VIDYA

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Executive Summary:
According to data by VCCircle 2022', the Indian education market is valued at $180Bn+. How big is $180Bn ? To give you a perspective, the Indian FMCG market is $100Bn - roughly half (Frost and Sullivan 2022). The two wheeler + four wheeler market-size when combined is $95Bn (ET Auto 2022). And the Indian education market is always primed for disruption. Less than 10% of the education market is geared towards online education, and that is currently the fastest growing segment. We believe there is a strong need for an engine that can take inputs from students and recent graduates, assess their skill-gaps and offer them complete options from various offline and online education content providers

What do we want to call our Website - V.I.D.Y.A
V - Virtual: Representing the digital and online nature of educational content.
I - Intelligent: Signifying the use of advanced algorithms and AI for smart data aggregation.
D - Data-Driven: Emphasizing the reliance on data analytics and insights for content curation.
Y - Yielding: Denoting the platform's capability to provide valuable and relevant information.
A - Aggregator: Highlighting the primary function of bringing together data from various sources.
These full forms capture the essence of a Web3.0 educational aggregator, emphasizing its virtual, intelligent, data-driven, yielding, and aggregating characteristics.

The Problem

When US treasury secretary Janet Yellen visited India late last year, on a mission to deepen economic and strategic ties between the two countries, her Indian counterpart, finance minister Nirmala Sitharaman, highlighted “skilling at scale” as one of India’s major challenges. Studies by the National Skill Development Corporation and the National Policy on Skill Development and Entrepreneurship merely confirm what is well known - India has a serious skill deficit.

The deficit stems at all levels - K12 to higher education in what may be the country’s largest obstacle to attaining the levels of economic growth required by its demographics.

The problem is manifold :

Education Quality: A lot of worthless degrees/certificates are being offered by new private colleges that are popping up everywhere to take advantage of those desperately seeking both skills and credentials, And the second being lack of affordable counseling options being made available at scale

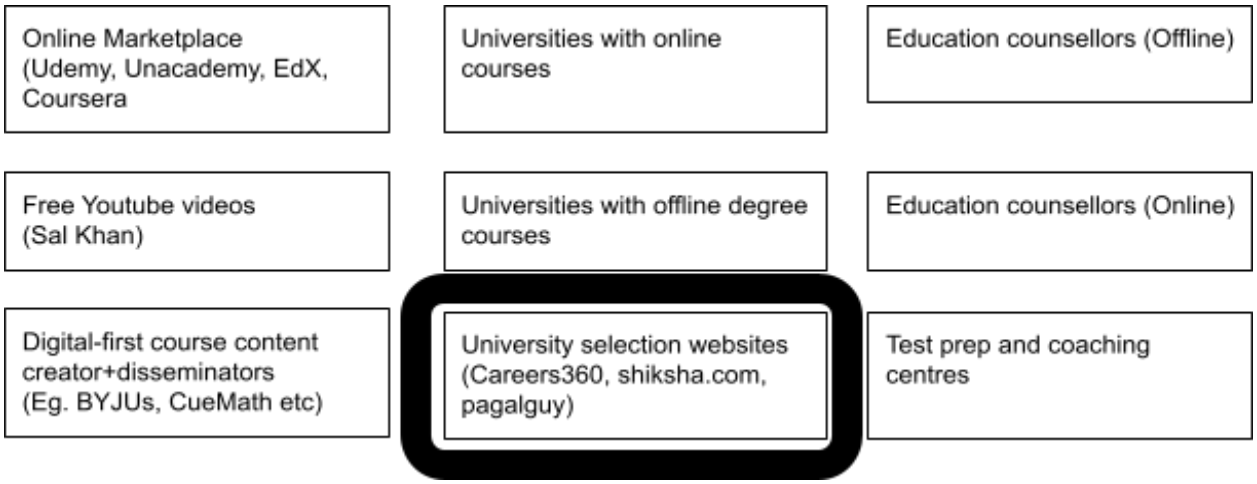
Industry-Academia Divide: There is a disconnect between what is taught in academic institutions and what is required by the industry. Industry-specific skills often lagged behind in the academic curriculum, making it challenging for graduates to seamlessly transition into the workforce.

The counseling conundrum: Students and recent graduates fall under peer-pressure to emulate what their parents say or some of their perceived “successful” friends and acquaintances have achieved in education and career. This is due to lack of credible counseling being made available to students about various career paths.

From the perspective of ED-STACK, we will target the inequity that exists in the lack of proper counseling through an AI system, and try to bridge the industry-academia divide by providing crowd-sourced choices for Quality education.

The market as it looks like

There are segments of the education market where all the players operate today.



They can be precisely demarcated into

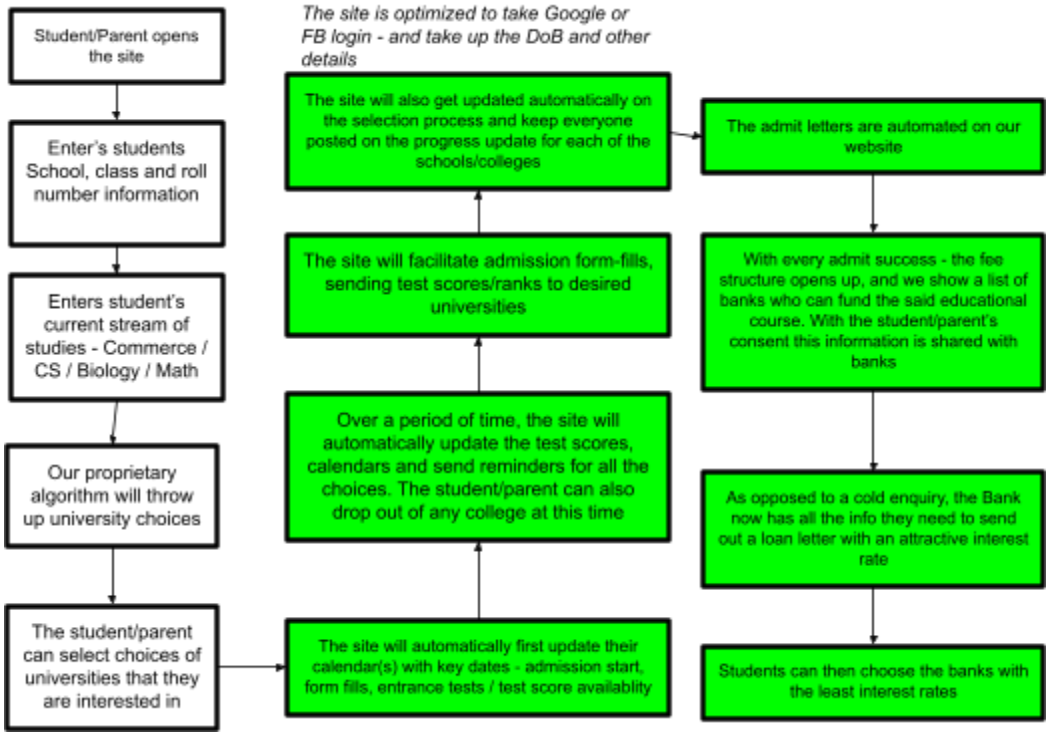
1. Content / Course creators
2. Disseminators - Online / Offline / Marketplaces

Anyone who is not a content creator or disseminator is essentially reduced to a glorified blog that is supported by advertisements. We intend to disrupt them by doing two things

1. Provide a counseling service that is AI-based
    a. We take data from public sources to generate student profiles and working profiles which tells us what kind of education leads to what kind of jobs
    b. We take the available data and match it to a prospect's desire and show them what people who have certain qualifications end up in what kind of jobs
2. We conduct a series of tests to ascertain personality traits of students stepping out of their academic career to offer them choices of career that can fit their personality type. Also show them a few examples of such personality types and what kind of role they are currently into.

Our solution - Web3.0 Platform aggregator

Our solution is outlined in the below diagram



Salient features of the solution include

1. One-stop-shop solution: No need to go to individual school/college websites
2. All school and entrance test records in one place
3. Timely reminders for all schools/colleges with important notifications
4. Offer non-traditional career options and colleges for the same
5. Accurate rankings / reputation of all schools and colleges from accredited sources (like NIRF)

Established Educational Aggregators in this space:

Coursera: A leading platform offering online courses from universities and organizations worldwide.

edX: Another major player providing a vast array of courses from universities globally.
API-Driven Platforms:

Apility.io: Focuses on API intelligence, including educational APIs.

ProgrammableWeb: A resource that catalogs APIs across various domains, including education.

Online Course Platforms:

Udacity: Offers tech-focused courses, often in collaboration with industry partners.

Khan Academy: Provides free online courses in various subjects.

Emerging Web 3.0 Educational Projects:

Blockchain-Based Platforms: Keep an eye on projects utilizing blockchain for decentralized education and credentialing.

Open Source Educational Platforms:

Moodle: An open-source learning platform designed to provide educators, administrators, and learners with a single, robust, secure, and integrated system to create personalized learning environments.

Niche Course Platforms:

Skillshare: Focuses on creative skills, including design, photography, and writing.
Corporate Training Platforms:

LinkedIn Learning: Offers professional development courses with a focus on career-oriented skills.

Specialized Educational Aggregators:

Class Central: Aggregates MOOCs (Massive Open Online Courses) from various providers.
CourseBuffet: Curates courses from different platforms, allowing users to find and organize them.

How does classcentral work: Simplifying Online Learning Discovery

Class Central is a comprehensive online learning aggregator that simplifies the discovery and exploration of Massive Open Online Courses (MOOCs) from various providers worldwide. Here's a concise overview of how Class Central works:

1. Course Discovery:
Database of Courses: Class Central maintains a vast database of MOOCs from a multitude of platforms, including Coursera, edX, Udacity, and others.
Search and Filter: Users can easily explore courses by searching for specific topics or using filters based on subject, provider, or language.

2. Course Reviews and Ratings:
User-Generated Reviews: Class Central aggregates user reviews, providing valuable insights into the quality and relevance of each course.
Ratings and Recommendations: Courses are rated based on user feedback, aiding learners in making informed decisions.

3. Personalized Learning Paths:
Customized Recommendations: Class Central offers personalized course recommendations based on user preferences, creating a tailored learning experience.
Learning Journeys: Users can follow curated learning paths to achieve specific educational goals.

4. Course Enrollment:
Seamless Enrollment Process: Class Central simplifies the enrollment process, allowing users to sign up for courses directly through the platform.
Link to Course Providers: Once a course is selected, users are seamlessly directed to the respective MOOC provider for enrollment.

5. Track Progress and Certifications:
Progress Monitoring: Learners can track their progress within enrolled courses, facilitating a structured learning experience.
Certificates of Completion: Upon successful course completion, users can obtain certificates directly from the course providers.

6. News and Analysis:
Industry Updates: Class Central keeps users informed about the latest trends and developments in the online learning landscape through news articles and analysis.
Educational Insights: Regular blog posts and analysis offer valuable perspectives on the evolving world of online education.

7. Community Engagement:
Discussion Forums: Class Central fosters a sense of community by providing discussion forums for each course, enabling learners to connect, share insights, and seek help.
Social Integration: Users can share their course progress and achievements on social media platforms.

Market opportunity and our financial vision

The market opportunity for a product like this is proportionate to the number of students and recent graduates in the system. A conservative estimate tells us that we generate close to 20 lakh students and about the same number of recent graduates every year. And this number is increasing at a health rate of 10% every year.

Our operational objectives are

1. Build platform that suggests appropriate courses for students
2. Integrate at least 50 university/agencies providing courses
3. Integrate at least 5 NBFCs/Banks for education loans

Key Talent

Building a Web3.0 educational aggregator requires a multidisciplinary team with expertise in web crawling, API integration, data analysis, and user experience design. By assembling a team with the outlined skills, the project can navigate the complexities of data aggregation and deliver a seamless user experience, positioning itself competitively in the evolving educational technology landscape.

Key Talent needed - Technical specialization

1. **Web Crawling Specialists - 1**

Proficient in developing web crawlers using tools like Scrapy or BeautifulSoup.
Experience in handling dynamic content loading and AJAX-based websites.
Familiarity with ethical web scraping practices and respect for website terms of service.
API Integration Developers:

2. **API Specialists - Strong understanding of RESTful APIs** - 1

Ability to work with authentication mechanisms to access admission schedules and data securely.Knowledge of rate limiting, error handling, and data normalization.
Data Architects:

Skills in designing and maintaining databases to store large volumes of diverse data.
Familiarity with both SQL and NoSQL databases for efficient data retrieval and storage.
II. Educational Domain Knowledge

3. **Data Scientists - 1**

Proficiency in machine learning algorithms for pattern recognition and data prediction.
Experience in extracting meaningful insights from large datasets.
Ability to implement recommendation systems for suggesting the best courses based on user preferences.

4. **User Interface Designers - 1**

Designers with a focus on creating an intuitive and user-friendly interface.
Knowledge of responsive design principles for a seamless user experience across devices.
User Experience Experts:

Conduct usability tests and gather feedback for continuous improvement.
Ensure accessibility standards are met for a diverse user base.
Competition Analysis (Additional 2 Pages)

Key Talent Requirement - Business/Technical analysts

Established Educational Aggregators - 1
Identify existing platforms such as QS World University Rankings and Times Higher Education.
Analyze their strengths and weaknesses in terms of data coverage, user experience, and features.

API-Driven Platform Analysts - 1:
Explore competitors leveraging APIs for educational data, including admission schedules and course information. Assess the scalability and adaptability of their solutions.

Online Course Platform Analyst - 1:
Examine competitors like edX, Udacity, and Khan Academy.
Evaluate their course offerings, user engagement features, and data integration capabilities.
Research startups or initiatives exploring similar Web3.0 educational aggregation concepts.
Analyze their innovative approaches, partnerships, and potential challenges.

Education Analysts - 1:
In-depth knowledge of the global educational landscape.
Ability to discern the credibility and reputation of educational institutions.
Awareness of admission processes, academic calendars, and other relevant information.
Course Evaluation Specialists:

Understanding of various online course structures and evaluation metrics.
Capability to analyze and compare course content, instructors, and user reviews.

How will VIDYA be better than Classcentral

1. Aggregation of offline and online courses
2. Aggregation of reviews from online and offline courses
3. Aggregation of rankings from reputable sources like QS Online

Timelines

The Project Timeline can be broken down into 3 phases.

Phase 1 - Hiring (Week1 - Wk 39)
Hiring for such a program is one of the longest and toughest tasks in the project timeline. It is not only difficult to find the right teams but it is also challenging to motivate and retain technical staff.

Phase 2 - Creating an MVP (Minimum viable program) - (Wk 10 - Wk 26)
What can be achieved in parallel is to start the analysis and building the detailed brief for the application with forming a minimum viable program output within the first 90 days of the beginning of the project - which can be achieved with temporary resourcing

Project Initiation (Week 1-4):
Define project scope and objectives.
Identify key stakeholders.
Develop a project charter.

Planning (Week 3-6):
Detailed requirements gathering.
Team formation and role assignment.
Technology stack selection.
Create a project plan and Gantt chart.
Define milestones and deliverables.

Design (Week 10-13):
UI/UX design and prototyping.
Database and architecture design.
Define API specifications.
Finalize technology choices.

Prototype - Minimum viable product ready (Wk15)

Development (Week 20-31):
Set up the development environment.
Frontend and backend development.
Web crawling and API integration.
Continuous testing and debugging.

Data Analysis and Machine Learning (Week 31-34):
Implement data analysis algorithms.

Train machine learning models.
Integrate data analysis components.

Integration and Testing (Week 34-38):
Combine frontend and backend components.
Conduct system testing.
Perform user acceptance testing.
Refine and optimize code.

Deployment (Week 38-40):
Set up hosting and domain.
Deploy the application to production.
Perform final checks and debugging.

Launch (Week 41-):
Officially launch the Web3.0 educational aggregator.
Monitor and address any initial issues.

Post-Launch (Week 41 onwards):
Continuous improvement and updates.
User feedback analysis.
Bug fixing and feature enhancements.
Marketing and outreach strategies.

Montisation Model

1. Freemium Model:

Free Access to Basic Features: Offer users free access to the core functionalities of the platform, such as course discovery, basic recommendations, and community engagement. Premium Subscription Tiers: Introduce premium subscription plans that unlock advanced features. This could include personalized learning paths, in-depth analytics, ad-free experiences, and exclusive access to certain courses or content.

2. Affiliate Marketing:

Partnerships with Course Providers: Form affiliate partnerships with MOOC providers and educational institutions. Earn commissions for each user who enrolls in a course through your platform.

Featured Courses: Highlight certain courses or providers in exchange for affiliate fees. This can be a revenue stream while still providing users with valuable recommendations.

3. Data Licensing and Insights:

Sell Aggregated User Data: Anonymized and aggregated user data, carefully handled with privacy considerations, can be valuable for educational institutions and researchers. Selling insights into user behavior, course preferences, and learning trends can be a potential revenue stream.

Customized Reports: Offer customized reports and analytics to educational institutions, course providers, or businesses looking to understand trends in online education.

4. Sponsored Content and Advertising:

Promoted Courses: Allow course providers to pay for prominent placement or promotion of their courses within the platform. This could be done through sponsored listings, banners, or other promotional spaces.

Targeted Advertising: Leverage user data (with strict adherence to privacy regulations) to provide targeted advertising opportunities. Advertisers looking to reach a specific audience interested in online education may find value in advertising on your platform.
5. Certification and Credentialing Services:

Verification Services: Offer a verification service for certificates earned through your platform. This could involve an additional fee for users who want a verified and authenticated version of their course completion certificates.

Professional Development Packages: Create premium packages that include professional development resources, such as resume-building services, interview preparation, or access to exclusive job boards, partnering with career development services.

6. Corporate Partnerships:

Enterprise Plans: Introduce enterprise plans tailored for businesses seeking to upskill their employees. This could involve bulk enrollment discounts, corporate analytics, and custom learning paths for employees.

Branded Learning Portals: Offer businesses the option to create branded learning portals within the platform, providing a customized learning experience for their employees.

7. Subscription Boxes for Learning:

Physical Materials: Introduce a subscription box service that complements online courses with physical materials such as books, study guides, or educational tools. Users pay a subscription fee for a curated educational experience delivered to their doorstep.

8. Blockchain-Based Monetization:

Cryptocurrency Transactions: Incorporate blockchain technology for payment transactions, allowing users to pay for premium features or courses using cryptocurrencies.

Tokenized Incentives: Introduce a token system where users can earn or purchase tokens for engagement, which can be redeemed for premium features, discounts, or exclusive content

How do we Promote VIDYA ?

VIDYA is a portal for students. Educational applications have to be promoted on the basis of successful student testimonials and by using a community of like minded students to engage with the platform on a very frequent basis.

User Success Stories: Share success stories and testimonials from users who have benefited from the platform.

Content Marketing: Develop and share valuable educational content, such as blogs, articles, and infographics.

Referral Programs: Implement referral programs to incentivize existing users to refer others. Online Community Building: Create online forums and communities for users to interact, share experiences, and provide feedback.

How do we create a VIDYA Community

1. Create Engaging Content:
Content is the lifeblood of any community. We will Develop and share high-quality, educational content that resonates with our audience. This will include articles, blog posts, video tutorials, and infographics. Encourage user-generated content as well, fostering a collaborative environment where members contribute to the educational wealth of the community.

2. Facilitate Peer-to-Peer Interaction:
We will Enable forums, discussion groups, and chat features where community members can connect with each other. Peer-to-peer interaction not only fosters a sense of belonging but also allows users to share insights, ask questions, and collaborate on educational projects. We will categorize discussions based on subjects or topics to streamline interactions.

4. Organize Virtual Events:
We plan to Host webinars, virtual conferences, and Q&A sessions featuring industry experts, educators, and thought leaders. These events provide opportunities for community members to learn, network, and engage with the educational content. We will use the events to showcase platform features, answer questions, and gather feedback.

5. Implement Gamification:
We will gamify the learning experience by incorporating badges, rewards, and leaderboards based on users' participation and achievements. Recognizing and celebrating users' accomplishments creates a positive and competitive atmosphere, motivating them to actively contribute to the community.

6. Mentorship Programs:
We will establish mentorship programs where experienced users can guide newcomers. Mentorship not only facilitates knowledge transfer but also strengthens the sense of community. Encourage mentors to share their experiences, provide advice, and contribute to the learning journey of others.

7. Responsive Community Management:
We will assign dedicated community managers to facilitate discussions, moderate content, and address user concerns. A responsive and proactive community management team is crucial for creating a positive and inclusive environment. Regularly engage with users, seek feedback, and implement improvements based on community input.

8. Showcase User Contributions:
We will acknowledge and celebrate the contributions of active community members by creating a star system. Feature user success stories, highlight exemplary projects, and showcase outstanding contributions. Public recognition not only motivates the recognized individuals but also inspires others to actively participate.

9. Learning Resources:
We will offer a comprehensive repository of learning resources, including articles, courses, and research materials. And we will ensure that these resources are easily accessible and cover a wide range of educational topics. A well-curated library enhances the educational value of your platform and attracts users seeking diverse learning materials.

10. Iterate Based on User Feedback:
We will seek feedback from the community regarding the platform's features, content, and overall experience. And act on this feedback to implement improvements and updates. Involving the community in decision-making processes fosters a sense of ownership and investment in the platform's success.