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**ACTIVATE**

**Milestones**

**01**

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# INTRODUCTION AND TEAM COMPOSITION

# Business Name: ! DO KNOW PV ID:

|  |  |  |
| --- | --- | --- |
| **Team members names** | **Strengths and abilities** | **Role/Position** |
| Tarun Kotagiri | Growth mindset, Confident. | CEO |
| G. Vivek | Strategic planning, Innovative thinking, | COO/CTO |
| P. Sushma |  | CFO/CMO |

**What makes us a good team to solve the problem we chose?**

We share a common goal of improving the education style and making an impact on the STUDENT life. All of us work hard towards our aligned goal, We offer each other support, We communicate well with each other, We have fun working together.

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# PROBLEM STATEMENT CANVAS

All the LEARNERS need a strong visual clarity of the concepts they learn to completely understand a system. Our Mind thinks and remembers visually. Even the text we read is saved in our brains visually. Strong visuals also contribute to long term memory. But people often find themselves in the abyss when they realize what they imagined isn’t quite close to the real thing. It’s hard to associate the correct working mechanism to the one we make up with our existing heap of visuals.

Addressing this problem will ensure that learners get hold of 100% of the information they’re trying to learn and moreover in the CORRECT way. Addressing this problem will be a game changer in the entire world. Learners across the world include students, Instructors, working professionals, and many individuals as well.. as learning is a life long process. So modifying the way we learn will be a HUGE impact on the world. Better learning methodology boosts learner’s Interest, Motivation and limitless learning unlocks the true potential in ONE as there will be nothing holding him back from the TRUE and CORRECT knowledge.

**02**



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# CUSTOMER



**Place your**

|  |
| --- |
| **Results** |
| What is your Market type? ED TECH |
| What is your TAM - Total Addressable Market? All learners |
| What is your SAM – Serviceable Addressable Market? 949 academic institutions |
| What is your SOM – Serviceable Obtainable Market? 291 institutions |
| What is your Niche? B-tech students |

**02**

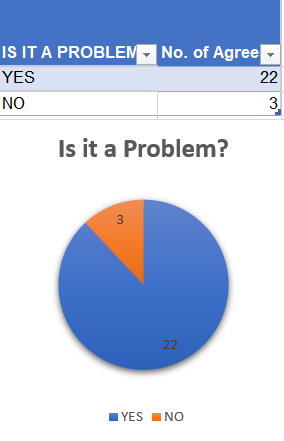
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## RESULTS OF THE SURVEY:

## 





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3

|  |
| --- |
| **Results** |
| How many customers did you interview? (At least 25 for B2C and 2 for B2B) B2C - 25 |
| How many of them agree this is a problem that needs to be solved? 22 |
| How many of them said they can already solve this problem and don't need a new solution? |

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## CUSTOMER PERSONA (PRESENT CUSTOMER PERSONA FOR ALL CUSTOMER SEGMENTS)





**Place your logo here**

Attribute 1

Attribute 2

Attribute 3

**Goals**

**Goals:**

**\***To complete his graduation without any backlogs.

\*To get placed in an MNC.

**Frustrations:**

**\***Unable to understand all the academic concepts

\*Unable to clear all the subjects in the semester exams



**Insert your customer’s picture/photo**

* + **?**
  + **?**
  + **?**

“I’m a determined and enthusiastic person”

* + **? Frustrations**
  + ?
  + ?

Age (in years): 19

Gender: Male

Profession: Student

Location: Hyderabad.

* + ?

**Motivations**

His family and friends are constant motivation to Thanuj

**Personality**

**Bio**

Joyful, hard-working and honest.

Thanuj is a young and enthusiastic student studying computer science in KGR. He loves to watch movies and play cricket. He aims to be placed in a MNC and have good salary to lead his family. He attends all the classes regularly yet find it difficult to understand the topics from his syllabus due to lack of concept visualization. He uses YouTube to understand the concepts but still not satisfied with it.

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Thank You!