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"Sales and Marketing Strategy for the Launch and Growth of ScoreVedaa"

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EXECUTIVE SUMMARY

This report, "Sales and Marketing Strategies for the Launch and Growth of ScoreVedaa – An AI-Powered CAT Preparation Platform," presents the key findings of my Summer Internship at NeuraMach.AI Pvt. Ltd. The project examined the CAT preparation market and developed practical sales and marketing approaches for ScoreVedaa across four core areas: market understanding, customer needs, sales and marketing channels, and growth strategy.

Key customer segments included CAT aspirants, coaching institutes, educational institutions, libraries, student communities, affiliates, and campus ambassadors. Aspirants increasingly need personalised preparation, performance analysis, and actionable insights alongside conventional study material — needs ScoreVedaa addresses through AI-powered mock analysis, topic-wise insights, personalised study plans, adaptive practice, and AI-supported doubt assistance.

A major part of the project explored B2B opportunities with CAT coaching institutes, positioning ScoreVedaa as a complementary AI layer rather than a replacement for existing coaching. Referral-based, bulk-access, and co-branded partnership models were considered as approaches to institutional collaboration.

On the B2C side, the project covered college outreach, libraries, student communities, QR-code campaigns, CAT quizzes, diagnostic assessments, and social media. Early promotional activity showed the limits of conventional mass distribution, pointing towards more targeted, interactive marketing such as CAT challenges and percentile-prediction activities. Affiliate marketing and campus ambassador programmes — built around undergraduate students with relevant peer networks — were examined as scalable, referral-based acquisition channels.

The internship also involved preparing sales pitches, outreach messages, partnership proposals, and follow-up communication for different stakeholder groups, giving practical exposure to prospecting, lead generation,



segmentation, and relationship building. Overall, the internship demonstrated how B2B partnerships, B2C acquisition, community engagement, and targeted marketing combine to support the growth of an emerging EdTech product, while sharpening my skills in sales, marketing, market research, and problem-solving, and highlighting how AI-powered personalisation can be positioned as a meaningful value proposition in the competitive CAT preparation market.

CHAPTER 1

INTRODUCTION

1.1 What is the Project?

The project, "Sales and Marketing Strategy for the Launch and Growth of ScoreVedaa – An AI-Powered CAT Preparation Platform," is a comprehensive study undertaken during the Summer Internship at NeuraMach.AI Pvt. Ltd. It aims to understand and implement effective sales and marketing strategies for launching a technology-driven EdTech product in the competitive CAT preparation market, covering customer segmentation, acquisition strategy, institutional partnerships, and channel evaluation.

The CAT preparation industry is highly competitive, with aspirants able to choose from coaching institutes, online platforms, mock-test providers, and digital resources. Growing AI adoption in education is opening the door to more personalised, data-driven learning, and ScoreVedaa has been built to move students beyond content-heavy preparation towards a strategic, personalised approach.

The project analyses the CAT preparation market from multiple angles — student requirements, existing preparation methods, pain points, and opportunities for technology-enabled learning — which ScoreVedaa addresses through AI-powered mock analysis, topic-wise strengths and weaknesses, personalised study plans, adaptive practice, and AI-powered doubt support, helping aspirants identify next steps rather than simply supplying more material.

A major component focuses on B2B partnership development with coaching institutes, positioning ScoreVedaa as a complementary technology layer that extends personalised guidance beyond classroom hours rather than replacing faculty. Referral, bulk-access, and co-branded partnership models were explored for institutional collaboration.

Alongside B2B sales, the project emphasises B2C acquisition through direct student interaction, college outreach, digital communication, community marketing, and interactive campaigns. Early field activity showed the limits of conventional promotion and the value of targeted, experience-based marketing.

Affiliate marketing and campus ambassador programmes were also explored as scalable channels, with BBA, B.Com, and other undergraduate students — particularly from Tier-2 and Tier-3 colleges — identified as potential representatives who could introduce ScoreVedaa within their networks through performance-based incentives.

Offline marketing strategies covering libraries, coaching centres, colleges, hostels, cafés, and educational events were also developed, using interactive formats such as CAT quizzes, AI challenges, diagnostic tests, QR-code campaigns, and bookmark marketing instead of relying solely on pamphlet distribution.

Sales communication and marketing material were prepared for coaching-institute owners, CAT aspirants, community administrators, affiliates, and campus ambassadors, giving practical exposure to segmentation, prospecting, lead generation, value proposition development, and relationship management.

Overall, the project bridges academic learning with practical industry application, integrating marketing strategy, customer behaviour, sales management, and digital marketing with the real-world challenges of launching, validating, and adapting an AI-powered EdTech product.

1.2 Definition of Concepts

The project centres on five interconnected concepts — Sales and Marketing Strategy, Customer Acquisition, B2B Business Development, B2C Marketing, and Go-to-Market Strategy — which together determine how ScoreVedaa can



enter the CAT preparation market, acquire customers, build institutional partnerships, and establish sustainable brand awareness.

Sales and Marketing Strategy

This refers to the systematic approach an organisation uses to identify target customers, understand their needs, communicate value, and convert prospects into paying users. For ScoreVedaa, marketing builds awareness and communicates benefits, while sales converts opportunities through outreach, demonstrations, partnerships, and follow-up.

B2B Sales and Business Development

B2B sales here centres on CAT coaching institutes and educational organisations that can introduce ScoreVedaa to their students. Rather than replacing existing coaching, ScoreVedaa is positioned as an AI layer that complements classroom teaching, extending guidance through prospecting, lead generation, objection handling, and partnership management.

B2C Customer Acquisition

This covers attracting and converting individual CAT aspirants and prospective MBA students through college outreach, social media, student communities, offline activations, referral marketing, affiliates, and campus ambassadors — aiming not just for awareness but for qualified, converting leads.

Go-to-Market Strategy

A structured plan for introducing a product and achieving adoption, covering target customers, positioning, pricing, distribution, and partnerships. ScoreVedaa's approach combines B2B institutional partnerships — which unlock established student communities — with direct B2C acquisition that builds independent brand awareness.

Customer Acquisition and Lead Generation

Lead generation identifies and attracts potential customers, while acquisition converts qualified prospects into users. For ScoreVedaa, this spans institute outreach, college campaigns, QR-based diagnostics, social media, community engagement, affiliate referrals, and campus ambassadors.

Combined, marketing creates awareness, sales converts opportunities, B2B partnerships provide institutional reach, B2C acquisition builds direct relationships, and the go-to-market strategy coordinates all of this into a structured growth plan for establishing ScoreVedaa as a strategy-first, AI-powered CAT platform.

1.3 Purpose and Objectives of the Project

Purpose

The primary purpose is to develop and understand effective sales and marketing strategies for the launch and growth of ScoreVedaa by studying the CAT preparation market, identifying customer segments, evaluating requirements, and developing strategies for acquiring both individual aspirants and institutional customers. It explores how B2B sales, B2C marketing, partnerships, affiliate and campus ambassador programmes, and offline/digital marketing can combine into an effective go-to-market approach, bridging academic marketing and sales concepts with practical application in an emerging AI-driven EdTech organisation.

Objectives of the Project

1. To analyse the Indian CAT preparation and AI-enabled EdTech market, focusing on trends, customer behaviour, competition, and emerging opportunities for ScoreVedaa.
2. To identify and evaluate key customer segments — CAT aspirants, coaching institutes, colleges, libraries, and student communities — and their pain points, expectations, and adoption barriers.
3. To evaluate effective sales and marketing channels through B2B partnerships, B2C acquisition, community marketing, affiliate programmes, campus ambassadors, and targeted promotions.
4. To develop a practical, data-driven go-to-market strategy that strengthens customer acquisition, institutional partnerships, brand awareness, and sustainable growth.



1.4 Scope of the Project

The scope is confined to the Sales and Marketing Strategy for the Launch and Growth of ScoreVedaa, covering market opportunities, customer segments, sales channels, and marketing approaches relevant to the Indian CAT preparation and AI-enabled EdTech ecosystem.

Geographically the project focuses on the Indian market — students, CAT aspirants, colleges, libraries, and coaching institutes. Sector-wise it emphasises CAT preparation and AI-enabled EdTech, examining customer needs, competitive offerings, and opportunities for AI-based personalised learning.

Strategically, the project covers market research, segmentation, competitor analysis, B2B prospecting, B2C acquisition, lead generation, partnership development, affiliate marketing, campus ambassador programmes, and community-based marketing, including referral-based, bulk-access, and co-branded institutional models and student-focused promotions such as college outreach, QR-code campaigns, CAT quizzes, and diagnostic tests.

Functionally, the internship involved sales outreach, business development, marketing communication, prospecting, lead generation, follow-up, and relationship building, relying mainly on secondary research, publicly available information, and internship observations. Due to the time-bound nature of the internship and confidentiality considerations, the study excludes proprietary financial projections, audited revenue figures, and platform-development details beyond the sales and marketing activities undertaken.

Overall, the project is a focused strategic and practical study of applying sales and marketing concepts to the launch and growth of an emerging AI-enabled CAT preparation platform, combining academic frameworks with internship experience while acknowledging limitations in data availability and generalisability.

1.5 Salient Contributions of the Project

The internship made several contributions at the organisational and professional level. For NeuraMach.AI, it supported ScoreVedaa's sales and marketing initiatives through customer identification, market outreach, lead generation, and the development of potential growth channels.

A key contribution was identifying and exploring B2B opportunities with CAT coaching institutes, researching referral-based, bulk-access, and co-branded partnership models that position ScoreVedaa as a complementary technology solution rather than a competitor to existing coaching.

The project also supported B2C acquisition and awareness-building through college outreach, library marketing, CAT quizzes, diagnostic tests, QR-code campaigns, and student communities, clarifying the difference between simple brand visibility and meaningful engagement and encouraging more interactive, measurable marketing.

It further explored affiliate marketing and campus ambassador programmes as scalable channels, considering BBA, B.Com, and other undergraduate students as potential partners who could promote ScoreVedaa through performance-based incentives, and developed sales and marketing communication — outreach messages, pitches, proposals, and follow-ups — tailored to different stakeholder groups.

Professionally, the internship provided hands-on experience in prospecting, lead generation, pitching, market research, business development, objection handling, and relationship building, along with a clearer understanding of how B2B partnerships, B2C marketing, and student-led channels combine to build market presence for an emerging AI-enabled EdTech product.

1.6 Outline of the Project Report

- Introduction – Background, key concepts, objectives, scope, and contributions of the ScoreVedaa project.
- Sector Analysis – Overview, trends, competition, challenges, and opportunities in the CAT preparation and AI-EdTech sector.



- Company Analysis – Study of NeuraMach.AI and ScoreVedaa, including products, positioning, competitors, strengths, and challenges.
- Theoretical Background / Review of Literature – Relevant sales, marketing, B2B, B2C, AI-adoption, and personalised-learning concepts.
- Objectives of the Project – Key objectives of the internship.
- Project Details / Methodology – Market research, B2B/B2C outreach, partnership development, college and library marketing, affiliate and campus ambassador activities, and data tracking.
- Data Analysis, Findings and Conclusions – Analysis using tables, charts, and sales/marketing funnels.
- Challenges – Challenges faced during the internship and actions taken.
- Limitations – Key limitations of the project.
- Learnings – Domain knowledge, sales, marketing, communication, and professional skills gained.
- Recommendations – Practical recommendations for improving ScoreVedaa's sales and marketing strategy.

CHAPTER 2

SECTOR ANALYSIS

2.1 Overview of the Indian CAT Preparation and AI-Enabled EdTech Sector

The Indian CAT preparation sector is a significant part of the competitive test-preparation and EdTech market, serving MBA and management aspirants. It has evolved rapidly with digital learning platforms, online mocks, performance analytics, and AI-based personalised tools, as students increasingly seek individual performance analysis and adaptive practice alongside study material.

The growth of EdTech has created room for technology-driven platforms alongside traditional coaching institutes, which retain a strong presence. Growing mock-test and practice data now allows platforms to analyse performance and pinpoint strengths, weaknesses, and topic-wise gaps.

Competition is high, spanning established coaching brands, online test-series providers, and emerging technology-driven platforms, so differentiation depends on content quality, accuracy of analysis, personalisation, affordability, user experience, and measurable improvement.

AI-powered platforms such as ScoreVedaa create value by pairing CAT preparation with data-driven performance intelligence — mock analysis, topic-wise insights, personalised strategies, adaptive practice, and AI-supported doubt assistance — helping students move beyond conventional preparation towards a personalised, strategy-focused approach.

Overall, the sector offers significant scope for innovation, but platforms must manage intense competition, acquisition costs, trust in AI recommendations, content quality, engagement, and free-to-paid conversion. Effective sales and marketing, institutional partnerships, communities, affiliates, and targeted outreach will be central to ScoreVedaa's growth.

2.2 Porter's Five Forces

Porter's Five Forces provides a structured way to analyse the competitive environment of the Indian CAT preparation and AI-enabled EdTech sector.

1. Threat of New Entrants – Moderate to High

Entry barriers are relatively low compared with capital-intensive industries; new EdTech ventures can launch using digital platforms, cloud infrastructure, AI tools, and online marketing without heavy physical infrastructure. However, building a trusted brand, quality content, reliable technology, and a loyal student base takes time, and established brands



benefit from reputation and faculty networks — so while technological entry is easy, sustainable market presence is harder to build.

2. Bargaining Power of Suppliers – Moderate

Suppliers include CAT faculty, content creators, technology and AI providers, cloud infrastructure, and digital marketing platforms. Dependence on specialised educators and technology providers can affect cost and quality, though most EdTech companies can work with multiple providers, reducing single-supplier dependence. For AI-enabled platforms like ScoreVedaa, reliable AI infrastructure and quality content remain especially important.

3. Bargaining Power of Buyers – High

Students can easily compare multiple platforms, coaching institutes, and free resources, and are highly price-sensitive. Platforms must demonstrate clear value through analysis quality, personalisation, affordability, and measurable benefit — free trials, diagnostics, and community engagement can help reduce hesitation and improve conversion.

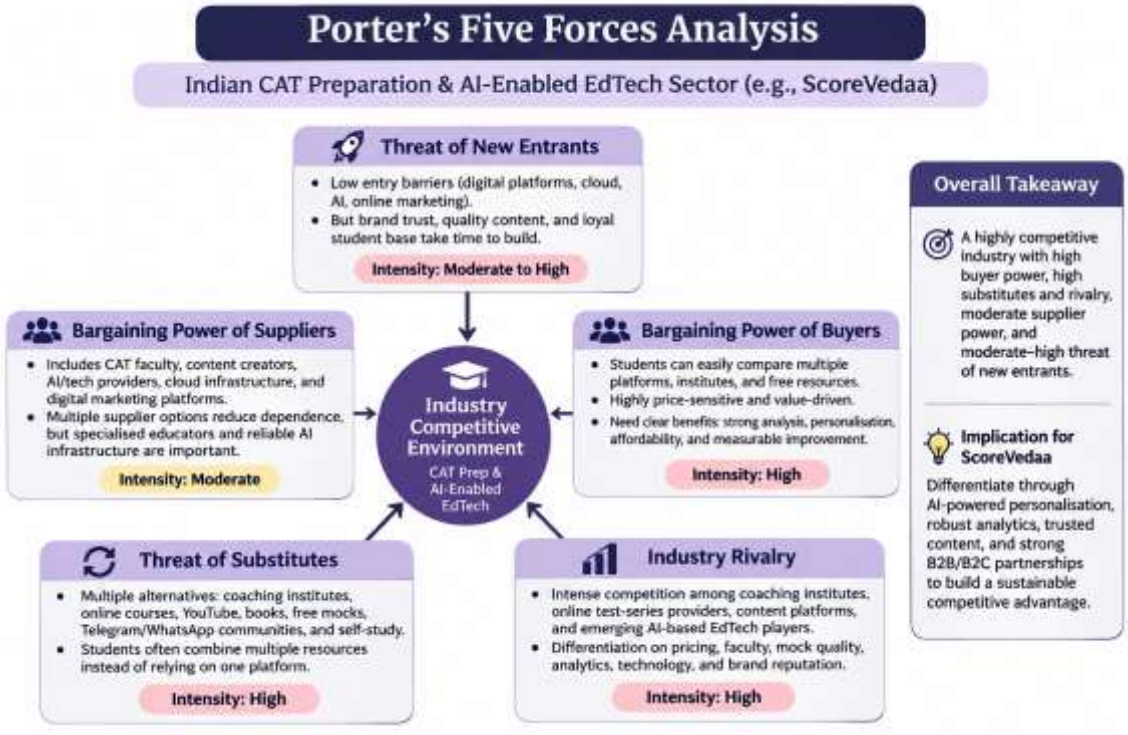
4. Threat of Substitutes – High

Students can prepare through coaching institutes, online courses, YouTube, books, free mocks, Telegram/WhatsApp communities, and self-study, often combining several resources rather than relying on one platform. AI tools are widening the pool of alternatives, so ScoreVedaa needs to differentiate through an integrated, personalised preparation experience.

5. Industry Rivalry – High

Competition is intense among coaching institutes, online test-series providers, content platforms, and emerging AI-based EdTech companies, who differentiate on pricing, faculty, mock quality, analytics, technology, and brand reputation. For ScoreVedaa, a clear AI-powered value proposition, institutional partnerships, and targeted B2B/B2C marketing can help build a stronger competitive position.

Figure 2.2: Porter's Five Forces – Indian CAT Preparation and AI-EdTech Sector



2.3 PESTEL Analysis

Political Factors

- Government initiatives promoting digital education, technology-enabled learning, and skill development, including the National Education Policy (NEP) 2020, support digital infrastructure and innovative learning solutions.



- The regulatory environment for education, online learning, data usage, and AI continues to evolve, requiring EdTech companies to remain compliant.

Economic Factors

- The growing Indian EdTech market offers significant opportunity for digital and AI-powered platforms, though students and parents remain price-sensitive.
- Rising competition among coaching institutes and online platforms pressures pricing and acquisition costs, while AI and digital delivery reduce dependence on physical infrastructure.

Social Factors

- MBA and CAT continue to attract students seeking admission to leading management institutions, who increasingly prefer flexible, personalised, technology-enabled preparation.
- Social media, WhatsApp, Telegram, and student communities have become key channels for discovering resources, and peer recommendations strongly influence platform adoption.

Technological Factors

- AI, machine learning, and data analytics are transforming exam preparation through mock-test analysis, performance tracking, personalised plans, adaptive practice, and doubt support.
- Growing reliance on AI and digital platforms also raises challenges around data security, recommendation accuracy, and technology reliability.

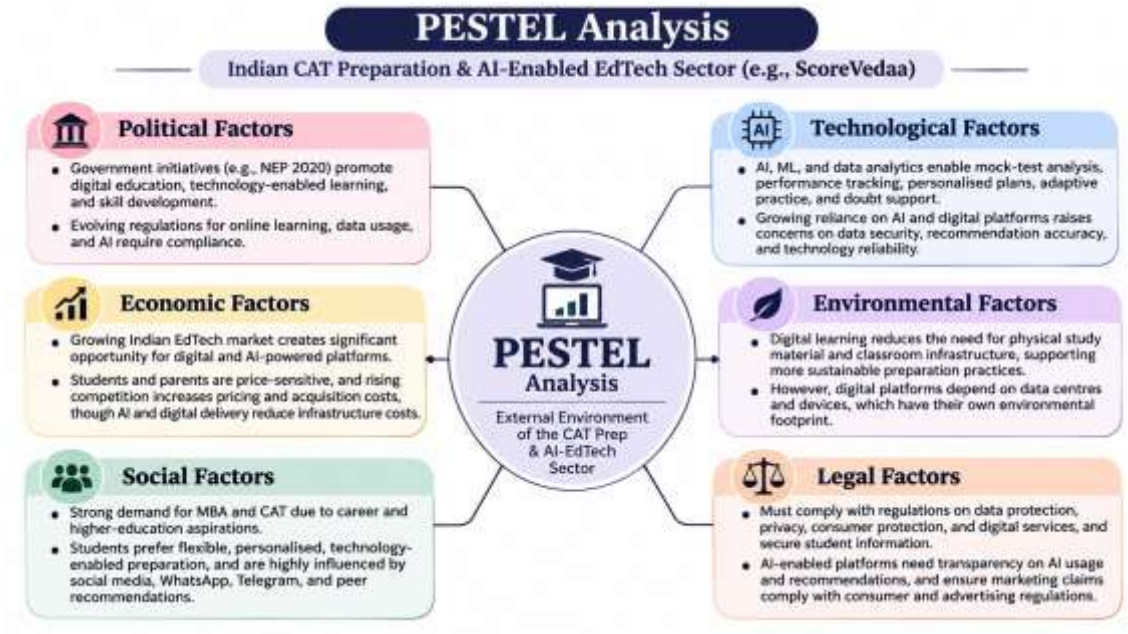
Environmental Factors

- Digital learning reduces reliance on physical study material and classroom infrastructure, supporting more sustainable preparation practices, though digital platforms depend on data centres and devices with their own environmental footprint.

Legal Factors

- EdTech companies must comply with regulations on data protection, privacy, consumer protection, and digital services, and must responsibly secure student information.
- AI-enabled platforms need to maintain transparency about how AI is used and how recommendations are generated, and ensure marketing claims comply with consumer and advertising regulations.

Figure 2.3: PESTEL Analysis – Indian CAT Preparation and AI-EdTech Sector





2.4 Sub-Sectors and Main Players

The sector consists of traditional coaching, online learning platforms, mock-test providers, study-material providers, and emerging AI-powered learning solutions, each serving a different part of the CAT preparation ecosystem.

Traditional CAT Coaching

Institutes such as Career Launcher, IMS India, and T.I.M.E. continue to play a central role through classroom teaching, faculty guidance, and mentoring, backed by strong brand recognition and established student networks.

Online CAT Preparation Platforms

Digital platforms such as Unacademy and others offer video lectures, live classes, doubt-solving, and mock tests, competing through different combinations of courses and preparation resources.

Mock Tests and Test-Series Providers

Providers like IMS India, Career Launcher, and Cracku offer full-length mocks, sectional tests, and performance tracking — a segment closely related to ScoreVedaa's focus on performance analysis and strategy.

AI-Powered and Personalised Learning

An emerging sub-sector using AI and analytics to provide personalised recommendations and adaptive preparation, within which ScoreVedaa, developed by NeuraMach.AI, combines CAT preparation with AI-powered performance intelligence.

Educational Communities and Student-Led Channels

WhatsApp groups, Telegram communities, social media pages, and student ambassadors have become important channels for distributing information, building awareness, and generating referrals.

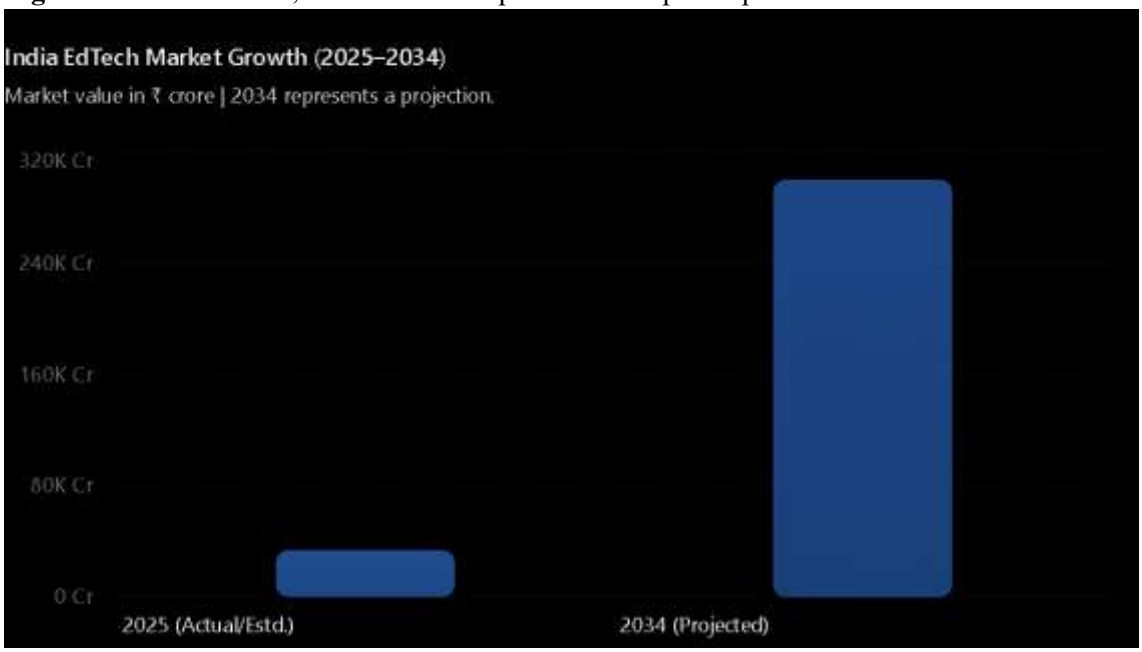
2.5 Market Size, Number of Companies and Top Companies

India's EdTech market was valued at approximately ₹32,670 crore in 2025 and is projected to reach around ₹2,99,790 crore by 2034, reflecting significant long-term growth potential. The CAT preparation segment forms a specialised part of this broader market, spanning large coaching organisations, online platforms, mock-test providers, and emerging AI-based solutions — a highly competitive and fragmented landscape.

Major players include Career Launcher, IMS India, T.I.M.E., Cracku, and Unacademy, competing on course offerings, faculty quality, mock series, pricing, and brand reputation. Within this environment, ScoreVedaa represents an emerging AI-enabled approach, emphasising performance insights, personalised planning, and goal-oriented preparation rather than conventional teaching or test-series delivery alone. Rising CAT aspirant numbers and digital adoption create opportunity, but competition, free resources, and acquisition costs make clear positioning and targeted marketing essential.



Figure 2.5: Market Size, Number of Companies and Top Companies



2.6 Key Trends and Challenges of the Sector

Key Trends

- Growing adoption of AI and personalised learning, as students expect individual performance insights rather than standard study material.
- Growth of online and hybrid preparation, combining classroom coaching with online courses, mock tests, and digital communities.
- Increasing use of data-driven performance analysis to identify topic-wise gaps, accuracy patterns, and time-management issues.
- Rising use of WhatsApp, Telegram, Instagram, and YouTube for educational marketing and community-led, referral-based acquisition.
- Growing emphasis on AI-supported doubt solving and adaptive practice as key differentiators.

Key Challenges

- Intense competition and high student price-sensitivity given the volume of free content available.
- Building trust in AI-based recommendations, which must be accurate, understandable, and demonstrably useful.
- High customer acquisition costs, making partnerships, communities, affiliates, and campus ambassadors attractive alternatives to paid advertising.
- Maintaining content quality, technology reliability, data protection, engagement, and free-to-paid conversion.

2.7 Regulatory Bodies and Their Role

The Ministry of Education, Government of India, shapes national education policy and digital-education initiatives, with the NEP 2020 emphasising technology-enabled learning and innovation. The UGC (higher education), AICTE (technical and management education), and consumer/digital-service regulations also apply to EdTech operations.

For AI-enabled platforms, responsible handling of registration, performance, and payment data is particularly important, and these frameworks together promote transparency, consumer protection, and data security across the digital education ecosystem.



2.8 Government Initiatives

The NEP 2020 promotes technology to improve access, quality, flexibility, and innovation in education, including the use of AI in learning and assessment. Broader Digital India and digital-infrastructure initiatives, along with rising internet and smartphone penetration, have expanded India's digital-learning ecosystem — creating a favourable environment for AI-enabled EdTech such as ScoreVedaa, provided companies maintain responsible data practices and regulatory compliance.

2.9 Contribution to Economy, Employment and Growth

The education and EdTech sector supports employment, skill development, and entrepreneurship across teaching, content creation, instructional design, AI, sales, marketing, and customer support. AI-enabled EdTech further creates opportunities in data analytics, personalised learning, and automated assessment.

With India's EdTech market projected to grow from roughly ₹32,670 crore in 2025 to ₹2,99,790 crore by 2034, rising demand for flexible, affordable, personalised CAT preparation creates real opportunity for specialised platforms such as ScoreVedaa to contribute to employment, innovation, and digital entrepreneurship.

2.10 Global Issues Affecting the Sector

Although primarily an Indian market, CAT preparation is shaped by global developments — the rapid growth of AI and generative AI, international advances in personalised learning and AI tutoring, and rising data-privacy and cybersecurity concerns as platforms collect more student data.

The digital divide in connectivity, device access, and digital literacy affects who can access technology-enabled education, while global competition for AI talent affects EdTech companies' ability to build and improve products. Finally, growing AI use raises questions of accuracy, transparency, and responsible adoption — directly relevant to platforms like ScoreVedaa that generate AI-based performance insights.

2.11 Key Developments and Advancements

The sector has shifted from content-based preparation towards data-driven, personalised preparation, with AI-powered adaptive learning identifying individual gaps and recommending tailored strategies. Digital mock tests and analytics now give students detailed feedback on accuracy, topic performance, and time management, while community-led engagement through WhatsApp, Telegram, Instagram, and YouTube has grown rapidly, enabling referrals and resource-sharing.

Within this evolving landscape, ScoreVedaa combines CAT preparation with AI-powered performance intelligence — mock analysis, personalised planning, adaptive practice, and doubt assistance — positioning it to benefit from a future that blends quality content, human guidance, analytics, AI, and community-based engagement.

CHAPTER 3

COMPANY ANALYSIS

3.1 Brief of the Company

NeuraMach AI Studio Private Limited is a Pune-based technology company focused on AI-enabled digital solutions across Artificial Intelligence, Machine Learning, Deep Learning, cloud technologies, and digital product development. Established in 2025, it applies emerging technologies to build practical solutions for businesses and consumers.

Its key product, ScoreVedaa, is an AI-powered CAT preparation platform offering a personalised, strategy-focused experience through mock analysis, performance intelligence, personalised study planning, adaptive practice, goal-oriented preparation, and AI-supported doubt assistance.

The company pursues both B2C and B2B opportunities: B2C activities focus on acquiring and engaging CAT aspirants directly, while B2B initiatives explore partnerships with coaching institutes, educational organisations, and libraries. As an emerging company, NeuraMach.AI operates in a highly competitive environment where innovation,



customer acquisition, and effective digital marketing are essential for sustainable growth.

3.2 Vision, Mission and Values

Vision

To build innovative technology solutions that use Artificial Intelligence and emerging technologies to solve real-world problems and improve user experience. For ScoreVedaa, this means a smarter, more personalised CAT preparation ecosystem where students use performance data to make better preparation decisions.

Mission

To develop practical, innovative AI-powered products that create measurable value for users — for ScoreVedaa, helping CAT aspirants understand their performance, identify preparation gaps, and follow more personalised strategies.

Core Values

Innovation – continuously exploring AI and emerging technologies to build better solutions.

User-Centricity – designing products around genuine user needs.

Data-Driven Decision Making – using data and analytics to generate meaningful recommendations.

Continuous Improvement – refining products and strategy based on feedback and market change.

Integrity and Responsibility – promoting responsible technology use and appropriate handling of user information.

3.3 Key Financial Parameters

As a privately held, recently established company, detailed audited financial information for NeuraMach.AI is not publicly available, so revenue, profit, EBITDA, or valuation figures should not be assumed without verified internal records. The company's current focus is on technology development, product building, market validation, and customer acquisition, with ScoreVedaa as a central growth initiative.

Key financial considerations for ScoreVedaa include customer acquisition cost, subscription revenue, conversion rates, institutional partnerships, affiliate commissions, marketing spend, and scalability — with the B2B model offering bulk-access and partnership-based revenue and the B2C model built on individual subscriptions. This project's financial analysis is therefore limited to publicly available information and strategic understanding, excluding confidential internal figures.

3.4 Products and Services

Within the scope of this internship, ScoreVedaa is the primary product analysed — an AI-powered CAT preparation platform that helps students prepare more strategically by analysing performance and providing personalised insights.

Table 3.1: Products of ScoreVedaa – Key Features

Feature Area	Description
Mock Analysis	AI-powered analysis of mock-test performance
Performance Insights	Topic-wise strengths and weaknesses
Personalisation	Personalised preparation strategies and study plans
Adaptive Practice	Practice sets tailored to individual gaps
Goal Planning	Milestone tracking and progress monitoring
Doubt Assistance	AI-supported doubt resolution
Community	Access to a CAT-aspirant community



The platform also gives coaching institutes and educational organisations an avenue to explore partnership models and integrate AI-driven performance insights into their existing student-support ecosystem. Overall, ScoreVedaa's value proposition rests on combining CAT preparation, performance analytics, AI, and personalised learning rather than relying on conventional material or mock tests alone.

3.5 Main Competitors and Market Position

ScoreVedaa competes with traditional coaching institutes, online learning platforms, and mock-test providers, including Career Launcher, IMS India, T.I.M.E., Cracku, and Unacademy, who offer varying combinations of classroom coaching, online courses, and performance analysis.

Established competitors hold advantages in brand recognition, faculty strength, and distribution networks, but ScoreVedaa differentiates through AI-powered performance intelligence and personalised strategy — summarised as "strategy-first CAT preparation powered by AI." Rather than competing on volume of material or number of mocks, it helps students understand what to study, where marks are being lost, and how to improve their strategy. As an emerging platform, reliable public market-share data is not yet available.

3.6 Key Challenges

Intense Competition – established brands hold strong student communities and recognition.

Brand Awareness – ScoreVedaa needs to build credibility among aspirants and institutions.

Customer Acquisition – reaching aspirants at an acceptable acquisition cost.

Trust in AI – students need evidence that AI insights are accurate and useful.

Free Alternatives – competing with free YouTube content, Telegram, and WhatsApp resources.

Free-to-Paid Conversion – turning interested users into paying customers.

Institutional Partnerships – persuading institutes to adopt a new technology solution.

Engagement and Retention – sustaining engagement through the full preparation cycle.

Technology and Data Management – maintaining AI accuracy, uptime, and data security.

3.7 Pricing Strategy and Channel Management

ScoreVedaa can use a value-based, flexible pricing approach that balances affordability with the value created through AI-powered analysis and personalisation, drawing on individual subscriptions, free trials, promotional offers, institutional bulk access, referral-based models, and partnership packages, with a free diagnostic experience helping students see the platform's value before purchasing.

Channel-wise, B2C relies on social media, CAT communities, college outreach, libraries, QR-code campaigns, quizzes, diagnostics, affiliates, and campus ambassadors, while B2B focuses on coaching institutes and educational organisations through referral-based, bulk-access, and co-branded models.

Advertising and Promotional Activities

Promotion emphasises student engagement, digital marketing, and community building over conventional advertising, using Instagram content, CAT quizzes and challenges, QR-code campaigns, college and library outreach, pamphlet/bookmark distribution, WhatsApp/Telegram communities, affiliate marketing, campus ambassador programmes, diagnostic tests, and institutional partnerships. The internship showed that conventional mass promotion such as pamphlet distribution builds visibility but not necessarily engagement, reinforcing the value of interactive, targeted marketing.

3.8 Marketing Mix (7Ps) of ScoreVedaa

Product

An AI-powered CAT preparation platform centred on personalised performance analysis and strategy-based preparation, including mock analysis, insights, planning, adaptive practice, goal tracking, and doubt assistance.



Price

A competitive, affordable pricing approach for CAT aspirants using subscriptions, free trials, promotional offers, and referral incentives.

Place

Primarily a digital distribution model, supplemented by colleges, libraries, CAT communities, coaching institutes, affiliates, and campus ambassadors.

Promotion

Digital content, social media, CAT communities, quizzes, diagnostics, referral marketing, college outreach, and institutional partnerships, aimed at demonstrating the practical value of AI-powered analysis.

People

AI and technology professionals, CAT experts, content teams, sales and marketing staff, support teams, institutional partners, affiliates, and student ambassadors, whose interaction with users shapes the overall experience.

Process

Registration, assessment and mock tests, performance analysis, identification of gaps, personalised recommendations, practice, and progress tracking — paired on the sales side with prospecting, outreach, pitching, follow-up, and conversion.

Physical Evidence

Though digital, tangible evidence includes the website and platform interface, promotional material, QR codes, performance dashboards, testimonials, and institutional presentations that build credibility with students and partners.

3.9 SWOT Analysis of ScoreVedaa

Strengths

- AI-powered differentiation and a strategy-focused positioning that highlights preparation gaps, not just material.
- Personalised learning based on individual performance and multiple acquisition channels (B2B, B2C, affiliates, communities, campus ambassadors).
- An emerging technology platform with strong community-driven growth potential.

Weaknesses

- Limited brand recognition and historical customer data compared with established players.
- Dependence on technology reliability and AI accuracy, and a smaller offline distribution network.
- Need to build customer trust before wider AI adoption.

Opportunities

- Growing acceptance of AI in education and digital CAT preparation.
- Institutional partnerships, affiliate/campus ambassador programmes, and community-based marketing for scalable acquisition.
- Potential to expand the analytics-driven model to other competitive exams.

Threats

- Strong competition from established brands and abundant free content.
- Rapid technology change requiring continuous AI improvement.
- Data-privacy risk, high acquisition costs, and students who can easily switch platforms.

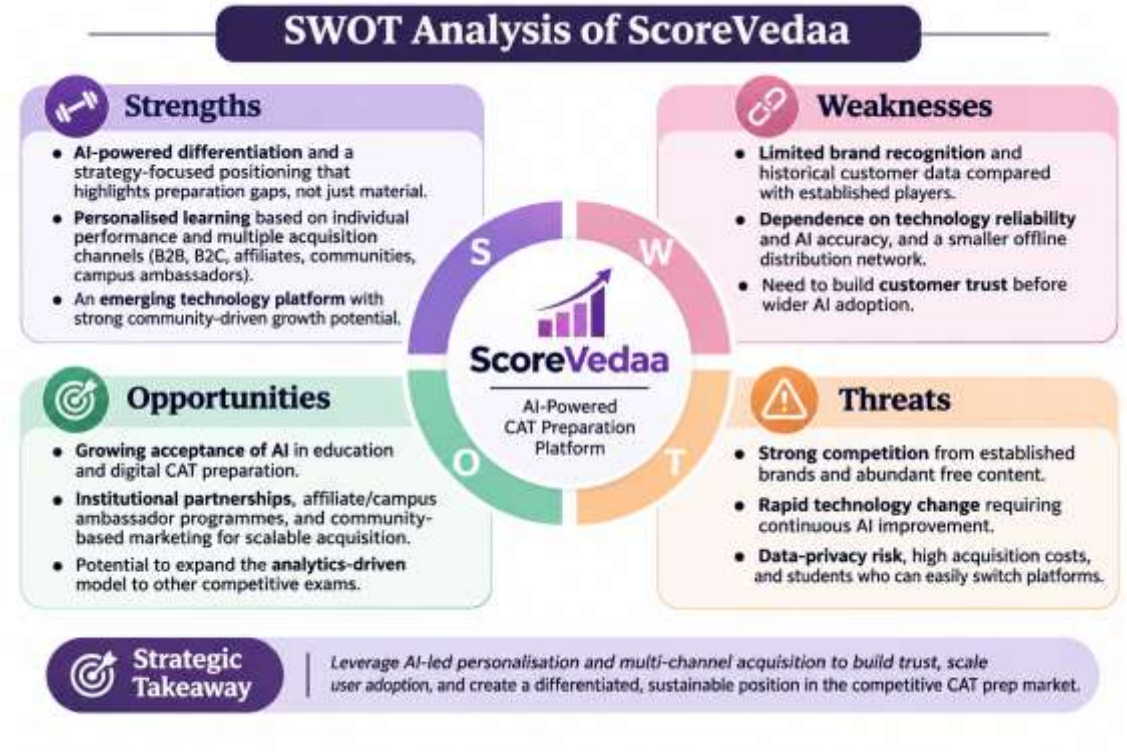


Figure 3.2: SWOT Analysis of ScoreVedaa

3.10 CSR Policy and Corporate Governance

As a recently established company, NeuraMach.AI's CSR and governance activities reflect its current stage of growth, focusing on responsible technology development, user privacy, and ethical AI usage. Because ScoreVedaa processes registration, assessment, and performance data, the company maintains policies on privacy, AI usage, and responsible data handling — important for building trust with students, institutions, and partners, and for supporting broader access to personalised, technology-enabled learning.

3.11 Strategic Alliances and Partnership Models

As an emerging organisation, NeuraMach.AI does not yet have a publicly documented history of mergers or acquisitions. However, strategic partnerships represent an important growth opportunity, and three institutional partnership models were explored during the internship:

Referral-Based Model – partners refer students to ScoreVedaa and receive an incentive for successful conversions.

Bulk-Access Model – institutions provide ScoreVedaa access to a group of students as part of their preparation ecosystem.

Co-Branded Model – ScoreVedaa and an institution jointly promote an AI-powered CAT preparation and performance-analysis solution.

CHAPTER 4

THEORETICAL BACKGROUND / REVIEW OF LITERATURE

4.1 Theoretical Framework

The theoretical framework applies sales and marketing concepts to the launch and growth of ScoreVedaa, combining relationship marketing, customer acquisition, technology adoption, personalised learning, customer experience, and strategic growth analysis.



Relationship Marketing Theory

Relationship marketing focuses on building long-term customer relationships rather than one-time transactions. For ScoreVedaa, student engagement extends beyond the initial purchase, so building trust through useful insights, personalisation, and community engagement supports satisfaction and retention. The same principle applies to B2B relationships with coaching institutes, where regular communication and mutually beneficial partnership models sustain long-term collaboration.

Technology Acceptance Model (TAM)

Davis's (1989) Technology Acceptance Model explains adoption through perceived usefulness and perceived ease of use. Students are more likely to adopt ScoreVedaa when they believe its AI-powered analysis genuinely improves their preparation and when the platform remains simple and user-friendly.

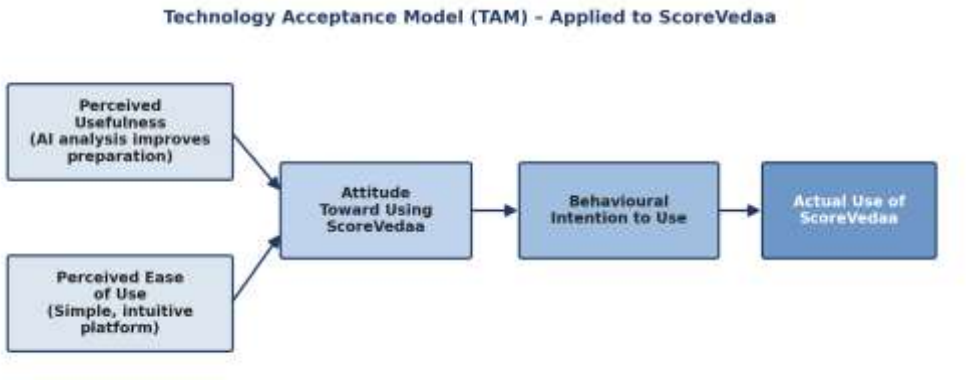


Figure 4.1: Technology Acceptance Model (TAM) Applied to ScoreVedaa

Personalised and Adaptive Learning

Personalised learning adapts content and recommendations to individual learner needs. ScoreVedaa applies this through mock-test analysis, topic-wise insights, personalised planning, adaptive practice, and goal-oriented preparation, supporting a shift from standardised to individualised preparation.

Customer Experience Theory

Customer experience is the overall perception a customer forms through interactions with a product, shaped by onboarding, usability, analysis quality, and communication. For ScoreVedaa, a positive experience across the full journey — from discovery to registration, testing, analysis, and continued engagement — is central to acquisition and retention.

Customer Lifetime Value (CLV)

CLV looks at the total value a customer generates over the relationship, not just the first conversion. For ScoreVedaa, a satisfied aspirant can generate value through renewals, referrals, and word-of-mouth, so acquisition strategy should target long-term user value, not just registrations.

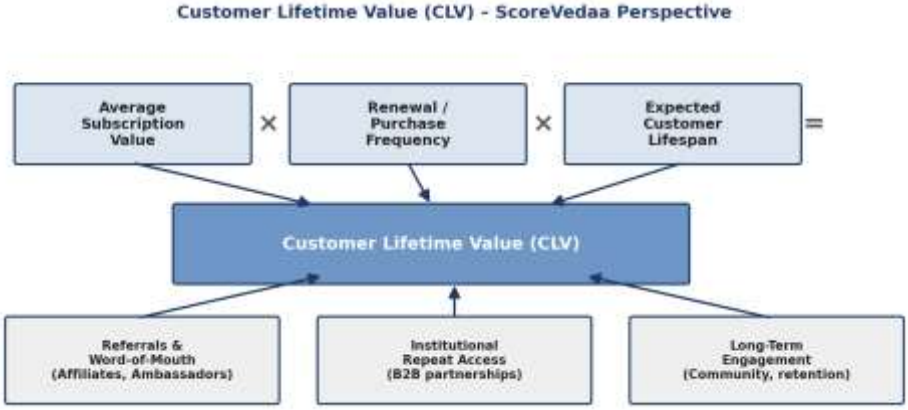


Figure 4.2: Customer Lifetime Value (CLV) – ScoreVedaa Perspective

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Resource-Based View (RBV)

The Resource-Based View holds that competitive advantage comes from valuable, hard-to-replicate resources. For NeuraMach.AI, these include AI capability, technology infrastructure, data analytics, and customer relationships — resources ScoreVedaa can use to differentiate from conventional CAT preparation providers.

Ansoff Growth Matrix

- Market Penetration: increasing adoption among existing CAT aspirants.
- Market Development: reaching new student groups, colleges, and coaching institutes.
- Product Development: adding new AI-powered preparation and performance features.
- Diversification: potentially adapting the technology to other competitive exams.

SWOT, PESTEL and Porter's Five Forces

These three frameworks evaluate, respectively, internal strengths/weaknesses and external opportunities/threats; political, economic, social, technological, environmental, and legal factors; and competitive pressure, buyer/supplier power, substitutes, and new-entrant threat — together giving a structured view of ScoreVedaa's business environment.

4.2 Review of Existing Literature

AI and Technology Adoption in Education

Research shows users are more likely to accept AI-based educational tools when they perceive them as useful, easy to use, and relevant — the foundation laid by Davis's (1989) TAM. Recent studies extend this to AI adoption specifically, highlighting trust, perceived usefulness, social influence, and AI literacy, all relevant to how students respond to ScoreVedaa's AI-generated recommendations.

Personalised and Adaptive Learning

Literature on personalised and adaptive learning shows that AI systems can analyse learner data to provide tailored recommendations, practice, and feedback — directly supporting ScoreVedaa's focus on individual performance analysis and targeted improvement areas rather than one-size-fits-all preparation.

Artificial Intelligence in Education

Recent literature highlights growing use of AI for personalised learning, automated feedback, and learner analytics, alongside concerns about accuracy, privacy, transparency, and over-reliance on AI. These concerns are directly relevant to ScoreVedaa, whose effectiveness depends on the accuracy and clarity of its AI-generated insights, not just its technological capability.

Relationship Marketing and Customer Retention

This literature stresses trust, communication, and satisfaction as drivers of long-term value. For ScoreVedaa, this applies to both B2C student relationships and B2B institutional partnerships, where regular communication and responsive support strengthen retention.

Digital Marketing and Community-Based Acquisition

Digital marketing — social media, online communities, influencer and referral programmes — has become a key acquisition channel in education. For CAT preparation specifically, WhatsApp, Telegram, and Instagram communities support community marketing, affiliate programmes, and campus ambassador initiatives as acquisition strategies for ScoreVedaa.

B2B Relationship and Institutional Marketing

B2B marketing literature emphasises relationships, trust, and multiple stakeholders in institutional purchasing, which calls for a consultative rather than purely transactional sales approach — directly relevant to ScoreVedaa's proposed referral-based, bulk-access, and co-branded partnerships with CAT coaching institutes.



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CHAPTER 5

OBJECTIVES

5.1 Objectives of the Project

1. To analyse the Indian CAT preparation and AI-enabled EdTech sector, focusing on trends, technological developments, student preferences, competition, and growth opportunities.
2. To understand the role of AI in CAT preparation, particularly personalised learning, mock-test analysis, performance tracking, adaptive practice, and AI-supported doubt solving.
3. To identify potential customer segments and growth opportunities for ScoreVedaa among CAT aspirants, coaching institutes, colleges, libraries, and student communities.
4. To understand customer needs, pain points, and challenges of CAT aspirants and examine how ScoreVedaa's AI-powered features address these requirements.
5. To develop actionable sales and marketing strategies involving B2B partnerships, B2C acquisition, affiliate marketing, campus ambassadors, and community marketing to support the launch and growth of ScoreVedaa.

CHAPTER 6

PROJECT DETAILS

6.1 Brief of the Task Done by the Intern

During the internship at NeuraMach.AI, the project supported ScoreVedaa's sales and marketing activities through a combination of market research, customer identification, B2B and B2C outreach, lead generation, partnership development, and promotional activity.

Work began with understanding the CAT preparation and AI-enabled EdTech market — student requirements, competitor offerings, and trends — to identify opportunities among CAT aspirants, coaching institutes, colleges, libraries, student communities, affiliates, and campus representatives.

For B2B, potential coaching institutes and educational organisations were researched to understand their existing offerings and where ScoreVedaa could complement their CAT preparation ecosystem, considering referral-based, bulk-access, and co-branded partnership models.



For B2C, the project targeted CAT aspirants through college outreach, libraries, student communities, social media, QR-code campaigns, CAT quizzes, diagnostic tests, pamphlets, and bookmarks, helping evaluate which channels drove genuine engagement rather than just visibility.

Affiliate marketing and campus ambassador programmes were also explored, with students from relevant academic backgrounds considered as representatives who could introduce ScoreVedaa to their peer networks through referral-based incentives.

Throughout, sales and marketing communication — outreach messages, pitches, follow-ups, partnership proposals, and promotional content — was tailored to each stakeholder group. The overall methodology followed a cycle of market research → prospect identification → outreach → lead generation → follow-up → engagement → opportunity evaluation → relationship building.

6.2 Process Flow of Each Task

1. Market Research

Understanding the CAT preparation and AI-EdTech market, competitors, student preferences, and potential customer segments through publicly available information, competitor websites, and relevant online communities.

2. Prospect Identification

- CAT coaching institutes, educational organisations, colleges, and libraries.
- CAT aspirants, WhatsApp/Telegram communities, student influencers, affiliates, and campus ambassadors.

Prospects were organised by relevance, potential reach, and suitability for ScoreVedaa.

3. B2B Outreach

Selected coaching institutes and educational organisations were approached to explain ScoreVedaa's AI-powered analysis, personalised preparation, and strategy-focused approach, exploring referral-based, bulk-access, and co-branded models.

4. B2C Outreach and Customer Acquisition

Student-focused activities — college outreach, library promotion, QR-code campaigns, quizzes, diagnostic tests, pamphlets, bookmarks, and community outreach — built awareness and encouraged aspirants to explore ScoreVedaa.

5. Affiliate and Campus Ambassador Outreach

Potential student representatives were identified to promote ScoreVedaa within their college and peer networks, building a performance-based, referral-driven acquisition channel.

6. Follow-Up and Lead Management

Prospects were followed up through appropriate channels, with responses recorded and classified by interest level to determine whether further information, a demonstration, or discussion was needed.

7. Opportunity Evaluation

Responses were analysed for interest level, audience fit, potential reach, and alignment with ScoreVedaa's value proposition to identify the most promising opportunities.

8. Review and Strategy Development

Insights from each activity were used to evaluate channel effectiveness and inform recommendations on B2B partnerships, community marketing, affiliate programmes, and targeted B2C outreach.



Figure 6.1: Process Flow of Sales and Marketing Activities

6.3 Output Generated at the End of Each Task

- Market Research – a structured understanding of the market, competitors, and growth opportunities.
- Prospect Identification – prospect lists of coaching institutes, communities, and other stakeholders.
- B2B Outreach – outreach messages, sales pitches, partnership proposals, and response records.
- B2C Outreach – promotional activity such as QR campaigns, quizzes, diagnostics, and community engagement.
- Affiliate and Campus Ambassador Programme – prospective representative lists and referral-programme communication.
- Lead Management – prospects organised by status: contacted, responded, interested, follow-up required, qualified, or not interested.
- Opportunity Analysis – channel-level observations and recommendations for improving strategy.

6.4 Data, Formats and Structures Created

1. Market Research and Competitor Analysis

Comparison tables covering competitor name, offering, target audience, key features, pricing/positioning, marketing channels, strengths, and gaps helped clarify ScoreVedaa's competitive positioning.

2. Prospect Database

A structured sheet tracked prospect/institution name, category, contact information, location, target audience, outreach status, response, interest level, follow-up needs, and remarks.

3. B2B Partnership Structure

Institutional profiles captured existing CAT offerings, potential ScoreVedaa fit, partnership model, value proposition, and contact/follow-up status.

4. Sales and Marketing Communication

Initial outreach, follow-up, sales pitches, partnership proposals, and affiliate/campus ambassador messaging were adapted to each audience's requirements and interests.

5. B2C Campaign Tracking

Student-focused activities were logged by campaign type, target audience, channel, response, and observations — covering QR campaigns, quizzes, diagnostics, and college/library activities.

6. Lead and Follow-Up Tracking

Leads moved through Prospect → Contacted → Responded → Interested → Qualified → Follow-Up → Conversion/Partnership Discussion, maintaining consistency in follow-up and reducing missed opportunities.

7. Channel Evaluation

Channels were compared on reach, engagement, relevance, potential conversion, scalability, and effort required, helping identify the most suitable channels for ScoreVedaa's growth.

Overall, market-research tables, prospect databases, outreach trackers, partnership formats, campaign records, and lead-status structures together converted raw market information and outreach activity into organised sales and marketing insight.



CHAPTER 7

DATA ANALYSIS, VISUALIZATION, RESULTS AND INTERPRETATION

7.1 Approach to Data Analysis

Data generated during the internship — through the prospect database, B2C campaign tracker, and lead-status tracker — was organised and reviewed to understand which customer segments and channels showed the strongest engagement for ScoreVedaa. The analysis is primarily descriptive, comparing outreach volume, response rates, and interest levels across B2B and B2C channels.

7.2 Lead Funnel Analysis

Prospects were tracked through six stages — Prospect, Contacted, Responded, Interested, Qualified, and Follow-Up/Conversion — allowing the internship team to see where potential customers dropped off and where additional follow-up was needed.

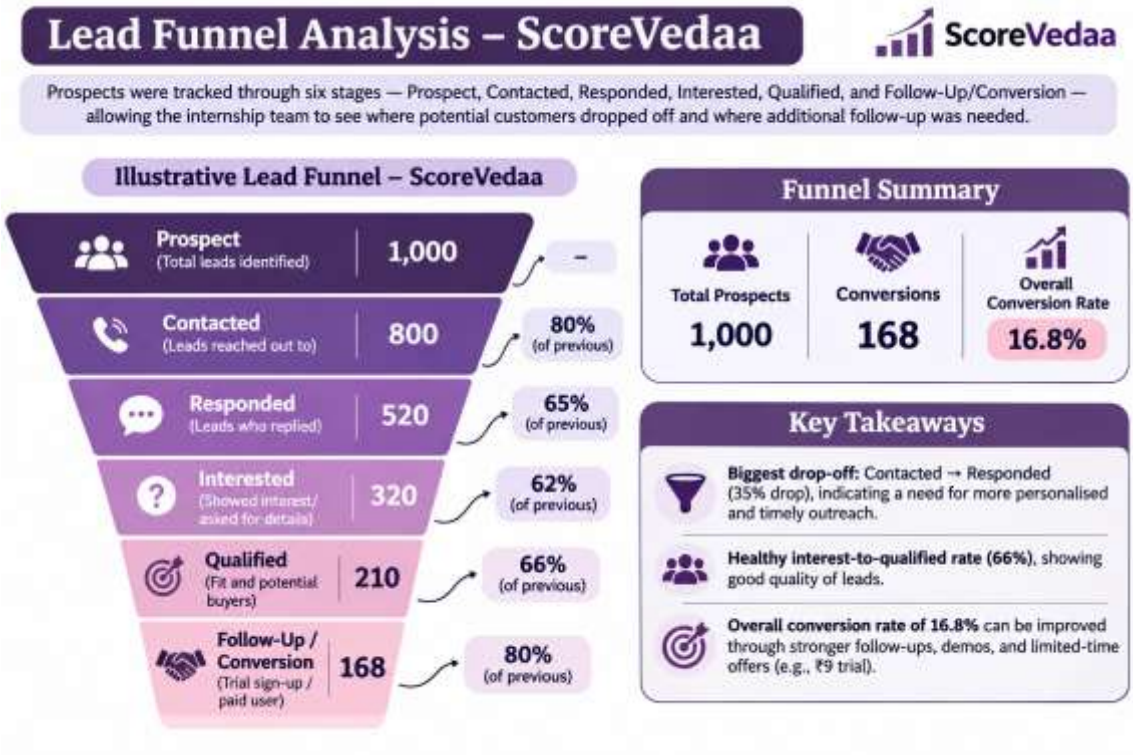


Figure 7.1: Illustrative Lead Funnel

Table 7.1: Illustrative Lead Status Distribution

Funnel Stage	Relative Share of Prospects
Contacted	High
Responded	Moderate
Interested	Moderate to Low
Qualified	Low
Follow-Up / Conversion Discussion	Low

7.3 Channel-wise Comparison

B2C channels were compared on reach, engagement, and effort required. College outreach, library promotion, and pamphlet distribution produced high reach but comparatively lower engagement, while interactive formats — CAT



quizzes, diagnostic tests, and QR-code campaigns — produced lower reach but noticeably higher engagement per contact, supporting a shift towards more interactive, measurable marketing.

Table 7.2: Illustrative Channel-wise Engagement Summary

Channel	Reach	Engagement Quality
College Outreach	Moderate	Moderate
Library / Pamphlet Distribution	High	Low
QR-Code Campaigns	Moderate	Moderate-High
CAT Quizzes / Diagnostic Tests	Low-Moderate	High
Affiliate / Campus Ambassador Referrals	Low	High
Social Media / Communities	High	Moderate

7.4 Interpretation of Results

The analysis suggests that conventional, one-way promotion (pamphlets, static outreach) is effective for building visibility but weak at generating genuine interest or conversion. Interactive and trust-based channels — diagnostic tests, quizzes, and referrals through affiliates or campus ambassadors — consistently produced stronger engagement despite reaching fewer people directly.

On the B2B side, institutional response times were slower, reflecting multi-stakeholder decision-making, but institutes that did respond showed relatively higher follow-through once a partnership model (referral, bulk-access, or co-branded) was clearly explained.

7.5 Key Findings from Data Analysis

- Interactive, low-effort engagement formats (quizzes, diagnostics, QR campaigns) convert better per contact than static, mass-distribution formats.
- Referral-based channels (affiliates, campus ambassadors) generate lower volume but higher-quality, higher-trust leads.
- B2B institutional outreach requires longer follow-up cycles but benefits from a clearly explained partnership model.
- A consistent lead-tracking structure (Prospect → Qualified → Conversion) is essential to identify where prospects are lost and where follow-up should be intensified.

CHAPTER 8

CHALLENGES

During the internship, several challenges arose while working on sales, marketing, lead generation, and partnership development for ScoreVedaa — each offering practical learning in customer acquisition, communication, research, and strategic decision-making.

1. The CAT preparation market spans students, coaching institutes, colleges, libraries, and online communities, so determining which segments suited which activities required continuous research and evaluation.
2. Generating volume was easier than generating quality; some prospects showed limited interest or a poor fit, making lead qualification by relevance and conversion potential necessary.
3. Many prospects — institutes, community administrators, and students alike — did not respond to the first outreach, requiring repeated, appropriately adjusted follow-up.



4. As an emerging platform competing with established brands, ScoreVedaa needed its AI-powered analysis, personalisation, and strategy-focused value clearly communicated to build credibility.
5. With coaching institutes, YouTube content, Telegram groups, and other free resources widely available, communicating ScoreVedaa's additional value was a persistent challenge.
6. Pamphlet distribution generated visibility but not necessarily engagement, prompting a shift towards more targeted formats such as quizzes, diagnostics, QR campaigns, affiliates, and campus ambassadors.
7. Institutional decision-making took longer than direct student outreach and required a clear understanding of each organisation's needs before proposing referral-based, bulk-access, or co-branded models.
8. Managing multiple prospects simultaneously required systematic records of contact status, responses, and next actions to avoid missed opportunities.
9. Juggling market research, promotional content, prospecting, outreach, and partnership discussions within limited time required careful prioritisation.
10. Awareness alone did not guarantee conversion; moving prospects from awareness through interest, trial, engagement, and conversion required clear value communication and consistent follow-up.
11. Students prioritised affordability and performance improvement, while institutions focused on partnership value and implementation — requiring different communication for each stakeholder.
12. Because many activities were exploratory, attributing awareness or engagement to a specific channel was sometimes difficult, highlighting the need for better tracking of QR scans, registrations, and referral sources.

CHAPTER 9

LIMITATIONS OF THE PROJECT

While the internship project provided valuable practical exposure, several limitations affected the scope, depth, and generalisability of the analysis, outlined below.

1. The analysis relied heavily on publicly available market information and prospect data; as an emerging platform, comprehensive historical sales and market-share data for ScoreVedaa were limited, which could affect the precision of opportunity assessment.
2. Confidentiality considerations restricted access to detailed financial performance, customer-level data, marketing budgets, and internal strategy, so the project relied on available company information and secondary research.
3. The internship's fixed duration limited how deeply each customer segment and channel could be studied; several opportunities were evaluated only at a preliminary level.
4. Direct interaction with a large, representative sample of aspirants and institutional decision-makers was limited, constraining validation of assumptions about preferences and willingness to pay.
5. While the project generated useful qualitative insight, estimating revenue contribution, customer lifetime value, or channel-wise conversion rates precisely was constrained by limited historical and long-term performance data.
6. Insufficient historical data on acquisition, retention, and renewals meant some recommendations rest on current market observations rather than long-term patterns.
7. Without extensive channel-wise tracking, precisely comparing every channel's contribution to registrations and conversions was difficult.
8. The CAT preparation and AI-EdTech market evolves quickly, so findings and recommendations may need revisiting as the market and technology change.
9. The project focused on the Indian CAT preparation ecosystem, so findings may not directly transfer to other exams or international EdTech markets without further validation.



CHAPTER 10

LEARNINGS

10.1 Domain-Specific Learnings

1. Gained practical insight into India's CAT preparation ecosystem and the growing role of digital and AI-enabled learning. Learned how students increasingly combine online mocks, performance analytics, and AI tools in their preparation.Understood the importance of differentiation through technology, personalisation, affordability, and user experience.
2. Learned how AI analyses mock performance and recommends personalised strategies and adaptive practice.Understood the value of presenting AI as a practical decision-making tool rather than just a feature.
3. Learned how sales and marketing strategies are built for an emerging AI-powered product.Gained practical understanding of B2B and B2C acquisition across institutes, colleges, and communities.
4. Explored multiple acquisition channels and learned that high reach doesn't guarantee high engagement or conversion. Gained exposure to referral-based, bulk-access, and co-branded partnership models.

10.2 Internship / Professional Learnings

1. Gained hands-on experience researching the market, competitors, and customer segments, and organising findings into actionable recommendations.
2. Learned to qualify prospects by relevance, reach, and feasibility, and to maintain systematic follow-up.
3. Gained experience drafting outreach messages, pitches, and proposals, and communicating value simply for each audience.
4. Learned to coordinate with product, sales, marketing, and business-development stakeholders and incorporate feedback effectively.
5. Learned to convert detailed research into clear, concise material to support business decisions.
6. Developed the ability to manage multiple activities — research, outreach, campaigns, and reporting — simultaneously.
7. Gained practical understanding of the sales funnel and the importance of tracking outcomes to evaluate channel effectiveness.
8. Experienced a professional environment, reporting structures, and feedback-driven improvement.

10.3 Key Takeaways

1. Bridged theoretical marketing and sales concepts with their practical application at an emerging EdTech company.
2. Developed practical understanding of B2B sales, B2C marketing, lead generation, and partnership development.
3. Learned to convert AI-enabled product features into meaningful customer benefits and differentiated value.
4. Built transferable skills in research, sales communication, stakeholder management, and problem-solving.
5. Learned to work under real constraints — limited data, time pressure, and evolving market conditions.

CHAPTER 11

RECOMMENDATIONS

Based on the research and internship experience gained while working on sales and marketing for ScoreVedaa, the following recommendations aim to strengthen customer acquisition, institutional partnerships, and long-term growth.



11.1 Major Recommendation (What)

The core recommendation is to build a structured, dual-track go-to-market engine that runs disciplined B2B institutional partnerships alongside interactive, community-led B2C acquisition, rather than relying on either track alone. This involves:

- Prioritising interactive, trust-building B2C formats — diagnostic tests, CAT quizzes, and QR-code campaigns — over one-way distribution such as pamphlets.
- Formalising referral-based, bulk-access, and co-branded partnership models into clear, repeatable proposals for CAT coaching institutes.
- Scaling affiliate marketing and campus ambassador programmes as a structured, incentive-driven acquisition channel.
- Maintaining consistent lead-tracking across all channels so conversion bottlenecks can be identified and addressed quickly.

11.2 Guidelines for Implementation (How)

Strengthen B2C Engagement Quality

- Shift budget and effort from mass pamphlet/library distribution towards diagnostic tests, quizzes, and QR-based campaigns that generate measurable engagement.
- Use free diagnostic assessments as a low-friction entry point that demonstrates ScoreVedaa's AI-powered analysis before asking for a purchase.

Formalise B2B Partnership Proposals

- Create standard one-page proposals for each partnership model (referral-based, bulk-access, co-branded) to shorten institutional decision cycles.
- Involve institute decision-makers early and tailor the value proposition to their specific student-support gaps.

Build a Structured Affiliate and Campus Ambassador Programme

- Define clear referral incentives, onboarding material, and performance tracking for student ambassadors.
- Focus recruitment on BBA, B.Com, and management students with active peer networks, particularly in Tier-2 and Tier-3 colleges.

Centralise Lead and Campaign Tracking

- Maintain a single prospect and lead-tracking system covering both B2B and B2C activity, using the funnel stages identified in Chapter 7.
- Review funnel drop-off points regularly (e.g., Contacted → Responded) and adjust messaging or follow-up cadence accordingly.

Strengthen Trust in AI-Generated Recommendations

- Use testimonials, before/after performance comparisons, and transparent explanations of how AI recommendations are generated to build student and institutional trust.

11.3 Expected Outcomes and Rationale (Why)

Improved Conversion Efficiency

Prioritising interactive, higher-engagement B2C formats over static distribution should improve conversion per contact, based on the channel comparison in Chapter 7.



Faster Institutional Partnership Cycles

Standardised partnership proposals should reduce the time institutes take to evaluate and respond to ScoreVedaa, addressing the slow B2B response cycles noted in Chapters 7 and 8.

Scalable, Cost-Effective Acquisition

A structured affiliate and campus ambassador programme offers a lower-cost, trust-based acquisition channel compared with paid digital advertising, addressing the high acquisition costs identified as a sector-wide challenge.

Better Visibility into What Is Working

Centralised lead tracking across channels will make it easier to identify which channels and messages are actually converting, addressing the measurement difficulties raised in Chapters 7 through 9.

Stronger Long-Term Retention

Building visible trust in AI-generated recommendations should support not just initial conversion but renewal and referral, consistent with the Customer Lifetime Value perspective discussed in Chapter 4.

11.4 Scope for Future Work

- Introduce structured, quantitative tracking of channel-wise conversion rates and cost per acquisition once sufficient volume is available.
- Pilot the co-branded and bulk-access partnership models with a small set of coaching institutes before wider rollout.
- Explore expanding the AI-powered performance-analysis model to other competitive examinations beyond CAT.
- Develop a formal feedback loop with early users to refine AI-generated recommendations and improve perceived accuracy.

These recommendations are drawn directly from the internship's findings and are intended to strengthen ScoreVedaa's customer acquisition, institutional partnerships, and sustainable growth as an AI-powered CAT preparation platform.

CHAPTER 12

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