Business proposal for a revolutionary online medical course platform

Company: HealthPop Inc.

Mission: Converge all the healthcare experts together to break the learning barrier anytime and anywhere.

Vision: Become the greatest medical course platform in the world.

Global market size

The online medical education market size is forecast to increase by USD 64.67 billion at a CAGR of 24.9% between 2023 and 2028. The convenience and flexibility offered by online courses are particularly attractive to medical professionals with demanding schedules (Technavio, 2024). Because of the pandemic, this kind of trend and acceptance level have raised up.

Our intention and potential opportunity

We are going to create a healthcare education platform, HealthPop, for all the healthcare professionals across different medical domains. The most important reason and potential is that all the experts need the learning credits for their license renewal. Today, most of the country separated the specialties to provide exclusive courses for their members, but we can make them together. Traditionally, each medical association plays the role to host the event for their experts in a physical way with limited participants. However, we can reach to much more medical experts just by using our platform. With one credit charges average NTD$300 for 20 credits a year, we can expect nearly 10% uses will join our platform with NTD$5.1M in the first year and projects to 80% of participation in the sixth year. The first-year revenue would be around NTD$10.2 million and project to NTD$81.6 million in the sixth year.

Core competence

One of our attractive advantages of our platform is that we have connections with diverse medical experts across countries. So, our members are able to reach international experts in a time. Second point is we can have anyone who would like to share their academic achievements or clinical practices to be the keynote speaker. Moreover, we can invite the related firms to have their business, such as the pharma companies or medical device providers. Therefore, we will have the potential to charge the fee or negotiate share profit with those providers.

Substitute

Our substitute is the physical leaning event.

Competitors

Our main competitors are the medical associations and other medical course platform providers.