

Qualitative Interview - Transcript

Submitted by -

MohithKumar Thummaluru Rahul Kumawat Avinash Samudrala Tushar Kumar Ritik Gautam
-(B180299CS) -(B180635CS) -(B180409CS) -(B180122CS) -(B180630CS)

00:00 mohithkumar thummaluru: Hello ma'am. This is Mohith. We are third year B.Tech students of NITC. As we have discussed earlier we have this interesting project as part of our economics course. It's about studying an individual economic giant. So without any further ado let's get started. Firstly, how did you start your career?

00:37 Zainab Mohammadi: Okay. Sure. So how I started my career. I was a student in high school over here in Dubai. So I completed my high school education. I did the IB diploma program and then I went to University in the UK in the University of Nottingham. And after that I wanted to stay in London too, you know, get some work experience and start a job Etc. But I was an international student at the time. So it's very difficult to get sponsorship and visa and all of that for the UK to be employed. So I started using all the kind of Career Services employability services that I could find and that my University could provide and through that I successfully managed to get a job at the Deloitte Consulting graduate program, which I started my career in. So I got sponsorship through them and I began my career in London that way and my career was always in HR Consulting. So primarily really working with the large organizations to transform their HR functions from kind of your old school traditional HR to a digitalized HR using different systems. And the one that I've focused on worked it. So if you know research workday, it's one of the cutting-edge HR tools that there are out there. So I did the Deloitte graduate program for two and a half years, completed the scheme with them and then decided that you know, the culture was not really traveling every week and it was very intense. So I moved on to a Silicon Valley startup that actually got acquired by Wipro later and that was a company called aperia again focusing on similar projects HR Consulting and then after a period I left to lead the team at IBM in London for learning transformation projects. So really specializing from kind of a generalist HR to more learning digitization and digital transformation projects. And so I worked at IBM for a year and a half and then I decided that I'm tired of the Consulting life. And decided to set up my own company with my co-founder, which is Ojo, which is really taking all the things that we learned professionally, you know in the HR background and a learning background and bringing it to graduates. So really helping graduates with what they need to do So that's a little bit of kind of my career Journey.

02:57 mohithkumar thummaluru: Yeah, and then like what are the obstacles you faced in your journey, like how did you get like what all you faced to get Hill here?

03:11 Zainab Mohammadi: Just sure do you mean like personal obstacles or professional or both?

03:14 mohithkumar thummaluru: Yeah, like you know it would be better if it's both.

03:19 *Zainab Mohammadi*: Yeah. Sure. Well, I guess the first obstacle was obviously, you know learning that there was so much competition out

03:27 *mohithkumar thummaluru*: Yes, yeah.

03:31 *Zainab Mohammadi*: they are coming from University. So yeah, everyone has a great degree. Everyone's done, you know good work experience and then on top of that meeting Visa sponsorship, so that was the first obstacle but you know the way that I always kind of work on focusing on my obstacles is really looking at problem solving. So what can I do to circumvent and navigate through that problem which is why and that's that was really the first obstacle that made me start thinking like that. It's like okay. I know that there's a lot of competition out there, but how can I make myself better or how can I do better and what extra stuff can I take on and that I think was probably the first obstacle and the second obstacle was really starting a career in an incredibly competitive field. Yeah, there was really no room for any error over there. You know, there was your working on like multi-million pound client accounts and the clients are paying for you every day. So every hour that you're not producing good value, you're on the line essentially and so it was a bit of you know, learning how to navigate through that pressure. So a lot of pressure and you know, never being able to really make a mistake or not know what you're talking about and your client is asking you complicated technical question and you don't know how to answer and so there was a lot of that but you know, the kind of key thing I learned from that is especially in the world of Consulting is you never make false promises. So if you don't know something you can say, you know, I I do not I'm not

05:16 *mohithkumar thummaluru*: Yeah.

05:18 *Zainab Mohammadi*: Exactly. I'm not sure about this. I will go and check. I'll check with the team. I'll send you an email. I'll confirm because I think one of the key things is that if you promise the world and you kind of under deliver, you're setting yourself up for for, you know, failed expectations, and then essentially

05:34 *mohithkumar thummaluru*: Yes.

05:35 *Zainab Mohammadi*: failure and other people's eyes. Whereas if you always kind of under promise and over deliver, you're always achieving more than what people are expecting you to achieve so That was one of the key things I learned from that and then also just how to manage different stakeholders and different relationships. So most of the time I was working with very senior men in their 50s. I was you know, young female and then the work environment so it's how do you make sure that people are taking you seriously? How are you part of the conversation? How do you know to say all the right things at the right time? So I think having a mentor and having someone you can learn from is also really important and finding that in your in your workplace or in your University is something that's very critical for every kind of young entrepreneur professional to do so, I think that was a few of the key obstacles that that that I kind of went through when I was starting off.

06:35 *mohithkumar thummaluru*: Yeah, and like you have mentioned a young woman entrepreneur, right? So yeah regarding that like what difficulties you faced as a woman .Though they were more opportunities. But then like as you mentioned, right it will be difficult how seriously you are taking it and like yeah for others to accept that as well

06:56 *Zainab Mohammadi*: Yes.

06:58 mohithkumar thummaluru: well. It will be difficult. Right? Like what was your driving force to overcome this?

07:04 Zainab Mohammadi: Oh, my driving force was always that you know, that makes no difference in my eyes. Like if you're a man, if you're a woman where you're from all of that stuff, like for me everyone's the same. It's really about the hard work that you put in. So if you're knowledgeable enough or if you know more than everyone else that you're talking to in that room or you know, you've put in extra work you've made the right Network you've done the right courses all of that basically

07:31 mohithkumar thummaluru: Yes.

07:31 Zainab Mohammadi: will put you on the same or even better but in their eyes, you know, we'll put you on the same kind of standing as the other people in the room. So I always, you know, I used to take it as a I know that maybe this is something that can affect me or hold me back, but I'm not gonna let that happen because you know, if I'm doing 50% extra than everyone else I'm already in the same or 50% ahead of what they're thinking.

07:58 mohithkumar thummaluru: Yes. Yeah, that's great. Yeah, and then like what your view is. it's highly risky right leaving your job and going for the new company starting your own business.

08:12 Zainab Mohammadi: Yes, yeah.

08:13 mohithkumar thummaluru: It's a highly risky right. Yeah. How did you manage that phase of life?

08:19 Zainab Mohammadi: Yeah, it's a good question. It is very risky it is, you know, it's a very stressful very risky you're going from a secure career to something.

08:28 mohithkumar thummaluru: Yeah.

08:30 Zainab Mohammadi: and no one imagined Covid to happen this year. So as soon as I left my job I moved

08:35 mohithkumar thummaluru: Yes.

08:38 Zainab Mohammadi: country and then covid happened. So I guess that you know life just teaches you that nothing is nothing is a guarantee. But what I did to prepare is I focused a lot on kind of transitioning over from work to entrepreneur while I was still unemployed. So while I was still working at IBM, I was you know in my spare

09:02 mohithkumar thummaluru: Oh.

09:02 Zainab Mohammadi: building. Oh Joe. So for almost a year I still had stable income for my IBM career. I was just working extra hours to kind of make up for the work that needed to be done on Ojo. I also then undertook, you know several. Until additional contract jobs as well. So I consulted for various other organizations outside of my job at IBM. So I think at one point I had maybe five different jobs. So I was working at IBM. I was Consulting at three different organizations and I was doing Ojo and that gave me a lot of supplementary savings. So everything that I got I put it into my savings account essentially. So I knew that you know, at

least for a certain number of months or a year or whatever it is that I financially will be okay, if I'm not getting paid as a co-founder or you know, the business is taking longer whatever that is. So I think it's very important to think about that because you know, when your first transitioning from stable career to entrepreneurship it's very risky and if you can at least eliminate some of those risks by making sure that you can sustain yourself or you know, you have savings you can fall back on or you might not like, you know, you have time to make that first big deal in your business. So whatever it is, it gives you more leeway and more peace of mind as well. When you're not kind of operating out of desperation you're operating because you know that it's the right decision to make for the business.

10:41 mohithkumar thummaluru: Yeah. That's good. And then like see there will be two kinds of risks like as you mentioned you have chosen for the calculated risks, right? There might be some people out there

10:53 Zainab Mohammadi: Mm-hmm.

10:54 mohithkumar thummaluru: who would like you to know who is technically sound as well as maybe with some financial support? They take risks more than they could. So do you know any like any people around you like who that and became successful like the one who took high risks.

11:16 Zainab Mohammadi: him who took Him. Yeah, absolutely. I think I think the world of Entrepreneurship is filled with people like that, you know people

11:24 mohithkumar thummaluru: Yeah.

11:24 Zainab Mohammadi: That just takes the risk and it pays off but a lot of times what we don't see is the risks that don't pay off. Um, so it's very easy to kind of Spotlight all the people that have taken these massive risks that have paid off and to really successful Ventures, but I think whilst that works, you know and it depends on like how passionate you are how much perseverance you have how resilient you are on top of that it is what I would advise is always take a calculated risk because you know this the entrepreneurial world is full of uncertainty and you can never really be sure and there's a lot of ups and downs, so don't just jump into something because it's you know, it's very exciting because it always is at the start make sure that you know, you have all your kind of

12:15 mohithkumar thummaluru: Yeah

12:17 Zainab Mohammadi: basis covered as much as you can.

12:21 mohithkumar thummaluru: Yes, and then like what is your entrepreneurship in your view? Like is it something like very passionate or very exciting or? in your terms

12:33 Zainab Mohammadi: entrepreneurship in general

12:35 mohithkumar thummaluru: so like what is your view on entrepreneurship like some people may

12:39 Zainab Mohammadi: Yeah.

12:39 mohithkumar thummaluru: Like some people may feel it as a life like highly passionate

some might feel highly excited. Like what is your view?

12:44 Zainab Mohammadi: Yeah, I would say. Yeah, my view is that it is. It is very exciting. It's something that you have to be incredibly committed to, you know, so passion and excitement will take you, you know, six months into the journey, but when you know s*** hits the fan excuse my language, you know, that that's when you really need to hone in all your other skills. So you're determining your perseverance, your ability to manage stress and pressure resilience. So, I think an entrepreneur or the entrepreneurship journey is about excitement. It's about passion. It's about finding that thing that you know, really want to wake up for in the morning when you're going to work, but at the same time it is full of ups and downs and you need all of those other skills to be kind of a successful entrepreneur.

13:46 mohithkumar thummaluru: Yeah, like yeah first round of questions regarding your journey and all is done and now we'll ask regarding the company's journey.

13:59 Zainab Mohammadi: Sure.

14:00 mohithkumar thummaluru: I request Rahul to continue.

14:04 rahul kumawat: and conditions about your Funds growth and competitors in your field.

14:13 Zainab Mohammadi: Sure. Yeah.

14:14 rahul kumawat: So like what kind of segment Ojo particularly Target like Ojo is a learning platform and in India we have Byjus. 12th Class student learn from Byjus.

14:30 Zainab Mohammadi: Mm-hmm. Yeah.

14:30 rahul kumawat: and for professional developers. They see udemy. So what kind of segment your firm Target?

14:39 Zainab Mohammadi: Yeah sure a great question. So this segment or the niche that we are targeting is helping University graduates get from University into their first job. So it's everything from teaching University graduates. You know, what is the right career? What are your career options? How do you match your skills to the right role? So let's take for example digital marketing, right? There's so many different roles

15:04 rahul kumawat: Yeah.

15:05 Zainab Mohammadi: within digital marketing that you can do. So you can work at an advertising agency. You can be a social media manager and you can focus on SEO. So it's really looking at each candidate and teaching them how they can identify. What is the right role for them? Once they know that then how do they apply for that role? How are they successful in landing the job in the organizations that they're targeting and then how can they be successful at that job? So it's this kind of Journey between graduating from your University and getting your first job that we're targeting. So it's less broad than all the other kind of competitors in the kind of Ed Tech learning space follows the same principles of community and upscaling and you know life thing and all of that but it's very niche in in the kind of area that it's focusing on in terms of the pathway between education to employment.

16:07 rahul kumawat: Ojo is an international or like it can be accessed only in Dubai.

16:15 *Zainab Mohammadi*: No, it is an international. It can be accessed anywhere. You know, we have members from Peru. We have members from everywhere in the world, but we're based in Dubai and in the United Arab Emirates and you know, that's kind of our starting point in terms of universities, but we're looking to scale it in the south Asia and Mina region. So the kind of region where we feel like there isn't that much to support graduates in this pathway.

16:45 *rahul kumawat*: Yeah. And what is the current growth of your firm?

16:54 *Zainab Mohammadi*: Current growth so we actually were

16:56 *rahul kumawat*: Yeah.

16:57 *Zainab Mohammadi*: due to launch in March, but that's when we had the provided lockdown.

17:01 *rahul kumawat*: Okay.

17:03 *Zainab Mohammadi*: So the week that we were supposed to

17:04 *rahul kumawat*: Yeah.

17:04 *Zainab Mohammadi*: launch everything shut down. So we launched organically online. So we haven't spent any kind of money on advertising or anything like that and we've grown 150% in the first three four months of being launched. We have a bad 2,000 members and we're kind of now gonna invest in more paid user acquisition advertising.

17:34 *rahul kumawat*: So like you mentioned before that you were doing a job and you entered into entrepreneurship. So before entering into entrepreneurship one should know about the success in that field as well as the failures, like people who got into this field and who got success or failure, so we should know the reasons so that we can take into consideration those reasons. So how did you get those ideas?

18:00 *Zainab Mohammadi*: exactly

18:03 *rahul kumawat*: from where?

18:05 *Zainab Mohammadi*: Yeah, that's a good question. Um before I actually kind of fully got into it. I did a lot of research on different Journeys. So actually one of my when I was working at a period our offices were based in a wework, so I don't know if you're familiar with mework. But essentially it's a co-working space. That's basically an office space for startups. So we were essentially surrounded by Founders and startups that were all kind of on this journey of trying to make their Concepts and ideas work. So I knew a lot of steps. Startup Founders personally through being based there and kind of followed their Journey. So I was familiar with, you know, what it was like and the kind of ups and downs that go with it, but also just doing research online. So listening to a lot of podcasts and

18:59 *rahul kumawat*: Yeah.

19:00 *Zainab Mohammadi*: podcasts are really useful and you know, you kind of hear candid from from the people that have gone through it themselves and also looking at you know, both

the story of sales startups and the story of successful startups and scene or where they went wrong or what they did right and try and kind of emulate that

19:20 rahul kumawat: Yeah. Yeah, so like who are your competitors and how your firm is sustaining?

19:31 Zainab Mohammadi: So our competition there's no one that is exactly doing what we're doing over here. But there are a few businesses that focus on The Graduate segment. They're mostly job boards so places that you would go online and apply

19:46 rahul kumawat: Yeah.

19:48 Zainab Mohammadi: for jobs. One of them is olive.com. So that is probably our closest competitor and there's another one called studentjobs.ie. And then there's some International businesses that are out there that don't have such a stronghold in this market but are doing similar things to what we're doing so job teasers and other one and white hat is a really successful business.

20:13 rahul kumawat: Yeah white hat.

20:15 Zainab Mohammadi: Yeah.

20:16 rahul kumawat: that is in India also.

20:18 Zainab Mohammadi: Yeah, but White Hat in India is focused on coding. There's a white hat in the UK that focuses on apprenticeships. So getting students into careers directly after high school. And so they have a similar model but they focus on high school graduates, not University graduates, and they're really successful. So we kind of look at those guys and see what they're doing. Right and look at what our competition is doing over here and to kind of figure out our niche.

20:51 rahul kumawat: Okay. So now Avinash will be asking questions. Thank you, ma'am.

20:57 Zainab Mohammadi: Okay.

20:59 avinash samudrala: Hello, ma'am. My name is Avinash.

21:02 Zainab Mohammadi: Hello Avinash.

21:03 avinash samudrala: I'll be asking questions regarding pricing models of the products offered by your firm. So are there any factors influencing the pricing model of the products which are offered by you?

21:16 Zainab Mohammadi: Yeah, absolutely. There are. Kind of the key factor for us in terms of pricing is the fact that we are targeting students and students typically don't have a lot of disposable money to spend on things. They don't see value. And so I guess the the kind of key challenge for us is a how do we communicate to the students that this is something that will really give them value and help them and that affects how we can figure out our pricing and we still don't have our pricing set in stone because we are following a very kind of testing and data-driven approach to that.

22:05 *avinash samudrala*: Like how?

22:07 *Zainab Mohammadi*: So for example, I would just an example I would give you is that you know, we have a platform now typically platforms are a subscription as a service type platform. So you would subscribe and then you would try and retain the user and give them everything kind of included in that now we didn't go with that approach. We kept our platform free. And and we have courses that are kind of paid to play. So people pay they need the course for that particular course. And the reason we did that is because we thought it would be harder to retain students on a subscription model and also, you know having them buy something that they need right there. And then for the same amount value amount that we would then try and keep them on a subscription for a year. It's a lot easier to just sell a product to them for that same amount than to keep them on like a small monthly subscription for the year. So we make our decisions kind of you

22:55 *avinash samudrala*: Yeah.

22:57 *Zainab Mohammadi*: know, keeping in mind that student philosophy and they're kind of financial constraints as well.

23:05 *avinash samudrala*: Okay, ma'am. And you said you are offering the free course and as well as paid courses, right? So does the students have substantial bargaining power for discounts on the paid courses.

23:19 *Zainab Mohammadi*: They don't have bargaining power. So we're still in testing at the moment. So what we're doing is we're testing different price points and seeing okay at which point is the student buying our product is it, you know, if we kind of give them a lot of free content, they buy it at a high ticket item at the end or is it easier to sell to them quicker at a lower ticket item and then kind of aim for more volume so they don't have bargaining power but we do offer a lot of discounts to try and incentivize them and we offer discounts as a way to test which price point is more attractive.

23:59 *avinash samudrala* : Ohh,okay.

24:00 *Zainab Mohammadi*: So say, for example, we would we are full price courses \$100. Let's say right we would offer it to a bunch of students at \$60 and a bunch of other students at \$40 or the same students. We would then reduce it from \$60 to \$40 or even less and we see okay. At which point are they buying the most and then we based off of that data will make a decision. Okay, it's the \$40 price point that's most attractive to people. So maybe going forward will price the course in and around \$40. So that's how we make those decisions.

24:32 *avinash samudrala*: So after fixing that like \$40, will it be a fixed price or it varies as per the situations?

24:41 *Zainab Mohammadi*: It varies all the time it varies. You know, what Market we're selling to of it being, you know more stable, but it's not it's not set in stone.

25:11 *avinash samudrala*: Yes, and do you find any seasonal pattern in your outputs?

25:17 *Zainab Mohammadi*: Not yet just because we have not been around for that long. So, you know, it's only been about six months of us being live in the market, but we are seeming that there will be seasonal patterns kind of focusing around graduation times.

25:29 *avinash samudrala*: Oh ,yes.

25:30 *Zainab Mohammadi*: So, you know, once they graduate that's what really when they start thinking about getting a job or an internship or what they need to do next.

25:41 *avinash samudrala*: And as per business, we won't face profits every time we will get into losses also, and if you have gone into huge losses, like how will we overcome that how we will put that back into line?

25:57 *Zainab Mohammadi*: Yeah, I think what the business, you know, it depends what the strategy is. So a lot of tech startups will be generating losses for a number of years. If you look at LinkedIn, it was not making any profit for the first nine years, I believe or it wasn't charging any customers for the first nine years Uber still not making any profits. So really depends on the business strategy.

26:34 *avinash samudrala*: Yeah.

26:35 *Zainab Mohammadi*: Sometimes they're more focused on growth which means that they just keep raising funds to sustain their cost but they're not actually making profit and they're just operating at a loss but they're growing more and more and taking more of that market share and that is also seen as you know valuable to investors. But if you're looking at a traditional business model a traditional business model needs to start generating revenue and profit It depends on the business strategy, you know some people of there if they're in losses it's because that's their strategy and to sustain themselves.

26:59 *avinash samudrala* : Yes,true.

27:00 *Zainab Mohammadi*: They'll continue fundraising so they'll get more money from investors to keep growing but covering their cost if your traditional business model and your you're in losses it I think the kind of key thing is to evaluate where and what the cause is and try and kind of change that approach. So I think you know being agile in your approach is really important in that situation.

27:24 *avinash samudrala*: Okay, that's it. Thank you, ma'am from now on tushar will continue.

27:29 *tushar kumar.patni*: Hello, ma'am myself to share and I am

27:29 *Zainab Mohammadi*: Okay.

27:31 *tushar kumar.patni*: just asking about the thank you. I am just asking about what are the government policies that are affecting your firm?

27:40 *Zainab Mohammadi*: Oh, that's a good question.

27:40 *tushar kumar.patni*: that I mean

27:43 *Zainab Mohammadi*: government policies that are affecting our firm And we haven't really come across too many at the moment. So like we you know, we purposely

27:52 *tushar kumar.patni*: no.

27:55 *Zainab Mohammadi*: based ourselves. In in Dubai because there's a big kind of push for Tech startups and entrepreneurship which means that they really push and make it easier to do business as much as possible. You know, there's small things like it takes a very long time to get a business bank account and you need like a number of share capital and all of that type of stuff but nothing that hugely affects us as of now in terms of government policy. So, you know, they're making it fairly easy for businesses to operate over here in this region.

28:32 *tushar kumar.patni*: So so like if at first time we have not that much amount of money with ourselves. Okay. So if there in Dubai like bank is quite affordable that we can get the mental that much price that we can start up we can start and any means like any company with ourselves with very less amount of that well means that capital.

28:57 *Zainab Mohammadi*: ASE the question. Can you raise that capital from the banks over here?

29:02 *tushar kumar.patni*: Yes, ma'am. Yes, I'm like that.

29:04 *Zainab Mohammadi*: Yeah, and I don't think it's that flexible that you can raise, you know enough Capital to start up just from a bank over here, but there's other schemes that you can do. So there are incubation programs, you know, there's startup competitions that give you funding there's lots of kind of government programs over here that you can apply to with an idea that will then help put you in touch with the right people that can fund it or give you a little bit of that funding to start off with so I wouldn't you know think about going directly to a bank more about how can you generate the funds through either some of these startup programs or through maybe a small network of friends and family to start off with and then growing it from there and then going to external investors

30:02 *tushar kumar.patni*: No, like means in the comment time like which are your current from government's goal. What is All that you are immensely now like any specific things. And currently which are your body.

30:15 *Zainab Mohammadi*: our goal Yeah.

30:17 *tushar kumar.patni*: goal like which

30:20 *Zainab Mohammadi*: Yeah, sure. Our goals due to covered are well, it was essentially getting as many users on board as possible. So I hope you guys have joined. and Yeah, getting as many users on board as possible in the kind of most cost-effective way as possible. So that was our main goal. And now we are slowly starting to launch a paid products. So the goal is really to test our advertising and digital marketing to see you know, what is working and which markets we have the most Traction in and another goal is then to take that information to help us raise our next round of funding.

31:04 *tushar kumar.patni*: okay, that's all from my side now. They think welcome.

31:09 *ritik gautam*: Hello Maam, Myself Ritik.

31:11 *Zainab Mohammadi*: Hello Ritik.

31:12 *ritik gautam*: I want to ask you about the profits and the breakdown that your firm faced

uptil now. So You ever faced any huge profits or extreme breakdowns?

31:23 Zainab Mohammadi: No, not yet. We're actually pre-monetization at the moment. So we are not a revenue generating business at the moment. We have not launched what we've launched our first paid product. Three days ago. So hopefully we'll get to the point now where we can see some Revenue generation and over the next few months, but because we're not Revenue generating we haven't had any of those experiences.

31:55 ritik gautam: Okay. Yeah. So, how is the recession affecting you especially in the Covid times ?

32:04 Zainab Mohammadi: Yeah, how is it affecting us? Well, I think the key thing is that employers have stopped hiring talent. And so they're you know, there's a lot of opportunities for students out there, but they're mostly unpaid which kind of makes it harder for us to find the right opportunities for people in our community and also, you know students are more conscious about their spending. Well, everyone is more conscious about their spending. So kind of having paid products is a little bit more challenging to get them to pay for stuff at a certain price point in this kind of economic situation.

32:50 ritik gautam: Yeah. Okay, so at last I want to ask you that Any advice you want to give to the people to enter in this field?

33:04 Zainab Mohammadi: Yeah, I would say it's definitely very rewarding and and if if you get the opportunity, it's it's certainly worth going for it. But like I said in our earlier kind of discussion is that you know, make sure that when you're doing this that you are aware of the situation the kind of process and journey of starting a business from scratch because you're essentially taking an idea and creating it into reality which is very stressful and also, you know that you're really passionate about it because that's what we'll keep you going when times get tough and you know that happens a lot and in startups

33:49 ritik gautam:

33:53 avinash samudrala: then

33:53 Zainab Mohammadi: Great.

33:53 ritik gautam: Thank you, ma'am. That's all from my side. Avinash will continue.

33:56 avinash samudrala: Like you said you have launched your paid product 3 days back, right? Before that you have launched free products, right? And did you see any variation among users. paid users and normal users like with Section has more users.

34:17 Zainab Mohammadi: Yeah, the free obviously everyone loves free stuff. The free has a lot more users. We do have paid users for the first test product that we launched and variations that we saw is that the people that paid are the people that are very serious about, you know, starting a career in their Journey. So they typically have to be kind of further along the lifecycle after graduation to make the investment if they've just graduated or they're, you know, they're about to graduate. They're typically not in the mind frame to pay for something like this, but it's you know, usually when it's like three six months down the line and they still haven't found anything. That's when they're like more willing to pay.

35:00 *avinash samudrala*: So what measures are you trying to take to reduce this difference between paid and free courses?

35:09 *Zainab Mohammadi*: So we're offering free courses of the way to show them what they can get from Paid courses. So free courses are like a teaser almost of like okay, you know, this is all the value you get for free. If you are very serious and you want to really learn the stuff that you really need to know. This is the price point and you have to pay so what we're trying to use is that freemium model to show them the value and then get them to upgrade into the paid model.

35:38 *avinash samudrala*: Okay. Thank you.

35:41 *tushar kumar.patni*: yellow like yeah, and my question is

35:41 *Zainab Mohammadi*: nowhere

35:45 *tushar kumar.patni*: like put some light in the areas of goals. Like how should one picks his short-term short-term goals and long-term goals what viewpoints he

35:54 *Zainab Mohammadi*: Yes.

35:54 *tushar kumar.patni*: should consider? by deciding

35:58 *Zainab Mohammadi*: That's a good question. Um, I would say It's always important to have long-term goals, but then to break them down into short-term goals, right? So think about what is achievable and then set a timeline against that and Also realistic so, you know, some people have like outrageous goals which are fine for the long term but for a short term goal, it should be okay. How can I get myself to the next level to get closer to that long-term goal. So my key thing when I think about okay, how can I set a goal for this month or a goal for this week is making it very realistic and achievable because every time you achieve that that that short-term goal, you know, you're more determined to get to the next point the next Point whereas if you set yourself kind of unattainable goals in the short run and then you almost disappoint yourself because you can't achieve them then it just goes into this negative mindset. So, you know, I think I'm not like an expert at goal setting but it's what works for me is, you know, making sure that my short-term goals are are achievable in the short term. I have the resources to achieve them. I'm not agreeing to something that I can't do because you know, like I said Until and what I learned and Consulting was always under promise and over deliver. And that's kind of what I keep in mind when I'm setting goals for myself as well.

37:25 *mohithkumar thummaluru*: Yeah, that's great and like there there should be some unique mess right to sustain in the market. So what measures you take in those fields? Like how unique you try to be.

37:39 *Zainab Mohammadi*: Yeah and uniqueness. Yeah, I mean, I think our proposition is fairly unique. I think it doesn't necessarily have to be unique. I don't think you have to reinvent the wheel. I think what's more important is to be adding value every step of the way. So even if you're doing something for free, but your end user is getting great value out of that, even if it might not be the most unique thing if it's better than the next person who's doing it or the value they're getting is you know, far more significant than your competitor who's doing the exact same thing. The chances are they're going to come back to you versus your competitor. So for me, it's less about uniqueness more about you know, how can you add value at every step of

the way?

38:24 *mohithkumar thummaluru*: Yeah that something different from like still from White from our Lord. So it will be listening to the words. Like you have to be unique enough and all the right, but your answer is a

38:34 *Zainab Mohammadi*: Yeah.

38:34 *mohithkumar thummaluru*: different and yeah, I feel it's nice and great.

38:40 *Zainab Mohammadi*: Great.

38:40 *mohithkumar thummaluru*: Yeah, any more questions guys? Yeah, thank you, ma'am. Thanks for those insights.

38:49 *Zainab Mohammadi*: Yeah, no worries guys.

38:49 *mohithkumar thummaluru*: Thanks for taking your time.

38:50 *rahul kumawat*: Thank you, ma'am.

38:52 *tushar kumar.patni*: Thank you, ma'am.

38:52 *rahul kumawat*: Thanks a lot.

38:52 *avinash samudrala*: Thank you.

38:53 *Zainab Mohammadi*: Great speaking to you.

38:55 *mohithkumar thummaluru*: Yeah, thanks.

38:55 *Zainab Mohammadi*: Thank you very much and best of luck with everything.

38:58 *avinash samudrala*: Thank you.

38:59 *mohithkumar thummaluru*: Yeah, thanks.

38:59 *tushar kumar.patni*: Thank you, ma'am. That's your mom.

39:01 *Zainab Mohammadi*: and bye and join JoJo guys

39:05 *mohithkumar thummaluru*: Okay, sure ma'am.

39:05 *avinash samudrala*: Okay ma'am.

39:05 *tushar kumar.patni*: Ok mam.

39:06 *Zainab Mohammadi*: Bye. Okay. Bye.