

Verzeo: Systemizing Education

Following the ideology out with the old and in with the new; Vungarala V. Subrahmanyam's Edtech venture Verzeo—an aggregator for Internships offers students classroom environment and workplace atmosphere. To give shape to this objective, it is offering holistic learning experiences which are dovetail of incalculable and up to the minute learning methods. The platform aggregatase-Learning content along with, Instructor Led Sessions, Mentorship sessions, Hackathons and other educational programmes. The speciality of these programmes of study is that they are derived from live projects usually from nonpareil companies or institutions. “Verzeo’s functioning is backed by AI engine functioning as a virtual counsellor and guide that helps both students and trainers understand their individual strengths and weaknesses and dispense appropriate and effective solutions,” voices Vungarala, Founder, Verzeo. Forbye, the primary aim of the company is to offer best learning solutions to every student who is seeking assistance to build their knowledge and skills.

Enduring the expenses and quandary relating to learning and training facilities, Vungarala decided to set up an e-learning platform through which professional knowledge could be imparted to potential students from heterogeneous background residing both in the urban and rural areas. In simple words, it is an organization that aims at eliminating the hia-

tus between pupils and industrial mannerism. “In Verzeo, we incorporate a blended learning approach and offer a guaranteed co-branded internship to students undergoing our Certificate based internship program,” he states.

Since its establishment, the dexterous team of Verzeo has efficiently nurtured it. In a span of two years, the company has attracted a notable number of clients, investors and students. It has raised good amount of investment for the AI product and has also secured undisclosed seed funding from HNIs for the Internship Business model. Mridula Chhetri and Subbu who realized great synergy in working together and joined hands in January 2019, decided to take this work forward. To which he adds, “We can proudly say that we on-boarded 15000+ students in just two years. We are growing at the rate of 200 per cent month on month,” he narrates.

The presence of other Edtech companies challenged the growth and development of Verzeo. As a newbie to secure a good position in the market which is dominated by huge brands is a back-breaking task. The company had to come into view, publicize its offerings and other benefitting products in order to grab people’s attention. And above all, it had to create and maintain a trustworthy image by providing authentic and accurate services. “Gaining the trust and belief of people was the biggest challenge we have faced in our initial days. So we had to very carefully



plan our endeavour through which we could win investors, students and clients,” he avers.

Verzeo is geared up to grow its user base and add more courses and internship programme for students. Along with this, it also plans to extend its business, utilizing the vast opportunities that this space offers. In short, the object of the exercise of this educational platform is to become an AI-enabled real-time insight, proffering resolutions of extensive excellence that reaches different community and individuals. It wishes to put in place dynamic certified courses that are of great eminence in the corporate space. “Our sole motive is to implement Artificial Intelligence in Education and make it available in the remote areas. And conduct courses, workshops, training sessions and internships that are fun, interactive and practical,” he concludes. **EC**