



SKILLUP

(an innovative elearning platform)

Vision

(based on template of Geoffrey Moore's positioning statement from Crossing the Chasm)

1. **[For]** people with interrupted educational services due to low internet
2. **[Who]** have their learning affected due to network, cost, outbreak, layoff etc.
3. **[SkillUP]** offers free educational solutions to existing pain points
4. **[Unlike]** existing platforms - costly, high bandwidth requirement, etc
5. **[Differentiating Factor]** - Content Mode switch- Auto Bw detection, gamifications, community forum, Quizzes, Curated content etc.

Project Proposal



Team 11
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YOUTUBE LINK:
<https://youtu.be/idPLPiLPIZM>

What is the Problem?

1. More than 50% Indians lack high bandwidth internet connection on their cellphones
2. National Lockdown because of Covid-19 has caused 84000 schools to shut down
3. 903 companies have been affected because of Covid-19 leading to 873020 layoffs
4. Existing solutions like Udacity cost 399\$ per month which is very expensive.
5. Cost and internet bandwidth are examples of pain points that currently exist and need to be addressed .



Existing Solutions

Few of the existing solutions are:

1. Udacity
 2. Coursera
 3. Udemy
 4. LinkedIn Learning
- None of these learning platforms help or connect people with features like learning gamification with different segments of customers.
 - They do not have a Community forum with respect to experts and free contributors etc.
 - Also, these websites do not provide courses that can reach people who are facing low bandwidth connections





Target customer segments

Indians(not very wealthy & mobile network restricted (50%)):

1. Educational platform-seekers with low internet (Unemployment rate: 5.4%)
2. Students (Study abroad: 553,000; School closures)
3. Office workers with high pursuits or those facing unemployment (IT:45 million)



Total Addressable Market (TAM)

Target market - 50% of Asian and African population still lacks proper internet access.

Serviceable Available Market - 1.2 billion children from 186 countries who got affected by school closures.

Total Addressable Market - 1.63 Billion includes student affected by school closures and employees who wants learn new technologies.

