

Case Study

Scaling Success - Empowering Growth for a Premier Coaching Company

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USE CASE

Naipunya Academy, the Edtech division of La Excellence IAS Academy based in India, is on a mission to transform exam preparation across India. By embracing cutting-edge technologies such as mobile apps, gamification, and artificial intelligence (AI), the academy aims to make test preparation accessible to aspiring candidates nationwide. The objective is not only to enhance online and classroom training but also to create a richer, more engaging learning experience that maximizes student success.

Through innovative platforms, Naipunya Academy will offer students easy access to comprehensive study materials, interactive gamified learning activities, and AI-driven insights. This bold initiative is designed to scale La Excellence's operations both in terms of volume and geographical reach, setting a new standard in exam preparation.

SOLUTION

AIEdge identified several critical success factors to drive this transformation:

1. **UI/UX Excellence:** Creating a best-in-class user interface and experience for both students and teachers. This includes seamless study planning, easy access to study materials, flashcards, mock tests, and personalized mentorship.
2. **Flexibility:** Designing adaptable software that supports the easy

launch of new courses, branches, and exam coaching programs every year.

3. **Integrations:** Enabling seamless integration with third-party solutions to automate end-to-end business functions like lead management, counseling, sales, admissions, teaching, material management, testing, fee collection, and leadership dashboards.
4. **Innovation:** Collaborating closely with Naipunya Academy to understand and address specific business challenges, fostering the development of innovative solutions tailored to their needs.

APPROACH

Business Process Study/Reengineering

To ensure the success of the project, AIEdge partnered with Naipunya Academy and La Excellence to gain deep insights into their business processes and challenges. AIEdge and Naipunya held a number of joint brainstorming and requirement sessions. Based on AIEdge's recommendation, Naipunya decided to proceed with a hybrid build-and-buy strategy to automate business functions.

UI/UX Design

Leveraging their expertise in UI/UX design, AIEdge crafted a suite of applications with user-friendly designs that cater to the specific needs of Naipunya Academy. The focus was on enhancing user engagement and satisfaction, ensuring a compelling experience for both students and educators.

Software Architecture

AIEdge proposed a modern, scalable, and maintainable software architecture. The tech stack selected for this project included:


- React, React-admin
- Flutter, GetX
- FastAPI
- Python
- PostgreSQL
- Strapi
- AWS

This architecture was designed to integrate cloud-based systems, databases, APIs, middleware, and front-end solutions, ensuring robust and future-proof scalability.

Implementation

The project is being executed using agile methodology, allowing for iterative development, testing, and deployment. This approach has facilitated early feedback from users, ensuring better change management and smoother adoption of new systems among stakeholders.

RESULTS

	<p>10x La Excellence is poised to achieve tenfold growth within the next 2-3 years.</p>
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	<p>2x The academy's students will have a significantly higher chance of success due to improved preparation tools.</p>
	<p>100% Streamlined processes will enhance efficiency in managing student leads.</p>
	<p>Improved The leadership team will gain deeper visibility into business operations, enabling informed decision-making.</p>

CONCLUSION

The collaboration between AIEdge, Naipunya Academy, and La Excellence is a strategic initiative aimed at revolutionizing educational delivery through technology. By leveraging AI and innovative digital solutions, this project aspires to empower students across India and catalyze remarkable growth and expansion for La Excellence IAS Academy.