

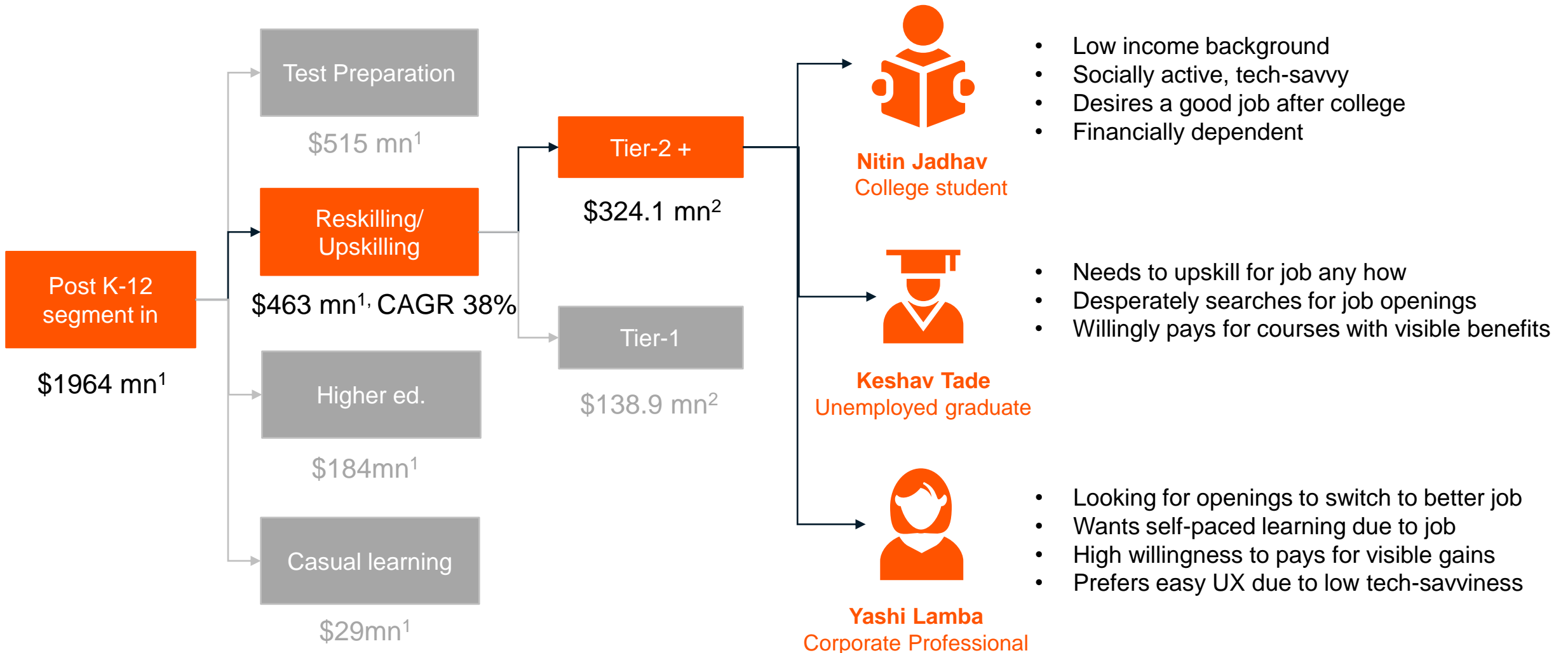
PM LIVE COMPETITION: LEVEL III

04th November, 2020



Submitted by: **Team BTD Intersection**

1 The target market (\$324.1 mn by 2021) has its own special needs & aspirations



¹<https://assets.kpmg/content/dam/kpmg/in/pdf/2017/05/Online-Education-in-India-2021.pdf>

²<https://www.financialexpress.com/brandwagon/edtech-firms-up-marketing-spends-make-a-dash-for-users-in-tier-2-and-3-cities/2119808/>

2 We have prioritized awareness and complex UX as the 2 biggest challenges

	Problem	Status Quo	Relevance	Priority
Need	Quality teaching	<47% ¹ engg. graduates are employable	Solved	●
Awareness	Awareness of online platforms	65% ² respondents in a survey of 3.3k+ cited this as an issue	To be solved - 1	●
Accessibility	Internet connectivity, Payment mode	39% ² face internet issues, 74% ² rely on digital payment	Digital penetration by 2025 ³ = 66.3% (~0.77bn)	●
Affordability	Course cost and benefit	Willingness to pay is high ⁴	Avg. course price = Rs. 5k ⁵ At Spotle.ai = Rs. 600	●
Experience	Navigation Peer-based learning	58% ² want peer-based learning 41% ⁴ look for easy UX	To be solved - 2	●

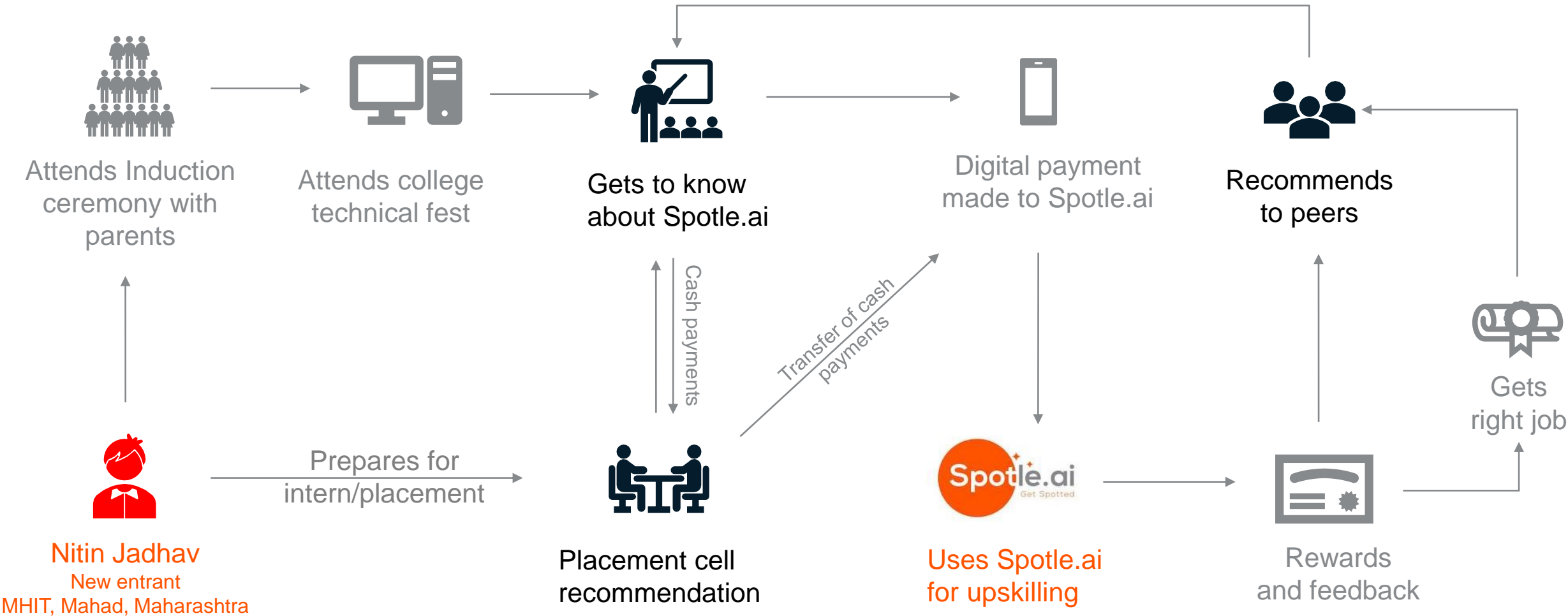
■ High ■ Medium ■ Low



¹<https://www.aspiringminds.com/research-reports> ²<https://assets.kpmg/content/dam/kpmg/in/pdf/2017/05/Online-Education-in-India-2021.pdf>
³<https://www.analyticsinsight.net/>, www.statista.com/ ⁴EdTech-Report-Omidyar-V6.pdf ⁵<https://www.podia.com/>

3 Collaborations with colleges to build awareness & gain trust among students

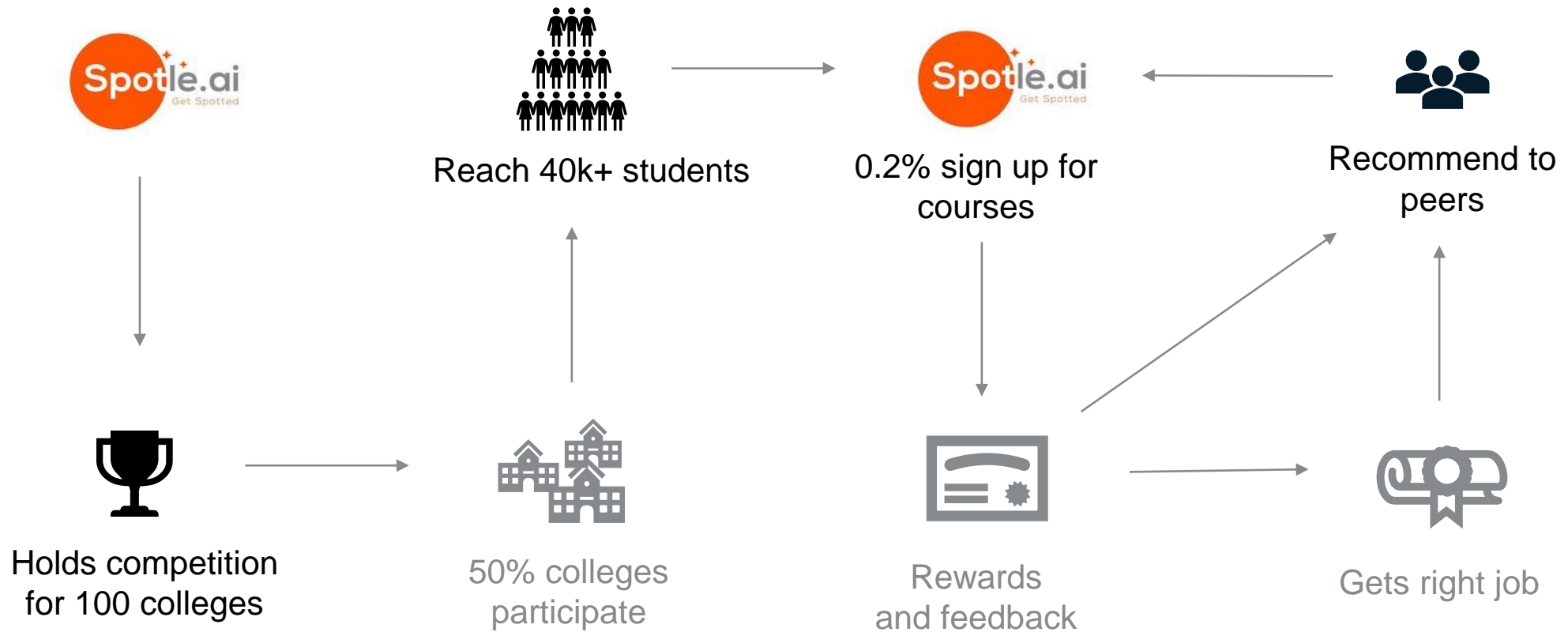
- Expected profit: Rs. 14,00,000 in 2025
- Expected outreach: 13,590+ by 2025



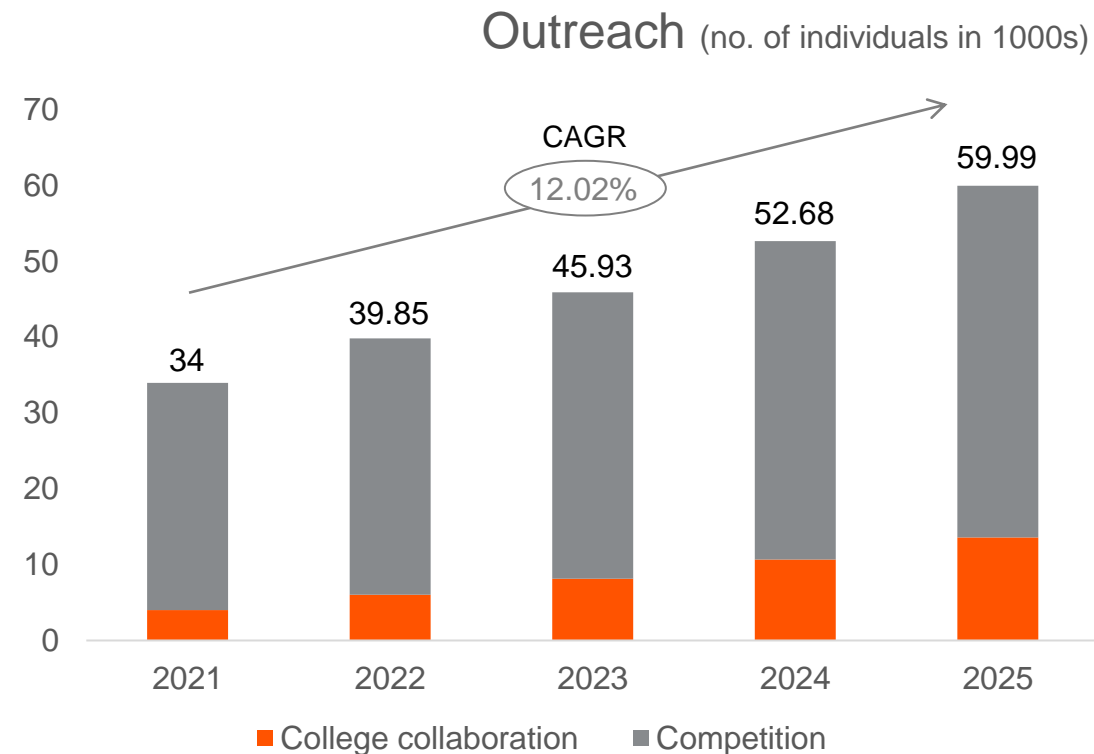
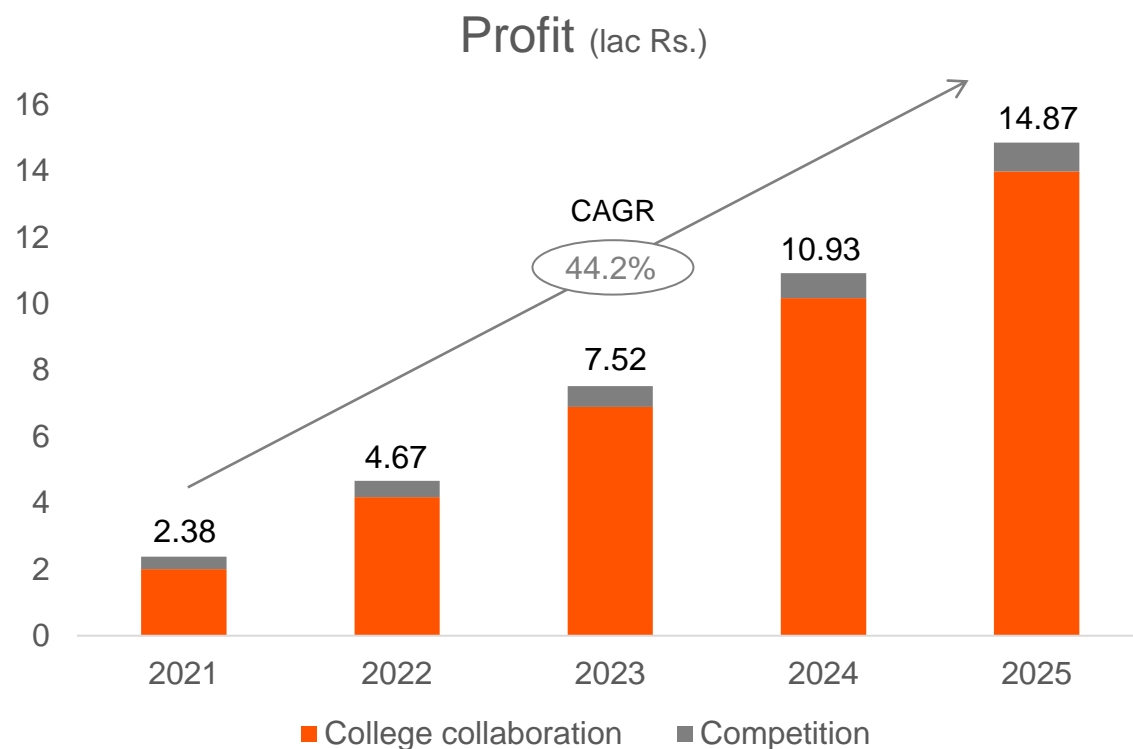
4 Competitions boost word of mouth, a 51%¹ contributor to awareness

- Expected profit: Rs. 87,040 in 2025

- Expected outreach: 46,400+ by 2025



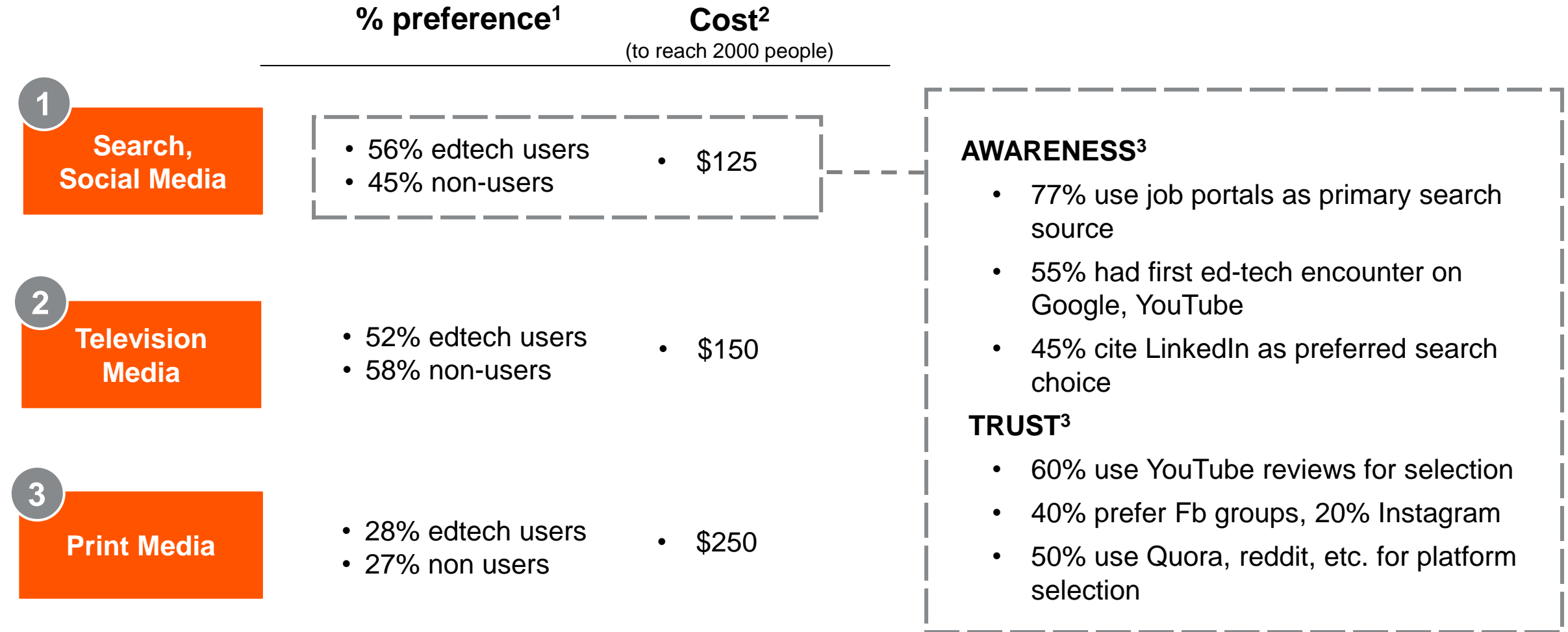
5 Aggregate profit increase with CAGR 44.2% & overall outreach with CAGR 12.02%



Assumptions:

- 1) Avg. price of one course at Spotle.ai = Rs. 600
- 2) 5 collaborations (~1200 students each), 2 new collaborations every year
- 3) 40% participation from total invited colleges
- 4) 0.2% conversion from participants of competition

6 Social media marketing offers lower cost & higher outreach among job seekers



● Priority assignment based on cost and reach

¹<https://assets.kpmg/content/dam/kpmg/in/pdf/2017/05/Online-Education-in-India-2021.pdf> ²<http://www.managejournal.com/archives/2016/vol2/issue8/2-7-24>

³<https://www.omidyarnetwork.in/wp-content/uploads/2020/06/20200527-EdTech-Report-Omidyar-V6.pdf>

7 Improving user experience for job seekers & less tech-savvy professionals

Before

After

85*

Hiring partner visibility

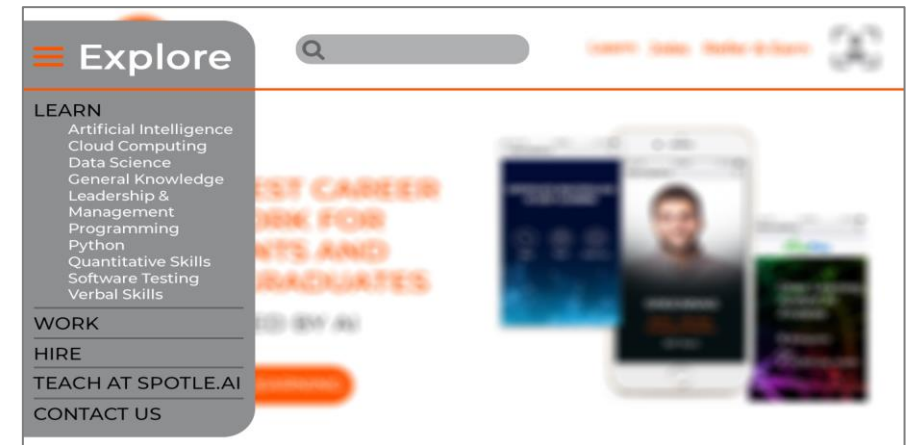
- Visible in 9th scroll
- Visible in 2nd scroll



65*

Easy Navigation

- High choice overload
- No search bar
- Categorical exploring
- Search bar



50*

Peer-based leaderboard

- No peer-based filters
- Low readability
- Connection, Location based filtering
- Easy-to-comprehend

LEADERBOARD				
RANK	NAME	CITY	ALLPOINTS	
1	Shivam K	Jaipur	9584	[Icons]
2	Sanjukta Das	Jaipur	9560	[Icons]
3	Amartya Dey	Jaipur	9551	[Icons]
4	Karthik Chiranjeevi	Jaipur	9499	[Icons]

8 Metrics to evaluate solutions & potential challenges in solution implementation

SUCCESS METRICS

- **College collaboration**
 - Increase in website traffic from area
 - No. of new sign ups, No. of new course opts
 - Course completion rate among students
 - No. of referrals made by students
 - No. of searches about Spotle.ai in college area
- **Competition**
 - Increase in no. of searches in area of participant colleges during competition
 - No. of new course enrollments from participants
- **Social Media marketing**
 - Increase in website traffic from area where ads were targeted
 - Increase in engagement with ads across platforms
- **UX changes**
 - No. of clicks on 'Explore' by corporate professionals
 - No. of users using our filters in leaderboard
 - Increase in time spent per user with leaderboard
 - Increase in usage of search bar

POTENTIAL CHALLENGES



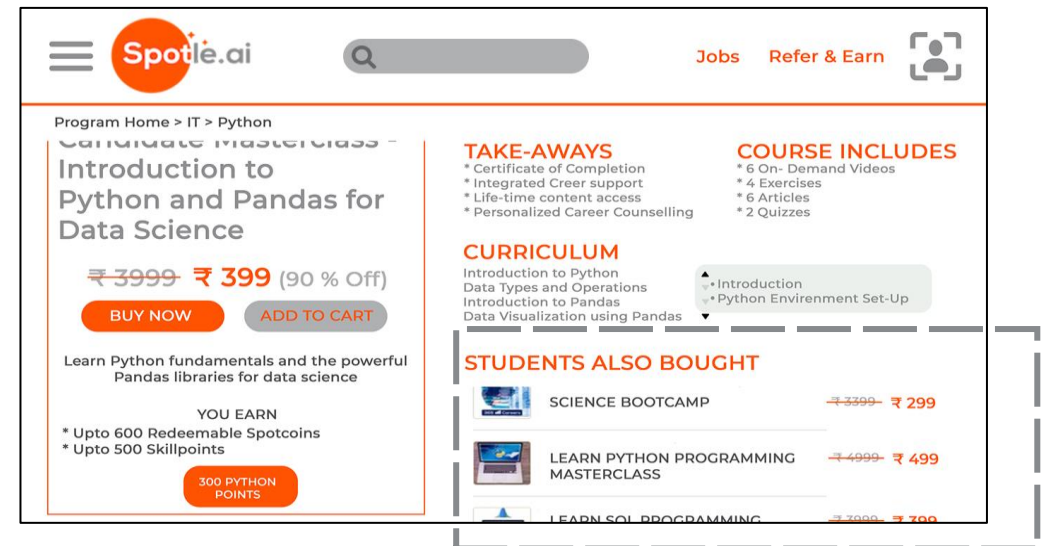
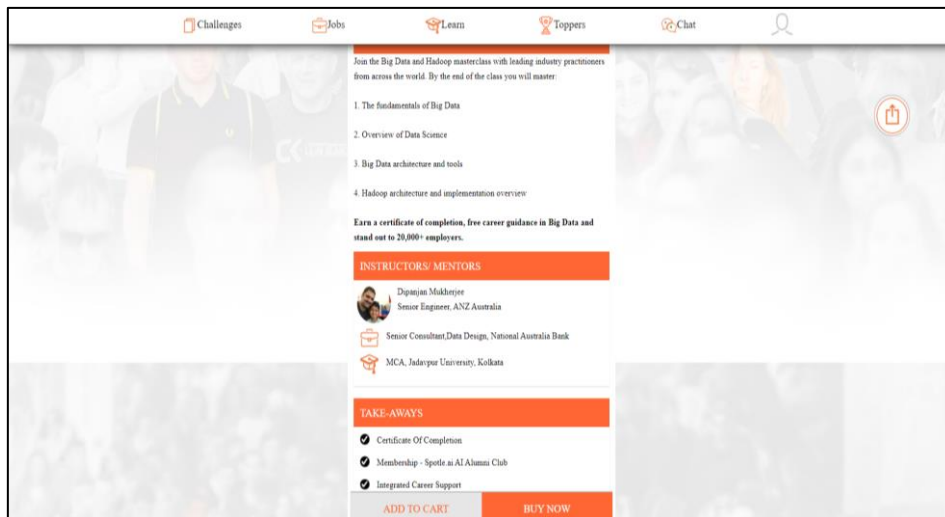
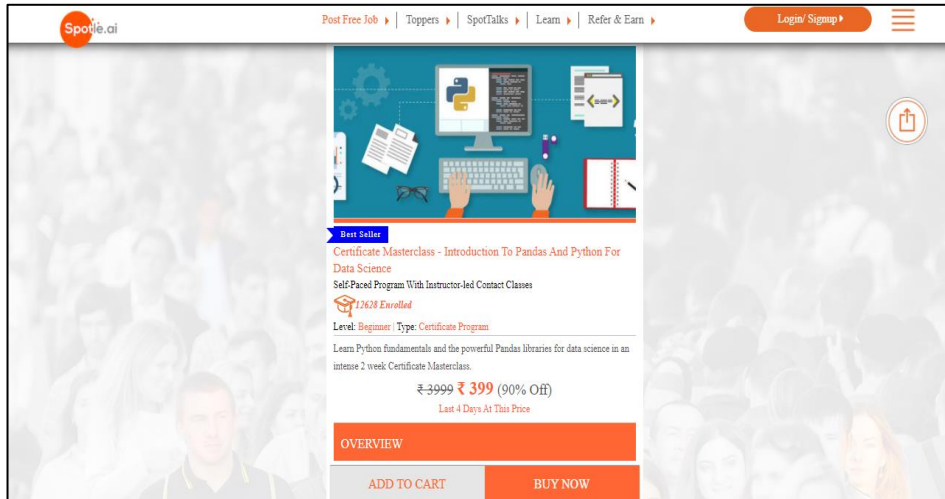
1 Appendix 1: Profitability of given solutions

College collaboration														
Year	I year	II year	III year	IV year	Total	Outreach/college	New college collaborations	Total colleges collaborated with	Total course enrollments	Total outreach	Revenue	Sponsorship/college	Cost	Profit
2021	15	35	50	20	120	800	5	5	600	4000	300000	20000	100000	200000
2022	20	45	75	35	175	890	2	7	1115	6050	557500	20000	140000	417500
2023	25	55	100	50	230	950	2	9	1740	8130	870000	20000	180000	690000
2024	30	65	125	65	285	1080	2	11	2475	10680	1237500	20000	220000	1017500
2025	35	75	150	80	340	1230	2	13	3320	13590	1660000	20000	260000	1400000

Competition									
Year	Colleges invited	Participating colleges	Outreach per participating college	Total outreach	Course enrollments (0.02% conversion)	Word of mouth (1 + 2)	Revenue	Cost	Profit
2021	100	50	600	30000	60	2	108000	70000	38000
2022	110	52	650	33800	67.6	2	121680	72000	49680
2023	120	54	700	37800	75.6	2	136080	74000	62080
2024	130	56	750	42000	84	2	151200	76000	75200
2025	140	58	800	46400	92.8	2	167040	80000	87040

Overall				
Year	TC	TR	Profit	Outreach
2021	170000	408000	238000	34000
2022	212000	679180	467180	39850
2023	254000	1006080	752080	45930
2024	296000	1388700	1092700	52680
2025	340000	1827040	1487040	59990

2 Appendix 2: Other UX improvements



- Allowing **easy gauging of courses** by reducing the number of scrolls to view course costs, benefits, and details
- **Recommendations of related** courses/advanced courses in the same subject to improve usage