

# **UNLOCK CONSULTANCY PROJECT REPORT**

## **COMPETITOR ANALYSIS**

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### **Unlock Consultancy**

Unlock Consultancy is a pro-bono, international student consultancy group formed with an objective to provide support to medium to small-sized enterprises rendered vulnerable as a result of the pecuniary inconsistencies of the post-COVID global economic environment.

### **What are our principles?**

Unlock is based on the principles of innovation, self-reliance, inclusion, and mutual help, directed at the growth of each of its members.

### **What is our Focus?**

- Helping small businesses around the globe
- Special attention to startups and MSMEs run by ethnic minorities and disadvantaged sections of the society
- Simultaneously providing a platform for students to engage with real-life businesses and create development opportunities.

### **What kind of services and products are we providing?**

- Pro bono Consultancy helping SMEs
- Helping worst affected businesses and economies in the world and disadvantaged sections of society navigate COVID-19
- Innovative ideas from graduates around the world guided by industry-leading professionals
- Real-Life Research Projects

### **What kind of services and products are our Competitors providing?**

- Strategic consultations on a pro-bono basis
- Scaling up the growth of small businesses
- Consulting projects with non-profits, social enterprises, and start-ups

- Case interview coaching and consulting training from industry experts
- Networking opportunities with a global community of talented Consultants
- Talent and Organizational Development (OD), and Diversity, Equity and Inclusion (DEI) Strategies and Solutions.
- Human Capital and Strategy Consulting
- Creating opportunities for all to contribute and innovate
- Developing leaders and creating cultures of inclusion
- Affordable consulting services for socially-driven organizations that contribute to the United Nations Sustainable Development Goals
- Strategy, Operations, Marketing, Transformation, and Fundraising
- Pro Bono consulting services to facilitate capacity building for organizations in the development sector
- Consulting, Social impact, Not for profit, Strategy, Entrepreneurship, Charity, Student experience, Marketing, Social media, Fundraising, Customer strategy, Expansion strategy, Management Consulting, Finance, Customer insights, Growth, Sustainability, Digital Transformation, and Digital Strategy
- Insightful posts on Social Media handles to impart knowledge
- Research Services and Findings

### **Who can be a Competitor for Unlock Consulting?**

Any organization that provides any of the above services can come under the list of Unlock's Competitors.

### **The basis for segmentation Analysis**

- ***Company Highlights***
  - Company Profile
  - Founded in
  - Location
  - Remote/In office Services
  - No. of Employees
  - Successful Projects Undertaken
  - Clients
- ***Market Information***
  - Key Competitive Advantage
  - Target Audience

- Marketing Strategy
- Market Share
- Advertisement
- **Service Information**
  - Services offered
  - Expertise/Speciality
  - Pricing
  - Segments covered
  - Kind of Knowledge Imparted
- **Social Media Reach**
  - LinkedIn
  - Instagram
  - Facebook
  - Twitter
  - Newsletter
- **Direct/Indirect Competitors**
  - Platforms/apps providing identical services
  - CV vetting, Interview prep, resources for interviewing,
  - Case studies for consulting
  - Career counselling apps
  - Pro bono or paid services
- **Social Media Sphere**
  - Influencer Market Occupance/Advertisements
  - Extent of monetization of Advisory Services
  - Frequency of Webinars/Bootcamps
  - Insightful Posts
  - Community Building
  - Events
- **SWOT Analysis**
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
  - Risks

## **Examples of Competitors on the basis of the above categorization**

- The Bridge Project
- Impact Consulting
- 180 DC Consulting
- Global Governance Initiative
- International Innovative Corps
- Career Edge
- Sattva Consulting
- American India Foundation
- Flywheel Pro Bono Consulting
- Paragon Consulting
- ReShape Co.
- First Step Consulting
- NGC: New Generation Consulting
- Universal Consulting Group
- Aspire Pro Bono Consulting
- Cases over Coffee
- Abhivridhi - Student Training & Development Committee, VIT Pune
- Association of Students for Analysis and Research (ASAR)
- Social Alliance for Impact Research
- Centre for Policy Research
- Centre for Public Policy Research
- Observer Research Foundation
- Strategy 101
- AnalyAssist
- Case Ace
- Consortico
- SPRF India

→ Once the bases of comparison are finalized, we can do the competitor analysis for these competitors in Excel using some popular matrix

Name of	Similarities with Unlock	Differences from Unlock
Impact Consulting	Works on Pro Bono basis and targets SMEs and Startups	Works towards contributing in 18 SDGs
Social Alliances for Impact Research	Works on Pro Bono basis and targets SMEs and Startups	Majorly focuses on Research not on Consulting
The Bridge Project	Scaling up the growth of small businesses by providing them strategic consultations on a pro-bono basis	They hire student associates for various domains like Content and Analytics, Client and Outreach, Design and Marketing etc
Sattva Consulting	Mission-driven organisation focused on scalable solutions for social impact. Offer end-to-end support covering research, strategy consulting, implementation, programme management, impact assessment, social audit, talent solutions and more.	Focus is on solving critical socio-economic problems
Cases Over Coffee	Case Solving network of Consultants	A peer-to-peer professional learning (and case solving) network. Include students on its mentorship network, where they get access to exclusive webinars done by Consultants from BCG, Bain, McKinsey and Dalberg.
Case Ace	Case Solving Network	World's First Course on Cracking National & International Case Competitions

Synergies	USP
ULC can probably do some project in collaboration with Impact	Promoting 18 SDGs Model
ULC can expand its horizons in the research domain by collaborating with them	One of the few startups in DU circuit which help students to learn about research and help clients in getting expertise solution
ULC can think of hiring student associates for all domains like them	Good social media reach and they focus on student associates of all domains
Sattva can collaborate with ULC to leverage its student consultants and on the other hand, ULC consultants can get a better consulting experience whilst working under impact driven individuals and professionals	Their impact and profit go hand in hand because of new ways of solving social problems at scale
By collaborating with COC, ULC can also provide access to professional network to its consultants	Pair you with a new case partner (every 2 weeks)
Collaborating with them ULC can benefit in knowing which Resources To Follow To Become A Pro At Case Solving	Case Ace is the world's first beginners to pro guide to cracking international case study competitions. The modules are designed in such a progressive and smooth manner that any person who is curious to learn but has no prior understanding whatsoever can also easily equip the skill of acing case competitions without any hassle.

Case Connect Club	Case Connect Club is an initiative by students to connect like-minded students globally, who have an inclination towards the upcoming case culture.	It is a forum for students to learn more about solving cases, forming teams for various international competitions and getting trained by industry experts and mentors to enhance their case-solving abilities. As a network, CCC aims to broaden the horizons of the members by learning and networking, whilst adding to their current skill-set.
Association of Students for Analysis and Research (ASAR)	Student-led organisation aimed at democratising knowledge and resources. It is an initiative to create a network of students, professors and industry leaders	Focus on the skill development of each member and create a team of students that will work on writing research papers/ articles either with mentors or with other members from different disciplines so as to ensure a comprehensive analysis. Another aspect of research that they focus on is
NGC: New Generation Consulting	Give advice to social enterprises to overcome a business related problem	<p><b>Core values:</b> <i>Global integration</i> NGC offers great opportunities to all CEMS students to explore their own abilities without any geographical difficulty. More than that, NGC focuses on working in international teams, which gives CEMSies one-in-a-lifetime chances to broaden their networks globally with other current and new CEMSies in other countries and learn more from each other. <i>Social responsibility</i> It is time to use our knowledge for giving back to the society. Let's start thinking differently. <i>Embedded in businesses</i> Through the real cases CEMSies gain insight to a different business mindset, e.g the one of social enterprises and can try themselves out how to be a real consultant.</p>

<p>ULC and CCC can come together to form a network on individuals who get to experience both the aspects of consulting as well as case solving</p>	<p>The underlying idea behind the formation of the network is to create a community of case enthusiasts and familiarise them with this practice. CCC aims to become the primary point of information dissemination, with its select set of experienced HODs, chief mentors, and industry professionals who make the journey fun and enriching.</p>
<p>ULC can leverage any of ASAR's specialities while collaborating/coming together with them</p>	<p>Research, Research Papers, Articles, Compendium, Live Projects, Social Impact, and Policy Analysis</p>
<p>Once-in-a-lifetime chance for students to broaden their networks globally</p>	<p>Uniting Global Minds. Creating Lasting Impact.</p>



Name of the Organisation	Description
PrepBytes	<p>PrepBytes is an initiative to help students in their placement preparations targeting Software development/engineering, Analyst &amp; Product based roles in IT/Internet/Analytics companies. We are a team of graduates from IITs/NITs having work experience in fast-paced start-ups &amp; top companies across the globe. We know what is required for better placement preparations, where the gap is and ensure your success in placements.</p>
CoCubes.com	<p>CoCubes.com is India's largest assessment and hiring platform. We run assessments to measure employability across all domains – from programming to plumbing. CoCubes works with 750+ corporate clients to execute entry level and lateral assessments and has access to more than a million candidates through its platform. We run 1 million+ assessments each year in 250+ cities; thus, everyday helping our corporate clients reduce interview bandwidth using our central assessment platform, helping our institutional clients measure and improve employability and helping candidates move ahead on their career path. Our vision is to ensure that everyone in the country gets an equal opportunity to build a career. We are the visionaries of this space with a strong growth trajectory and an exciting firm to be with!</p>
Talent Battle	<p>Working towards making our startup Talent Battle a one-stop platform for engineering students for their learning needs. Talent Battle platform helps engineering students to improve their employability skills through a structured process. We also help students to prepare for job opportunities. We have company-specific preparation courses which help students to get a job in top companies. It includes aptitude, analytics-based test series, technical and interview preparation services. We help students to connect with industry experts for their mock interview preparation. We also conduct national-level online contests to improve competitive environment among students. Talent Battle android app is a multiplayer trivia game in which students can practice and compete with friends for 100+ educational based categories. Another startup Campus For You, where we are working on improving the employability of students in Tier-2 and Tier 3 cities. Working in the field of Training and Placement of graduates for the past 7 years. Helping small and medium scale industries, companies and startups for their recruitment solutions. Providing Online Test Platform to Training Institutes and Coaching Classes(SAAS)</p>
GeeksForGeeks	<p>With the idea of imparting programming knowledge, Mr. Sandeep Jain, an IIT Roorkee alumnus started a dream, GeeksforGeeks. Whether programming excites you or you feel stifled, wondering how to prepare for interview questions or how to ace data structures and algorithms, GeeksforGeeks is a one-stop solution. With every tick of time, we are adding arrows in our quiver. From articles on various computer science subjects to programming problems for practice, from basic to premium courses, from technologies to entrance examinations, we have been building ample content with superior quality. In a short span, we have built a community of 1 Million+ Geeks around the world, 20,000+ Contributors and 500+ Campus Ambassadors in various colleges across the nation. Our success stories include a lot of students who benefitted in their placements and landed jobs at tech giants. Our vision is to build a gigantic network of geeks and we are only a fraction of it yet.</p>

USP	Website	Additional Info
Platform for any student aiming to prepare for IT/Software/Product jobs and a trusted hiring source for companies	<a href="https://www.prepbytes.com/">https://www.prepbytes.com/</a>	
India's Leading Assessment and Hiring Platform	<a href="http://www.cocubes.com/">http://www.cocubes.com/</a>	Won many awards and good reach on LinkedIn
One-stop platform for engineering students to achieve career goals!	<a href="http://www.talentbattle.in/">http://www.talentbattle.in/</a>	
Imparting technical skills and knowledge	<a href="https://www.geeksforgeeks.org/">https://www.geeksforgeeks.org/</a>	

STEPapp	<p>STEPapp (Student Talent Enhancement Programme), a product of EduIsFun Pvt. Ltd. is backed by a team of 400+ IITians and doctors, who have skillfully designed school curriculum for better learning outcomes of students. Our app inspires students, engages parents and empowers educators to transform learning into fun as well as rewarding activity for restless young minds. Following a game-based approach, our app intends to innovate the way students learn in India by offering syllabus mapped to board-level (CBSE, ICSE or others) for science and maths. In April 2020, STEPapp will conduct India's biggest scholarship exam, enabling students to earn scholarships up to ₹ 1 Cr. So gear up for a bright and fulfilling academic future with STEPapp as you register with us today! Our Mission: To make learning fun for students from classes 5th to 11th through games.</p>
upGrad	<p>Founded in 2015, upGrad is India's largest online higher education company providing programs in Data Science, Technology, Management and Law, to students, working professionals and enterprises. Every program is designed and delivered in collaboration with top universities like the IIT Madras, MICA, NMIMS Global Access, Jindal Global Law School, Duke CE, Deakin University, Liverpool John Moores University and others. With an 85% program completion rate, a robust tech platform, an outcome-based learning approach, industry-relevant curriculum, strong mentorship, and placement support, upGrad has established its position as the leader in the Indian education system and is well on its way to accomplish their Vision of powering career success for every member of global workforce as their trusted lifelong learning partner. upGrad has onboarded over 40,000 paid learners while impacting more than a million individuals, globally. IIIT Bangalore and upGrad's collaborated program of PG Diploma in Data Science is India's first-ever PG Diploma to be recommended and validated by the National Association of Software and Services Companies (NASSCOM) and government-approved National Occupational Standards (NOS). upGrad received the 'Best Education Brands' award by Economic Times in 2018, Most Innovative Companies in India' by Fast Company in 2017 and has made it to LinkedIn's 'Top 25 Startups' two years in a row in 2018 and 2019, and in 1st position in 2020.</p>
LIDO	<p>Lido is India's best Small Group Tuitions platform with classes in Maths, Science, English &amp; Coding for students in KG to Grade 12. The Lido experience includes cutting-edge animated video content and gamified learning taught by India's top 5% tutors.</p>
Toppr	<p>Toppr is India's leading after-school learning app on a mission to make learning personalised. We are an extremely passionate team of engineers, educators and designers making consistent strides in product innovation to enhance user experience. We cater to the individual learning styles of students and provide the widest K12 syllabus coverage with 1 million course combinations. We help students prepare for various school, board, and competitive exams. Armed with artificial intelligence, machine learning, and big data, we study student behaviour and create adaptive learning paths with infinite combinations. This ensures that every student has a unique and personalised learning experience.</p>

Game based approach for learning	<a href="http://www.stepapp.ai/">http://www.stepapp.ai/</a>	
Robust tech platform, with an outcome-based learning approach, industry-relevant curriculum, strong mentorship, and placement support, upGrad has established its position as the leader in the Indian education system	<a href="https://bit.ly/37dPmCh">https://bit.ly/37dPmCh</a>	Ranked on LinkedIn top startups
India's best Small Group Tutions In Maths, Science, English, & Coding for KG to 12th.	<a href="https://www.lidolearning.com/">https://www.lidolearning.com/</a>	Ranked on LinkedIn top startups
Learning app for classes 5th to 12th	<a href="http://www.toppr.com/">http://www.toppr.com/</a>	Won many awards since its inception

Extramarks Education India Pvt. Ltd.	<p>Extramarks is among the fastest growing educational technology companies, with a global footprint. The company has a huge presence in India, South Africa, Indonesia and the Middle East. Extramarks has revolutionized the way education is perceived and delivered, custom creating learning solutions for the 21st century learner. We are a team of exceptional academics, technology experts and visualizers, who help simplify textbook learning through rich media based modules. Our efforts are supported by a 2000 strong sales team, present pan-India, which helps us reach directly to the final consumer. We have recently pressed the pedal to increase the sales momentum, opening offices in close to 70 cities, reaching hitherto unexplored geographies and people.</p> <p>Extramarks was founded in 2007 by Mr. Atul Kulshrestha, the visionary and transformative mind who has been leading the disruptions in the edtech domain from the front. In the past decade, a family of more than 3500 employees has come together to carry forth the Extramarks mission. Our product range is huge! From pre-school, to extensive K12 coverage, going over to higher studies and competitive exams, we have it all. We are also disrupting the coaching segment through the Extramarks Smart Coaching Centres, present in 17 cities with 23 centres. These centres provide coaching for IIT-JEE, NEET and Foundation courses, through latest classroom technology and India's top faculty. Students love learning with us! Our learners exceed 6 million in number and they spend an average of 97 minutes per day on our platform. Working at Extramarks provides the unique opportunity to become a part of this learning revolution taking place in India, where more and more students are shifting towards the digital mode of education. Ideate with us. Visualise with us. Create with us. Grow with us.</p>
Vedantu	<p>Vedantu is a LIVE online learning platform that brings together students and teachers to achieve best results. On it, students can pick from a pool of India's best teachers and learn from them via LIVE interactive classes. With its superior learning platform, Vedantu ensures that students can get their doubts solved instantly, take part in quizzes &amp; activities and have a personalised learning experience from India's best teachers. By making LIVE learning engaging and fun, Vedantu students consistently perform well and produce great results!</p>

<p>Smart Study Pack, K-12 education, e-learning, online tutoring, Smart Learning Solutions, Smart Study Tab, Classroom Tablet Program, Smart Study App, Premium Personal Tutor Service (PPTS), and Bagless Classroom Technology</p>	<p><a href="http://www.extramarks.com/">http://www.extramarks.com/</a></p>	
<p>Online Learning, LIVE Online Tutoring, Online Tuitions, Blended Learning, Marketplace of Tutors, Personalized LIVE One to One Tutoring, Online Teaching Jobs, and Teacher Recruitment &amp; Vacancies</p>	<p><a href="http://www.vedantu.com/">http://www.vedantu.com/</a></p>	

# Business Model Canvas

Designed for:

Expertrons

Designed by:

Shivani Arya

Date:

06/04/22

Version:

## Key Partners

- Our key **partners** are corporates/companies and colleges. We partner with companies to help them hire talent and even see our AI Videobots for direct communication that their business needs.
- Colleges partner with us to get their students placed
- Our key **suppliers** are the industry experts who share their experience of landing into a dream career like a job, internship or even a B-school.

## MOTIVATIONS FOR PARTNERSHIPS:

Career Acceleration to make the youth of our country more employable. For companies the motivation is to hire new talent. For colleges it is to get their students placed.

## Key Activities

- Career Guidance
- AI videobot platform
- 100% Job Guarantee program
- Intensive skill training program
- Career Acceleration Program for Colleges
- Ready-to-work candidates to get hired in companies

## CATEGORIES:

Problem Solving, Platform/Network

## Value Propositions

We deliver career guidance and expert consultation as our value proposition to the individual student customers as well as colleges on the whole

- **6000+** Elite Domain-specific Experts Network
- **1 Lakh+** minutes of Career Hacks & Experiences
- Effective Career Goal-setting with Job Guaranteed Program
- **Career Acceleration Program** for tie ups with placement cells of colleges
- We offer two programs for individuals, namely **Expertrons PRO** and **Expertrons PLUS**
- Expertrons PRO offers career-seeking aspirants with setting career goals, meticulous training of generic and domain specific skills and assures guaranteed placements. Duration: 6 Months
- Expertrons PLUS assists aspirants to secure your career goals by providing an intensive skill training program, Expert referrals and access to our premium job portal. Duration: 3 Months
- For Companies, we offer 2 facilities ie of **Hiring Talent** and **AI Videobots**. We have polished and ready-to-work candidates to get hired in companies, that too at **ZERO** cost. Alongwith, AI Videobots for direct communication that their business needs

## Customer Relationships

- Our Customers are the young professionals and aspirants who need career guidance, skill enhancement and placement opportunities.
- Most of our customers need a one on one career guidance from an expert so they enroll in a program and then that relationship is maintained by the expert
- Our relationship with each one of our customers is personalised depending on their skill set and preferences
- Our relationship with placement cells of colleges is maintained via an assigned relationship manager for every college. The career acceleration program for colleges also, includes 1-1 expert consultation, training for resume building, guaranteed referrals, interviews and placement along with Industry specific Capstone Projects

## Customer Segments

- We create value for the youth of our country, specially the student community who need career guidance and placement opportunities
- Our customer base is a mass market catering to all the undergrad and post grad students. We also cater to college placement cells for their students' placements and career acceleration.

		<ul style="list-style-type: none"><li>Lifetime earning opportunity for experts and to join the Experts Community from Top Organizations</li></ul> <p><b>CHARACTERISTICS:</b> Newness, Performance, Customization, “Getting the Job Done”, Price, Accessibility, Convenience/Usability</p>	<ul style="list-style-type: none"><li>Our relationship with all our customers, partners and even suppliers is maintained online via courses and AI videobots and an app which is there on playstore</li></ul>	
	<p><b>Key Resources</b></p> <ul style="list-style-type: none"><li>Our Key Resource is our Elite Domain specific Experts Network and <b>1 Lakh+</b> minutes of Career Hacks &amp; Experiences</li></ul>		<p><b>Channels</b></p> <ul style="list-style-type: none"><li>Youtube, Website, LinkedIn, Email, Facebook are the 5 channels through which all services are marketed and provided. All channels are ultimately directed to the website to purchase the programs and services</li><li>Good Media existence with YOURSTORY, CNBC TV 18 and Inc 42</li></ul>	
<p><b>Cost Structure</b></p> <p>OUR BUSINESS IS MORE: Cost Driven (leanest cost structure, low price value proposition), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs</p> <ul style="list-style-type: none"><li>Our programs <b>Expertrons PRO</b> or <b>Expertrons PLUS</b> are the most important costs inherent in our business model</li><li><b>Expertrons PRO</b> : ₹85,000+ 15% of CTC Share   Scholarships for eligible candidates   Loans with no-cost EMIs available</li><li><b>Expertrons PLUS</b> : ₹ 2,500 /month for 12 months +15% of CTC if placed via expert referral   Billed Annually : ₹29,990</li></ul>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"><li>Our customers are willing to pay for our exclusive career guidance and training programs. They value our Elite Domain-specific Experts Network</li><li>They pay for our programs <b>Expertrons PRO</b> or <b>Expertrons PLUS</b></li><li>They pay online</li></ul>		



# Business Model Canvas

Designed for:

Uaceit

Designed by:

Shivani Arya

Date:

06/04/22

Version:

## Key Partners

Our Key partners are the knowledge expert trainers who

1. Share expertise
2. Earn money
3. Make an impact

## Key Activities

- UAcelt was started with a vision to facilitate detailed, enriching and most importantly economical learning. Students all over the globe are burdened by tuition fees and other expenses. We firmly believe that learning shouldn't come at the cost of burning a hole in your pocket.
- We deliver a hearty opportunity for anyone to learn a new skill, polish one's concepts or simply study a core subject.
- We also have a section of Puzzles and events on our website wherein people can look at different puzzles and boost their knowledge acumen for free. Along with that students can take part in various events posted on our website which offer lucrative prizes (Both in cash and in kind)

### CATEGORIES:

Problem Solving,  
Platform/Network

## Value Propositions

- **Learning facility of latest skills** like programming, design, development, business analytics and more at your own pace
- **Affordable skills** get access to the best-in-class courses without burning a hole in your pocket
- **Boost knowledge** in high demand fields with easy to follow video and written courses, quizzes and live projects
- **Get Certificates** complete your courses and get industry standard certification

One crucial factor that motivated us was to create a more inclusive learning environment by bringing women to the forefront. The wave of revolution with regards women in leadership roles has been phenomenal yet the learning sphere lacks this vibrancy. Our research further made us aware of the meek percentage of women instructors on most learning platforms. Our portal not only embraces all genders to function in harmony but also motivates peer to peer education.

## Customer Relationships

- Our relationship with our customers is very free and friendly. Anybody can impart and share knowledge to others via creating an individual course
- Our relationship with our customers is maintained via video lectures, written courses or industry-specific tutorials

## Customer Segments

Our Key Customers are the students who

1. Get inspired.
2. Learn new skills.
3. Enhance Knowledge

And the knowledge expert trainers who

1. Share expertise
2. Earn money
3. Make an impact

## Key Resources

Central to the way we work is our focus on building strong relationships with our users and delivering meaningful content. We listen when we learn alongside you and we also pay close attention to what you tell us in our customer surveys. After all, **UAcelIt's success is measured in user happiness!**

Our Key resource is our vision to facilitate detailed, enriching and most importantly economical learning

## Channels

Youtube, Website, LinkedIn, Email, Facebook are the 5 channels through which all services are marketed and provided. All channels are ultimately directed to the website

## Cost Structure

Anybody can apply to be an instructor on our platform and can even curate his/her course for free and even paid as per will. The amount to enrol in a course is the a person's choice but we appreciate it and insist you to keep a reasonable and affordable price so that most of the students can benefit from your knowledge without a financial restriction.

## Revenue Streams

Most of our courses are being offered at discounted rates or FREE to ensure there's no barrier to learning.

Courses offered for a fee on UAcelt cannot be offered for free on any other platform (like YouTube or another site)

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