



Tech education without  
a price tag.



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# 01 - Introduction

Codemugg is a platform dedicated to people who want to learn how to code but without a price. We stand out of the crowd due to our business/revenue modal which highly differs from that of the traditional ed-tech startups.

## 02 - The Problem

Education is compared on the pillars of quality, quantity, and price.

There are many platforms, companies, institutes, etc. which provide these things, but they lack in at least one of these.

For example, a good platform may provide quality and quantity but would price it higher than average. On the other hand, there's a company which has quantity and less price but lacks quality.

This puts the local consumer in a certain sort of dilemma.



## 03 - An Effective Solution

This is where Codemugg comes into play.

We have categorized learning into 3 main categories.

- **Quality**
- **Price**
- **Quantity**

## 03.A - Quality

We provide quality by partnering with the best instructors in tech. Say, it's Java that someone wants to learn. Instead of hiring a random instructor with some years of experience, why not hire a professional who's not only experienced but also knows how to teach in a great way!



## 03.B - Price

We **don't** charge a dollar. That simple.

## 03.C - Quantity

It's essential to provide a variety in what we are teaching. Because languages and frameworks keep on getting updated, providing an updated course is a requirement. Thus, we change the course and its instructors every year.

For example, a data visualization course of 2023 will be completely different from the course of 2022.



## 04 - Why This?

It's necessary to bring such a change. Not everyone can afford what the average person can. Codemugg aims to improve literacy and employment rates in underdeveloped countries. Perhaps, our business modal is designed for the same.

At some point, education has become a sort of market where teaching companies act more of a salesperson and not someone who are here to teach. We want to change this. We have to change this.

# 05 - Traction

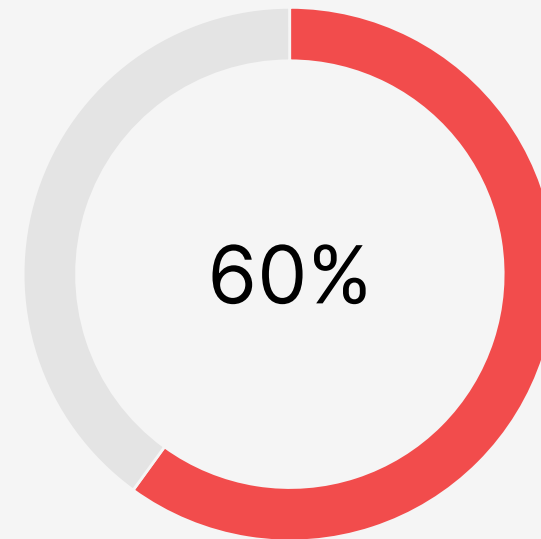
Online education is getting bigger. Whether it be a course or a webinar, due to the pandemic most of the renowned universities and companies have switched to teaching online.

This has created an opportunity for teachers to teach inflexible schedules and assist many students at the same time. For tech education, the number of enrollments in an online course has increased significantly.

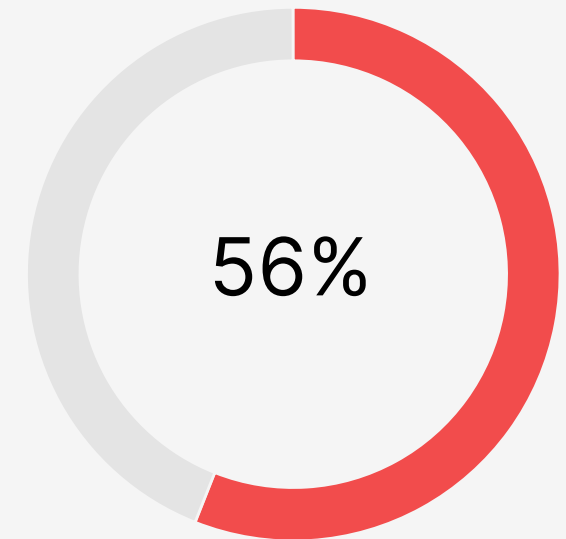
# 06 - Market

Teaching a skill online is easier, faster, and has the potential to cover more reach.

## Modern Learners



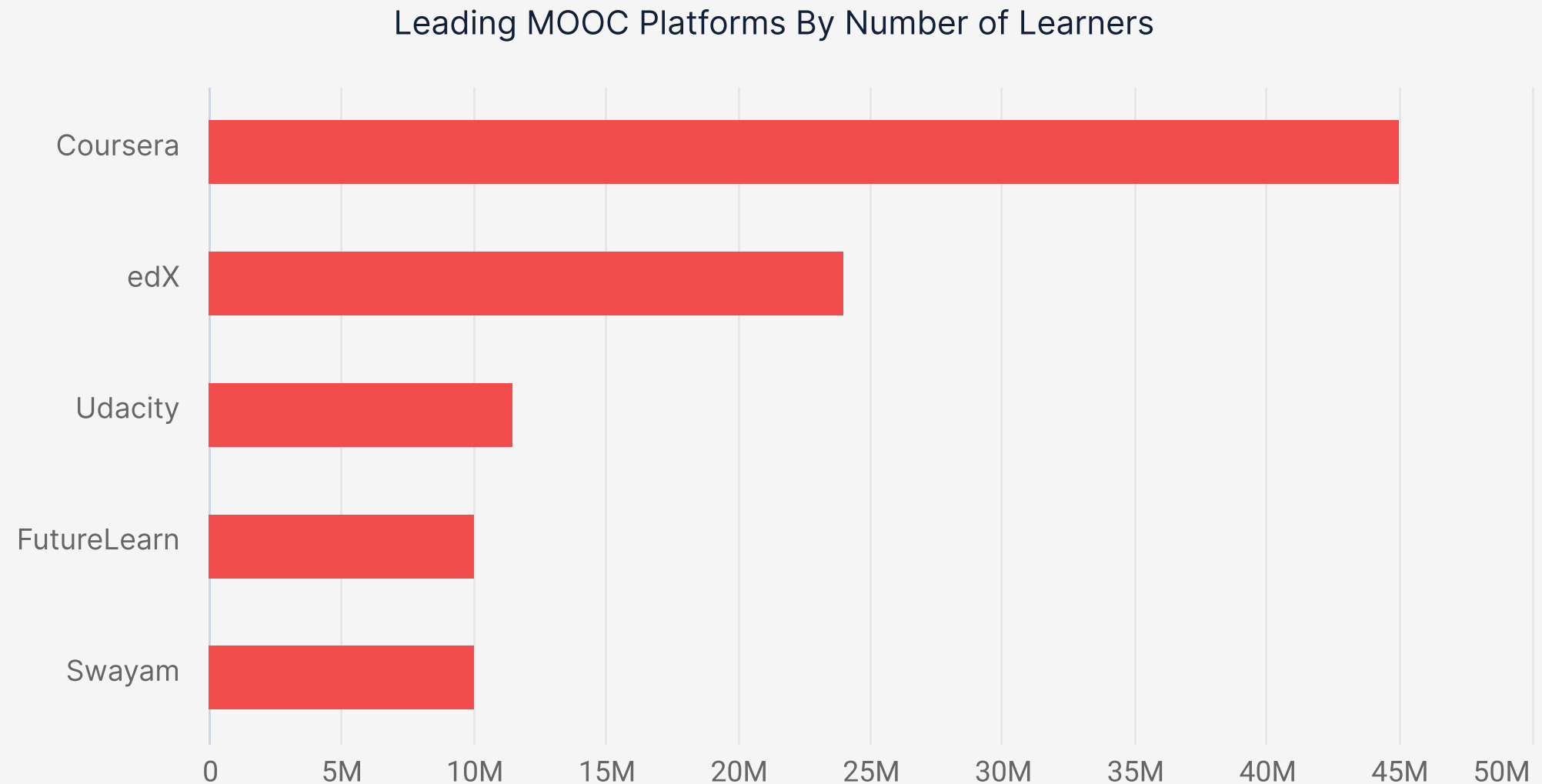
● want personalized, timely content



● learn on demand

## 06.A - Statistics

Platforms like Coursera, edX, Udacity, etc. accompany a huge amount of learners.



# 07 - Business Model

It's Interesting.

We approach professional developers

**a.** who are experienced in teaching.

We publish those courses on  
Codemugg while paying the fees to

**c.** the instructor.

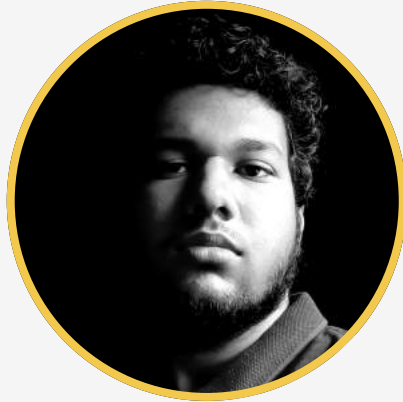
To earn revenue, we charge  
for an optional, yet extremely  
powerful code compiler that comes

**e.** in handy while learning.

**b.** They create the course and provide us  
the necessary rights.

**d.** Codemugg provides these courses for  
free.

# 08 - Team



**Siddhesh Kulthe**  
Founder



**Anuj Barve**  
Director



**Saakshi Raut**  
Head of  
Course Committee



**Pratham Bumb**  
Back-end  
Developer



**Shrenik Jangada**  
Back-end  
Developer



**Kaiwalya Koparkar**  
Front-end  
Developer



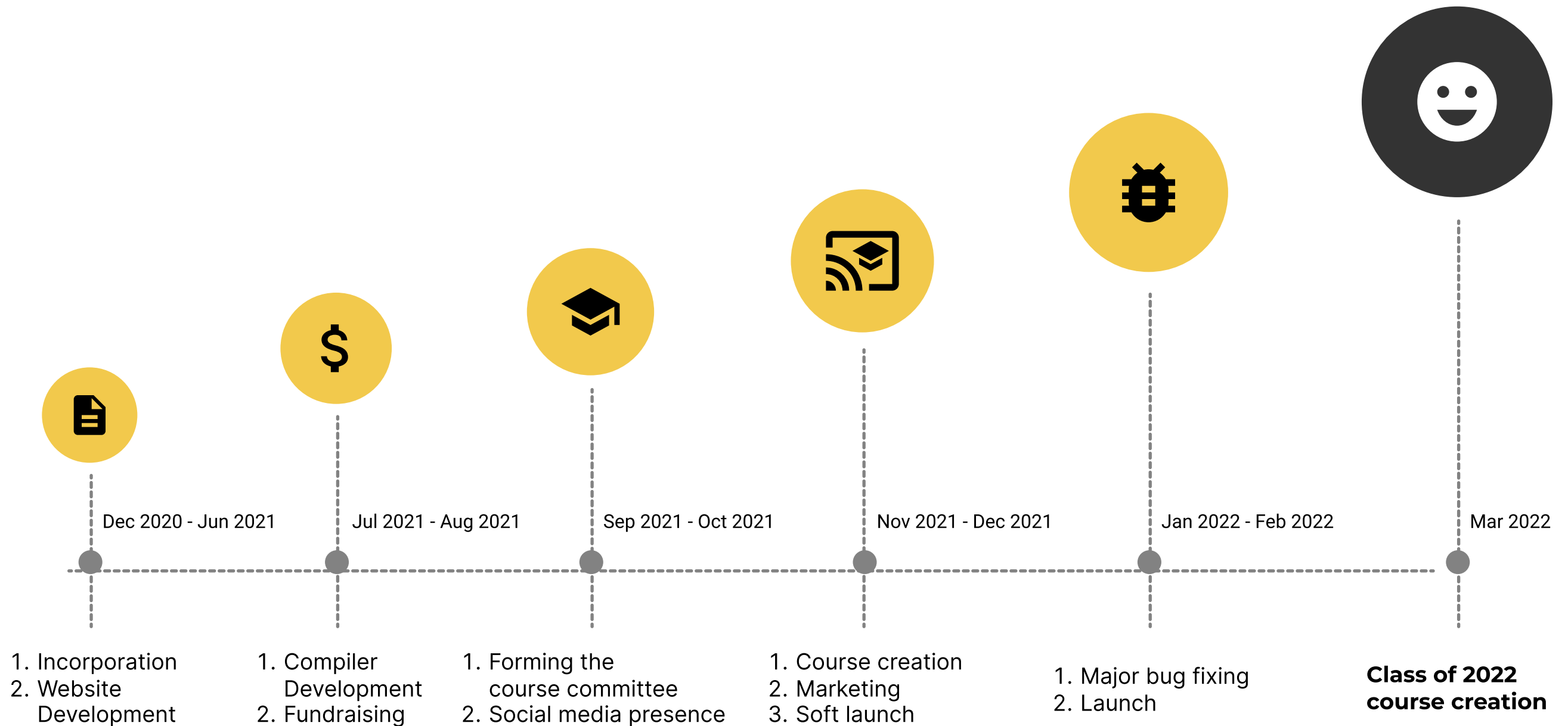
**Dhruv Kanojia**  
Social Media  
Manager

# 09 - Fundraising And Expenditure

Fundraising is essential for every startup. We choose to use our funds wisely. We only have a handful of expenditures to focus on. This includes:

- Developing the compiler
- Course creation
- Hosting and web development
- Resource management and storage
- Paying the employees
- Marketing
- Social media management

# 10 - Timeline





# 11 - Competitive Analysis

Platforms	Free learning	Inbuilt Code Compiler	Other Remarks
Codemugg	Yes	Yes	<ul style="list-style-type: none"><li>• Appropriate amount of content</li><li>• Updated every year</li><li>• We have variety, but its in the right proportion</li></ul>
Udemy	Limited	No	<ul style="list-style-type: none"><li>• Quality is hugely dependent on instructor</li><li>• Overwhelming amount of content</li></ul>
Coursera	Limited	No	<ul style="list-style-type: none"><li>• Some content needs an update</li><li>• Overwhelming amount of content</li></ul>
Udacity	No	No	<ul style="list-style-type: none"><li>• Overpriced</li><li>• Content needs an update</li></ul>
Codecademy	Limited	Yes	<ul style="list-style-type: none"><li>• Not completely free</li><li>• Quality is good</li></ul>
freeCodeCamp	Yes	Yes	<ul style="list-style-type: none"><li>• Too much content</li><li>• Overwhelming way of teaching</li></ul>

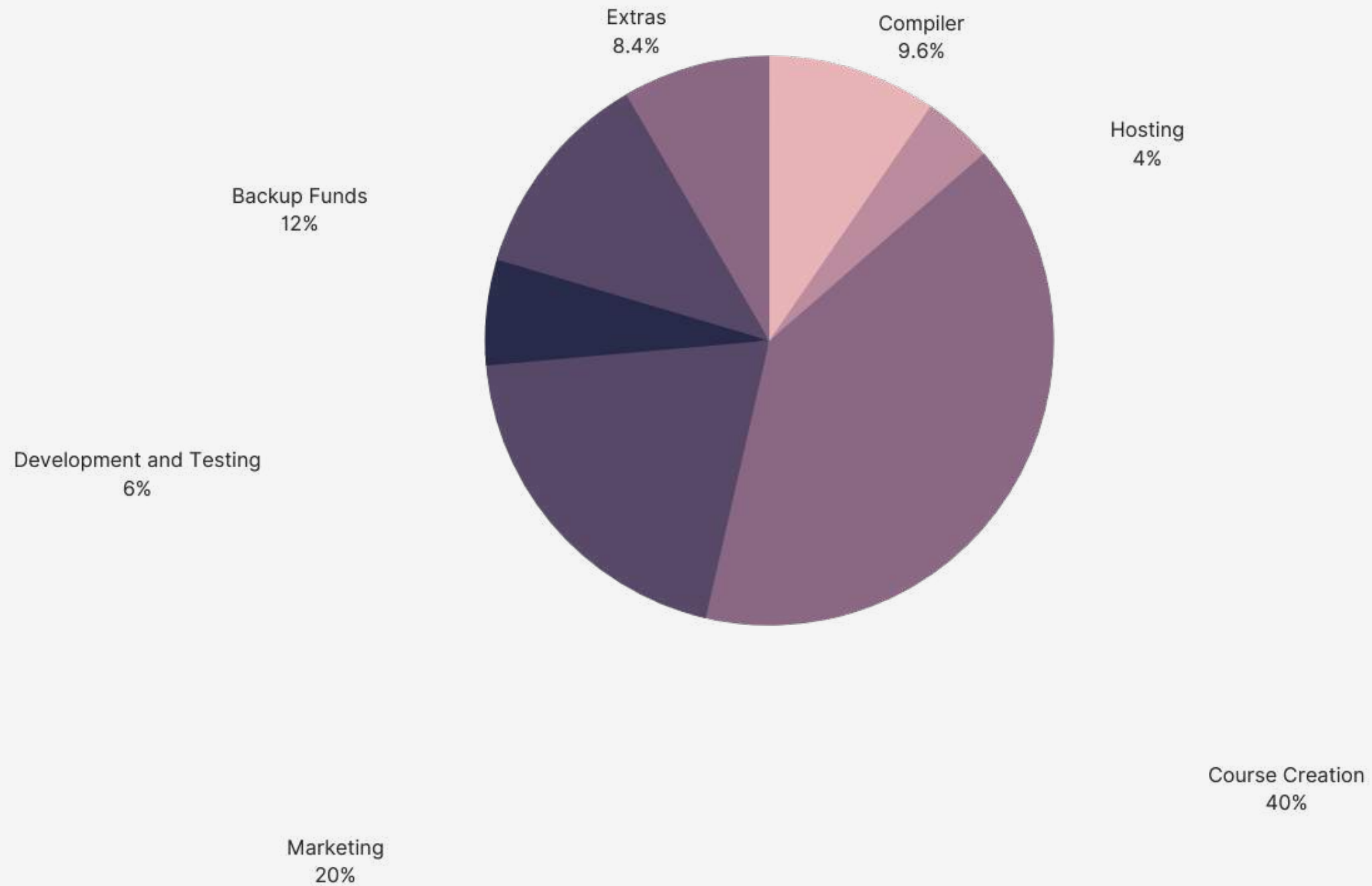
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# 12 - Estimated Expenditure

We are trying our level best to keep  
the cost very low.

**\$25,000/year**

# 12.A - Cost Breakdown




Education is the most powerful weapon  
which you can use to change the world.



- *Nelson Mandela*