Problems

- Lack of interactive learning experience in school.
- Less Resources for the preparation for objective exams of Commerce and arts

  Performance Tracker

- No platform which keep track of student performance at school level.
- Parents can't access their children performance instantly.

Objective Approach

Schools do not give objective approach to their students.

Handling Exam Pressure

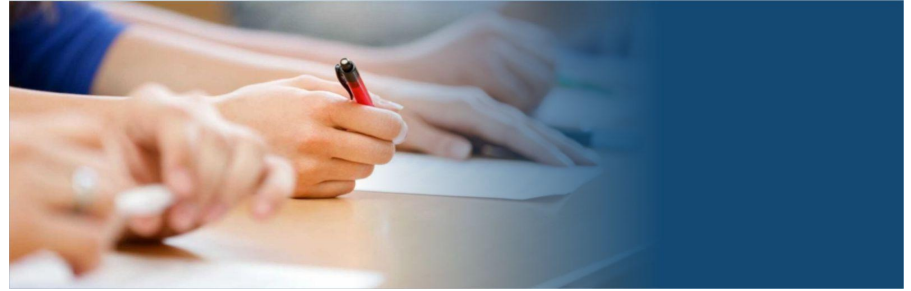Lack of test series for boards.

Lack of proper feedback system for school teacher.

Solution - EDU

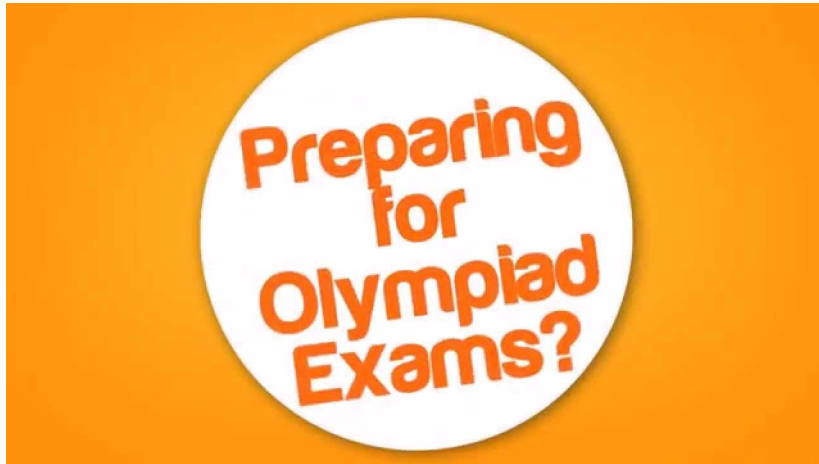Graphical representation of their chapter wise performance and online tests.

Offline Test Series for boards to handle boards pressure

Online Assignment by teacher

Doubt clearing and Feedback

Weak Topic analysis

Basic ERP

Olympiad Preparation

And many more...

Product Overview

- https://docs.google.com/document/d/1AQk0TssOECYu2yjXjXyDBW5f_O8gPCWSxNYz2SQq_4E/edit?usp=sharing

Why will schools consider our product?

Schools would want to increase their teaching and learning experience.

Better student-teacher communication.

School can track the performance any students.

School overall result will increase.

Less Resources for DU entrance Exam

Why will parents consider our product?

Need of extra tuitions will be eliminated.

Better learning experience for their kids

Can keep a track on their wards performance.

Better parent-teacher communication

Value to cost ratio of product is high

Market Size and Target Audience

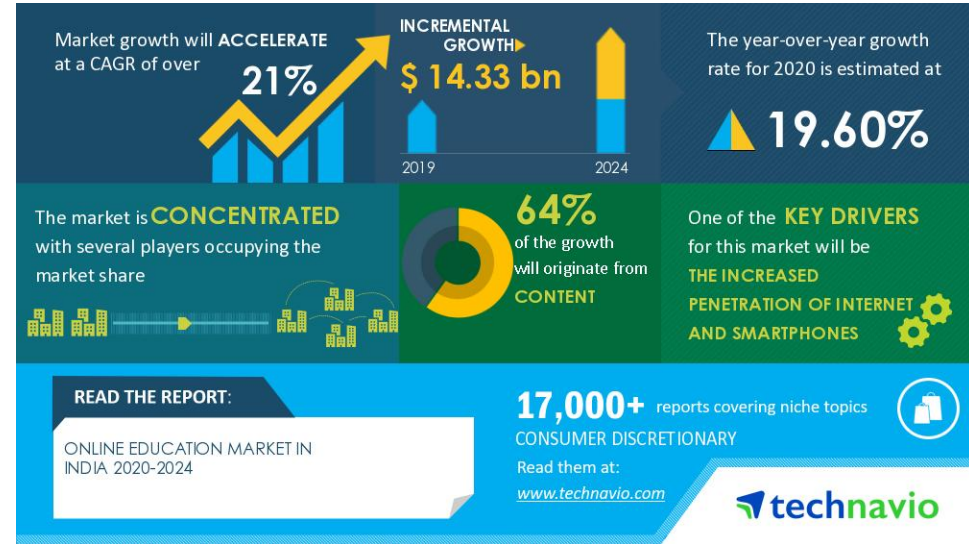The country has become the second largest **market** for **E-learning** after the US.

The **sector** is expected to reach US$ 1.96 billion by 2021 with around 9.5 million users. In **India**, the **online education market** is forecast to reach ~US$ 8.6 billion by 2026.

Students of 9th to 12th

16 states have over 50% of students in private schools

There are around 18 Lakh students appearing in board examination for class 10.

Most of schools do not use any kind of online support, at max basic erp is used.

Market growth will **ACCELERATE** at a CAGR of over **21%**

INCREMENTAL GROWTH $ 14.33 bn
2019   2024

The year-over-year growth rate for 2020 is estimated at **19.60%**

The market is **CONCENTRATED** with several players occupying the market share

64% of the growth will originate from **CONTENT**

One of the **KEY DRIVERS** for this market will be **THE INCREASED PENETRATION OF INTERNET AND SMARTPHONES**

READ THE REPORT:

ONLINE EDUCATION MARKET IN INDIA 2020-2024

17,000+ reports covering niche topics
CONSUMER DISCRETIONARY
Read them at:
www.technavio.com

technavio

How will we make money?

Nominal subscription fee to be paid by schools/student.

Ads

Key Partners

School student related Ads(Book Publisher, Private College)

Key Activities

Maintain and Expand Production of Question bank
Marketing
Retain Schools

Key Resources

Web & app developers
IT infrastructure

Value Proposition

1)-Easy to understand AI driven Performance Analysis
2)-Graphical Representation of student performance
3)-Better Career Suggestion for student based on their good subject.
4)-Weak Topic suggestion
5)-Vast Question bank for all topics
6)-Practice/Test sessions
8)-Objective Approach

Customer Relationship

Chatbot
Online Chat
Seminar(How to use?)

Channels

Website
App

Customer Segments

School going Student and their parents

Cost Structure

- Website Hosting/Management
- Making of question bank
- Managing Team

Revenue Streams

Minimum subscription by schools
Ads for Students