Millions Want to Upskill, Few Know Where to Begin

How Do We Know It's A Real Problem?

- **67%** of professionals want a new role, but don't know what skills to learn, proving demand for outcome-based learning systems.
- At **5-15%**, MOOC completion rates are extremely **low**, proving the need for structured support.
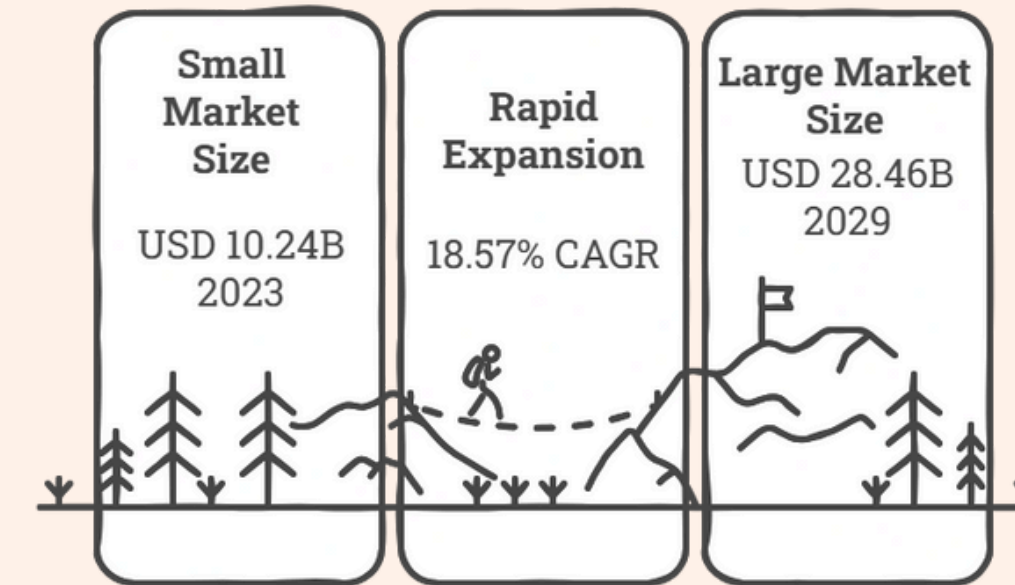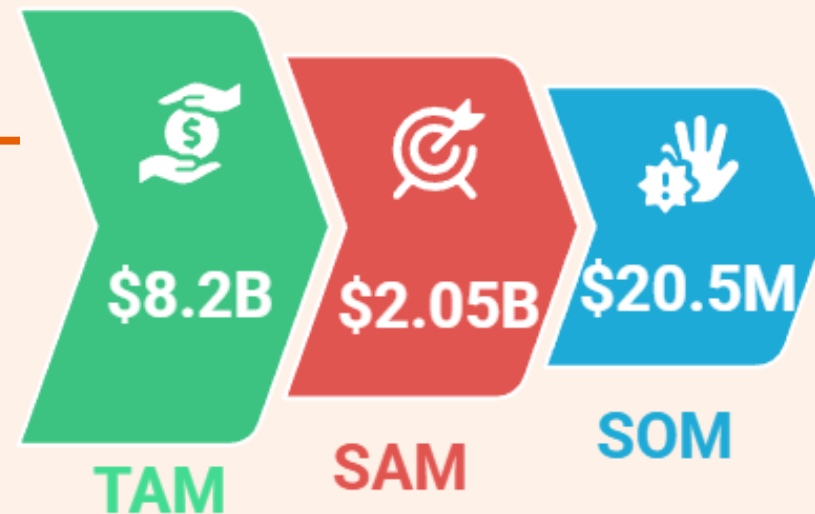
PRESENTING

North Star is a learning system that rewards **consistency**, proves **ROI**, and builds **portfolios** recruiters actually value: Solving the **real problems** others dodge.

NORTH STAR
CONSISTENT EFFORT. REAL RESULTS.

Market Trends

Small Market Size
USD 10.24B
2023

Rapid Expansion
18.57% CAGR

Large Market Size
USD 28.46B
2029

- **886M** internet users present a massive, untapped rural market.

IMPACT SIZING

$8.2B — TAM
$2.05B — SAM
$20.5M — SOM

Key Actors

- Learners
- Instructors
- Institutes
- Recruiters

Why Now?

- **39%** of workers' existing skills will be **irrelevant** by 2030, highlighting the urgent need for continuous upskilling.
- At **USD 8.2 billion**, India's E-Learning market is large and expected to grow at **24.50%**, a solution that increases learner conversion, can scale fast.

Full Research Sources Repository

Decoding Current Solutions

Udemy   coursera   upGrad   in   simplilearn

What They Excel At:

Coursera: Global partners, recognized certificates
LinkedIn Learning: Enterprise integration, skill signals
upGrad: Career services, deep programs
Simplilearn: Bootcamps, corporate focus
Udemy: Huge catalog, affordable pricing

What They Miss:

Coursera: Generic discovery, weak personalization, low completion
LinkedIn Learning: No portfolios, shallow pivots, weak habits
upGrad: High cost, time heavy, low scalability
Simplilearn: Quality variance, sales-led, poor habit loops
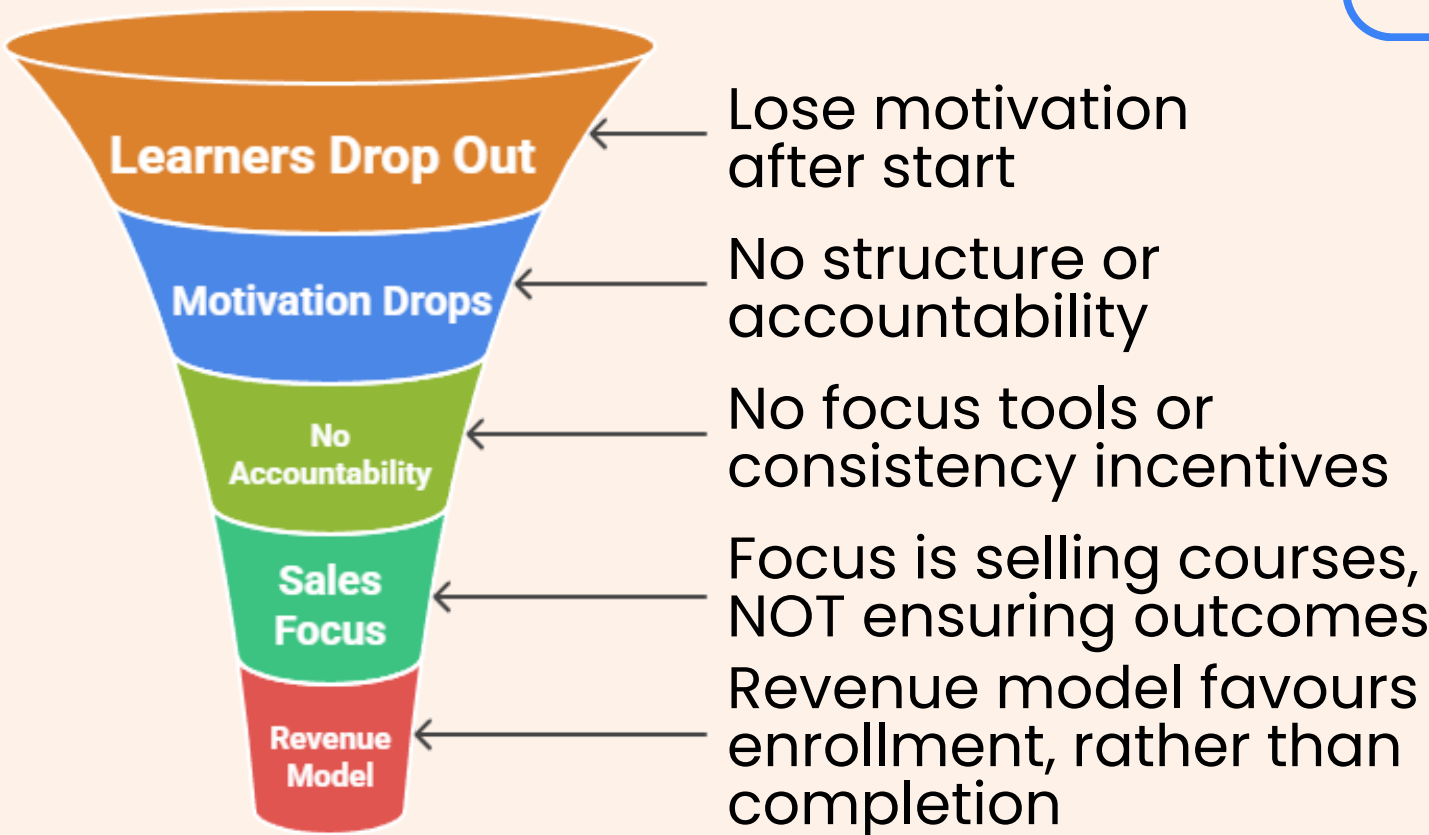**Udemy:** Noisy, inconsistent quality, low recruiter visibility

Root Cause Analysis & Market Gap: Empathize

🔗 Where is the Market Gap

- **Completion Crisis:** <10% completion rate across Indian MOOCs.
- **ROI Blindspot:** No visible link between courses and actual salary uplift.
- **No Personalization:** Current solutions are marketplaces, not learning systems.
- **Low Consistency:** No system to enforce consistency, leads to high dropouts.

Root Cause Analysis: 5 WHYs

- Lose motivation after start
- No structure or accountability
- No focus tools or consistency incentives
- Focus is selling courses, NOT ensuring outcomes
- Revenue model favours enrollment, rather than completion

Pain Point	Frequency	Willingness to Pay (INR/yr)
Choice Overload	High	≈ 5000
No Clear Plan/Weak Habit	High	≈ 2000
Generic Recommendations	High	≈ 2000
Afraid of Wasting Time/Money	Medium	≈ 3500
Low Completion Rates	Medium	≈ 2000

Pain-Frequency-Willing-to-Pay Matrix

- The matrix shows the trade-off between pain frequency, and the price consumers are willing to pay.
- The matrix clearly shows that this isn't a nice-to-have problem, it's a **hair-on-fire** problem.
- This also shows there's a strong, paying demand for a product that can build consistency, trust and offer a clear path.

🔗 Primary Research Insights

- **29%:** "No clear plan to stick with learning" is the top barrier for learners
- **3.2/5:** Role Transition is the most affected aspect
- **75%:** Learner willing to pay 500-2000/year for an outcome-based solution
- **44%:** Learners upskill weekly

🔗 Interview Insights

- "Too many irrelevant options - I waste hours filtering noise"
- "Reminders, nudges and daily quizzes that keep me on track"
- "No motivation to be consistent"
- "Clarity, real life application, and market updates matter - no generic BS"

Behavioural Science
Current tools break the habit loop: weak triggers, high friction, delayed rewards - causing procrastination, no consistency, and drop-offs.

Core Challenges
- Low Completion
- No clear plan
- Poor skill-gap analysis
- ROI unclear/unmeasured
- Fragmented tools

Target Demographic, Impact & Our Hypothesis: Define

What is the True Problem?

Millions of young Indian professionals want to upskill, but face course overload, low completion (<10% MOOCs), and no visibility into ROI on time or money spent. Current platforms sell courses, but do not systemize consistent learning or prove measurable career outcomes.

Core Hypothesis

Personalized roadmaps cut decision friction by 70%, a 7-day starter plan boosts activation 2-3x, and streaks + focus mode lift completions from <10% to 35–40%.

Certificates with consistency, projects, and ROI tags drive recruiter trust and measurable salary uplift.

🔗 Click on links to know more, experience prototype & more.

USER PERSONAS

Ahana Verma
Age: 24, Bangalore, Sales Associate
- **Core Trait**: Ambitious, but time-constrained with demanding job
- **Pain Point**: Wants to upskill in digital/AI tools, but lacks time & discipline → drops out.
- **Need**: Bite-sized, consistent learning that fits work schedule.
- **Goal**: Pivot into Product Marketing role in 18 months with better pay & growth.
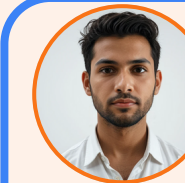
Rohit Kumar
Age: 26, Pune, Junior Data Analyst
- **Core Trait**: Curious, but easily overwhelmed by too many choices
- **Pain Poin**t: Jumps across YouTube/Udemy courses, low completion, no clear career ROI
- **Need**: A guided, ROI-linked learning path that feels doable
- **Goal**: Land a ₹10–12L package in Bangalore by upskilling to Data Scientist

Value Generated by Solution

For Users:
- Completion rates see a 3–4x jump, from <10% to 35–40%.
- ROI transparency lets learners see salary potential, boosting confidence.
- Our consistency system boosts daily engagement by 50% with streaks.
- Verified projects and scores lead to 2–3x higher recruiter visibility.

For Business:
- A 1% rise in learner consistency boosts free-to-paid conversion by 2–3%.
- Consistent learners drive LTV up by 1.5–2x through repeat purchases.
- We'll capture a $20M market share in 3 years from a $8.2B market.
- We offer differentiated positioning: outcomes over just enrollments.

Jobs To Be Done

When I want to upskill for better career growth, **But I** feel lost and end up dropping out, **Help me** choose the right path and stick with it, **So I** can confidently move with measurable ROI.

PROBLEM SPACE   SOLUTION SPACE

MVP Prioritization, Let Users Speak: Ideate

✂ Growth Pods

Human-guided learning pods (4–6 learners per mentor).

Key Features:
- 30-min "Goal Decode" call → PDF learning plan.
- 2-week sprint with mentor + WhatsApp accountability.
- Portfolio review + mock interview.
- Real-time feedback

How it solves?
- High-touch guidance
- Strong accountability

✂ North Star

A Personalized, ROI-driven skill roadmap with built-in behavior hooks.

Key Features:
- Single-digit roadmap → role, goal-based skill path.
- 7-day starter plan + streaks + focus mode → consistent engagement
- Certificates with projects + consistency score + ROI tag → recruiter-visible value

How it solves?
- Removes choice overload
- Drives consistency
- Proves ROI → learners act with confidence & finish

✂ Skill Stream

Editor-curated skill playlists (MOOCs, YouTube, articles) + light guidance via email nudges.

Key Features:
- Role, industry-based playlists, refreshed quarterly.
- 5-question quiz → maps to 2–3 curated lists.
- Weekly "Navigator" mail → nudges with next 3 items.

How it solves?
- Simplifies discovery
- Keeps content fresh

Integrated Solution Prioritization
✂ A/B Test + RICE Scoring

Solution	Reach	Impact	Confidence	Effort	A/B Score	Final Score
North Star	6000	1.8	0.70	4	4.7/5	95/100
Skill Stream	12000	0.20	0.55	2	3.4/5	58/100
Growth Pods	400	1.5	0.50	8	3.9/5	46/100

Who are We Building for?

- **Who they are:** Young Indian professionals (22-28)
- **Traits:** Ambitious, driven, but anxious
- **Life goals:** Better salary, career growth
- **Situations:** Limited time, high pressure
- **Problems:** Course overload, poor outcomes

North Star's Core Solution, MVP Features: Prototype

Core Product Idea

North Star gives professionals a 3–5 course roadmap with visible ROI (salary uplift) and a 7-day starter plan that builds habit from Day-1. With ROI-tagged certificates, consistency scores, and profile scoring, learners complete 3–4x more than on generic MOOCs.

🔗 MoSCoW Prioritization

Category	Features
Must Have	Personalized roadmap, 7-day starter plan, Focus mode, ROI-based course data, Structured sessions
Should Have	Skill gap view, Consistency streaks, Profile scoring
Could Have	Post-selection roadmap
Won't Have	Offline community events

Feature	What it does	Goal Alignment
ROI-First Roadmap	3–5 course shortlist with visible salary uplift	Builds trust → higher conversion
7-Day Starter Plan	Daily micro-tasks + streak badge to build habit	Kickstarts consistent learning
Focus Mode + Streaks	10–15 min Pomodoro with streak tracking	Drives 3–4× higher course completion
Consistency Score Certificate	Certificate includes ROI + consistency score	Adds recruiter value → monetization

🔗 Prototype Testing Plan & Outcomes

1. **Prototype Creation** → Built initial low-fi wireframes for roadmap, courses, and starter plan.
2. **User Testing (5 Participants)** → Conducted Google Form survey, capturing clarity, usability, suggestions.
3. **Insights & Changes** → Feedback aligned to ROI %, shortlist size, streak badges.
4. **Final Prototype Output** → High-fidelity wireframes refined; improved clarity, engagement, and usability.

North Star Prototype & Wireframes: Test & MVP

Screen 1: Set Target

Set Target

Choose your target role
- Data Analyst, Product Manager, Software Ungineer

Desired CTC (₹)
- 3L — 12L — 30L

Location
- Bengaluru, Mumbai

Desired company (optional)
- Type to search companies

Time/week
- 3h · **5h** · 8h

Budget (₹)
- 0–500 · 500–2k · 2k–5k · 5k+

Accreditation needed? (toggle)

I know what I want to learn
You can change this anytime.

Generate Roadmap

Screen 2: Course shortlist

Course shortlist — Edit targets

Top pick: Advanced Data Analytics — ROI +230%
3 courses · Avg fit 73% · Total est. fee ₹11,497

Search courses — Filters

Sorted by ROI — ROI · Fit · Fee

Advanced Data Analytics — Accredited
ROI +230% · 5h/wk · ₹4,999 · SkillBoost
Fit 82% · SQL · Excel · PowerBI
Compare · View details

SQL for Business Analytics — Accredited
ROI +180% · 3h/wk · ₹2,999 · DataCamp
Fit 72% · SQL · Excel
Compare · View details

Power BI Essentials — Accredited
ROI +140% · 4h/wk · ₹3,499 · Coursera
Fit 64% · PowerBI · DAX
Compare · View details

Back · **Proceed to Starter Plan**

Screen 3: Plan Details

Plan Details

Starter Plan overview
0/3 — **3-Day Streak Badge** Finish Day 1 in <10 min to unlock momentum

Pace: Daily
Time per day: ~10 min
Days to badge: 3 days
Locale: India · ₹

What you'll do this week
- Day 1 · Orientation — Intro, goals, ROI model basics — ~5–10 min
- Day 2 · Baseline quiz — Assess current understanding — ~5 min
- Day 3 · Micro-content — Read + short video — ~10 min
- Day 4 · Mini project — Hands-on calculation — ~15 min

Start Day 1
Change pace

Screen 4: Orientation · Set Your ...

Orientation · Set Your ... — 2 days

Step 1 · Step 2 · Step 3 · Review

Target Role & Compensation
Let's begin with where you want to go — 1 of 3

Target role
- e.g., Product Manager

Desired CTC
- ₹ 24 LPA · INR

Preferred locations
- Bengaluru · Hyderabad · Pune · Remote

Time commitment per day
- 25 mins · 45–60 mins · 90+ mins

Tip: Start with a realistic CTC and iterate as you progress. — Auto-fill

Back · **→ Continue**

Screen 5: Orientation

Orientation — 12 min

Set your target role
- Role: Product Designer
- Full-time · Freelance

Compensation & Location
- Desired CTC: ₹12–16 LPA
- Location: Bengaluru (Hybrid)

Preferences
- Target Companies: Fintech, SaaS
- Accredited · Non-accredited

← Back · **Start Orientation**

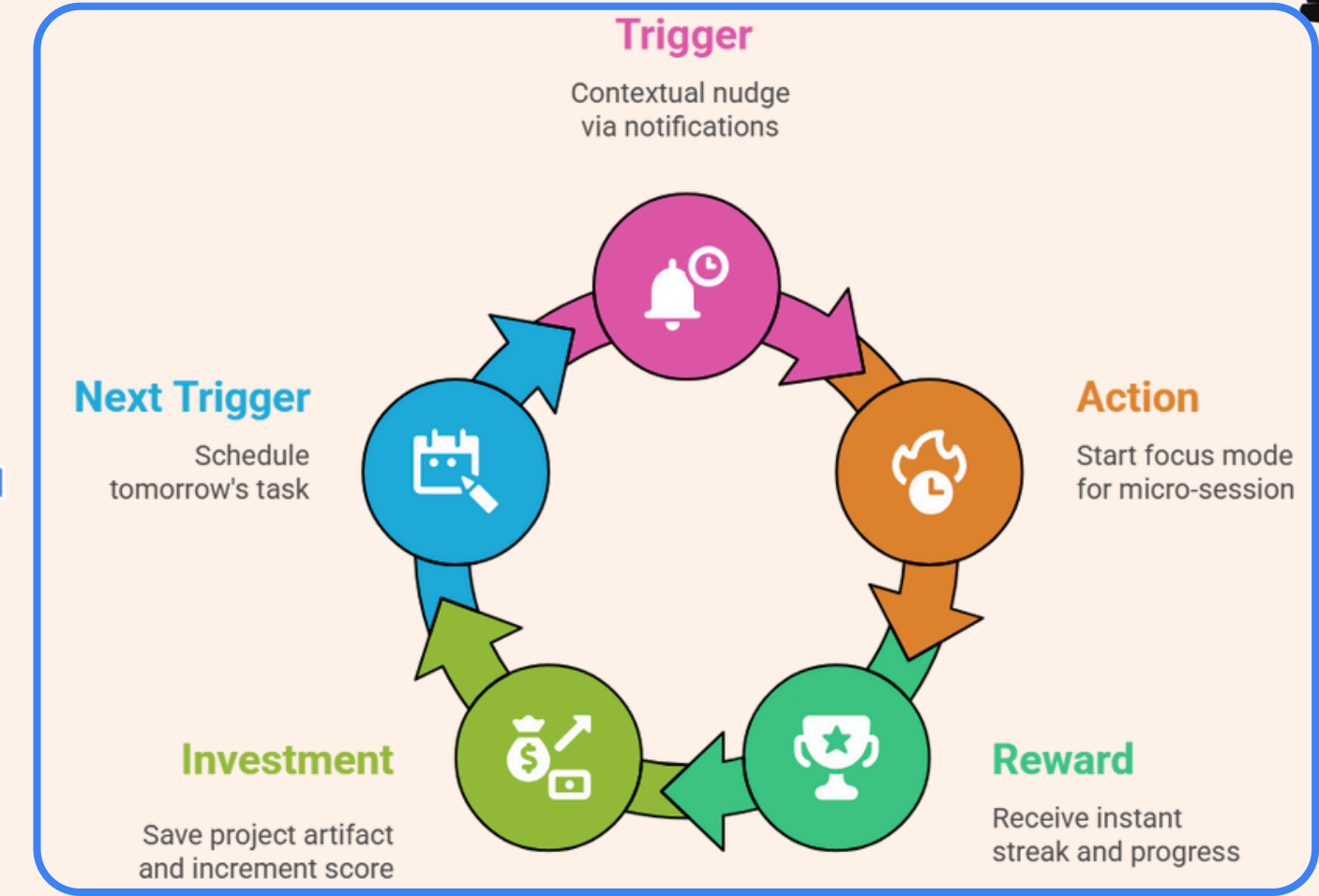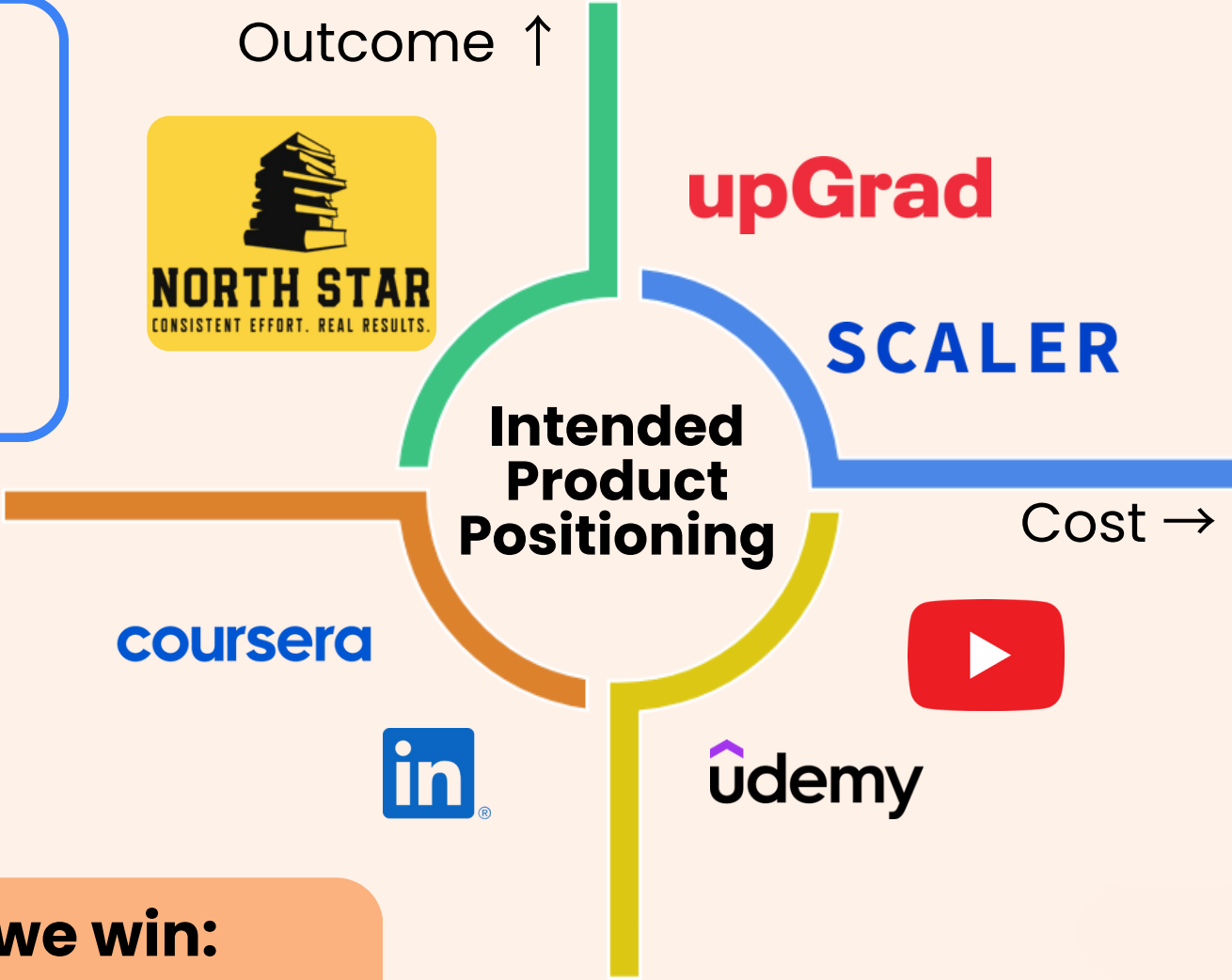| Set Target	Course Shortlist	7-Day Starter Plan	Orientation Stepper	Summary
Pick role, salary, city, time, budget ↓ Generate ROI-first roadmap	See ROI %, fit %, fees ↓ Shortlist best courses, compare, proceed	Daily 5–15 min tasks, streak badge, snapshot ↓ Build momentum fast	Step 1-3 setup: role, CTC, location, time ↓ Personalized roadmap	Final overview: role, salary, prefs ↓ Start orientation with clarity

User Journey, Pitfalls & Product Positioning Framework

Branding: Outcome-first upskilling for ambitious, time-poor professionals.
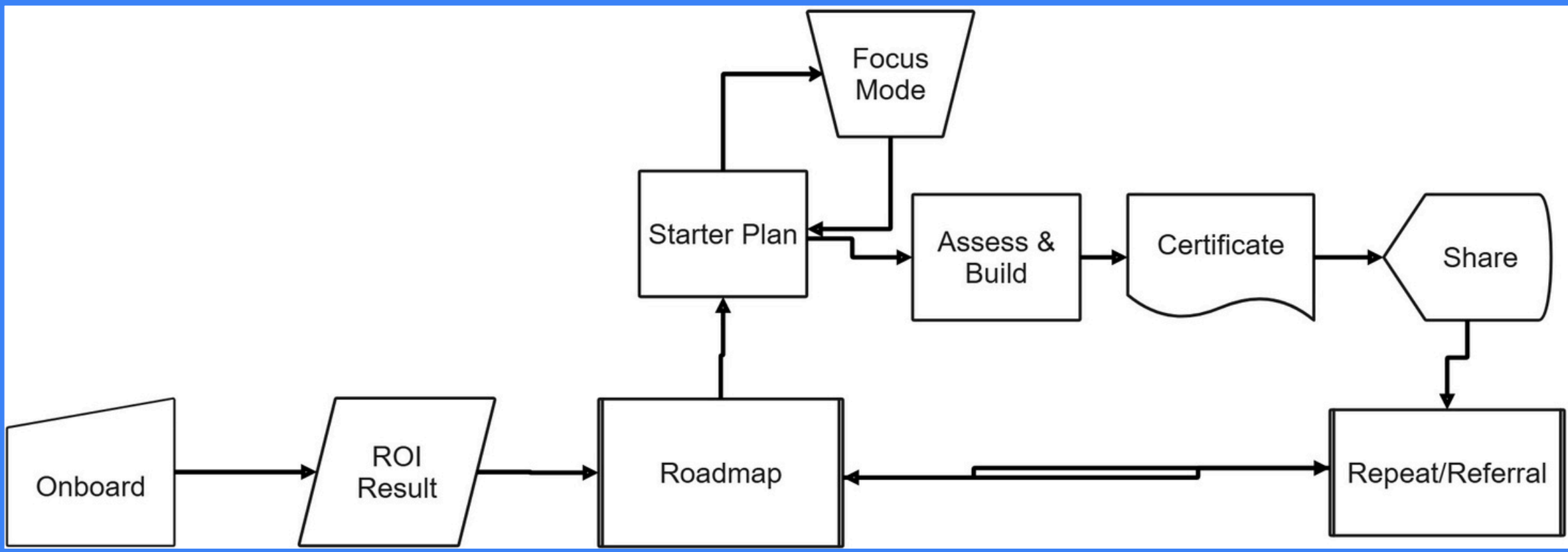**Positioning:** Consistency and ROI, not just content

Risk Mitigation

Shortcoming	Mitigation
ROI Credibility	Show INR ranges, source labels, last updated
Low Activation	7-day plan, nudge, badge preview, focus
Mobile Distraction	Short sessions, offline notes, adaptive bitrate
Pricing Sensitivity	INR pricing, coupons, freemium explore
Quality Variance	Rubric, plagiarism checks, reviews, templates

Why we win:

We deliver high outcome credibility [consistency score + projects + ROI tag] at low learner effort [single-digit picks, 10–15 min sessions, starter plan]. That's a **white space** in India for 22–28 y/o professionals.
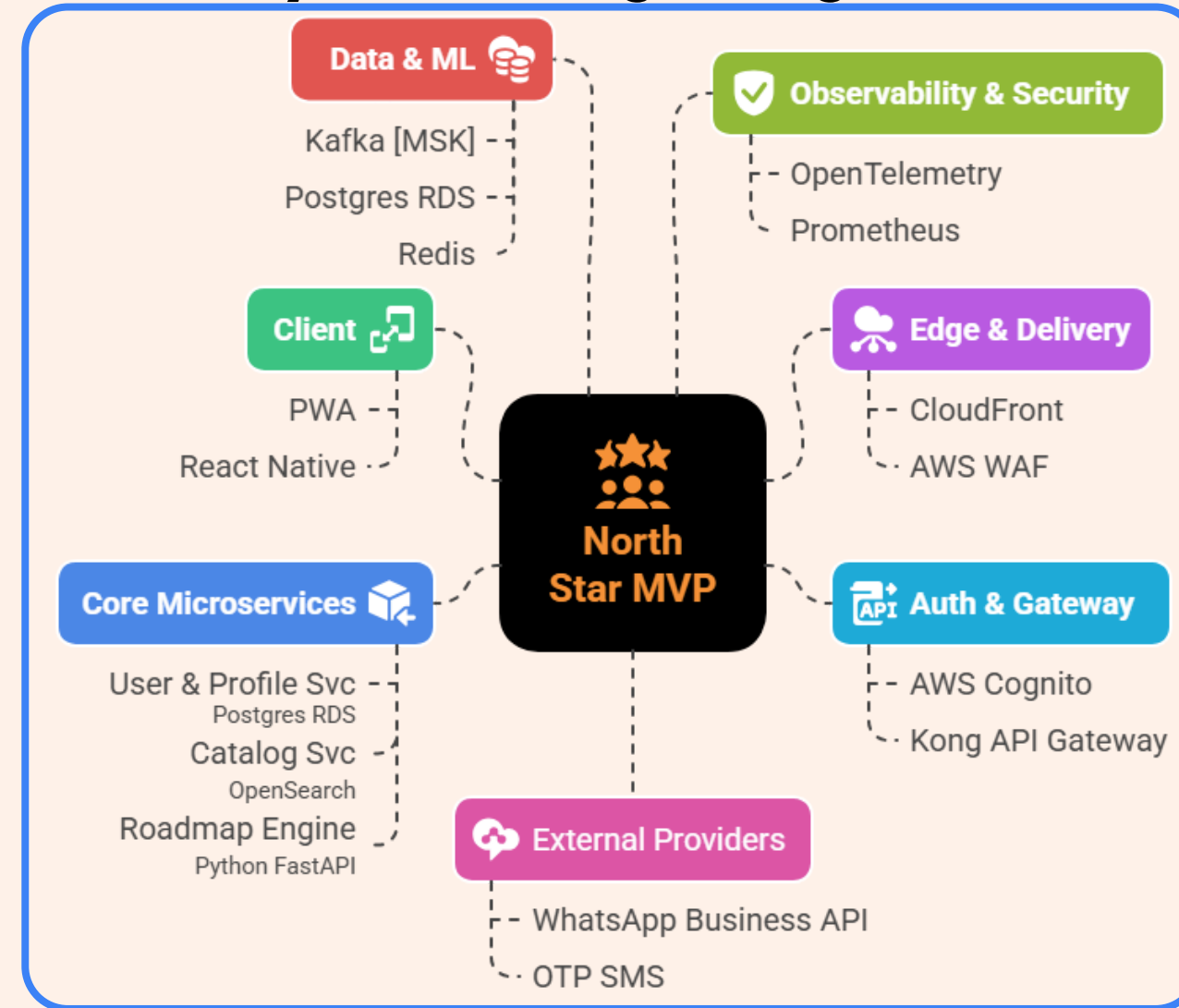
NORTH STAR — CONSISTENT EFFORT. REAL RESULTS.

Outcome ↑

upGrad

SCALER

Intended Product Positioning

coursera

Cost →

Udemy

Trigger — Contextual nudge via notifications

Action — Start focus mode for micro-session

Reward — Receive instant streak and progress

Investment — Save project artifact and increment score

Next Trigger — Schedule tomorrow's task

🔗 User Journey Flow Diagram

Onboard → ROI Result → Roadmap → Starter Plan → Focus Mode
Starter Plan → Assess & Build → Certificate → Share → Repeat/Referral → Roadmap

Measuring Impact: Metrics, Data & System Design

Leading Indicators

Metric	Target (Pilot)
Time to ROI View	≤30s
Shortlist CTR	≥55%
D1 Activation %	≥70%
D3 Streak Attainment %	≥50%
Focus Sessions/Week	≥4
Avg Focus Minutes/Session	12–15 min
Quiz Completion Rate	≥65%

Product Outcome / Business Outcome

Product Outcome	Business Outcome
Consistency Score	↑ Referrals ↑ Employer Interest
7-Day Starter Plan	↑ Completion Rates ↑ Repeat Rate
Personalized Roadmap	↓ Drop-Offs ↑ Free-to-Paid Conversion

System Design Diagram

- **Data & ML**
  - Kafka [MSK]
  - Postgres RDS
  - Redis
- **Client**
  - PWA
  - React Native
- **Core Microservices**
  - User & Profile Svc — Postgres RDS
  - Catalog Svc — OpenSearch
  - Roadmap Engine — Python FastAPI
- **North Star MVP**
- **Observability & Security**
  - OpenTelemetry
  - Prometheus
- **Edge & Delivery**
  - CloudFront
  - AWS WAF
- **Auth & Gateway**
  - AWS Cognito
  - Kong API Gateway
- **External Providers**
  - WhatsApp Business API
  - OTP SMS
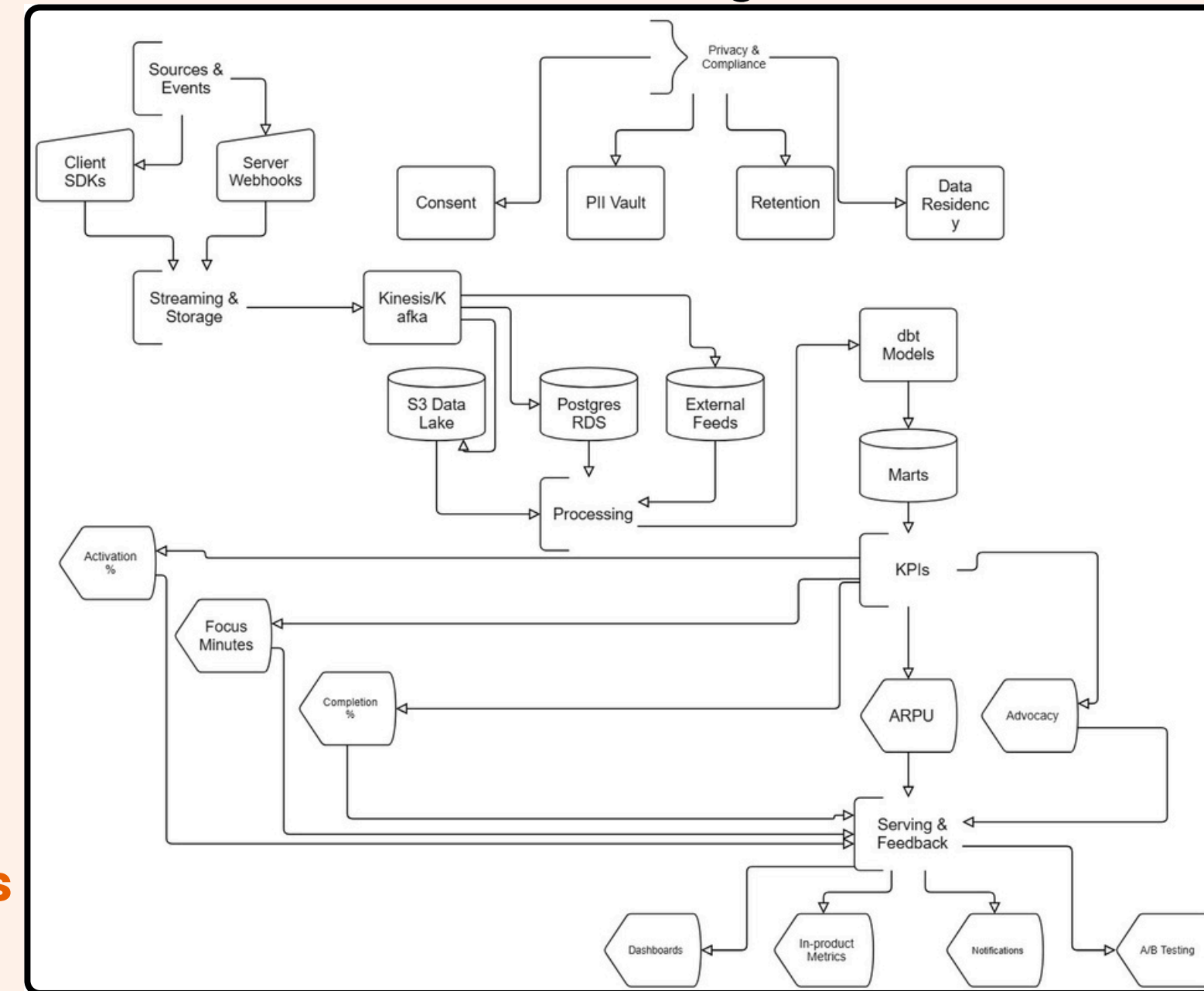
Lagging Indicators

Metric	Target (Pilot)
Course Completion Rate	35–40%
Verified Mini-Project Submissions	≥40%
Free→Paid Conversion	8–12%
Repeat Purchase Rate	≥20%
ARPU (monthly)	Track trend ↑
Salary Uplift (self-report)	Capture & Baseline

Data Flow Diagram

North Star Metric

VLW: Verified Learning Weeks
- **Definition:** Count of learner-weeks where a user completes ≥4 Focus sessions (≥10 min each) AND ≥1 micro-quiz or mini-project.
- **Why**: Captures consistency, not just logins - directly predicts completion, ROI proof, and revenue.
- **Goal (pilot)**: 2,000 VLW (Month 1) → 5,000 VLW (Month 3).

From Distribution to Monetization: Scaling North Star

Monetization Strategy

- **Freemium Explore:** Free browsing with ads + recommendations
- **Premium Access:**
  - Roadmap & insights, ad-free, certificate with Consistency Score + ROI tag
  - Monthly ₹499, Quarterly ₹1,199, Annual ₹3,999 (UPI/cards/EMI)
- **Course Partners:**
  - Marketplace avg ₹2.5k course → 15% commission
  - Bootcamp/university avg ₹40k program → 8% commission.
- **B2B (Employer/L&D pilots):**
  - ₹1,200/employee/quarter for ROI-first roadmaps + team analytics

Distribution Channels

	LinkedIn	WhatsApp Business	YouTube	Employer/ L&D Pilots
Why	India's early pros live here	India's #1 attention channel	Research starts here	B2B lowers CAC; Adds credibility
Play	Lead Gen → ROI-first roadmap in 60s	D0–D7 starter plan nudges; deep link to Focus Mode	Short "Role→₹ uplift→skills→3 picks" videos	10-15 startup/SME pilots; Team VLW dashboards
KPI	CTR Lead Submit Shortlist CTR Free→Paid	Opt-in D1 Enroll D3 streak	VTR Site visits Time-to-ROI Free→Paid lift	Seats activated VLW/employee Renewal intent

Go-To-Market Strategy

AAARRR Funnel
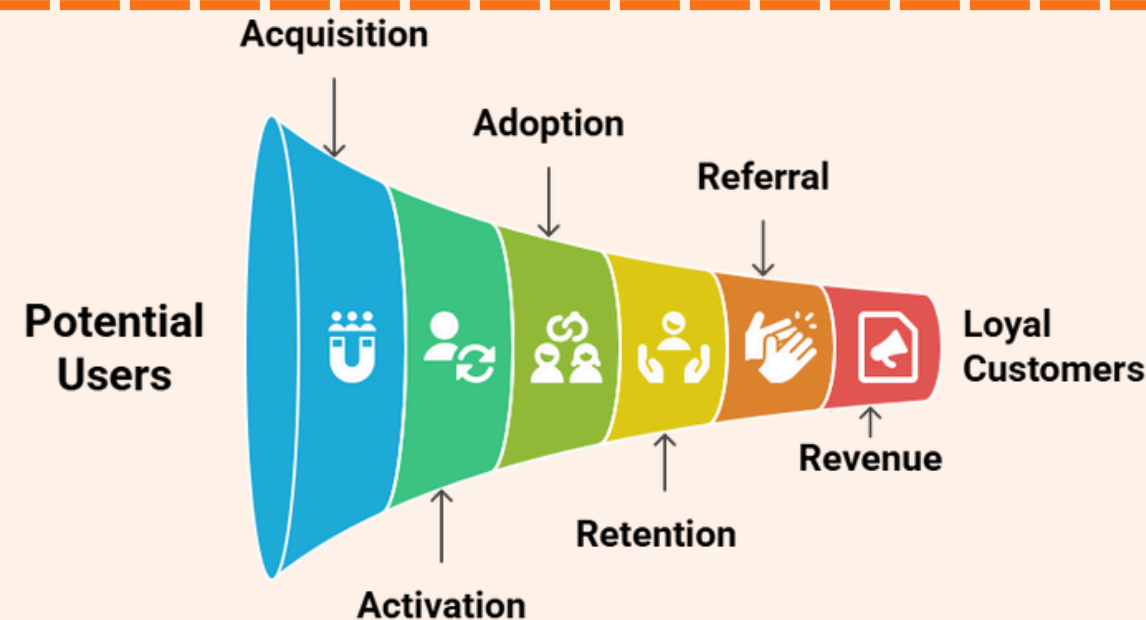
- **Acquire**: LinkedIn + YouTube + creators → ROI-first landing.
- **Activate**: D0–D7 starter plan; Focus Mode; streak badge preview.
- **Prove**: Consistency Score + project on certificate; achievement posts.
- **Monetize**: Premium (₹499/mo+), curated course commissions, employer pilots.
- **90-day Targets**: 5,000 VLW, Free→Paid 10–12%, Repeat ≥20%.