



## FOUNDERS:

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## CONTACT :

 [www.unacademy.com](mailto:www.unacademy.com)

## ABOUT:

- Unacademy is a digital education platform headquartered in Bangalore.

- It was founded in 2015.

- Initially it started as a YouTube channel. Soon it evolved into a proper educational platform of the EduTech sector.

- Unacademy delivers materials and guidance for various entrance exams, civil services and other government job exams as well.

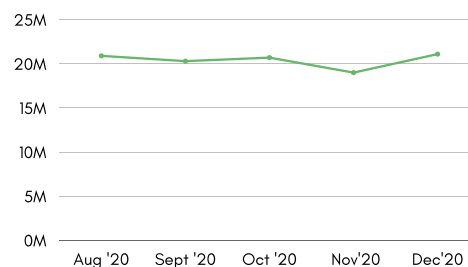
- At present, they have more than 14,000 educators who are very active on the platform.

## ANALYTICS:

### • Unacademy website rankings:

- **Global** : 3017
- **India** : 157
- **Category (Education)** : #8

### • Unacademy traffic overview:



- **Unacademy traffic from search**: 7.79%
- **Unacademy traffic from social media**: 3.38%
- **Unacademy traffic from advertising**: 0.02%

[Source: [www.similarweb.com](http://www.similarweb.com)]

## MARKETING STRATEGIES:

- Ad campaigns on various social media platforms.
- Doubts cleared personally.
- Free classes (not entirely, but a good amount of them are free).
- Collab with influencers as a marketing strategy.

## BUSINESS STRATEGIES:

- Flexible schedule for students.
- Unlimited live sessions.
- Short videos not exceeding 15 minutes, to avoid monotony.
- Free study material.
- Sessions in various native languages.

## EXAMS COVERED:

- UPSC
- SSC
- NET UG
- NET PG
- BANK EXAMS
- CDS/AFCAT/CAPF/NDA/AIR FORCE/NAVY
- NTA-UGC NET
- IIT JEE
- State PSC
- GATE ESE
- TET(Teacher eligibility test) Exam
- Management and Foreign Studies
- CA and CS Entrance Exam
- CBSE (Class 10 - 12)
- Personality Developmet

## BUSINESS MODEL:

Unacademy follows a Freemium Business model.

Freemium Business model is the format of business where the customers are allowed to use all the core features of the product/app for free.

The users are charged for upgrades that are offered on the core features.

The Youtube videos of unacademy are totally free. Even the ones on their app are free. If one wants to get the premium features, they will be charged for it.

Unacademy has created a fresh educational ecosystem for the students and it is well appreciated.

## OVERVIEW

Unacademy is one of the most cost-effective educational platforms on the Indian digital space.

It has been growing steadily with more than 20 million subscribers on their platform.

The students have been all praises and that's a definite win!