



Goal : To help young professionals identify and learn new skills without spending hours in researching, thereby helping them Up-Skill effectively 🚀

Challenges that young professionals face

1 Learning Paralysis & Decision Fatigue (85% affected) → [Link](#)

Root cause : Choice overload with 30,000+ courses

2 Low Course Completion Crisis (80% affected) → [Link](#)

Root cause : Future benefits feel less valuable than immediate costs

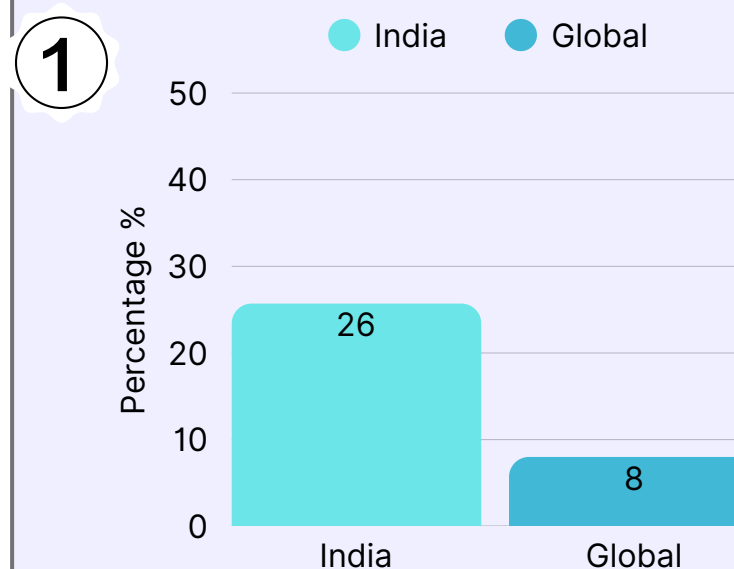
3 Skills Gap Identification Uncertainty (71% affected) → [Link](#)

Root cause : No systematic solutions exist for individual skill gap analysis

4 Rapid AI change shortens skill relevance to few years → [Link](#)

Impact : "AI anxiety" and "FOBO" (Fear of Being Obsolete) at workplace

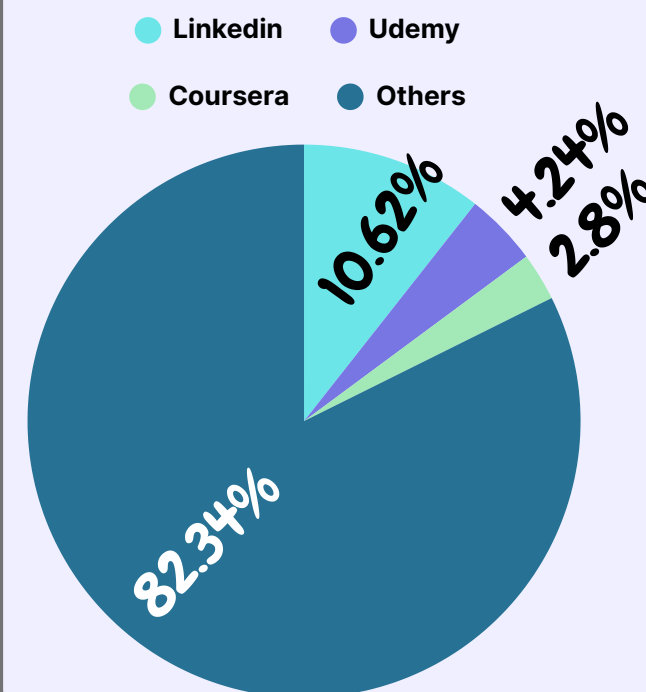
MARKET LANDSCAPE



- \$1.1+ trillion opportunity in E-Learning (Globally) [Link](#)
- \$7.57B+ current market in India [Link](#)
- India is one of the fastest-growing professional learning markets → 25.76% CAGR
- Market is highly fragmented with no dominant player (largest = 10.62% share)

2

Current Market Players and their offerings



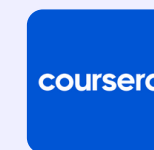
Personalised recomm. + 15-20 mins videos (Short)

Content too basic + no case studies & peer learning



Low cost and massive selection + Self paced learning

Peer Review Problems: Slow, inconsistent peer grading



Structured Learning + Academic credibility + financial aid

Outdated Content + too many choices create decision fatigue



INITIAL HYPOTHESIS

1. Professionals feel anxious and unsure what to learn next.
2. They are overwhelmed by endless content that's outdated, shallow, or irrelevant to their goals.
3. Without a clear path linking their current skills, capabilities, and career goals, they face FOMO (Fear of Being Obsolete), decision fatigue, low course completion.
4. Rising anxiety about AI and skills quickly becoming obsolete fuels constant worry about job loss and future employment.

PRIMARY RESEARCH

Challenge (%users facing)→ ↓	Overwhelm (74%)	Outdated content (23%)	Decision fatigue (65%)
FOMO due to AI (70%)	78% correlation	-----	60% correlation
Skill uncertainty gap (53%)	50% correlation	-----	95% correlation
Low course completion (57%)	70% correlation	25% correlation	93% correlation

Survey Insights :

- ① Skill uncertainty gap leads to decision fatigue
- ② Decision fatigue affects course completion leading to frustration.

Interview Insights :

- Researching takes weeks for most users
- They face hurdles in completing the course due to low engagement, little practice

51 Survey responses

6 User Interviews

Survey Responder

SECONDARY RESEARCH

★★★★★ 3/5

What do you like best about LinkedIn Learning?

LinkedIn Learning is a wonderful platform for learning and continuous improvement. It has courses on a wide variety of topics; many courses have quizzes and tests which are good tools to self check.

What do you dislike about LinkedIn Learning?

As good as it is, LinkedIn Learning is missing courses on many topics that I need (FMEA, MSA, statistical software such including JMP). Also, they need to do a better job of asking (requiring?) the instructors to update the material when the topics are rapidly changing (Power BI is one example). And for some topics (6 Sigma) the courses are pretty dry: just having better and more engaging exercises would help. Customer support should be better across the board.

Average online course completion rate:

12.6% for free courses | 15-25% for paid courses | 70% community based learning

Average research time for courses/skills:

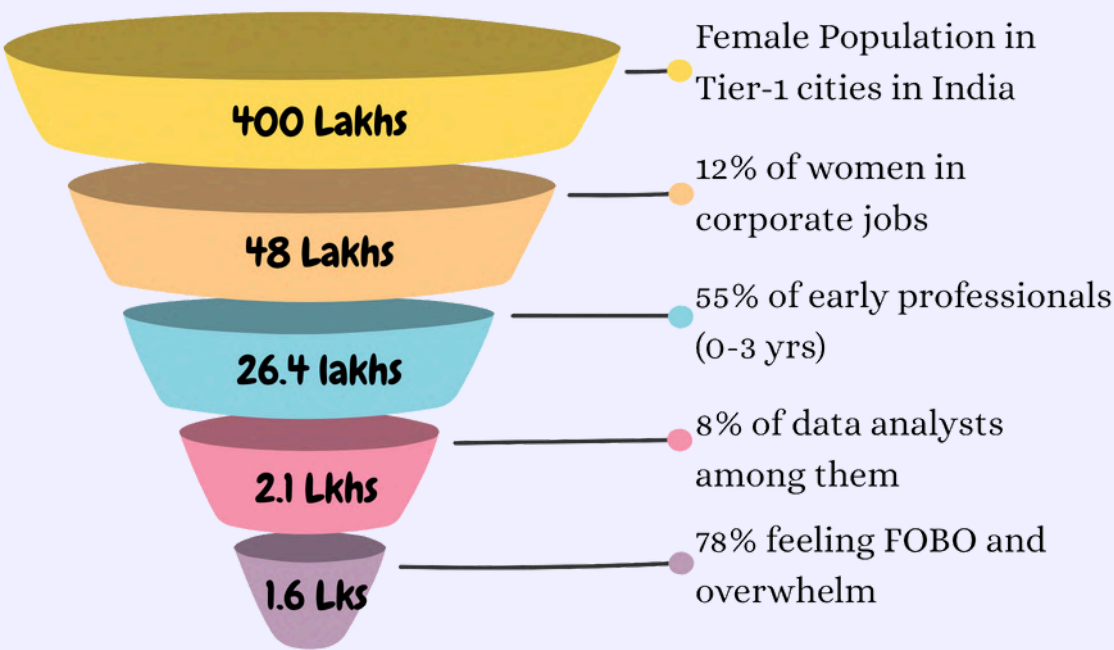
12 hours monthly

Chosen User segment

- **Profession** → Non-tech Data analyst
 - **Gender** → Females
 - **Nature** → early career (0-3 yrs experience) professionals
 - **Residence** → Tier 1 cities of India
 - **Type of job** → Corporate job
 - **Behaviour** → Overwhelmed + FOBO (Fear of being obsolete)
- ### Why Chosen them ?

 - **Different responsibilities** than men as revealed in user research
 - Have a **higher fear of skill Obsolescence** compared to tech professionals
 - Have approx **1.5-2 hrs lesser** to upskill due to household chores
 - Optimal paying capacity

SIZING ESTIMATE



~1.6 Lakhs user base

USER PERSONAS



Apoorva Sharma | Age : 23
Female | Unmarried | Bengaluru

"If I'm learning a new skill how do I know its going to be relevant in the coming days"

Painpoints

Fears that AI will replace her, 1-2 hrs available for upskilling, Overwhelmed while searching for relevant courses

Needs

Clarity on relevant skills that stick + tools for quick learning that fits in her schedule.



Diksha Singh | Age : 26
Female | Married | Delhi

"AI tools help me find skills but give too many options. How do I filter the noise?"

Painpoints

Courses feel outdated & too basic for her requirements ; little time for upskilling makes her anxious about career growth

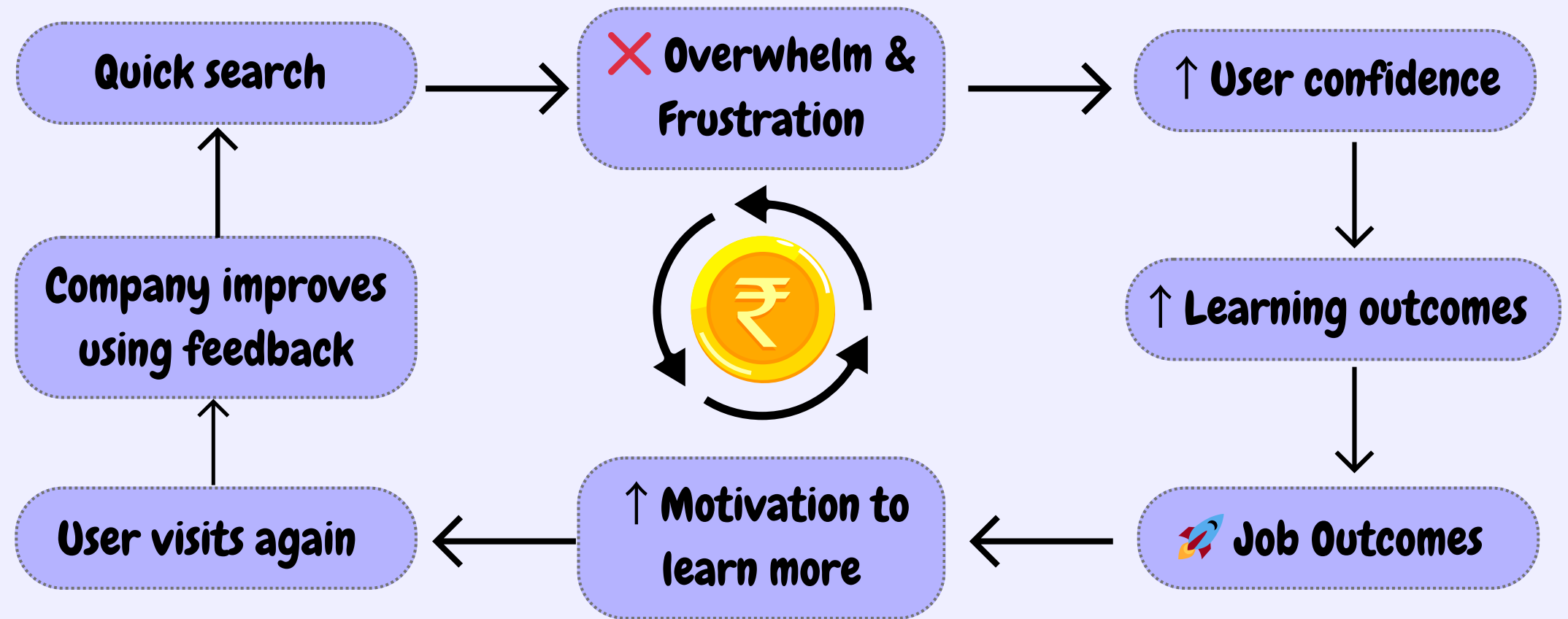
Needs

Guidance on skill selection acc. to her goals ; Updates on in-demand skills

What is the true problem ? 🧩

Rapid tech change and FOMO push young female data analysts to learn new skills to stay updated and relevant in the industry. What, how and where to learn are ambiguous with no guidance or surety that their capabilities, goals and skills align, fuelling anxiety and uncertainty. This long search affects other aspects like course completion and constant hopping between skills without finishing coupled with less time available with them for upskilling.

What is value generated by solving the problem ? ✅



Why should we solve this problem now ? !!

- Women spend 7.2 hours daily on unpaid domestic tasks compared to 2.8 hours for men ([Report](#) 🔗)
- This leaves little to no time for upskilling themselves. They are more vulnerable to rapid tech change especially if they are from non tech background.
- The '**Double Shift**' phenomena hence makes it imperative for them to upskill efficiently in whatever time available. They cannot spend weeks in searching for what and where to learn.

Jobs-to-be Done 📁

- **"When** I'm searching what to learn to enhance my data skills
- **But** I can't filter the noise in the vast ocean of choices
- **Please** help me find relevant courses according to my needs and schedule
- **So** I upskill myself for career advancement and job security."



DataVest : Data + Invest



- A **personalised skills portfolio** in the theme of '*investment portfolio*' where skills are divided into 2 categories viz. **High demand, High growth** and **Stable, Must Acquire**.
- A **job scraper + LLM duo** that searches for high demand as well as stable skills both from job postings and market trends. It updates user's portfolio every month.
- LLM both creates a skill portfolio and an '**x**' **days learning plan** on the basis of resume and goals of the user.
- **Classes** are held on the platform and are of **max 30 mins** less time available with the users.
- **Community** section where user solves others' **doubts** and posts hers as well as submits her **assignments**. The **Credits** earned can be redeemed for **certification** and course discount.

InShort skills

- A **news app** that gives daily dose of skills required in Data field in 1 min video format.
- It tells the user from where to learn those skills such as various ed tech platforms or youtube videos.
- It gives personalised recommendations on the basis of user's goals and profile of linkedin + resume.

Jarvis for upskilling

- The AI agent '**Jarvis**' gives a short curated playlist of 2-3 videos every week for the user to learn acc to her resume and goals.
- It also tells where to **practice for free** after watching the video.
- For **doubt resolution**, it takes the question from the user and posts it on a number of communities such as stack exchange and gives the solution to the user after getting a reply.

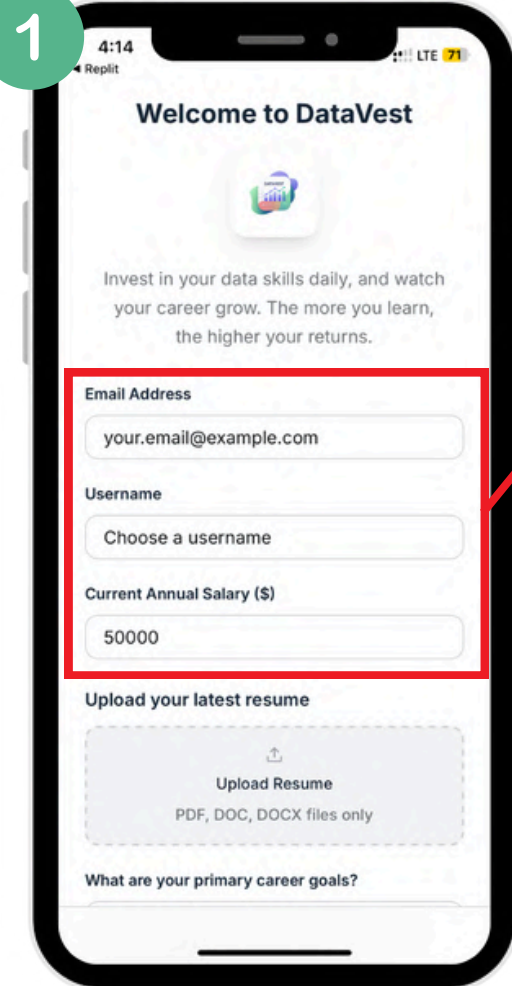
FEATURE PRIORITISATION USING ICE

	IMPACT	CONFIDENCE	EFFORT	SCORE
DataVest	10	0.9	4	225
Inshort Skills	7	0.4	3	94
Jarvis	8	0.4	3	107



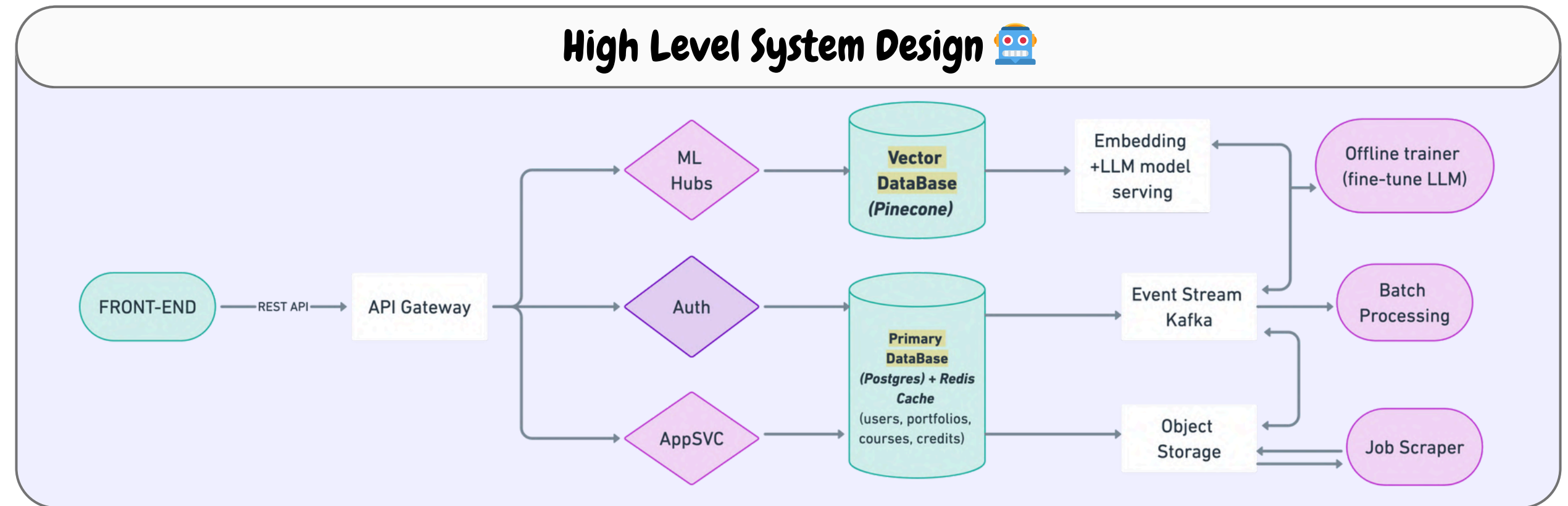
Detailed prioritisation logic



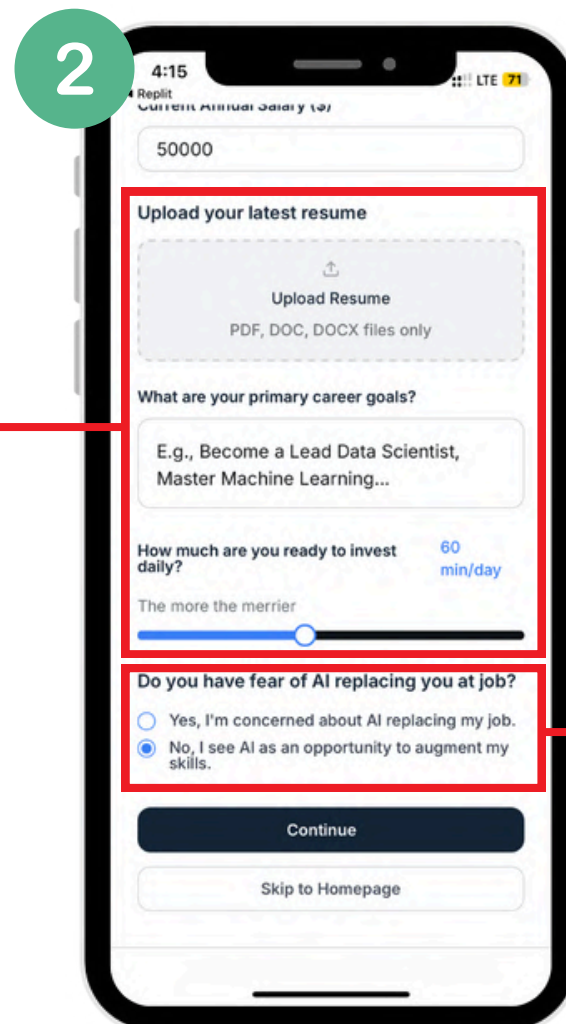


User Flow

User is asked about their basic info for login

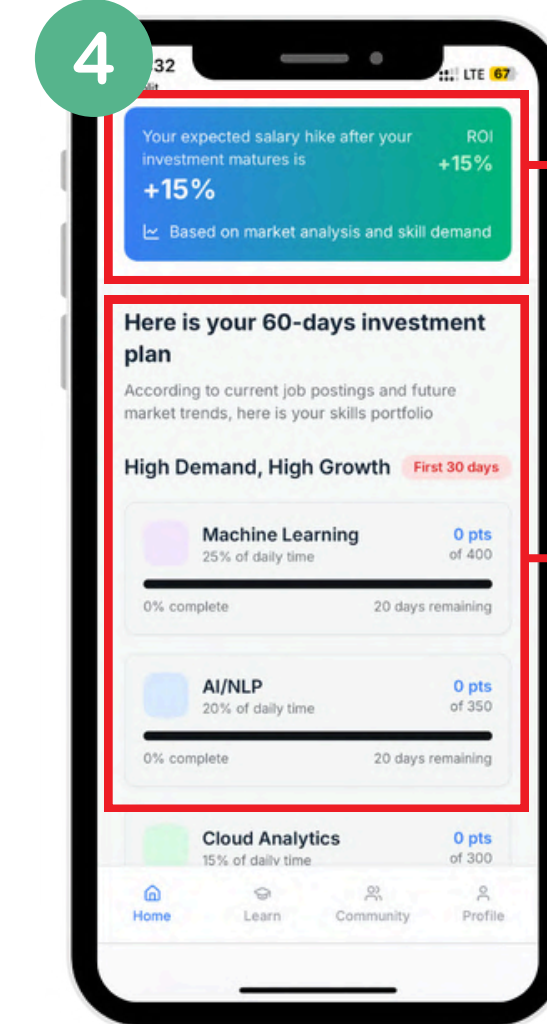
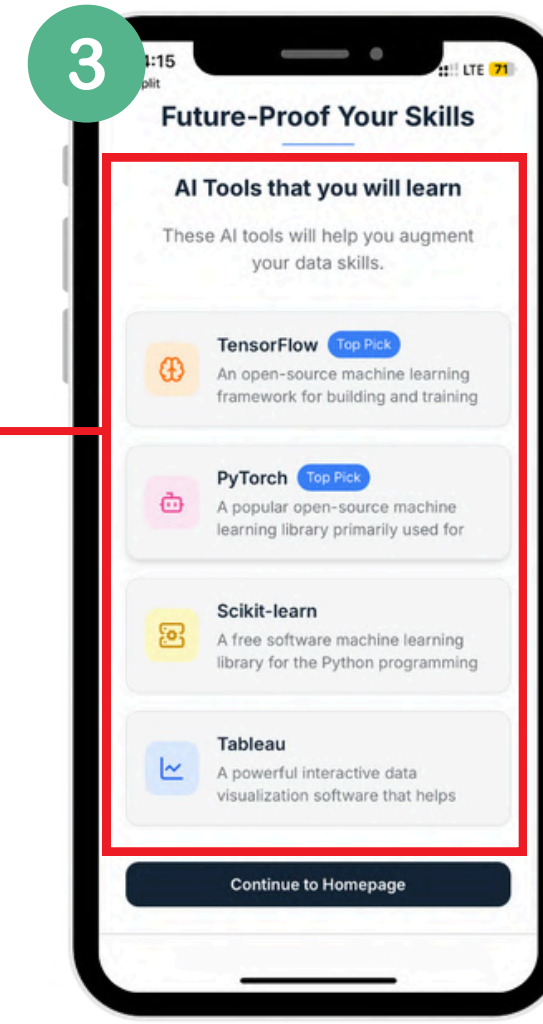


User is asked to upload her resume, describe her goals and her time commitment for creating a personalised learning plan



User gets a personalised message about the AI tools she'll learn

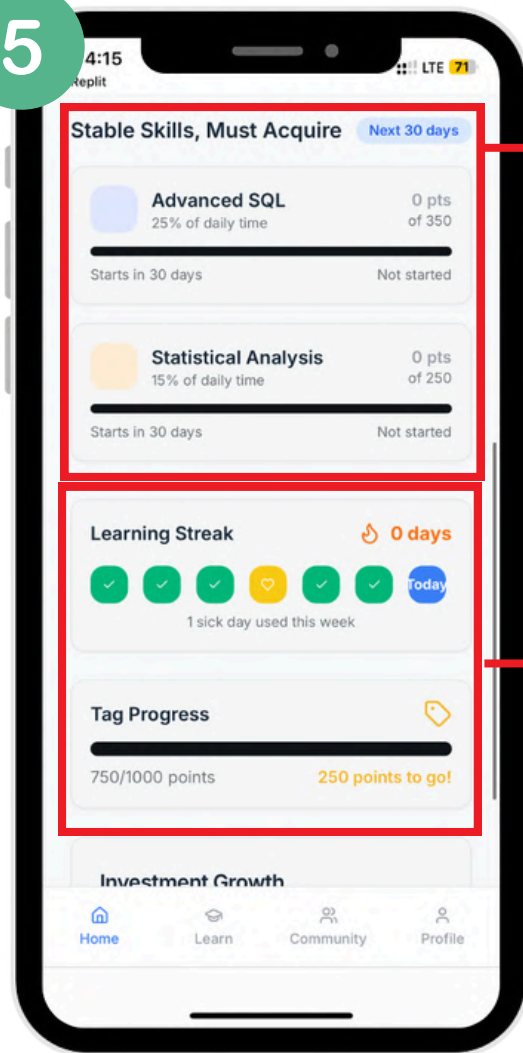
User is asked whether she has a fear that AI will replace her at job or not.



User gets an ROI estimate of investment in skills as % Salary hike

A Personalised plan with the 2 categories of skills. Days, credits and topic are shown for goal setting.

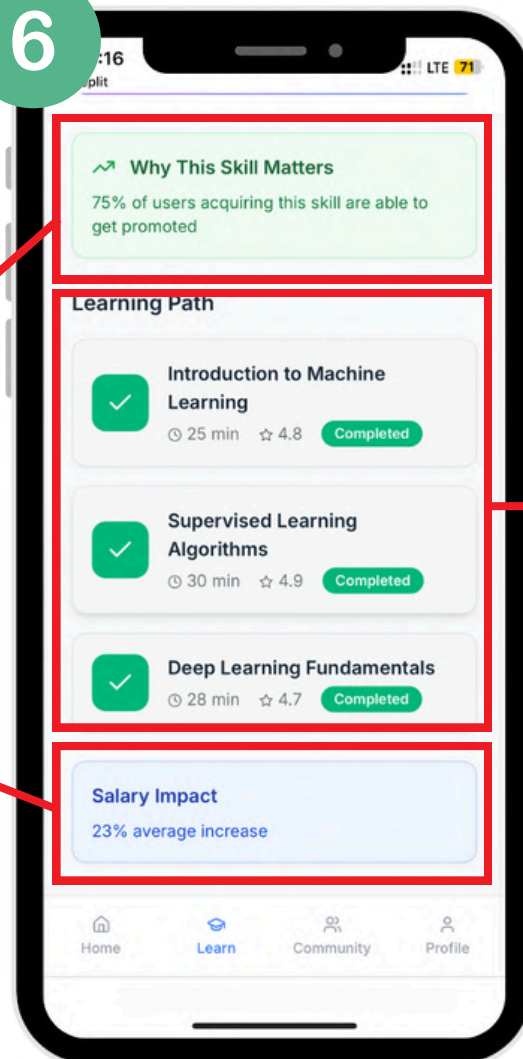
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2nd Category of skills.

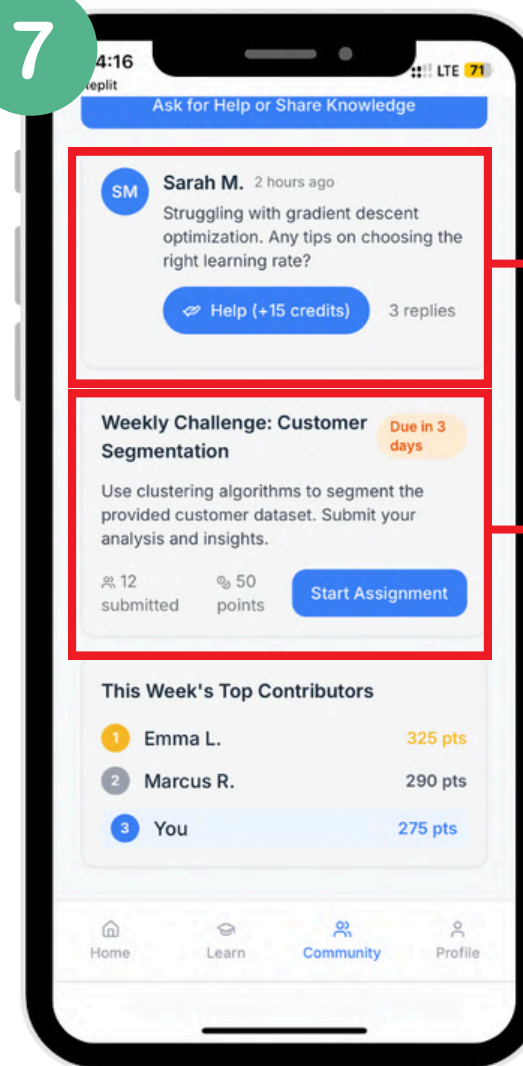
Learning streaks along with sick days so that the streaks don't break. A credit score tracker.

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Direct career outcomes given for clarity as to why the skills user is learning matter

7



User solves doubts and earns credits

Assignment submission to earn credits

Classes are held in this 'Learn' section. The user watches them on the platform itself.

Full MVP APP

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A differentiated UX feature that places User's progress in her skills against market average (Cohort average) to instil competitiveness

End-to-End User engagement Journey

	AWARENESS	CONSIDERATION	ONBOARDING	ENGAGEMENT	REWARD
ACTIONS	User gets to know about the app.	The user decides to download and open the app	User creates an ID, uploads her resume, enters her goals, time commitment and whether she fears AI, gets assurance through AI tools she'll learn	The user sees her portfolio of skills, her investment plan (learning plan), she takes classes, engages with community and earns credits.	User completes the assignments, answers doubts and earns credits through the journey. Redeems credits as certificates or discount on courses (If extra credits earned)
TOUCHPOINTS	Linkedin social media AI tools Company HR	App Store Playstore	DataVest App	DataVest App	DataVest App
PAINPOINTS	User is confused and frustrated while searching for what, where and how to learn next. Getting aware about DataVest instills a sense of curiosity.	The user is still not sure whether her problem will be solved or not.	User might be skeptical in sharing her resume due to privacy concerns. She also may/may not know her exact goals.	User might feel intimidated by the assignments and deadlines.	User needs a certificate that the industry values and which is genuinely earned through effort and hardwork.
EMOTIONS	CONFUSED & CURIOUS	PATIENT	HOPEFUL	FOCUSED !	HAPPY
VALUE ADDED	The user has now become a little bit curious and hopeful that her endless search might just end.	The user finally has a concrete app that is specifically designed for professionals of her industry and with same problems	The user is finally seeing some hope that she will be futureproof and her fear of obsolescence will finally be addressed. Also, her resume will be end-to-end encrypted	Bite sized classes (Maximum 30 mins) help users with their busy schedules. Community help addresses user's problem of assignment and deadlines	Certificate can be redeemed only after earning certain level of points. This ensures the that industry values the certificate and the user actually has the skills

Key Success metrics to track

Metric type	Metric	Why it matters
Leading	% Users completing onboarding i.e. generating a personalised skills portfolio NSM	The user avoided the frustration and overwhelm of content overload on internet and reached 'Eureka' moment.
	% Users completing daily classes on the platform L0	Measure of early user engagement and learning completion rate
	% Users submitting assignments on community L1	Active community participation is a measure of learning completion rate
Lagging	% users converting to paid users	Helps in calculating revenue generated
	% Users using referrals	Aiming organic growth is important during early stages when budget is low.
Guard-rail	% of users active after 1 week of onboarding	Alerts about the drop off rates before they turn into an unsustainable crisis

Why are we tracking learning completion rate ?

- Course search frustration **directly lowers** learning completion.
- Completion rate is the **company's long-term success** metric.
- Shows if **short classes** work for the target audience.

Monetisation Plan

Free Plan

- 7 days free access without card
- 7 days free trial with card
- Access to all the features till the trial ends

Career Fast-Track (Rs. 2000/month)

- **Everything in Skill builder**
- 2 month of updated-skill content (Based on your updated skills portfolio)
- **50 Mentor credits** (early access to mentor support when launched)
- +40% avg salary hike for learners who learn faster with guidance.

Skill Builder (Rs. 1500/month)

- An **up-skilled** you via **personalised skills portfolio, community support, classes and certification**
- 1 month of updated-skill content
- +25% average salary hike for learners of top skills

Why subscription based & not one time ?

Every user has different resumes, goals and time commitment. Hence different learning paths (30, 60, 90 days etc.) can be created. This warrants a subscription model as it is more standardised and affordable.

Distribution Strategy

- 1 **Linkedin and reddit**
 - Share “Market-Skills Reports” every month scraped from the job postings (e.g., “Top 10 skills Data Analysts need in 2025”) and post them on relevant groups on Linkedin and reddit.
 - Tag hiring managers/recruiters in posts → they’ll reshare, giving DataVest free reach.
- 2 **Partnerships with youtube educators**

Partner with smaller YouTube educators / bootcamps: they teach on DataVest app while simultaneously promoting it on Youtube asking users to generate a free personalised learning plan for themselves.
- 3 **Gamified Referral Loops**
 - Making referrals part of app’s investment metaphor. E.g., “Bring a friend = earn 5% discount on your course”
 - In-app referral link generator, tracked with coupon codes.

⚠ Risks and Mitigations

Risks	Mitigations
User drop off during onboarding	Gentle nudges ('You lose avg +25% salary hike by not learning top skills)
User churn after onboarding	Personalised reminders, enhance sick days usage to maintain DAU, notifications whenever new doubt posted in cohort
Users not willing to pay after trial ends	Full refund within 7 days if not satisfied, Loss aversion nudges ('You lose 60% ROI by not subscribing)
Content/skills become outdated	Monthly refresh of skill portfolio with job market scraper + AI predictions.

Future Iterations

- 1 **Smart adaptive engine**

Adaptive assignment engine that adjusts difficulty and learning schedule to user’s pace and capacity.
- 2 **Mentor Support**

Dedicated doubt solving platform with mentors + mentor session scheduling (costing credits)

Launch strategy Overview