HW5-Team: Project Proposal

Team Number and Name: Team 11

List all students who <u>actively</u> worked on this Assignment (not just names of all team members):
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Project Title : **SKILLUP** - (*an innovative educational platform*)

Vision (*based on template of Geoffrey Moore's positioning statement from Crossing the Chasm*)
For people with interrupted educational services due to low internet facilities or lack of quality and engaging, interactive educational methods like students **who** have their school shutdown due to covid, poor people who can't afford strong internet services and costly educational platform, young professionals looking to bolster their skills; the mobile **application** named "SKILLUP: an innovative e-learning" can help people to use curated educational content for free with support of High Bandwidth videos etc. to stream at Text level as per auto bandwidth detection. The app **unlike** other expensive e-learning platforms targets the existing unaddressed needs of customers and current problems like lack of app stream at low bandwidth; lack of gamification etc; thus, app with such strong **differentiating** features like allowing users to personalize content and choose various skills to view curated content as well as give users a community to engage, contribute content and increase engagement through features like auto content switch as per BW; gamifications, quizzes etc.

What is the Problem?
More than 50% of 1.37 billion people in India lack high bandwidth Internet connection on their cellphones, according to an Indian Internet Penetration analysis report by Statista[1], moreover as per an article by BBC news; after a massive outbreak of covid-19 National lockdowns has caused all 84,000 schools in India to be closed and has changed the educational schooling all over the world[2]. Due to Covid-19 affecting 903 companies worldwide leading to 873,020 layoffs all over the world as per Layoff tracker[3] competitive markets have risen demand for qualitative employees who have industry related skills; However existing educational platforms like Udacity etc. offers courses at $399 per course [4]. As a result of collaborative research and analysis for stated references and highlights fundamental loopholes in existing education systems like Costs, Bandwidth, etc are pain points that need to be addressed. Our application aims to provide an innovative solution which will help these segments of customer to have rich learning experience through innovative methods of content switch through auto bandwidth detection, Uninterrupted streaming ; curated free learning resources based on various metrics; customization and making user's experience rich through Interactive features like group study, community forum, quizzes, gamification, sharing progress etc.

Existing Solutions?

There are many existing solutions in the market that our target customers rely on. Few of them are:

1.**Udacity -** Udacity offers a learning platform for the tech-forward enterprise. Their programs address the skills gaps that enterprises are facing in core and emerging technologies, like Data Science, AI/ML, Cloud, Cybersecurity, and more but a single paid Udacity course costs 399$ per month which is very expensive.

2. **Coursera**- a free learning online website that offers MOOCs courses from well-known universities and these courses have pre-recorded video lectures that can be watched according to the convenience but the average cost per course ranges between 80-200.

3. **Udemy**- an online platform that helps to create courses for business, design, marketing, etc. The courses provided can be viewed on all devices connected to the internet(but requires high bandwidth).

4. **LinkedIn Learning**- a website that offers video courses that are taught by experts in that particular field. Although these platforms are running in the market, none of these learning platforms help or connect people with features like learning gamification with different segments of customer,does 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 (like rural areas in India etc.).

Target customer segments?

Our target customers are people in India who live in slums without full network coverage. As of the end of 2020, there are nearly 50% of the Indian population in India, that is, almost 676 million people cannot enjoy mobile Internet [1,6]. Among these people are higher education seekers, students, and office workers who want to learn skills by themselves and have a higher persistent pursuit of professional skills.

(1) **Educational platform-seekers with low internet**: As of the end of 2020, the occupation rate in India has reached 5.4%, which means that among the 230 million people, nearly 12 million are likely to have insufficient capabilities due to low-quality Internet or lack of interconnection [7]. They were unemployed because they could not meet the professional requirements, or they lack education platforms that run on low bandwidth. So, that is one of the issues we need to address. Our app is to provide these people with suitable learning opportunities and further improve their own abilities to achieve the purpose of improving social status, that is, to find a job and improve their skills through our platform.

(2) **Students**: This group is also our key service target. Data on the number of students studying abroad affected by the epidemic in 2020 will be affected. So as of the end of 2019, the number of Indians studying abroad reached 553,000 [8]. This is a very large and very important audience. They are not satisfied with the education level of their country and want to study abroad. Therefore, it is very important to improve personal and professional skills. For example, 50% of international students choose to study in North America [8],because of the fact that the United States is a developed country with better technology and better Internet bandwidth. Therefore, Indian students going abroad need to strengthen their own skills and pay attention to personal development. As of May last year, 320 million Indian students have been affected by Covid-19 [9]. The total number is so huge, let alone Poor students who live in the countryside cannot enjoy fast internet. They need apps like ours for tutoring, to find ways to improve their abilities, not to stop learning because they don't go to class, and not to waste time.

(3) **Office workers with high pursuits or those facing unemployment**: As of the end of 2017, India has nearly 15 million employees directly or indirectly engaged in the IT industry [10]. Of these people, nearly 80% are not satisfied with their current positions, or face layoffs. We can see that just because of the impact of the epidemic, the number of layoffs in India in April 2020 reached 120 million [11]. So, they have only one way to improve their professional skills, such as programming skills, programming skills, and interpersonal skills. Our app can provide them with a platform for technical exchanges with experts, as well as learning various IT professional skills. This can help them to advance in the workplace.

Total Addressable Market (TAM)?
Due to COVID-19 pandemic, worldwide there are more than 1.2 billion children from 186 countries who got affected by school closures.[12] As a result, 83% of these countries started adopting digital education platforms. However, 31% of these students, worldwide approximately 463 million, don't have enough resources (like lack of internet access, limited financial resources, etc) to accommodate the online learning.[13] Most of the countries with limited internet access are from either Asia or Africa. For example, 50% of India's population still lacks proper internet access as well as after India, China takes the second place with over 582 million people not connected to internet.[14] Next, according to Layoff Tracker, approximately, 903 companies had to layoff more than 873,020 people due to Covid-19; competitive markets have risen demand of qualitative employees who have industry related skills.[15] SkillUp is targeting customers who want to learn new technologies for free and one who has limited access to the internet and as a result wants to access classes with low bandwidth internet access.

References

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