

Learnous case study challenge 2020

Context:

XYZ is a holistic life-skill educating platform for students, making them future-ready and giving them an edge beyond academics. In most cases, for the Indian parent, education has corresponded to everything a child can amount to. It's a stigma society has carried for a long time. Most fail to recognize that the term "education" also takes into account the all-round development of the child. As such, with such a large potential at disposal, we still have so many gems left unpolished in the most impressionable years itself. To address this problem, XYZ- a life skill educating start-up is here to make the child WORLD READY and not just WORK-FORCE READY. Recently XYZ has organized few life-skill inculcating workshops which have received tremendous response from the student community. Students in the age group of 8 to 18 participated where they were divided into 3 different categories based on their age group. Communication and interpersonal skills, decision-making and problem-solving skills, creative & critical thinking, character development, social-emotional learning, resilience, negotiation skills, etc were the major skills fostered during the session. XYZ is yet to launch its own course personally customized for students in different age groups from 8 to 18.

Case:

As a member of the executive team, your team has to prepare a roadmap for the next 12 months which would include the vision, program plan, market research findings, competitor benchmarking, marketing & branding strategies, financial projection, and revenue stream analysis. Also, include the team size and structure, cost ways of working, the approach and timeline to become profitable and key asks you would have from the leadership.

Broadly, the solution should cover Business Value Proposition, Operations/Delivery Framework, Planning Catalogue, Team structure, Ramp-up Plan, Cost-Benefit Analysis, and GTM strategy. The ask is broad but the possibilities are unbounded. Feel free to take necessary assumptions and call them out clearly in your submissions. Back your solutions with conviction supported by numbers.

Submission Guidelines:

- 1) The assumptions if any should be called out clearly
- 2) The business case solution must be submitted as a slide deck with a maximum of 25 slides including appendix but excluding references, cover, and closing slide. If you wish you can provide additional data or models in an excel document.
- 3) Mention your name, team member name, college/ organization name, E-mail address, and phone number in your first slide.
- 4) The file name should be < team name >_Learnous_2021.
- 5) Send the file to learnouscasesolution@gmail.com before 10th June 2021,

11: 59 PM IST by any of the team members.

6) The solution submitted must represent the team's own words, ideas, and work.

Any references/sources should be listed separately at the end.

7) Only the submissions reaching our inboxes before the deadline will be considered.