

ENHANCEMENT OF LEARNING WITH A BLEND OF CONTENT, MEDIA AND TECHNOLOGY: A CASE STUDY OF BYJU'S

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“I hear and I forget. I see and I remember. I do and I understand”

Every person has his or her pace of learning and it is not possible for the teacher to take care of each one in the class. Thankfully, the Edtech sector is growing fast enough to fill this gap. And talking about Edtech in India, one name that can't be missed out is BYJU's.

BYJU's is the largest Ed-Tech company in India and was founded in the year 2011 by Byju Raveendran. He is India's youngest billionaire with a net worth of \$3.05 billion as per Forbes list of India's 100 Richest People (2020). BYJU's The Learning App was launched in 2015. It is a platform and a way for the teachers to teach and students to learn different educational concepts through the app and understand them better. It mainly focuses on mathematics and science.

The Bangalore-based educational technology platform BYJU's is an online tutoring and coaching firm that was started in the year 2011 and runs on a freemium model. BYJU's parent company is 'Think and Learn Pvt. Ltd'. The main aim of BYJU's is to provide coaching through online video lectures for students of class 1 to class 12 and also for people who prepare for competitive exams like UPSC Exams, IIT – JEE, NEET, CAT, GRE, and GMAT.

CONTENT, MEDIA AND TECHNOLOGY

With the advancement of technology, the usage of smartphones and laptops has increased among the student community which has made education more affordable and accessible for them. In this context, BYJU's, leading online education platform with its best content, media and tech departments has created a remarkable change in the education sector.

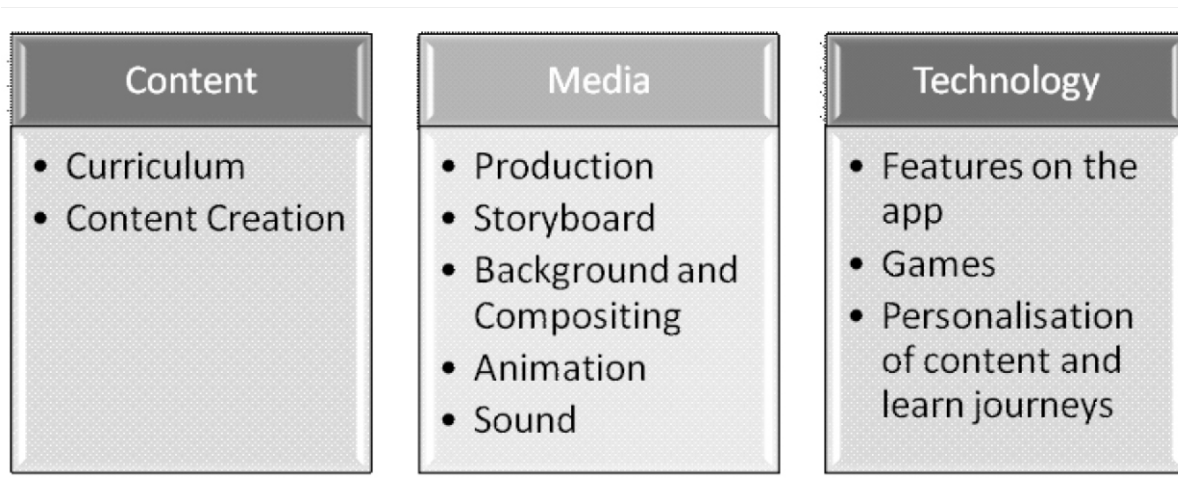
BYJU'S has very effectively cracked the problem statement of providing accessible quality education using technology, visualization and creativity. It is a companion that strives hard to fulfill its mission statement of creating active learners from an early age who not only understand core concepts well, but also have actually fallen in love with learning.



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CONTENT

Content is the major pillar that makes BYJU'S which includes designing the curriculum and content creation. The content development team basically prepares the entire course structure for different courses of CBSC, ICSE, CEFR, UPSC Exams etc. and then breaks down the curriculum into small teaching units to be delivered in 20 minutes. Then the team creates animated videos, instructor led videos, listening Comprehensions, Reading comprehensions, Storytelling Book Style Videos, Gameshow Style Videos etc. to deliver the content followed the assessment tools like Video Questions, Post Video Assessments and Exclusive Unit Assessments etc. The Content Creation also includes Scripting, Assessment Creation and multiple Reviews of any form of content created by the Media or Tech team.

MEDIA

Media is all about 'How they "Moviefy" the content! The production of BYJU'S content happens in multiple studios where they shoot their videos with the support of production team, Visual Effects supervisor and the director. The Storyboard team visualizes how the animation shall aid the video. The Instructional Design team storyboards the

entire unit in collaboration with content. The Backgrounds for videos is done by the Matte Painting and 3D creation, followed by a process called compositing that makes live actors seem like they belong in the virtually created environment. The Animations required in the videos are done with 2D and 3D technologies with motion graphics, which is handled by one of the biggest and the best Motion Graphics animators in the world. They use the Storyboard and bring the magic to life at BYJU'S. This is one of the major USPs of BYJU'S. The Sound team is the icing on the cake that adds music and sound effects (SFX) to the videos along with tweaking the sound for best clarity.

TECHNOLOGY

Technology is the brains behind the BYJU'S product. The features on the app with the integration of video questions, functioning of learn journeys and overall UI/UX experience, different types of games and quizzes integrated across different products are developed and monitored by the technology team. The personalization of content and learn journeys are done to make learning more effective in BYJU'S.

PROCEDURE TO ENROLL UNDER BYJU'S

For a student to enroll in BYJU's, he has to provide all the personal details. Then a free trial period of 15 days is given to the users in order to try the services. After the trial period, if the payment is done, the students get access to more advanced levels of learning.

Stage 1: Students are asked to attend the classes they have enrolled in using the app

Stage 2: Then they are asked to take up multiple tests with a personalized feedback.

Stage 3: Classroom sessions are conducted by IIT/IIM graduates at the center near them. Currently, this service is being provided in Gurgaon, Pitampura, Janakpuri, Noida, Rohini, etc.

Stage 4: One-to-one mentoring & doubt clearing by experts is done.

Stage 5: Access to in-depth analysis and a real time feedback is given to the parents using the parent app.

Stage 6: After the completion of the above stages, a complete revision of the whole content is done again in-order to gain better understanding.

BUSINESS MODEL OF BYJU'S

The business model of BYJU's is a freemium business model where the communication is done from business-to-consumer (B2C). The below chart shows the business model canvas of BYJU's:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Tencent Chan-Zuckerberg Light Speed Venture Partner 	<ul style="list-style-type: none"> Platform Development Data Center Operations Management IT Infrastructure Operations Managing Learning Community 	<ul style="list-style-type: none"> Access to good quality education Bringing quality teachers to every student Video Delivery Model Engaging Content and Retention 	<ul style="list-style-type: none"> Through Mobile App Online Virtual Classes Direct Meeting and Calls 	<ul style="list-style-type: none"> Students Parents Teachers Competitive Examination aspirants
	Key Resources <ul style="list-style-type: none"> Technology Infrastructure Interactive Graphics Technology Lectures Servers IT Infrastructure 		Channels <ul style="list-style-type: none"> YouTube Facebook Website Mobile App 	
Cost Structure <ul style="list-style-type: none"> Cost of Web Development Maintenance Data Center Business Development and Operations Marketing and Sales General and Administrative Costs Media Development Costs 		Revenue Streams <ul style="list-style-type: none"> Subscription amount which is paid by the students for learning Product purchase from its website Offline career counselling Offline coaching Revenue from Application Programming Interface 		

GROWTH OF BYJU'S OVER A PERIOD OF TIME

2012: Entered both Deloitte Technology Fast 50 India & Deloitte Technology Fast 500 Asia Pacific ratings

2015: Launched BYJU'S — The Learning App

2016: "Best Self Improvement" app award at Google Play India rating

2017: Launched BYJU'S Math App for kids and BYJU'S Parent Connect app to help parents track their child's learning course

2017: BYJU'S app became a business case at Harvard Business School

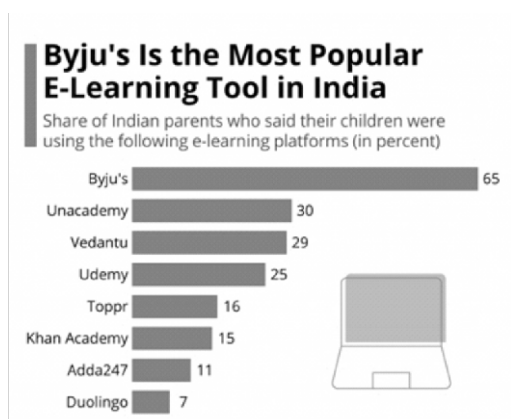
2018: 15 million users and 900,000 paid users

2019: Became the world's most valuable ed-tech company

2021: Acquired GeoGebra followed by Tynker and Whodat Tech. A total of 17 companies has been acquired by BYJU'S.

MARKET SHARE AND COMPETITORS OF BYJU'S

E-learning platforms have been in heavy use as homeschooling continues in many states around India. Indian startup Byju's is the most popular tool in India with 65 percent of parents saying their children have used it. Runner-ups Unacademy and Vedantu only were used by around 30 percent of children, according to their parents.



Source: Representative Survey, www.statista.com

Edtech giant Byju's is the 13th most valuable start-up in the world, and it is the first home-grown edtech start-up to reach a valuation of \$21 billion. Byju's revenue in 2021 stood at \$421.43 million, and its competitors in India include Vedantu (total funding stands at \$306.38 million in September 2021), Unacademy (\$875.73 million in August 2021) and Eruditus Executive Education (\$593.46 million till August 2021). The other competitors of BYJU'S include Toppr, Simplilearn, Coursera, Udemy, Meritnation and Khan Academy.

UNIQUENESS OF BYJU'S

In India, learning is mostly exam focused; you memorize, you replicate, and you forget. Byju believes that real learning involves curiosity, asking questions and finding problems, whereas we are getting trained to solve questions. Some students like to learn through stories, some like to see visuals, and others appreciate the actual theory. By understanding the mindset of learners, BYJU'S has become a unique platform catering to the needs of the learners and educators.

Other educational websites and apps just provide the content to the user in the form of videos, tutorials and so on. But when a student chooses BYJU'S for one's learning, one gets a personalized experience using their 'knowledge graph' feature and can proceed with their own pace. Also, the platform provides a free counseling session at the doorstep and then the student can understand and select the course of one's interest more confidently.

Following are the few points which highlight the uniqueness of BYJU'S:

- Unlike many learning platforms, BYJU'S is a one-stop-solution for all afterschool learning needs.
- They offer customized courses for students

starting as young as kindergarten way up to job aspirants taking up competitive exams.

- BYJU’S is also not a typical Edtech company they are more of an Education Media Technology Company.
- The programs that BYJU’S has to offer are more comprehensive and interactive as they use movie-like videos and game-like interaction in their content.
- They also host live online tutoring classes (BYJU’S Classes), computer coding for kids (WhiteHat Jr) and prep courses for several competitive exams.
- Apart from these, the BYJU’S website has an archive of tips, resources, and study materials for government job aspirants.
- They are partnering with the likes of Disney, Osmo etc. This will ensure that the quality of their content remains engaging, interactive, and far ahead of their competitors.
- BYJU’S courses are multilingual, .i.e., Hindi, Malayalam, Kannada, Telugu, etc. This gives them a greater reach and makes their offerings more inclusive.
- They are going global; made forays into the middle-east markets. They are rolling out localized content for the European and North American markets.
- Africa could be its new frontier. The hitherto underserved education market could be their biggest opportunity.

COLLABORATES WITH NITI AAYOG

BYJU’S, Edtech giant partners with the Indian government's public policy think tank NITI Aayog. This partnership aims to foster a quality learning experience through tech-driven learning programs, which will be extended to children across 112 "aspirational districts" of the country. The "aspirational districts", as mentioned, are the most developmentally challenged regions of the country across sectors like health, nutrition, education, agriculture, skill development, water resources, infrastructure, and more.

Questions:

1. Explain the reasons that helped BYJU’S to become a successful learning platform.
2. Narrate the management skills of Mr. Raveendran, which helped him to be a successful entrepreneur.
3. “BYJU’S has benefited the students” Explain the statement highlighting the uniqueness of BYJU’S?

Reference:

1. Byjus.com
2. Harvard school of business
3. Slideshare.net
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