

Business Plan for Parent's Guide (Ghana)

1. Executive Summary

Parent's Guide is an edtech platform bridging the gap between schools, teachers, students, and parents by digitizing lesson notes into accessible video tutorials and offering real-time performance monitoring through a subscription-based app. Our goal is to empower parents to actively support their children's education while easing pressure on teachers and schools.

2. Problem Statement

In Ghana, parental involvement in education is minimal and often reactive. Most parents assess their children's academic progress only during Open Day events, long after issues have set in. Meanwhile, teachers are overwhelmed and rarely complete full lesson notes during class, leading to gaps in student understanding and an over-reliance on expensive private tutoring.

3. Solution

Parent's Guide provides:

- Professionally recorded video lesson notes aligned with each school's syllabus.
- Unlimited student access throughout the term.
- A mobile/web app dashboard showing students' usage, performance trends, and weak subject areas.
- Feedback loops between parents, teachers, and students for proactive intervention.

4. Target Market

- **Primary Users:** Parents of students in private preparatory and junior high schools
- **Secondary Users:** Teachers and schools looking to digitize and modernize content
- **Pilot Market:** Urban middle-income families in Accra

5. Business Model

- **Production Fee:** Schools pay a flat fee for digitizing lesson notes per subject or per term.
- **Subscription Model:**
 - Parents subscribe monthly/termly to access the app and content.
 - Suggested pricing: GHS 100/month per student
- **Revenue Share:** A percentage of subscription fees is shared with the contributing teachers.

6. Unique Value Proposition

- First platform combining syllabus-aligned video tutorials with parent engagement tools
- Custom content made *by the child's actual school and teachers*
- Reduces reliance on private tutoring
- Offers continuous learning access
- Promotes parent-teacher collaboration

7. Go-to-Market Strategy

- **Phase 1 (Pilot):** Partner with 1 preparatory school. Record one subject. Test engagement with 10 families.
- **Phase 2 (Scale):** Onboard 5–10 schools per region, create onboarding kits for teachers, launch app beta.
- **Phase 3 (Growth):** Expand nationwide with school clusters, explore partnerships with educational NGOs, GES, or telecoms for bundling/subsidies.

8. Technology

- **Short-term:** Google Drive or Telegram + Google Forms for MVP
- **Long-term:** Custom mobile/web app with:
 - Student dashboards
 - Video streaming library
 - Parental performance notifications
 - Teacher feedback module

9. Competitive Advantage

- Hyper-localized, school-sourced content
- Teacher revenue share builds loyalty
- Strong parent engagement tools
- Scalable model with reusable content

12. Risks & Mitigation

- **Adoption Hesitancy:** Begin with low-tech MVP, demo results to show value
- **Data Costs:** Compress videos; offer offline access for premium users
- **Teacher Buy-In:** Incentivize with revenue share and content crediting

13. Ask / Next Steps

- Launch MVP with one school within 30 days
- Raise GHS 300,000 - 500,000 to:
 - Build basic app
 - Produce 3–5 subjects' content
 - Develop sales kits for school onboarding