

# Axora Competitor Pricing & Quality Review

## Competitor Pricing Overview

Competitor	B2C Monthly (USD)	Business Per-User/Year (USD)	Notes
Coursera	\$59	\$399	Accredited, enterprise tiers can exceed \$
Udemy	Per-course (\$12–\$200)	\$360	Low entry cost, inconsistent quality.
edX	Per-course (\$50–\$300)	\$300	Strong credibility, expensive licensing.
LinkedIn Learning	\$39.99	\$240	Broad adoption, corporate integrations.
Regional LMS (GCC)	Varies	\$150	Localized, limited advanced features.

## Axora Suggested Pricing

Plan	Price/Terms	Target Segment
Free (Learner)	\$0	Exploratory users
Student Premium	\$12/mo or \$99/yr	Students (GCC focus)
Professional Premium	\$24/mo or \$199/yr	Working professionals
Institution (per student)	\$5–\$8/student/mo	Universities & Colleges
Faculty Seats	\$15/faculty/mo	Universities & Colleges
VR Add-on	+\$4/seat/mo	Institutions needing VR
AI Analytics Add-on	+\$3/seat/mo	Institutions needing BI
Implementation	\$2K–\$10K one-time	Institutions
Marketplace Commission	15%	Educators & partners

## Quality & Delivery Review

Feature	Axora	Coursera	Udemy	edX	LinkedIn	Regional LMS
Accreditation	High	High	Low	High	Medium	Medium
AEC Specialization	High	Low	Low	Low	Low	Low
Studio Collaboration	High	Low	Low	Low	Low	Low
VR Options	Medium	Low	Low	Low	Low	Low
AI Personalization	High	Medium	Low	Medium	Medium	Low
Arabic Localization	High	Low	Medium	Low	Medium	High
Employer Visibility	High	Medium	Low	Medium	Medium	Low
Implementation Speed	Fast	Medium	Fast	Medium	Fast	Medium

## Narrative & Justification

1. Pricing Rationale: Axora's institutional pricing (\$5–\$8/student/month) undercuts global providers while delivering discipline-specific AEC features. Premium plans (\$12–\$24/month) are affordable compared to Coursera and edX, increasing accessibility in the GCC market.
2. Quality & Delivery: Competitors focus on broad catalog depth but lack immersive collaboration. Axora differentiates through VR readiness, studio culture replication, and Arabic localization.
3. Strategic Advantage: By combining accreditation alignment, portfolio visibility, and competitive pricing, Axora creates clear value for learners, institutions, and employers.