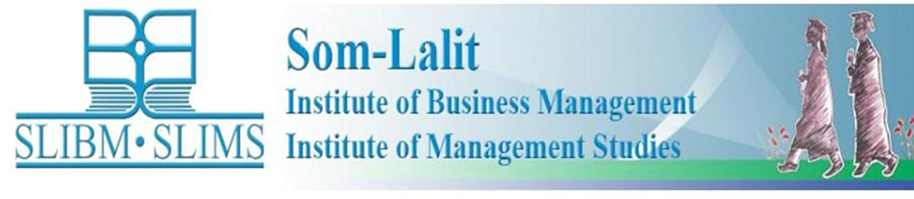
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**Case study**

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**BYJUS CASE STUDY**

Introduction

Learner’s is a platform which was created by praveendran. Learner’s app was developed by think and learn pvt.ltd 2010. It is a platform and a way for the teachers to teach and students to learn, different educational concepts through the app and understand them better. It mainly focuses on mathematics and science.

Learner’s praveendran

Learner’s praveendran is basically and belongs from Azhikode, a small coastal village in Kerala. He was initially working in UK based shipping company as an engineer. He became quite famous among his group of friends when he helped them crack the IIM entrance exams using his shortcuts. Though he achieved a hundred percentile in the entrance tests, he rejected the IIM. Maybe he was not ready to settle for the IIMs and thoughts he deserved the best by giving people the best.

“Founder believe when you take sessions in auditoriums, you’re creating a kind of fan following. You can’t do a math class in a stadium. It has to be a math performance”

As time passed, he discovered his strengths and slowly transitioned his career to the limit of the sky. Starting with the small number of students, he started teaching students in small classes which turned into large auditoriums overtime.

Growth of Learner’s over a period of time:

2012: Entered both deloitte technology fast50 India & deloitte technology fast 500 Asia Pacific rating

2015: Launched learner’s app

2016: “best self-improvement” app award at Google play India rating

2017: Launched learner’s math app for kids and learners connect app to help parents track their child’s learning course

2017: Learner’s app became a business case at Shree

Hari business school

2018: 14 million users and 800000 paid users

2019: Became the world’s most valuable company

The Primary goal of Learner’s app is to bridge the gap between the Indian education system and help the students fall in love with what they learn. The teaching content is delivered to the students in various forms such as quizzers, exercises, visualizations and much more than just the theoretical knowledge.

Learner’s app motive doesn’t only focus on the students who are interested and motivated to learn instead focuses on everyone, being unbiased. It is trying to create a situation where students take the initiative of learning instead of content being spoon-fed them in order to gain more score which happens in 99 percent of the cases in country.

Learner’s has chosen the students as its target audience. Whether it is a student of grade one or a student who is trying to clear entrance examinations such as IAS, CAT, it all. Learner’s has choosen its target audiences very wisely as it covers every exam which is crucial and trending these days such as the JEE, NEET.

Learner’s app work, initially, the student has to provide all the personal derails. Then a free trial period of 15 days is given to the users in order to try the services. After the trial period, if the payment is done, the students get access to more advanced level of learning.

Stage 1: students are asked to attend the classes they have enrolled in using the app.

Stage 2: Then they are asked to take up multiplies tests with personalized feedback.

Stage 3: Classroom sessions are conducted by IIT/IIM graduates at the centre near them, currently, this service is being provided in Gurgaon, Pitampura, janakpuri, Noida, etc.

Stage 4: One-to-one mentoring & doubt clearing by experts is done.

Stage 5: Access to in- depth analysis and a real time feedback is given to the parents using the parent app.

Stage 6: After the completion of the above stages, a complete revision of the whole content is done again in-order to gain better understanding.

Lerner’s company is successful because it has exactly targeted the perfect audience-students and has provided them the support for better clarity on the topics which will be helpful to them clear the entrance examination in a simpler and interesting way by a single click of the mouse along with a travel free experience and has given them the freedom to learn at their own pace.

They have created students who are addicted to learning and there in lies the secret to our success.

Therefore, it has solved a huge problematic scenario where a student has to pay the fees demanded by the tutor. In most of the cases, the student either cannot afford the free to attend these classes or feels unsatisfied by the teaching quality of the tutors.

In the free trial period, which is given to the students, only limited courses are free and available for access. The challenge arises when the trial period if the student is over. An amount of INR 10000 is required in order to subscribe to the premium content i.e., the cost of accessing the complete learning program with videos and adaptive learning modules of a particular class. It has an 89 percent subscription renewal rate.

In order to gain something. It’s important to gain people’s trust. In return, people who demand quality education to be cost-free, need to understand that everything comes with a price and nothing is free.

Another challenge learner’s faces is in finding a partner who will help him the international distribution of this model. He is not just looking at partners from a financial perspective, but those with access to good technology for distribution.

Learner’s is different from the rest because other educational websites and apps just provide the content to the user in the form of videos, tutorials and so on. But when student chooses learner’s learning one gets a personalized experience using their ‘knowledge graph’ feature and can proceed with their own pace.

The understanding business model of learner’s is a freemium business model where the communication is done from business-to consumer(B2C).

Learner’s future plans has just captured the Indian market with impressive teaching and marketing techniques on education. It now has greater challenges, and greater team support. It is looking to expand its market to the US, UK, South African and commonwealth markets. It is already present in the middle east.

Learner’s in key activities consist of the activities that lead the company towards their goal with ease. The key activities of learner’s include platform development, data center operations management, IT infrastructure operations managing the learning community.

Learner’s resources act as a building block describing the most important assets needed to make a business model work. The technology infrastructure, interactive graphics technologies, lecturers, servers, IT infrastructure are some of the key resources of Learner’s.

Customer relationships describe the ways that a company will engage with its customers to improve the customer experience. Learner’s established customer relationships through a mobile app, online virtual classes, direct meetings, and calls.

The customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways. The customer segments include students, parents, teachers and other competitive exams.

Learner’s channels are through which the company provides its service to the customers. Learner’s channels its content from YouTube, Facebook page, web, and mobile app.

The story of praveendran his learner’s app, is indeed an inspiring one. Learner’s is set to become an all-round giant in the field of online education and interactive learning for both kids and adults.