and at any-time!!!	No
2/4/2020 22:38:43	san-skar.vidyarthi2018@vit-student.ac.in	Student - UG 2nd year	Quora, Reddit, A localised help app for you school/college	4	4	Some what	Yes	Interactive solution to problems	No
2/4/2020 22:41:32	rjain4995@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	3	3	Some what	Yes	Quick and precise responses	

2/5/2020 9:02:07	dhun-ganasandesh32@gmail.com	Student - UG 1st year	Quora	5	5	Some what	Maybe	Not jokes, only serious answers	Nothing
2/6/2020 0:31:43	sakshyasharma15@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Quora, Reddit, A localised help app for you school/college	5	2	Some what	No	Relatable content	Not really, just previous year papers should be there
2/23/2020 0:37:17	shivanshvyasrockz14@gmail.com	Student - UG 2nd year	Answers.com, Quora, Reddit	3	2	Yes	Maybe	Effective answers	
2/23/2020 0:37:31	nitin.ranjan2510@gmail.com	Student - UG 1st year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	4	3	Some what	Yes	A more reliable source where I can find stuff almost all times	
2/23/2020 0:38:42	shivansh.vyas2018@vit-student.ac.in	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit	3	2	Yes	Yes	More opportunities	
2/23/2020 0:41:00	mc.vyas@gmail.com	Student - UG 2nd year	Ya-hooAnsw	3	2	Yes		Effective	

			ers, Answers.com, Quora, Reddit					platform	
2/23/2020 14:07:53	nitzhere2510@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	5	3	Yes	Maybe	It should have a great answer verification system	
2/23/2020 15:29:02	jason@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Quora, Reddit	3	3	Some what	Yes	Quick answers to questions asked	No
2/23/2020 15:30:43	shivanshvyas@gmaid.com	Student - High School	Ya-hooAnswers, Quora, Reddit	4	4	No	Yes	Accurate answers	Great survey
2/23/2020 15:35:17	khushi-gelda.20@gmail.com	Student - UG 2nd year	Quora	3	5	Yes	Yes	Daily updates	No..
2/23/2020 15:35:34	nandita-pal2511@gmail.com	Student - UG 1st year	Quora	3	3	Some what	Yes	I would want it to be more specific	
2/23/2020 15:40:49	khatri-somya18@gmail.com	Student - UG 1st year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised	5	5	Yes		Past year papers	

			help app for you school/co llege						
2/23/20 20 15:41:3 9	akshara.gane- shram@gmail.com	Student - UG 1st year	Ya- hooAnsw ers, Quora, Reddit	3	2	Some what	Yes	I would expect knowle dge to be shared effi- ciently. I would like to learn and un- der- stand from experi- ence of teachers and passed out stu- dents	
2/23/20 20 15:43:0 0	sandip.hota2018@vitstu- dent.ac.in	Student - UG 2nd year	Ya- hooAnsw ers, An- swers.co m, Quora	3	2	No	Yes	To the point answers	
2/23/20 20 15:44:0 6	soumya.gupta9559@gma il.com	Student - PG/PhD	Ya- hooAnsw ers, Quora, A localised help app for you school/co llege	5	4	Some what	Yes	To get ade- quate infor- mation about the ques- tion	
2/23/20 20 15:50:1 9	saurabhmahnot7@gmail. com	Student - UG 2nd year	Quora	3	2	Some what	Yes	Effec- tive an- swers	

2/23/2020 15:51:23	shivanshvyasrockz14@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit	3	2	Yes	Yes	Effective answers	
2/23/2020 16:18:39	maikyubatau@jhatu.com	ITUS International talent of ultimate student : Ye kaafi difficult course hai	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	0	0	No	No	I expect sex from it	Melody mai lodi ka matla b kya hai
2/23/2020 16:21:00	pgnanadeep.reddy2018@vitstudent.ac.in	Student - UG 2nd year	Quora, Reddit	2	4	Yes	Maybe	I expect the best and easy way of answering	No
2/23/2020 16:23:17	p.gnanadeep-reddy@gmail.com	Student - UG 2nd year	A localised help app for you school/college	3	3	Some what	Maybe	Easy to find the answers and accurate answers	No
2/23/2020 16:50:02	na-tashaj5385@gmail.com	Student - UG 1st year	Quora	3	2	Yes	Yes	User friendly	
2/23/2020 17:37:44	arjun-somvanshi@gmail.com	Student - UG 1st year	Ya-hooAnswers, Quora, Reddit, A localised help app for you	5	2	Yes	Yes	A forum for where people can teach concepts	A platform for localised

			school/college					and they can be rated according to their content along-side a qna which is open for all	subjects and concepts in an ordered and organised manner is necessary for ug students
2/23/2020 17:40:12	na@gmail.com	Student - UG 2nd year	Quora, Reddit	3	1	Some what	Yes	Na	No
2/23/2020 17:40:47	lakshit99@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit	3	4	Yes	Yes	Good UI, availability, variety. Details of professors etc.	
2/23/2020 17:40:51	likhitgmella@gmail.com	Student - UG 2nd year	Quora, A localised help app for you school/college	4	3	Yes	Yes	Active, Relevant, Updates, Notifications, Opportunities, etc..	

2/23/2020 17:41:12	anmolmallick2608@gmail.com	Student - UG 3rd year	Ya-hooAnswers, Quora, Reddit, A localised help app for you school/college	4	3	Some what	Maybe	Nothing specific	Nope
2/23/2020 17:44:00	shaolink123@gmail.com	Student - UG 2nd year	Quora, Reddit, A localised help app for you school/college	3	3	Some what	No	I think social media serves the purpose so a specific need is- n't required.	Al-ready made
2/23/2020 17:50:31	gau-tamssatyam@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Reddit	2	2	Yes	Yes	Providing information regarding academic and non academic activities	Nil
2/23/2020 17:54:45	agarwal.aryan2311123456@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you	3	4	Yes	Yes	Quick and correct answers	

			school/college						
2/23/2020 18:30:04	tulikashivani@gmail.com	Student - UG 2nd year	YahooAnswers, Quora, Reddit	2	4	Some what	Yes	It should be interactive and all the information shared must come from reliable sources.	
2/23/2020 18:31:51	kamranashraf2017@gmail.com	Student - UG 2nd year	YahooAnswers, Answers.com, Quora	4	4	Yes	Yes	Everyone should share their ideas and thoughts on each and every topic related to a question	
2/23/2020 18:33:12	aashishsharma.ind.ajm@gmail.com	Student - UG 1st year	YahooAnswers, Quora, Reddit	4	3	Some what	Yes	Better answers to my questions	
2/23/2020 18:36:34	patelishan1400@gmail.com	Student - UG 2nd year	Quora	4	4	Some what	Yes	Nothing	

2/23/20 20 18:53:5 1	ray.yash.08@gmail.com	Student - UG 1st year	Quora	4	3	Some what	Yes	Rele- vant content related to my institu- tion.	
2/23/20 20 19:01:5 4	aditya.2019@vitstu- dent.ac.in	Student - UG 1st year	Quora	3	4	Yes	Maybe	Activi- ties in my campus	
2/23/20 20 19:14:0 0	architag- garwal21@gmail.com	Student - UG 2nd year	An- swers.co m, Quora, A localised help app for you school/co llege	4	2	Yes	Yes	Project Sharing	
2/23/20 20 19:34:3 7	lulladipti@gmail.com	Student - UG 1st year	Quora, Reddit, A localised help app for you school/co llege	3	4	Some what	Maybe	Better interac- tive more conven- ient ser- vice	No
2/23/20 20 19:40:2 4	ayush- roy165@gmail.com	Student - UG 2nd year	Quora	5	5	Yes	Yes	A good UI/UX	
2/23/20 20 20:10:5 5	harsh.singh2019@vitstu- dent.ac.in	Student - UG 1st year	Quora, A localised help app for you school/co llege	3	3	Some what	Maybe	Helpful	No
2/23/20 20 20:15:2 9	nishkarsh- bisht18@gmail.com	Student - UG 2nd year	Quora, Reddit	5	5	Yes	Yes	Infor- mation About various events	

2/23/2020 20:15:31	paragbramh@gmail.com	Student - UG 1st year	Ya-hooAnswers, Quora	2	3	Yes	Yes	.	
2/23/2020 20:18:15	akshatrocks20@gmail.com	Student - UG 2nd year	Quora	2	2	No	Yes	Yes	
2/23/2020 20:29:25	agarwal.raghav0704@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Quora, Reddit	4	4	Yes	Yes	The content should be right and non ambiguous.	
2/23/2020 20:34:58	ramyak.2019@vitstudent.ac.in	Student - UG 1st year	Ya-hooAnswers, Quora, A localised help app for you school/college	3	3	Yes	Maybe	Good	
2/23/2020 20:37:14	akshit.sawnani2018@vitstudent.ac.in	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit	5	5	Yes	No	Nothing	Nope
2/23/2020 20:42:31	vaani.tripathi2018@vitstudent.ac.in	Student - UG 2nd year	Ya-hooAnswers, Quora, Reddit, A localised help app for you school/college	3	3	Some what	Yes	Up-dated and does not crash	
2/23/2020	shrey-ansh.anand2019@vitstudent.ac.in	Student - UG 1st year	Quora, Reddit	5	5	Yes	Maybe	Just like Quora where	No

20:52:37								people will be able to ask questions and answer other people's questions.	
2/23/2020 21:30:51	rghvsng06@gmail.com	Student - UG 1st year	Quora	4	4	Some what	Maybe	Good	
2/23/2020 21:34:21	jaytiwari312@gmail.com	Student - UG 2nd year	Ya-hooAnswers, Answers.com, Quora, Reddit, A localised help app for you school/college	2	3	Some what	Yes	Some system which filters out the most appropriate answer	
2/23/2020 21:55:56	lakhannad13@gmail.com	Student - UG 2nd year	Quora	3	3	Yes	No	.	No
2/23/2020 23:19:40	dhavalma-vani@gmail.com	Student - UG 1st year	Ya-hooAnswers, Quora	4	4	Some what	Maybe	It should be have a simple interface and it should have an active community	

2/24/2020 0:14:11	fazu2903@gmail.com	Student - UG 2nd year	Quora	3	3	Some what	Yes	To provide us with the accurate content.	
2/24/2020 0:34:13	shivaumheranjal@gmail.com	Student - UG 3rd year	Quora, A localised help app for you school/college	3	2	Some what	Maybe	Info about upcoming events and pros and cons of it	
2/24/2020 12:04:37	belide.aakash2018@vit-student.ac.in	Student - UG 2nd year	Quora, Reddit, A localised help app for you school/college	3	4	Some what	Yes	To provide me with appropriate and genuine answers	Nothing
2/24/2020 15:43:47	svinayak780@gmail.com	Student - UG 1st year	Quora, A localised help app for you school/college	5	5	Yes	Yes	Excellent moderation. Distinction between subject related content and interest based content. Validation of the information on the	How do you actually differ from your competitors?

								forum. Auto- matic creation of sub forums on the basis of classes, batches and sub- jects. Reward system for an- swering and posting ques- tions	
2/24/20 20 22:31:5 6	shivanshvyasrockz14@g mail.com	Student - UG 2nd year	Ya- hooAnsw ers, An- swers.co m, Quora, Reddit	3	2	No	Yes	Com- munity based plat- form	
2/24/20 20 22:32:4 2	mc.vyas@gmail.com	Student - UG 2nd year	Ya- hooAnsw ers, An- swers.co m, Quora, Reddit	4	2	Yes	Yes	Effec- tive an- swers	
2/24/20 20 22:33:3 0	shivansh.vyas2018@vit- student.ac.in	Student - UG 2nd year	Ya- hooAnsw ers, An- swers.co m, Quora, Reddit	3	2	Yes	Yes	Helpful before one night of exam	
2/24/20 20	mc.vyas@gmail.com	Teacher/ Professor	Ya- hooAnsw	4	2	Yes	Yes	Easy to get in	

22:34:41		at College	ers, Answers.com, Quora, Reddit					touch with students	
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