RiseUp
Upskill and get hired!

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Eighty-Twenty
IIT ROPAR

CONTENTS:

Case Overview

1. **Problem** - Skill gap between the early job seekers and the market demand
2. **Tasks** - To identify the pain points of the end users to find out the possible solutions
3. **End goal** - Design a product for Upskilling Bharat and verified hiring for the recruiters
4. **Client** - Testbook.com (Leading EdTech company in govt. job preparation segment).

AGENDA

- What we are solving
- For whom & why we are solving
- How we are solving (Design+Business)
- How we will scale and earn

What we are solving

Current Process for Upskilling and Job Application

Step 1

Search for required skills on Internet

Step 2

Decide from where to learn the skills

Step 3

Upskill and learn different skills

Step 4

Apply for jobs on multiple platforms

Problem:
No credible information is available at ease.

Problem:
Plenty of options makes decision making for user difficult.

Problem:
Majority of courses are unstructured with no clear path to proceed further and less credibility of online courses.
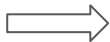
Problem:
Discovering jobs, applying on multiple platforms is a tedious and time taking task.

For whom we are solving

Market Size (B2C)

Population(15-34 yo) → **420 Million**

Upskilling Required:40%

168 Million

As per MHRD, fresh grads every year: **25.1 Mn.**

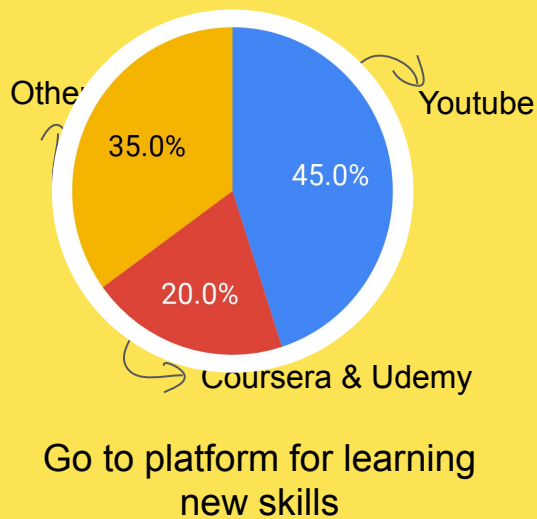Out of them, no. of grads needs upskilling: assuming 70% since only 1% crowd from tier-1 colleges = **17.5 Mn**

As per **Statista.com**, internet user % = 40%

Target Audience: 10%(185.5) Mn= 18.55 Mn

User Research

Understanding the pain points around upskilling and online job hunting*

Go to platform for learning new skills

Students comments on online upskilling
- Not aware about the required skill sets & demand for a particular career.
- Too much content on internet, not sure where to start.
- Everyone can gain an online certification today and hence low credibility in the eyes of a recruiter.

Students comments on online job hunting
- Finding relevant opening & recruiter is difficult
- Don't get shortlisted despite having relevant skills
- Much time consuming

* These comments & platform preference are based on our market research & user interviews done with 50+ students

User Research

Understanding the psychological behaviour of <u>GenZ (1195-2010) population</u>

1. More than half (59%) would learn **professional skills to make more money**

2. Gen Z starts their **job search early**, half of them starts in their junior/senior year

3. Only 57% think their education has **prepared them well for future careers**

4. The majority 59% don't think their current jobs will exist in the same form 20 years from now, they **need continuous upskilling.**

Source - Yolo, Dell, LinkedIn

User Personas

Mayank, 20, Final Year College Student

- Exploring different career options

- Confused what skills companies are looking and how to prepare for them.

Ankit, 24, Recent Graduate

- Looking to upskill his expertise to grow

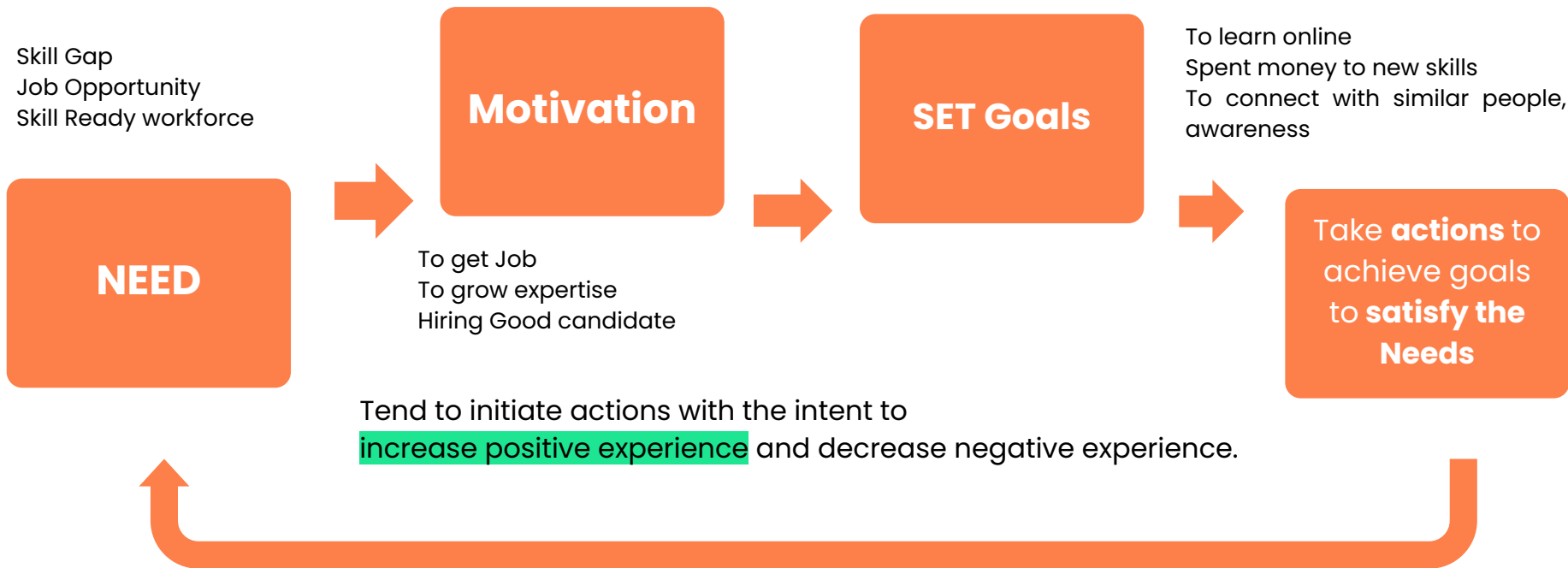- Need to stay updated with emerging market trends, and job opportunities

Sakshi, 26, Recruiter

Lack of job ready workforce

Lack of formal training.
(Only 4.69% of total workforce received formal training)

Understanding how users take decisions

Based on the Gray's Theory of Motivation:

Skill Gap
Job Opportunity
Skill Ready workforce

To learn online
Spent money to new skills
To connect with similar people, awareness

NEED → **Motivation** → **SET Goals** → Take **actions** to achieve goals to **satisfy the Needs**

To get Job
To grow expertise
Hiring Good candidate

Tend to initiate actions with the intent to increase positive experience and decrease negative experience.

What motivates Mayank, Ankit or you or Me to go learn online ?

How we are solving

Solution Overview

Student side

| Choose career interest(s) |
| Understand the skill required |
| Learn & practise the skills |
| Give skill tests & get verified |
| Apply for relevant jobs & get hired! |

Employer side

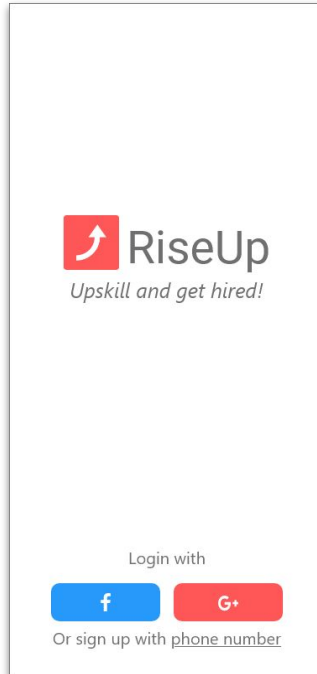| Post the job(s) |
| Get only verified candidates apply |
| Shortlist the candidates and start the hiring process |
| Hire candidate and close the job post. |

RiseUp is a one-stop solution for candidates to learn employable skills and apply for the job
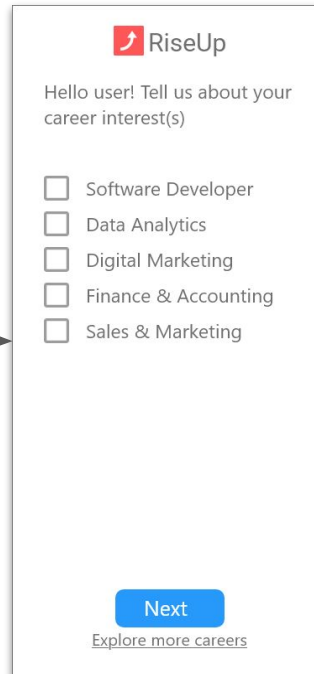
SOLUTION WIREFRAMES

User Onboarding (Student Side)

Landing Page

Login screen with easy login options; FB, G+, Phone Number

Career Interests

Understanding the career interest of user which will help us in displaying the relevant skills to user.

Home Page

Search bar

Notification panel

Career interest toggles to view the top skills of selected profile

Home page displaying the Top skills according to the role selected above.

My Course Library

My Courses
All courses | Completed

Python
-
-
-

80% complete   Continue ->

Web Dev
-
-
-

62% complete   Continue ->

Excel
-
-
-

100% complete   Apply to jobs ->

SQL
-

Home   Jobs   My Courses   My Profile

Course Library: User can find all of it's purchased courses in this tab. This tab has 2 sections; All courses & Completed courses.

It shows what percent of course has user already completed.

User can directly click here to go to course content section and can complete the course.

User can directly apply to jobs which requires this skill

My Courses tab

My Courses
All courses | Completed

Excel
-
-
-

100% complete   Apply to jobs ->

Home   Jobs   My Courses   My Profile
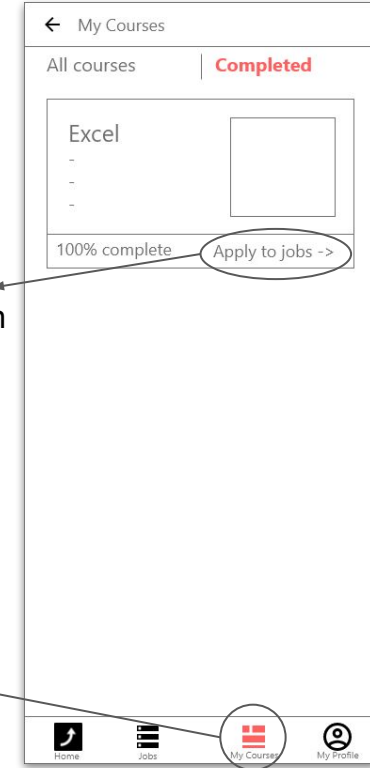
Course Navigation & Enrollment

Objective - To give user ease of management, navigating & enrollment but not buying!

Design Attributes-

1. Course Completion Bar
2. Current companies Hiring for the particular selected Skill
3. Paid Modules Indicator
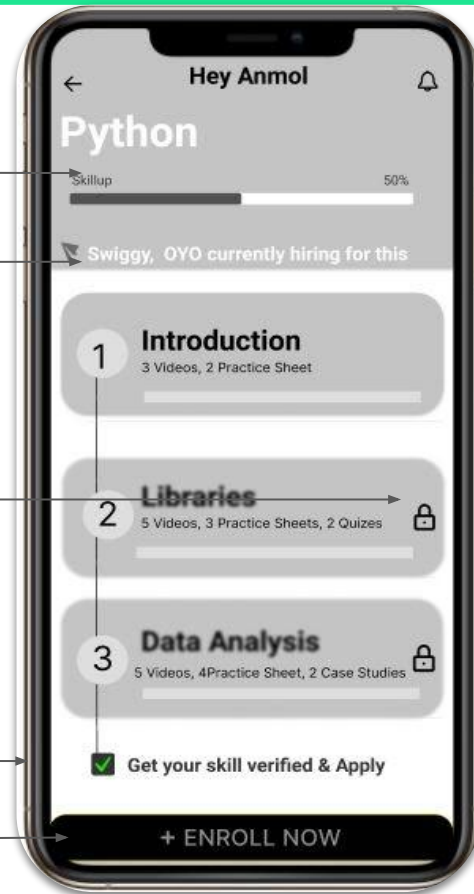4. Value at the End of the course
5. Course Enrollment

Course completion Bar

Current companies hiring for Python

Indicating the Paid Modules

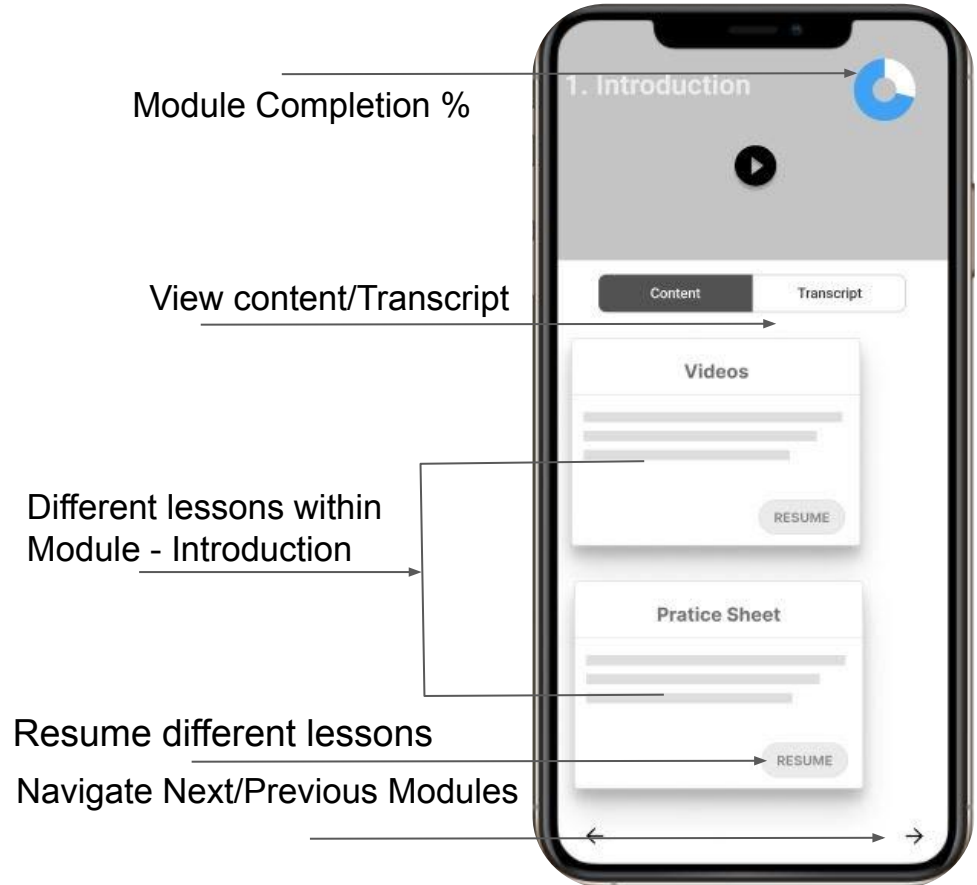Get verify after 3 Modules

Course Enrollment

Hey Anmol

Python

Skillup   50%

Swiggy, OYO currently hiring for this

Introduction
3 Videos, 2 Practice Sheet

Libraries
5 Videos, 3 Practice Sheets, 2 Quizes

Data Analysis
5 Videos, 4Practice Sheet, 2 Case Studies

✓ Get your skill verified & Apply

+ ENROLL NOW

Objective - To provide one screen subtopics navigation !

Design Attributes-

1. Keep user engage by enabling navigation to the next subtopics, modules

2. Quick switch between video transcripts and content without stopping the current playing video

Module Completion %

View content/Transcript

Different lessons within Module - Introduction

Resume different lessons

Navigate Next/Previous Modules

1. Introduction

Content   Transcript

Videos

RESUME

Pratice Sheet

RESUME

Locked Course Modules

Objective - To make already enrolled users to buy the Skill Course to access the paid modules

Design Attributes-

1. Showing all the lock lessons within particular Module

2. This screen is just after navigating from previous free lesson, so users are more prompt to unlock in a rhythm of learning

2. Libraries

Videos

Practice Sheet

Case Studies

+Button to Unlock(Buy)

+ UNLOCK ALL
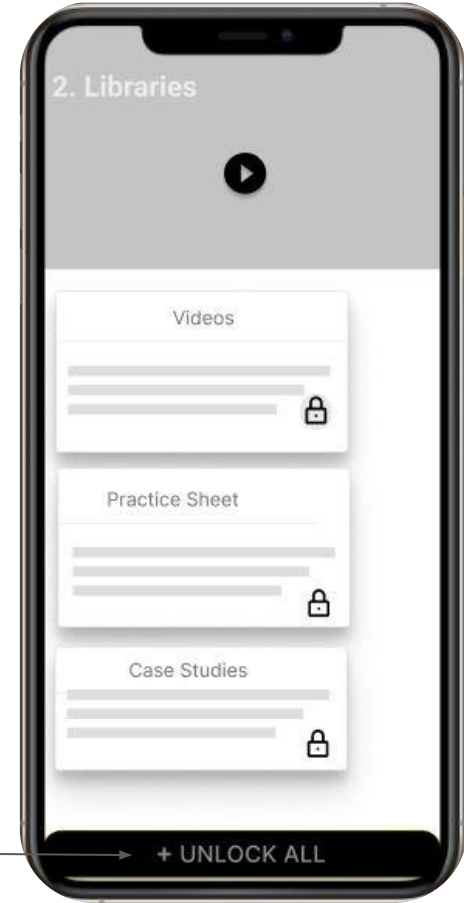
Skill Verification

Description

Skill verification is a crucial part of our product and we are proposing a set of test with increasing difficulty levels that user has to complete in order to achieve the verification badge.
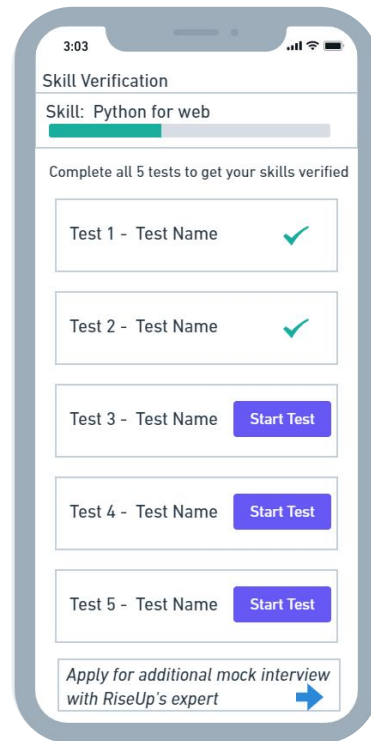
Along with verification skill tests, user can also apply for an additional mock interview with our subject matter expert to get an industry referral.

Apply for skill verification

↓

Take level wise skill tests

↓

Complete all the levels and get the verification badge.

↓

Apply for the mock interview with the RiseUp's expert to get industry referral

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3:03

Skill Verification

Skill: Python for web

Complete all 5 tests to get your skills verified

Test 1 – Test Name ✓

Test 2 – Test Name ✓

Test 3 – Test Name Start Test

Test 4 – Test Name Start Test

Test 5 – Test Name Start Test

Apply for additional mock interview with RiseUp's expert →
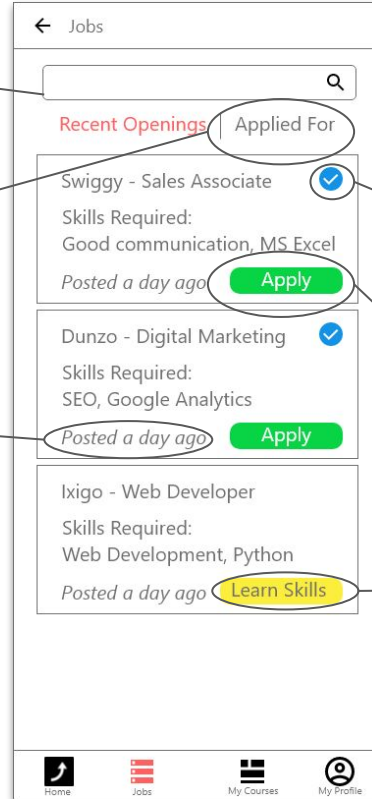
Job Application

Search bar to search for job openings. User can search skills, role, company etc.

Here user can check the status of the jobs that he has applied for.

It shows the recency of the job posting.

Note: User will be also get an notification as soon as any job is posted which matches his/her skill sets.

← Jobs

Recent Openings | Applied For

Swiggy - Sales Associate ✓
Skills Required:
Good communication, MS Excel
Posted a day ago **Apply**

Dunzo - Digital Marketing ✓
Skills Required:
SEO, Google Analytics
Posted a day ago **Apply**

Ixigo - Web Developer
Skills Required:
Web Development, Python
Posted a day ago **Learn Skills**

Home   Jobs   My Courses   My Profile

Job Application: User can easily apply to jobs for which he has the required skills or he can learn the required skills

Blue Tick: It means that the user has all the skills verified which are required for this job.

User can directly apply to job in **single click**

User will be redirected to the course page of the missing skills upon clicking this button.

← My Profile

User Name, Age
College Name or Company
Location

Edit Profile

My Career Interests:

Software | Data Science | Digital Mark

My Skills

Search Engine Optimisation ✓ (Verified)

Python for Data science (Continue Learning >)

Add new skills +

Home | Jobs | My Courses | My Profile
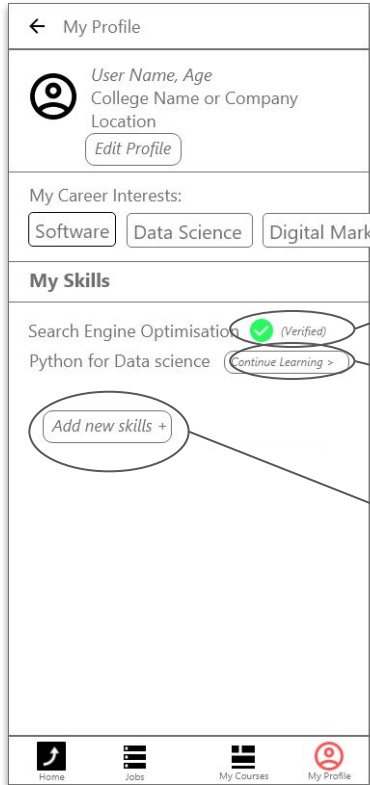
User Profile: Here user can view & change his career interests, skills acquired & personal details

Verification badge in front of the acquired skill

User can click here to continue learning the skill.

Here user can add new skills i.e. he will be redirected to the course discovery page.

Hiring Solution for Recruiters

Features

1. Get **only verified profiles**
2. Hire candidates with ease using **direct skill matching algorithm**.
3. Quick Job Posting
4. Connect and know the applicants before hiring.

Value Addition

1. Recruiter get initial filtering of candidates as per the skills
2. Only verified profiles can apply to job posted
3. Organization Brand Building
4. Understanding the candidates beforehand

Recruiter Dashboard

Description - To give user ease of management and quick navigating!

Filter search

Design Attributes

- Previous Posting
- Current Job Postings
- No. of total response to each job post

Dashboard Home

No of applications

Vertical Navigation

Expand to see list of candidates

Dashboard

Welcome Alex, start hiring again!

Search your job posting

Your Current Job Posting

Software Engineer 👥123
See Responses
Posted on 10/09/20

Data Analyst 👥50
See Responses
Posted on 10/09/2

SDE
Posted on 10/09/2

Your previous hiring-

Business Analyst 👥500
See Report
Posted on 10/09/20

Sr Product Manager 👥699
See Report
Posted on 10/09/20

UI D
Posted on 10/09/2

Settings

Activate Win
Go to Se ings to

Recruiter - Job Posting

Description- To give user ease of management, navigating and posting jobs

Add a New Job

Metrics -

- No of students having particular verified skills

- Total number of job posted by each recruiter per month

Post the Job after filling the required details

Recruiter - Candidate Connect

Objective - Chat and view profile on the same screen!

Chat and Connect

Messages from Rashmi, she recently applied to your job

Open to Data Scientist Fulltime role

Rashmi
Final Year Student,
Govt college Engineering

Python   SQL   ML

PROJECTS   +12 more

Internship

Experience

Hi Aman, can you share the link of your portfolio ?

Yes, sure

Monday, 10:40 am

Great

Say something...

Settings

Candidate Profile

Social Links

Projects Visibility

Work Experience

Chat

Key Success Metrics

- **Acquisition:** Number of monthly signups

- **Activation:** (Number of course enrollments)/(Number of signups)

- **Stickiness**: DAU, MAU, Session length *(Student side)*

- **Revenue:** Number of courses sold per month

- **North Star:** Avg number of verified skill badges per user per month.

- Avg number of job applications per user per month.

- Number of job posting done by companies.

- Percentage of job applicants and students hired from RiseUp.

Product Pricing

Preliminary Stage *(Not charging recruiter)*:
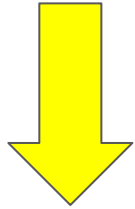
Charging the user for a skill→ ₹ 399

+

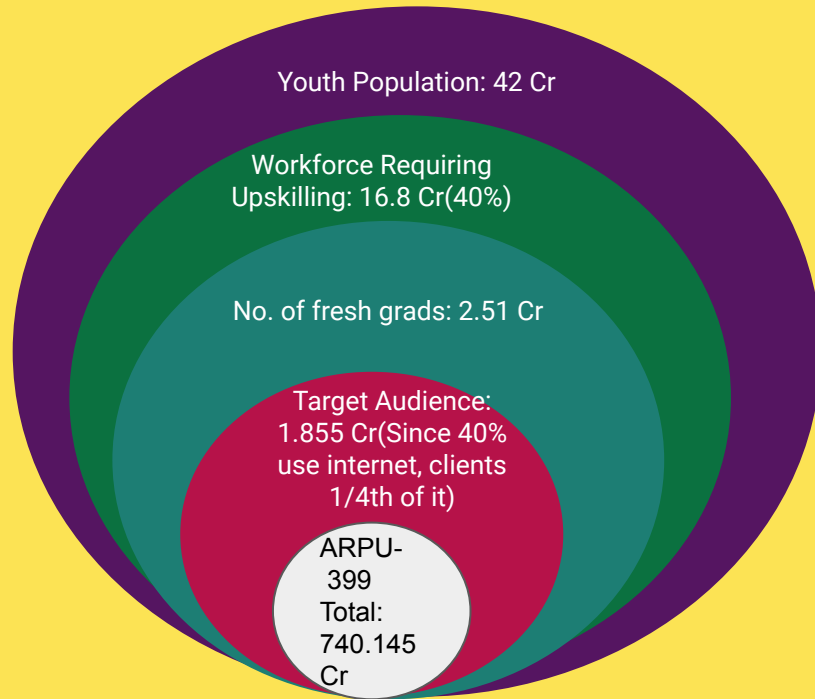Charging the user for verification and participating in placement process→ ₹299
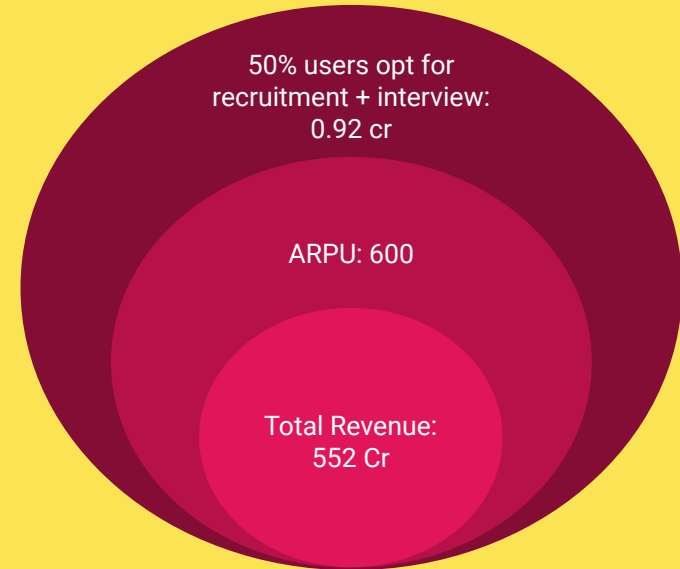
+

Charging for additional mock interviews → ₹299

**Average Revenue Per User: ₹ 1,000**

Business Revenue Model:

Youth Population: 42 Cr

Workforce Requiring
Upskilling: 16.8 Cr(40%)

No. of fresh grads: 2.51 Cr

Target Audience:
1.855 Cr(Since 40%
use internet, clients
1/4th of it)

ARPU-
399
Total:
740.145
Cr

+

50% users opt for
recruitment + interview:
0.92 cr

ARPU: 600

Total Revenue:
552 Cr

For Up-skilling: B2C
Revenue source: courses + live projects sale

For Recruitment: B2C
Revenue source : package deal to clgs:
Up-skilling + recruitment

Business Revenue Model:
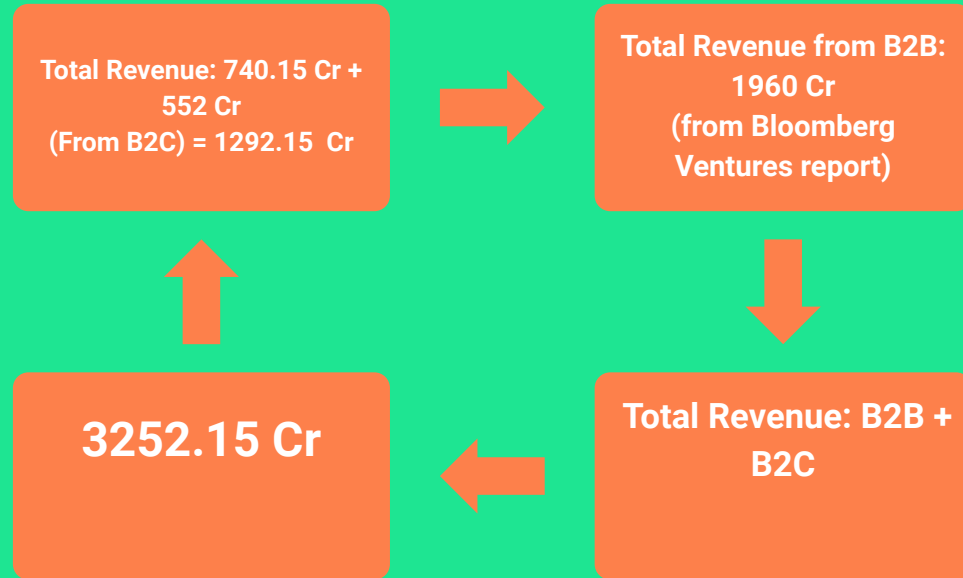
Analysis of Competition and Competitive Advantages:

S.No.	Company	Target Audience	USP	Our Product's Competitive Advantage
1	PrepInsta	B2C: Fresh Graduates	Superior UI-UX displaying customized prep. analytics	• **Focusses B2B + B2C** • **Live Projects to upgrade skills**
2	Crio.Do	Tech Audience, learn developer skills	Learn by building live projects	• **Wide variety of courses+projets** • **Direct Recruiter connection**
3	Perspect AI	Recruiters + Graduates	Candidate selection by leveraging AI	• **Upskilling provided.**
4	Prep-Bytes	College Students	Personalized guidance to crack clg interviews and get hired	• **Connect to Recruiters** • **Prep for upskill and not just to get hired** • **Verified profiles for recruiters.**

<u>SWOT</u>

Strengths:
- Online Sources provide quality education: **4 lakh distant learning** enrollments.
- Existing user base of client of **1.27 cr audience**
- Online courses are cheap compared to offline: **175%** increase in online education from **2008 to 2014**

Weakness:
- **User Retention: Udemy** Report suggested most users don't learn paid courses after 2nd video.
- Building and maintaining user trust.

Opportunities:
- **Ed-Tech:** Open space, no big player domination.
- **Investors** are easy to attract: Recently, Unacademy got funding from Fb+ General Atlantic.
- **Covid-19** has increased the **digital reach.**
- India working population:**62.5%**

Threats:
- **Cyber security** is a huge concern
- Big players are eyeing in the market and can provide huge competition.

Business Model Canvas:

01 Key Partners
- College Students
- Fresh Graduates
- Recruiters

02 Key activities
- Provide upskilling to largest workforce of world
- Marketplace for recruiters to find verified talent
- USP: Practice+ Verify + Hire

03 Customer Relationship
- Loyalty
- Satisfaction
- Reliability

04 Cost Structure
- Fixed Cost: Service charges to the employees, maintenance, etc
- Variable Cost: Advertising, user acquisition, etc
- Key Most Expensive Activity: Product design and Software Development

05 Revenue Streams
- B2C: fixed course price + recruitment + mock interviews
- B2B: if college becomes a client, then price of upskilling + providing recruiter and placement charges
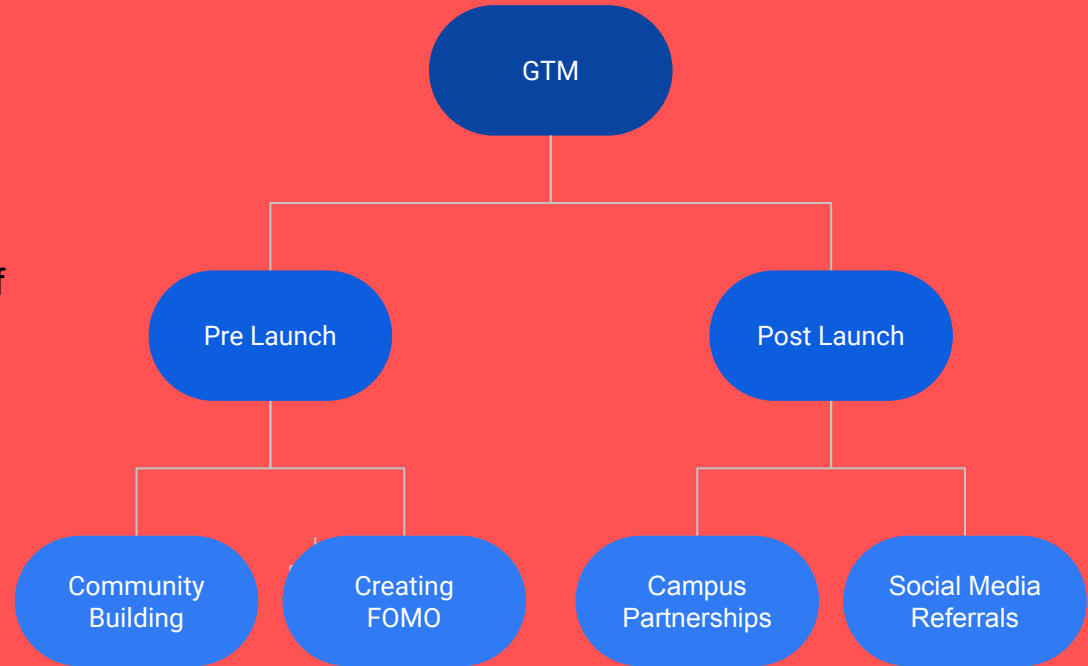
Go-To Market Strategy

Pre-Launch Strategy
1. **Community Building -** Building a direct user community earlier will keep the customers updated and engaged
2. **FOMO -** Creating a perception of missing out essential job skills and opportunities will get people in
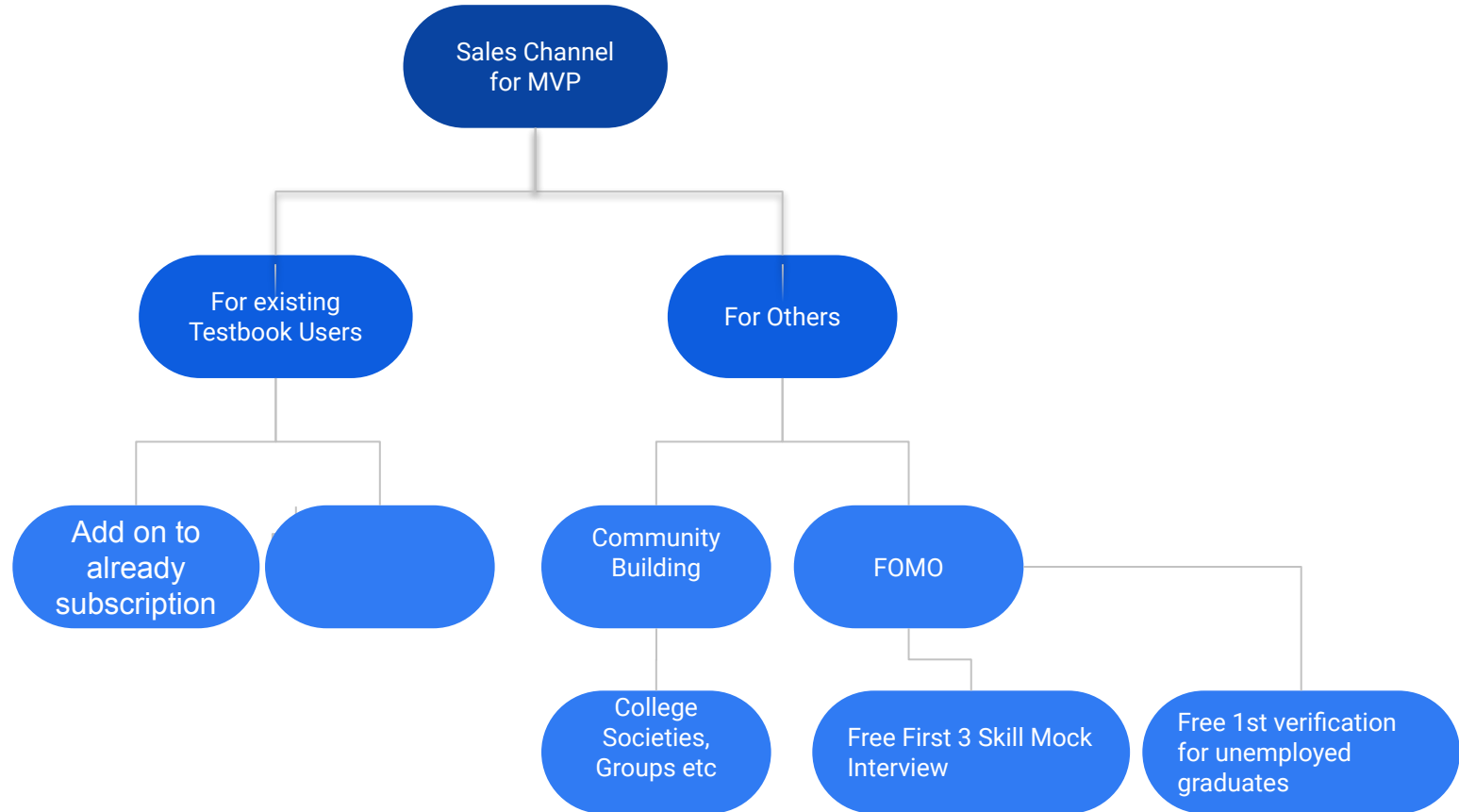
Post Launch Strategy
1. **Campus Partnerships (B2B**) - Following the users where they are offline. Partnering with campuses different Job Prep Skills modules
2. **Social Media Referrals** - Incentifying the Initial Network referrals joining
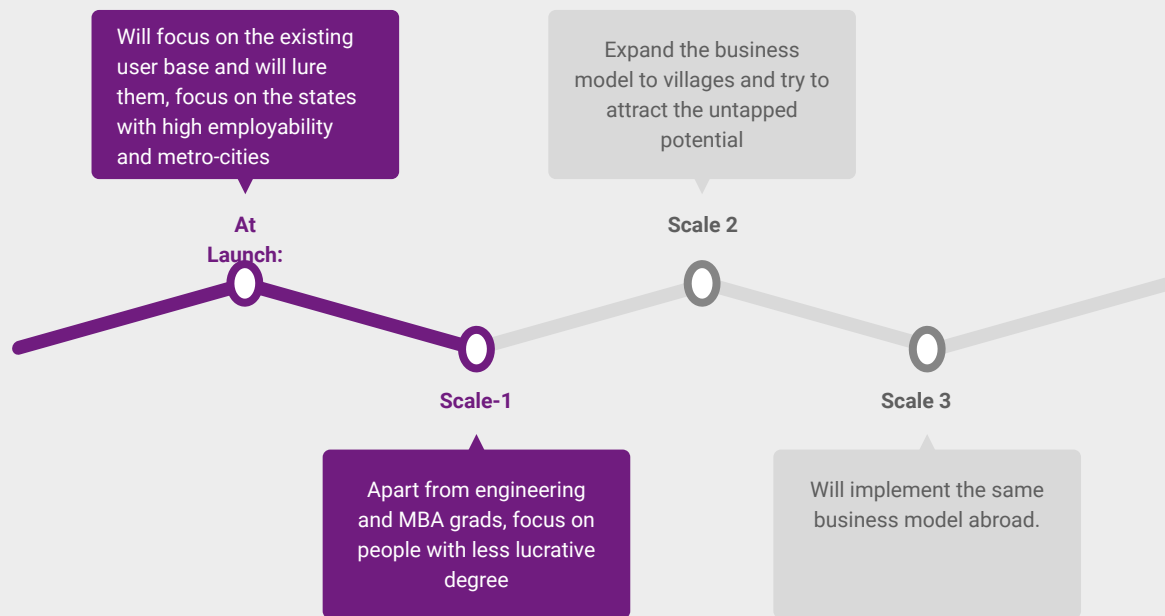
GTM

Pre Launch

Post Launch

Community Building

Creating FOMO

Campus Partnerships

Social Media Referrals

Similar strategies helped LinkedIn, Quora, Spotify, Stackoverflow to get into the GenZ Market

Go To Market - Sales Channel

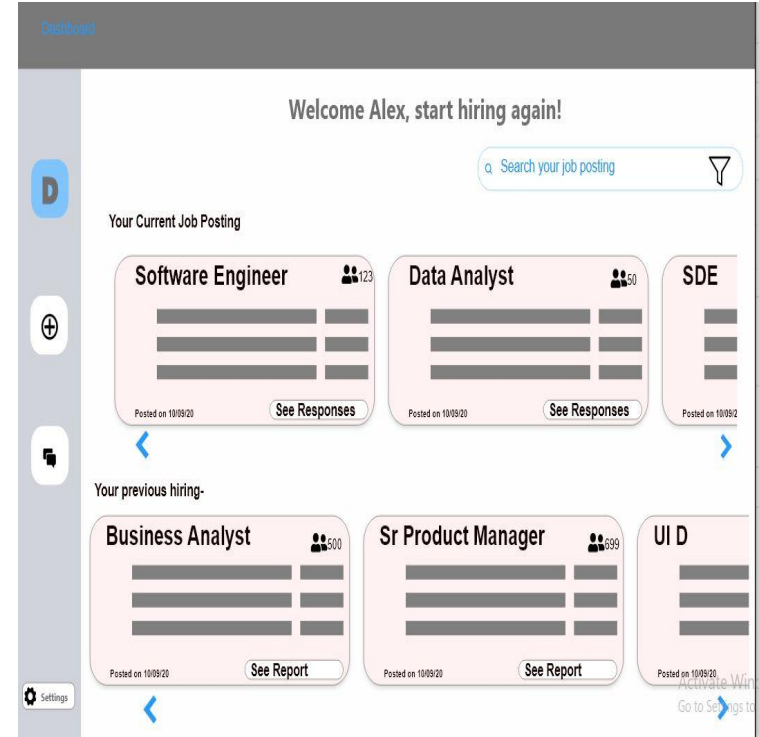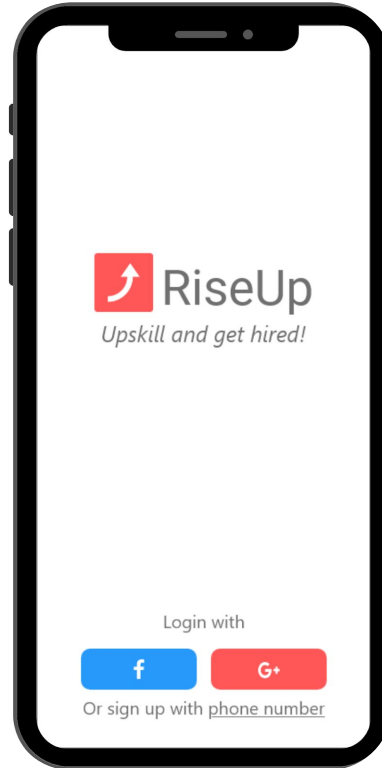Sales Channel for MVP

For existing Testbook Users

For Others

Add on to already subscription

Community Building

FOMO

College Societies, Groups etc

Free First 3 Skill Mock Interview

Free 1st verification for unemployed graduates

Strategy to Scale:

Will focus on the existing user base and will lure them, focus on the states with high employability and metro-cities

At Launch:

Expand the business model to villages and try to attract the untapped potential

Scale 2

Scale-1

Apart from engineering and MBA grads, focus on people with less lucrative degree

Scale 3

Will implement the same business model abroad.

Thank you!

RiseUp

Upskill *and get* *hired!*