**SKILLUP**
(*an innovative elearning platform*)

**YOUTUBE** LINK:
https://youtu.be/idPLPilPlZM

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# 3 Problems we target to solve:

1. *No Educational platform with Low Bandwidth support*:

   More than **50% Indians** lack high bandwidth **internet** connection on their cellphones, makes it difficult for such students, employee to pursue elearning

2. *Increase in demand for cost effective Educational Platform:*

   National Covid-19 has caused 84000 schools to shut down; employee & students are in need for free education platform curated as per skill category

3. *Need for learning platform with Quality Interactive Platforms:*

   903 companies have been leading to 873020 layoffs which states employees needs to be upgrading skills to secure jobs, need for Interactive quality elearning platforms has increased

> *Thus, HUGE Opportunity to Fix 3 loopholes against*
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> *Existing solutions with Large TAM:*
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> Platforms like Udacity etc. requires high BW & cost 399$ per month lacks community forum, gamification, cost and low internet bandwidth support

# Major 3 Evidences :

1. *Evidence 1 :* More than 50% of Indians cannot enjoy fast internet or even internet, but they still yearn for a good education[1]

2. *Evidence 2*: 84,000 schools were closed due to the epidemic, and 320 million Indian students were studying at home or were unable to go to school. Students living in cities and towns can still use various resources to learn, but students living in rural areas will need a free platform that does not completely rely on the Internet to learn knowledge and skills.[2]

3. *Evidence 3:* Nearly 900,000 laid-off workers need to live, so they are forced to improve their competitiveness. A platform like ours is a good way to conduct secondary education and enhance their personal competitiveness[3]

> **References:**
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> [1]https://www.statista.com/statistics/792074/india-internet-penetration-rate/
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> [2]https://www.bbc.com/news/world-south-asia-54009306
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> [3]https://www.layoffs.tech/tracker

# Skill Up targets 3 customer segments:

Targeted Region : **India** (Poor network signal or Slow network speed) ; **Why ?** ( It has  50% population can't afford expensive elearning & has low bw network facilities i.e 50% of 1.8 billion population ):

1. ___Educational platform-seekers with low internet:___
   **Target market** -  50% of Indian population still lacks proper internet access.

2. ___Poor Students:___
   Students in need for free platform to enhance competitiveness (Study abroad:55,300 & 50% in North America; 320 million students were affected by **School closures**)
   **Serviceable Available Market** - 1.2 billion children from 186 countries who got affected by school closures.

3. ___Laid off employee/Office workers:___
   Employees need for enhancing **'skills'** (Engaged in IT industry:45 million; Layoffs in India in April 2020: 120 million)
   **Total Addressable Market -** 1.63 Billion includes student affected by school closures and employees who wants learn new technologies.



Total Addressable Market

- 873K
- 436Million
- 1.2Billi...

- School closures
- Layofff Tracker
- Lack of resources