

# LearnIt

Helping you reach your  
learning goals efficiently.





Everyone  
meet Monica

# This is what Monica found online ...




python

[Coursera Campus for NTU Students](#) > [Search](#)

Showing 195 total results for "python"

edX Courses Programs & Degrees Schools & Partners

edX is part of 2U: the next era of online learning

## Search our catalog

python

×

## Search

Subject

### Partner

## Program

Level


Language

### Availability

[Home](#) [Search home](#) [Search](#)

## "python" courses

120 results on edX

 datacamp **WE'RE HIRING** [Products](#) [For Business](#) [Pricing](#) [Resources](#)

148 results

**COURSES (148)**

## PROJECTS

**codecademy** [Catalog](#) [Resources](#) [Community](#) [Pro Pricing](#) [For Business](#)

## All courses in Python

## Subjects

## Web Development

Free + Pro courses

All levels

52 courses



## Categories



python

10,000 results for "python"

# Monica is not the only one lost when it comes to learning a new skill online.

320 votes

147 Dont know where to start(

40 Too many options available online (coursera/edx) ✓

133 No structure available to follow

This is the furthest Monica  
reached while learning python



# Problems with Online Learning



## Content Inequality in Online Course

The content in courses can vary considerably on multiple platforms and some courses are valued more by employers

## Price Difference

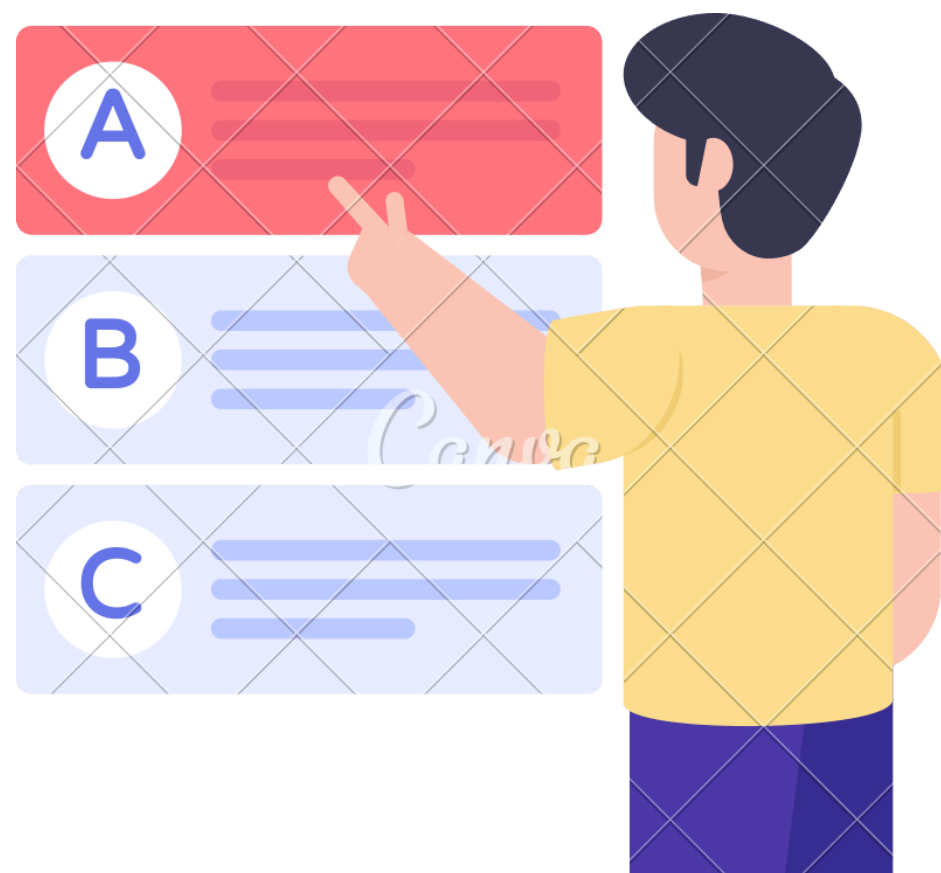
Many platforms have subscription fees and other have courses worth upto 400\$



# The Utopia



Search



Select



Study





# Introducing LearnIt

LearnIt is an AI based course recommending platform which will suggest you the best course according to your need.

## Courses From Multiple Platforms

Courses from all online learning platforms will be added and continuously updated

## Emphasis on Certification Value

Courses which will have the maximum impact on your profile will be given priority

## Accurate Price Categorisation

Courses will be categorized accordingly to their pricing model i.e. cheap , expensive and subscription based





What are our  
potential  
users  
saying?



- 72.3% of them agreed that they want to learn but don't know where to start
- 70% of them rated that a product like LearnIt will be helpful to them
- Our most highly rated feature was Certificate Relevancy
- More than 50% of our potential users said that they would frequently use a product like LearnIt



# What makes LearnIt Relevant?

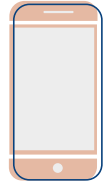
- The Rise of Online Learning
- Importance of Upskilling

# Business Model

Our main source of Revenue will be from Affiliate Marketing and Google Adsense

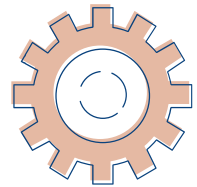
As the traffic to our platform and the number of people signing up for courses increases, we believe that sizeable revenue can be earned.

# Product Development Strategy



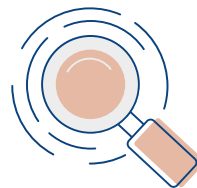
## SEO Marketing

Optimising the platform to make it easily findable and popular towards search queries



## AI based recommendation system

Cutting edge algorithms for relevant recommendations to users



## Influencer Marketing

Working with youtubers like Veritasium, SciShow and Simon Clark



# Our Vision



Scale to become  
accessible to a million  
people



Build a community where  
learning is fostered



Collaborate with  
platforms like  
Linkedin



Merge with  
platforms  
like Linkedin





Why invest  
in us?



We have a vision  
and a strategy and  
we want you board  
with us as we make  
learning accessible  
to everyone.



# Contact Us

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