

PrepBuddy

Last-mile interview prep for tier-2/3 college engineers seeking placements at product companies — company-specific DSA + system design + HR coaching. Placement coaching is chaotic; tech-savvy + structured wins.

Category	Set 7 · Verticals & Creator
Customer	Final-year B.Tech/M.Tech students at tier-2/3 Indian engineering colleges seeking product-company placements (Microsoft + Amazon + Google + Adobe + Indian product startups)
Monetisation	■999 one-time Standard · ■299/mo subscription · ■4,999 Pro program (12-week intensive with mock interviews)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

PrepBuddy addresses the structural placement gap for tier-2/3 college engineers in India. Tier-1 college students (IIT + NIT + BITS + top private engineering colleges) have well-developed campus-placement infrastructure + senior-network + on-campus coaching. Tier-2/3 college students (the vast majority of India's ~1.5M annual engineering graduates) want to compete for product-company roles but have weaker preparation infrastructure + face structural information asymmetry.

Product: company-specific interview-prep curriculum (Microsoft asks specific DSA pattern; Amazon asks specific behavioural pattern; Google asks specific system-design pattern; product startups have specific take-home patterns). Tier-2/3 college engineer paying ■999-4,999 gets structured prep that closes the gap with tier-1 college peers.

Year-1 target: 18,000 paying users generating ■3.6 crore annual revenue against ■55 lakh costs. Cash-positive month 3. Massive addressable market (1.5M+ engineering graduates annually) + specific differentiation (tier-2/3 focus + company-specific curriculum + last-mile structure).

The Problem

Tier-2/3 college engineers in India face structural disadvantage in product-company placements. They have: weaker campus-placement infrastructure (companies don't visit), weaker senior network (few seniors at target companies to mentor), weaker awareness of company-specific interview patterns, weaker access to high-quality coaching. Result: even highly capable students from tier-2/3 colleges underperform in interviews + miss opportunities they would have won with structured prep.

Existing options. Free resources (LeetCode + GeeksforGeeks + YouTube) provide content but lack structure + per-company targeting. Premium coaching (Coding Ninjas + Scaler + Newton School + GeeksforGeeks Premium) costs ₹50,000-2,50,000 — out of reach for many tier-2/3 college students. Local placement-coaching centres are variable quality + sales-heavy. Information about target companies + interview patterns comes from word-of-mouth + Telegram channels of variable reliability.

Market gap: structured tech-savvy preparation at accessible price (₹999-4,999) specifically targeting tier-2/3 college students.

The Solution

PrepBuddy structured around the placement-season journey (typically Aug-Feb of final year). Onboarding: target companies (Microsoft + Amazon + Google + Adobe + product startups + specific user-choice), current preparation level (DSA proficiency + system-design exposure + behavioural readiness), available preparation time.

Per-company curriculum: for each target company, structured curriculum based on actual recent interview patterns (DSA topics most asked + system-design questions appearing + behavioural patterns + company culture insights). Maintained + updated each placement cycle.

Daily practice: structured daily problem-set + concept-review + mock-interview prompts tailored to user's target + current preparation level.

Mock interview platform: AI-driven mock interviews simulating actual company interview format + structured feedback.

HR + behavioural coaching: structured prep for behavioural interview rounds + tell-me-about-yourself + STAR-format examples + India-specific cultural-fit considerations.

Pro tier (₹4,999 one-time, 12-week intensive): structured 12-week program with daily commitments + 8 live mock interviews with industry mentors + capstone-project + resume + LinkedIn review + interview-day support.

Three structural differences. First, company-specific curriculum (not generic LeetCode). Second, tier-2/3-tuned (acknowledges the structural information-gap + addresses it). Third, accessible pricing.

Market Opportunity

Indian engineering graduates annually: ~1.5M. Tier-2/3 subset seeking product-company placements: ~400,000-600,000. Willing-to-pay segment for structured prep: ~80,000-150,000 students annually.

At ₹2,000 average revenue per student, SAM is ~₹160-300 crore. Realistic 3-year capture: 5-10% = ₹8-30 crore annual revenue.

Adjacent expansion. Year 2: pre-placement preparation for 2nd-year students (longer runway). MS-application preparation tier (similar dynamics for international university applications). Year 3: post-placement onboarding tier (first-90-days-at-product-company support).

Target Customer

Primary persona: a 21-year-old final-year B.Tech CS student at tier-3 engineering college in tier-2 city. Targeting product-company placements but knows his college doesn't have those companies visiting. Will pay ₹999 Standard tier.

Secondary persona: a 22-year-old final-year B.Tech IT student at tier-2 college, already received tier-2 IT services offers but wants product-company conversion. Will pay ₹4,999 Pro program for 12-week intensive.

Tertiary persona: a 23-year-old M.Tech student wanting full company-specific preparation across 4 target companies. Will pay ₹299/mo subscription over 6-month preparation horizon.

Product

Per-company curriculum: 12 companies covered initially (Microsoft + Amazon + Google + Adobe + Atlassian + Salesforce + 6 Indian product startups).

Per-company patterns: actual recent interview patterns + DSA topics + system-design questions + behavioural patterns + culture insights.

Daily practice: structured problem-set + concept-review + mock-prompts.

AI mock interviews: company-format simulation + structured feedback.

HR + behavioural coaching: STAR-format + India-specific considerations.

Pro tier additions: 12-week structured program + 8 live mock interviews + capstone + resume/LinkedIn review + interview-day support.

Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

Mock interview AI: GPT-4o + Claude (~\$15/user/mo at average usage).

Live mock interviews (Pro): integration with mentor roster + Zoom + structured feedback workflow.

Content management: per-company curriculum maintained + updated by content team each placement cycle.

Payments: Razorpay.

Business Model & Unit Economics

Three structures. Standard ₹999 one-time (6-month access + full curriculum + AI mocks). Subscription ₹299/mo (continuous access during preparation). Pro program ₹4,999 one-time (12-week structured + 8 live mock interviews + capstone + post-placement support).

Conversion: organic + tier-2/3 college outreach. Distribution: 60% Standard, 25% Subscription, 15% Pro program.

Gross margin: Standard 92%; Subscription 88%; Pro 50% (live mentor cost). Blended ~80%.

Unit Economics (Year-1 base case)

Year-1 paying users	18,000
Average revenue per user	₹2,000
Year-1 revenue	₹3.6 crore
Gross margin	80%
CAC	₹250
Year-1 all-in costs	~₹55 lakh
Year-1 net contribution	~₹2.3 crore

Go-to-Market

Channel 1 — Tier-2/3 college placement-cell partnerships (40%): direct outreach to 200 tier-2/3 college placement cells for student-discount partnerships.

Channel 2 — YouTube + Telegram content (30%): substantive placement-prep content + per-company-interview-pattern videos.

Channel 3 — Senior-network organic (20%): tier-2/3 graduates already placed at product companies become ambassadors.

Channel 4 — Paid acquisition (10%).

Roadmap (first 12 months)

- Month 1-3: MVP with 6 company curricula + Standard tier. 1,500 paying users.
- Month 4-5: 12 company curricula + AI mocks + Subscription tier, 5,000 cumulative.
- Month 6-8: Pro program (12-week intensive) + mentor roster of 20, 10,000 cumulative.
- Month 9-10: Resume + LinkedIn review module + interview-day support, 14,000 cumulative.
- Month 11-12: 18,000 cumulative, ₹3.6 crore year-1 revenue.

Key Risks

- Seasonal concentration: Indian placement-season is Aug-Feb; off-season cash flow is weak. Mitigated by 2nd-year-prep extension + MS-application adjacency.
- Company-interview pattern shifts: companies change interview style; content requires continuous maintenance. Mitigated by dedicated content team + community-flagged feedback loop.
- Coding Ninjas / Scaler responding with cheaper tier — possible. Mitigated by tier-2/3 focus + company-specific depth + accessible pricing.

- Mentor quality variance at Pro tier — possible. Mitigated by structured mentor selection + per-session feedback.
- Trust in tier-2/3 college student segment: skeptical of paid tools after multiple sketchy edtech experiences. Mitigated by transparent pricing + outcome-focused positioning + free preview.