



**Title:-** Presentation on Enterprise Analysis & Desk Research

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**Name of Organization:-** BYJU'S Learning App

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# BYJU'S

## ► Founders of BYJU'S :-



*Byju Raveendran*



*Divya Gokulnath*

## *Vision*

- ❖ To make quality content and teachers accessible to students anywhere, and along the way, build a community of active self-learners.

## *Mission*

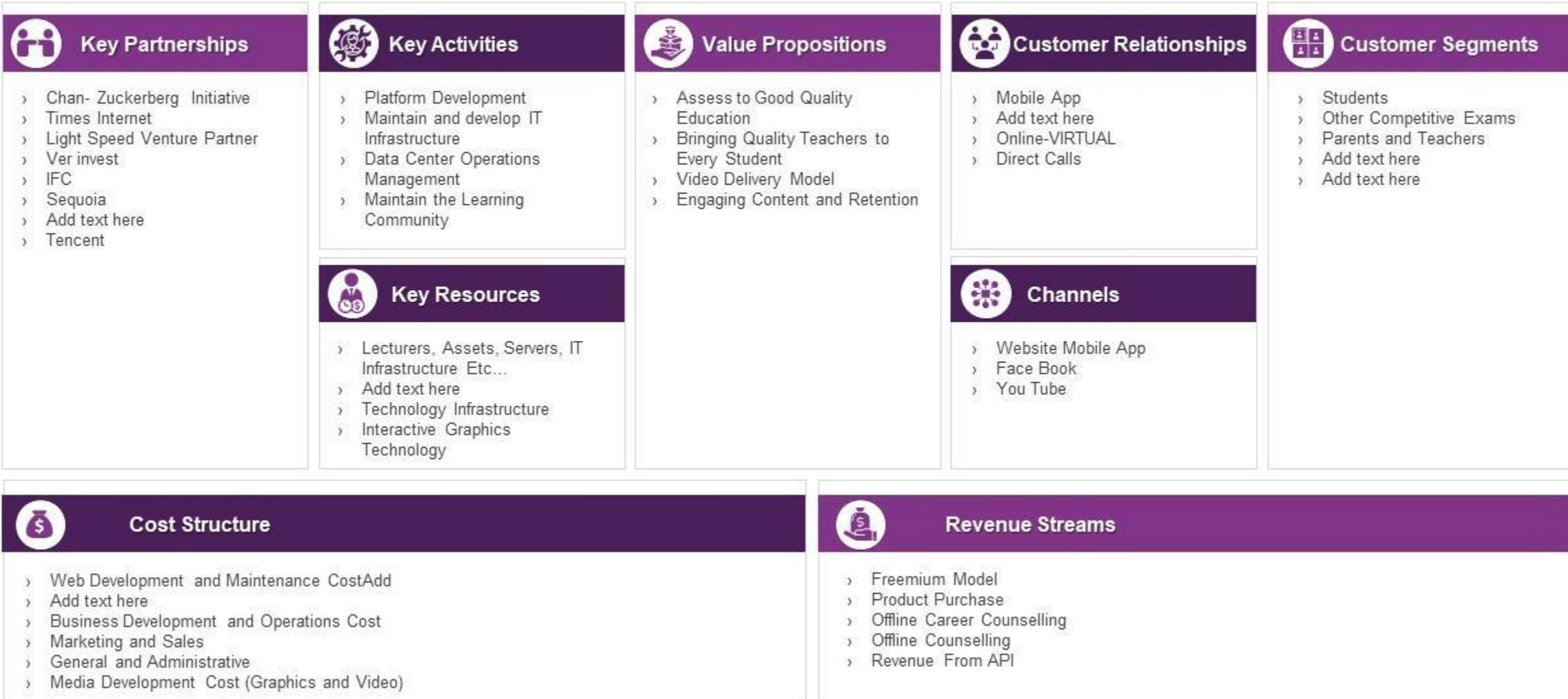
- ❖ To redefine how the world learns through relentless effort and innovation, breaking the barriers to quality education, and helping to build a learning ecosystem that will create leaders of tomorrow.

# *Quality Policy*

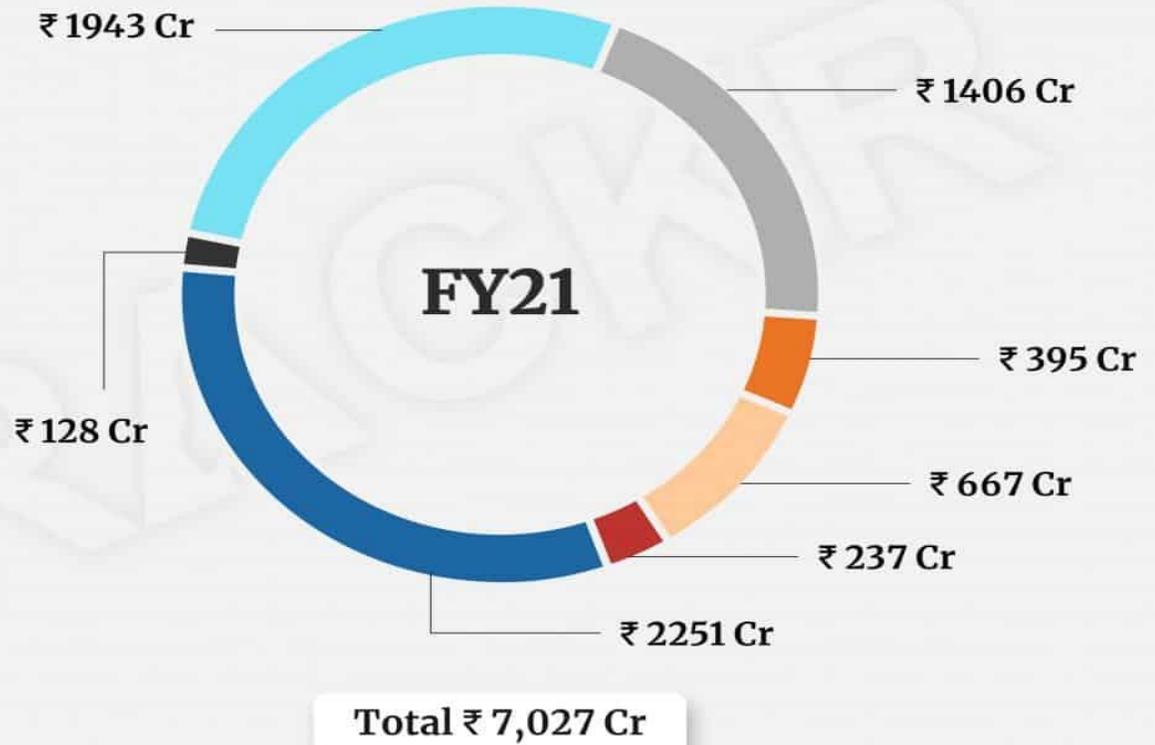
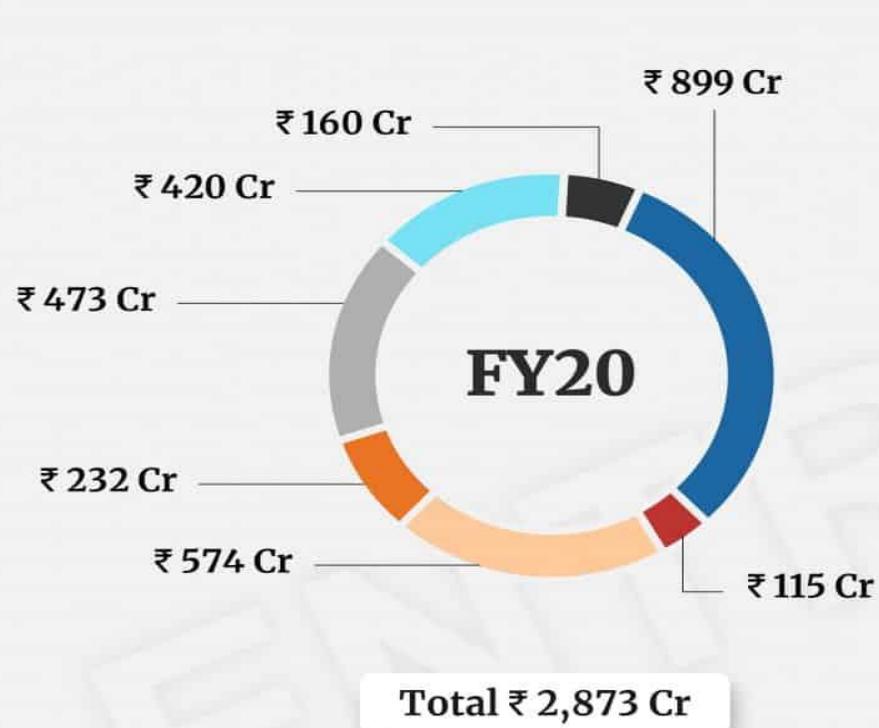
- ❖ 24/7 video lessons on the app.
- ❖ Learn from engaging & interactive video.
- ❖ Personalized learning journeys.
- ❖ Every student will have their unique learning.
- ❖ Unlimited practice and revision.
- ❖ Revisit topics multiple times and practice with.
- ❖ Individual knowledge graph.

# Company's Profitable Business Model

Following slide illustrates information about company's well defined business model covering details about key partners, value propositions, key resources, customer segments, revenue streams, cost structure etc.



# BYJU'S Expenses Breakdown



- Advertising & promotional expenses
- Depreciation and amortisation expenses
- Other operating and admin expenses

- Sponsorship expenses
- Legal and professional fees

- Employee benefit expense
- Commission

# *Challenges at the time of covid*

## **Maintaining Customer Relationships:-**

Customer relationships describe a company's ways to enhance the customer experience with its customers.

Byju's app develops a positive client relationship through online classes, direct meetings, and phone calls from their marketing experts.

## **Maintaining Value Propositions:-**

There are some valuables offered by the Byju's app, such as access to high-quality education, quality educators for all students, good video quality, fully syllabus oriented content, and 1:1 teacher-students proportions.

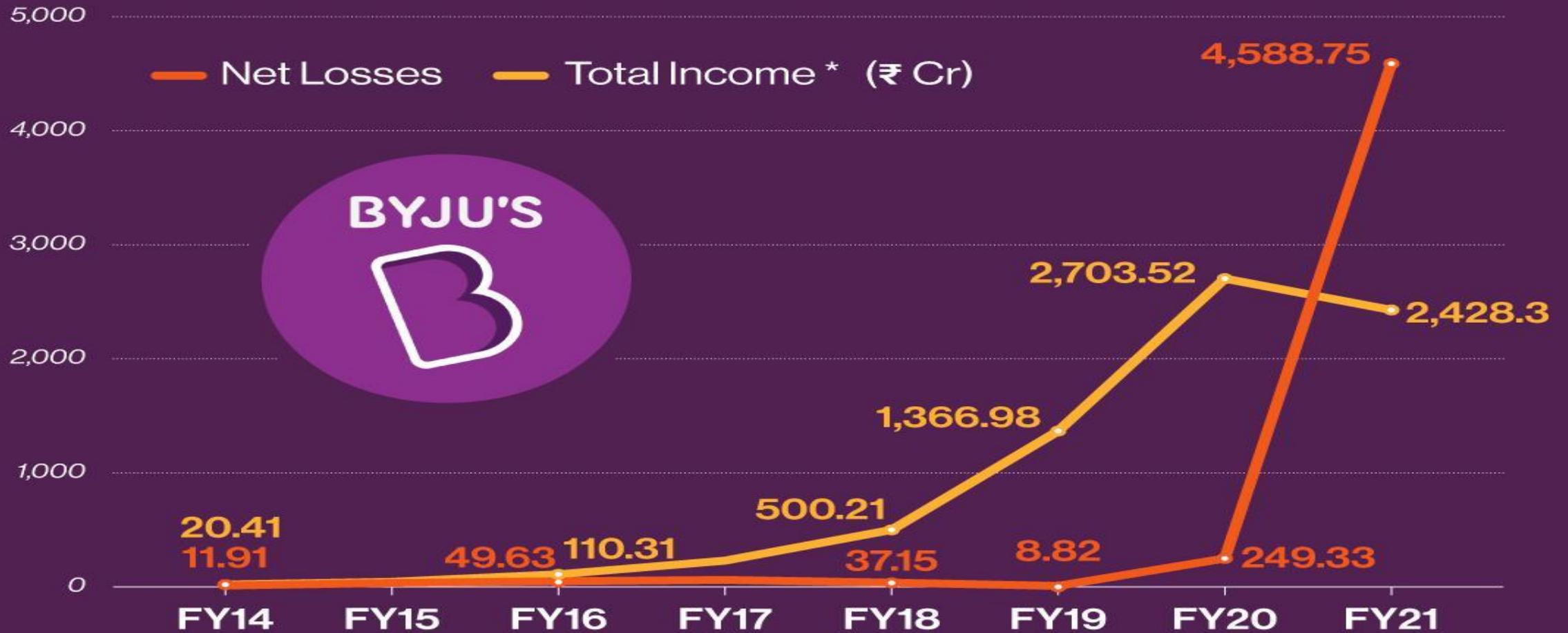
## **Increasing the new students' counts:-**

The biggest challenge currently faced by Byju's e-learning app is in their increasing number of

new students, competition given by other online educators like Unacademy, 90+, Vedantu, topper for making the best online education content.

To overcome these challenges Byju's App can use Data Science and behavioral Analytics for their new innovative operations. By use of the technologies, Byju's app can understand the users and provide a recommendation accordingly.

# BYJU'S Burden of Losses



\* Total income includes revenue from operations and other income

Source: RoC filings

## *In Covid*

Last valued at \$22 billion, Byju's reported a loss of Rs 4,564 crore (\$550.5 million) in September for the 2020 fiscal year, and revenue fell 3 per cent. As Bgyu's deals with losses, it is also increasingly facing criticism from parents and students.

## *Post Covid*

Edtech major BYJU's expects to register a three-fold growth in revenue and losses to be halved in financial year 2022, according to a top company official. Edtech major BYJU's expects to register a three-fold growth in revenue and losses to be halved in financial year 2022, according to a top company official.



The severity of the current situation is such that many of us are dealing with family members who have tested positive for COVID-19. In these difficult circumstances, we urge every member of Team BYJU'S to prioritise their physical and mental health and that of their family's. The message comes straight from our CEO and Founder Byju Raveendran. He shares:

**“If you are going through a tough time, I urge you, please don't hesitate to take time off as you care for your family. You can speak to your team heads so that they can support you in every way possible.”**

To stand by this pledge, we have hence introduced a change in our leave policy. In the unfortunate event that our employee or any of their family members is hospitalised due to coronavirus, we are providing BYJUites with **additional COVID privilege leaves**. These are paid leaves and hopefully will support our employees who are hospitalised or are caring for a hospitalised family member. (For further clarity and information, BYJUites can reach out to their team heads or the concerned HRBP).



If prioritizing physical health is one half of the wellness journey, the other (and perhaps more significant) half involves checking in on mental and emotional health. In these extraordinary times, we encourage every member of Team BYJU'S to initiate these conversations, seek out their colleague or respective team leads' help, and take every step necessary to put their wellbeing above everything else. And towards this end, we believe, **BYJU'S Let's Talk initiative** will play a vital role.

**An employee wellness programme, BYJU'S Let's Talk** was launched in partnership with YourDOST and provides access to 24X7, one-on-one online counselling via chat in real-time. BYJUites can book chat, telephonic or video counselling appointments with an expert and also get free access to self-assessment tests and wellness resources.

Over 5000 BYJUites have so far connected and sought guidance from the experts at YourDOST. With these numbers growing, we certainly hope this is the beginning of healthy and meaningful conversations around people's mental health and well-being.

# E-LEARNING

VECTOR ILLUSTRATION

