




SKILLREEL

One Scroll. One Skill.

Turn Your Doomscroll into a Learning Streak



Converting Brain Rot into Brain Power

A Video-First Micro-Learning Platform for India's Scrolling Generation

User Persona

THE GUILTY SCROLLER



Keshav

16-17 Years • Chandigarh • Class XI-XII



Device
Budget Android (₹15k)



Data Plan
2.5GB Daily Data



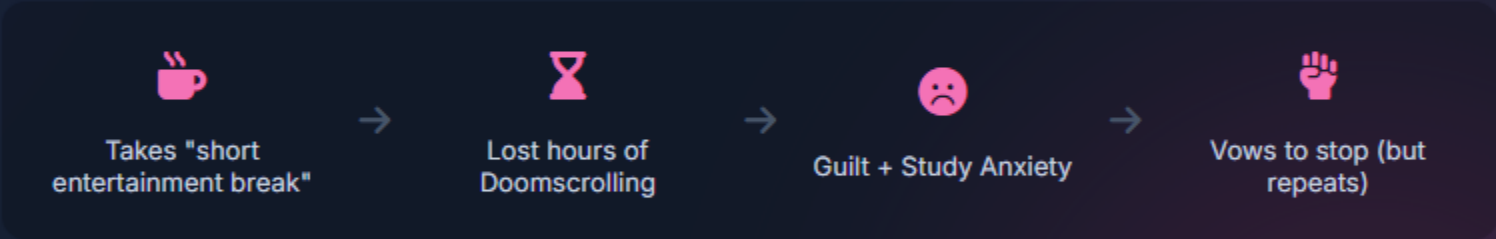
Screen Time
4-5 Hours / Day



Top Apps
Reels, Shorts, Gaming

“I open Instagram for a 5-minute break from studying... and suddenly 2 hours are gone.”

THE GUILT LOOP



Underlying Need

"I want my scrolling time to actually teach me something. I want to feel **productive instead of guilty** about my screen time."

Core Conflict

Knows scrolling is wasteful but can't resist the dopamine loop. Needs a platform that **FEELS like social media but ACTS like learning**.

User Persona

THE DIRECTIONLESS SCROLLER



Anaya

21-23 Years • Bangalore •
Engineering Student



Device
Mid-range (₹25k-40k)



Data Plan
4GB Daily Data



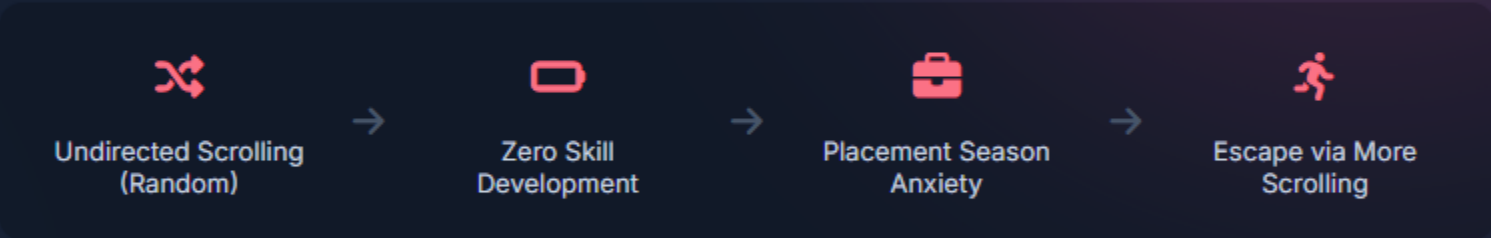
Screen Time
3-4 Hours / Day



Top Apps
Shorts, Reels, IG

“I scroll every day thinking I’ll ‘relax’, but 3 hours later I’ve learned nothing and feel empty.”

THE ANXIETY LOOP



Underlying Need

"I want my scrolling to build **placement-ready skills**.
I want to see visible progress (badges, certificates)."

Core Conflict

Needs to upskill, but existing platforms feel like
"work". Wants learning to feel as **natural & addictive as Reels**.

THE PROBLEM

Brain Rot Through **Undirected Scrolling**



SOCIAL MEDIA WORLD

Instagram, TikTok, YouTube Shorts

- ✓ Addictive & Engaging
- ✓ Fun & Entertaining
- ✗ ZERO Learning Outcome
- ✗ Creates Brain Rot & Guilt



LEARNING PLATFORMS

Udemy, Coursera, LinkedIn Learning



- ✓ Structured & Credible
- ✓ Real Knowledge Transfer
- ✗ Boring Lectures (30-60 mins)
- ✗ Feels Like "Work"

THE RESULT

STUCK IN THE GUILT LOOP



Opens App for
"5-Min Break"



2 Hours of
Mindless Scrolling



Guilt & Anxiety
Sets In



Vows to Stop,
But Repeats



CORE INSIGHT: They crave **PURPOSE** in scrolling, but no platform bridges addictive UX with real learning.

THE SOLUTION: SKILLREEL

Productive Brain Power From Your Scroll Time

"The same dopamine-driven scrolling habit that makes Instagram addictive, now teaches you real skills."

STEP 1



WATCH

Consume bite-sized educational reels.
Concepts explained simply & clearly.

⌚ 80-100 Seconds
Entertaining Delivery

STEP 2



LEARN

Instant reinforcement via a 1-question
mini-quiz. No passive scrolling.

⚡ Active Recall
Immediate Feedback

STEP 3



EARN

Unlock badges and climb ranks. Social
proof for your learning streak.

🏆 Gamified Growth
Social Flexing

THE DIFFERENCE

Why SkillReel Wins vs Instagram/TikTok

ASPECT	INSTAGRAM / TIKTOK	⚡ SKILLREEL
Content Type	Pure Entertainment	Educational Micro-Learning
Video Length	15-60 Seconds (Too Short)	80-100 Seconds (Optimal)
Your Brain	🔴 Passive "Dumbing"	🟢 Active Sharpening
Engagement Model	Dopamine Hits Only	Dopamine + Learning Loop
Action After Watch	Scroll to Next Video	Answer 1 Quiz Question
Knowledge Retention	~10-15% (Forgotten)	↗ ~70-80% (Reinforced)
Progress Metric	Follower Count / Likes	Skill Badges & Ranks
Final Outcome	Guilt + Brain Rot	🌟 Skills + Confidence

RETENTION IMPACT

15%

→ +65% GAIN

80% SKILLREEL

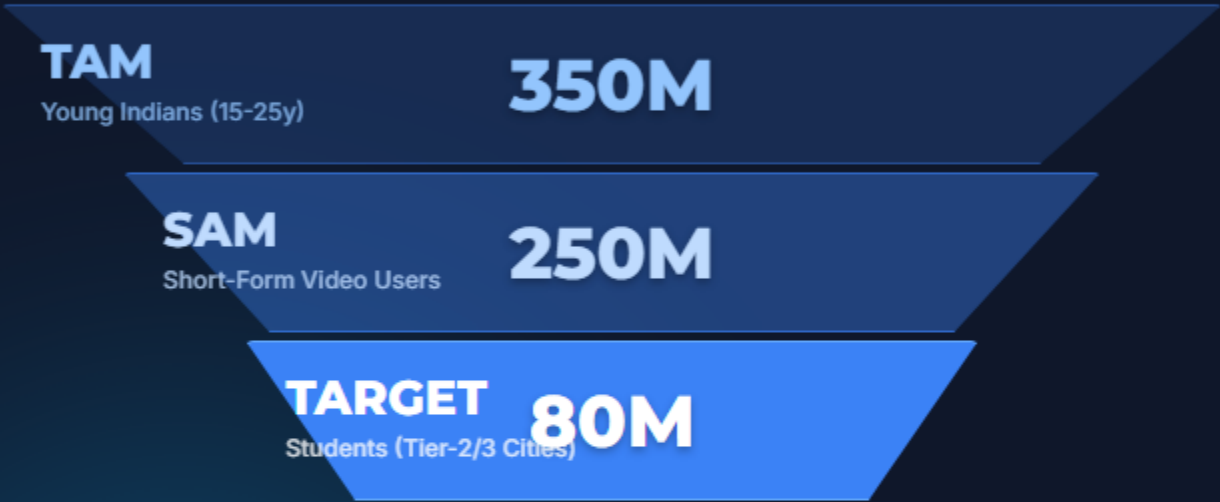
● Passive


● Active Recall

MARKET OPPORTUNITY

Capturing the Attention of India's Scrolling Generation


 **Rapidly Growing Sector**





 **COMPETITIVE EDGE**


SkillReel is the **ONLY platform** converting brain rot into brain power.
(While others fight for attention, we optimize it)

WHY NOW?

**92% Adoption**
Smartphone Access

**70% Consumption**
Daily Short-Form Video

**#1 Concern**
Youth Unemployment

**Zero Solution**
For "Productive Scroll"

BUSINESS MODEL

Diversified Revenue Streams Optimized for India (Tier-2/3)

₹ INR Pricing Strategy

USER ACQUISITION



Freemium Core

Watch reels, daily quizzes, basic badges. Brand-safe minimal ads.

Free

Ad-Supported

RECURRING REVENUE



SkillReel Pro

Streak insurance, offline mode, advanced badges, no ads.

₹129/mo

or ₹999/year

MICRO-TRANSACTIONS



Certifications

SkillReel Certified micro-credentials for resume boosting.

₹299

per certificate attempt

EXPANSION



Parent Dashboard

Detailed learning analytics & screen time monitoring.

₹49/mo

per child profile

VOLUME SALES



Schools & Colleges

Bulk licenses, homework mode, class analytics dashboard.

₹150–300

per student / year

HIGH VALUE



Recruiter Access

Access verified talent pools, filter by skill badges, direct outreach.

₹7,500

per seat / month

AD REVENUE



Brand Challenges

Sponsored learning tracks (e.g., "Intel AI Week") with branded badges.

₹2–10 Lakh

per campaign (2–6 weeks)

PLATFORM ECONOMY



Creator Market

Commission on paid premium courses created by top educators.

20% Cut

on creator earnings

💡 STRATEGIC RATIONALE Pricing calibrated for Tier-2 affordability. Low per-user B2B cost encourages bulk school adoption, while recruiter fees monetize the output (talent).

GROWTH STRATEGY

From **Content Moat** to **Viral Explosion**

🚀 0 to 5 Million Users (Months 1-6)

PHASE 1 • MONTHS 1-3

Educator Pivot

User Target

500,000



SkillReel Educator Fund (₹5 Cr)

Pay top teachers ₹50K-2L/mo to create 5,000+ high-quality reels (50 subjects).



Coaching Center Partners

Partner with 50 Tier-2 centers (Kota, Patna) for bulk student onboarding.



FOMO & Exclusivity

Waitlist launch + "Founder's Favorite" curated content for first 10K users.

✓ Content Moat Built

✓ 5,000 Reels Live

✓ 100 Top Educators



PHASE 2 • MONTHS 4-6

Viral Loop Activation

User Target

5,000,000

🕒 The WhatsApp Status Engine



Earn Badge



Auto-Post Status



Friend Joins



Both Get XP



City Leaderboards

Gamified competition: "Top Learners in Indore" creates local buzz.

✓ Viral Coeff > 1.3x

✓ 70% Organic Growth

✓ PLG Explosion

GROWTH STRATEGY - PHASE 3

Hyper-Local Scale & Institutional Adoption

📈 Months 7-24



PRIMARY OBJECTIVE

Category Dominance in Tier-2/3 India

USER TARGET

35,000,000 Users



Institutional Partnerships

- Pitch to 1,000 Tier-2 schools
- "SkillReel for Schools" bulk licensing
- Homework Mode integration

Target Reach

10M Students



Subject Expansion

- Coding (Python/DSA)
- English Speaking & Soft Skills
- Competitive Exams (Banking/SSC)

Content Library

10 New Categories



Placement Pipeline

- 100 College Placement Cells
- "SkillReel Certified" Resume Badge
- Recruiter Access Portal

Career Impact

Verified Talent



Parent Acquisition

- "Safe Screen Time" positioning
- Weekly progress reports (SMS/WA)
- Monitoring dashboard app

Household Reach

5M Parents



44%

MARKET PENETRATION



20%

INSTITUTIONAL ADOPTION



< 8%

MONTHLY CHURN

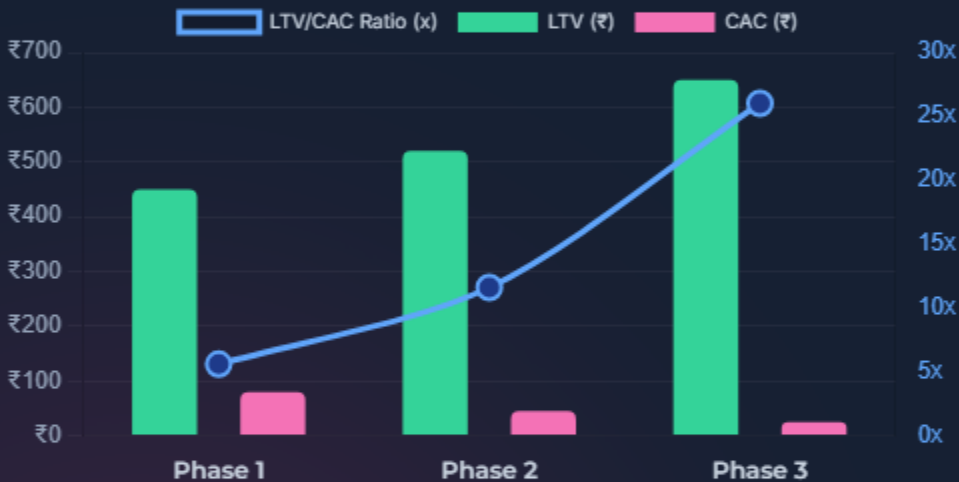
METRICS THAT MATTER

Unit Economics & The Growth Engine

Path to Profitability

CAC VS LTV PROGRESSION

3-YEAR PROJECTION




PHASE	CAC (COST)	LTV (VALUE)	EFFICIENCY RATIO
Phase 1 (M 1-3)	₹80	₹450	5.6x
Phase 2 (M 4-6)	₹45	₹520	11.6x
Phase 3 (M 7-24)	₹25	₹650	26.0x









THE REINFORCING LOOP



RISKS & MITIGATION STRATEGY

Proactive Planning for Long-Term Resilience

 Risk Management Matrix

<div> CONTENT QUALITY DROPS</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ Educator verification credentials✓ 3-expert audit per viral reel✓ User feedback loops & reporting</div>	<div> USER CHURN / BOREDOM</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ Seasonal "Exam Prep" challenges✓ Streak rewards (7/14/30 days)✓ Social leaderboards & leagues</div>	<div> GAMING THE SYSTEM</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ Timed quizzes & randomized sets✓ Spaced repetition recall tests✓ Proctored final assessments</div>	<div> COMPETITION COPIES</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ First-mover "Productive Scroll" brand✓ Deep institutional integration✓ Community network effects</div>
<div> CREATOR BURNOUT</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ Educator Fund (₹50k-2L/month)✓ Easy-to-use content templates✓ School teacher partnerships</div>	<div> POLICY CHANGES</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ Align with NCERT curriculum✓ Strict data privacy compliance✓ Parental control features</div>	<div> SLOW USER GROWTH</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ WhatsApp Status viral loop✓ School bulk onboarding (B2B)✓ Influencer marketing push</div>	<div> POOR MONETIZATION</div> <div>MITIGATION STRATEGY<ul style="list-style-type: none">✓ Diversified (B2B + B2C + Ads)✓ High-value recruiter fees✓ Corporate sponsored tracks</div>

COMPETITIVE POSITIONING

First-Mover Advantage & Defensibility

Category Creator

SkillReel is defining the **"Productive Scrolling"** category in India.

We aren't fighting the habit. We are upgrading it.



Habit-Native UX

Our core loop (Watch → Quiz → Reward) is designed for the dopamine-seeking brain. We reduce the cognitive friction of starting to learn, making education as addictive as entertainment.



Community Moat

By integrating with schools and friend groups (social leaderboards), we create network effects. Learning becomes a social currency, not a solitary chore, increasing switching costs.



Content Supply

Our Educator Fund and verification system create a library of trusted, structured micro-learning content that generic platforms (User Generated Content) cannot reliably replicate without noise.

Why Incumbents Can't Copy Us

THE INNOVATOR'S DILEMMA

- ✗ Instagram/YouTube optimize for **Watch Time** (Ad Revenue). Friction hurts them.
- ✓ SkillReel optimizes for **Learning Outcomes** (Skill Revenue). Friction (quizzes) is our product.
- ✓ We build trust with parents & schools. Social giants are viewed as distractions.

“

"We're not fighting human nature.
We're channeling it."

"Instagram **exploits** your brain.
SkillReel **optimizes** it."

"We don't ask students to stop scrolling.
WE ASK THEM TO SCROLL SMARTER."

"Doomscrolling is not a character flaw.
It's a symptom of a broken system."

35 Million
young Indians won't just scroll.
They'll build. They'll learn. They'll succeed.

NOT JUST AN APP. A MOVEMENT.
