

As millions of young professionals seek to upskill in a fast-evolving job market, they face psychological, structural, and informational barriers that hinder confident learning decisions. These must be addressed to make upskilling more focused, motivating, and sustainable.

Problem Barriers:

- **Misaligned Learning Goals:** Users struggle to connect learning to real-world outcomes, wasting time and effort.
- **Unclear ROI on Time and Money:** Professionals doubt the value of courses, fearing no tangible job or salary growth.
- **Lack of Personalization:** One-size-fits-all recommendations fail to account for individual learning styles and career needs.
- **Low Confidence in Starting:** The fear of choosing the "wrong" course causes procrastination and hesitance.
- **Overwhelming Choices:** Too many courses and platforms create confusion, leading to decision paralysis.
- **Lengthy, Low-Impact Courses:** Long, theory-heavy courses fail to deliver practical, job-relevant skills, reducing trust in online learning.

High Potential Market:

- **The online learning market** is projected to reach \$375 billion by 2026, driven by the increasing demand for flexible and accessible education solutionMassive Market Growth: The global e-learning industry is projected to reach \$375B by 2026, growing at a steady 8-10% CAGR, fueled by digital adoption and remote-first work.
- **High Upskilling Demand:** Over 60% of young professionals actively pursue online courses, while 70% of millennials consider career development opportunities as a top factor in job decisions.
- **Current Gap = Big Opportunity:** Despite demand, course completion rates are below 15%, signaling a strong need for personalized, goal-aligned tools that help learners decide, commit, and succeed.

Actors

- **Young Professionals** – Emotionally drained, overwhelmed with choices, seeking clarity in learning.
- **Business Stakeholders** – Product teams, investors driving growth and monetization.
- **System Actors** – Platforms, content providers, and AI-driven recommendation engines.

Competitors

coursera

LinkedIn Learning

YouTube Learning

Udemy

SCALER

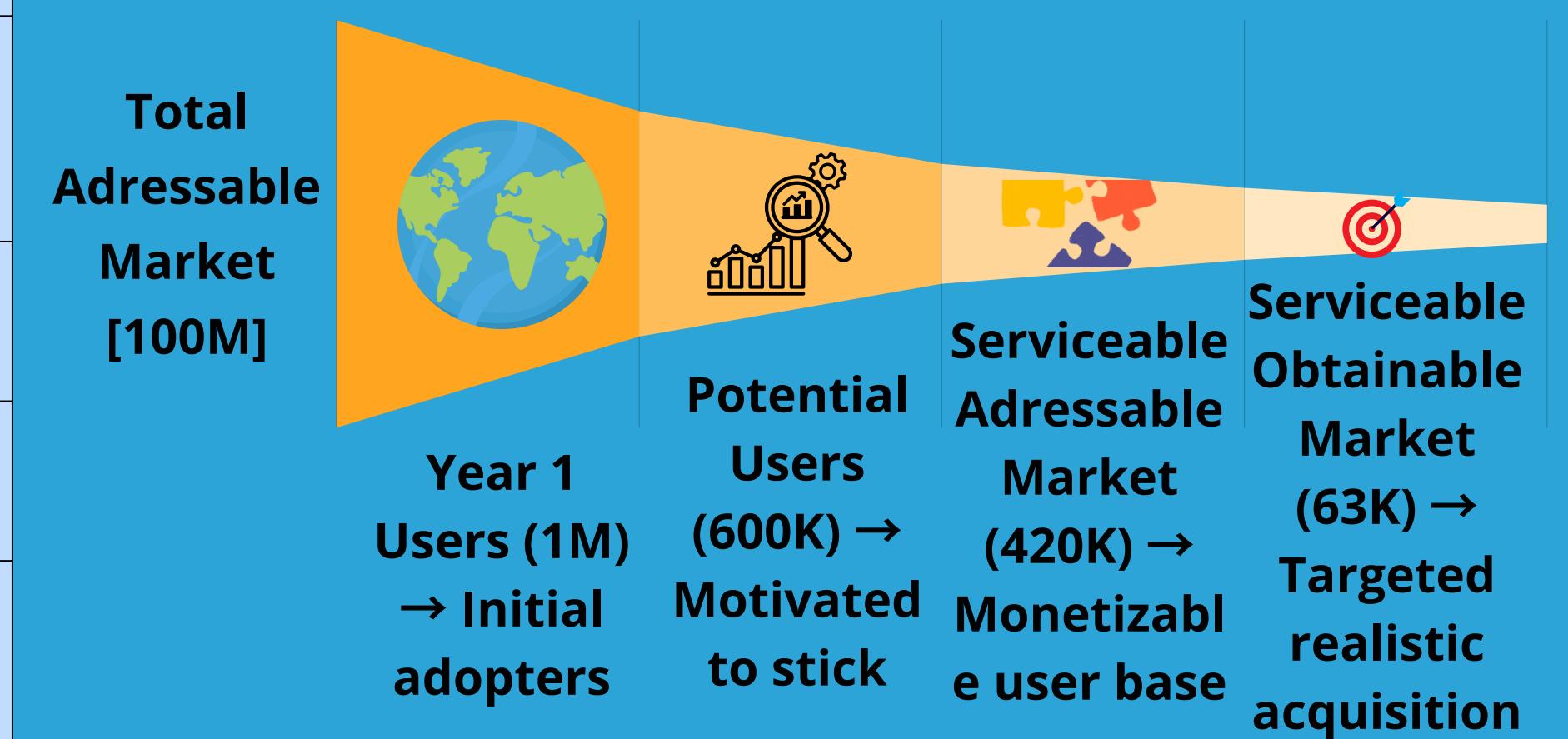
COMPETITOR ANALYSIS

Category	Coursera / Udemy	LinkedIn/YouTube
Founded & Scale	Coursera (2012, \$500M+)	LinkedIn Learning (2015, \$380M+ est.)
Core Offering	University-certified courses	Professional skill courses tied to jobs
Strengths	Huge catalogs, affordability	Wide reach, integration with LinkedIn
Personalization & Guidance	Weak on Coursera/Udemy	LinkedIn gives role-based recs
ROI on Learning	Coursera certificates valued	LinkedIn certificates somewhat valued
Completion & Engagement	Very low completion rates	LinkedIn still low completion
Confidence in Starting	Overwhelming choices	Moderate guidance on LinkedIn
Market Gap	No clarity on "what to learn next"	Lacks credibility and depth

Hypothesis

- Users need AI-powered course recommendations:** Curated, career-aligned courses suggested by AI to match individual goals, ensuring optimal length for job-ready skills.
- Users need industry-aligned paths:** Concise video based learning journeys directly mapped to market demands.
- Users need personalized mentorship:** Roadmaps and guidance from industry leaders through short, impactful courses.

IMPACT MAPPING



PROBLEM
OVERVIEW

MARKET
LANDSCAPE

USER
INSIGHTS

PROBLEM
MAP

SOLUTIONS
AND IDEATION

WIREFRAMES

FROM SYSTEM
TO USER

METRICS AND
MONETIZATION

STRATEGY, RISKS
& MITIGATION

USER SURVEY INSIGHTS

- **62.5%** Users lose motivation to complete a course/fellowship due to the content being impractical, hard and too long.
- **50%** Users don't know where to start from
- **37%** Users felt missing tangible career benefits of what they are learning.
- **63%** Users prioritized personal roadmap and portfolio building projects while leaning a skill.
- **50%** Users research and pick courses but never start
- **75%** Users find videos/tutorials as the most effective way of learning
- **38%** Users prefer that a platform show clear career benefits (promotion, salary) when suggesting a new skill using AI.
- **86%** of users rated their confidence at 2-4 (moderate level), while only 14% rated it at 5 (very confident) and 0% at 1 (not confident).

1:1 INTERVIEW INSIGHTS

ATUL | | 21 YEARS | | STAYING ALONE:

"I'm lost with so many courses. I don't know where to start or which one will actually move my career forward. Even after researching, I don't see a clear path connecting learning to my goals. I really need suggestions"

TANU | | 19 YEARS | | COLLEGE STUDENT

"Most courses feel too long and disconnected. I lose motivation, keep hopping tutorials, and never finish or build something that truly shows my skills. I feel scared and stuck as I can't use AI effectively to upskill myself."

USER PERSONA



Aryan Verma | | 21 years | | Entry-Level IT Employee | | Bengaluru

PAIN POINTS:

- "Aryan struggles to find a direction in his endless courses, lacking a clear connection to his career."
- "He starts excited, but his motivation quickly fades as courses start feeling monotonous and disconnect from real, tangible advancement."

GOALS:

- "Aryan wants a clear AI-guided roadmap with portfolio projects and concise, practical learning tied to career growth."
- "He looks for real-time tracking, industry mentorship, and tangible benefits that boost confidence and show results."

JOB TO BE DONE FRAMEWORK:

When I feels stuck on what to learn,
I want AI-based recommendations, roadmap, crisp and relevant content, projects, and mentorship,
So that he gains confidence and real career growth.

WHAT IS THE TRUE PROBLEM?

Young professionals feel lost and overwhelmed in their upskilling journey — faced with endless courses, unclear career benefits, and no personalized guidance, they lose motivation and fail to see real, tangible career growth.

Decision Paralysis:

Endless courses on various skills with no clear direction or roadmap.

Low Motivation & No Outcomes:

Courses feel long and impractical, with no mentorship, portfolio projects, or visible career benefits, leaving users frustrated and unmotivated.

WHO ARE THE CUSTOMERS FACING THE PROBLEM?

Young Professionals (18-22)

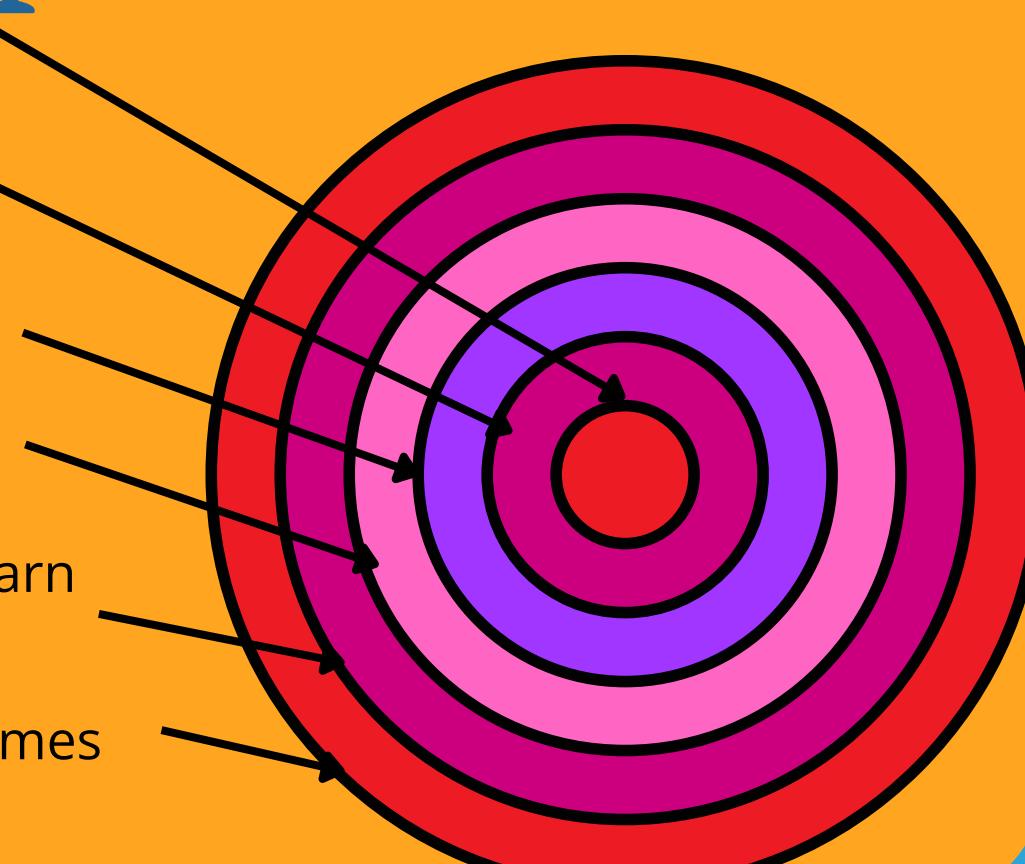
Entry-level employees (0-1 yrs exp.)

Want to upskill themselves

Spend only 1-3 hrs weekly on learning

Unsure about what or how to learn

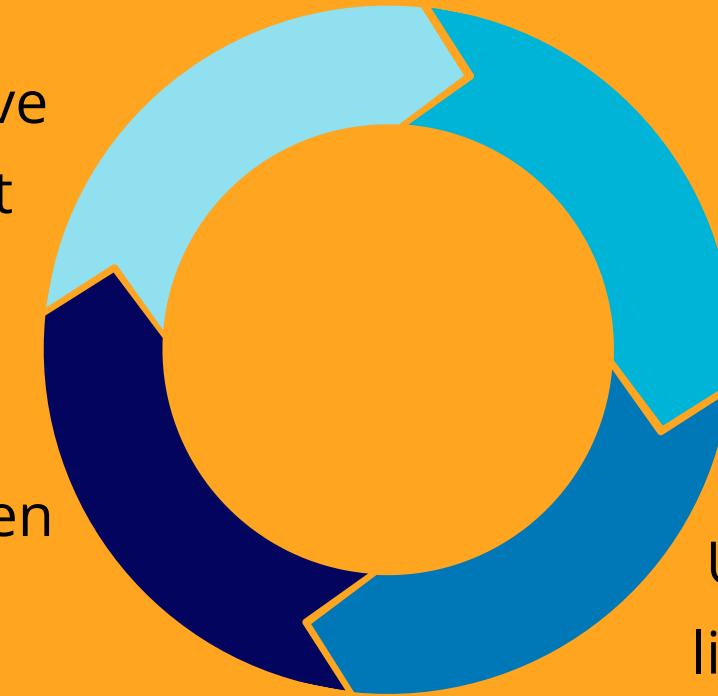
Seeking tangible career outcomes (promotions,growth)



WHY SOLVE THIS?

Clarity:

Too many choices leave users confused about where to start.



Motivation:

Users lose interest when courses feel long or irrelevant.

Guidance:

Users need mentorship and a roadmap to connect learning with career growth.

Results:

Users want real outcomes like skills, promotions, and confidence.

WHAT IS THE VALUE GENERATED BY SOLVING THE PROBLEM?

For Target Users

- Clarity:** Roadmap that removes confusion and guides the right skill choice.
- Practical Growth:** Portfolio projects, mentorship, and progress tracking tied to careers.
- Outcomes:** Tangible benefits—skills, promotions, salary growth, confidence.

For Business Users

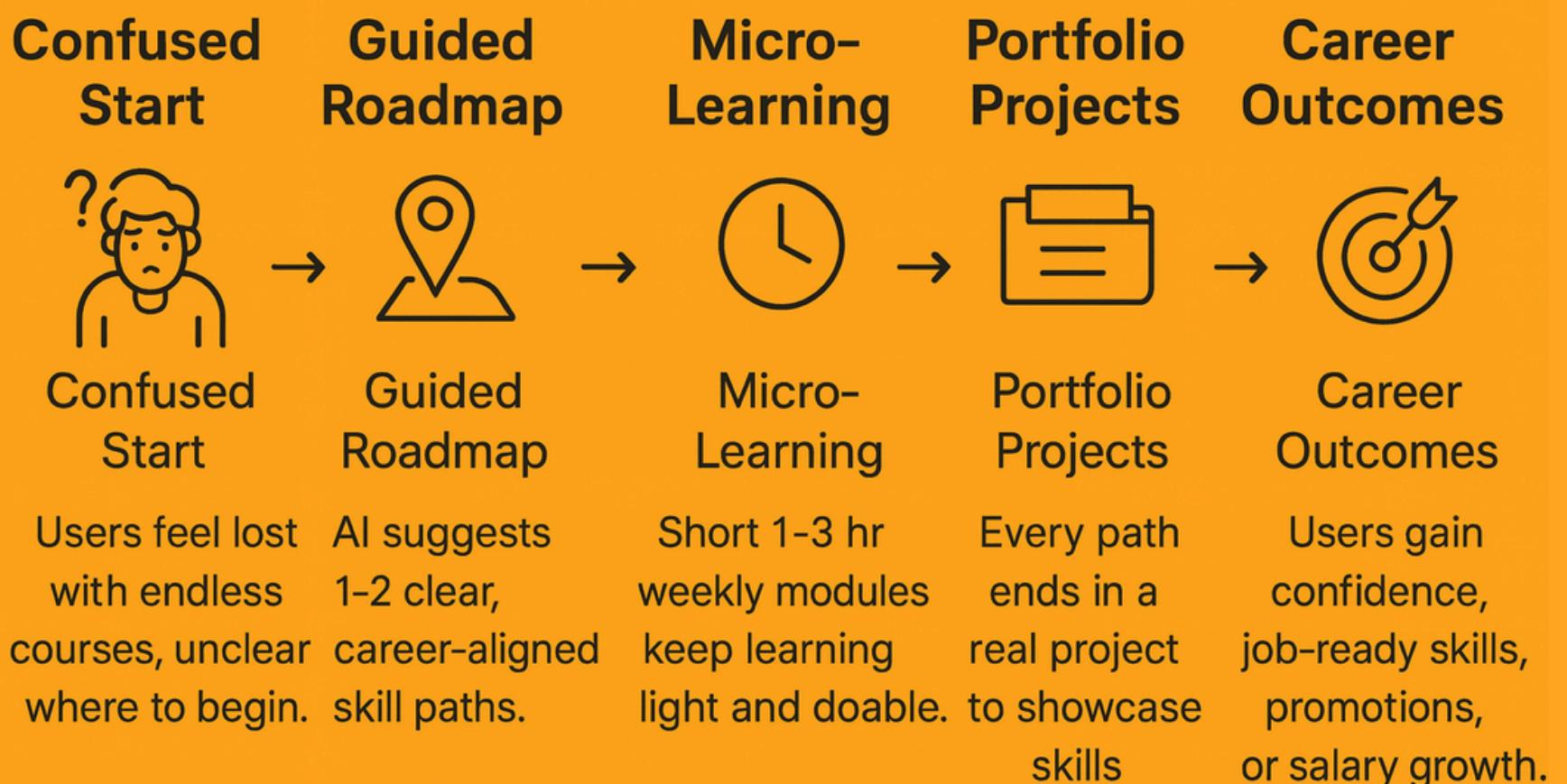
- Engagement:** Higher stickiness through personalized learning journeys.
- Organic Growth:** User success drives referrals and network adoption.
- Revenue:** Freemium → Subscriptions → B2B partnerships for scale.

MVP 101

SCOPE

- Help users discover the right skill path through an AI-guided roadmap aligned with their career goals.
- Provide short, practical micro-learning modules (1-3 hrs/week) with clear, tangible outcomes.
- Enable users to build portfolio-worthy projects that showcase real skills.
- Offer simple progress tracking to boost motivation and create consistent learning habits.

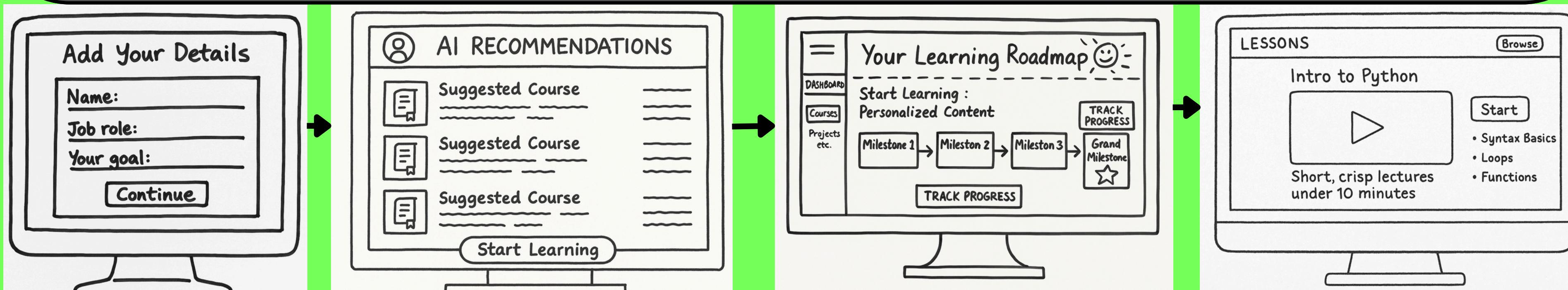
MVP EXPECTATIONS



FEATURE PRIORITIZATION

Feature Name	Description	MOSCOW	Impact Level	Category
AI-Guided Roadmap	Personalized skill paths directly linked to career growth.	Must Have	High	Core MVP
Progress Tracking	Real-time progress with completion, streaks, and growth metrics.	Must Have	High	Core MVP
Industry Usage Projects	Industry-aligned projects that build a showcase-ready portfolio.	Must Have	High	Core MVP
Milestone Skill Badges	Milestones tied to high-demand skills and project completions.	Must Have	Medium	Core MVP
Short Video Content (≤ 10 min)	Bite-sized follow-along videos (≤ 10 min) for active learning.	Must Have	High	Core MVP
Basic Mentorship Layer	Live Q&A and sessions with experts for practical guidance.	Should Have	Medium	Future Scope
University-Level Programs	Accredited programs offering diplomas, minors, and certifications.	Should Have	High	Future Scope
AI Career Coach	AI-powered career insights with clear next-step guidance.	Could Have	Medium	Future Scope

WIREFRAMES

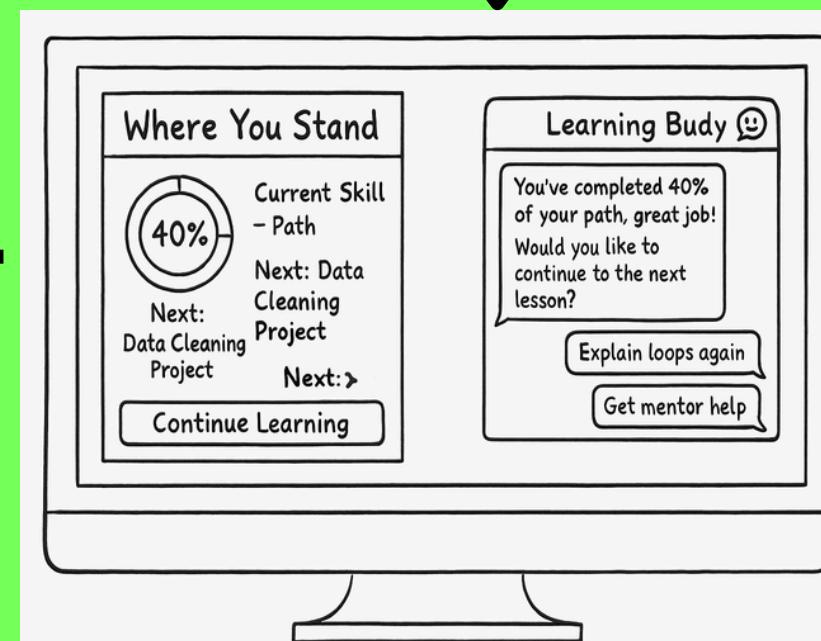


PLATFORM JOURNEY

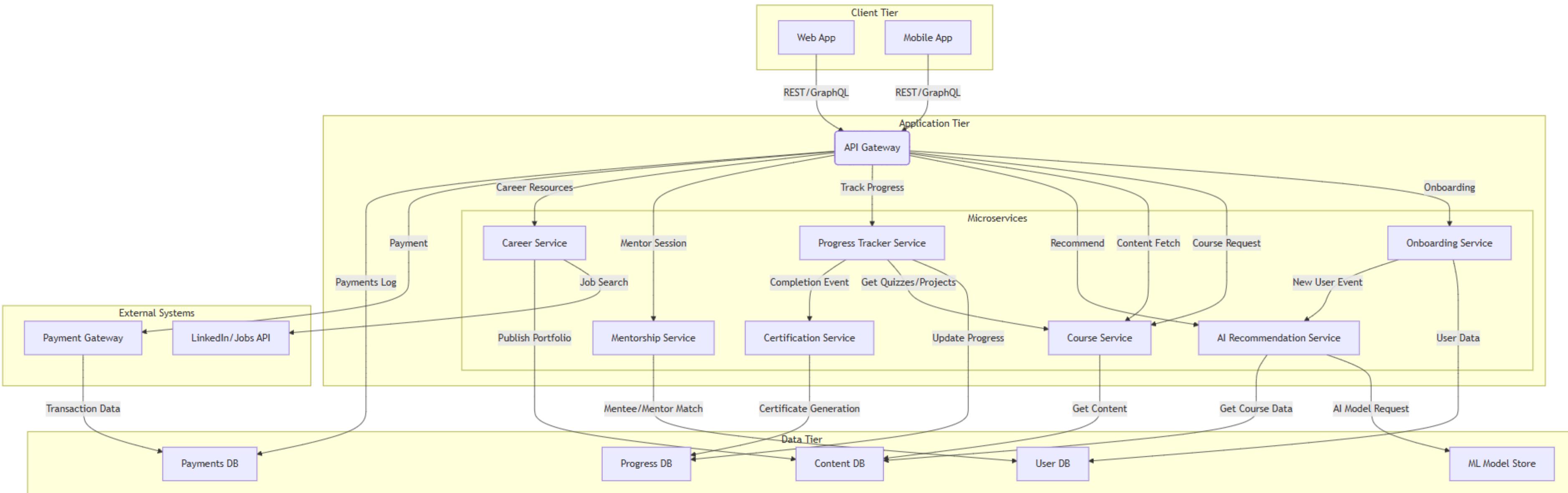
ONBOARD → RECOMMEND → ROADMAP → LEARN → PRACTICE → TRACK → MENTOR →
UPGRADE → CERTIFY → SHOWCASE → CAREER

STEP BY STEP FLOW:

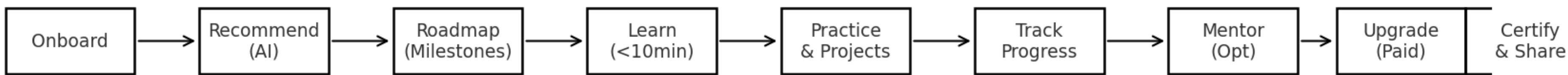
- ONBOARD → ENTER ROLE & GOALS
- RECOMMEND → AI SUGGESTS 3-4 COURSES
- ROADMAP → PERSONALIZED MILESTONES
- LEARN → SHORT LESSONS + QUIZZES
- PRACTICE → PROJECTS & EXERCISES
- TRACK → PROGRESS DASHBOARD
- MENTOR → INDUSTRY GUIDANCE
- UPGRADE → UNLOCK ADVANCED MODULES
- CERTIFY → GET CERTIFICATES/REPORTS
- SHOWCASE → PUBLISH PORTFOLIO
- CAREER → JOBS & NEXT PATH



SYSTEM DESIGN



USER FLOW



METRICS

Metric Type	Metric	Why this metric matters?	Metric Goal	Level (L0/L1/L2)
North Star	% of users who complete a learning path	Shows if users actually achieve their career goal	35% in 3 months	L0
Activation	% of users who get onboard and take first assessment	Proves onboarding works and users take first step	75% within week 1	L1
Outcome	% of users who finish at least 1 course module with AI-recommended exercises	Tells if free courses inspire users to keep learning	50% of active users weekly	L1
Conversion	% of users upgrading to paid features (certificates, mentorship)	Tests value delivery and willingness to pay for outcomes	12% free → paid in 1 month	L1
Engagement	Avg. weekly learning sessions & mentorship interactions per user	Shows how actively and consistently users are learning	3 sessions per week	L2
Retention	% of users active after 1 month	Proves platform is sticky and users keep coming back	40% retention in 1 month	L2

MONETIZATION PLAN

FREE MODEL

- Access to 1-2 courses in the roadmap
- Limited chatbot and mentor interactions
- Basic progress tracking and mini milestones

ALL FREE MODEL FEATURES

ACCESS TO ALL FREE FEATURES PLUS ADVANCED TOOLS LIKE REAL-TIME FEEDBACK AND EXPERT MENTORSHIP.

PREMIUM PROGRESS REPORTS

WEEKLY INSIGHTS ON SKILLS, MILESTONES, AND CAREER GROWTH TO DRIVE USER MOTIVATION.

MINI PROJECTS & INITIAL MILESTONES:

COMPLETE MINI PROJECTS AND EARN BEGINNER BADGES TO TRACK PROGRESS.

PAID MODEL

- Full access to all courses and career paths
- Unlimited chatbot support and expert mentorship
- Detailed progress reports and skill milestones

UNLIMITED CAREER PATH GUIDANCE

FULL ACCESS TO PERSONALIZED LEARNING PATHS, CONTINUOUS AI RECOMMENDATIONS, AND PROGRESS TRACKING.

BASIC CHATBOT & MENTOR ACCESS

LIMITED CHATBOT ASSISTANCE AND 1-2 MENTOR INTERACTIONS TO GUIDE EARLY LEARNING.

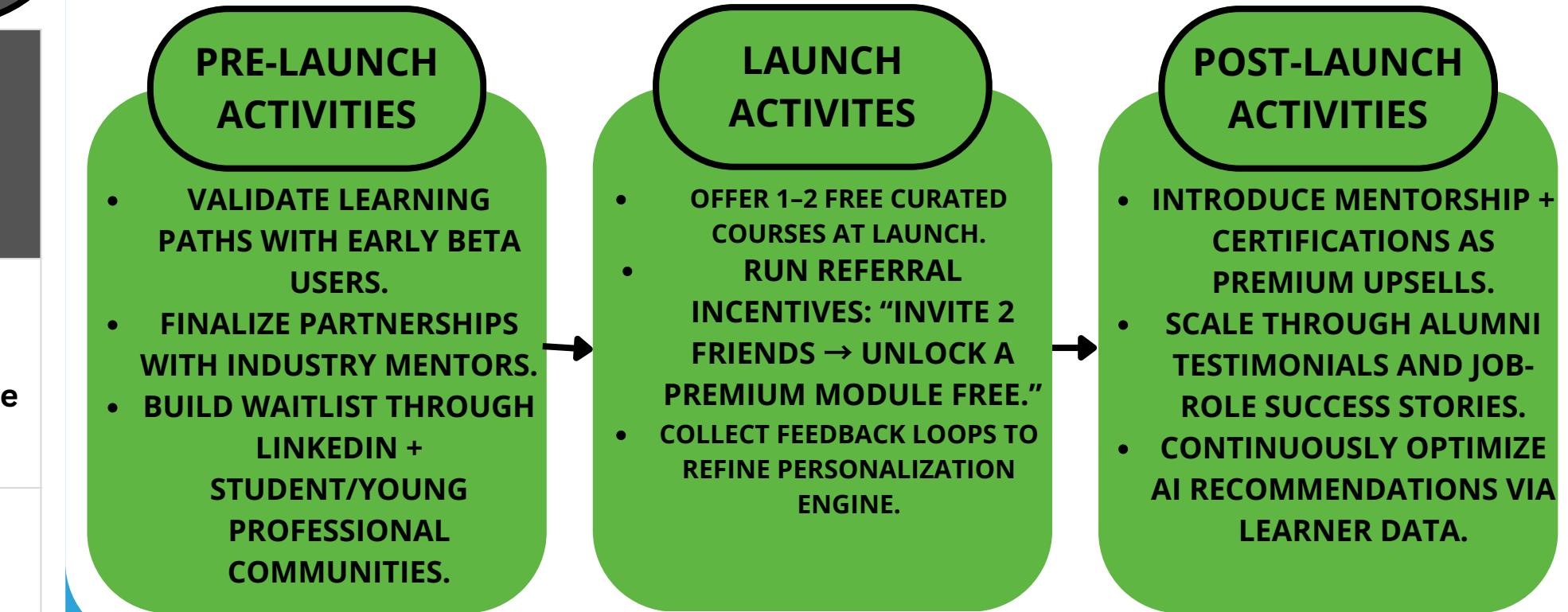
LIMITED COURSE ACCESS

EXPLORE 1-2 COURSES IN THE ROADMAP TO GET STARTED WITH BASIC LEARNING.

RISKS AND MITIGATION

Feature	Risk	Mitigation
Low Onboarding Rate	Users may drop off before starting their first free course.	Simplify onboarding with single-click sign-up and personalized AI-driven course suggestions.
Drop in Active Users	Learners may lose motivation mid-course and stop progressing.	Introduce gamified milestones, weekly nudges, and progress badges to sustain engagement.
Low Conversion to Paid	Free users may not upgrade to advanced/paid courses.	Offer “unlock next module” nudges, free trial of mentorship, and visible ROI via skill reports.
Course Fatigue	Users may feel courses are too long or irrelevant.	Keep courses modular (15–20 mins each) and industry-aligned; AI recommends only high-value modules.
Tech/Platform Issues	Bugs or downtime may disrupt learning flow.	Ensure scalable backend, proactive QA testing, and backup learning resources (PDFs, offline mode).

LAUNCH PLAN



DISTRIBUTION

