



# Career Guidance Industry Landscape **India 2021**

Best Career Guidance Experts & Career Counselling Platforms in India: Today's Competition Terrain in Focus

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## *Executive Summary*

In this action research, investigations were made into the statistics of an industry segment in focus: the congruence of the Career Counselling & EdTech industries. This study is iDreamCareer's independent attempt in gauging the dimensions of this industrial congruence and developing a comparative matrix that involves all major service providers in this resource-based industry segment.

Today, incumbents in this space are striving to develop more business around integrated product-service solutions. It is essential to mention at this point, that this is a congruence which engages businesses offering knowledge intensive stand-alone services and hence the congruence of Career Counselling & EdTech industries can be referred to as a 'resource-based' segment.

It is not unknown to us how this market landscape is getting more competitive every day making it challenging to stay in business. It seems that each day, new contestants are emerging, jockeying for customers and attention irrespective of what retaliation the incumbents will strategize to thwart their efforts, considering low entry barriers and high exit barriers in this congruence. It becomes harder and harder to get ahead and stay ahead in an ever-dynamic landscape.

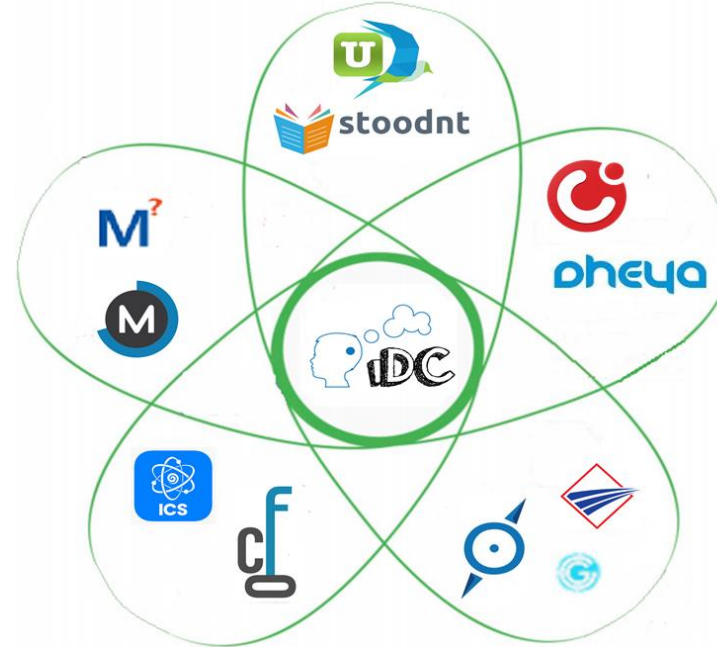
The findings are presented in two parts (A & B):

### **A – Analysis of the macro environment using:**

- A Porter's 5-Forces Analysis
- A SWOT Deep Dive

### **B - Qualitative Product & Business Attributes Analyses (of 11 platforms + iDreamCareer):**

- Key products and other offerings
- Psychometric tool used
- Discovery reports and their features
- Education Information Ecosystem (EIE)
- Admission assistance & other offerings
- Counseling & Handholding benefits
- Long-term offerings
- Extent of repositories
- Subscription & Fee/ Costs
- Value added offerings
- Competitive Traffic Intelligence Statistics (Taboola, Inc., Mixpanel, Inc., SimilarWeb Ltd., Google Analytics, & Keen.io)



(Figure) 12 Platforms considered in this Study

*Box 1*  
**Key Findings**

**India at a glance**

- India is expected to have a talent deficit of 85.2 million workers by 2030
- India is also projected to have a skilled labour surplus of 245.3 million workers by 2030
- India’s rural youth lacks the cultural capital, access to information and the urban medium of instruction
- Every year only 10-15% out of over 3 million regular graduates/ postgraduates are considered employable by the Industry
- India’s labour productivity is \$10,080 a year, compared with \$23,888 in Brazil and \$107,551 in the US, according to our Labour Ministry
- India Inc., which refers to the formal (comprising government and corporate) organized sector of the nation, directly engages less than 1/4th of the total workforce in India and contributes more than half of the country’s GDP (~53.66%, Jan. 2020).

## Porter's 5 Forces – Career Counseling & EdTech Industry

- Force 1 (Rivalry between players/competitors) = Medium
- Force 2 (Entry Barrier) = Low
- Force 3 (Substitute Products) = High
- Force 4 (Supplier power) = Low
- Force 5 (Buyer Power) = Medium

## iDreamCareer SWOT – Crests

- Unparalleled product specifications
- Personalized for every user
- Huge, well-researched educational information ecosystem
- Scientifically tested & reliable assessment framework
- National & international recognition
- Extensive use across government schools in more than 11 states
- Huge market outreach powered by successful collaborations
- Aggressive & focused marketing campaigns
- Have the knowledge to be thought leaders in this space
- A committed skilled workforce
- Vast fleet of internally trained & competent counselling professionals
- Beneficiary (customer)-centric mindset across all departments

## *Introduction*

Career guidance experts are skillful paraprofessionals, some even doctoral-level practitioners. They are trained educators engaged in exercising scientific & experiential psychological assessment tools to better gauge a child’s mind.

This is done with an objective particularly to encourage & develop consciousness towards children’s own self to finally settle their professional goals in life (explore themselves, recognize personal strengths & finally select potential career areas).

*It is vital for a child to learn & explore the many skills that are available to her at a nascent stage. This early knowledge becomes an asset to her later for effective management of her career.*

This comparative study is an in-depth investigative research report that seeks to identify and compare the key offerings of 11 platforms across India, including their major businesses, their philosophies, their career assessment tests & tools, counselling processes, and so much more.

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“WE ARE CLEARLY STILL WASTING TALENT ON A SCALE WHICH IS SCANDALOUS. IT IS A MORAL FAILURE, AN AFFRONT AGAINST SOCIAL JUSTICE WHICH WE HAVE TO PUT RIGHT.”

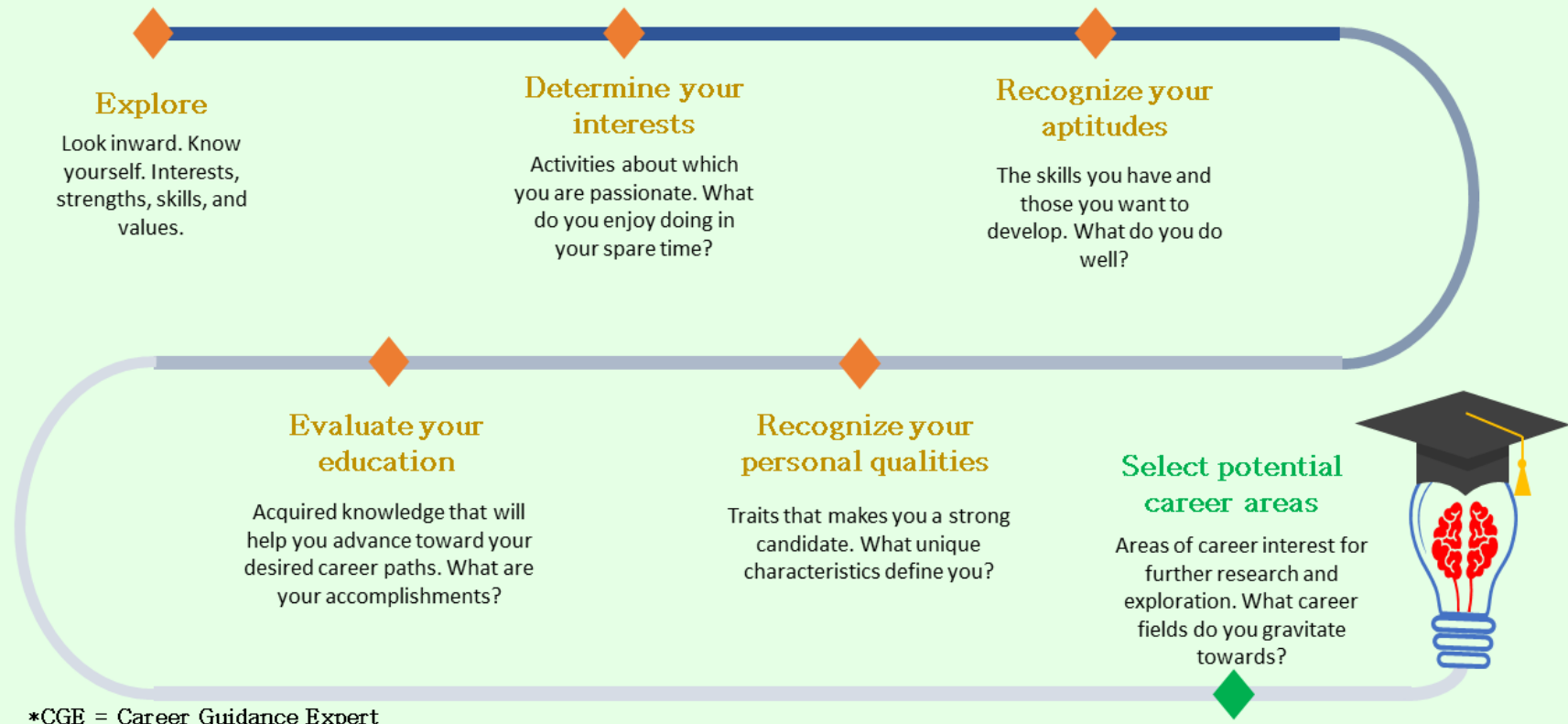
THE Rt. Hon. MICHAEL GOVE, JUNE 2010 (APPOINTED MINISTER FOR THE CABINET OFFICE, UK ON 13 FEBRUARY 2020)

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*Following what Rt. Hon. Gove (in quote above) has justly mentioned, well planned & well-organized career guidance services are increasingly important to serve as a link between industry & academia. Services in this space are exceptionally scarce and rudimentary in India.*



# An Ideal CGE helps to:



Ideal Career Planners & Career Counselling Experts, like iDreamCareer, Must Help Beneficiaries Cross Each of These Milestones

## Why India needs Career Guidance Experts (CGEs)?

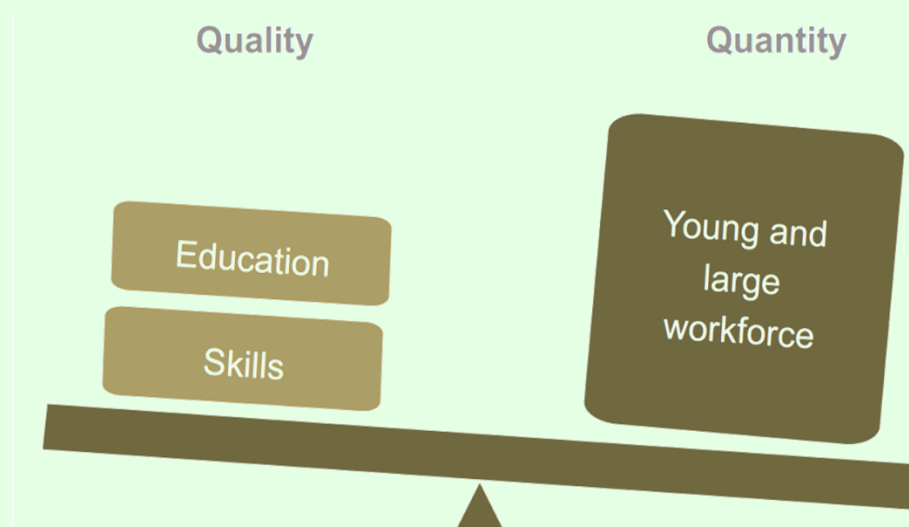
*To confront, manage and combat the Great Indian Talent Conundrum (GITC) and build the most competitive knowledge-based economy and society in the world, this is an additional burden to the urgent challenge of creating at least 8 million jobs year after year, fueling India's post-pandemic headache*

What's GITC?

According to a *study done by Korn Ferry* (an organisational consulting firm), India is expected to have a **talent deficit** of 85.2 million workers by 2030. This will be most visible in the financial services, technology, media, and telecommunications sectors.

The same study said that India is also projected to have a skilled **labour surplus** of 245.3 million workers by 2030.

Foremost Talent Assessment & Solutions Company in India, PeopleStrong's **India Skills Report and CII** (Confederation of Indian Industry) refer to this as GITC or the Great Indian Talent Conundrum.



(Figure) No growth driver is as certain as the availability of people in India's working-age group (her demographic dividend) [Source: *Skilling India, The Billion People Challenge*, CRISIL Centre for Economic Research C-CER]

The cited report also unambiguously confirms that, if India does not create enough jobs and its workers are not adequately *prepared* for those jobs, its demographic dividend may turn into a liability. How can we even think of preparing a workforce if our enrolment ratios are scary and drop-out rates are mammoth?

***There is no clear construct whatsoever, in terms of career guidance services in the country.***



Status quo, in India, is as explained in the following pointers.

- Nowadays, industries have become more demanding and profit-oriented. They are bent towards hiring only experienced professionals. Companies mostly refrain from providing in-house training to freshmen. So, this actually means that fresh recruits nowadays should be skilled rather than qualified.

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MOREOVER, INDIA'S RURAL YOUTH LACKS THE CULTURAL CAPITAL, ACCESS TO INFORMATION AND THE URBAN MEDIUM OF INSTRUCTION/ INTERACTION. IT VARIES A GREAT DEAL FROM THE COUNTRY'S URBAN YOUTH.

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- Not to mention, the urban youth is similarly misguided, mismanaged and deprived of long-term benefits due to the unavailability of career consulting services in the country.
- The urban students even face a major *problem in effective communication*, let alone their rural counterparts who feel completely at a loss.

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THIS AFFECTS THEIR PERFORMANCE IN CONTINUATION OF EDUCATION AND THEIR LONG-TERM CAREER. CAREER GUIDANCE SHOULD BE A QUINTESSENTIAL ELEMENT IN THE MINDS OF INDIAN POLICY-MAKERS OF TODAY.

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- A CRISIL Foundation (a market intelligence company, formerly under McGraw Hill Financial Inc., now under S&P Global, Manhattan, New York City) study points out, rather disturbingly, that although engineer turnout from institutes in India will almost double in the next 5 years— from 0.65 million to 1.3 million engineers, their employability will diminish further.
- NASSCOM (a trade association of Indian IT and BPO companies) further adds that, every year only 10-15% out of over 3 million regular graduates/ postgraduates are considered employable by the Industry.

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IN INDIA, STUDENTS, EVEN AFTER COMPLETING THEIR POST-GRADUATION, ARE NOT CONSIDERED FIT FOR JOBS, WHILE THEY ARE EXPECTED TO BE EMPLOYABLE RATHER THAN JUST QUALIFIED. THESE QUALIFIED STUDENTS LACK THE SKILLS, WHICH IN TODAY'S FAST-GROWING INDUSTRIES AND COMPANIES ARE HUNTING FOR.

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Apart from graduates from the elite IIMs, IITs and a handful of other similar top institutes, the rest struggle to place their students. India's labour productivity is \$10,080 a year, compared with \$23,888 in Brazil and \$107,551 in the US, according to our Labour Ministry.

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**IN INDIA, WE ARE MAKING A CARDINAL BLUNDER.** CLOSING THESE SKILL GAPS OF OUR QUALIFIED WORKFORCE IS CRITICAL FOR INDIA. A YOUNG POPULATION IS INDIA'S DEMOGRAPHIC DIVIDEND. IT GIVES INDIA ALL THE MORE POTENTIAL.

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India Inc., which refers to the formal (comprising government and corporate) organized sector of the nation (this only includes people employed by both non-govt & govt. listed companies), directly engages less than 1/4<sup>th</sup> of the total workforce in India and contributes more than half of the country's GDP (~53.66%, Jan. 2020).

India's macroeconomy (GDP) will be bolstered only if India Inc. (microeconomy) goes hand in hand, mirrors each other and moves together. This is possible with proper engagement of our demographic dividend, leveraging our only direct growth driver "our growing youth" and appropriately channeling them into the workforce.

**BOX 2.**

This entire situation of GITC (*Great Indian Talent Conundrum*) needs to be levitated, which again dovetails into the fact that career guidance and career consulting services must make an obligatory part of India's macroeconomic policies, infrastructure, and concerted action.

*At this point, let's walk straight into the action research of this congruence of Career Counseling & EdTech industries.*

**BOX 3. Before diving in,**

*the first and most critical step in any competitive analysis is accurately defining an industry in which a target firm operates. Labeling an industry simply as "media" or "wholesale distribution" and poorly defining competing players does not work for a meaningful and instructive industry analysis.*

*Without a specific definition, the final analysis may poorly reflect the environment in which a company operates. Before analyzing any industry, precise industry definition is the first step.*

## ***Part A: Industry Landscape & SWOT Deep Dive***

This is Part A of the whole exercise of corporate profiling. In this part, a Porter's Five Forces Analysis has been conducted followed by a SWOT in an attempt at corporate positioning for iDreamCareer.

In Part B, a detailed qualitative product & business attributes analysis has been compiled.

### **Status quo of competitive studies in India – Career Counseling & EdTech Space**

It was not surprising to see that nothing much has been done to constructively conduct a 5 Forces analysis or even a Porter's Diamond analysis (India's competitive advantage) with regards to the congruence of the career counseling & EdTech industry in India.

There are hardly any attempts at corporate intelligence and market research studies at this congruence of the Education industry.

There are rampant discussions happening around such analyses done for the education & training or specifically the traditional higher educational sectors but not this congruence (career counseling & EdTech).

Considering this is a niche market having ample market room & opportunities for smaller, specialist firms like us where larger companies find it difficult to foray into.

Most of such celebrated work for competitive analysis, market research or corporate intelligence, in other industrial sectors, is pursued by High Level Strategic Groups (HLSGs) of various advisory corporate barons like PwC, Bain, TechSci Research etc. This is our firm attempt at preliminary corporate positioning in this sector.

### **Summarizing our competitive environment from a 5-forces perspective:**

The Five Forces Framework for any industry was first set out in detail by Porter (1980).

'Industry' in this case is taken to refer to a *group of firms producing products that are close substitutes* for each other.

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***“Every industry is unique has its own unique structure. The five-forces framework allows a firm to see through the complexity and pinpoint those factors that are critical to competition in an industry”***

*Michael E Porter, Competitive Advantage – Creating & Sustaining Superior Performance*

The five forces are:

**Force 1: Intensity of competitive Rivalry** - Competition among existing players

**Force 2: Entry Barrier** (Threat of New Entrants) - how difficult it is to start a company or launch a relevant product in the industry

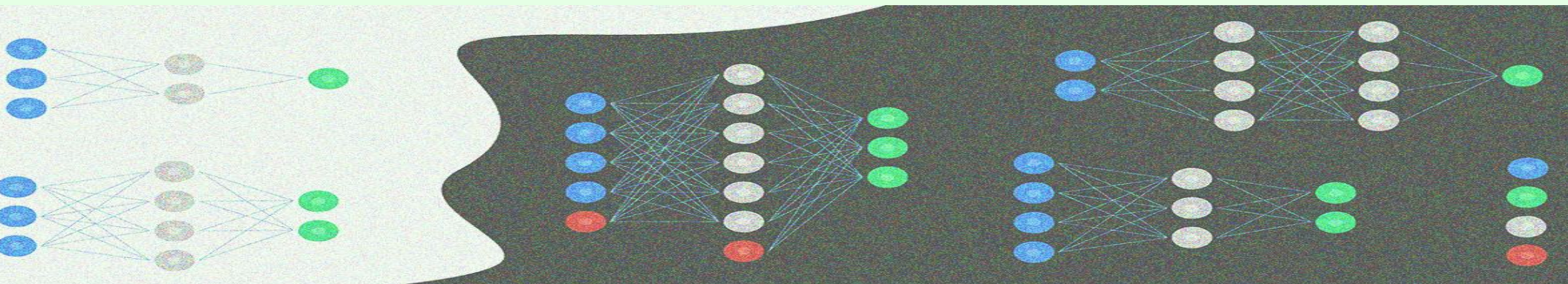
**Force 3: Substitute Products** (Threat of Substitution) – Pressure from alternatives to a product or service

**Force 4: Supplier power** – for example, the cereal manufacturing/ making industry depends on suppliers of say, grain, water, and sugar, plus cardboard and plastic for packaging. In our case, this is nominal or negligible. This is more prominent with regards to industries like manufacturing, electronics, heavy metal, aviation, transportation, oil etc. (mostly labour & capital intensive ones)

**Force 5: Buyer/ customer power** - If your product is at the mercy of the latest trend, buyer power is high for example DVDs, CDs, Blu-ray disks have faced technological obsolescence. If buyers have no legitimate alternative to a product or service – think luxury cars or medicine – buyer power is relatively low. Buyer power also depends on buyer volume, purchase frequencies and switching costs (cost incurred by a buyer while switching between 2 similar products from different companies) but let’s not get into such complications & keep things simple.

In an industry where these competitive **forces are intense/ high**, it’s difficult for companies to achieve above-average profitability (simply, how well a company does, how much money it makes & how good the returns-on-investments ROIs are).

Where these five **forces are weak or absent or low**, above-average returns may be more easily achievable in that industry, therefore, high profitability.



## The forces in Focus

Force 1 (Rivalry between players/competitors) = Medium

Major Elements that Force 1 depends on:

1. Low Fixed costs, hence resultant Force 1 component = Low
2. Low Variety of product designs, hence resultant Force 1 component = High
3. Low Distribution of services (geographical monopoly in an otherwise oligopoly situation), hence, resultant Force 1 component = Low
4. High Exit barriers (companies would prefer to stick around and stay in the ring than to sell assets & escape), hence, resultant Force 1 component = High
5. Low Switching costs (there is little to stop a buyer switching from one company to another), hence, resultant Force 1 component = High
6. Medium Growth of industry (competitors reach satisfactory growth objectives without having to absorb market share of each other), hence, resultant Force 1 component = Medium
7. Medium incremental innovations (Emphasis on process innovation), hence Force 1 = Medium
8. Absence of a dominant firm, hence resultant Force 1 component = High
9. Low diversity of competitors, hence resultant Force 1 component = Low

<i>n</i>	<b>N</b>	<b>Force Component (H/M/L)</b>	<b>Force Component Value</b>
<i>n1</i>	Low Fixed costs	L	1
<i>n2</i>	Low Variety of product designs	H	3
<i>n3</i>	Low Distribution of services	L	1
<i>n4</i>	High Exit barriers	H	3
<i>n5</i>	Low Switching costs	H	3
<i>n6</i>	Medium Growth of industry	M	2
<i>n7</i>	Medium incremental innovations	M	2
<i>n8</i>	Absence of a dominant firm	H	3
<i>n9</i>	Low diversity of competitors	L	1
<i>Arithmetic Mean</i>			2.11

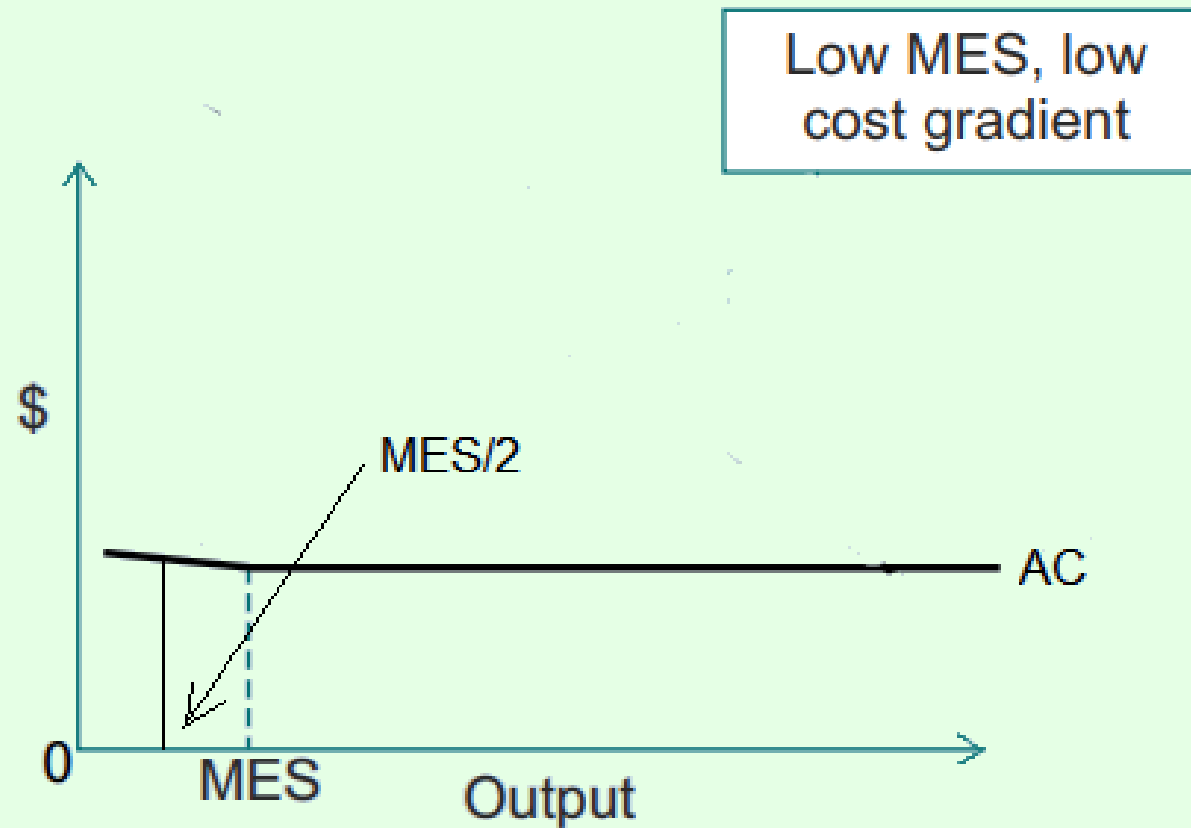
**Force 1 = Medium**

Career Guidance, Career Counselling, Career Planning & EdTech industry Force 1 Components

## Force 2 (Entry Barrier) = Low

Major Elements that Force 2 depends on:

1. Low MES & low cost gradient, hence, resultant Force 2 component = Low
  - MES (Minimum Efficient Scale) = the point at which a firm achieves the lowest average cost (AC) of operation
  - Cost gradient is low when price of service at half of MES is almost equal to that at MES



2. Low proprietary product differences, hence resultant Force 2 component = Low
3. Low switching costs, hence resultant Force 2 component = Low
4. Medium to low differentiation (products do not vary hugely between companies), resultant Force 2 component = Medium
5. Safe and not so expensive capital requirement for entry, hence resultant Force 2 component = Low
6. Low government policy impositions, hence resultant Force 2 component = Low

7. Minimum cost advantages (existing players in the industry have no special access to business resources or have no particular low-cost processes), hence resultant Force 2 component = Low
8. High Exit barriers (companies would prefer to stick around and stay in the ring than to sell assets & escape), hence, resultant Force 2 component = High
9. Expected retaliation is low (the incumbents or existing players are not likely to try to repel an entrant), hence, resultant Force 2 component = Low

<i>n</i>	N	Force Component (H/M/L)	Force Component Value
<i>n1</i>	Low MES & low cost gradient	L	1
<i>n2</i>	Low proprietary product differences	L	1
<i>n3</i>	Low switching costs	L	1
<i>n4</i>	Medium to low differentiation	M	2
<i>n5</i>	Safe and not so expensive capital requirement for entry	L	1
<i>n6</i>	Low government policy impositions	L	1
<i>n7</i>	Minimum cost advantages	L	1
<i>n8</i>	High Exit barriers	H	3
<i>n9</i>	Expected retaliation is low	L	1
<i>Arithmetic Mean</i>			1.333

**Force 2 = Low**

Career Guidance, Career Counselling, Career Planning & EdTech industry Force 2 Components

### Force 3 (Substitute Products) = High

Major Elements that Force 3 depends on:

1. Relative price performance of substitutes is medium, hence resultant Force 3 component = Medium
2. Low switching costs, hence resultant Force 3 component = High
3. High buyer propensity to substitute, hence resultant Force 3 component = High

<i>n</i>	N	Force Component (H/M/L)	Force Component Value
<i>n1</i>	Relative price performance of substitutes is medium	M	2
<i>n2</i>	Low switching costs	H	3
<i>n3</i>	High buyer propensity to substitute	H	3
<i>Arithmetic Mean</i>			2.666

**Force 3 = High**

Career Guidance, Career Counselling, Career Planning & EdTech industry Force 3 Components

### Force 4 (Supplier power) = Low

As indicated in the initial paragraphs, this is more prominent with regards to industries like manufacturing, electronics, heavy metal, aviation, transportation, oil etc. (mostly labour & capital intensive ones). In our case, this is nominal or negligible. Hence, low. This report shall not get into the elemental factors of this force for further analysis.

### Force 5 (Buyer Power) = Medium

High demand-supply gap has weakened the bargaining power of students (or other recipients of counseling like college-goers or even working professionals)/ buyers in our case

Major Elements that Force 3 depends on:

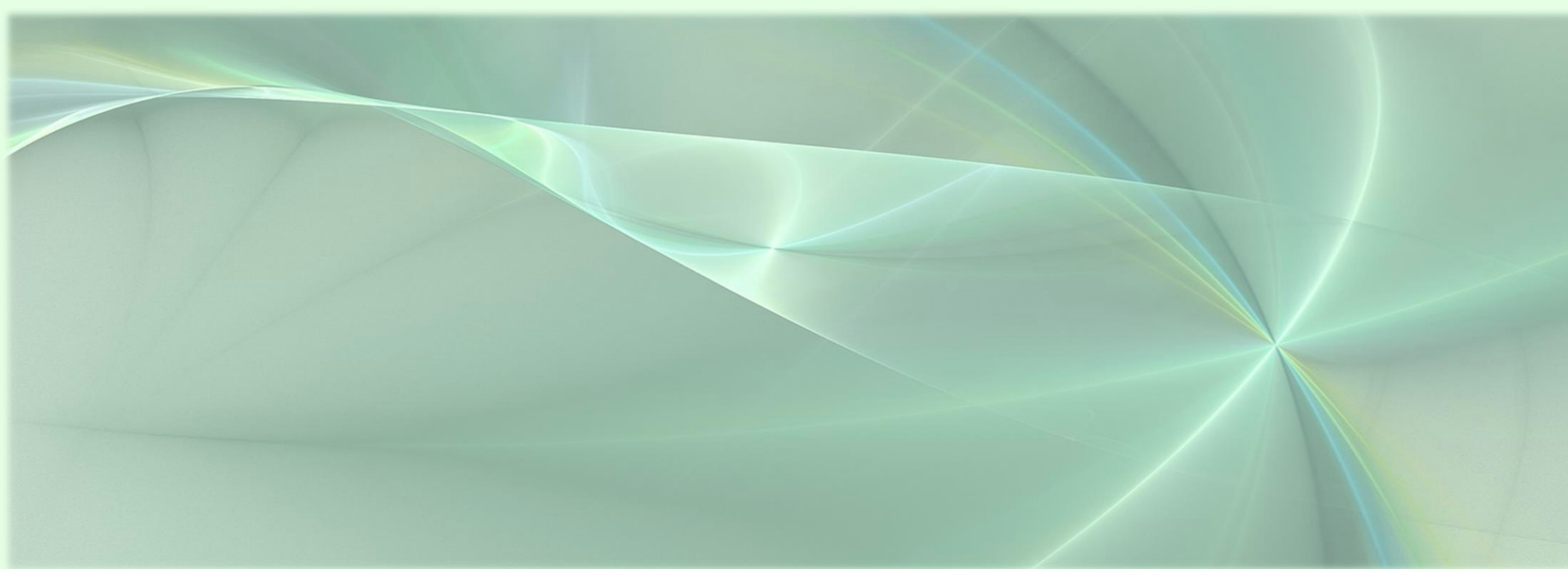
1. High demand-supply gap, hence resultant Force 5 component = Low
2. Low buyer volume, hence resultant Force 5 component = Low
3. Low purchase frequency, hence resultant Force 5 component = Low
4. Low switching costs, hence resultant Force 5 component = High
5. Low buyer information, hence resultant Force 5 component = Low
6. Low buyer concentration - firm concentration ratio, hence resultant Force 5 component = Low
7. Threat of substitution is high, hence resultant Force 5 component = High
8. Low proprietary product differences, hence resultant Force 5 component = High
9. Medium to low differentiation (products do not vary hugely between companies), hence resultant Force 5 component = Medium
10. Low impact of minor price fluctuations, hence resultant Force 5 component = Low



<i>n</i>	N	Force Component (H/M/L)	Force Component Value
<i>n1</i>	High demand-supply gap	L	1
<i>n2</i>	Low buyer volume	L	1
<i>n3</i>	Low purchase frequency	L	1
<i>n4</i>	Low switching costs	H	3
<i>n5</i>	Low buyer information	L	1
<i>n6</i>	Low buyer concentration - firm concentration ratio	L	1
<i>n7</i>	Threat of substitution is high	H	3
<i>n8</i>	Low proprietary product differences	H	3
<i>n9</i>	Medium to low differentiation	M	2
<i>n10</i>	Low impact of minor price fluctuations	L	1
<i>Arithmetic Mean</i>			1.7

**Force 5 = Medium**

Career Guidance, Career Counselling, Career Planning & EdTech industry Force 5 Components



## Analyzing Our Results

- **Force 1 (Rivalry between players/competitors) = Medium**
  - This indicates the strength of competition in the industry
  - Where this force is high, companies can attract buyers with high-impact marketing campaigns and aggressive price cuts
  - Where this force is high, buyers can easily go elsewhere if they feel that they're not getting a good deal from a company
  - In this case, it is medium or moderate
- **Force 2 (Entry Barrier) = Low**
  - This indicates it has high degree of ease with which new competitors or entrants can enter this industry if they see that existing players or incumbents are making good profits (and then drive incumbents' prices down)
- **Force 3 (Substitute Products) = High**
  - This indicates the extent to which different services (or substitutes) can be used in place of that of a company
  - Where this force is high, it means buyers are highly likely to find a different way of doing what a company's product does
  - Where this force is high, such substitution is easy and cheap
- **Force 4 (Supplier power) = Low**
  - This is more prominent with regards to industries like manufacturing, electronics, heavy metal, aviation, transportation, oil etc. (mostly labour & capital intensive ones).
  - In our case (our market niche), this is nominal or negligible.
- **Force 5 (Buyer Power) = Medium**
  - Where this force is medium, it is moderately easy for buyers to drive a product's price down
  - Where this force is medium, buyer volume is moderate and purchase frequencies are low
  - Where this force is medium, it is easy for buyers to switch products to those of a rival, substitution is easy and cheap

As can be seen, there are more lows and mediums than highs. This is good! This means above-average returns may be more easily achievable in this industry, therefore, high long-term profitability. However, in most industries, some firms are much more profitable than others, regardless of what the average profitability of the industry may be. So, this takes us to our next section of a SWOT Deep Dive.

## SWOT Deep Dive

The complete industry landscape has been presented above. At this point let us dive into where iDreamCareer fits into this industry with a SWOT analysis.

This SWOT analysis looks at our internal strengths and weaknesses and the external opportunities and threats within this niche market.

Completing this analysis will highlight the direct areas of opportunity that iDreamCareer can start building on or working to overcome.

### Strengths & Weaknesses – Internal Environment

Activity Level: Low Moderate High

	Low	Moderate	High		
<b>Information ecosystem</b>	Unparalleled product specifications, benchmarked to countries including: USA, Australia, UK, Germany, Canada, Jamaica	Personalized for every user (iDC 2.0)	Huge, well-researched educational information ecosystem (on our way to establish a full-scope LMIS),		
<b>Assessment Framework</b>	Scientifically tested & reliable assessment framework with published statistical scores	National & international recognition	Extensive use across government schools in more than 11 states		
<b>Product &amp; Product Portability</b>	Products not diversified enough - differentiation is low with similar features to competitors	App not available on iOS	Product not available offline & compulsory paywall to access product (no free version)	Product designs that have not changed in several years	
<b>Market, Activities &amp; Outreach</b>	Huge market outreach powered by successful collaborations with industry leviathans, both governmental & private players (national & international)	Aggressive & focused marketing campaigns with clear goals & strategies	Inaccessible to a larger consumer audience	Quick expansion - lot of new hires to train & organizational structures to work upon	Have the knowledge to be thought leaders in the EdTech space
<b>Resources, Assets &amp; Workforce</b>	A committed workforce: skilled & knowledgeable internal resources	Vast fleet of internally trained & competent counselling professionals	Beneficiary (customer)-centric mindset across all departments	Resource limitations - understaffed across some departments & missing expertise in some areas; Lack of back office/admin staff	Modest advertising & knowledge research budget

SWOT: iDreamCareer as a Career Guidance, Career Counselling, Career Planning & EdTech Platform in India

## Opportunities



- **New markets** – young adults & working professionals
- **Redesigning** of product models
- **Partnering** with consulting firms for industry validation of product
- Develop alliances & **cobranding**

- **Few existing competitors** with quality products & market vacated by **recent exits** (& poorly performing players)
- **Emerging need** and awareness of career counseling & high demand-supply gap
- **Shift from local to a global** market with digital marketing & online sales

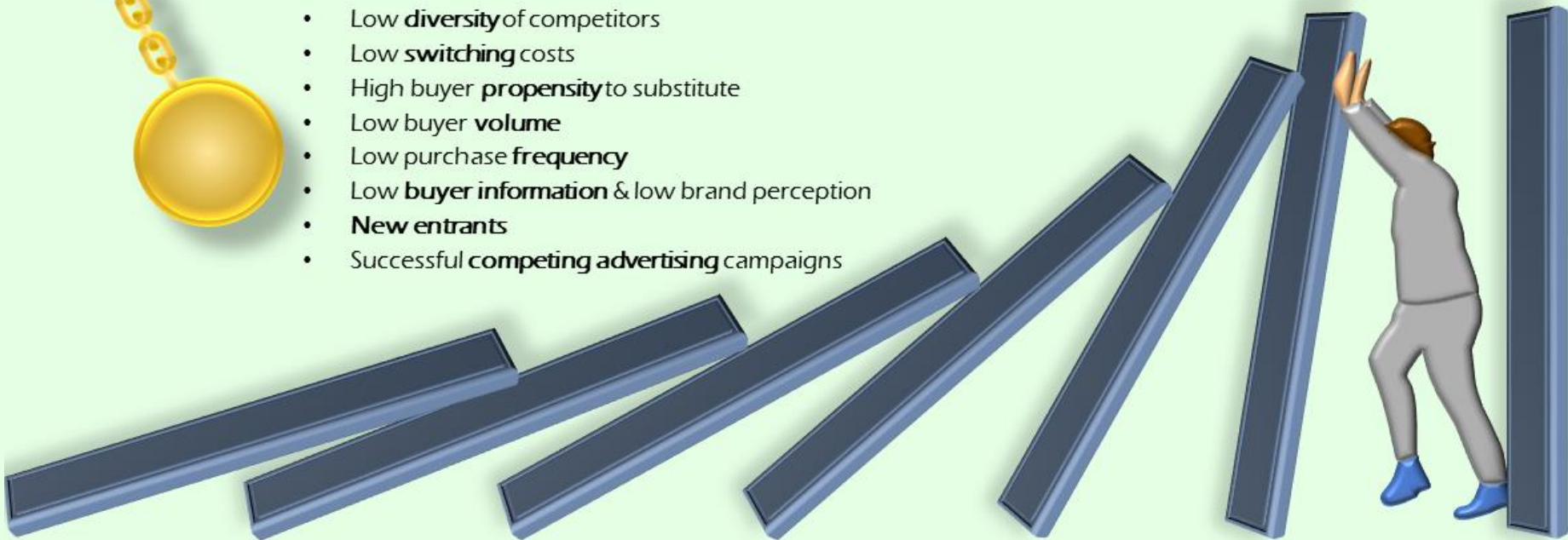
- **SEO focus** can help drive a great amount of online traffic & improve online product sales ranking/ metrics
- **Competitors may be slow** to adopt new technologies
- Low buyer – service provider **concentration** ratio

Opportunities a Career Guidance, Career Counselling, Career Planning & EdTech Platform has in India

## Threats



- Low **diversity** of competitors
- Low **switching** costs
- High buyer **propensity** to substitute
- Low buyer **volume**
- Low purchase **frequency**
- Low **buyer information** & low brand perception
- **New entrants**
- Successful **competing advertising** campaigns



Environmental Threats a Career Guidance, Career Counselling, Career Planning & EdTech Platform faces in India

## Analysis of SWOT Deep Dive

<b>Internal elements</b>	<b>Organizational strengths</b>	<b>Organizational Weaknesses</b>
<b>External elements</b>	<b>Strategic options</b>	
<b>Environmental opportunities (and risks)</b>	<b>S-O:</b> Strengths can be used to capitalize or build upon existing or emerging opportunities	<b>W-O:</b> The strategies developed need to overcome organizational weaknesses if existing or emerging opportunities are to be exploited
<b>Environmental threats</b>	<b>S-T:</b> Strengths in the organization can be used to minimize existing or emerging threats	<b>W-T:</b> The strategies pursued must minimize or overcome weaknesses and, as far as possible, cope with threats

### Finally, it's a wrap for Part A!

This movie has a sequel. Navigate down to Part B for the full story.

Competition is at the core of the success or failure of companies. A company will not earn attractive profits when it has chosen a poor competitive position in a very attractive industry. Conversely, a company may be in such a poor industry that it is not very profitable even in an excellent competitive position.

What was intended with this report was to give a clear picture of what iDreamCareer's competitive corporate environment looks like at this point. It's always worthwhile to analyze the state of an industry – whether as an existing player in the game or as a prospective new entrant.

## Part B: Qualitative Product & Business Attributes Analyses

This is Part B of the whole exercise of competition profiling & analysis. In Part A, iDreamCareer made a firm attempt at preliminary corporate positioning in this sector (the congruence of the career counseling & EdTech industry in India). This Part B is about a detailed qualitative product & business attribute analysis.

Career planning and student counseling, provided by career guidance experts all over the world, is an extremely broad and a comprehensive concept.
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It is vital for any child to learn & explore the many skills that are available to her at a nascent stage. This early knowledge becomes an asset to her later for effective management of her career.
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Access to career consulting services is particularly limited in India specifically owing to one primary reason - lack of awareness & resulting apathy.
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What further emaciates possibilities in India is the fact that, most Indian providers of career consulting services are inadequately & inappropriately trained, staffed or qualified in India. Also, oftentimes, career consulting services fail to develop an individual's long-term career management skills and focus upon immediate turnarounds. Know this: there is no shortcut to brilliance. The benefits of good career guidance is normally seen after several years have passed.

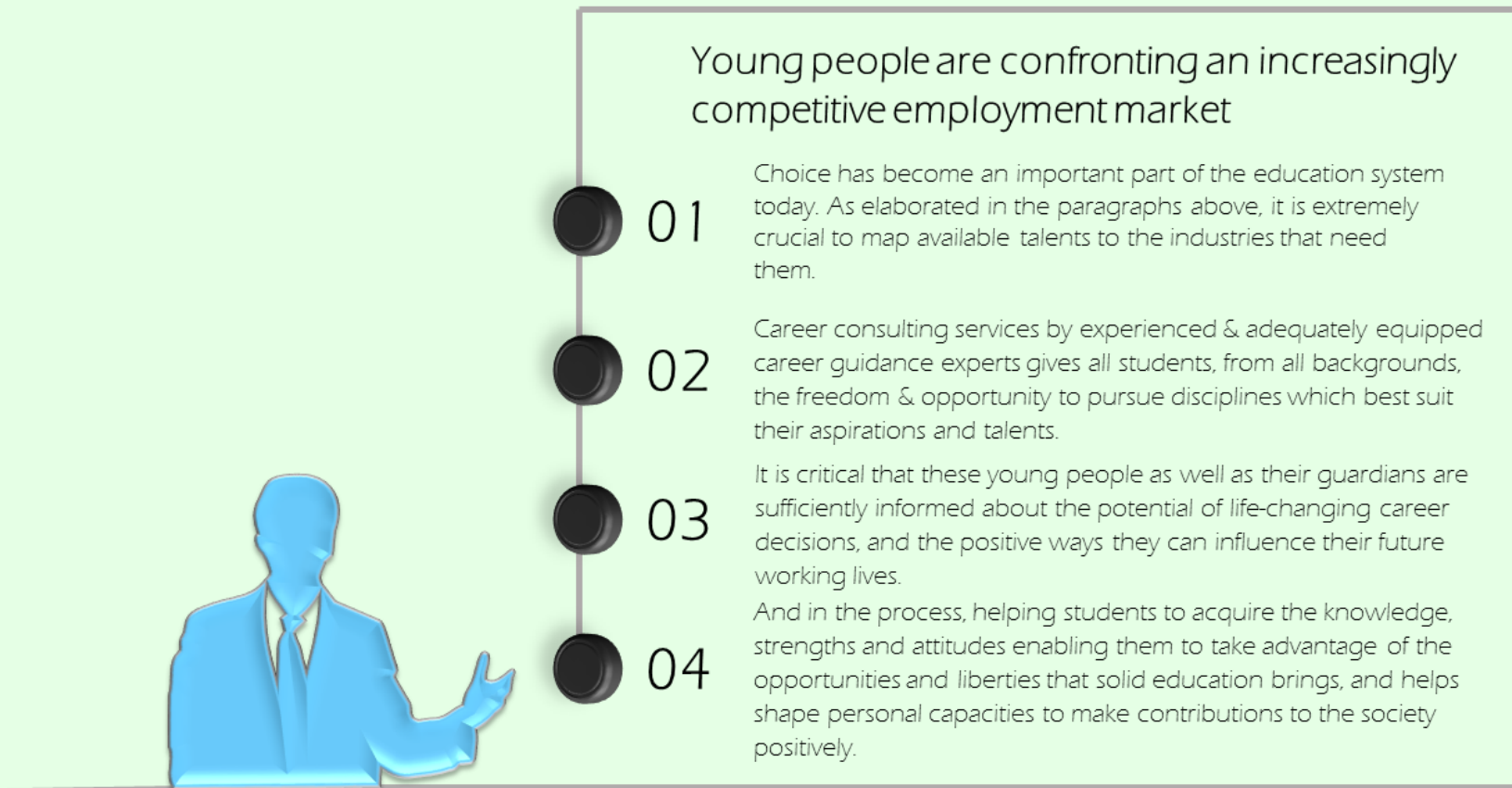
### Understanding the significance of a career guidance expert in India

Career guidance refers to activities and services offered to assist individuals of any age and at any point in their lives, to make educational, training and occupational choices with the objective of enabling them towards effective management of their careers.

- Such services may be found in training institutions like schools, universities & colleges, in workplaces, in the voluntary sector as well as in the private sector.
- These services include:
- career information (in print, ICT-based or other forms)
  - Assessment tools
  - Counseling interviews
  - Career education programmes (to help individuals become aware of themselves, Opportunities around them and their career management skills)
  - Taster programmes (sampling of options before choosing them)
  - And sometimes work search programmes too

India needs career guidance experts to confront, manage and combat *the Great Indian Talent Conundrum (GITC)* and build the most competitive knowledge-based economy and society in the world.

In India, not only is the gap between industry and academia huge, but it is also increasing annually.



(Figure) Critical points For Career Guidance & Career Counselling Experts & Career Planners to Remember

*FROM THIS POINT ON, LET US GET INTO THE ATTRIBUTE ANALYSIS OF OFFERINGS, DELIVERABLES AND OTHER IMPORTANT PARAMETERS AMONG PRIMARY COMPETITORS IN THIS SPACE. THIS STUDY WILL BE DIVIDED INTO SECTIONS FOR EASE OF UNDERSTANDING.*

Since all providers/ competing platforms cannot be accommodated in a single width, 5 foremost ones have been included in the sections below and the study will clock in with the final landscape shared with you in its entirety with all 11 top career guidance platforms in India.



## What do we do?

Key attributes about the business among primary competitors.

Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Business	Key Product (KP)	Discovery & Admissions - Online and offline career selection, counselling, and guidance services with access to Career Encyclopedia*	Guidance services for career counselling, stream selection, course selection, job/specialization choices, career switches	Mostly online platform as well as offline services for Career selection, counselling, guidance, long term career coaching	Mostly online tools for career selection, counselling and guidance through a host of product variants and a Q/A Engine	Suite for Admission Guidance, Career Counseling, Course/ Career Selection, Psychometric Assessments, Scholarships, SOP/ Application Guidance, Subject/ Stream selection, teacher training courses
	KP Media	WebUI/ Mobile App	WebUI/ Mobile App	Web UI	WebUI/ Mobile App	WebUI/ Mobile App
	KP Outreach	15.1 million + students	42000+ students	0.12 million students +	3.5 million +	0.1 million +
	KP Beneficiary	Class 9-12, Undergraduate	Class 8-12, graduates, working professionals	Class 8-Graduate	Class 9 to Professionals	Mostly Class 11-12
	Push factor (school collaboration)	<b>Yes (73000+ schools impacted, Pvt. &amp; Govt.)</b>	<b>Yes (47+ partner schools)</b>	<b>Yes (number uncertain)</b>	<b>Yes (number uncertain)</b>	<b>Yes (350+ Partner Schools)</b>
	Pull factor (industry collaboration)	<b>Yes</b>	<b>Yes (32+ corporate partners)</b>	No	No	No (only 75,000+ Strong Alumni Network)
	MOOCs	<b>Yes</b>	<b>No (some YouTube webinars)</b>	No	No	No (offer other platform MOOCs as distributor)
	Train-the-Trainer	<b>Yes</b>	No	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
No. of trainers (counsellors) who've completed full course training program	1079 (across 114 Districts in India and the Middle East)	-	350+	1500	5,720 community counselors, 678 set up their businesses	
Demographic, education and aspirational data acquisition from subscriber of KP		Partial (only via dedicated coaches)	Uncertain	Partial	-	Partial
Data-Privacy (selling student data to private universities & other establishments)		Data Private	Data Private	No Data-Privacy (sold through scholarship hunt events)	Data Private	No Data-Privacy

- What is defined, in the chart above, is the “Key Product” or KP which is central to our businesses.
- Delivery medium for KP can be Web UI or through mobile applications.
- The KP outreach (how many students/ counselees have been impacted in total) and the who are these beneficiaries (or the customers/ buyers) are also defined thereof.
- “Push factors” are school based.
  - This involves partnering with schools and providing them globally benchmarked school reports to help them offer good information & careers education to pupils, personal guidance tailored to individual needs, and, above all, inspiring teaching that gives students the right qualifications.
- “Pull factors” come from employers.
  - Pull factors indicate the efforts made by industry partners in helping guide students in the right direction through investments, scholarships, opportunities of workplace experience (to show pupils what the workplace is like and inspire them) which may include meeting employers and employees in person.

Our conclusion from this study has been that industry collaboration (pull) is every bit as important as school collaboration (push). However, the industry also needs to work in close collaboration with schools independently besides partnering with specialist firms like us.

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*Schools and employers need to provide what further education expert **Frank McLoughlin** calls a “clear line of sight to work”*

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- What is also included in this section of the study is a company’s (or an incumbent’s) efforts in establishing its presence in the world of open & distance learning (ODL) through MOOCs as well as its efforts in forming a vast league of competent & skilled counselors and professional facilitators through internal training processes (train-the-trainer).
- Demographic data acquisition here would mean collecting personal details from students apart from age & gender, like personal choices of subjects, disabilities if any, English proficiency, performance bests, marks etc.



**(Figure) Six Benchmarks of a stable Careers Guidance Framework [Source: Gatsby Charitable Foundation & PricewaterhouseCoopers**

## How do we assess the test-takers?

The base of any counselling activity is career assessments. Career assessments help provide a realistic evaluation of a test-taker's abilities and strengths.

Psychometric career aptitude testing mechanisms give a gauge of personality to ensure that the test-taker would be the right "fit" for the career they are being suggested.

- There are several subsequent elements to a successful counseling exercise to complete the holistic evaluation of a test-taker, relating to their daily schedule, workstyle, motivating factors, academic standing, and more for the attainment of a valid career decision taking into account the student's suitability for the particular career.
- Such an evaluation helps the test-taker gain unbiased and accurate insights into oneself.
- Assessments also aid counsellors' (Careers Profession Expert's) understanding of the test-taker's core set of abilities, unique traits and factors which are responsible for influencing the ultimate career choice, long-term stability & satisfaction.

This section of the study elaborates the various attributes of career assessment tests offered by leading career guidance platforms in India.

Parameters	iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded	2013	2015	2015	2009	2011
Assessments done till date	~2 million	-	-	100000	50,000+
Norm-referenced & fair for India	Yes	Yes	Yes	Yes	Yes
Both English and non-English versions for test-takers	Yes	No	No	No	No
Reliability Scores Published	Yes (Cronbach's Alpha)	Yes (85% reliability, technical proof manual comes with paid test)	Not Published	Not Published	Not Published
Cronbach's A - Aptitude	0.84	-	Not Published	Not Published	Not Published
Cronbach's A - Personality	0.79	-	Not Published	Not Published	Not Published
Cronbach's A - Interest	0.78	-	Not Published	Not Published	Not Published
Number of dimensions tested	3 (Aptitude, Personality & Interest)	3 (Interest, Personality, Ability)	5 (Personality, Interest, Emotional Quotient, Aptitude, Orientation Style)	4 (Motivators, Aptitudes, Interest, Personality)	4 (Motivators, Aptitudes, Interest, Personality)
Aptitude Elements tested	5	-	10	5	5
Personality Elements tested	5	-	15	-	-
Interest Elements tested	6	6	No theoretical elements revealed in report (interest profiling is done career-cluster wise)	6	6
MBTI Alignment Module (MBTI Trust, Inc.)	No (separate theories back our assessments)	No	No	No	No
Strong Interest Inventory (CPP, Inc.) Alignment Module	No (separate theories back our assessments)	No	No	No	No
National/ International Recognitions	ASUGSV, Holon IQ, Business World, UNICEF, UNDP, Govt of India and 11 state govts. in India	No	Holon IQ, APCDA, Dept. of Science & Technology, Govt. of India	ASSOCHAM India, Indian Education Award, Action For India, Digital Woman Award, Microsoft Partner Award, National Education Excellence Award	Holon IQ

## Reliability

Reliable and valid tests should have theoretical & technical underpinnings as well as well-documented evidence of their development. There are countless tests published in journal articles, available from test publishing companies, or in the public domain.

Reliability is the most common standard measure of consistency. It is expressed mathematically as “reliability coefficient” on a scale from 0 to 1.

RELIABILITY COEFFICIENT VALUE	INTERPRETATION
below 0.70	may have limited applicability
0.70 - 0.79	adequate
0.80 - 0.89	good
0.90 and up	excellent

If a person takes the test again, will she get a similar test score, or if a different score, how much different is the new score? A test that yields similar scores for a person who retakes the test is said to perform reliably.

It is the degree to which student results are the same when:

- Students take the same test on different occasion
- Different scorers score the same item or task
- Different but equivalent tests are taken at the same time or at different times

The most common measure of reliability among career aptitude testing mechanisms in the world is internal consistency. Cronbach’s Alpha is the statistic commonly used by almost all researchers across the world in this respect. A value of +0.80 or greater is generally taken to indicate good internal consistency.

### The Cronbach’s Alphas for iDreamCareer’s 3 individual dimensional assessments are:

- **Aptitudes –0.84**
- **Personality – 0.79**
- **Interest – 0.78**

Reliability coefficients typically measure how closely related the items tested are to the model/ theory used. The general rule of thumb is that a Cronbach's alpha of 0.70 and above is good, higher is even better.

## Fairness

An assessment test for Indians of a particular age group has to be experimentally validated through series of applications on such groups of individuals and then the statistical fairness of it can be successfully established.

- Fair tests conform to recognized test administration standards & ethics and are free from bias.
- For example, cultural familiarity, linguistic (fluency in a language), social differences, prior experiences can affect the fairness of a test.

### There can also be some additional concerns.

Say for an example, children from rural areas will have trouble with a reading comprehension test that is based on a passage describing a subway trip.

Again, students who have never used “bubble” answer sheets may become so confused that their scores will be ultimately affected. Nowadays, however, all career assessment tests and career aptitude tests are computer based tests, whether online or offline.

- 
- Besides all the factors described above, a career aptitude test or a career assessment test or a career choice test must be matched to your reading ability, cognitive functioning level, math ability, and level of career development.
  - The uniqueness of vocabulary words must be considered.
  - If career tests are administered inappropriately, the results produced can be invalid.

If these tests are administered otherwise, without their relevance - reliability - validity being scored, it may be dangerous as well as ethically & legally not acceptable.

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FOR AN EXAMPLE, SAY A CHILD, AFTER BEING TESTED WITH AN UNDER-RATED PSYCHOMETRIC ANALYSIS, IS RECOMMENDED EDUCATIONAL & FUTURE CAREER PATHWAYS/ ACTION PLANS ACCORDING TO THE TEST RESULTS.

AFTER A COUPLE OF YEARS, SHE IS DIAGNOSED WITH CHRONIC BOUFFÉE DÉLIRANTE (FRENCH TERM FOR ACUTE & TRANSIENT PSYCHOTIC DISORDERS) OR SOMETHING SIMILAR, THE COMPANY CAN BE SUED FOR GROSS NEGLIGENCE, DATA SECRECY, STATISTICAL INADEQUACY ETC.

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## Results of Assessment tests (Reports)

Test results must be reported in a useful, detailed, broken-down (granulated) and easy-to-understand format.

Sample test reports, as exact replicas, must be available in the public domain to prove that scores, diagnoses, interpretive data, and recommendations are clearly expressed and understandable.

Reports must be available in an interpretative format for your future reference with defined unfamiliar terms. The consultants/ Psychometricians should be available to answer questions or provide actionable insights.

Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Subjective Assessment Report	Exhaustive & Comprehensive	Yes	Yes	Yes	No	No
	Self-explanatory edition for subscriber	Yes	Yes	No	Yes	Yes
	Stream, subject and occupation preferences	Yes	Yes (only occupation preferences)	Yes (only occupation preferences)	Yes	Yes
	Total suggestions (career clusters)	10 out of 21 in assessment & final 2 basis personal counseling	10 (career choices), finally 3 in consultation one-on-one with counsellor	5	3	3
	Format (textual, statistical, visualizations)	T, V	T, V	T, V	T, V	T, V
	Dimensional (1-D) career cluster suggestions	5 per dimension	10 (only based on interests)	No	-	-
	2-D fitment	Yes (4 career cluster preferences)	No	No	-	-
	Career cluster overall fitment (3-D)	Yes (10 career cluster preferences)	Yes (3, during personal counselling sessions)	Yes (5 suggestions)	Yes (3 suggestions)	Yes (3, using interest only)
	Personalized Developmental Plans	No (only offered by dedicated coaches)	Yes	Yes	No	No
	Customized Details About Suggested Matches	No (only offered by dedicated coaches)	Yes	Yes	No	Yes

Every test taker may be suggested 3 or more top career choices based upon her scores in each of the dimensional assessments. This represents how each dimension type corresponds to different career fields.

Test-takers should also receive suggestions corresponding to their scores in two of the dimensions taken together at a time.

Finally, the report should also highlight the overall fitment to broad career clusters with respect to all 3 dimensions taken together.

### An ideal Career Assessment Report should have a 3-pronged suggestion concept:

- Best suited career clusters with respect to each dimension
- Best suited career clusters with respect to 2 dimensions taken at a time
- Best suited broad career clusters with respect to all 3 dimensions taken together

## Exhaustive Local, National and International Education Information Ecosystem (EIE)

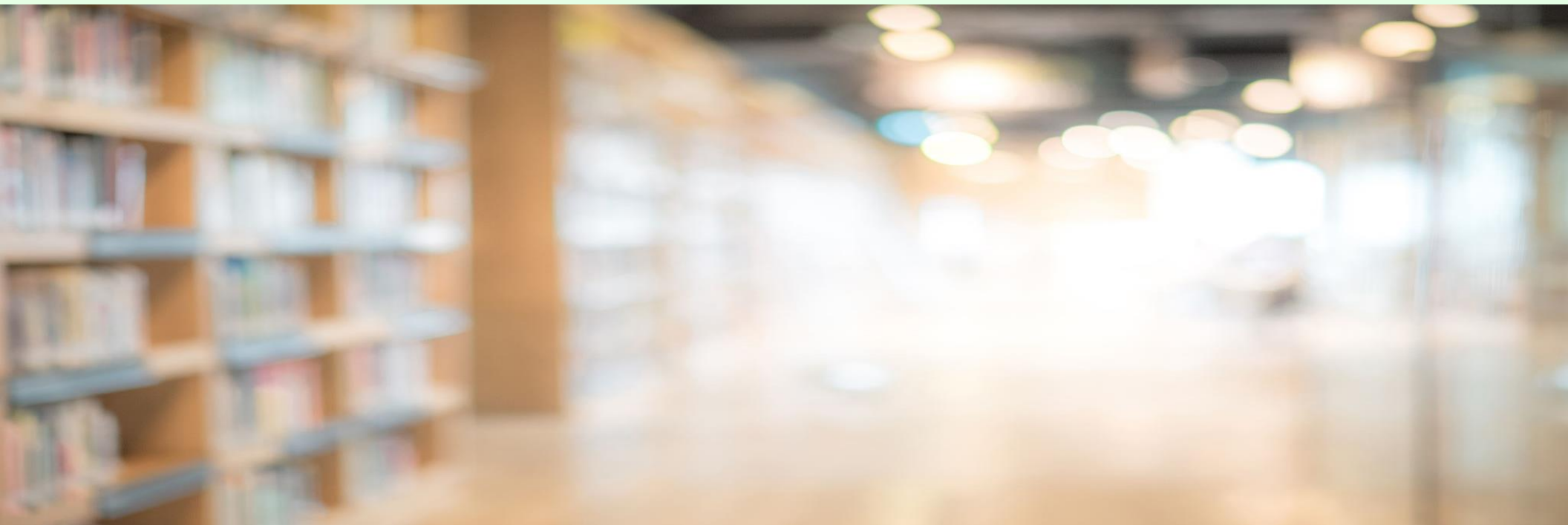
Being the best career guidance expert essentially demands the artillery of a thorough, comprehensive & exhaustive education ecosystem information directory.

- Globally, there are more than 20,000 career pathways, career specialisation tracks, and occupational roles that may be relevant for a school student of today.
- Amalgamating all in one directory in one place and most importantly linking all careers to the academic programs available in a country, is of utmost importance for being the best career guidance expert.
- So, alternatively, a career guidance expert's artillery must have separate career & college directories that are linked to each other.

**An ideal career guidance expert holds the responsibility of helping a child's mind make sense of how to reach up to a certain recommended career or job in future.**

**Telling her that you will be best for such and such career will not make sense unless she is able to find her way through the academic programs she may have to pursue in order to reach that certain recommended career or job.**

(Table on trailing page)



Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety	
Year Founded		2013	2015	2015	2009	2011	
Careers Information Ecosystem	Interactive & Immersive design	Yes	Yes	No	No	No	
	Available in Languages	9 (Hindi, Gujarati, Telugu, Assamese, Bengali, Marathi, Odia, Malayalam, Kannada)	No	No	No	No	
	Personalised feed for KP subscriber	Yes	Yes	No	No	No	
	Format (textual, statistical, visualizations)	T, S (in blogs), V	T, V	T, V	T, V	T, V	
	Total no. of careers + occupational roles	2600+	350+ careers	150+	-	100+	
	Work ethos of a career pathway	Yes	Yes	Yes	No	No	
	Key Role Requirements	Yes	Yes	No	No	Yes	
	Objective Specialization Tracks	Yes	No	No	No	No	
	Full Range of Learning Opportunities (career entry pathways)	Yes	Yes	No	No	No	
	Competencies Inventory	Yes	Yes	No	No	No	
	Career Progression Pathways (how to grow in a job)	Yes	Yes	No	No	No	
	Job market landscape (including wages indicators and companies)	National	Yes	No	No	No	No
		International	Partial	No	No	No	No
	Long-term health of career pathway (Future Prospects)	Yes	No	No	No	No	
	Multi-dimensional linkage between career pathways and	Yes	-	No	No	No	
	Careers Exploration by Career Clusters and Pathways	Yes	Yes	Yes	No	Yes	
	Career Exploration Tool based upon Personality, RIASEC, and	Yes	No	No	No	No	
	Career Exploration by Streams	Yes	No	No	No	No	
Career Exploration by Subject	Yes	No	Yes	No	No		
Career Exploration by broad hobbies/ life choices/ interactive	Yes	No	Yes	No	No		
Study Options by stream	Yes	No	Yes	No	Yes		
Repository	Careers	550+ (1057 hours of content in 6 languages)	450+	-	1500	52	
	Specialisation tracks	2000+	-	-	-	-	
	Career pathways + occupational roles	2600+	-	150+	-	100+	
	Colleges	Vocational	18000+	-	-	-	14,000+ universities
		Professional	7000+	-	-	-	
		Countries	17	-	-	-	
	Courses	Vocational	68000+	-	-	-	-
		Professional	235000+	-	-	-	-
	Entrance exams	1200+	-	-	-	150+	
	Scholarships + Fellowships	1200+	-	-	-	1,000+ scholarships	
Scholastic, meta-analytic & updated systemic investigations (SMSI) via online posts (blogs)	300+	Yes (not career related, generic topics)	Yes (not SMSI)	Yes (not SMSI)	Yes (not SMSI)		

(Table) iDreamCareer's Exhaustive Local, National and International *Education Information Ecosystem (EIE)*



## Customized School Reports and Personalized Assistance for Admissions, Scholarships, Entrepreneurship Competitions, Fellowships & Olympiads

When a career guidance platform offers services to a school, it must be done with the objective of implementing the benchmarks (Figure: 6 Benchmarks) in all schools. The objective is partly realized with the submission of a comprehensive school report to the institution which is a comparison among students and strategies for improving weaknesses, devising teaching methods, teaching aids, class conducting strategies etc.

Schools need to assess the benefits to their students of better career guidance, and in many cases these benefits are not to be seen until several years after they have left school.

Good career guidance also brings benefits in the shorter term, while students are still at school. These benefits include better motivation of students once they have clear goals for future study and careers, leading to:

- Higher self-esteem
- Higher attainment
- Reduced drop-out rates

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*“Employers, schools and specialist firms like us must work together to inspire young people about the world of work, opening their eyes to the range of learning and career opportunities that are open to them”*

*Statutory Guidance from the Department of Education, UK Govt., Reference: DFE-00031-2014, [Open Government Licence v2.0](#)*

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*Every secondary & higher secondary school should be responsible for publishing the destinations of all students for at least three years after their leaving date. The published destination data should be at an aggregated level, showing the main categories of employment, apprenticeship or further and higher education.*

**This is a collective responsibility which not just rests solely on the institution but also enablers like us.** So our fleet of advisors must be trained to an appropriate level to give advice that is in the best interests of a student.

Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Admission assistance for higher education	National	Yes	Yes	Yes	Yes	Yes
	International	Yes	No	Yes	Yes	Yes
Customized Comprehensive School Report (a comparison among students and strategies for improving weaknesses, devising teaching methods, teaching aids, class conducting strategies etc.)		Yes	Uncertain	Uncertain	Uncertain	Uncertain
Scholarship Assitance		Yes	No	No	No	Yes
Entrepreneurship Competitions Information		Yes	No	No	No	No
Fellowship Assistance		Yes	No	No	No	No
Olympiads directory		Yes	No	No	No	No

(Table) Customized School Reports and Personalized Assistance for Admissions, Scholarships, Entrepreneurship Competitions, Fellowships & Olympiads

## Counseling, Handholding and Long-term Offerings

One-to-one counseling and long-term handholding is key to a careers guidance process. Like mentioned earlier, in case of school-goers, the benefits of good careers guidance are not to be seen until several years after they have left school

A Career Guidance Expert, Enabler & Solutions Provider *must be*:

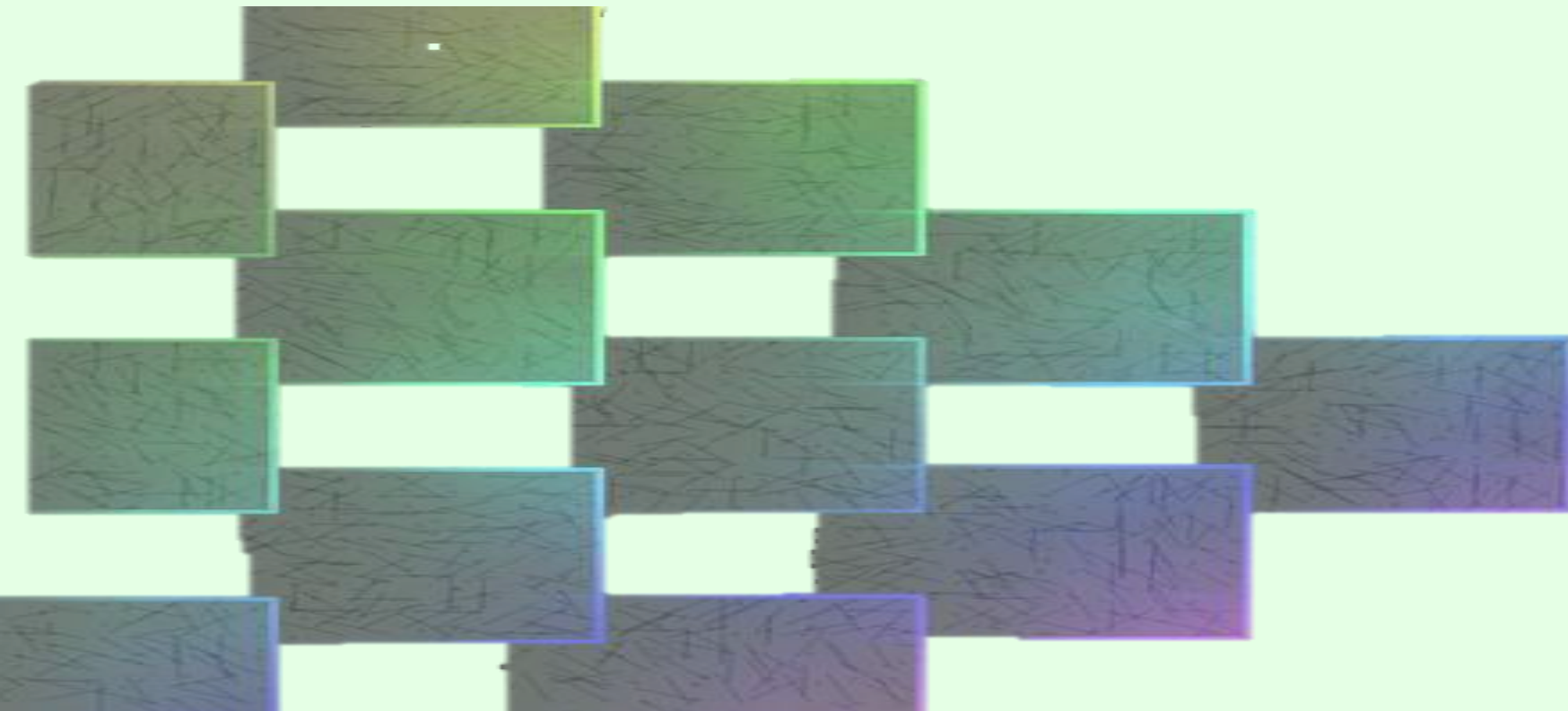
- #1 Using computer-aided guidance packages, skills assessment tools, psychometric tests and personal inventories
- #2 Interviewing clients on a one-to-one basis, both actively & passively (in the presence of guardians/parents)
- #3 Elaborating contemporary & relevant actionable knowledge of career and educational opportunities provided by industry experts with decades of experience (personalized human intervention & delivery)
- #4 Providing access to personalized local, national and international education ecosystem information
- #5 Elaborating opportunities subjectively for every individual within a dynamic education space
- #6 Elaborating requirements and demands of suggested occupations as well as elaborate attributes and values required for a future working life
- #8 Providing 360° information across all dimensions, advice + guidance about careers, education, employment and training
- #9 Helping to apply for further and higher education, as well as work-based training and other employment opportunities, on a case-to-case basis
- #10 Assisting to draw up action-oriented developmental plans & charting a strategy path for education & training, employment, and supporting them to achieve these goals
- #11 Assisting with scholarship management of awardees

**#12** Supporting the transition of young people with learning difficulties and disabilities, and provide feasible solutions to those needing specialist education

**#13** Espousing every individual subjectively with:

- Orientation & report understanding sessions
- Institute short-listing
- Dedicated planners
- A career directory for exhaustive information on careers (iDreamCareer offers 1057 hours of content in 6 languages)
- Thoroughly researched & updated online posts (blogs)
- Weekly awareness newsletters
- Regular career updates (exam dates, notifications, entrance exams)

(Table on trailing page)



Parameters		iDreamCareer	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Counseling & Handholding	Dedicated planners (Domain Experts for Detailed Insights)	Yes	Yes	Yes	Yes	No
	Computer-aided guidance packages, skills assessment tools, psychometric tests and personal inventories	Yes	Yes	Yes	Yes	Yes
	Interview on a one to one basis, both actively & passively (in the presence of guardians/parents)	Yes	Yes	Yes	Yes	Yes
	Personalized human intervention & delivery (specialist, expert & current actionable knowledge of career and educational opportunities)	Yes	Yes	Yes	Yes	No
	Orientation & report understanding sessions with elaboration of opportunities subjectively for every individual	Yes	Yes	Yes	Yes (45mins to unlimited, depends on price)	No
	Help to apply for further and higher education, as well as work based training and other employment opportunities, on a case to-case basis	Yes	Yes	Yes	Yes	Yes
	Draw up action-oriented developmental plans & charting a strategy path (identifying courses, colleges and for a primary and a back-up career)	Yes	Yes	Yes	Yes	Yes
	Institute shortlisting	Yes	Yes	Yes	Yes	Yes
	Scholarship management of awardees	Yes	No	No	No	Yes
	Career Plan with College Shortlisting	Yes	No	Yes	Yes	Yes
	Career Plan with Course Selection	Yes	Yes	Yes	Yes	-
	Weekly awareness newsletters	Yes	-	Yes	No	No
	Regular career updates (exam dates, notifications, entrance exams)	Yes	Yes (only in high-end products)	Yes	No	Yes (dedicated news panel)
	Option to call career counsellor	Yes	No	Yes	-	-
	Extensive Email Support	Yes	Yes (WhatsApp support)	Yes	Yes	No
Entrance Exam Strategy & Planning	Yes	No	Yes	Yes	No	
Long Term Offerings	Dedicated Coach	Yes	Yes	Yes	Yes	No
	Course Correction & Goal Tracking	Yes	Yes	Yes	Yes	No
	Extensive Hand-holding	Yes	Yes	Yes	Yes	Yes (Lifetime access in high-end products)
	Overseas Coach Program	Yes	No	Yes	Yes	Yes (Lifetime access in high-end products)

(Table) Counseling, Handholding and Long-term Offerings from iDreamCareer and other platforms in focus

## Fees/ Costs

Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Subscription Fee/ Costs	KP	3600- 9000	Rs 2499 - 4499 (including taxes, face-to-face counseling only in high-end products)	Rs. 2400-25000	2000 to 15000	Rs 2000 - 144550
	MOOCs	4500 to 5000	-	-	-	Rs 2000 - 20000
	Train-the-Trainer	15000 to 20000	-	Cost will vary depending upon the finalised program structure and inclusions	5900 to 17700	Rs 26,750 - 31750

## Additional Value-added Offerings

Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Value added offerings	Letters of Recommendation Review & Writing	Yes (offered only on one-to-one counselling with our experts)	No	Yes	Yes	Yes
	Application Essays Review & Writing		No	Yes	Yes	Yes
	Executive Coaching Programs		No	Yes	Yes	No
	Overseas College Profiling		No	Yes	Yes	Yes
	Profile Building Services		No	Yes	Yes	Yes
	SOP building services (reviewing & writing)		No	Yes	Yes	Yes
	Resume building services (reviewing & writing)		No	Yes	Yes	Yes

## Intelligence Statistics

Parameters		iDream Career	Mentoria	Mindler	CareerGuide.com	Univariety
Year Founded		2013	2015	2015	2009	2011
Category		Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education	Science and Education > Education
Category Rank		1,223	1,287	6718	17853	19,615
Avg. Visit Duration		0:05:13	0:04:26	0:04:05	0:00:56	0:02:58
Pages per Visit		4.69	3.76	1.75	1.46	2.9
Bounce Rate		59.12%	63.73%	68.29%	81.62%	67.51%
Android App Downloads		5K+	500+	N	10K+	10K+
Highest traffic from countries		India, Philippines, USA, UAE, Pakistan, South Africa	India, USA, Philippines, Canada, Czech Republic	India, UAE, USA, Philippines, Pakistan	India, USA, UAE, Canada, Australia	India, USA, UAE, Canada, Papua New Guinea
Search Traffic	Organic	98.95%	15.24%	98.75%	100%	99.41%
	Paid	1.05%	84.76%	1.25%	-	0.59%
Direct Traffic		25.88%	33.51%	28.57%	11.23%	26.11%
Referrals Traffic		0.82%	1.30%	0.09%	0.74%	5.69%
Social Traffic	Facebook	61.20%	-	19.70%	28.37%	-
	YouTube	9.96%	-	21.37%	-	-
	Twitter	9.79%	-	6.75%	-	-
	Quora	8.68%	-	-	-	77.27%
	WhatsApp	-	-	-	-	10.08%
	LinkedIn	8.13%	-	17.97%	27.76%	12.67%
	Reddit	-	-	-	-	-
	Instagram	-	-	28.21%	43.87%	-

## At long last, it's a wrap!

The unambiguous intent of this report was to convey a clear picture of what iDreamCareer's competitive corporate environment looks from this point. Both industry & position are important for a target firm while conducting a competitive analysis through market research for corporate intelligence.

Competition is at the core of the success or failure of companies. Firms are often both more resilient and more vulnerable than they appear. They can be more vulnerable at first sight because the apparently rock-solid foundations of their current strategy may be quickly blown away which can be succeeded by their fall from grace.

Value is what buyers are willing to pay for. Superior value stems from providing unique benefits or offering lower prices than competitors for equivalent benefits. So, there are 2 basic types of competitive advantage: differentiation and cost leadership.

It's important to understand that, both industry attractiveness and competitive position change. Even long periods of stability can be abruptly ended by competitive moves. However, it is always wise to follow robust techniques for analyzing an industry & competitors.

The findings of the report shared were a priori.

## Contributors

### About Sreenanda Kundu, M Sc

Sreenanda Kundu is currently associated with iDreamCareer (India) as an Intelligence Analyst & Careers Profession Expert in a full-time role. For this study, she led the analytics and research requirements with a pivotal role in designing the construct of the project & report. Sreenanda specializes in actionable intelligence and knowledge delivery through research and analyses-centric presentations using data/theory/methods triangulation, with demonstrated skills in cross-disciplinary data interpretation/representation with a high degree of proficiency surrounding technical and scientific disciplines. She earned her university degree in Biophysics & Biostatistics pursuant to a graduation in Chemistry. Prior to her career pursuits, she had also interned with the Institute of Nuclear Physics (India).

## About iDreamCareer

iDreamCareer.com is India's leading EdTech venture recognised as World's top 200 Edtech company by ASUGSV Summit 2020 & the top 100 EdTech company in the South Asia by Holon IW 2020. It works with high school & undergrad college students via its full-stack career guidance product that includes a comprehensive information ecosystem on careers, colleges, exams, scholarships, psychometric assessment tools & one-on-one live counseling besides other features. Its current reach is 20 million+ students across India, Middle East. It has partnered with 14 state governments, various private schools including the 3 of the top 10 ranked schools & work extensively as a technical partner of UNICEF, India.

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