About Metastartup:

A FREE ALTERNATIVE TO THE MBA. Metastartup is India's first 100% free startup course that takes you from beginner to 360-degree expert. Metastartup makes a simple proposal - don't waste your money on business school, learn from us for free. The content prepared by industry experts demystifies modern digital businesses at zero cost. After all, running a business is the only way you'll learn how to do business.

The course content is delivered and consumed mainly in Instagram, Youtube. Unlike other online courses, the Subject matter experts here are someone who has achieved immense milestones and are masters of the respective domain.

About Meta: (Gamification in Education & Real World Problem Solving)

Metastartup is all set to redefine the overall learning experience with more gamified and practical exposure, It is evident that if you are learning with more gamified experience you will start to learn with more involvement and satisfaction as compared to normal learning practice. **Meta** as a product will offer revolutionized experience to the learners where they do not just learn with videos or articles, which most of the other online learning courses do, but make the overall learning experience gamified and have team collaboration, so that the learner is more excited and involved to complete the course with practical experience.

References:

- https://eu-acerforeducation.acer.com/education-trends/gamification-in-education-the-future-of-learning/
- https://venturebeat.com/2018/09/06/gamification-can-help-education-heres-how/
- https://playxlpro.com/e-learning-gamification-trends-for-2019/

Bigger cause: Most of the online courses are bound to complete individually when it comes to startup or running a company, it's evident that not everyone is a jack of all trades, the overall learning curve will be accomplished only when you are learning and implementing as a team. Especially when it comes to career or at projects that are taken up in the companies it's always a team that does successfully complete the projects, rarely it's an individual's success, and wherever there is individual it's highly challenging to scale it up for mass adoption.

Current Scenario:

- **Mode of learning**: Instagram, Youtube
- **Group Discussions / Community:** Facebook
- **Milestone achieved:** 2+ million minutes watch on youtube, 1 L + engaged audience, Alumni members
- **Reference:** Metastartup.org

Purpose of building this APP

- Establish learners identity with META: MetaProfile, Metapoints
- Stagnant growth post hitting certain followers
- No tools to track exactly which learner consumed or interacted with the content, MAU, DAU on Youtube or Instagram
- It's challenging for the learner to handpick the courses, and decide the learning path
- No defined criteria to reward learners who added value in the discussion forum
- No feature to keep the important discussions intact so others can also refer if and when the need arises

Reference: Features to be present in the Product:

1. **Signup:** Using Facebook / Google
2. **Team Features:** user needs to be a part of the team to consume any content (Decide the right team size, that's best suitable for)
3. **Course Features:** Episode formats and tests
4. **Discussions and Clubs:** Open groups, closed groups, Interest/domain based clubs,
   a. **Additional features:** comments, audio/video comments, feedbacks, pinning, upvoting, recommendations, etc.
5. Events / Webinars
6. Placements
7. Mentors: What value prop is offered to the mentors?
8. **Gamification**: High priority features
   Idea 1: User Gets **Metapoints** if he/she: Decide right metapoint?
   1. The first time he joins a team
   2. Completes Course Episodes
   3. Completes Course Tests
   4. Creates a new Club
   5. Answers the most upvoted question in discussions
   6. Mentors other students
   7. Attends an event?

Idea 2: Battlecups can only be created if the user creates a team or adds 4 others to the team

9. Daily /weekly/monthly competitions
10. Rewards
11. Alumni recognition for Advocacy

The expectation from the hackathon:

Stage 1: Build an app prototype, app flow, customer journey, wireframes, features, integrations

- Define right metrics: Course completion rates, Avg user watch time, Avg active competitors, Avg Metapoints, etc..
- Find the business opportunity / addressable market How do you identify the Product market fit?
- How do you identify the solution market fit?

Stage 2: Build Go-to-market Strategy with Digital and Traditional Marketing

- Acquisition strategy
- SEO / SEM
- All social channels, Organic / Paid engagements strategy

Stage 3: Build Growth hacking strategies with emerging / futuristic tools and technologies (Audio, Video, AR/VR)

- Build Virality (Ex- Go green initiative, go paperless)
- Figure out the Channel partnerships for exponential growth

Thank You.