Name	Brilliant	Topbuzz	Sunlight	Alcamy	Aibo	Highbrow	Devtube	Primer	Elevate	Programming Hub	Scribd	Buffer academy	Hubspot academy	Product Kit	Blinkist	Skippy	Pluralsight	Stoop	Knowledgeoffi cer	Degreed	Edcast
Type of App	Mobile	Web	Web	Web	Messenger	Email	Web	Mobile	Mobile	Mobile	Mobile	Web	Web	Web/Email	Mobile	Mobile	Web	Mobile	Mobile	Web	Web
Browse format	Cards	Timeline	Tiles	Timeline	Chat	Tiles	Cards with details	Cards	Restricted autogenerated timeline	Cards	Tiles of different input forms	Checkbox of articles	Tiles	Fixed tiles	Tiles	Timeline	E-commerce Drop down	Cards	Restricted Timeline	Topic tiles and people cards	-
Onboarding	What it offers>login gmail,fb,email	Landing page signup with gmail	Landing page signup with gmail	No Onboarding	No Onboarding	Landing page signup with gmail	No Onboarding	Language>What it offers tiles>gmail>Choose learning topics	What it offers slide>what are users objectives in yes or no model>simple test to understand thier level>Shows current level>sign up with gmail,fb, email	What it offers slides>sign up vgmail,fb,email	What it offers slide>Sign up with Gmail,fb and sign up.	Select topics from check box	Landing page signup with gmail	Landing page	What it offers slide>Sign up with Gmail,fb and sign up.	What it offers slide>Sign up with Gmail,fb and sign up>Name and picture>Video quality preferences>Choose from limited topics	Landing page	Signup/logiv>What they offer in card form	Name>Role>topics and Levels>sign up	Sign up page with an image	-
Focus topics	Maths and Science	News	Books	Startup,Healthy living,crypto, Digital marketing	MBA	Various	Software Development	Business Ops, Branding, Marketing Management	English and Math	Programming languages	Ebooks,Papers	Marketing	Sales and Marketing	Product Management	Books	Talks	Software Technolgy,IT Ops, Cybersecurity	Newsletters	Founder, Product Manager, Machine learning engineer,growth manager	All Skills	
Customers	K12 and general audience	Content Creators	Medium size companies	Open source	MBA aspirants	General audience	Open Source	Non-technical job holders	General audience	General audience	General audience	Marketing managers	Marketing managers	Product managers	General audience	General audience	Software engineers	General audience	General audience	Corporates	Corporates
Premium Features	Guided courses, Additional Practice, Personal stats	No premium	No premium	No premium	No premium	No premium	No premium	No premium	35+ new games, Premium Content,Pro study materials	Unlimited acess to courses, Verified certifications, Exclusive course updates	Full access to content	No premium	No premium	No premium	No premium	No premium	No premium	Dark Theme, Pocket and Instapaper support, unlimited archives, Unlimited Inbox per newsletter, No ads	-	No premium	No premium
Content type	Original / Curated	User and brand generated	Existing content aggregation	User generated	Original conversation and aggregated curated articles	Original	Curated aggregation	Original	Original	Original	Existing content aggregation	Curated aggregation	Original	Curated aggregation	Existing content aggregation	Brand content aggregation	Original, Aggregated from authors	Existing content aggregation	-	Curated aggregation	
Gamification Techniques	Everyday problems,Time bound next round unloacking	None	None	None	None	None	None	progress bar on topic cards	auto unlocking depending on score,shows comparision scores,pushes everyday challenge notifications, keeps showing comparitive self improvement reports	None	None	None	None	None	Shows progress on book cards	None	-	None	-	Gives points after completion of article which creates a bar chart with respect to days	-
Community Efforts	Community discussion form/Can follow people	None	None	None	None	None	None	None	Ranking across similar course takers	None	Community of authors are maintained online/offline	None	https://community.hubspot.com/	Facebook group	None	None	User groups on social media, conferences, mailing lists	None	-	Shows who read the article and you can follow individual people	-
UserBase	4 Million+	36 Million DAU	30 + Companies	1000	500-700	400000+	250k Maximum views	10 million +	5 Million +	1 Million +	10 Million +	-	-	38000 Community members, 5000+ alumni	2 Million +	1 Million +		5000+	10000+	-	-
India Presence	Yes	Not yer	Not Yet	Maybe	yes	Yes	Yes	Yes	Yes	Yes	Yes	Maybe	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Not yet