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Nexify

Revolutionizing E-Learning with AI-Driven Personalization

Jazlyn Jose | Business Analyst | jazlyn.jose.21cse@bmu.edu.in | 7303480490 | AI in E-Learning for Personalized Learning Experiences Description

Executive Summary

PROJECT OVERVIEW

An AI-powered e-learning platform aimed at delivering personalized learning and career guidance to university students.

BUSINESS IMPACT

Strengthens university partnerships and increases career success rates, driving revenue through a **scalable B2B subscription model** while enhancing student engagement.

MARKET OPPORTUNITY

Global e-learning market is projected to reach **\$325 billion by 2025**. Nexify addresses high demand in sectors like **IT, healthcare, and engineering** for job-ready graduates.

KEY DIFFERENTIATORS

Real-time job market analysis, personalized career roadmaps, **skill gap analysis**. Helps bridge the gap between traditional education and job market needs.

Problem Statement

01

Skill Gap Between Education and Industry:

- **80% of Indian engineers** are **unemployable** due to outdated curricula that don't align with evolving industry needs.
- **57% of Indian professionals** report the skills acquired in university are not relevant to their current jobs

(Aspiring Minds, LinkedIn Workplace Learning Report 2022)

02

Growing E-Learning Market but Lacking Personalization:

- The Indian e-learning market, valued at **USD 10.24 billion in 2023**, is expected to grow at a CAGR of **18.57%**, reaching USD 28.46 billion by 2029.
- However, **only 35% of learners** feel current platforms offer personalized learning experiences.

(Fortune Business Insights, McKinsey 2023)

03

Mismatch Between Educational Output and Job Market:

- **60% of Indian organizations** find it difficult to find employees with the right skills, contributing to an **unemployment rate of 7.8%**
- **72% of employers** say educational institutions are not adequately preparing students for work in rapidly evolving fields.

(Centre for Monitoring Indian Economy, 2023, NASSCOM, 2022).

Proposed AI Solution

Utilizes AI Feedback and Continuous Improvement

Receive job recommendations and interview preparation tips based on weakness

Integrates gamification to increase user retention

1

Personalized Learning Pathways

Use recommendation algorithms to tailor content based on academic history, career goals, job market trends, weaknesses, performance.

2

Job Market Trend Analysis

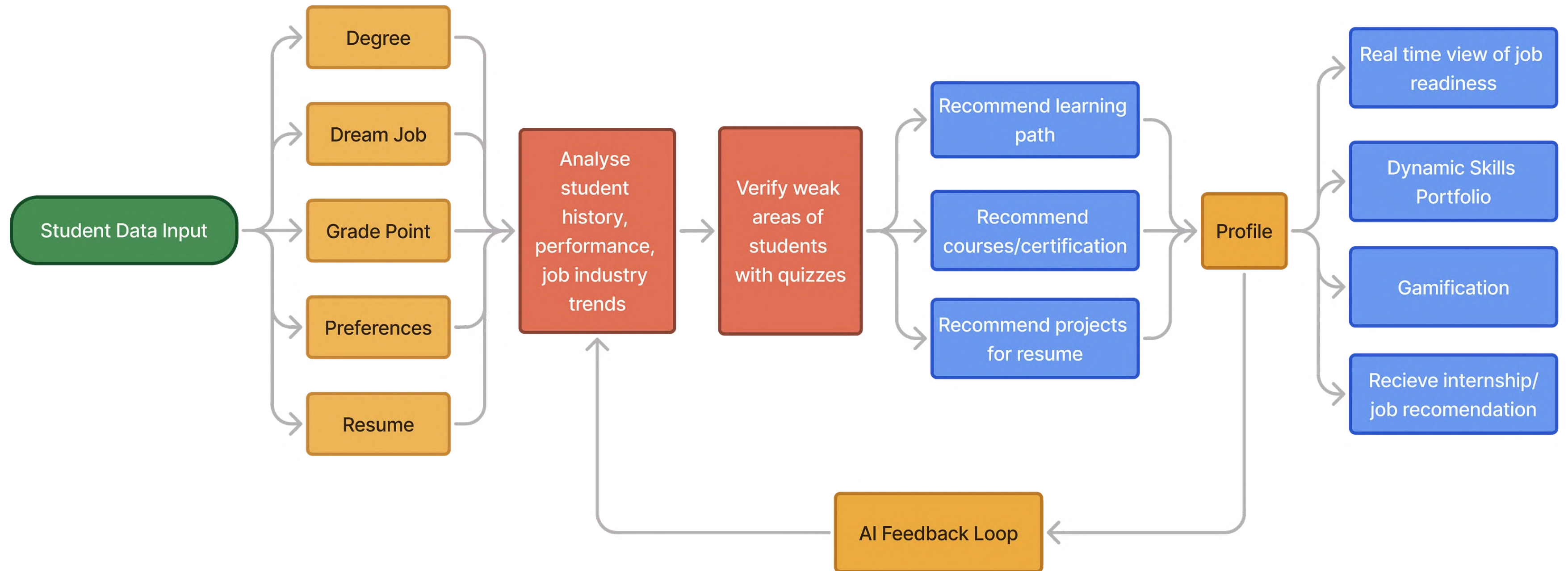
Analyze job boards, industry reports, and market trends to update recommendations. Predictive analytics forecast future skill requirements and suggest relevant learning paths.

3

Dynamic Skills Portfolio Generation

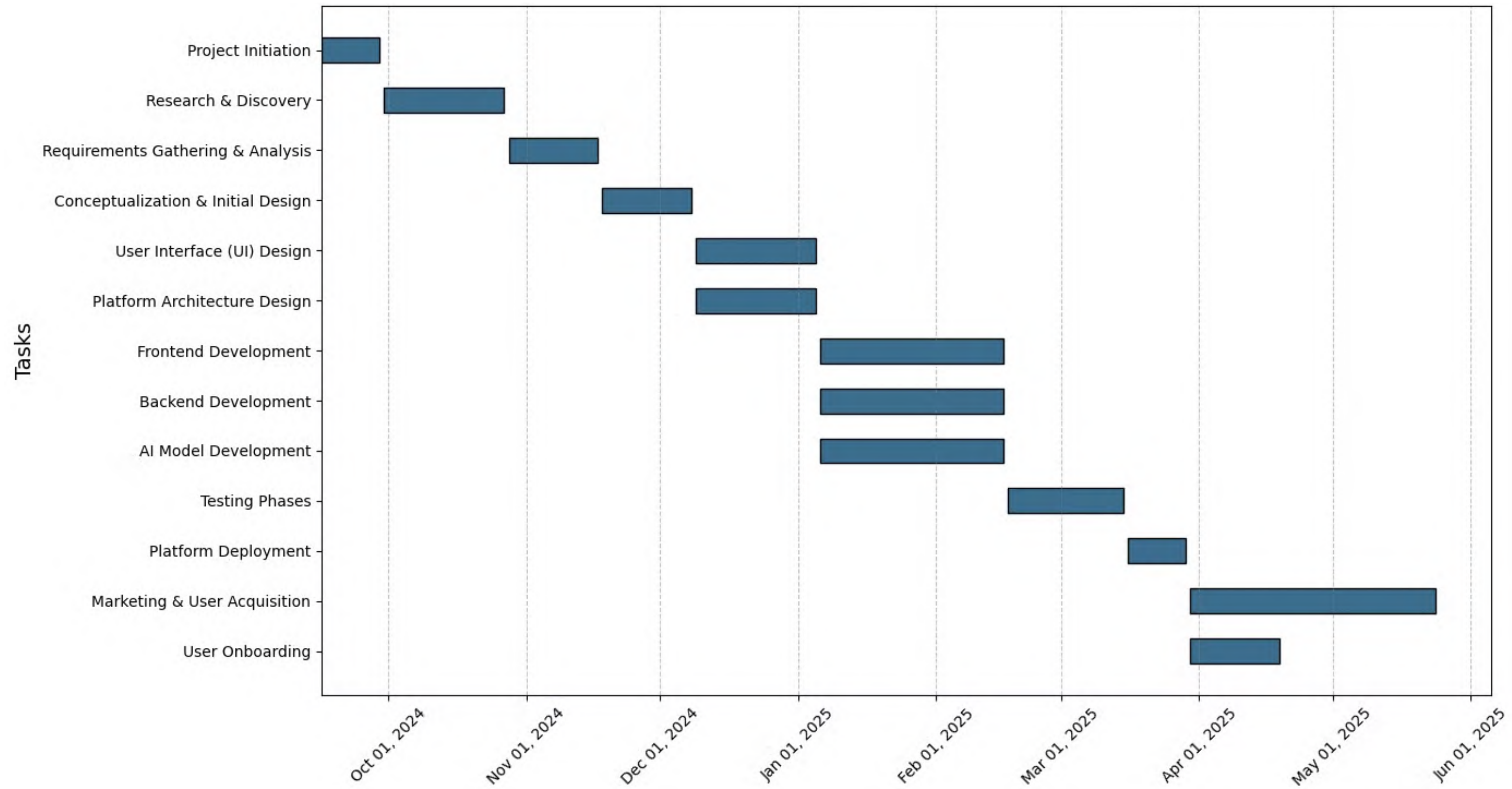
AI integrates data sources to create dynamic skills portfolios that highlight students' competencies and achievements.

Process Flow Chart



Project Phase

6 to 9 month estimation



Expected Benefits

Revenue Diversification & Expansion

Collaborations with top-tier institutions enhance brand reputation and reach.

Long-term engagement through evolving features and tailored experiences.

Significant Return on Investment (ROI)

- **Year 2 Profit:** ₹1.02 Crore with a 32% ROI.
- **Year 3 Profit:** ₹3.53 Crore, driving ROI to 112%.

Rapid Market Penetration

- Tapping into **₹28.46B Indian market** growing at a **CAGR of 18.57%**
- Fast-tracking user acquisition through strategic **B2B partnerships** with universities.

Lower Operational Costs, Higher Scalability

AI/ML automation and cloud-based infrastructure reduce costs while enabling scalability for thousands of users.

Market Size

Rs.
835,32,00,000

Total
available market (INDIA)

TAM

RS.
1,25,29,80,000

Serviceable
available market

SAM

Rs.
60,79,47,000

Serviceable obtainable
market

SOM

Estimated Investment + Cost

Role	Number	Monthly Salary	Total Monthly	6 Month Salary	9 Month Salary
Product Management	1	₹1,60,000	₹1,60,000	₹9,60,000	₹14,40,000
UI/UX Team	2	₹65,000	₹1,30,000	₹7,80,000	₹11,70,000
AI/ML Team	5	₹80,000	₹4,00,000	₹24,00,000	₹36,00,000
Frontend Development	4	₹75,000	₹3,00,000	₹18,00,000	₹27,00,000
Backend Development	5	₹92,000	₹4,60,000	₹27,60,000	₹41,40,000
Data Engineer	1	₹80,000	₹80,000	₹4,80,000	₹7,20,000
AI Integration Team	1	₹80,000	₹80,000	₹4,80,000	₹7,20,000
Quality Assurance (QA) & Testing	2	₹65,000	₹1,30,000	₹7,80,000	₹11,70,000
Sales and Marketing	6	₹50,000	₹3,00,000	₹18,00,000	₹27,00,000
Customer Success & Support	5	₹50,000	₹2,50,000	₹15,00,000	₹22,50,000
Legal & Compliance	2	₹85,000	₹1,70,000	₹10,20,000	₹15,30,000
Finance & HR	3	₹1,20,000	₹3,60,000	₹21,60,000	₹32,40,000
Total Employee Salaries	37	₹10,02,000	₹28,20,000	₹1,69,20,000	₹2,53,80,000

Charges	Quantity	Monthly Charge	Total Monthly	6 Month Charge	9 Month Charge
Licenses	21	₹3,000.00	₹63,000.00	₹3,78,000.00	₹5,67,000.00
Hardware	8	₹85,000.00	₹6,80,000.00	₹6,80,000.00	₹6,80,000.00
Cloud	10	₹10,000.00	₹1,00,000.00	₹6,00,000.00	₹9,00,000.00
Total Charges	39	₹98,000	₹8,43,000	₹16,58,000	₹21,47,000

Marketing & Promotion	Monthly	6 Months	9 Months
Initial Marketing Campaign	₹4,00,000	₹24,00,000	₹36,00,000
Ongoing Marketing & User Acquisition	₹3,00,000	₹18,00,000	₹27,00,000
Total Marketing & Promotion Costs	₹7,00,000	₹42,00,000	₹27,00,000
Cost Type	Monthly	6 Months	9 Months
Employee Salary	₹28,20,000	₹1,69,20,000	₹2,53,80,000
Charges	₹8,43,000	₹16,58,000	₹21,47,000
Marketing	₹7,00,000	₹42,00,000	₹27,00,000
Other	₹10,000.00	₹60,000.00	₹90,000.00
Total Cost	₹43,73,000	₹2,28,38,000	₹3,03,17,000

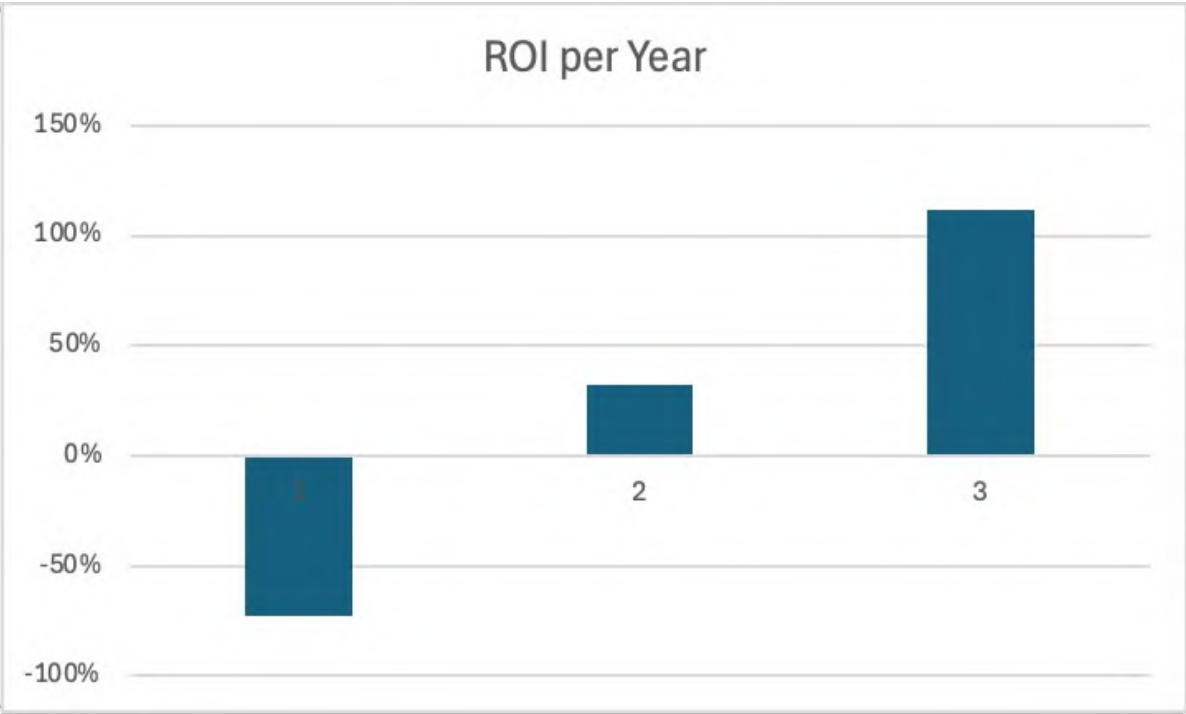
Estimated Investment = Rs. 3,03,17,000

Role	Fixed Monthly (continous)	total per month	1 Year
Customer Support & Training	4	₹50,000	₹2,00,000
Cloud Infrastructure	2	₹1,00,000.00	₹2,00,000
Finance & HR	6	₹1,20,000	₹7,20,000
AI/ML Team	2	₹80,000	₹1,60,000
Frontend Development	1	₹75,000	₹75,000
Backend Development	1	₹92,000	₹92,000
Data Engineer	1	₹80,000	₹80,000
Sales and Marketing	20	₹50,000	₹10,00,000
Micellaneous	5	20,000	₹1,00,000
Total	42	667000	₹26,27,000

Estimated Cost each Year = Rs. 3,15,24,000

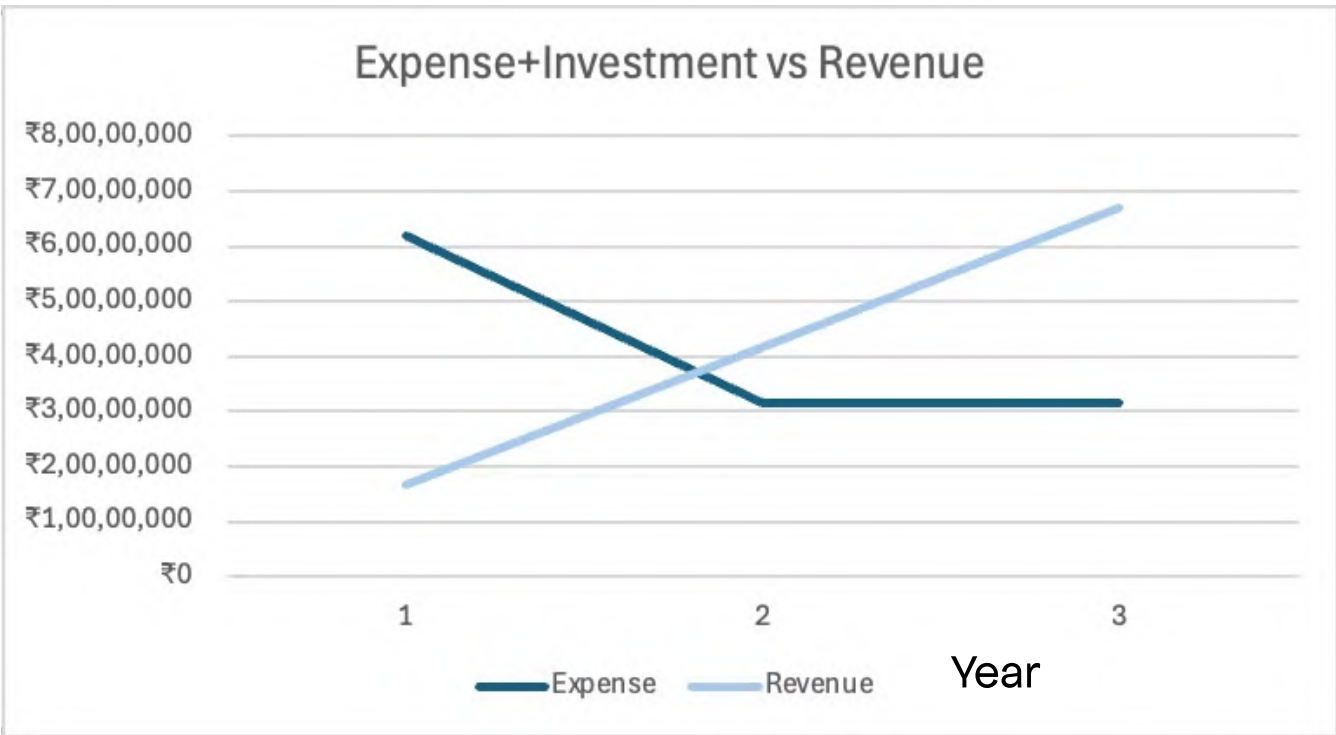
ROI Projections

Year	ROI	Profit/Loss	Revenue	Total Expense
1	-73%	-₹4.51 crore	₹1.67 crore	₹6.18 crore
2	32%	₹1.02 crore	₹4.17 crore	₹3.15 crore
3	112%	₹3.53 crore	₹6.68 crore	₹3.15 crore



Revenue vs. Expense Projections

Year	Expense	Revenue
year 1	₹6,18,41,000	₹1,67,06,400.00
year2	₹3,15,24,000	₹4,17,66,000.00
year 3	₹3,15,24,000	₹6,68,25,600.00



Nexify's financial strategy ensures that while initial investments lead to a negative ROI in Year 1, the platform will break even in Year 2 with a 32% ROI, and by Year 3, achieve a **112% ROI** with a **net profit of ₹3.53**



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