

CASE STUDY

JIGSAWMINDZ



"Building an e-learning community with TruScholar as our primary digital credentialing platform"

- Kabir Singh, Co-founder, JigsawMindz

About Client



Customer: Kabir Singh

Company: JigsawMindz

Industry: E-learning

Product: Technical live courses
& soft skills training.

Author: TruScholar

Q) What's the name of the customer and what do they do?

JigsawMindz is a growing e-learning platform launched on YouTube in 2020 with a goal focused on building a community that helps learners grow in different areas.

With more than 6000 subscribers on YouTube and airing live courses like cyber security, java, soft skills and so much more, Jigsawmindz thought of rewarding students to help them forge learning and career pathways by issuing them digital credentials and badges.

Client Requirement

Q) What were the problems and challenges they were facing?



JigsawMindz curriculum included a variety of courses like soft skills, personality development, cyber security, java and many more.

The founder shared they were having troubles with improving visibility and issuing bulk digital certificates and digital badges to the learners.

They admitted that the previous platforms were not able to overcome the challenges they were facing with visibility and engagements and the service too was not something they could rely on.

They needed a platform which helps them grow across social media platforms and helps them attract more learners. They also had to issue badges and certificates to all the learners who were attending their live sessions.

They were looking for a platform which can genuinely make a difference in the learning experience of students and help their platform to grow.

Truscholar Offering

Q) What was the solution we offered?

We understood the needs of the founder well and encouraged them to try our 14-day free trial, as we knew that Truscholar had the solution to their problem.

We showcased our custom built certificate designer tool that can be used to create different certificates for different occasions and the bulk issuance of these certificates & badges. The state-of-the-art blockchain technology to secure the awarded certificates was definitely an important aspect for overall success and the founder realized this immediately.

Truscholar's social media sharing facility, along with lifetime access to students and tracking of social media shares were the icing on the cake. We were sure that increasing student engagement and pairing in-demand high visibility with digital credentials can help them achieve their goals.

As Jigsawmindz clearly knew their target audience well and were firm about issuing digital badges and digital certificates, they decided to onboard with us!



Collaboration & Results

Q) Why did the client choose us? What was the value proposition?

We offered JigsawMindz exactly what they wanted but with much better features, and of course, a highly competitive & affordable pricing.

They were convinced from the get-go that we were their ideal partners.



The Results

70%

Improvement in
Brand Visibility

80%

Increase in
Viewership

2x

Increase in
Learners

3x

Increase in
Social Media
Engagement

Here's a statement from the founder:

"We all like to be rewarded and appreciated even if it's something we are not paying for, it's the feeling of getting rewarded that always brought the students back to learn more."

JigsawMindz retained most of their learners, who continued to come back for more learning and with a renewed confidence that they will be rewarded.

Let us help you
digitize your
existing
certification
processes and
propel your
institute's
growth.

Reach out to
our BD team.

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THANK
YOU

