



To provide Quality education in Affordable price~

Team: The Case Crusade
Prakhar
Hannaur Rahman

Problem Statement

Market Expansion

Developing Strategies to penetrate 3-tier or Rural areas to provide affordable & quality education while breaking financial & Geographical barriers

Hybrid Learning Model

Make a scalable Hybrid-learning model (Integration of both Offline and online modes)

Course Diversification

Suggesting diversified Courses for expansion while aligning with PW's vision of affordability and quality

Technology Integration

Integrating AI, VR/AR and Gamification Technologies to improve Students performance, engagement and Learning Experience

Current EdTech Market

- The Edtech market has grown significantly in recent years, driven by the digital transformation of education, accelerated by the COVID-19 pandemic.
- Global Size of Edtech market is USD 334.29 billion in 2023 whereas regional(India) is \$10.24 billion.
- Rise of mobile learning apps and digital tools for remote education

- Expansion in emerging markets due to affordable smartphones and better internet connectivity.
- Rapid technological advancements have created demand for skill-based courses for professionals

Challenges:

- Many solutions remain out of reach for rural or low-income populations.
- A saturated market with multiple players targeting the same audience.
- Maintaining student interest and reducing dropout rates in online learning.
- Limited access to reliable internet and devices in rural areas.

Competitor Analysis	PW	Unacademy	Akash Byju's	Vedantu	Doubtnut
Primary Focus	Competitive Exam prep, Hybrid live classes, and recorded content.	Competitive Exam prep, Hybrid live classes, and recorded content.	Classroom + hybrid coaching model for JEE, NEET.	Live online tutoring with gamified learning.	Doubt-solving via video-based solutions,
Target Audience	JEE, NEET, and foundation-level courses.	UPSC, JEE, NEET, SSC, GATE.	K-12,competitive exams,professional courses.	K-12, NEET, JEE.	NEET, JEE, board exams.
Total Revenue FY24	1,940.4 Cr, increase of 160%	988.4 crore, a decline of 5.33%	3,500 Cr (H1 FY24)	199.23 crore, increase of 58%	80.5 crore, 31st March FY24, Acquired by Allen in 83 Crores
Pricing Strategy	Affordable, starting at ₹3,500.	Subscription-based, starting at ₹2,000/month.	Premium, ₹25,000+.	Freemium model with paid premium courses.	Free for basic services, paid premium.
USP	Affordable JEE/NEET coaching.	Diverse educator pool.	High-end multimedia content.	Gamified live learning.	AI-driven doubt resolution.

SWOT

STRENGTHS

- Affordable Prices that attracts from all 2/3-tier cities.
- Provides best quality teachers across India at such an affordable price.
- Massive Youtube Following and Organic Traffics

WEAKNESS

- Limited content diversity outside NEET/JEE.
- Lesser focus on high-production video quality.
- Limited reach in professional exam prep (e.g., UPSC, GRE).
- High Traffics reduces the chance of getting personalized help.
- Impact of Alakh Pandey's role in Platform's Success.

OPPORTUNITIES

- Expand JEE/ NEET and Introduce courses for UPSC, SSC, GATE, CAT, and state-level exams.
- Penetrate 3-Tier & Rural cities by providing coures in their regional Language.
- Investing in Infrastructure to increase scalability.

THREAT

- Fierce Competition
- Lack of product diversification poses a risk, particularly if consumer interests change or if new competitors capture market share.
- Market Saturation

Strategies to solve to address challenges

Market Expansion

- To reach Tier-3 and rural areas, it's crucial to first raise awareness about PW and its EdTech platform. Many parents still view mobile phones as distractions rather than tools for learning. Offline marketing would be more effective here, as online efforts may not adequately reach this audience.
- Each state has its own State Board and regional language, leading students to prefer private tutors over online courses, often paying as much as ₹2000 per month. Offering courses tailored to their regional languages and specific boards can address this gap effectively.
- Adjust course pricing based on the region, making them more affordable for rural areas.
- Design mobile apps with lightweight content and offline access for areas with limited internet connectivity.
- The Indian government's "Samagra Shiksha" program, launched in 2018-19, focuses on improving education from pre-school to class XII in rural areas, emphasizing access, gender equality, quality education, infrastructure, and teacher support. PW can collaborate with the government to expand its reach by training local teachers and using government infrastructure as VidyaPeeth centers.

Hybrid Learning Model

Unified Learning Platform

- Ensure compatibility with offline modes by allowing content download and automatic synchronization when connected online.
- Allow students to download modules and complete tasks offline, with updates synced back to the platform when they reconnect.

Flipped Classroom Model

- Provide online video lectures, interactive tutorials, or reading materials that students can access before attending in-person classes.
- Use in-person sessions for interactive discussions, problem-solving, or group activities that reinforce the online content.
- Assign online quizzes, discussion forums, or projects for students to solidify their understanding.

Personalization Across Both Modes

- Use AI to create personalized learning journeys based on student performance in both online and offline activities.
- Design offline sessions (e.g., projects or labs) that align with specific skills students struggled with online.

Microlearning Modules: Create short, engaging online lessons (5–10 minutes) that act as a precursor or follow-up to deeper offline discussions.

Engagement Tracking and Analytics

- Use analytics to track student progress and participation across online and offline activities.
- Notify educators if students are disengaged in either mode, prompting timely interventions.
- Provide Tabs/ Smartphones at affordable price to study with only “PW” in it.
- Provide learning materials in local languages or dialects to make education more relatable and understandable.
- Train local teachers to use hybrid models to teach small groups, leveraging both online content and offline discussions.
- Involve local leaders and stakeholders in managing hybrid learning centers, making the initiative more sustainable.

Course Diversification

- Introduce courses for GMAT, SAT, GATE, CAT, NIFD, UCEED and state-level exams.
- Partner with companies/ 1st-tier colleges to offer certifications recognized in the industry.
- Target primary and middle school students with interactive content and games for **STEM** education.

Technology Integration

Applications of AI:

- AI-driven recommendation engines suggesting courses, exercises, or resources tailored to individual needs.
- Insights into learning patterns, dropout rates, and performance trends to improve content and curriculum.
- AI-powered language learning tools like conversational agents for improving spoken and written communication.
- Automated generation of quizzes, flashcards, and practice tests based on learning material

Applications of VR/AR:

- Virtual science labs for conducting experiments safely and cost-effectively.
- Interactive AR overlays to visualize anatomical structures, chemical bonds, or historical landmarks.

Gamification:

- Badges, points, leaderboards, and certificates for completing modules or demonstrating skills.
- Educational games integrated into the platform to teach concepts like math, coding, or language..
- Time-bound challenges to solve problems or complete courses.

Combining AI, AR/VR, and Gamification:

- Combine AI and VR to create adaptive virtual environments.
- AI algorithms to identify gamification strategies that work best for individual learners and recommend tailored challenges.
- Use AI to analyze student performance and suggest specific AR/VR modules to address weak areas or build advanced skills.

Market Expansion Roadmap

- Offline Marketing~ such as use of Poster, word-of-mouth, Local Newspaper will use to create awareness among Parents.

- Make available State Board related content, and make it available in regional Language.

- Start hiring Local Teacher to PW and train them, so that they can teach in Vidyapeeth in Future.

- Collaborate with Govt. for working together in providing quality education in affordable price.

Financial Projection	Metric	Year 1	Year 2	Year 3
	Revenue	₹100 crores	₹200–₹300 crores	₹400–₹500 crores
	Fixed Costs	₹20 crores	₹10 crores	₹5 crores
	Variable Costs	₹30 crores	₹50 crores	₹75 crores
	Net Profit	₹50 crores	₹140 crores	₹300 crores
	Profit Margin	50%	60%	70%
	Student Base (Core Users)	1 lakh	3–5 lakh	8–10 lakh

Thank You!