SkillUp 💪

Market Research Documentation Presentation

Team 11

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Spring 2021

Vision

FOR

Interrupted educational services -

Low BW

WHO

Cost, Layoff, etc.

SKILLUP

Solution to
All pain points

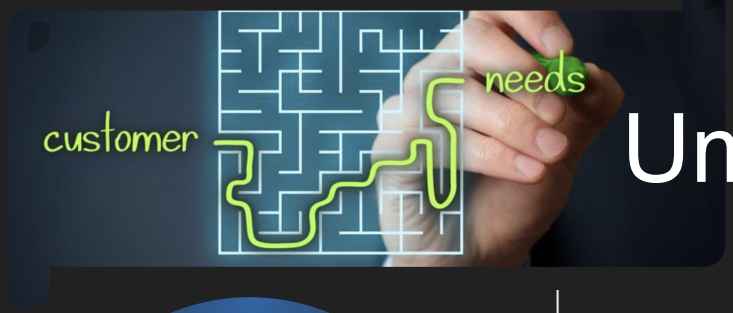
UNLIKE

Expensive
Existing
elearning

DIFFERENTIATING FACTOR

Low BW,
Community,
Quality content,
Gamification

Spring 2021



Umnet Needs

Low Bandwidth
E - learning Demands

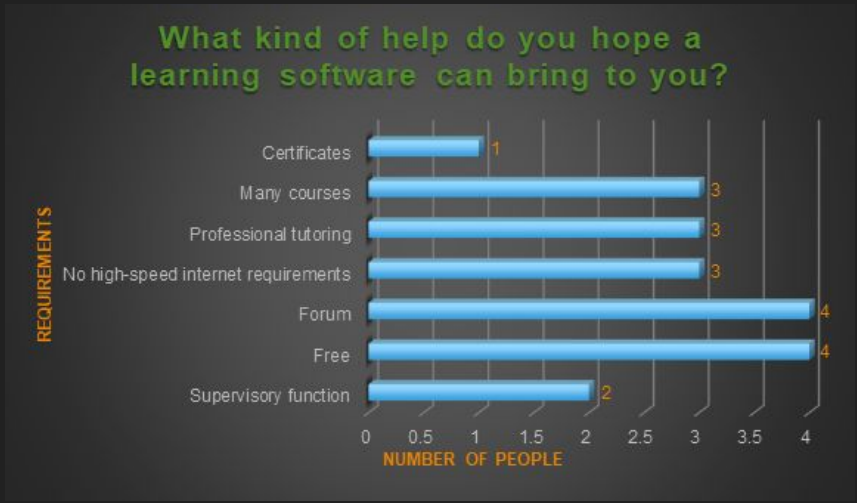
Cheaper Elearning

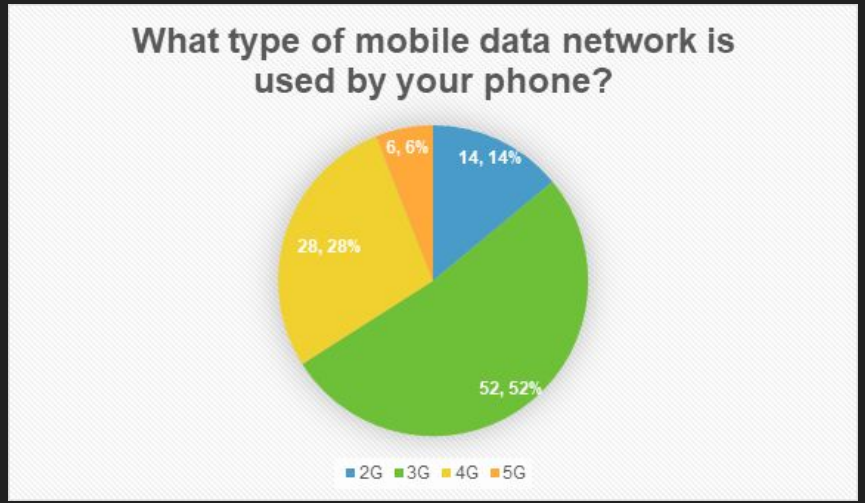
Community Needs &
Gamification

Customer Segments

Users without high-speed internet:

- Educational platform-seekers with low internet
- Students affected by school closure
- Office workers facing unemployment





Use Cases

“ How will i study online with low BW?”

Rahul, age 12
stays in Nepal

“ How will i find relevant skills with community?”

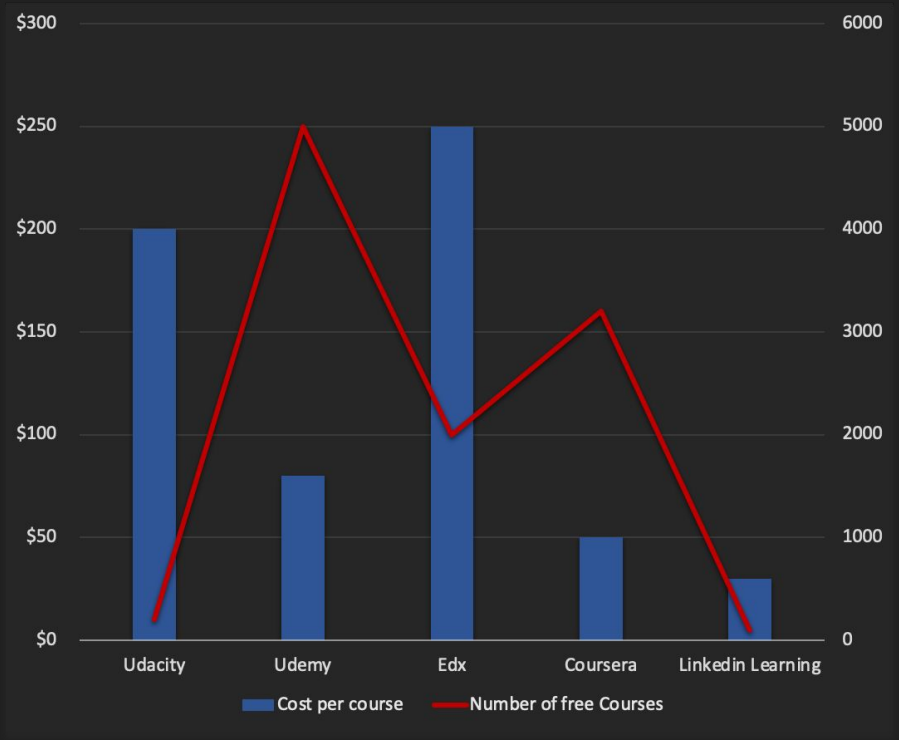
Rohit, age 34 laid off employee in Mumbai

“ I wish studying online could be fun & cheap?”

Savita, age 10
stays in Mumbai

Competitive Analysis

- Price per course
- Number of free courses offering
- Low bandwidth

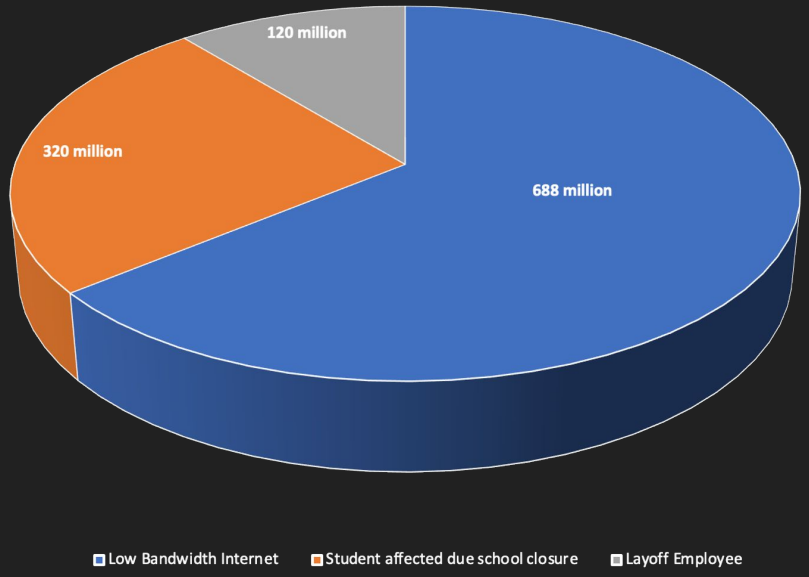


Market Size

- **Target Market**:
  Affected learners due to low bandwidth internet connection.

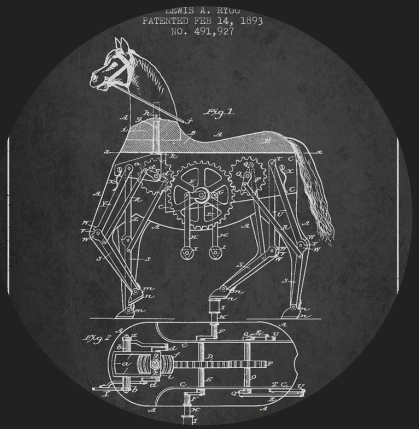
- **Available Market**:
  People who have their learning affected due to network,cost,outbreak,layoff etc.

- **Total market size**:
  800 million people in India.



Risks

Privacy Concerns



Technology Patent issues

Content Piracy