

Case Study

Enabling Cost-Effective Curriculum Development and Scalability

Magic
EdTech

The Client

The client is an US based leading edtech company serving over 6000 educational institutions with a network of 2000 employees and has a significant global presence.

The Challenge

The client wanted to find a suitable vendor for content development in low-cost markets to reduce their soaring curricula development costs and scale their team, initially a team of 50 and expand it to 200 in three years.

Critical Success Parameters

- ✓ The cost needs to be reduced without compromising on the quality.
- ✓ The aim is to utilize AI to scale the team with subject matter experts to oversight the content quality.
- ✓ Ensure the new offshore team aligns well with the local US team.

Our Approach

- ✓ Magic EdTech proposed an India based team complemented with key roles in US to achieve both cost-effectiveness with quality and cultural alignment.
- ✓ We focused on a synergistic approach and integrated Gen AI with human oversight to obtain scalability and quality.
- ✓ Implemented a robust governance structure to facilitate seamless project management and expedite issue detection and resolution.



Key Result Highlights

Established a **30**-member team within a month.

Drove cost reduction of

50% in first year

increasing upto **65%** by the third year.

AI was leveraged effectively resulting in quick scaling to meet growing needs.