

PRODUCT BY LEAPSCHOLAR

LeapBot

DESIGNING THE MVP AND GTM STRATEGY

BY: ABHISHEK SUMAN

PAINPOINTS OF STUDENTS

A student faces many problems while looking for opportunity to study abroad. Some of them are:

- A student can apply to 4-5 universities only because of high application fees. So, finding the best university which might accept the application is challenging.
- Budget constraints also should be kept in mind.
- Campus culture needs to be known to the student before getting admitted to any university.
- Visa application is a pretty tedious process, SOP & GTE needs to be filled and submitted very carefully.

INTRODUCING LeapBot

LeapBot, an AI-powered Chatbot, **accelerates the university selection** process for students by efficiently shortlisting prospective options. It **reduces** the need for **extensive human intervention** and makes the process much **faster and more efficient**.

[TRY MVP YOURSELF](#)

The screenshot displays a chat interface with a light blue background. On the left, a vertical column of circular icons, each containing a stylized eye and the time '15:44', represents the chatbot's messages. The chatbot's messages are white bubbles with rounded corners. On the right, a vertical column of pink rectangular buttons represents the user's responses, each with a timestamp of '15:44'. The conversation begins with the chatbot saying 'Hi there, I'm LeapBot!'. The user responds with 'Hi there!'. The chatbot then asks 'Do you need help with university shortlisting?'. The user replies 'Yes'. The chatbot asks 'What programs are you looking for?'. The user selects 'Bachelor's'. The chatbot asks 'What is your 10th percentage?'. The user enters '95'. The chatbot asks 'Whats is your 12th percentage?'. The user enters '91'. The chatbot asks 'What is your SAT Score? (Out of 1600)'. The user enters '1440'. The chatbot asks 'What is your budget in Lakhs in INR?'. The user enters '50+'. Finally, the chatbot sends a large white bubble with a congratulatory message and a list of four universities: Colorado State University, Harvard University, Case Western Reserve University, and University of Detroit Mercy.

Hi there, I'm LeapBot!

Hi there! 15:44

Do you need help with university shortlisting? 15:44

Yes 15:44

What programs are you looking for? 15:44

Bachelor's 15:44

What is your 10th percentage? 15:44

95 15:44

Whats is your 12th percentage? 15:44

91 15:44

What is your SAT Score? (Out of 1600) 15:44

1440 15:44

What is your budget in Lakhs in INR? 15:44

50+ 15:44

Congratulations!! We've found some universities which best matches with your background.

- Colorado State University
- Harvard University
- Case Western Reserve University
- University of Detroit Mercy

MINIMUM VIABLE PRODUCT(MVP) of LeapBot

KEY FEATURES

LeapBot aims to solve every pain point of its users. Its features are:

- **Optimize university search** in which chances of application getting approved are very high, taking into account **academic background, work experience, budget, and location preference.**
- Provide **community service** by providing contact with students of that particular university.
- **Consultancy** is provided for **application** which can be facilitated through LeapScholar.
- **Visa assistance** is also provided which is again facilitated through Leap Scholar.

The screenshot displays a chat interface for LeapBot. On the left, a series of questions are asked by the bot, each preceded by a circular icon with a red dot and a timestamp. The questions are: 'What programs are you looking for?' (19:55), 'What is your 10th percentage?' (19:55), 'What is your 12th percentage?' (19:55), 'What is your undergrad's CGPA?' (19:56), 'What is your GMAT score?(Out of 800)' (19:56), and 'How much years of work experience you have?' (19:56). On the right, the user's answers are provided in pink rounded rectangles with timestamps: 'Master's' (19:55), '95' (19:55), '92' (19:55), '8.2' (19:56), '680' (19:56), and an empty field for the last question. At the bottom, there is a section titled 'CHOOSE AN OPTION' with three pink buttons labeled '<1', '1-3', and '3+'.

**MVP is built which features the 1st statement. Rest can be further done in further iterations.

ACHIEVING PRODUCT/MARKET FIT

Key Indicators

01

User Engagement: It denotes the initial traction our product is gaining.

02

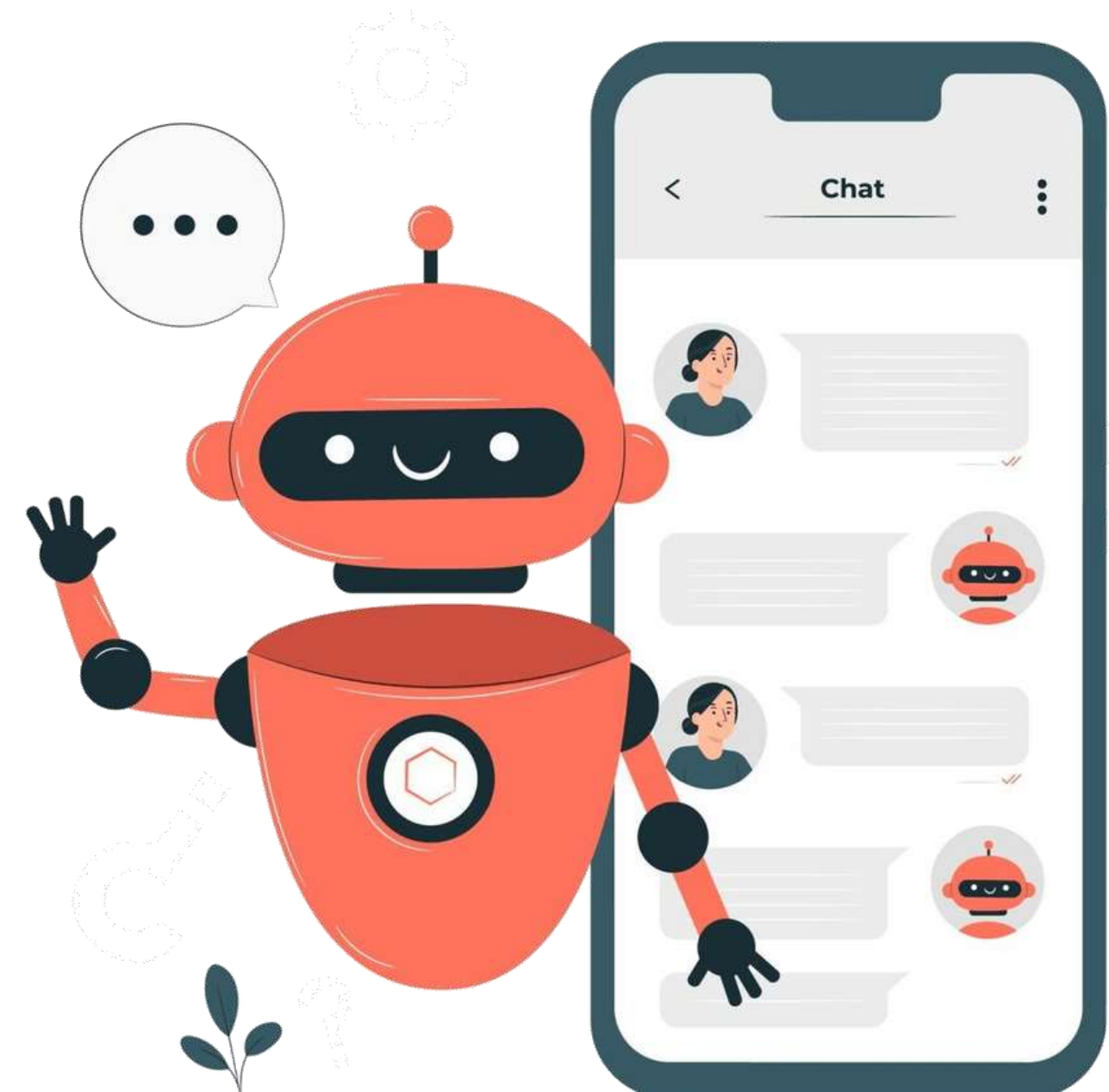
Customer Feedback: It defines the initial feedback on our product. We can mould the product according to user needs in further iterations.

03

Conversion Rate: It defines how many students are getting acquired towards the end of the funnel.

PRODUCT POSITIONING & STATEMENT

LeapBot streamlines global education for students, addressing application challenges with AI. It optimizes university selection taking in account multiple factors, connects users with current students, and offers expert consultancy and visa assistance through Leap Scholar. This comprehensive solution ensures efficiency, community support, and expert guidance for a seamless study abroad journey.



SALES & MARKETING STRATEGY

- To gain initial traction, we'll be using Social Media which LeapScholar is having strong hold on.
 - Start posting educational and awareness posts related to education in abroad.
 - Create trending Instagram Reels & YT Shorts, which these platforms are heavily promoting.
 - Collaborate with influencers who are addressing this type of audience.
- We can target Facebook and Telegram groups where opportunities are getting posted and promote LeapBot there for sustainable and organic leads.
- Affluent schools can be targeted and, workshops and talks can be organized where leads can be converted.

PRODUCT LAUNCH PLAN

PRE-LAUNCH

- Run **informative campaigns** across LeapScholar's existing user base.
- Invite a select group of users to participate in **beta testing, and gather feedback** to make necessary adjustments.
- Leverage LeapScholar's strong **social media** presence to **tease** about the upcoming launch and a Mega Event.
- We can also **engage with the audience** through countdowns, sneak peeks and quizzes.

LAUNCH DAY

- **Roll out LeapBot with a phased approach**, initially targeting a specific cohort of users who expressed interest during the pre-launch phase.
- Host a **Media Event** to officially introduce LeapBot to the public.
- **Market** the event with a **big pool of prizes** including scholarships.

POST-LAUNCH

- Implement **feedback loops** during the initial weeks post-launch and address any issues promptly.
- Send **onboarding emails** to **new users**, guiding them on how to make the most of LeapBot.
- Share **success stories, testimonials**, and updates about how LeapBot is benefiting students making use of **momentum gained through marketing** efforts.
- Continue **engaging with the audience** on social media platforms.
- Monitor key indicators such as **user engagement, customer feedback, and conversion rates**.
- **Organize webinars and workshops** in partnership with schools to introduce LeapBot to students and educators.



THANK YOU

BY: ABHISHEK SUAMN