



PEER TO PEER LEARNING

PeerVerse

Final Project by Team 3

Product Management Career Bootcamp - Batch 1

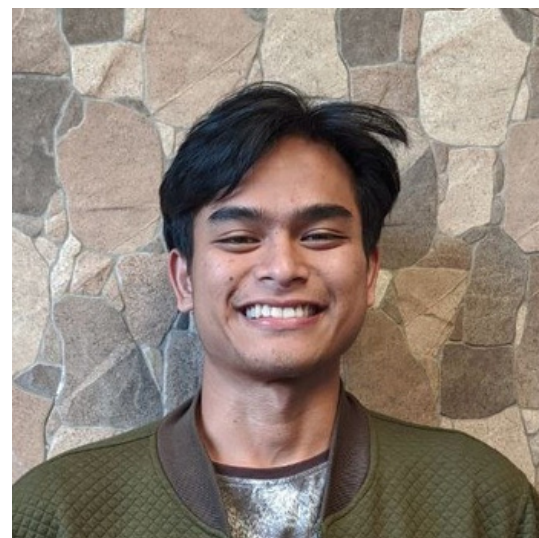


THE TEAM



Aditio Dharma P.

Team Leader



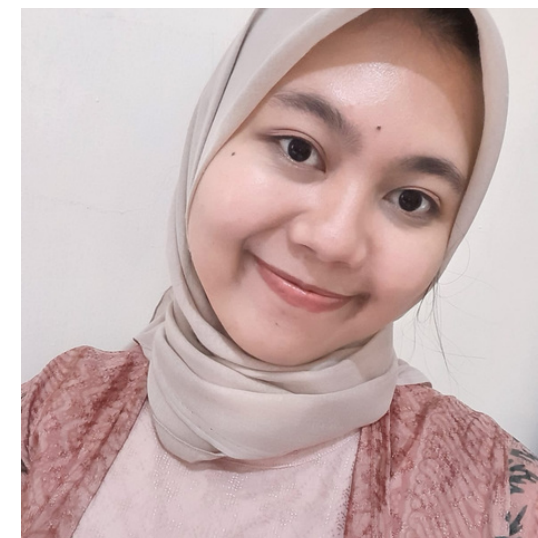
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PeerVerse

PROBLEM & SOLUTION



PeerVerse

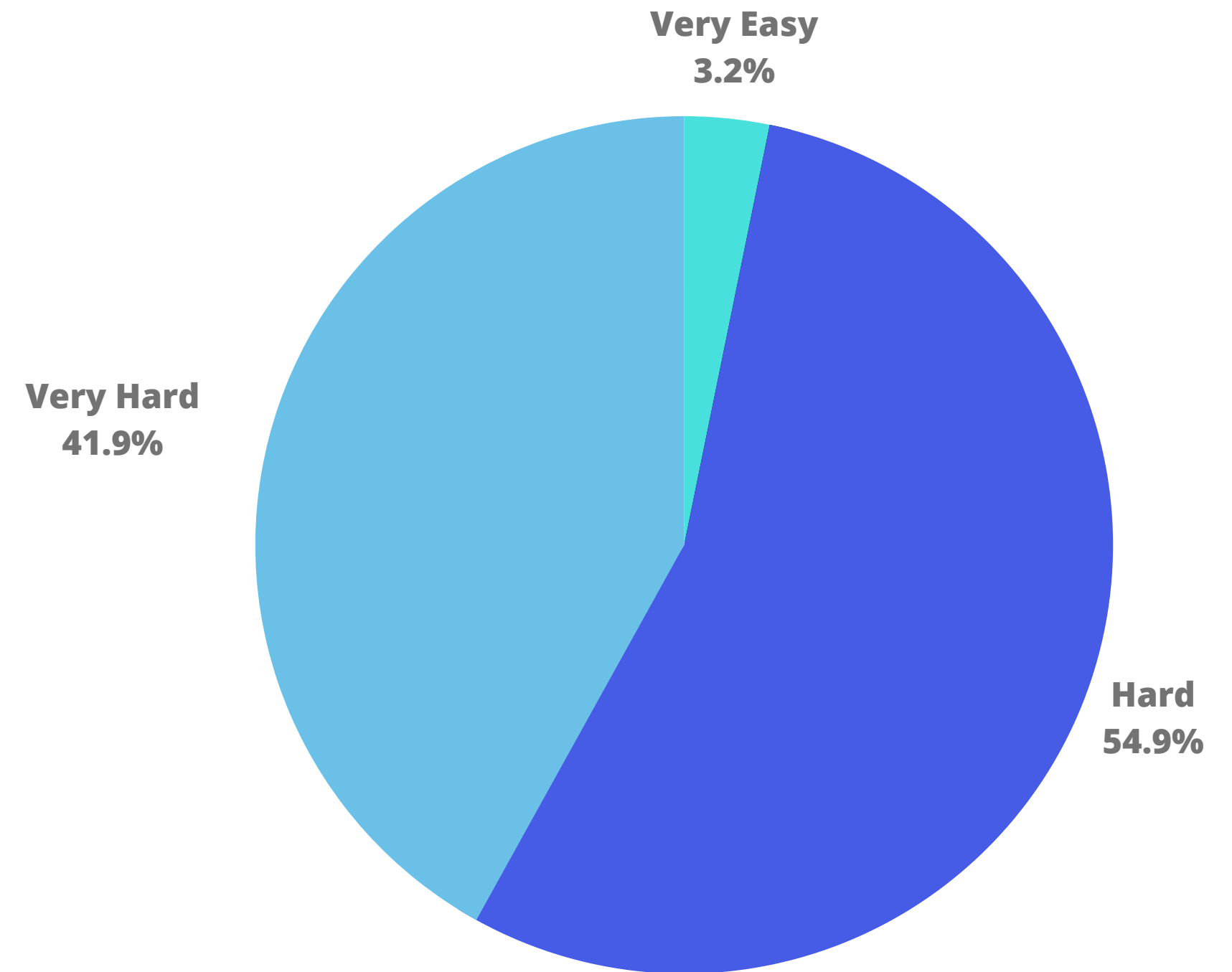
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THE PROBLEM

Based on our team's survey...

>95%

University students are having a **hard experiences** during their study at university.





Problem Statement

The students have a **short time to study and learn about all syllabus**. For the fact, **not all syllabus are delivered**. The students are **forced to learn and try to understand undelivered syllabus**. It increases students' stress and overwhelms them.



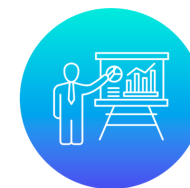


PeerVerse

is a **Peer-to-Peer platform** that's initiated based on university student's problem of needing to learn more outside of class in order for them to excel in university life.



Peer-to-peer learning community



Top-rated Ace Mate



Do your best and get Rewards

PRODUCT



PeerVerse

Product



1:1 Session

Mentoring Session with AceMate



Study Squad

Mentoring Session with AceMate

Benefits Of Our Product



Credible mentor

Join our community of credible mentors and take your university experience to the next level



Get Rewards

Achieve success with personalized 1:1 sessions with passionate mentors.



Global community

Achieve success with personalized 1:1 sessions with passionate mentors.

Benefits Of Our Product



Access to world-class education for free

Join our global community of mentors and students.



Virtual delivery model

Our edtech platform uses a virtual delivery model for personalized 1:1 sessions with experienced mentors.



Flexible schedule

Our edtech platform offers flexible scheduling for personalized 1:1 sessions with experienced mentors.

Freemium Model

Free

\$0/Month

- Students can sign up for free and access limited resources, such as pre-recorded lectures and quizzes.
- Limited access to 1:1 sessions with tutors or professors.
- Access to discussion forums and peer-to-peer networking.
- Basic customer support.

Premium

\$25/Month

- Access to unlimited 1:1 sessions with tutors or professors.
- Access to personalized feedback and guidance on assignments and projects.
- Access to premium content such as live webinars and workshops.
- Priority customer support.

Squad

\$18/Month per user

- All Benefit in Premium but more cheaps
- 3-10 Users can join



COMPETITOR ANALYSIS



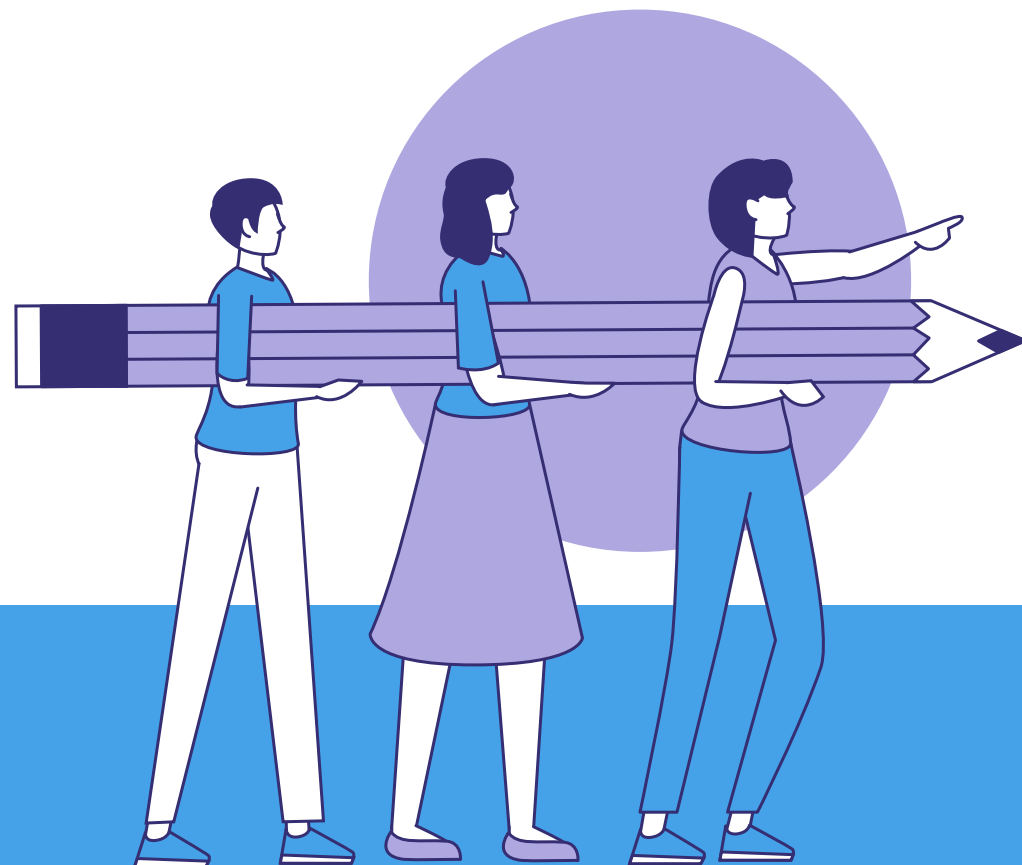
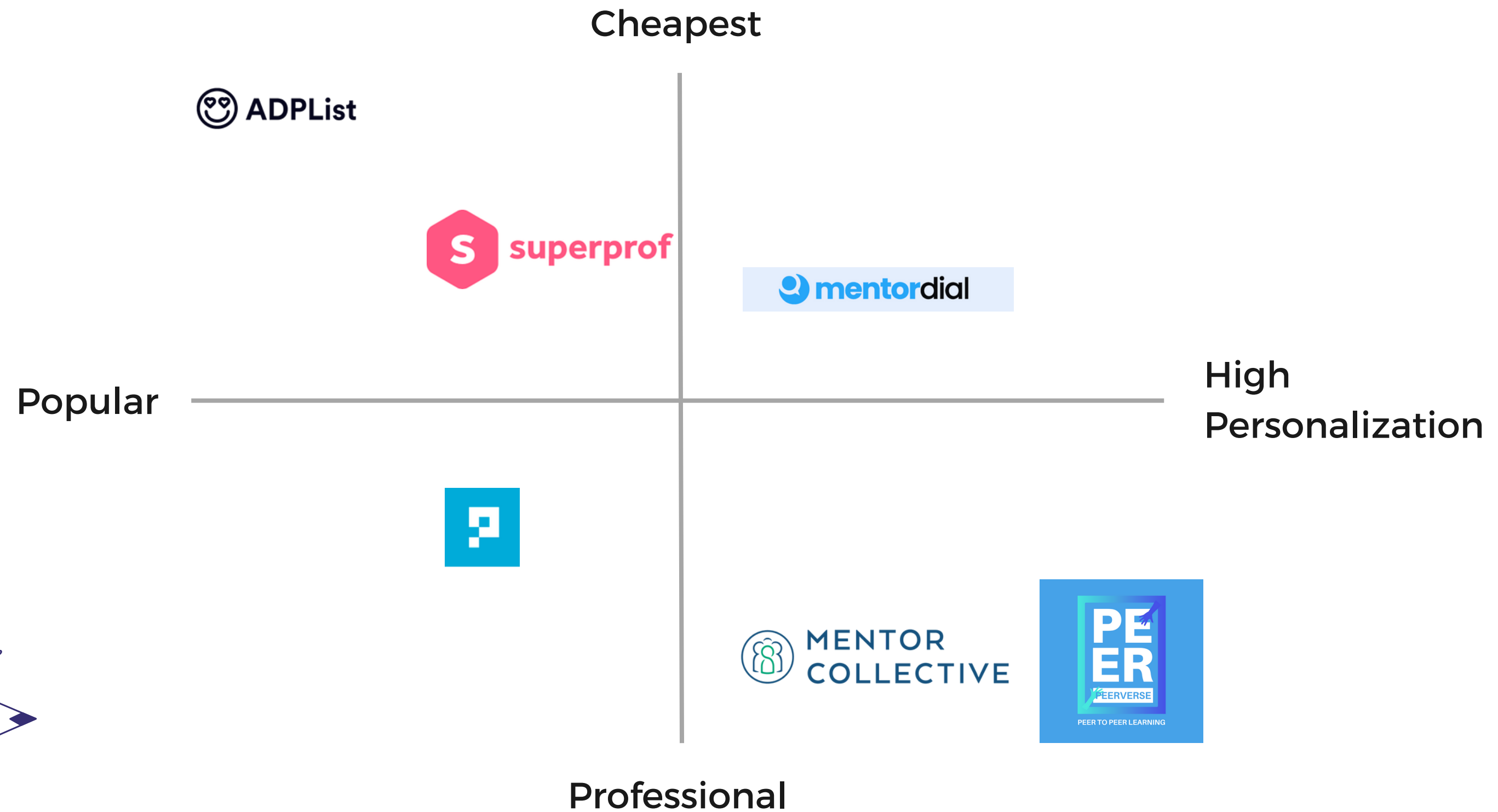
PeerVerse

PEER TO PEER LEARNING

THE BRAND POSITIONING

Brand Positioning

Using the **perceptual map** on the right, PeerVerse is positioned towards **High personalization & professional.**



PeerVerse

THE COMPETITOR ANALYSIS

Competitor Analysis

To better position PeerVerse in the market, we did competitor analysis consiting **4 components** accross competitors.



Component	Mentordial	ADPList	PeerSquare	PeerVerse
Price	\$20/month or \$69/year	\$0	\$0	\$0
Product	• Mentor Matching • Mentorship sessions • Mentor community • Accessibility	• Top Rated Mentors • Instant Bookings • 1-1 Personalized Advice	• Peer Square Study Buddy • For student grade 7-13 • Peer to peer based on partnering school	• Peer Learning Community • Diverse Learning Methods • Top-rated Mentor • Rewards
Business Model	TopDown	Free	Free	Freemium
Customer Experience	From 10 users: Insightful & great session with mentor	From 10 users: Amazing and incedibility mentor 4.5/5 stars from Trustpilot	Only has 2 testimonials: Expand your knowledge, connect & study with friends 4.5 stars	-



PeerVerse

GO-TO-MARKET STRATEGY



PeerVerse

Peerverse's Target Market Size...

9.000.000+

**Universities Students
in Indonesia**

TAM

Target Available Market

7.000.000+

**Universities Student
who have access to internet**

SAM

Serviceable Available Market

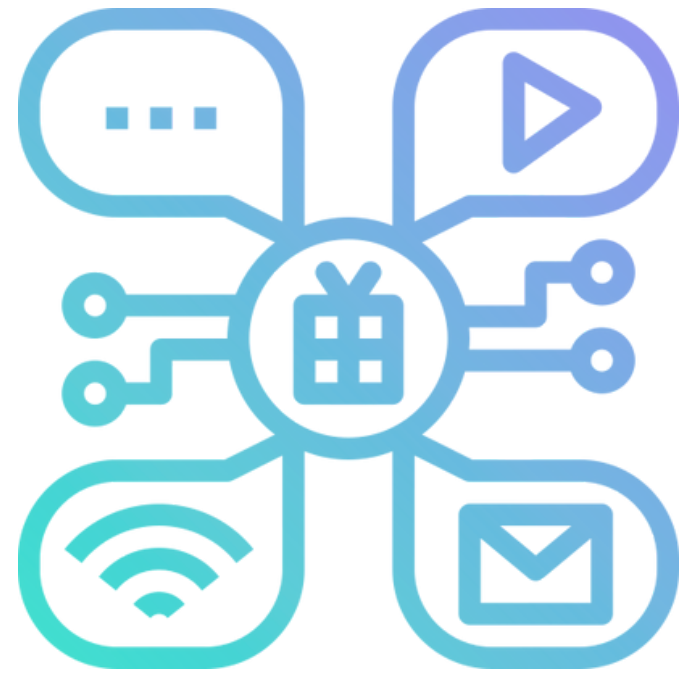
3.500.000+

**Target Register
Users for Peerverse**

SOM

Serviceable Obtainable Market

How will PeerVerse process the marketing and sales?



Sales Plan

Inside sales model, Channel model, and Field sales model



Channels

Website, Events, and Social media

Marketing Roadmap Plan



THE PRODUCT DEMO



Here's a sneak peek of PeerVerse...

Our Prototype Could Be Access Through This Link:

<https://www.figma.com/proto/Cgzg8bRVu6DL2dGun8oWMI/Prototype-Peerverse?type=design&node-id=1-3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A3&show-proto-sidebar=1>



PeerVerse

THIS SLIDE CONTAINS **PRODUCT DEMO.
ACCESS THE VIDEO IN THE LINK BELOW:**

https://drive.google.com/file/d/1t7ATQvaHpGLG6x3DImGjmdF2Qeq_8iC1/view?usp=sharing

Get ready for some exciting new features coming soon to PeerVerse!



Group Session

Group mentoring with your friends and an AceMate to help guide you all in growing your skills and careers.

Personalized learning journey

PeerVerse offers tracks in various fields. There are lots of different tracks to choose from, so you can find the one that's right for you!

Our Prototype Could Be Access Through This Link:

<https://www.figma.com/proto/Cgzg8bRVu6DL2dGun8oWMI/Prototype-Peerverse?type=design&node-id=1-3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A3&show-proto-sidebar=1>

THE FINANCIALS

We need **12 month financing** to achieve **100,000** premium membership on 1:1 Mentoring Session and Study Squad.

\$500K

Effective development & operational cost

\$25

Our revenue for each transaction

\$2,5M

Revenue over 12 months

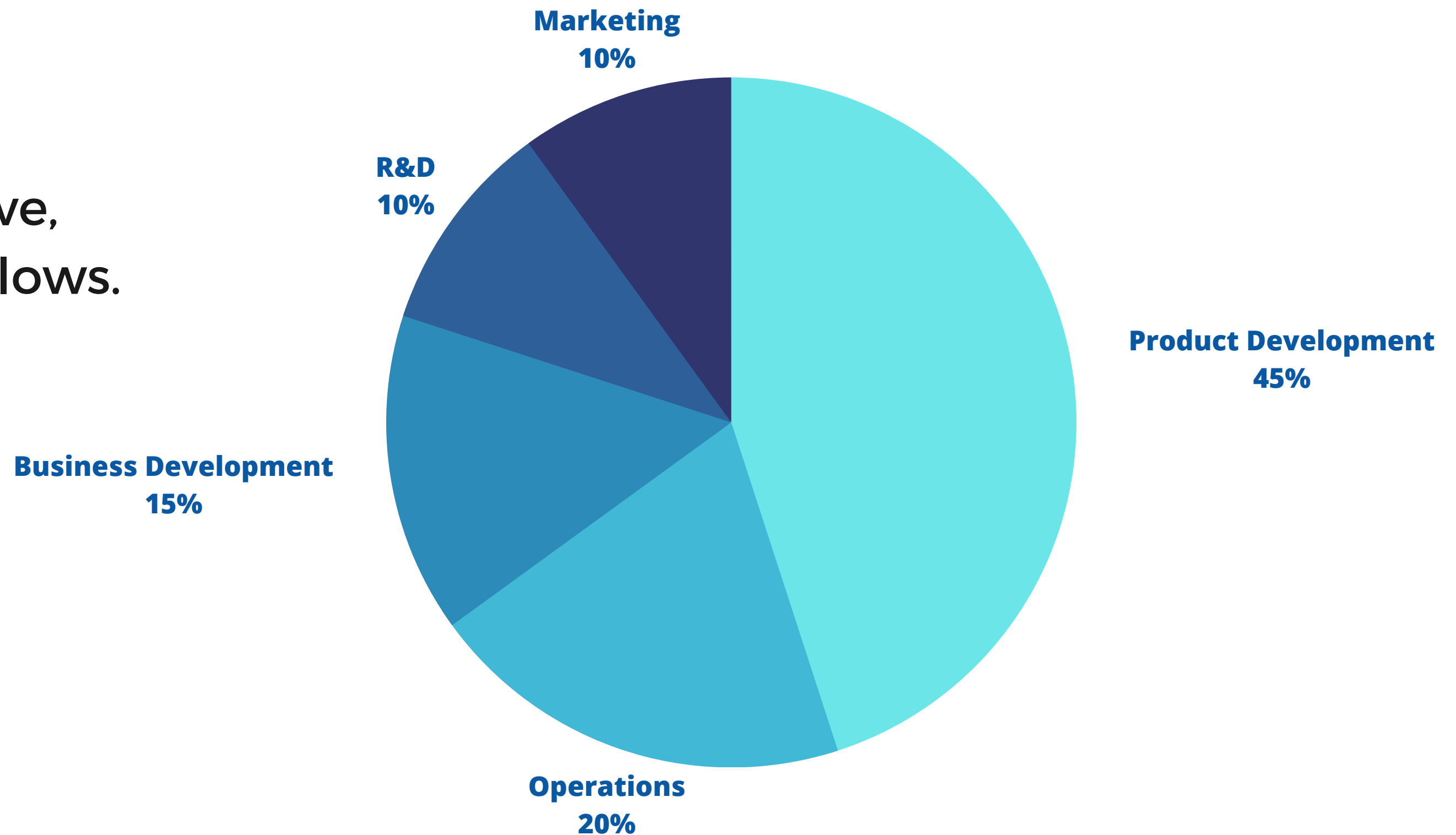


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THE BUDGET ALLOCATION

\$500K

From the budget above,
the allocation is as follows.





"Let's Empower Academic Success through Peer Learning with PeerVerse"