

🏆 Babua Premier League – Product Design Challenge

Design a Babua-styled Learning Management System (LMS) that delivers high-quality tech education for free, while also creating sustainable, student-friendly revenue streams that do not rely on selling courses.

The platform should reflect the Babua mindset — practical, no-nonsense, community-driven, and focused on real engineering growth, not certificate selling.

🎯 Core Objective

Build a free-to-learn, Babua-branded LMS that offers structured, pattern-based content across core computer science and engineering topics, while innovating on ethical, low-cost monetization models that students genuinely feel happy to pay for.

📖 Learning Scope (Free for All Users)

Your LMS must support Babua-styled courses across the following domains:

- DSA (Pattern-based, interview-focused)
- System Design (Beginner → Advanced)
- Low Level Design (LLD)
- Operating Systems
- Computer Networks
- DBMS
- AI / ML fundamentals (practical, applied focus)

⚠️ Important Constraint:

👉 All core learning content must remain free. No paywalls for videos, notes, or problem access.

💡 Revenue Innovation Challenge

Since selling courses is not allowed, teams must propose alternative revenue streams that:

- Are optional, not mandatory
- Are low-cost and accessible
- Provide real value, not artificial scarcity
- Make students feel happy, not forced, to pay

Example directions (not limitations):

- Mentor connect / office hours

Teams are encouraged to think beyond conventional LMS monetization.

🧠 What We Are Evaluating

Your solution will be judged on:

1️⃣ Product Thinking

- How "Babua-first" is the experience?
- Does the LMS feel practical, real, and learner-centric?

2️⃣ System & Feature Design

- Course structure & learning flow
- Progress tracking & revision systems
- Community and accountability features

3️⃣ Business Model Creativity

- Sustainability without course sales
- Value vs price fairness
- Scalability of the revenue idea

4️⃣ Execution & Clarity

- Clear user journeys
- Feature prioritization
- Thoughtful trade-offs

🚫 What NOT to Build

- ✗ A traditional LMS that sells courses
- ✗ High-priced subscriptions
- ✗ Locked content behind paywalls
- ✗ Certificate-only value systems

🧩 Expected Deliverables

Product overview & target users

Core LMS features & architecture

Learning experience design

Revenue model(s) with reasoning

Why students would want to pay

How the business sustains long-term