

Career Edge PM Cohort Case Project Solution

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(Group 4)

Current Solution, Challenges and Objective

Current Solution

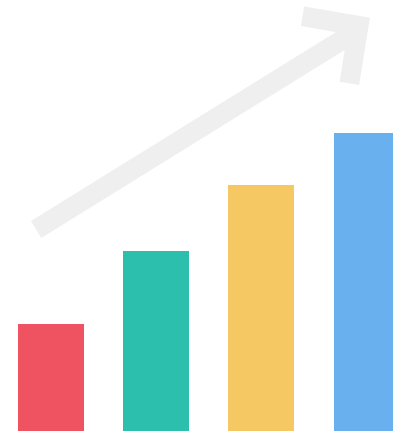
Offerings:

- 1:1 mentorship.
- Cohort Based Courses,
- On-demand video content.

Current Team:

- Founding Team - 4.
- Program Manager - 1.
- Graphic Designer - 1.

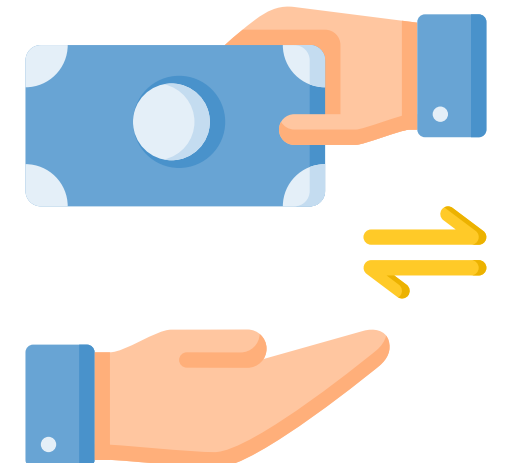
Challenges with Current solution (Non-feasibility in the longer run):



1. **Consistent but only steady** growth in monthly revenue.



2. **Limited Outreach** of offerings.



3. **Majorly manually monitored** registrations and payments.

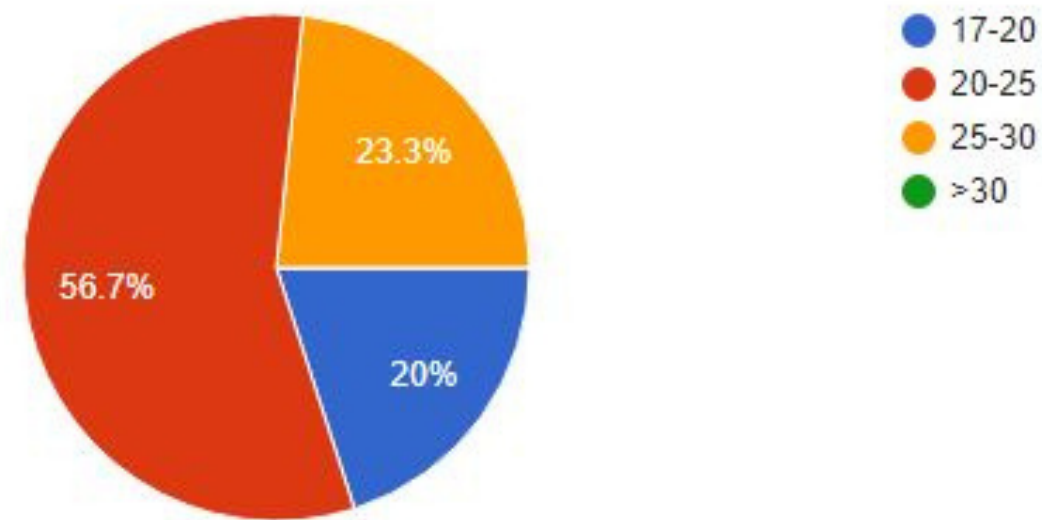
Top-Level Objective:



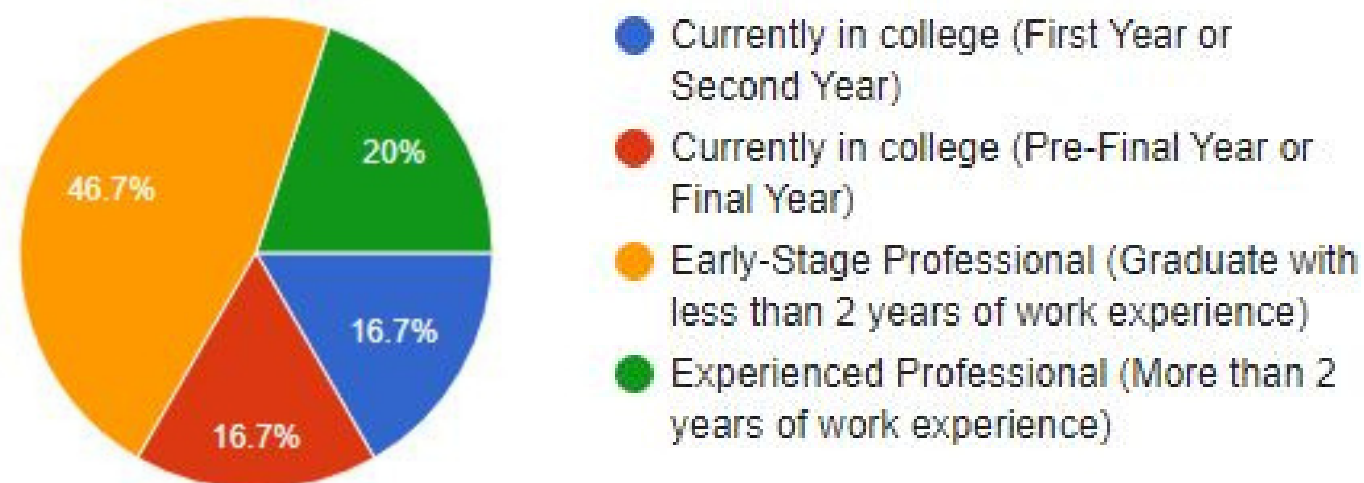
To scale CE's monthly revenue by **10X** in the next 12 months, using a **better product.**

User Research

Survey done on career mentorship
(Got 30 responses).



Age distribution of respondents



Career-Stage Distribution of Respondents

Key Insights:

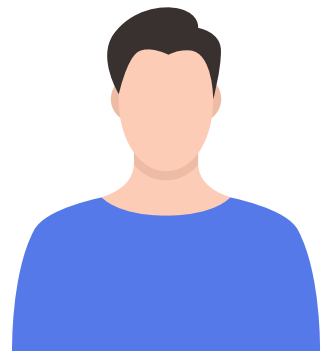
- Most preferred modes of career guidance (Respondents could choose more than 1 mode):**
 - 1:1 Mentorship: 76%** of all respondents.
 - Video Courses: 36%** of all respondents.
 - Cohort Based Courses: 17%** of all respondents.
- 80% of all respondents - Unaware of websites/apps on career guidance.**
- 62% of all respondents - Willing to pay between ₹ 1000 - ₹ 5000 for offerings such as Mentorship or Courses.**

(Coming Up - User Personas)

User Personas

Generalized Personas formed based on aggregate of all responses.

Note: Names below are fictionalized.



Persona 1: Aman

- **Career Level:** Pre-final year college student.
- **Age:** 20 years old.
- **Clarity:** Confused and needs further clarity on career goals.
- **Sources of career guidance:** Friends, Instagram handles.
- **Preferred mode of guidance:** 1:1 mentorship with industry expert.
- **Budget for spending on career guidance services:** ₹500 - ₹1000



Persona 2: Priya

- **Career Level:** Early Professional. 1 year of work experience.
- **Age:** 23 years old.
- **Clarity:** Already working in her preferred domain. Wants to explore job opportunities within that domain.
- **Sources of career guidance:** Senior colleagues.
- **Preferred mode of guidance:** On-demand video courses.
- **Budget for spending on career guidance services:** ₹1000 - ₹5000



Persona 3: Shubham

- **Career Level:** Experienced Professional. 3 years of work experience.
- **Age:** 26 years old.
- **Clarity:** Moderately satisfied with his current domain. Wants to explore better domains to switch.
- **Sources of career guidance:** Never opted for career guidance before.
- **Preferred mode of guidance:** 1:1 mentorship with industry expert.
- **Budget for spending on career guidance services:** ₹5000 - ₹10000



Product Strategy

Re-iterating the Top Level objective: To scale CE's monthly revenue in the next 12 months.



3 Key Areas of Focus

OUTREACH

Reaching out to more potential users in the target audience (18-30 years of age).

Engaging with potential users, delivering valuable content and establishing trust.

Target Outcome: Boosts customer acquisition and activation.

NOVELTY

Providing unique set of course offerings, user-incentives and mentorship facilities. Offering quality services.

Uniqueness in features compared to other competitors.

Target outcome: Carving our own niche in the market.

AUTOMATION

Automating key-stages in the user journey such as registrations, enrollments and payments.

Providing a seamless and enhanced user experience.

Target outcome: Proper integration and user-delight.

Higher outreach + Unique offerings + Enhanced UX
= Increased Revenue

Proposed Solutions

Note: These offerings can be realized IN ADDITION to current offerings: 1:1 Mentorship Calls, Cohorts etc.

Current Product: Career Edge website.

Suggested Products:

- **Revamped Career Edge Website** with new UX and offerings through it.
- **Career Edge Mobile App** in the later part of roadmap.

Offering	Key Features	Success Metrics
The Weekly EDGE Newsletter	<ul style="list-style-type: none">• Informational blogs on career options (Content similar to 'Knowledge Bank' section in current website).• Medium for registration of new courses/mentorships (registration links placed strategically in the newsletter to grab user's attention).• Encourages user-engagement by enabling them to reply back with their doubts, or their own career stories - how they identified the right career etc. (best ones to be published in future newsletter editions.)	<ul style="list-style-type: none">• Conversion ratio = $(\text{Number of successful subscriptions})/(\text{Number of redirections to sign-up page})$• Engagement Factor = $(\text{Number of unique repliers})/(\text{Total newsletter subscribers})$• No. of clicks on embedded course/offering links.
Career Compass	<ul style="list-style-type: none">• Orientation course series of 15-30 minutes long (2 minute-each mini videos) with quizzes and certification of completion.• Provides basics of domains (Types of careers in consulting, Desired core traits of a PM, types of MBA specializations etc.)• Future Scope: 'Early Leap' Series on Careers in Engineering/Commerce/Arts for Class 9th/10th students to make informed decisions before Class 11th.	<ul style="list-style-type: none">• Activation Ratio = $(\text{Number of successful registrations})/(\text{Number of users visiting course-links})$• Video completion rates = $(\text{No. of minutes watched})/(\text{Total duration})$.
Career Buddy	<ul style="list-style-type: none">• A chatbot present in website, which leverages on Natural Language Processing to help resolve user queries and navigate them to various sections on the website.	<ul style="list-style-type: none">• Resolution Rate = $(\text{Number of queries resolved})/(\text{Number of queries raised})$.• Navigation Flag = Indicates whether user was navigated to desired section.
CE Mobile App	<ul style="list-style-type: none">• Smartphone friendly form to provide above offerings to Android/iOS users with additional features such as ability to download videos in-app, Exclusive discussion forum etc.	<ul style="list-style-type: none">• Churn= $(\text{No. of uninstallations})/(\text{Total downloads})$.

User Journey

User browses through (revamped Career Edge website)/(CE App).

User Signs Up and creates account on Career Edge.

Career Buddy Chatbot pops up, helping the user navigate to a section. User can choose to close the pop-up.

The Weekly EDGE Newsletter

Post filling the Sign Up form, clicking 'Sign Up' subscribes the user to the weekly newsletter.

User starts receiving weekly newsletter posts on his/her email (captured via Sign Up form)

Career Compass

User Selects a Subscription (Monthly/Quarterly/Half-Yearly)

User makes payment through an Automated Payment Gateway.

User accesses and completes self-paced orientation courses,

Certificate of Completion and XP Points credited to user's account.

1:1 Mentorship

User chooses category for 1:1 Mentorship (BSchool, Consulting, PM etc.) and a weekly range of dates.

User chooses category for 1:1 Mentorship (BSchool, Consulting, PM etc.)

User selects a mentor (and available time-slot) from a list (Mentors with full slots for the week show as Unavailable). Redeems XP Points if any to get final amount.

User makes payment via Automated Payment Gateway.

Confirmation Email sent to user along with Meeting Details.

Cohort Programmes

User chooses the desired Cohort Programme (MBA, Consulting, PM). If slots are full, the cohort shows up as unavailable and user has an option to get notified prior to next Cohort in the category.

User makes Payment via Automated Payment Gateway. Redeems XP Points if any.

Confirmation Email sent to user along with all details (joining links, weekly agendas etc.).

Earning XP points

Enables user to redeem them and get Mentorship and Cohorts at discounted prices.

Note

Certificate of Completion and XP Points credited to user's account.

S.W.O.T. Analysis

(Based on existing
and proposed offerings for CE)

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
<ul style="list-style-type: none">• Clarity of offerings - focused domains on career guidance. (Consulting/MBA/PM)• Good early traction and steady growth, being an early-stage startup.• Diverse pool of mentors already onboarded. Wealth of experience from top institutions and firms.• Quality content for domain awareness.	<ul style="list-style-type: none">• Internal factor - Graphic designing and Program management teams need expansion, along with inclusion of new teams such content team, development team and cyber security team.• Lack of automation - registrations and payments being done one-on-one by founding team.• Lesser outreach - Cohorts being promoted individually via LinkedIn/Instagram- Currently low Instagram audience (<1000 followers).• Lower participation to completion rates for Cohorts.	<ul style="list-style-type: none">• Possibility of high reach and impact via Newsletter, with considerably less effort (High priority feature as per R.I.C.E. framework.)• Can expand on its existing Total Addressable Market via 'Early Leap' guidance for students of Classes 9th and 10th.• Gaining strong position for providing career guidance on management-based domains.• Career Compass -short videos- maintains user attention. XP points with a possible leaderboard and redemption options can enhance gamification based learning.	<ul style="list-style-type: none">• Already scaled platforms (eg. Unacademy, Byjus, Scaler) might introduce similar services on Career Guidance.• Established competitors have higher user-base - might get attracted if similar special offerings/discounts are announced by them.• Higher outreach before proper automation - sharp increase in manual workload.



2- Year Roadmap

(Subject to change based on market condition/user needs/unforeseen conditions such as Pandemic)

Hinges on 3 facets of our Product Strategy: **Outreach**, **Novelty** and **Automation**

Team Requirements (Estimates): Total Size (Approx.11-12)

Developers: 1 Full Stack, 1 Backend

Designers: 1 UX Researcher, 1-2 UI Designers.

Content Management: 2 Content Managers

Program Management: 2 Program Managers

Product: 1 APM, 1 Product/Business Analyst

Security: 1 Cyber Security Analyst

Quarter 1:

Jul 2022- Sept 2022

Key Milestones:

- **Website improvement.** Enhancing UX, reducing items per page.
- **Newsletter Launch** - Email automation, content curation.
- **Organic Promotion of New Website and Newsletter** - gaining feedback, identifying metrics for success.
- **Signing Up for Payment Gateway provider (eg. Razorpay/Instamojo). Leveraging Scheduling Software (eg. Calendly) for 1:1 sessions.**

Quarter 2:

Oct 2022- Dec 2022

Key Milestones:

- **New Website ready with enhanced UX for existing offerings.**
- **Leveraging Marketing Strategy- via LinkedIn and Instagram** to promote services, build user engagement.
- **Collaborating with Mentors** for **Career Compass short orientation course creation.**
- **Enhancing newsletter content** - brainstorming on new sections.

Quarter 3:

Jan 2023- Mar 2023

Key Milestones:

- **Leveraging new features on Social Media platforms** to create engaging content and provide value.
- **Promoting Career Compass courses that are ready** - on social media as well as newsletters - including strong Calls to Actions. **XP points motivation** - how small milestones encourage us to keep going.
- **Collaborating with Mentors** for **Career Compass short orientation course creation.**
- **Conduct initial planning sessions and perform UX research for App and Chatbot development.**

Quarter 4:

Apr 2023- Jun 2023

Key Milestones:

- **Shifting gears - paid marketing of courses and other offerings, on social media and other platforms using AdSense.**
- **Encouraging mentors to create more short form content and releasing them on Career Compass.**
- **App development** - replicating key website features - utilizing third party vendors if required.
- **Career Buddy Chatbot** - testing NLP logic.

Quarter 5: Jul 2023- Sept 2023

Key Milestones:

- **12 months assessment. June 2023 revenue scaled 10X or not.** Identify weak areas.
- **App Beta version launch** - Gathering user reviews - working on bugs.

Quarter 6: Oct 2023- Dec 2023

Key Milestones:

- **App version 2.0 launch** - maximum website features. Tracking metrics.
- **Chatbot integration on website and app.**
- **Early Leap (Class 9 and 10): Course Creation**

Quarter 7: Jan 2024- Mar 2024

Key Milestones:

- **Launching and Promoting Early Leap short courses.**
- **Monitoring Chatbot and App performance,**
- **New initiatives on app: Quizzes, Community Space, Contests.**

Quarter 8: Apr 2024- Jun 2024

Key Milestones:

- **Tracking and boosting registrations and community engagement.** Turning loyal users to advocates of our offerings.
- **New avenues: Masterclasses/Podcasts by TOP LEVEL CXOs. Youtube Channel.**

Thank You!

**Thanks Team CE for a month full of learning and insights.
Looking forward to future offerings.**