

1. what are your key learnings from the case?

↳ i) Empathising with the real need of people and solving a really burning statement.

→ The concept was really nice i.e. edu + tech and providing things like mentor + squad + challenge to guide, maintain flow and reduce drop outs who are availing the soln to maintain flow of customers was really a good idea.

ii) Team up with ~~skilled~~ complementary & skilled, passionate and enthusiastic members who are open to learn new skills, have faced challenges and are really hard working. The combination of three was ~~awesome~~ contributing the project.

iii) ^{as} solving the right problem and they grew the nature of problem changed. initially it was engineering driven, the design, then user interface and then making it self driven using ML, AI etc.

iv) How different than existing soln ?
Youtube, google → they are free but lack additional features of squad + mentor.

Learning websites charge you money but they were offering for free.

v) Capturing ~~the~~ multiple markets
Such as launching pad for companies, boot camps and making the lost chain between user & company.

vi) Human Capital was outsourced, hence extra hours work. !

The case provide vision, thinking ability, be prepared for unknown challenges, opportunistic mindset, adding value to life of people, revenue gen and finding that missing link.

2. Identify and discuss I/O Psychology concepts discussed in the case?

Soln: The beginning of the enterprise where there was idea gen of (edu + Tech); then website and app and formation of company now the culture they introduce, steps they take, problems they are facing and to make it grow to 1 billion people they need to work on I/O Psychology concepts.

↳ Recruitment - collection - making pool both for customer + mentor.

* challenging for team to make customers hit the right content.

* Recruiting people who make right content + good mentors who really help new customers.

↳ Training & development :- Since ~~new~~ people are coming to get trained in tech, it is very essential for company to scale customers as per their strength, ability, interest etc.

* developing app as per user interface, using features like chat bot, ML, AI to make it autonomous and user friendly

* Ensuring the content they are preparing is vital for customer and is as important where they will land for job.

↳ Performance management:-

* 21 day challenge :- to maintain their flow & continuity.

* Squad + mentor to guide them

* Regular check up + response + feed back for SEO to make it user friendly.

* challenge is to maintain interest of mentors that they are willing to guide new users.

↳ Motivation:-

* For ^{customer}~~employee~~ - their motivation is bootcamp, companies, job (new), they

are looking for, skill refining.

- * challenge is to maintain enthusiasm of mentors, - who are referring potential users and new members.
- * they are hard to force & challenging to track.

①
Discussion
moderators

②
squad
leaders

③
New user
coaches.

↓
Volunteer roles

④ ~~was~~ part-time

⑤ paid.

⑥ prepare content
t, calling
and facilitati
on.

↳ Leadership

- * The three with their roles, their goals are working to make it more friendly, popular and effective.
- * Best part is their multiple, contrasting skills helping them to do best job.
- * They can recruit also from new trained customers who they fit for their organisation.

Q3. what are the key challenges faced by the founders? Comment on the strategies used by the founders to overcome these challenges? what would you suggest them?

Soln:- Key challenges faced by the founders:-

- a). Finding right balance between people and product.
- ↳ assisting people when they are stuck.
- * personalised help, calling services and system design; mentors for guidance.
- * making product intuitive and self-directive.

Comment:- My suggestion:- Using Machine Learning, AI, chatbot feature to interact can be used.

* They cannot give solⁿ but we need to ask questions that result in outcomes what they are looking for.

* As (mentors + new comers) are guiding forces that make it stand up than other media; mentors should be shared profit, feed back. to develop a better team.

* Once they are tuned then (21 day challenge + mentorship) + group effect will do rest of job.

b) Global Pandemic, COVID-19.

* As 15% of people filed unemployment claims, the company experienced an upstick in usage and now following problems ~~arise~~:- arise :-

i) need to maintain wide level of content, ex:- preparing for interviews, managing stress and maintaining list of companies that were hiring.

wide need, multiple industries, more mentors, managing groups, collecting

and developing funds.

Steps taken by them:-

a). Coronavirus job Help forum on the Company website to allow users to stay connected and even to assist others looking for employment during the pandemic.

b) maintaining wide content & increasing efficiency of SEO.

My Comments:-

a) students of basic classes need guidance also and a basic module for them is needed + mentorship + challenges can make them also potential customer. for some unemployed people. i.e. making courses for them in addition.

b). developing videos on softskills to increase interaction which people are lacking now.

c). Since restaurants are closed, we can also provide videos (series) on cooking, hair cutting etc. to make some people interested.

d). Coding skills, app development, Machine learning
courses with proper guide + assignment
can help many people to maintain flow.

4. How do you see the future of Career Karma?

↳ Since they are solving big enough problem i.e. making people skilled in tech and their desired destination job, removing barriers such as age, place, money, social factors and at the same time providing mentor (guide), Squad (a group), a challenge; the whole of it make it a sound concept. Success depends on how they manage online platform, alumni, content, funding. Covid-19 is much in favour of them and if they ~~can~~ manage to get good interface they can succeed.

Maintaining enthusiasm of mentors

by paying them some money, investing in ML, chatbot feature, AI can make it autonomous platform and more userfriendly.

Since they are acting like chain for people and company and ~~o~~ reducing their cost on training, it is profitable on both end.

Real challenge is to maintain such a huge no. as they cannot be so personal, how they would take feedback, calling services, managing mentors who are out of grip to force and track, time needed to build contact and making synergy of whole company.

I think they are going to exist and can make progress.

Solid points.

- * Their revenue source is from boot camps, companies and since companies are bankrupt they are going to face hardship and need to make really good candidates + skill, which is rare in market.
- * Since they are already working from home, mentors doing parttime job, creating content processing of company will not be effected.
- * They are already getting crowd, can find other sources of revenue, can outsource tech work for their company.