

PRODBLITZ 3.0

Introducing



Upwise.ai

Presentation By:



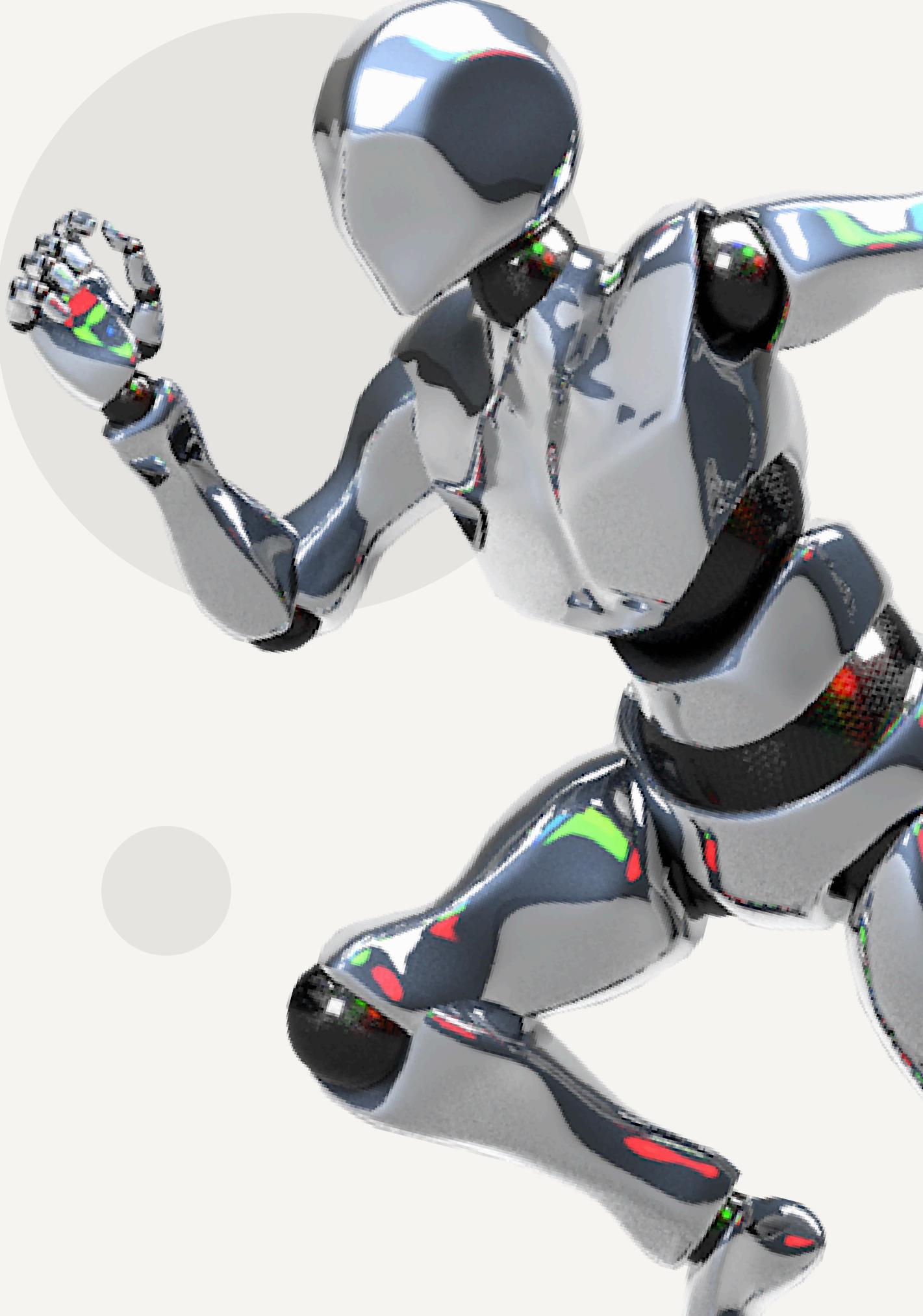
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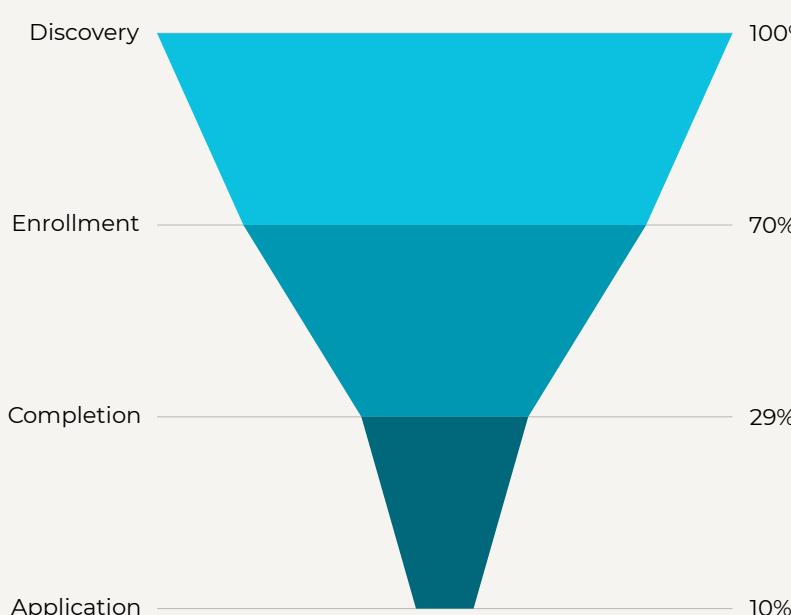


BRIDGING THE GLOBAL SKILLS GAP: WHY LIFELONG LEARNING NEEDS AN UPGRADE

Despite thousands of online courses, learners across all career stages struggle to identify relevant learning paths, stay motivated, and apply knowledge effectively leading to incomplete upskilling journeys and unrealized career growth.

Goal Build an AI-driven lifelong learning companion that curates personalized paths, tracks progress, and bridges theory-practice through real-world simulations.

Gap	What Happens	Why It Matters
Discovery Gap	Too many choices, unclear learning path	Leads to decision paralysis
Motivation Gap	Self-paced courses, no accountability	Drop-offs after 2-3 weeks
Application Gap	No real-world practice or feedback	Poor skill transfer to jobs



Where Learners Fall Off?

- Overchoice → What should I learn?
- Low confidence in course relevance
- Motivation fades after theory modules
- No way to apply or prove skills

44% of job skills will change by 2028
70% of professionals face measurable skill gaps
29% complete the online courses they start

- :(Confusion
- :(Boredom
- :(Doubt
- :(Isolation

"Learning isn't the problem, knowing what works is."

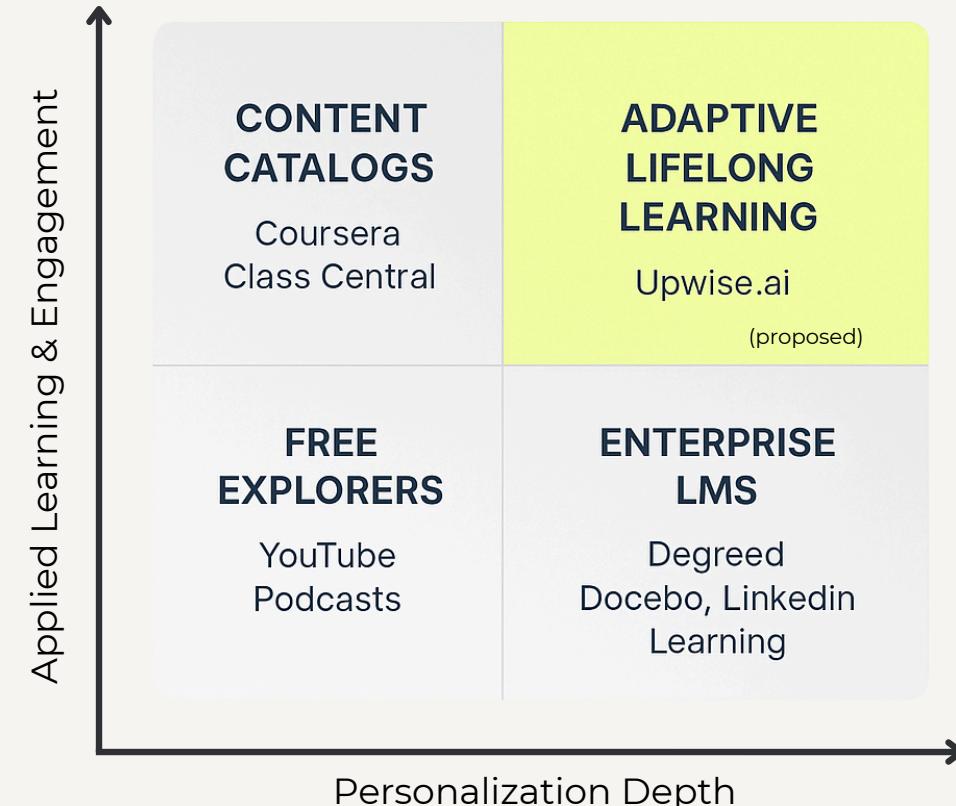


Market Opportunity: A \$750B+ Industry in Acceleration



The market is large, growing fast, and there is strong demand from both learners and enterprises. The competitive window is open now.

THE LEARNING RACE: CROWDED PLATFORMS, SHALLOW ENGAGEMENT



Competitor	Strengths	Gaps / Opportunities
Class Central	Aggregates courses from major providers (Coursera, Udemy, edX); strong discovery engine & review system	Lacks continuity, acts as a directory, not a learning journey. No adaptive scaffolding, limited community or progress tracking.
Degreed	Focused on lifelong learning, role-based pathways, enterprise adoption, and skill graphs	Engagement drops after onboarding; content feels generic. No applied learning or micro-feedback loop.
Coursera / edX (Indirect)	High-quality content, recognized credentials, global brand trust	Treats users as content consumers not skill builders. Minimal adaptivity or career path linkage; completion rates <30%.
YouTube / Free Content (Indirect)	Free, flexible, vast variety	No structure, no accountability, no skill validation leads to scattered learning.

JOBs-TO-BE-DONE MATRIX

Why do learners begin with purpose but end up feeling lost and underconfident?

Clarity Job	Continuity Job	Credibility Job
Know what to learn and why	Stay motivated throughout the journey	Prove competence to peers or employers
Get curated, relevant content	Receive feedback and guidance	Earn recognition for applied skills
Avoid decision fatigue	Feel progress and rewards	Build trust through verified outcomes

Why Existing Players Fail?

- High Drop-Offs: Engagement plunges mid-journey, users lose motivation.
- Weak Personalization: AI recommendations are surface-level, not responsive to performance data.
- Theory Over Practice: Platforms track content completion, not application or mastery.
- Scattered Experience: Learning, projects, mentorship, all disconnected.

Why Now?

- Learning access has peaked but outcomes haven't caught up.
- AI finally enables true personalization, not just recommendations.
- Workforce shifts demand adaptive, lifelong learning journeys.
- Learners are tired of content; they crave guidance and impact.
- The next edge lies in engagement, not expansion.

CONFUSION

DROP-OFFS

LOW CONFIDENCE

Aarav Mehta, 22 - “The Aspiring Graduate”

First-time job seeker looking to bridge classroom learning with employable skills.

“I’ve tried everything from YouTube tutorials to Coursera and even Class Central. But every platform just throws content at me. I end up bookmarking ten courses and finishing none. On Coursera, I got a certificate but didn’t feel job-ready. It helped me discover good courses, but I still didn’t know which one fit my goal of becoming a data analyst.

What I really need is something that understands where I am, shows me what to learn next, and keeps me accountable not just a library of videos.”

Needs & Painpoints

- Structured, AI-guided roadmap instead of random content lists.
- Hands-on practice and mini-projects to feel confident for job interviews.
- Gamified motivation (streaks, milestones) to stay consistent.



Nisha Kapoor, 42 - “The Lifelong Learner”

Creative professional who learns for growth, adaptability, and relevance.

“I’m a serial learner I’ve done design thinking courses on edX, watched endless YouTube tutorials, and listened to podcasts. But it’s exhausting. Everything’s scattered, and I can’t tell what’s credible or what I’ve truly mastered.

Platforms like Coursera are too structured, while YouTube is too chaotic. I need balance something flexible yet structured, that adapts to me and celebrates my small wins.

Learning shouldn’t feel like homework; it should feel like progress I can see and share.”

Needs & Painpoints

- Structured, adaptive learning that fits my rhythm and style.
- Progress insights and nudges to keep momentum high.
- Shareable achievements for social and professional validation.



Riya Sharma, 33 — “The Career Pivoter”

Mid-career professional trying to move from software engineering to product management.

“I’ve taken a few PM courses on Udemy and Degreed. The content was good but there’s no sense of progression. After each module, I wondered: ‘Am I any closer to being job-ready?’ Degreed gave me role-based recommendations, but it still felt too generic. There’s no personalized feedback when I’m stuck, and the platform doesn’t adjust to my learning speed.

I need something that actually maps my skills against real PM roles and shows my gaps not another course completion badge.”

Needs & Painpoints

- Skill-gap analysis to know exactly what to work on.
- Flexible formats (watch, read, simulate) for post-work learning.
- Applied simulations and mentoring to validate progress.

USER PERSONAS

Dev Patel, 38 - “The Growth-Driven Professional”

Mid-senior employee seeking continuous growth and promotions within his company.



“Our company uses Degreed for internal learning it’s full of content, but most people stop after the first few modules. There’s too much to choose from and too little follow-up.

I’ve tried Coursera for AI courses too, but after a few weeks, motivation fades because no one checks in or celebrates progress. What I want is something that aligns with our internal promotion tracks, gives me short, practical modules, and actually rewards progress instead of just tracking completions.”

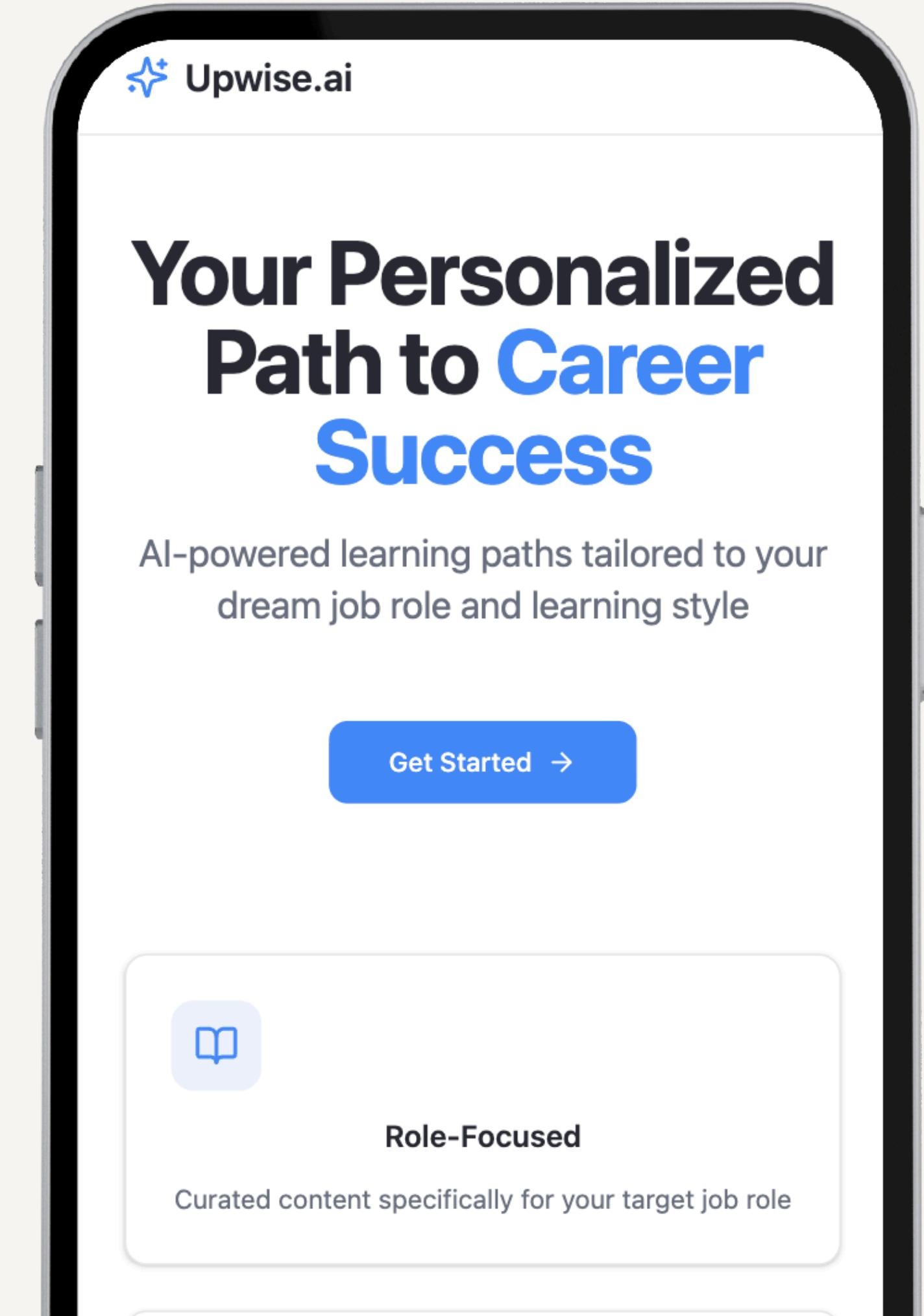
Needs & Painpoints

- Personalized learning paths tied to internal competencies.
- Visible progress metrics and peer leaderboards for motivation.
- Micro-learning with rewards to sustain engagement.

INTRODUCING UPWISE.AI

Upwise.ai is an AI career companion that **identifies skill gaps, creates personalized learning paths, and keeps you motivated** with progress tracking and rewards to help you reach your career goals faster.

Key Value Offered: Clarity, Personalization and Motivation,



Feature Overview & Value



AI-Powered Profile Evaluator

Precisely matches resumes to job roles, identifying specific skill gaps against legacy/modern job templates (MAANG/FANG), enabling targeted learning journeys.



Adaptive Learning Model Selector

Customizes content delivery based on preferred learning modes (video, reading, live classes), increasing engagement and completion rates.



Adaptive Exam Formats

Tailors assessments to user learning style with MCQs, practical problems, and real-life scenarios—reducing frustration and maximizing confidence.



Automated Gap Assessment & Course Suggestions

Shortens course duration by recognizing pre-skills and uses positive framing to motivate continued learning with personalized recommendations.



Micro Wins & Rewards System

Gamification with redeemable points for partner discounts (Swiggy, BookMyShow, etc.) boosts motivation and ongoing platform engagement.



Community Mode

Closed study groups for peer support and collaboration enhance learning retention and motivation through shared goals and challenges.



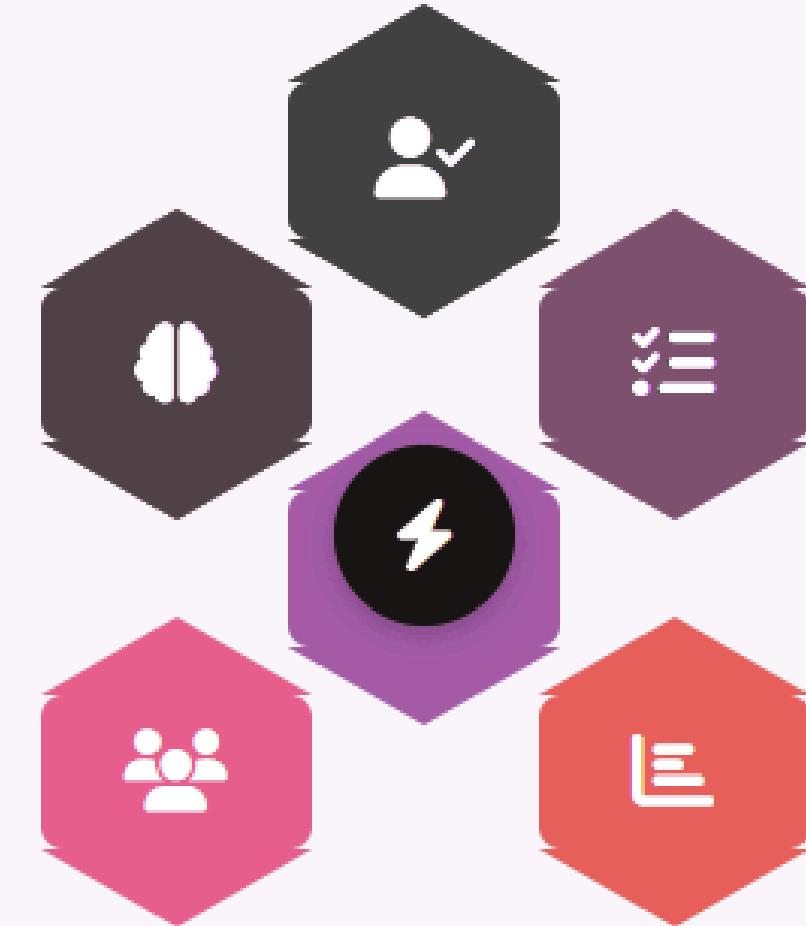
Leaderboard & Competitions

Healthy competition nudges increase course completion rates by leveraging social dynamics and natural competitive instincts.



User Stats & Nudges

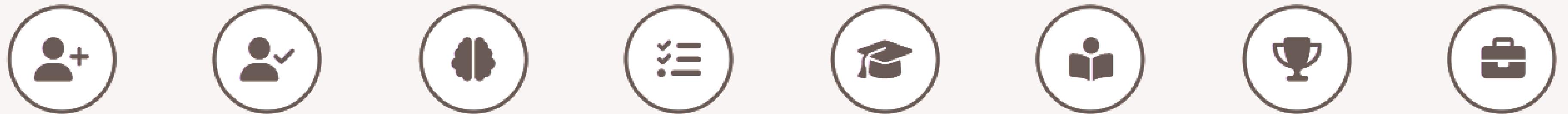
Social proof, congratulatory messages, and LinkedIn shareables provide motivation and create marketing amplification through social validation.



Prioritization Matrix

Feature	Impact on User Engagement	Business Value	Implementation Complexity	Priority Level	Reasoning
 AI Profile Evaluator	High	High	Medium	High	Foundational for personalization, directly impacts user relevance & course recommendations
 Adaptive Learning Model	High	High	Medium-High	High	Key to user engagement by matching preferred modes; boosts completion rates
 Adaptive Exam Requirements	Medium-High	Medium	Medium	Medium-High	Enhances learning validation and user confidence; important but secondary to core content
 Gap Assessment & Course Curation	High	High	Medium-High	High	Personalized course shortening is a strong USP and improves user motivation
 Micro Wins & Rewards	High	Medium-High	Medium	High	Drives ongoing engagement and retention through gamification and incentives
 Community Mode	Medium-High	Medium	Medium	Medium-High	Peer support and collaboration enhance retention, though requires social features build
 Leaderboard & Competitions	Medium	Medium	Medium	Medium	Motivates top users, boosts engagement, complementary to rewards and community
 Stats & Nudges	High	Medium	Low	High	Regular positive reinforcement is critical for sustained motivation

User Journey Mapping



Sign Up

User creates account and begins onboarding

Profile Evaluation

AI matches resume with job roles

Learning Model

User selects preferred learning styles

Assessment

Identifies skill gaps through adaptive tests

Curated Courses

Personalized learning path generated

Learning Modules

Interactive content with community & rewards

Completion

Certification & skill validation

Job Readiness

Equipped with validated skills for target roles

Adaptive Tailoring & Engagement Boosts

Throughout the journey, Upwise.ai personalizes the experience to maximize the engagement and skill acquisition.

⌚ Personalized skill gap identification

⌘ Learning format flexibility

↗ Progress visualization

👥 Peer learning community

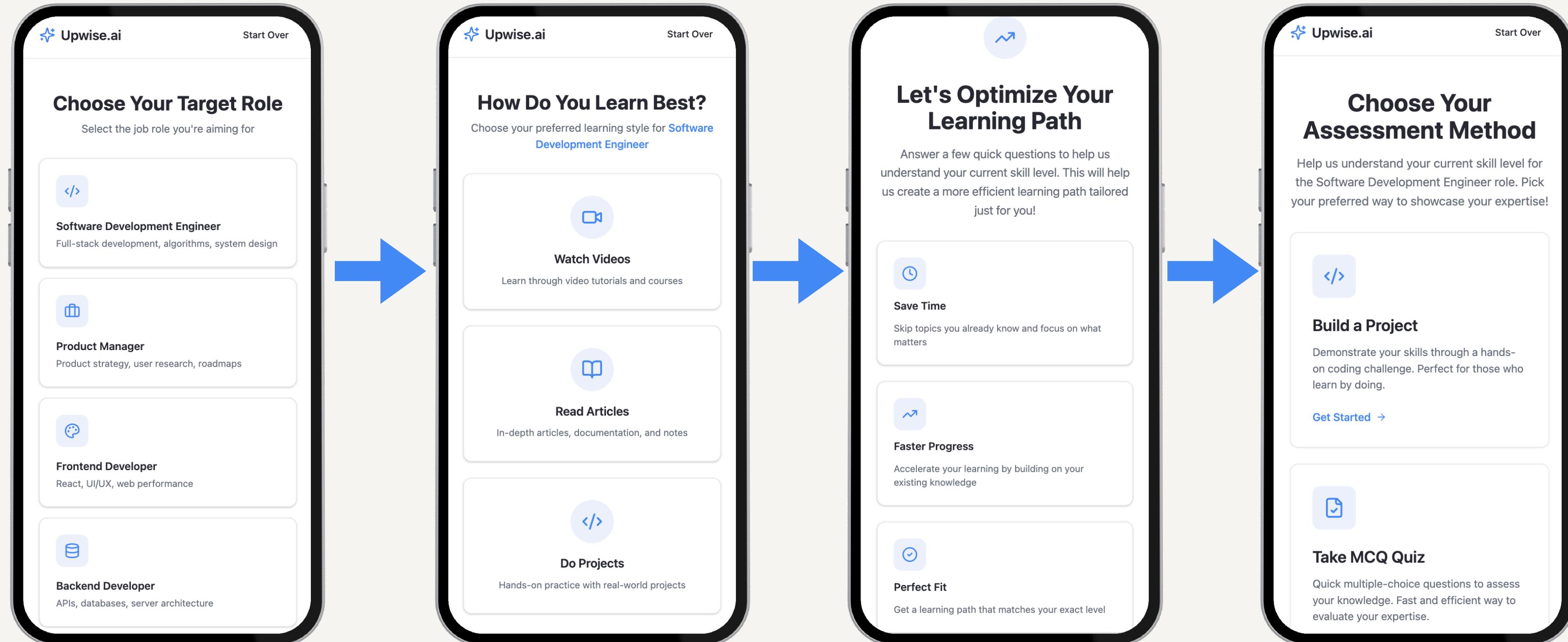
🏆 Micro rewards & recognition

🔔 Smart nudges & reminders

⬅ Social proof & shareability

👉 Real-world application focus

WALKTHROUGH OF THE APP



User opens the app and chooses the role they want to target

Key Value: **Clarity through Specificity**

User chooses their preferred mode to learn (Read, Watch)

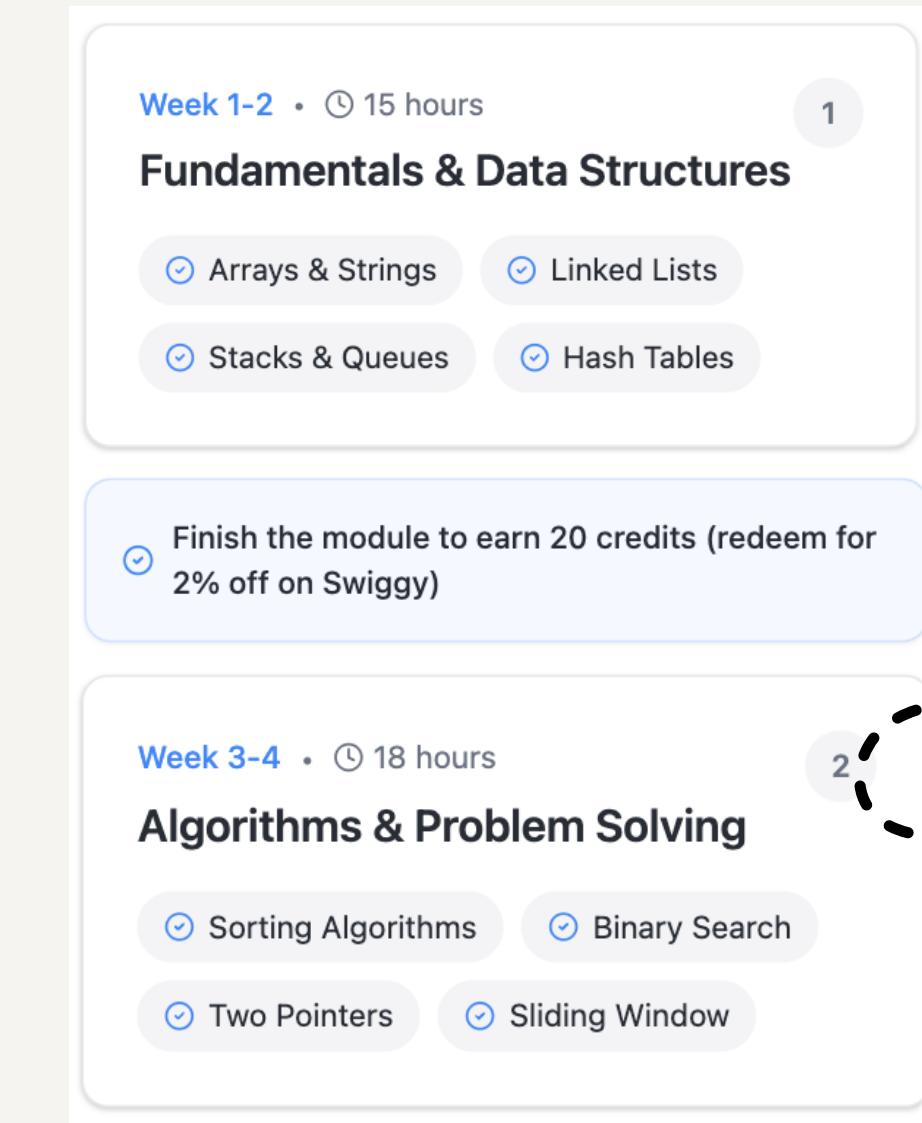
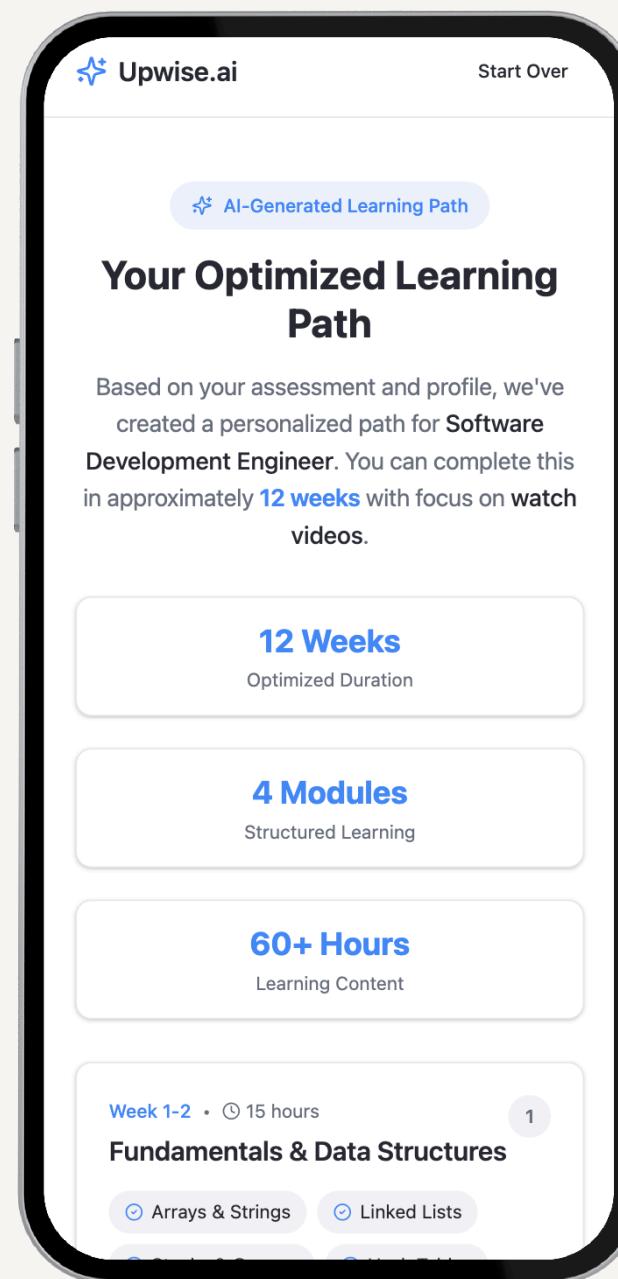
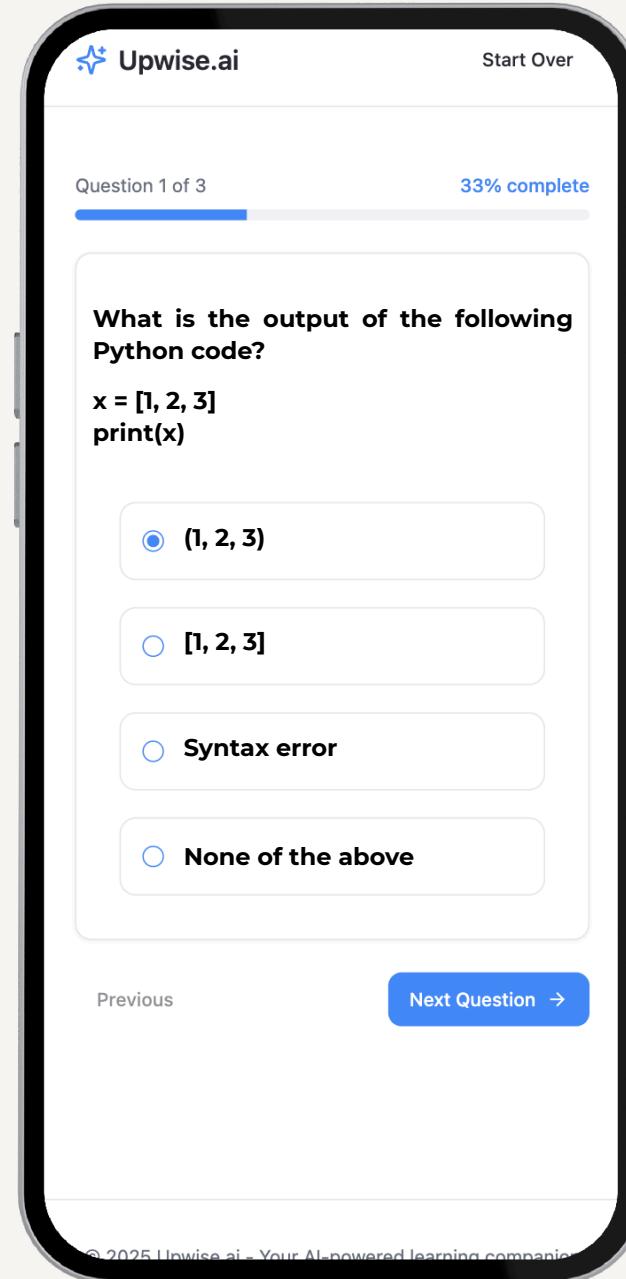
Key Value: **Personalization**

We ask the user to take an assessment of their current level

Insight: People feel pressured when asked to take a evaluation test. But presenting it as a way to reduce course time increases conversion

User chooses their preferred evaluation method. (MCQ or build a project and evaluated accordingly)

Key Value: **Personalization**



User attempt the evaluation and reveals their competence

Once the evaluation is done, Upwise curates a specialised course for the User from various sources across the web as a structured course.

Key Value: **Structure/Discovery**

Users receive a tiny reward (% off on Swiggy/Zomato) after every sub module they finish to get the recognition for a micro win.

Key Value: **Motivation**

Go-To-Market (GTM) Strategy & Success Metrics

Phased Rollout Strategy



Phase 1: Beta Launch (3-6 months)

Target early adopters in tech hubs/universities. Focus on core AI Profile Evaluator, collecting user feedback, and building initial community groups for organic engagement.



Phase 2: Market Expansion (6-12 months)

Scale user acquisition via paid channels. Launch full feature set including Community mode and Competitions. Introduce referral programs using shareable achievements.



Phase 3: Enterprise Growth (12+ months)

Develop B2B offerings for organizational upskilling. Expand partnerships with content providers and reward partners. Pursue data-driven enhancements.

★ North Star Metric

Percentage of users who complete a personalized learning path and apply new skills in their job or career transition within 6 months.

Key Success Metrics



User Acquisition & Conversion

Growth rate & signup-to-active ratio



Course Completion

Module engagement & finish rates



Virality

Referral rate & social shares



User Satisfaction

CSAT/NPS & community feedback



Skill Gap Reduction

Pre/post assessment improvement



Monthly Active Users

MAU & cohort retention analysis

System Design And Architecture

High-Level Architecture



AI Modules

Resume parsing and job role mapping engine, adaptive learning content selector, and intelligent assessment algorithms. Uses NLP for skills extraction and recommendations.



Backend Systems

Microservices architecture handling user profiles, learning content delivery, gamified reward systems, and community interaction features. RESTful APIs with OAuth authentication.



Data Systems

Distributed database with analytics pipelines for user behavior tracking, learning patterns, and personalization engines. Real-time dashboards for progress monitoring.



Scalability & Analytics

Cloud-native infrastructure with auto-scaling capabilities enables handling millions of concurrent users. Advanced analytics provide real-time personalization, engagement metrics, and continuous learning path optimization.

AI & Machine Learning Layer



Resume Parser



Skill Gap Analyzer

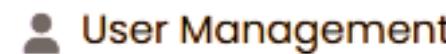


Adaptive Engine

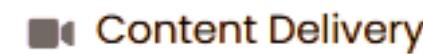


Assessment Generator

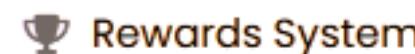
Application & Service Layer



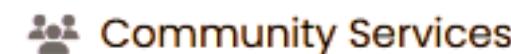
User Management



Content Delivery

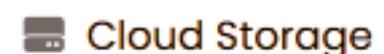


Rewards System

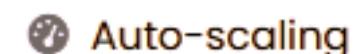


Community Services

Infrastructure Layer



Cloud Storage



Auto-scaling

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Security Services



Analytics Pipeline

Target Impact & Risks

Expected Outcomes



Accelerated Skill Acquisition

Enable faster, more effective personalized learning aligned with real-world job requirements through AI-driven recommendations.



Improved Engagement Metrics

Reduce course duration via targeted learning paths, significantly improving motivation and course completion rates.



Career Progression Support

Support diverse learning journeys across career stages and industries with adaptable, personalized content.



Community-Enhanced Learning

Build an engaged peer community that enhances motivation, knowledge sharing, and collaborative skill development.

Key Risks & Mitigations

User Overwhelm

Too many personalization options creating complex UX

Progressive Onboarding

Simplified UX with progressive feature introduction

Data Freshness

Outdated content and job role templates

Employer Partnerships

Continuous updates via automated monitoring

Engagement Drop-offs

Diminishing user participation over time

Reward Systems

Social proof, competitions & micro-rewards

THANK YOU