

INTER-CAMPUS CASE 2024

HOSTED BY:



RULES:

- The presentation should not exceed 5 slides excluding the Introduction and the Appendix slides.
- Teams will be required to cite all sources of any data used and link any guesstimates/analysis they do in the appendix.
- Each presentation would last for 6 minutes, followed by a 2 minute Q/A session with the judging panel. A reminder will be given at the 5-minute mark.
- Solutions would be judged based on feasibility of solution, creativity, and the level of research conducted.
- Contacting any individual from the organising committee to help you with the case will lead to disqualification.
- The presentations must be submitted in pdf format.
- Submission format must be: Panel Number_Team Number.
- The deadline for submission is 8th November 2024, 11:59 pm. Submissions post the deadline would be disqualified.

Navigating Edtech Post-Byju's: A Market Entry Strategy for LearnMax

Background:

The edtech sector in India has been a hotspot for investment and growth over the last decade, driven by factors such as increased internet penetration, widespread smartphone adoption, and the growing need for affordable and accessible education. However, the sector's biggest player, Byju's, has faced significant challenges in recent years, including backlash over aggressive sales tactics, unsustainable growth strategies, a lack of focus on educational quality, and concerns over student data privacy. These challenges have created a more cautious and skeptical market environment, with stakeholders increasingly demanding transparency, quality, and sustainability from edtech companies.

Introducing LearnMax:

LearnMax, a hypothetical new entrant in the Indian edtech market, aims to provide innovative and accessible online education solutions for K-12 students. Founded by a team of experienced educators and tech entrepreneurs, LearnMax has developed a robust learning platform that leverages artificial intelligence to offer personalized learning experiences and active user recommendations while exploring different avenues to expand AI based learnings into different applications. Though the company's AI model has rightly been able to compliment its AGI to the extent of being able to generate tests and learning pathways to analyze each student's progress individually, it plans on venturing into other uncommon areas of differentiation. The company has secured initial funding of \$20 million from prominent venture capitalists and is now looking to enter the Indian market. LearnMax's mission is to empower students by making high-quality education accessible to every corner of India, with a focus on holistic learning and overall development.

Objective:

Develop a comprehensive market entry strategy for LearnMax that addresses the pitfalls that led to Byju's challenges. The strategy should prioritize sustainable growth, customer trust, educational quality, and long-term viability, positioning LearnMax as a credible and innovative player in the Indian edtech landscape.



Deliverables:

- 1. Market Entry Strategy:** A detailed plan for LearnMax to enter the Indian market, covering target customers, pricing, and how to attract and retain users.
- 2. Product Differentiation Plan:** A roadmap to set LearnMax apart using unique features while drawing a competitor analysis with the current players in the edtech industry.
- 3. Customer Trust-Building Framework:** A plan to build customer trust by focusing on data privacy, transparency, and ethical sales practices.
- 4. Scalability and Sustainability:** A plan to expand LearnMax's reach across different regions in India, emphasizing localized content and regional partnerships.
- 5. Cost and Revenue analysis:** Delve deeper into the allocation of the available funds to better customer offerings while giving descriptive projections of proposed revenue channels.

Note: The deliverables listed above are intended as guidelines and are not exhaustive. Teams are encouraged to exercise creativity and flexibility in developing their solutions, while ensuring the primary focus remains on crafting a robust market entry strategy for LearnMax. The strategy should prioritize sustainable and long-term growth for LearnMax, taking into account the lessons learned from the challenges faced by Byju's.