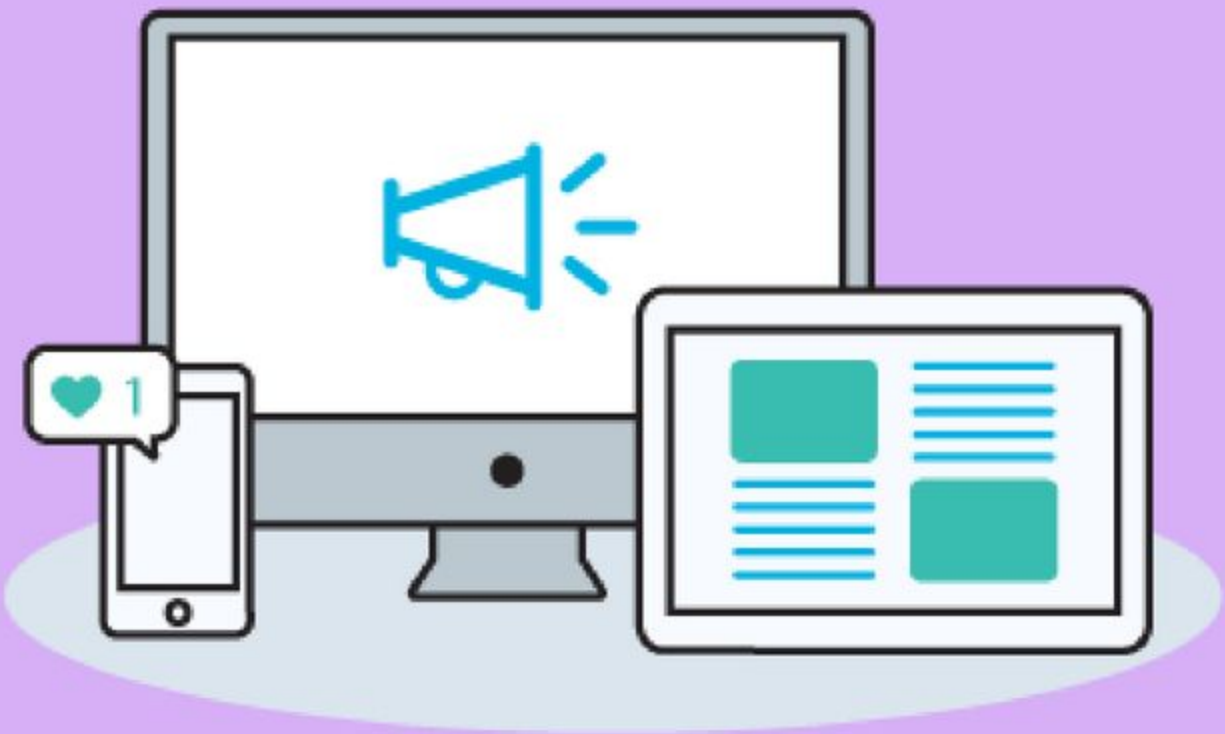


Project 1

Prepare to Market



MY Own Company: ALF Education

- **Which option did you choose?**
 - My Education company called “ALF”.
- **If your own company, tell us about your product/service**
 - ALF provides lessons at a rate of 100-170 Egyptian pounds (\$7-8) per hour, and allows students to have home-based sessions or lessons at public places in pre-approved locations. ALF allows students to create a tutor pool, forming a group to share the cost, and covers all subjects.
 - Link for the prototype concept run by Adobe XD:
https://drive.google.com/file/d/1-cFjwkGi_P-gBUjxFUmSSGFH2lBooa8l/view?usp=sharing

Marketing Objective:

DMND, Enterprise, or Your Company

- Achieve sales for any business of \$1 million, which will give a 15 percent market share within Edtech industry.
- Increase the number of customers engagement for +120 customers.
- Increase the average purchase by 10 percent.

KPI: DMND, Enterprise, or Your Company

- *Increase sales revenue*
- *increase organic traffic and online presence*
- *Increase number of leads*
- *Institute new sales pipelines*
- *Increase cost per click and cost per share*

Value Proposition

FOR Students

WHO struggle with comprehending knowledge due to problematic/ pedagogical methods in current education and needs better learning experience.

OUR learning platform

THAT offer advanced learning formula of %90 knowledge retrieving.

UNLIKE learning platforms like SkillShare or E-learning websites based on video recordings.

OUR OFFER You can get online or offline learning content based on creative text with a promise of 2x comprehension and have your answer in a gamified learning experience and story-based.

Interview

Past experience

Are they married? What is the annual income of their household? Where do they live? Where do they live? They're how old? Have they got kids? Have you a profile of your profession or CV?

History in school.

What did they complete in education? Who visited the schools? What did they study? What did they study? Which school have you inscribed?

What is the role of your job?

A title of yours? How long has this role and title been in you?

Hobbying

In your spare time, what do you want to do? What do you worry about?

Challenges and challenges

What are your main professional/personal challenges? Is it a matter of price or time to reach your goals? What reverses should you keep your goals from being achieved? You don't believe you have adequate information? Don't you know where to begin? Did you start staring for anything?

Objectives

What are your personal/professional objectives? How's the relationship between work and life? In the next five years, where do you see yourself? In the same business, a new role? In an entirely different industry a whole new role? How in the last three years have your priorities changed?

Empathy Map



Empathy Map



think

"What is the point behind wasting learning time without job guarantee?"

"E-learning is good and cool, but requires huge self-discipline?"

"No job for students? What is wrong with us?"



feel

"I feel confused about what my mind is taking in, information that weighted nothing in my future...."

"I feel lost and intermediating, I need guidance?!"

"I feel worried about my future?.."



do

"...they study for 40 hours a week from attending lectures and doing extra work for pennies..."

"...I apply for internships and job interviews with up-to-date skills..."

"I am searching for a real educator"



see

"....Quality of education is depended on luck and money..."

"...Tutorship is more powerful learning on the online planet!.."

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Students or professionals• Have a very good internet access and mental shape that can learn according to HEXACO PI test..	Eyad	<ul style="list-style-type: none">• They want to create money online without official college degree barrier.• A trigger to maximize their economic benefit per hour.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Watching investigating movie and TV series.• Have at least 1 to 3 extracurricular during period activities besides the job or college.	<ul style="list-style-type: none">• Self-reassurance of established capabilities that stands out in the market.<ul style="list-style-type: none">• Feeling practically good, sharing and telling stories on social media for reflective wealth generated on his work by online.	<ul style="list-style-type: none">• Commitment to the course as only 88% of people who did complete the course for countries speaking English.