

114 - ENTERPRISE ANALYSIS & DESK RESEARCH

PRESENTATION ON :-
UNACADEMY



NAME OF STUDENT: SUSHMA KUMARI.
NAME OF FACULTY COORDINATOR: MRS. PUJA
GAVANDE

FOUNDER



It was founded by Gaurav Munjal, Hemesh Singh and Roman Saini in 2015. As of May 2022,

Unacademy is an Indian educational technology company that provides online educational platform with its headquarters in Bangalore, Karnataka.



VISION AND MISSION:-

Mission:-

Democratise access to high quality education .

Vission:-

Get the best minds of the country to share knowledge in an easily comprehensible form.

QUALITY POLICY OF UNACADEMY:-

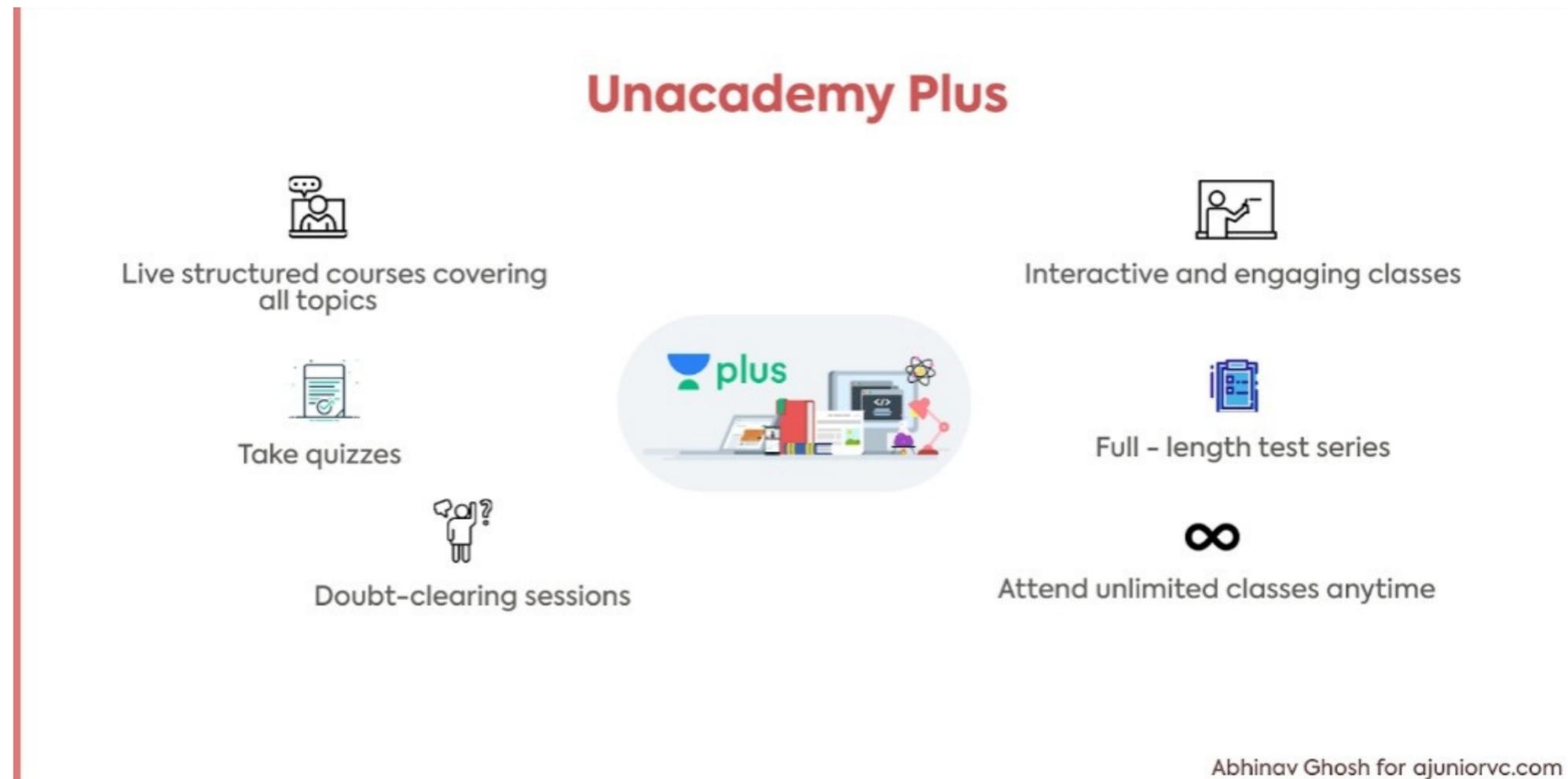


They aim to provide the best content for the kids when it comes to education, Unacademy respects our privacy and is committed to protecting it.

Unacademy owns and/or manages several platforms (other than the Platform) that offer a range of services including services related to technology solutions in the space of education, either by itself or through its affiliates and subsidiaries

MANAGEMENT STRUCTURE:-

The Unacademy management team includes Gaurav Munjal (Co-Founder and CEO), Hemesh Singh (Co-Founder and CTO), and Rohan Chhazed (Supply Operations)



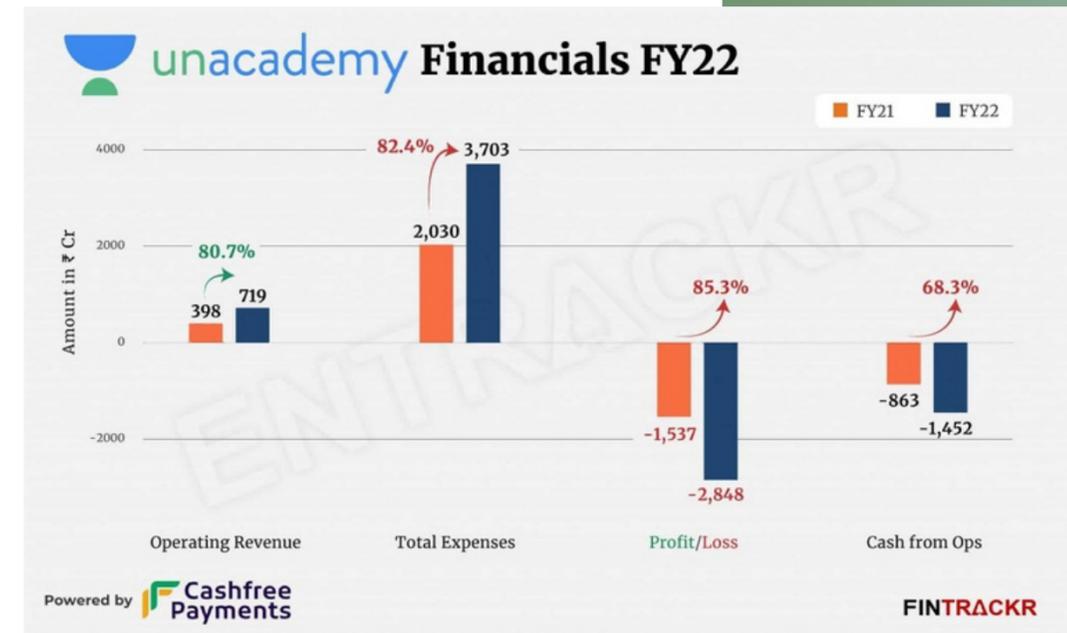
FINANCIAL STRUCTURE :-

In February 2020, Unacademy keeps \$110 million funding from US private equity company General Atlantic, social networking giant Facebook, Nexus Ventures, Blume Ventures, Flipkart CEO Kalyan Krishnamurthy among others, and grew to \$510 million in assessment.

Sequoia India, Nexus Investment Partners and SAIF Partners \$21 million (July 2018).

Sequoia India and SAIF Partners: \$11.5 million (September 2017).

\$4.5 M (January 2017)



CHALLENGES AT THE TIME OF COVID:



Supporting team. Patience in growth. Affordable education. Lack of staff members.

COVID-19 has made some drastic and unimaginable changes to many of the teachers of unacademy like on one woman teacher. She said For the past 2 months, I have been isolated from my children in order to protect them from unprecedented exposure. It is, of course, emotionally and physically draining at times to work for long periods but the thing that calms me the most is teaching on Unacademy. And many more problems they faced.

SALES FORECASTING AT THE TIME OF COVID:



Gaurav Munjal, co-Founder and CEO at Unacademy said, "In the last three weeks, learners who are watching free live classes have increased by 3x. We are clocking 30 million minutes of watchtime on Unacademy every single day.

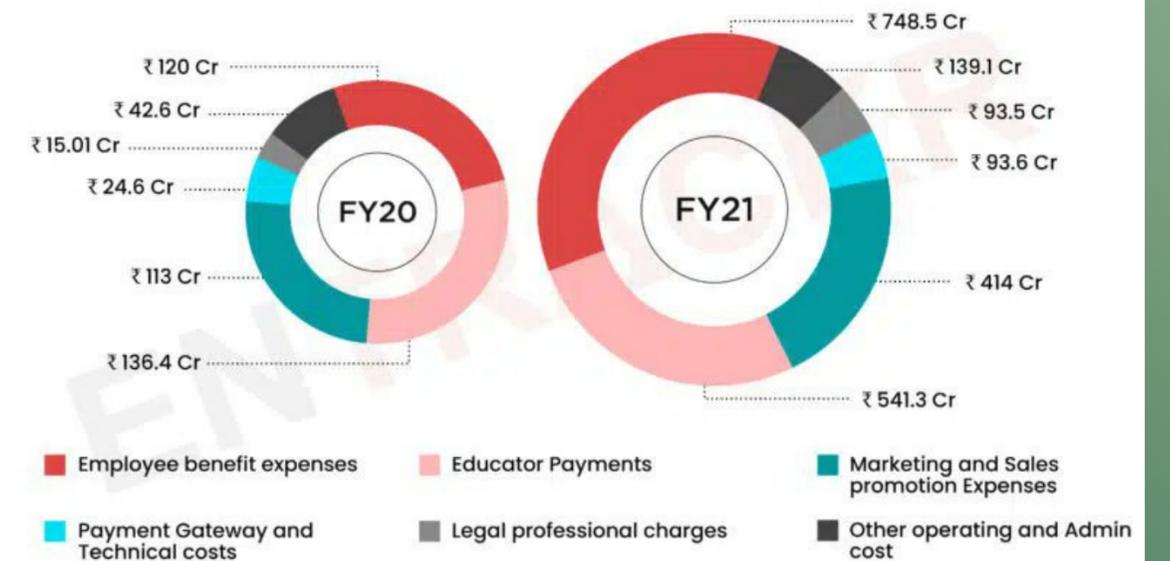
So they found that students are liking the online education platform. So they decided to stepped up and started taking more live classes."

Then Unacademy opened up its platform to educational institutions to conduct their classes for free, without any limitations on the hours or number of classes. The educational institutions

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SALES OF UNACADEMY:-

Unacademy Expenses Breakdown



FINTRACKR

SoftBank-backed Unacademy' net loss widened 82.7% to Rs 2693 crore in FY22 from Rs 1473.5 crore in FY21.19-Dec-2022 Unacademy mainly generates revenue from course subscription fees it collects from students. Collection from this vertical grew 81% to Rs 705.5 crore in FY22 from Rs 390 crore in the previous fiscal year.

HOW UNACADEMY HANDLED ITS EMPLOYEES AT THE TIME OF COVID,

Unacademy has extended the work from the home facility for all staff till January 1, 2021.

Earlier in May, Unacademy had announced that 60% of its 1000-workforce would be allowed to work from home permanently even after lifting of coronavirus-induced lockdown.

The decision comes soon after 20 Unacademy's staff allegedly tested Covid-19 positive. According to our sources, the company announced remote work to avoid gathering of employees and contain the spread of coronavirus among its employees.

POLICIES OF THE GOVERNMENT AND SUPPORT TO THE GIVEN SECTOR.

Unacademy won the Digital Start-Up of the Year award at the IAMAI 12th India Digital Summit.

Raised \$31 million in Series C Funding



CONCLUSION:-

We always used to talk about platform like youtube,facebook.twitter coming up out of Silicon valley. now I think now we proudly say unacademy is the one platform which comes out of India. Which eventually change the education of world

Thank
you

