

NextStep

From confusion to clarity,
one step at a time.

The learning landscape is fragmented and overwhelming, creating decision paralysis for 21-30 year old professionals seeking career growth. NextStep's MVP will solve this through an **AI-powered skill discovery engine** that provides personalized learning recommendations with placement guarantees, positioning us in India's rapidly growing ₹29 billion EdTech market.

Problems Faced by Young Professionals

Career Direction & Decision Making: They experience "decision paralysis" due to overwhelming choices and a severe lack of personalized guidance, highlighted by India's 1:3,000 student-to-counselor ratio.

Skills Development: A critical mismatch exists between their education and industry needs (96% of employers agree colleges don't prepare students). Additionally, their skills become obsolete quickly, creating constant pressure to upskill.

Workplace Integration: They prioritize work-life balance, leading to frequent job changes (91% expect to stay less than 3 years). Many also exhibit a significant soft skills gap, particularly in communication, as noted by 70% of business leaders.

Financial & Economic Pressures: They face intense job market competition, which 60% see as their biggest challenge. Financial barriers also limit their access to further education and continuous learning.

Technology Adaptation: There is widespread anxiety about job displacement from AI. A vast majority (79%) demand upskilling opportunities to stay relevant but struggle to identify which technologies to focus on.

GAP and OPPORTUNITY

Gap:- Lack of Personalization, No Job Placement Guarantee, Poor Engagement, Limited Accessibility

Opportunity:- A massive opportunity exists in India's youth market, driven by a critical counselor shortage. An AI-powered, integrated platform can capitalize via B2B partnerships, Tier 2/3 city expansion, and mobile subscriptions.

Major Players



USER RESEARCH

Vikram, 22yr old, BLR
The Skeptical Learner



Core Need: Vikram requires a highly interactive learning experience featuring live instruction, dedicated mentorship, and an active peer community.

Pain Point: Dislikes passive, video-based learning, skeptical of marketing claims.

Priya, 21yr old, HYD
The Ambitious Fresher



Core Need: Priya needs a clear and dependable pathway from education to employment, highlighted by a strong job placement guarantee.

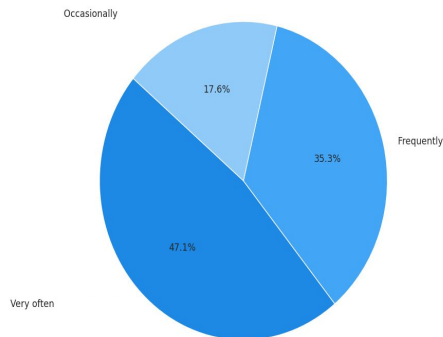
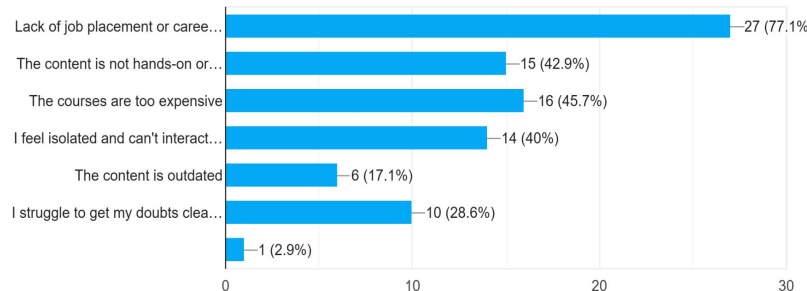
Pain Point: Lacks the practical, hands-on project experience.

Link to Survey and Interview

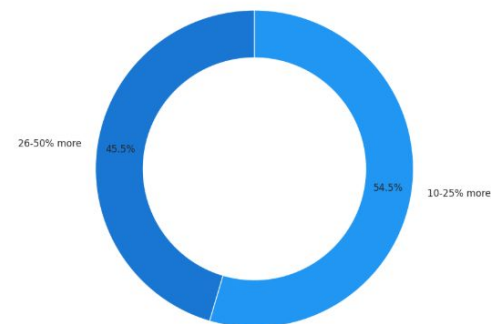
- [Questionnaire\(Form\)](#)
- [Questionnaire\(Sheet\)](#)
- [Interview](#)

35 RESPONSES
4 USER INTERVIEWS

How Often Professionals Feel the Need to Update Skills

What is the single biggest frustration you have with online learning platforms?
35 responses

Premium Willingness to Pay for a Job Guarantee



What is the true problem?

The core user problems are confusion about what to learn, financial risk in paying for courses, and low engagement with outdated content.

What is the value generated by solving this problem for the target customers?

NextStep generates extraordinary value for customers by solving the career guidance crisis affecting 35+ million young professionals in India. Our comprehensive analysis reveals ₹7,00,000+ crores in total addressable value creation across individual, corporate, and societal levels, with ROI ranging from 1900% to 3900% for different customer segments.

Who are the customers?

The primary customers are **recent graduates** who are confused and overwhelmed. The secondary group is **early career professionals**.

How do we know it is a real problem?

The 2 main problems are **Decision paralysis** and a **Skills Job Mismatch**. Each issue affects over **30 million people**, creating a **TAM** of more than **Rs. 13,750 crores**.

Why should we solve this problem now?

By 2030, NextStep aims to deliver over ₹1.1 lakh crores in economic value and generate ₹120 crores in annual revenue. The strategy is to act now to build an unbeatable market lead by capitalizing on key future trends:

Demographics: Gaining a first-mover advantage with India's massive youth workforce.

Technology: Building the data and AI foundation for future hyper-personalized learning.

Policy: Aligning early with government skilling programs.

How Prioritized Features Enhance NextStep's Product

Acquisition:-

This stage is about attracting potential users and building initial trust. While it's not purely top-of-funnel marketing features, one stands out for its ability to build credibility with prospective customers.

***Placement Dashboard:** The text explicitly states that transparent reporting on job placements and salaries builds "trust with prospective users." Seeing successful outcomes assures new users of the platform's value before they even sign up, directly supporting acquisition efforts.

Activation:-

This stage is about getting a new user to their first "aha!" moment by delivering on the core value proposition. These features are crucial for a successful onboarding experience.

***Career Assessment:** This is the first meaningful interaction a user has. It serves as the "Engagement Hook" that reduces friction and immediately begins the process of personalization, activating them by showing the platform understands their needs.

***Course Recommendation:** This feature delivers the core value promised. By simplifying choice and providing a clear next step, it converts a curious new user into an engaged learner who has found a solution, completing the activation loop.

Retention:-

This stage is about keeping users engaged over the long term, ensuring they continue to find value and achieve their ultimate goals. These features are designed to create a sticky and rewarding experience.

***AI-Powered Skill Discovery Engine:** By providing adaptive, precise recommendations, this engine makes the platform indispensable over time. It creates a "competitive moat" that makes it difficult for a user to switch, thus retaining them.

***Real-Time Progress Tracking Dashboard:** This is a classic retention tool. Its primary purpose is to maintain "Motivation & Accountability" through visual milestones and gamification, directly combating user drop-off.

***Assessment & Capstone Projects:** These features drive deep, long-term engagement. By enabling users to validate their skills and build a portfolio, they keep users invested in the platform to achieve their end goal of job-readiness.

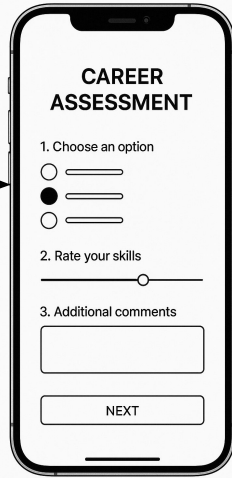
***Placement Dashboard:** For an active user, this feature is about closing the loop and proving the long-term ROI. Seeing tangible career outcomes reinforces the value of their continued effort and retains them through the final stage of their journey.

WIREFRAME AND USER FLOW



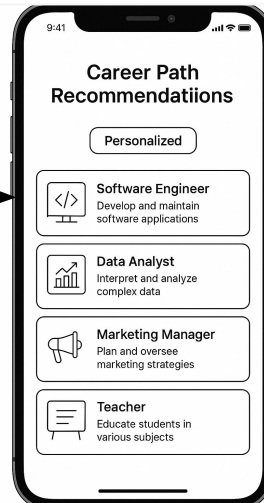
Login/Sign Up

"Time to pick up where I left off." or "Let's get signed in quickly so I can start learning."
The user just wants to get past this screen with minimal friction.



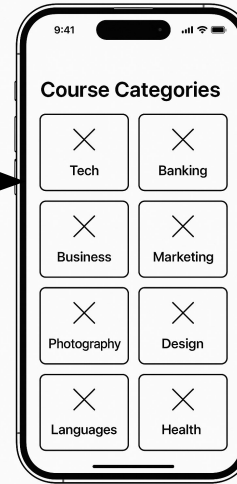
Career Assessment

Selects the answers that best represent them.
"I hope I answer this honestly so the results are accurate." or "I'm curious to see what it says about me. What career is really right for me?"



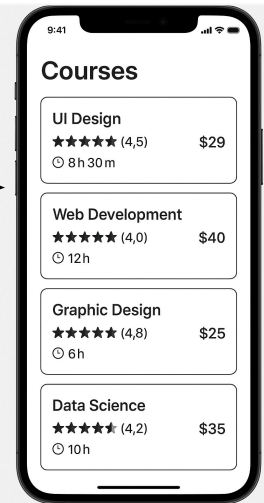
Career Recommendation

Scans the recommended career paths
"Wow, I never considered that path before!" or "Okay, this makes sense based on my answers. Which one should I explore first?"



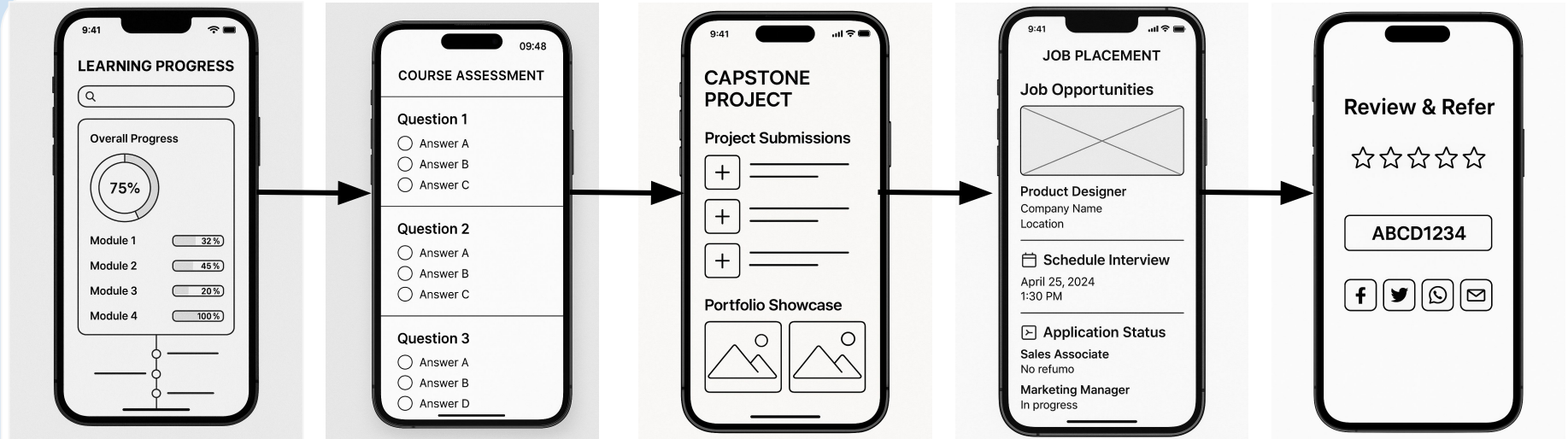
Course Category

Scrolls through the different categories
"My recommendation was interesting, but I wonder what else they offer?" or "Let me just browse around and see the full scope of topics."



Courses

Watches video lectures, reads materials, takes notes, and completes small exercises
"I need to focus and understand this concept." or "This is challenging, but I feel like I'm really learning something valuable."



Learning Progress

Views their dashboard, looks at the progress bar, checks off completed modules, and looks at any badges or milestones they've earned.

"Look how far I've come!" or "I'm almost halfway done. I can definitely finish this."

Course Assessment

Attends the TEST!!
"I hope I remember everything from the last few lessons." or "Time to prove I know this stuff."

Capstone Project

Reads the project requirements, plans their approach, builds the project, and submits the final deliverable

"This is the real test. Can I apply what I've learned to a real-world problem?" or "I can't wait to have this in my portfolio."

Job Placement

Browses job listings, uses filters to find relevant roles, clicks "Apply," and uploads their resume and portfolio.

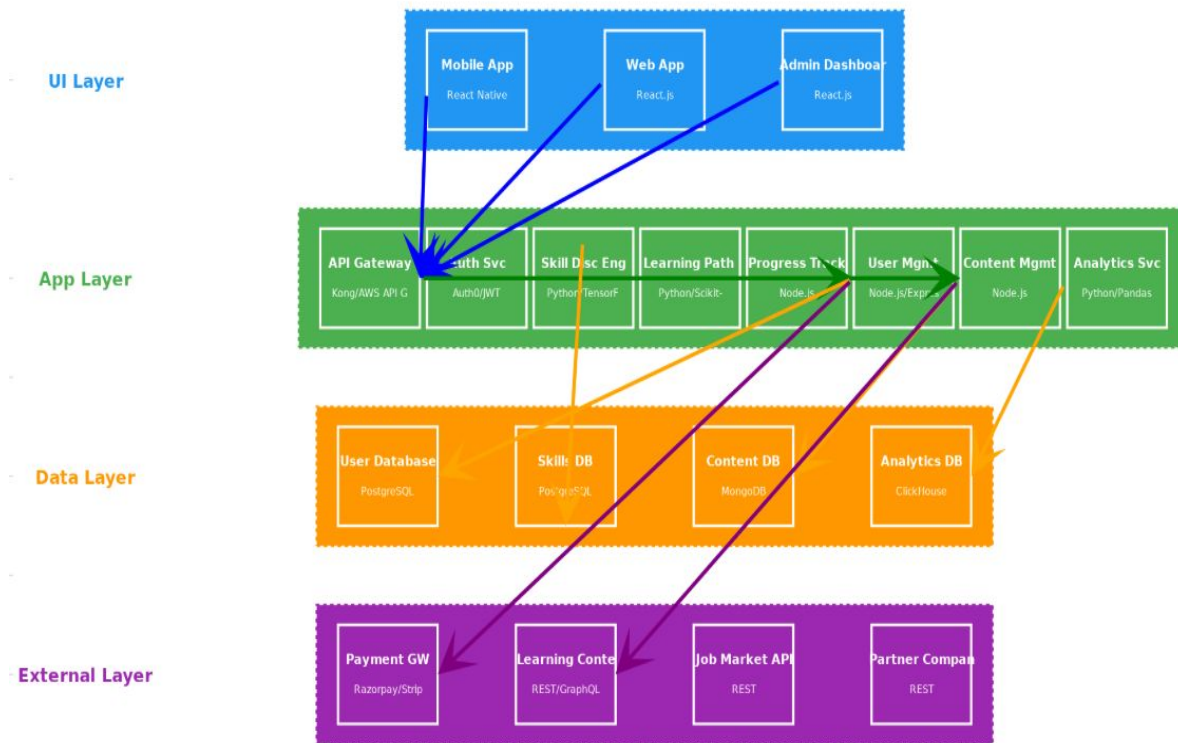
"This is it. Is my profile strong enough?" or "I hope I get an interview. Let's start applying."

Review and Referral

Selects a star rating, writes a brief review about their experience, and copies or shares a referral link.

"This platform was a huge help, I want to let others know." or "Maybe my friend would find this useful too."

NextStep System Design



Business Model

NextStep operates a blended B2C and B2B marketplace connecting young professionals with curated upskilling programs and guaranteed placement pathways. The platform's three-tiered offering includes

Freemium Model:- 15% of the Course
AI chat, tasks, progress insights.

Paid Individual Programs:-

- *Train-to-Hire:- End-to-End upskilling with placement guarantee (e.g., banking, full-stack)

- *Train-with-Assistance:- Skill tracks with placement support (data analytics, digital marketing).

- *Subscription Library: Unlimited access to self-paced courses at ₹9,999 p.a.

- *Self-paced courses at ₹4500-₹7000 per course.

Distribution Model

Channel	Strategy	Key Tactics
Digital Marketing	Targeted social & search ads	LinkedIn ads for professionals; Google search for skill queries; SEO of career guidance content
Partnerships: Colleges & Universities	Campus workshops, placement cell tie-ups	Free career fair booths; co-branded assessment events; referral incentives for placement cells
Corporate Partnerships	B2B sales & pilot programs	Dedicated enterprise sales team; ROI case studies; performance-based contracting
Content & Community Marketing	Thought leadership, webinars, industry reports	Weekly blog & newsletter; Slack/Discord study groups; alumni mentorship programs
Referral & Affiliate Programs	Incentivized peer referrals	₹1,000 credit per successful referral; partner affiliate portals
Influencer & Thought Leader Endorsements	Collaborate with high-profile professionals for credibility	Co-hosted webinars; social proof campaigns; testimonial videos

This multi-channel approach ensures efficient CAC, rapid user acquisition, and consistent pipeline growth across segments.

What Could Cause The Solution To Fail?

Risk Category	Specific Risk	Mitigation Strategy
Market Risk	Rising competition from incumbent EdTech platforms	Rapid roll-out of core MVP; maintain first-mover integrated advantage; continuous feature innovation
Product Risk	Low user engagement and course completion rates	Behavioral design (gamification, peer accountability); agile A/B testing; personalized nudges
Technology Risk	AI model inaccuracies or bias in recommendations	Hybrid human-in-loop validation; continuous model retraining with real-world placement outcomes
Financial Risk	Insufficient cash runway before profitability	Lean initial team; performance-tied placement fees; secured bridge funding; early enterprise contracts
Operational Risk	Content quality inconsistency	Rigorous instructor vetting; standardized curriculum framework; regular quality audits
Regulatory Risk	Changes in education or placement guarantee laws	Ongoing legal compliance team; adaptive contract structuring; focus on corporate training if necessary
Partnership Risk	Dependency on hiring partners for placement guarantee	Diversify partner base across industries; performance incentives; fallback career services paths