



BYJU'S[®]

The Learning App

MANALI GUPTA

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Founder and Promotor

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Byju Raveendran



BYJU'S

- Byju's e-learning App is one of the most used online learning mobile applications in India. Byju's app operations began in 2011. It is launched by two business entrepreneurs Byju Raveendran and Divya Gokulnath. The Company's head office is in Bengaluru, India. The app slogan is "Fall in love with learning." Byju's app brings new and innovative trends in education, specifically in online education. In the beginning, the Byju e-Learning app consists of all kinds of students, all state boards in India, especially from grades first to 12th. Furthermore, the app provides unique services to graduates attempting to pass competitive tests like GATE, JEE, NEET, UPSC, and Bank Exams. The application's main segment is to provide an electronic learning platform with numerous examples to improve students' concentration.

Vision and mission :-

Byju's Mission

~~Our aim is to become one of the most preferred education technology platforms across the globe.~~

Byju's Vision

We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.

Quality policy

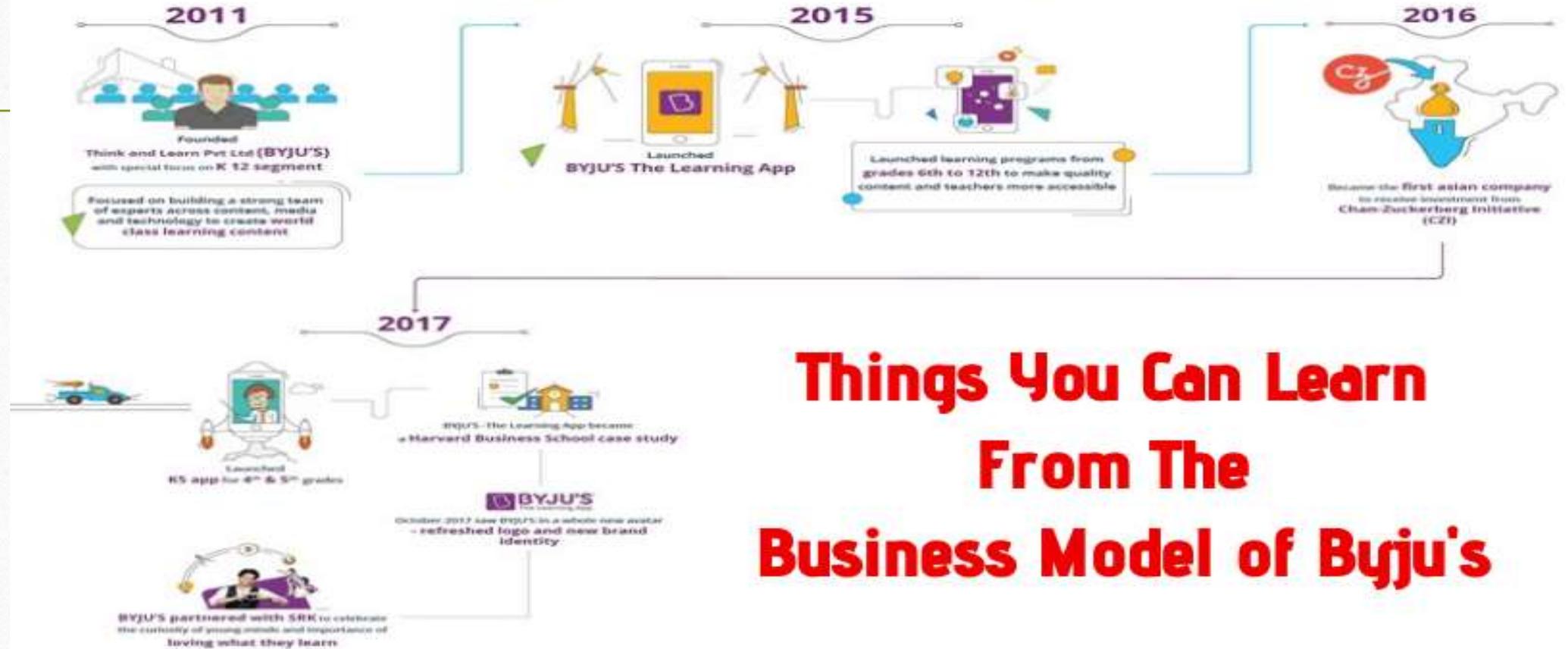
Schools were closed and children were confined to their houses. The education of around 360 million students was hampered in India alone!

Motivational Factors and Quality of Online Education Motivational factors in the study refer to the factors that motivate the students for a positive evaluation of an online learning environment. response to schools being shut down due to Covid-19, Byju's made content on its learning app free for all students. It also introduced live classes to further student engagement. This probably got Byju's a new wave of users enabling it to add further 13.5 million consumers in March and April, according to analysts.

Management structure

- BYJU's follows a flat organizational structure, with a CEO and several Vice Presidents who oversee the various departments and divisions of the company. Below the VP level, the company is divided into four main departments: Product, Technology, Content, and Growth & Operations. Each department is further divided into teams and each team is headed by a Team Lead. There is also a board of directors that provides strategic guidance to the company.

The BYJU'S STORY



**Things You Can Learn
From The
Business Model of Byju's**

Financial Structure

- The Covid-19 pandemic helped edtech company Byju's to become a decacorn and cross \$10.5 billion valuation after raising new funding of less than \$100 million from Silicon Valley investor and analyst Mary Meeker's Bond Capital. Byju's is rapidly narrowing the gap to become the most valuable startup in the country after digital payments firms Paytm, which is valued at around \$16 billion
- the past year, Byju's has already seen huge growth and now has over 57 million registered students, more than 3.5 million paid subscribers and annual renewal rates as high as 85 per cent. Byju's doubled its revenue from Rs 1430 crore to Rs 2800 crore in FY 19-20.
- According to analysts and industry insiders, the Bengaluru-based firm clinched the new deal after showcasing to the US investors, the increase in the number of new students joining their online platform and the existing students spending more hours on online education at home due to the restrictions caused by the coronavirus outbreak. Byju's which became a unicorn in 2018 (a company valued at over \$1 billion) has taken just two years to become a decacorn (a firm valued at over \$10 billion).

Challenges faced during Covid -19

- The study's reported that the challenges were communications, assessment, online education experience, technology use tools, time management, anxiety, and coronavirus disease stress. However, students reported positively the effectiveness of online learning during the pandemic.
- Challenges with Online Learning For Students (and Solutions) Isolation
.Motivation, Equipment. Technology Issues ,Distractions. Time Management
,Barriers to learning (Disabilities / Special Needs)

Forecasting

- The Covid-19 pandemic helped edtech company Byju's to become a decacorn and cross \$10.5 billion valuation after raising new funding of less than \$100 million from Silicon Valley investor and analyst Mary Meeker's Bond Capital. Byju's is rapidly narrowing the gap to become the most valuable startup in the country after digital payments firms Paytm, which is valued at around \$16 billion. It has overtaken budget hospitality company Oyo, which was last valued at \$10 billion. Before that, in January it replaced ride-hailing firm Ola as the third-largest unicorn after a funding round from Tiger Global Management, where its valuation crossed \$8 billion.

Services provided during covid 19:-

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post covid services:-

Byju's is valued at US\$22 billion[5] and the company claims to have over 115 million registered students

Company Offer Help To Employee

- The first step towards supporting BYJUites through these times of hardships, we have set up a ₹20 crore CEO's fund. One of our early employee-driven initiatives, this fund covers COVID-19 related medical expenses and hospitalisation costs for BYJUites, their parents, spouse and children. If the unfortunate situation arises where a member of our team or their family member needs hospitalisation due to COVID-19, the BYJUite can seek reimbursement of up to ₹ 5 lakhs from the CEO's Fund for the same. We aim to reimburse every request made to the fund within 7 days from when it was raised. With this initiative, we hope to provide the BYJU'S family with some support as we navigate this challenging situation together.

Advantages :-

The ability to learn using different online tools and methods.

No disruption in learning because of the pandemic.

Listening to recorded and live conversations and working at their own speed.

Disadvantages:-

Lack of free flowing conversations , debates and discussion .

Technological difficulties related to weak devices or access to the internet

Getting used to learning and being evaluated online

Studying while living at home, with family and other distractions