



SOMAIYA
VIDYAVIHAR

**K J Somaiya Institute of Engineering and Information
Technology**

An Autonomous Institute Affiliated to the University of Mumbai
Accredited with 'A' Grade by NAAC and for 3 Programs by NBA, Approved by AICTE, New
Delhi

DEPARTMENT OF INFORMATION TECHNOLOGY

Course: Entrepreneurship and E Business

Class: TY IT

Module III Internal Assessment

Case Study Details

Domain of Case Study	EdTech
Name of the Topic	Unacademy
Group Number	25
Group Members	Burhanuddin Dilshad (roll no-11)
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Chapter 1: Brief background about founders

Unacademy, is an Indian educational technology company, based in Bangalore. Originally created as a YouTube channel in 2010 by Gaurav Munjal,[4] later, the company was founded in 2015 by Gaurav Munjal, Roman Saini, and Hemesh Singh.

Gaurav Munjal is the Co-Founder & Chief Executive Officer at Unacademy. An engineer by background, Gaurav co-founded Flatchat, a real estate platform for college students and bachelors across India, before Unacademy.

Currently, he is the co-founder and the CEO of a web learning portal Unacademy which is an online learning portal which vows to be free. Also, Roman Saini, the doctor and IAS who quit his job of IAS in order to give something more worthy to the society is with him and they are very good friends. This garnered a lot of flak, but they say love what you do and do what you love and so Roman Saini is doing what he loves. There are two other co-founders namely Hemesh Singh and Sachin Gupta who are not so famous and talked about but are an asset and equally important to unacademy.

The Roman Saini flak helped Unacademy a lot and people know about it and it is really helping the learners. The Unacademy started their journey as the Youtube channel in 2010. And then the Youtube channel is only run by Gaurav Munjal and then shortly Hemesh Singh also joined him. After 5 years, In 2015 Roman Saini also joined the team to launch the future ed-phoenix as Unacademy. Among the large competition in the ed-tech companies, no one can't stop them in reaching their right audience, just because of their dedication and hard work which they are doing in making the best content for the future of our nation for free for most prestigious exams.

Chapter 2: Problem statement of startup

The name Unacademy [Un (Not) - Academy] states that this learning platform differs from the conventional methods of education, unlike an institution or academy which is accessible to everyone. “India’s largest learning platform” is the tagline of the company.

Unacademy’s vision is to build numerous courses in multiple languages for students all over the world. Expanding its educators with their students, Unacademy aims to collaborate with the brightest minds and empower India’s youth.

population that accounts for 19% of the world’s youth, to bring oneself in this contemporary world. 70% of its learners come from tier 3 cities, where there is a lack of top educators, thus the startup focuses in enlarging its teachers, languages, and adding more exams into the existing mixture.

We want to build the largest education platform not just in India but across the world,” - Munjal, co-founder, and CEO, Unacademy.

Chapter 3: Solution implemented

Unacademy offers a wide variety of courses developed by more than 18,000 teachers. The course curriculum covers the syllabus of classes 10+2 and other competition exams such as JEE, NEET, UPSC, SSC, Bank PO, CAT, GATE, etc.

The platform offers the courses in the form of both live classes and pre-recorded videos. Every fourth class of the week is dedicated to addressing students' doubts. Interestingly, Unacademy is now offering classes in pastry-making and chess as well.

Unacademy has its two branches mainly plus courses and free live classes basically known as special classes. To use Unacademy plus, you need to have a subscription and then you can access those videos or download it but the downloaded videos are stored in the app.

You can also add some sort of Timer feature in the courses/topics where the learner sets time to finish the particular course/ topic and if he can able to do he will earn credits. This will really help in maintaining the speed and increase our proactiveness while watching videos instead of 'just watching it' . .

Chapter 4: Uniqueness about this startup

Unacademy, their website says “We are India’s largest learning platform” with a vision to partner with the brightest minds and produce courses on every possible topic in multiple languages. Unacademy was founded in the year 2015. Unacademy is specialized in producing courses on cracking various competitive exams. Unacademy’s tagline is “Let’s Crack It”.

Unacademy on the other hand is targeted at learners who are currently in class 09 and upwards and people who are taking up competitive exams.

Unacademy provides live classroom videos by talented educators and the same videos are available offline as well. Although there is exclusive access to every student to ask doubts to the faculty, time can be a major factor. Unacademy offers a classroom-like experience in the comfort of your home.

Unacademy also provides performance statistics based on the user’s performance in mock tests.

It presents a detailed report and notification via the mobile application.

Unacademy is set out to “even the playing field” by providing everyone a chance to access classes from experienced educators in a competitive exam stream. Unacademy offers educational content for UPSC, SSC & Banks, Railway, Defense, JEE&NEET, GATE, TET, CET, and many other competitive examinations.

Chapter 5: Revenue model

The revenue model of Unacademy is basically a type of Freemium Business model. A freemium business model offers a basic plan with few services and resources for absolutely free. At the same time, it offers an advanced plan with more and exclusive features in exchange for a certain fee in the name of – Premium plan.

Below are a few more points that elaborate the revenue model of Unacademy:

1. Paid live classes: All the courses at Unacademy are free and well-provided with recorded video lectures for various subjects. However, it offers paid Live classes for one-on-one doubt clearance and proper lectures through a premium subscription called Unacademy Plus.

It might also cost sometimes for some mock tests and quizzes and provide a limited number of free mock tests. Although, all the study material and recorded lectures remain free throughout.

These “paid live classes” sum up the main part of the revenue model of Unacademy.

2.YouTube channels: As we know Unacademy initially was started off as a youtube channel. Now instead of one, it has created different youtube channels for all the competitive examinations with names like Unacademy JEE, Unacademy UPSC, etc. And for all the classes from 6 standard to 8 standard.

As much as easier it has made for the students of different categories to access materials according to their needs, this move of creating different channels is a good addition to the revenue model of Unacademy. All the content on the Youtube channels posted by Unacademy is quite authentic and almost every channel has more than 500k subscribers and some have even reached 1M subscribers and have over 200 million video views.

3.Content Marketing: Today if everyone, including the ones who use or do not use the resources provided by Unacademy but, still know about Unacademy, is because of its marketing.

Unacademy using a plethora of techniques through content marketing and digital marketing to attract its customers,, a student or anyone who wants to learn. It uses social media marketing, email marketing, techniques of remarketing, advertisements on and of different websites to generate leads and doesn't stop until it has converted the potential customers into permanent customers.

4.In-app Purchases: Unacademy also uses different offers regularly for different courses. These offers might include discounts on live classes, future study material, lifetime access, live mock tests and quizzes, premium content, etc. Its paid subscription offers customized services to the students, which also includes all of the above services. Hence again, attracting more and more customers.

Unacademy also offers personalized sessions with the educators wherein students have to directly pay to the educator of their choice and the company takes a cut from that payment as a platform.

Though it does offer free courses, yet these In-app purchases are a good addition to the revenue model of Unacademy. Some of these purchases are one-time and some could be valid for a certain period of time.

Chapter 6: Achievements

The Edtech firm Unacademy presently has its own mobile application as well as a credible YouTube channel. The firm is paving its way towards positioning itself as one of the biggest unicorns in the Indian education sector. They have a steadily escalating base of subscribers on both the app as well as the YouTube channel.

Unacademy offers over 2,400 lessons, covering subjects from a variety of competitive examinations. The platform currently comprises thousands of online educators as well as over 250 million total views for their YouTube videos. As the online learning platforms rise in importance the platform will definitely only continue to grow.

In total, the company has raised more than \$400 million from investors. The company has acquired 6 organizations to date. One organization is Kreatryx, which is an online preparation platform for GATE and the Engineering Services Exam (ESE), which was acquired at the end of March 2020 in a cash plus stock deal.

The EdTech firm has marked its position as a leading EdTech platform after becoming a unicorn in September 2020, after it raised [\\$150 Mn](#) from the Japan-based SoftBank Vision Fund.

Chapter 7: Personal opinion

Unacademy is one of the best platform for students as well as teachers and it is quite affordable as compared to other platforms and offline classes as well.

I come to know that most of the content is of surface level so they should improve this to provide best education to the students.

Sometimes there is odd class timings for students to join the classes and in my opinion this not suitable as a student so they have consider it for improvement.

They have to maintain the quality of teachers rather than quantity so it will be helpful for students in studying for whichever courses.