

Market Research --> [google doc link](#)

Current State --> Child not getting good grades / failing tests.
Shame on my family. Low social status.

Dream State --> Child getting amazing grades. Neighbors and relatives respect me. High social status.

Roadblock --> Child not being able to get good grades, because of unwillingness to study, or not being able to study effectively in school.

Solution --> Must make the child willing to study, and make him study effectively and efficiently, so that he can apply his knowledge in exams and get good grades.

Product -->

Tuition Center

- Educational environment with peers.
- Small batches and personalized attention for effective studying.
- Mentoring under expert faculty for effective and efficient studying.
- Interactive, fun and motivational environment to make the child willing to study, and look forward to the tuition.

Market Awareness Level --> Level 3 - Solution Aware

Hoarding Banner Copy

Top (Necessary to put this):

Shriji Education

In association with TopperLearning

Headline:

Want your child to get better grades? They might need personalized attention!

Alternatives

- Transform Your Child's Grades – And Their Future!
- Want your child to finally start getting better grades?
- Want your child to get better grades?
- Is your child struggling with grades, and self-study just doesn't seem to work?
- Is your child struggling with grades?

Supporting text:

Students, just like your child, have improved their grades at our center. How? It is as simple as giving personalized attention to each student, which is something that we truly understand at Shriji Education.

Join dozens of successful students who turned academic struggles into achievements. How? It is as simple as giving personalized attention to each and every student, which is something that we truly understand.

Testimonials:

- "I feel, you genuinely care about students. And I can't thank you enough." - Happy Parent

- “Good experience with this center, my child is improving. Keep it up ma’am.” - Another Happy Parent

Highlighted selling points:

- Highest quality study material from TopperLearning ([Context: TopperLearning is a well known paid notes provider here at my place](#))
- Small batches
- Personalized attention

Main CTA: Call Now - Limited Seats Available!

Additional CTAs away from where the main attention is:

- Download Our App on Play Store
- Sign Up for Our Scholarship Test - Up to **100%** Scholarship Available for limited number of students

Bottom:

Contact Info - Mobile numbers, website link, email, address