2022

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| eLearning.io |
| Business Plan |
| Rica Ley Madayag & Gary Gibbs |

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**II. Executive Summary**

**III. Company Description**

**a. About the company:**

eLearning.io provides 24/7 online homework help and tutoring services for students from lower education to higher education. Professional tutors are available anytime and anywhere. Global tutors that offer teachings to a variety of subjects are also available 24/7. Homework questions can be submitted offline and students can expect different solutions within an hour. Tutoring services include online meetings as well as group tutoring where other students with common subject needed can participate together. Costs vary depending on chosen service and subject.

**b. Reason to start company:**

COVID-19 directly affected schools all around the world. Schools were forced to transition online and certain countries these days are still suffering with the change. eLearning.io aims to aid with schools that struggle online as well as help instructors who are new to the online world.

Another reason of starting the online services involve student’s learning patterns. Some students prefer learning on their own, learning within a big group of people, or learning at their own pace. eLearning.io was created in order to satisfy different learning capabilities. Providing 24/7 help are for students who tend to like working at night or students who are not able to get help at a certain time of the day. Therefore, creating eLearning.io allows students to work at their own pace in their own preferred time.

**c. About the owners:**

Owners. Rica Ley Madayag and Gary Gibbs, are university students who aim to start the company as they experience the hardships of transitioning online when COVID-19 entered the world. Schools suffered as they struggled to transition online with the limited knowledge of conducting classes online. As students who did not have much online resources to help them, the idea of eLearning.io began thus starting the business plan.

**d. Products & Services:**

eLearning.io provide online tutoring and online homework help that can vary from a minute to a day response. Additionally, eLearning.io provides fully online products such as workbooks, textbooks, and exercise books that can aid in helping students practice their knowledge in different subjects. Online tutoring services are available in any language if a tutor is available thus helping to aim global growth in the business.

**III. Company Description (Continuation..)**

**e. Legal form of ownership:**

eLearning.io will initially operate through general partnership. eLearning.io offers a variety of products and services that differ in its department. Therefore, forming partnerships allows certain areas of eLearning.io to be divided thus improving efficiency in all services.

Another benefit of partnership for eLearning.io is the finance. Being an organization with employees from all around the world, multiple financial contributions can benefit the company and the employees. Once the company is stable, plans to transition to a corporation will commence.

**f. 1-year Goal:**

1. eLearning.io aims to gain one or two partnership with schools and universities as well as integrate the services within the schools.
2. Set up at least two physical offices for full time tutors to base themselves in two different countries with contrasting time zones.
3. Earn more than 500 subscriptions to the tutoring services/plan by Winter 2023.

**g. Timeline:**

**IV. Operating Procedures**

**a. Location:**

Staring business and main services are provided online and remotely. Further location expansion involves establishing a building close to partnered universities and areas of high customer demographics.

**b. Equipment:**

All employees, both part time and full time, will require access to a working laptop or desktop as well as a tablet for tutoring purposes. Additional requirements with equipment would be internet access.

Further software equipment is needed. In this case partnership or investment with Communication software like zoom to integrate into website.

Other software equipment is a host website in order to hosts the services

**c. Personnel:**

Full-time employees that are on standby a couple hours a day for tutoring help. Employees will be divided in terms of subject.

*Example:*

*Calculus -> 5 tutors all with different times*

Full-time tutors are also needed for one-on-one basis and are paid per hour that they spend helping a client/student.

Part-time employees are also needed who are responsible for answering questions. Once they set up their account, they will be paid for every valid answer they reply to a student’s questions.

|  |  |
| --- | --- |
| **Employee** | **Pay Rate** |
| Full-Time Employee (Subject Tutor) | $25 / hour |
| Full-Time Employee (One-on-One Tutor) | $22 / hour |
| Part-Time Employee (Anyone who has a valid account) | $8 / likes earned on an answered question |

**V. Marketing Plan**

**The Market:**

*Chronically ill children:*

According to the United States of America’s Department of Education, chronic absenteeism is widespread and affects about over 7 million students miss 15 or more days of school as reported between 2015-16.

Chronic absenteeism matters as it may prevent children from reaching early learning milestones as well as cause dropouts among youth, and lastly frequent absences from school can negatively shape the youth’s adulthood.

*Own pace learners:*

According to the American Psychological Association, about 15% to 17% of the average school’s population are described to be slow learners

Implementing **eLearning.io** creates a safe space for children and students who fall in these categories as well as students who need more tutoring within school. Online tutoring reduces the anxiety some may feel when asking for help in a public setting, like students who do not like to ask for help in class, fearing to be judged by peers. eLearning.io accommodates to students of different needs and allow the comfortability while benefitting in terms of their academics.

According to nytimes.com, many districts as of today are spending some of their federal stimulus money on virtual tutoring which opens up an opportunity for eLearning.io. As quoted by nytimes.com, the education department said “that remote tutoring is a great option for many students, as long as the tutoring addresses individual students’ needs and produces strong educational outcomes” which is what eLearning.io aims to achieve.

**The Competition:**

With virtual tutoring needed across the world, eLearning.io has a large number of competitors in the world wide web. Listed below are the top competitors of eLearning.io.

**a. Chegg**: [www.chegg.com](http://www.chegg.com)

*Advertising:*

Chegg focuses on digital marketing as well as creating email marketing strategies. Another huge benefit of Chegg is their ability to appear on top of a search engine when a question that is in their website is searched.

*Customer Demographics:*

Chegg’s audiences are youth ranging to 16-year-old to 25-year-old. However, due to Chegg’s pricing being on the higher side, Chegg is mostly used by college student’s who can afford the subscription service.

*Product Pricing:*

Chegg offers different plans ranging from about $14.95 to $19.95 with 2 subject specific plans priced as $9.95

*Company Appearance:*

Chegg’s website appear minimalistic with a dashboard support with minimal graphics within each button of the dashboard. All buttons consist of small., straightforward summaries of each product and service they offer.

**b. Learn to be**: [www.learntobe.org](http://www.learntobe.org)

*Advertising:*

*Customer Demographics:*

*Product Pricing:*

*Company Appearance:*

**c. Princeton Review**: [www.princetonreview.com](http://www.princetonreview.com)

*Advertising:*

*Customer Demographics:*

*Product Pricing:*

*Company Appearance:*

**d. Preply**: <https://preply.com/>

*Advertising:*

*Customer Demographics:*

*Product Pricing:*

*Company Appearance:*

**e. Skooli**: <https://www.skooli.com/>

*Advertising:*

*Customer Demographics:*

*Product Pricing:*

*Company Appearance:*

**Comparison between competitors:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **eLearning.io** | **Chegg** | **Learn to be** | **Princeton Review** | **Skooli** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**The Customers:**

**The Product:**

Cite

<https://www2.ed.gov/datastory/chronicabsenteeism.html#four>

<https://dictionary.apa.org/slow-learner>