Project Delivery Impact
Believe’n’Code (Online IT School)

Overview:

Believe'n'Code is an online IT school offering over 200 expert-taught lessons in areas like English for IT, Front-End Development, UX/UI, Graphic Design, and Freelancing for IT professionals. It was created to fill the gap between fundamental tech skills and real-world employability in the freelance and startup realms.

Project Scope & Execution

Built from scratch to MVP complete in 3 months (including platform setup, content planning, instructor signing up).

Managed multi-disciplinary production: curriculum development, content filming/editing, and UX for the LMS platform.

Structured delivery organized into agile sprints to enable rapid iteration and early testing with student cohorts.

Developed internal dashboards to track lesson completion rates, dropout risk, and paid course conversion.

Business Impact

Hit $900/week of recurring revenue in 8 months after launch.

Reached final round of the Google for Startups Accelerator, validating the product's market fit and growth potential.

Obtained 20x ROI potential on initial $20,000 investment, based on current revenue growth rate.

Developed certification program and upsell avenues, raising average customer LTV.

Strategic Accomplishments

Enabled over 500 students' graduation from tech readiness courses to address freelance market demand.

Enhanced career preparedness by integrating soft skill education (English) with technical aspects, improving job placement opportunities.

Worked with mentors and guest lecturers to enhance instructor coverage without increasing fixed costs.

Developed a brand community via combined social media and email marketing, in concert with funnel-based content strategy.

Agile Framework Used: **Scrumban**

- 2-week sprints with defined sprint goals
- Real-time task tracking using Kanban board (Trello)
- Backlog groomed weekly with input from instructors and UX designers
- Continuous delivery: lessons rolled out in batches per sprint
- Bi-weekly reviews and retros to optimize speed and scope