

HW10-Team: Market Research

Instructions

Team Name and Number:

List all students who actively worked on this Assignment:

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Part 1: Competitive Analysis (1 point)

Using the Music App example (see Market Research slides), create a Competitive Analysis Table. Find as many competitors as you can and think what key features you need to compare.

NOTE: Include your app in the table.

Part 2: Market Sizing (1 point)

Using the Food Delivery Service example (see Market Research slides), conduct a simple market sizing (in \$), using assumptions. NOTE: Make sure to list all the assumptions.

Use Template on page 2. Page limit: two

Part 1: Table: Competitive Analysis

	Udacity	Udemy	Linkedin Learning	Edx	Coursera	SKILLUP
Price	A Nanodegree course costs \$200 per month	A course in Udemy can cost around 80-100\$	Linkedin Premium charges 30\$ monthly for learning courses	eDx courses are free. The verified track or professional courses range between \$50 to \$300.	Premium courses are paid and cost around \$50	Free
Number of Free Courses	Around 200	Over 9000	around 100 (less popular courses)	Around 2000	Approximately 3200 courses.	Planned around 10,000
App or Website	App & Website	App & Website	App & Website	App & Website	App & Website	App & Website
Offline Use	Watch downloaded lectures	Watch downloaded lectures	Needs active connection with High BW	Watch downloaded lectures	Watch downloaded lectures	Offline as well as Low BW support
Certificates Support	Yes	Yes	Yes	Yes	Yes	Yes
Courses Recommendation	Yes	Yes	Yes	Yes	Yes	Yes
Low BWsupport & Community	No	No	No	No	No	Yes
Notable Features	-The interface design of App and Website is simple and easy to operate -Many free courses -Nanodegree provided can help people professionally	Udemy is easy to scan through and we can find dedicated courses which are free and paid.	LinkedIn has costly courses which is generally through skills category, adds to your linkedin profile	self-paced learning, online discussion groups, wiki-based collaborative learning, assessments as a student progresses	User interface is simple and understandable, We can find the quality content, they offer a financial aid option.	Low BW, Community forum , Cheap Courses, Gamification features etc.

Part 2: Market Sizing

Assumptions: 1) Average in app course buying fee = 20% 2) People spend \$200 on average on app courses purchases 3) Scope is Mumbai area for launch 4) The initial user group is the people whose schools have closed due to Covid-19 in the past year and People who are laid off

Background: Through close cooperation with (industry-leading) partners (such as Google, AWS (Amazon)) to develop their own content, and charge promotional fees, and account for a certain percentage of all course fees, in addition to some brands in other industries Advertising charges a certain amount of advertising fees, these will be our main source of income

Potential people & Revenue Seeding Source:(People looking for skills)

- 62k Users in Mumbai area are strongly looking for cheaper (10\$ per user) education for portable, low BW education through portable offline e-education (Source: 1)

Additional Consideration: Local Business/Companies in Mumbai are looking for cheaper educational platforms for advertising their brand , approx : > 400 small business groups; *Assumption:* (Source: 2)- 54k Annual revenue from all Advertising business group -strong baseline to establish seeding and baseline establishment for investors

SUM: 54K (Revenue Establishment) + User Acquisition funnel (62K*10=620K)

Potential communities like school looking for cheap and open source platform:

- 77% of Schools, Universities and local businesses use distance learning technology
- Approximately 2500 schools and 700 colleges in the Mumbai area.
- Around 296k students attending these schools and 250k students attended college in 2019-20
- **Potential app users: 296k + 250k = 546k**

Structure for people who will be benefited:

- Customer will spend \$10 for Life time membership on app purchases
- Average purchase from store per week = 200 i.e 62k people x \$10x 200 = **\$1,240,000** per month

Market Potential - focus on advertisement costs as revenue generations

Since Skill-Up is a free learning platform we try to make most of our revenue by opening up unused spaces on Skill-Up websites for advertisements. Considering the market if the average cost per month to advertise on SkillUp is 100\$ for local businesses.

Average advertising revenue from each local business per month = 100\$ x 400 = 40000\$

Per year revenue considering 400 local businesses would be = 40000 x 12 = 480000\$ for the first year of SkillUp. (Source:3)

References:

[1]<https://www.qualityinfo.org/-/growth-in-distance-learning-outpaces-total-enrollment-growth>

[2]<https://sbecouncil.org/2019/09/10/online-advertising-delivers-big-benefits-for-small-businesses/>

[3]<https://www.statista.com/statistics/1170394/india-mode-of-study-from-home-covid-19-lockdown-by-select-city/>