

# **SMART INDIA HACKATHON**

**Team Name: SAYRAM-6G**

**Project Name: LearnX**

**Please provide as much information as possible as it would help us evaluate the submission better.**

## **Product/Idea**

- **What is the problem you are trying to solve?** (Do you have any supporting statistics from reliable sources, if so please do share.)

The private educational industry is highly de-localised and all platforms trying to upskill or teach claim to be the best one. However till now none of the products has satisfied students completely. This is because of the approach taken by these companies - offering pre-recorded courses, little doubt resolution and less communication, more focus on quantity rather than quality.

We are trying to take a different approach to learning by creating a digital community where everyone can learn and can teach. Each community is dedicated to a topic where there will be resources and people can interact and learn from each other just like in a classroom.

According to [IBEF](#), "The education sector in India was estimated at **US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19**. In India, the edtech market is expected to reach US\$ 4 billion by 2025, from US\$ 750 million in 2020."

- **How does your idea address the problem?**

Our solution changes the way we learn. It essentially removes barriers. Anyone wanting to learn a particular topic or interested in a domain can simply join the community pertaining to the field. This gives the user access to resources and the feed of the community. Resources contain links to proceed with the topics if anyone is interested in those. However, the main feature is two-way communication. Each user will join two meets per week where in one meetup they will be an amateur while in another they will be a professional. This will allow them to learn and give knowledge enabling better processing and understanding of topics. The feed of the community can be accessed by anyone where they can post questions, more resources, doubts, quizzes, polls and supplementary information. Teachers can use this feed to interact with all students and also query about FAQs.

- **Who are the target customers?**

Our target audience are teachers, students, edtech influencers, private tuition teachers essentially people trying to teach/learn online.

- **What makes your idea unique?**

Our idea of two-way learning hasn't been experimented with till now. We all know that our own understanding is improved when we explain it to someone else. We are working on the same idea. We are also trying to integrate Google Calendars with the meetups to ensure everyone can get notified about the same.

- **Do you have a revenue generation model? If so please do share.**

We are considering a **subscription based model** where people who create their communities will pay a fee for running the community. There can be multiple communities for the same topic where there will be different professionals. Apart from that users who are not admins will be shown sponsored posts relevant to their community. So, a community of history students can be shown a post for a tourist trip to historical places, or a history book. These will be only considered after seeing the efficiency of the subscription based model since the goal is to allow learners to learn without any physical barriers.

- **What are the geographies, do you think the idea would be suitable for?**

Tier-2 cities located near metropolitans are the perfect choice to launch a product like this. Since education is really uneven and resources are abundant but guidance is rare. However these cities have ample internet users. This will allow the product to be experimented without digital hurdles. Later LearnX can be expanded to other parts of India.

- **What are the risks associated with your idea and how can you mitigate it?**

Convincing Indians to pay is a gigantic task on its own which is why we are trying out a subscription model where only the professionals pay us for running the community. Two-way learning hasn't been experimented with yet in the market and therefore it is going to be a risk trying to make it a success. We plan on integrating other features to make the experience smooth.

- **Who are the stakeholders involved in bringing this idea/ product/ service to the market?** (Ex: State govt, Department of trade and taxes, pollution control board, Manufacturers)

State governments are responsible for education in their states. It can't be covered by the central government. So, state governments can allow teachers to use this product in government schools. Apart from that UGC and AICTE can also be relevant stakeholders by promoting the product's use in colleges across India. This will help in forging a national educational community as a whole featuring people from all backgrounds.

### **Intellectual Property Assessment**

- **Is your idea patentable or patented?** (If so please provide details)

This idea is patentable since it hasn't been experimented with yet.

- **Is your idea built on existing work? If so, how is it different?**

While digital learning is not new, our method of learning digitally is largely unexplored since we are trying to promote community learning.

### **Prototype/ Proof of Concept**

- **What is the nature of the prototype/ proof of concept you would be able to submit?**

GitHub Repo - [https://github.com/tiwarishubham635/SIH\\_2022\\_LearnX](https://github.com/tiwarishubham635/SIH_2022_LearnX)

Website Link - <https://learn-x.herokuapp.com/>

- **Have you completed pilot tests for your prototype/POC? If so please share.**

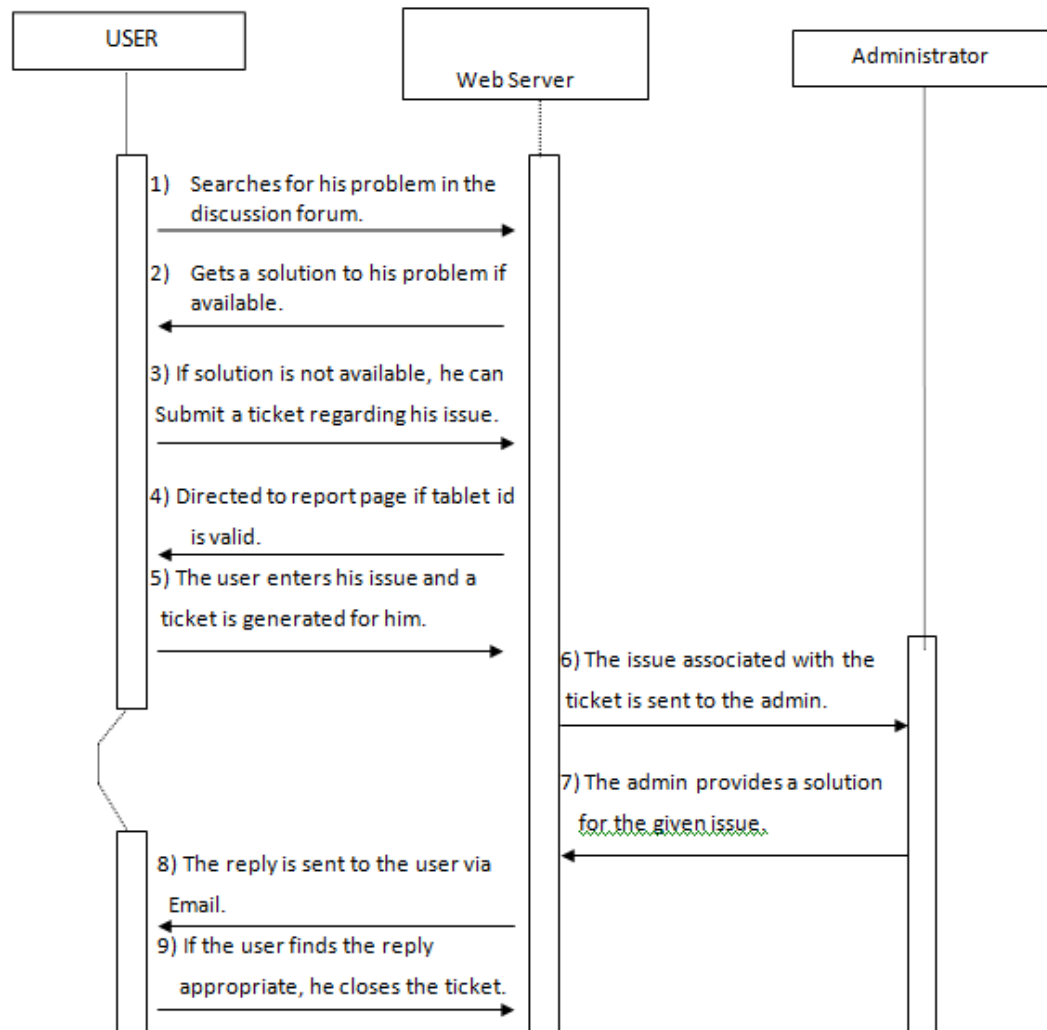
None as we are still in the development stage

- **What is the approximate cost of developing the prototype?**

Minimal, since we are collaborating online and we only need the internet. However, scaling the product will have overheads.

- **Please share the relevant elements while submitting the POC/ Prototype**

Here is work-flow diagram for our prototype:



### Supporting details

- **What regulatory requirements have to be met to bring the idea to life?**

As of now we don't see any regulatory hurdles. However, since we are trying to create a national community we will need a uniform resource portal. Using NCERT as a standard will be a good option.

- **Do you have a business plan/ commercialization strategy? If so please share.**

Our goal is to approach chains of schools, private tutors, Youtube teachers to use the product initially.

- **What is a rough estimate of manufacturing/operational costs?**

We will only need hosting+deploying costs initially that will go to around Rs 2000 per month

- **What is the volume of products/ amount of revenue you expect to make in the first year?**

We expect around 20 communities in the first year and expect around 1000 students to try out LearnX once.