

Podcast Production Course

Marketing Internship Program

An OBII KRIATIONZ WEB LLP Product

OBIINXT.COM

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OUR JOURNEY AND ACHIEVEMENTS

Our commitment to **quality** and **customer satisfaction** has earned us **numerous accolades**, including:

- Recognized as one of the **top 10 promising MVP development companies**.
- **Awarded for excellence in Product Management** by industry leaders.
- Featured as **“Top 50 Emerging Small Scale Tech Firm”** By Times of India Newspaper
- Featured in **prominent industry publications** for our **innovative solutions** and **successful projects**.



OBII KRIATIONZ:

Shaping the Digital Landscape through Cutting-edge Solutions & Services

Abhinav Chandra Mohan
Founder & Managing Partner

In the fast-paced world of tech startups and digital innovation, the Minimum Viable Product (MVP) concept has emerged as a cornerstone of successful product development strategies. MVP Development is not just about building a product; it's about validating a business idea with minimal resources and gathering actionable feedback from real users. Navigating the ever-evolving landscape of this industry requires a strategic approach that encompasses rapid prototyping, lean development, and user-centric design.

Obii Kriationz stands out in the MVP Development space for several reasons, each contributing to its ability to help clients navigate the complexities of bringing new products to market. Founded in 2009 (as KRIATIONZ) in the vibrant tech hub of Bengaluru, India, Obii Kriationz has been a trailblazer in digital evolution, assisting businesses worldwide in harnessing the power of technology to drive amidst the constant changes in the business landscape.

"At Obii Kriationz, our core objective is to empower startups across their entire product lifecycle journey through expertise and excellence. From the initial stages of ideation and discovery to the pivotal MVP development phase, we ensure flexibility and adaptability to meet unique needs. Embracing a design thinking posture, we validate ideas on multiple fronts, progressing to creating a tangible, lean version of the product. Our commitment extends beyond development to defining the value proposition, setting up the launch, defining Minimum criteria for success, Collecting and Analyzing Feedback, and continuous learning," speaks Abhinav Chandra Mohan, Founder and Managing Partner of Obii Kriationz.

At the heart of Obii Kriationz's MVP development strategy lies a deep-rooted commitment to agile methodologies. This iterative and incremental approach to product development ensures that MVPs are built quickly and aligned with the target market's evolving needs. By embracing agile practices, Obii Kriationz facilitates a collaborative environment where feedback is continuously integrated into the development process, allowing for real-time adjustments and enhancements.

Obii Kriationz is at the forefront of debunking the myth that Agile methodologies are reserved for large businesses. In reality, the principles of Agile—flexibility, responsiveness to change, and a focus on delivering value—are particularly well-suited to the dynamic and fluid nature of startups. By guiding startups through Agile adoption, Obii Kriationz empowers these nimble entities to harness the full potential of Agile practices.

"Understanding and addressing the end-user's needs is crucial for any product's success. At Obii Kriationz, We excel in employing a customer-centric

design philosophy, ensuring that MVPs are minimal and viable from the user's perspective. This involves engaging with internal and external stakeholders early and often, incorporating their feedback to refine the product's value proposition. Such an approach validates the product idea and builds a foundation for a development that resonates well with its intended audience," says Abhinav Chandra Mohan.

The efficacy of Obii Kriationz's approach to MVP development is best illustrated through its portfolio of success stories and client testimonials. Startups and established businesses alike have benefited from the company's expertise, launching products that have not only validated their market hypotheses but also laid the groundwork for future growth and innovation.

Obii Kriationz's impact extends across various industries, including e-Commerce, FinTech, iEdTech, Rental, and HealthTech. By helping clients in these diverse sectors validate products and deliver value, the company has demonstrated its versatility and expertise in addressing unique market challenges and opportunities. One another success story that Abhinav proudly narrates is his thrust with a government body and how Team Obii Kriationz helped this behemoth organization create a paperless tax collection portal that allowed the organization to streamline tax collection and made the whole process seamless for the citizens.

"Our ethos is driven by Empathy. Our quest for excellence stems from our ability to empathize with our customers, stakeholders, end users, and humanity on the whole," concludes Abhinav.

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10. Obii Kriationz Web LLP

Obii Kriationz

Work stress killed my daughter," says mom in letter to HNC's India head

Walkie-talkies in Lebanon blasts were made at least a decade ago

Will this man who wants to 'cancel' Adani become Lankan president?

Obii Kriationz Web LLP is a Bengaluru-based digital transformation champion specializing in product life cycle management and digital empowerment. Recognized among the top 10 promising MVP software developers in the country, the firm excels in crafting innovative and high-quality digital solutions. With a focus on cutting-edge technology and a commitment to customer satisfaction, Obii Kriationz has built a reputation for delivering exceptional results across the globe. Their diverse service verticals showcase their ability to meet the unique needs of various verticals of industries, continually setting new benchmarks in the software development landscape.

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**Abhiram
Chandramohan**

Founder &
Managing Partner

From Our Founder's Desk

At **Obii Kriationz Web LLP**, our mission has always been to empower businesses through cutting-edge technology and innovative solutions. From developing scalable MVPs to creating robust SaaS platforms and delivering exceptional digital marketing strategies, we've built a reputation for turning ideas into impactful realities.

In today's fast-evolving world, staying ahead requires more than just technological expertise; it demands a commitment to continuous learning and adaptation. This belief inspired us to launch **ObiiNxt**, a finishing school designed to bridge the gap between education and industry. ObiiNxt empowers individuals with real-world skills, preparing them to excel in competitive global markets.

What sets us apart is our unwavering dedication to understanding your needs, collaborating closely, and delivering solutions that drive measurable results. Whether helping a startup bring its vision to life, partnering with enterprises to scale their operations, or nurturing future leaders through ObiiNxt, our focus remains on creating value and fostering success.

As we look to the future, we're excited about the possibilities—pioneering innovations, building meaningful relationships, and continuing to be trusted partners in your journey. Thank you for your trust in Obii Kriationz and ObiiNxt.

About ObiiNxt

ObiiNxt stands at the forefront of educational innovation, offering diverse programs designed to bridge the gap between traditional academic learning and the dynamic requirements of today's tech industry. With a focus on upskilling and accelerating career growth, ObiiNxt provides hands-on experience through its comprehensive internships and specialized internship programs in full-stack development, digital marketing, performance marketing, and B2B and SaaS sales.

Why ObiiNxt?



Global Project Exposure

Obiinext provides opportunities to work on projects from leading companies in the USA and Europe, offering valuable international experience.



One-to-One Mentorship

ObiiNxt offers Personalized guidance ensuring that each student's upskilling needs are met, enhancing learning outcomes.



Delivered in Indian Languages

Obiinxt is delivered in Kannada, Hindi, Tamil, Telugu, and English to upskill and ensure wider accessibility and engagement.



Expert-Led Curriculum

ObiiNxt's curriculum is designed by industry leaders and subject matter experts who bring current and relevant insights directly from the field.



Guaranteed Job Opportunities

A standout feature with a commitment to securing opportunities of employment for program graduates, enhancing career prospects significantly.



Comprehensive Internship Programs

ObiiNxt offers specialized internships in both technical and marketing domains, providing real-world skills and job readiness.

Our Clientele



What is Podcast Production?

Podcasting has rapidly evolved into a powerful medium for storytelling, branding, and audience engagement. Whether you're an aspiring podcaster, content creator, or business owner looking to leverage audio content, mastering the art of podcast production is essential. Obiinx's Podcast Production Course is designed to provide you with a comprehensive, hands-on learning experience that covers everything from concept development to professional editing, marketing, and monetization.

This course will equip you with industry-standard tools and techniques to create high-quality podcasts that captivate audiences. With expert-led sessions, real-world case studies, and live project work, you'll gain the confidence and skills needed to launch and grow your own podcast successfully. Whether you're new to podcasting or looking to refine your skills, this program will help you navigate the dynamic world of audio content creation.



Highlights



22352+ Job Opportunities Posted in 2023-24



22% Job Market Growth Rate



93% Work from Anywhere Opportunities



58% Selection Ratio – The best in the industry

Why get a Certificate in Performance Marketing?



Learn from Industry Experts

At Obiinxt, you will be mentored by seasoned professionals with extensive experience in podcast production and digital content creation. Our instructors bring real-world expertise, ensuring you learn practical skills that are immediately applicable. Their insights and feedback will help you refine your podcasting abilities and stay ahead in this growing industry.



Hands-On Training with Real-World Projects

The best way to learn is by doing. Our course focuses on practical, hands-on training where you will create, edit, and launch real podcast episodes. You'll work on live projects, receive constructive feedback, and gain confidence in your technical and storytelling abilities, making you job-ready from day one.



Comprehensive Curriculum Covering All Aspects of Podcasting

This program covers everything from concept development and scripting to audio production, branding, marketing, and monetization. Whether you're interested in solo podcasting, interview formats, or video podcasting, our structured modules will provide you with in-depth knowledge to create compelling content that resonates with your audience.



Higher Earning Potential

With the growing importance of Podcast Production, professionals who possess a certified understanding and proficiency in this area are often able to command higher salaries and more competitive benefits.

ObiiNxt's Digital Marketing Program Overview

Duration	90 Days
Language of Delivery	Kannada, Tamil, Telugu, Hindi, English
Projects Type	Global Projects from Customers Across the Globe – USA, Europe, Australia
Job Interview Assurance	Minimum 5 Interviews
Take Aways	Industry Recognized Certificate + Letter of Recommendation
Who is it for?	Ideal for BA, BCom, BBA/BBM, MBA
Salary Package	2.4LPA to 8LPA



As a business owner, I wanted to start a podcast to connect with my audience and establish my brand as an industry leader. This course provided everything I needed—from scripting and recording to editing and publishing. The hands-on training and expert mentorship made all the difference. Today, my podcast has over 10,000 downloads!

Rahul Mehta, Founder of Marketing Mavericks Podcast



I had been dreaming of launching my own podcast but had no idea where to start. This course broke everything down into simple steps, from choosing the right equipment to editing like a pro.

Ananya Rao, Host of 'The Curious Mind' Podcast



ObiiNxt's Podcast Production Program Overview

1

Introduction to Podcasting

- Understanding the podcasting industry and trends.
- Types of podcasts and choosing your niche.
- Identifying your target audience and defining podcast goals.

2

Concept Development & Scripting

- Developing a podcast concept and structure.
- Writing compelling scripts and episode outlines.
- Choosing formats: Interview, solo, panel discussions, storytelling.

3

Audio Recording Techniques

- Selecting the right equipment:
- Microphones, mixers, and audio interfaces. Setting up a recording environment for high-quality sound.
- Best practices for voice modulation and presentation.

4

Audio Editing & Post-Production

- Introduction to audio editing software: Audacity, Adobe Audition, GarageBand.
- Noise reduction, sound enhancement, and mastering audio.
- Adding background music, intros, and outros for branding.

5

Podcast Branding & Storytelling

- Creating a strong podcast identity: Name, logo, and cover art.
- Crafting engaging storytelling techniques.
- Developing a unique podcasting voice and style.

ObiiNxt's Podcast Production Program Overview

6 Hosting & Distribution

- Choosing the right podcast hosting platform (Anchor, Libsyn, Buzzsprout, etc.).
- Submitting and distributing your podcast on Spotify, Apple Podcasts, Google Podcasts, and more.
- Understanding RSS feeds and podcast directories.

7 Podcast Marketing & Audience Growth

- Social media promotion strategies for podcasts.
- Using SEO techniques to optimize your podcast for search.
- Building an engaged community and leveraging partnerships.

8 Monetization & Revenue Generation

- Different podcast monetization models: Sponsorships, ads, memberships.
- Crowdfunding and paid subscriptions.
- Affiliate marketing strategies for podcasters.

9 Live & Video Podcasting

- Setting up live podcasting and engaging real-time audiences.
- Repurposing podcast content into video formats for YouTube & social media.
- Leveraging video podcasting for brand growth.

10 Hands-On Project & Final Assessment

- Producing and launching a full podcast episode.
- Implementing marketing strategies to promote your podcast.
- Final evaluation and certification.

Value Adds

1

Google Data Studios

- Advanced Data Visualization
- Real-Time Data Integration
- Customizable Reporting
- Collaborative Features

2

MS Excel / Google Spreadsheet

- Basics
- Data Formatting and Formulae management
- Logical and Lookup functions
- Data management

3

Amazon PPC

- Introduction to Amazon PPC
- Types of Amazon Ads
- Setting Up Your Campaign
- Keyword Research for Amazon PPC
- Creating Compelling Ad Content
- Bidding Strategies
- Monitoring and Optimizing Campaigns
- Advanced Techniques and Tools
- Reporting and Analytics

4

Software Product Management Basics

- Scrum/Agile Principles
- User Persona Development
- Product Lifecycle management
- Product Roadmap Building
- eCommerce introduction – WooCommerce and Shopify

5

Take Aways

- 10,000 Backlinks
- Cold Email Scripts, Follow-up Scripts

Terms and Conditions for Placement

1.Educational Qualification:

1. Candidates must possess at least a graduate degree from a recognized institution to be eligible for placement consideration.

2.Performance in Assignments:

1. Candidates are required to consistently complete all assigned tasks and responsibilities throughout the duration of their program. All participants must maintain regularity in submitting their assignments.

3.Academic Excellence:

1. Candidates must achieve a minimum score of 75% in periodic reviews to qualify for placement opportunities. These reviews assess both the quality and timeliness of the assignments completed.

4.Interview Preparation:

1. Participants must successfully clear mock interviews as part of their training. These interviews are designed to prepare candidates for real-world scenarios and evaluate their readiness for actual job interviews.

5.No Minimum CTC Guarantee:

1. ObiiNxt does not guarantee a minimum compensation (CTC) for any job placement. Salaries and benefits are determined solely by the hiring companies based on their policies and the candidate's performance during the actual job interviews.

6.Placement and Interview Assurance:

1. While ObiiNxt assures that all eligible candidates will get an opportunity to attend job interviews, there is no guarantee of job placement. The primary commitment is to provide interview opportunities with potential employers.

7.Geographical Flexibility:

1. Placement opportunities may be pan-India. Candidates must be prepared to relocate or travel as required by the hiring company.

8.Program Discontinuation:

1. ObiiNxt reserves the right to discontinue the Job Placement Program at any time due to unforeseen circumstances or strategic realignment. Candidates will be notified in advance in such cases.

By participating in the ObiiNxt Placement Program, candidates agree to adhere to these terms and conditions. Non-compliance with any of the terms may result in disqualification from the placement process.

ObiiNXT

Upskilling, Accelerated.

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