Business proposal for a revolutionary online medical course platform

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 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 first year and projected to 80% of participation at the sixth year. The first year revenue would be around NTD$10.2 million and projected to NTD$81.6 million in the sixth year.

Our substitute is the physical leaning event and our main competitors are the medical associations and other medical course platform providers.