

SHARING AND GAINING KNOWLEDGE SGK STARTUP

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OUTLINE

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START UP DETAILS

This is an app based startup. The main objective is to make students share their knowledge among each other

Features of app :

- ⦿ This app takes the knowledge information of student, till what class he studied and what topics he can teach to others
- ⦿ The app allows an individual student to post his doubt, a notification to teach is sent to group of students who are same or upper class
- ⦿ Doubt will be assigned to student who accepts to teach and he can chat or video call through our app and it will be charged accordingly
- ⦿ If student wants a tutor, app can send notification to teach as tutor to near by upper class students and interested student can take up tutorship.
- ⦿ App usage charges will be charged and student will be paid based on his time of teaching students

CONSUMERS AND MAJOR STAKEHOLDERS

- ◉ Learners are consumers of our app. Every student can learn from their peer students and can teach what they had learned
- ◉ First we create the app. For budget and salaries we can take loan from bank or choose a stake holder to start SGK startup.
- ◉ The database of the app and the doubts and tutors requests are monitored by employees in the startup.
- ◉ Weird doubts will be reported by students and eventually removed. Tutor will be changed if student does not understand
- ◉ All complaints and reports are managed by employees
- ◉ Comfort of user of app is priority of SGK company. Sharing and gaining knowledge and supporting each other will make happy

VALUE ADDITION TO THE CONSUMERS

- ◉ Discussion among peers makes a student comfortable and the subject will be learned quickly.
- ◉ The person who teaches will be profited and also his knowledge on that topic will be increased
- ◉ SGK startup provides an interface to help each other and make friends by sharing subject and knowledge. It can lead the future generation towards better future

Risks in start-up and how they are dealt:

- ◉ Tutors are also students so once they become acquainted with student they may use them for gaining money without using app
- ◉ Some students may use app unnecessarily and may post weird things but once students report they will be immediately removed
- ◉ Users get bored if their doubts are not addressed soon so we can take help to teachers by introducing teacher account in the app if students do not get solved with in time teachers can help. Once they are acquainted student can personally chose whose help they need
- ◉ Though there are risks it is worthy to share knowledge among students for better future

EXISTING COMPETITORS / SIMILAR SERVICE PROVIDERS

- ◉ Unacademy , Byjus, Upgrad etc are some similar service providers
- ◉ In the above mentioned online teaching apps there is a teacher and student and knowledge is shared by teacher to student
- ◉ But the concept of SGK startup is to share knowledge among peers
- ◉ Since student of their age is acting like a teacher in our service students easily and understand what they learned
- ◉ They can make friends who has more knowledge and share their doubts and gain knowledge
- ◉ After teaching the teaching student gains confidence on subject so both are benefited
- ◉ Sharing knowledge among student and teacher is one way but sharing knowledge among students in two way process

GROWTH AND FUTURE PLAN

- ◉ There is an additional feature which can be added once the startup and app becomes popular
- ◉ Student can sell their unwanted books to us and we sell those books to the student who needs them with a little higher price
- ◉ By this we can gain profits and since they are second hand both student who buys and the student who sells are satisfied
- ◉ By sharing books among students the student who cannot afford for costly books can easily buy books through our app
- ◉ We can also sell first hand books through our app by using those profits we can gain even more profit
- ◉ This startup will definitely grow successfully as it involves not only teachers but also students who share and gain knowledge
- ◉ Once the company gets up to a certain level we help rural and poor students by sharing knowledge and books free of cost

CONCLUSION

- ◉ The SGK startup acts as a platform between students and help them to clear their doubts
- ◉ Money is needed for recruiting employees, Designing app and maintaining it and regularly checking for complaints from consumers and addressing them
- ◉ Startup fund can be obtained from bank as loan or we can take help from stakeholders or choose a partner with knowledge in this field for financial stability
- ◉ Though there are similar service providers our company basically expands their idea and provides a larger and better service compared to them
- ◉ By making the app as a platform of second hand books will make the app even more useful and popular ensuring the growth of the company