

WINTER CONSULTING

Hola Peeps!

We hope all of you had an amazing experience with Winter Consulting 2021-22 and had fun gaining the knowledge and implementing it in the weekly assignments!

This brings us to the end of the course with a fun and insightful Final Project based on applications of every topic learnt in form of a case study. The case is based on the ever-booming EdTech sector and how you can make best revenue out of it with a unique start-up idea.

The EdTech sector has been growing exponentially over the last few years, and even more so after Covid-19 hit. A Blume Ventures report suggests that the EdTech market was close to \$750mn in 2020 and will hit \$4bn by 2025. The market starts from early learners who are in pre-school to continuous learners looking to upskill themselves.

The Covid-19 pandemic accelerated the adoption of technology in India's education sector, a traditionally slow-moving space. Education technology or EdTech was one of the least funded sectors in India until 2019, but the rise of remote learning during the COVID-ridden 2020 has given a new set of wings to this otherwise ignored segment.

Consulting and Analytics Club, IIT Guwahati

With the view of this exponentially booming market, the case requires you to construct a unique EdTech start-up to be launched in the Indian Education System.

It should comprise of

- An Extensive Market Research on EdTech sector in India along with competitor analysis and sector research.
- A clear idea of the start-up's primary target audience, its features and mode of functionality.
- A meticulous business plan to enter the market phase wise in a span of two years including the tentative features, USPs, marketing involved and possible revenue streams.

The case solution would be scored on

- Content
- Creativity
- Structure
- Quality of Research
- Presentation Design

Submission Guidelines

- This is the final and mandatory assignment accounting for 50% score weightage.
- Do frequent healthy brainstorming for more accurate insights (this is key to a successful case). This is a learning exercise to help you improve.
- Sources of information need to be cited in the end in Appendix.
- Use appropriate visuals to represent the information
- Total slide limit is 15-18 slides (excluding Intro page, Index and Appendix).
- Don't keep yourself restricted to only the material provided, Google is an ocean of content, just dive in for the perfect ones.
- **The Final Deadline for Submission is 11:59 PM IST January 12, 2021.**
- Any plagiarism, copying of ideas or discussion on group detected would straight lead to disqualification from the course.

Resources:

1. Market Research:

- a. <https://www.youtube.com/watch?v=b-hDg7699S0>
- b. <https://articles.bplans.com/how-to-write-a-market-analysis/>

2. Competitor Analysis:

- a. <https://www.mykpono.com/how-to-conduct-competitive-analysis/>

3. Target Audience:

- a. <https://www.youtube.com/watch?v=LelePgFDAQI>
- b. <https://blog.hubspot.com/marketing/target-audience>

4. Go-to Marketing Strategies:

- a. <https://www.apifonica.com/en/blog/marketing-message/>
- b. <https://www.splashcopywriters.com/blog/types-of-marketing/>

5. Some interesting videos:

(a) Coca-Cola Case Study

<https://youtu.be/XhMVWzVXNNk>

(b) Dunkin Donuts Marketing Strategy

<https://www.instagram.com/p/CN4m-wxDqKA/?igshid=mwkpmxp1e1i>

(c) Starbucks

https://youtu.be/_FGUkxn5kZQ

6. Good Case Study Examples

a. <https://www.casecompetition.com/case-library>



Consulting and Analytics Club, IIT Guwahati