|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **COMPETITOR SCORECARD** | | | | | | |
| **Attribute** | **Weights** **(Total 100%)** | **Achieve 3000** | **Riiid** | **Century Tech** | **Cognii** | **95 Percent Group** |
| **Financial**  **Strength** | 25% | 5.0 | 4.0 | 3.0 | 1.0 | 2.0 |
| **Online** **Presence** | 10% | 4.0 | 2.0 | 3.0 | 1.0 | 5.0 |
| **Product Experience** | 15% | 5.0 | 3.0 | 4.0 | 2.0 | 4.0 |
| **Product Features** | 30% | 2.0 | 5.0 | 4.0 | 3.0 | 1.0 |
| **Target Segments** | 20% | 4.0 | 3.0 | 5.0 | 4.0 | 2.0 |
| Total | 100% |  | | | | |
| Score (Weighted Average) |  | 3.8 | 3.75 | 3.85 | 2.35 | 2.3 |

**\*Ratings (Scale = 1-5, 1- Poor, 5- Excellent)**

**To make the competitor scorecard**

**Priority List:**

**1. Product Features** (**Weight**: **30%**)**:** This is given the highest weight because it is important for companies to have a product that meets the needs of its target customers. A product with a good feature set is more likely to be adopted by customers and generate revenue for the company.

**2. Financial strength** (**Weight**: **25%**):This is given the second highest weight because it is a key indicator of a company's long-term viability. A company with strong financials is more likely to be able to invest in its products and services, expand into new markets, and weather economic downturns.

**3. Target Segments** (**Weight**: **20%**):This attribute is given a moderate weight because it is important for companies to have a clear understanding of their target customers. A company that knows who its target customers are is more likely to develop products and services that meet their needs.

**4. Product Experience** (**Weight**: **15%**)**:** This attribute is given a low weight because it is important for companies to have a product that users enjoy using. A product with a good user experience is more likely to be successful and generate revenue for the company.

**5. Online Presence** (**Weight**: **10%**)**:**  This attribute is given lowest weight because it is important for companies to have a strong online presence to reach potential customers and build brand awareness. However, it is not as important as financial strength because a company with a strong online presence, but companies with weak financials is still likely to struggle.

**Financial Strengths**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Final** | **Revenue** | **Funding secured** | **Valuation** | **Customer Acquisition** |
| Weights |  | **1.25** | **1.0** | **1.0** | **1.25** |
| Achieve3000 | 19.5 | 5.0 | 3.0 | 4.0 | 5.0 |
| Riiid | 18.75 | 3.0 | 5.0 | 5.0 | 4.0 |
| Century Tech | 15.75 | 4.0 | 4.0 | 3.0 | 3.0 |
| Cognii | 4.5 | 1.0 | 1.0 | 1.0 | 1.0 |
| 95 Percent Group | 9.0 | 2.0 | 2.0 | 2.0 | 2.0 |

We have divided financial strengths into 4 sub attributes:

* **Revenue**: Compared and ranked the companies based on their revenue.
* **Funding Secured**: Compared and ranked the companies based on the funding they secured.
* **Valuation**: Ranked the companies based on their valuation
* **Customer Acquisition**: Ranked the companies based on the number of customer base they have.

We considered Revenue and Customer Acquisition as more important factors as they are better indicators of financial strength therefore, we allotted 1.25 weights to them compared to 1 to Funding secured and Valuation.

**Online Presence**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Final** | **Website** | **LinkedIn** | **YouTube** | **Twitter** | **Instagram** | **Platform Ratings** |
| Weights |  | **1.0** | **1.0** | **1.0** | **1.0** | **1.0** | **1.0** |
| Achieve3000 | 21.0 | 5.0 | 5.0 | 1.0 | 3.0 | 3.0 | 4.0 |
| Riiid | 17.0 | 1.0 | 3.0 | 3.0 | 2.0 | 3.0 | 5.0 |
| Century tech | 20.0 | 4.0 | 4.0 | 5.0 | 1.0 | 4.0 | 2.0 |
| Cognii | 13.0 | 2.0 | 1.0 | 2.0 | 4.0 | 3.0 | 1.0 |
| 95 Percent Group | 22.0 | 3.0 | 2.0 | 4.0 | 5.0 | 5.0 | 3.0 |

We have divided Online Presence into 6 sub attributes:

* **Website:** Compared the number of people that visited website last month.
* **LinkedIn**: Ranked according to the number of followers and post frequency
* **YouTube**: Ranked according to the number of subscribers and views
* **Twitter**: Ranked according to the number of tweets and followers
* **Instagram**: Ranked according to the number of followers
* **Platform Ratings**: Compared App store and Play store ratings

We gave each factor the same weight because we believed they were all equally important in determining an online presence.

**Target Segments**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Final** | **Geographic diversity** | **Multilingual support** | **Age Diversity** | **Customer** | **Curriculum**  **diversity** |
| Weights |  | **1.0** | **1.0** | **1.0** | **1.0** | **1.0** |
| Achieve3000 | 16.0 | 5.0 | 3.0 | 2.0 | 4.0 | 2.0 |
| Riiid | 15.0 | 4.0 | 4.0 | 1.0 | 3.0 | 3.0 |
| Century tech | 20.0 | 3.0 | 5.0 | 4.0 | 3.0 | 5.0 |
| Cognii | 16.0 | 2.0 | 2.0 | 5.0 | 3.0 | 4.0 |
| 95 Percent Group | 11.0 | 1.0 | 1.0 | 3.0 | 5.0 | 1.0 |

We have divided target segments into 6 attributes:

* **Geographic diversity**: Ranked according to the variety of countries the company is present in
* **Multilingual support**: Ranked according to the variety of languages the products of company are offered in
* **Age diversity**: Ranked according to the variety of age groups catered to by the company
* **Customer**: Ranked according to the variety of customers catered to by the company
* **Curriculum diversity**: Ranked according to the variety of curriculum offered by the company

We have given equal weightage to all factors considering that they are equally important as target segments and should not be neglected. All attributes account equally for reach of a company in the market.

**Product Features**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Final** | **AI Tutor** | **Test Prep.** | **Reading & Comprehension** | **Human Engagement** | **API integration** | **Technological Elements** |
| Weights |  | **1** | **1** | **1** | **1** | **1** | **0.5** |
| Achieve3000 | 4 | 0 | 1 | 1 | 1 | 0 | 2 |
| Riiid | 6.5 | 1 | 1 | 1 | 0 | 1 | 5 |
| Century tech | 6 | 0 | 1 | 1 | 1 | 1 | 4 |
| Cognii | 4.5 | 1 | 0 | 1 | 0 | 1 | 3 |
| 95 Percent Group | 3.5 | 0 | 1 | 1 | 1 | 0 | 1 |

We have divided Product features into 6 attributes:

* **AI Tutor**: Checked if the companies have AI powered chatbots and virtual assistants.
* **Test Preparation Platform**: Checked if companies provide features for preparation of tests like GMAT, CAT, SAT etc.
* **Reading & Comprehension**: Checked if companies have features for building foundational reading skills and fluency.
* **Human Engagement**: Checked if companies have teacher support which provides personalized support and assistance to learners leading to higher motivation and engagement levels.
* **API Integration**: Checked if company's products are easily integrable within other digital platforms & products using APIs.
* **Technological elements**: Assessed the technical diversity of companies and identified the technologies on which they leverage, including AI, NLP, neuroscience, cognitive science, and computer vision.

We consider technological elements less important than other product features and have assigned them a lower weight of 0.5. This is because technological elements focus on breadth rather than the depth and expertise captured by other features.

**Product Experience**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Final** | **Platform Gamification** | **Adaptive Learning** | **Personalised Learning** | **Customizability** |
| Weights |  | **1.25** | **1.0** | **1.0** | **0.75** |
| Achieve3000 | 4.0 | 1 | 1 | 1 | 1 |
| Riiid | 2.75 | 0 | 1 | 1 | 1 |
| Century tech | 3.25 | 1 | 1 | 1 | 0 |
| Cognii | 2.0 | 0 | 1 | 1 | 0 |
| 95 Percent Group | 3.25 | 1 | 1 | 1 | 0 |

We have divided Product Experiences into 4 attributes:

* **Platform Gamification**: Checked if the platform is gamified or offer engaging and fun to use avatars, graphics and tools
* **Adaptive Learning**: Checked if the platform assesses a student’s proficiency and adjusts the learning path accordingly
* **Personalised Learning**: Checked if the platform offers personalised learning path based on student’s strengths and weaknesses.
* **Customizability:** Checked if the platform offers option for content and curriculum customization based on the requirement of the customers.

We consider platform gamification to be the most important factor because it enhances the product's enjoyability and engagement for learners. Adaptive and personalized learning are both assigned a high weight of 1.0, in line with market standards, while customizability is rated a bit lower at 0.75.