Quran Connect Lean Business Plan

“Plan, run, review, revise” – Tim Berry

1. Strategy

1.1 Long Term Goal

The goal of Quran Connect is to bring technology into the Islamic classroom by providing teaching tools such as classroom management, assignment tracking, and, in the future, powerful metrics to measure, analyze, and improve student performance. This will all be done through the Quran Connect mobile app that will be used by both students and teachers. In addition to that, we would like to have all the features & uses of the app available for use on a website. Long term, the hope is that this will serve as the major Islamic educational hub where anyone can come and learn any topic.

1.2 Value Added

From the teacher’s side, the value added is having all of their students’ data in one place. Instead of tracking assignments, grades, and reports on papers & files, all of the data can live in the cloud. Additionally, with enough data, we can start to analyze it to give powerful insights to the teachers, such as how effective teaching methods are versus others. From the student’s perspective, the added value is being able to view all of their grades and assignments in one place, similar to the teacher. They’ll be able to always stay connected to their classroom 24/7, have a good line of communication with the teacher, and be able to see their progress over time. Goal setting, motivation techniques, and progress tracking are all essential aspects to improving a student’s learning experience.

1.3 Monetization

Initially, the mobile app will be free for all to use. Once we achieve a good enough customer base that we can back the claim that our app truly makes teacher’s lives easier and/or creates efficiency, then the plan is to take the app to schools and convince them to pay us a monthly subscription fee in return for them to use the app on a more sophisticated, school wide level.

1. Tactics

2.1 Marketing Tactics

The initial target market is independent Quran teachers and teachers that work at Islamic schools. Until we get a strong enough that creates value for the teachers, the teachers using the app should be ones that are close to us to we receive valuable feedback. In order to do this, we are communicating with all our users on a WhatsApp group and are spreading the app only through word of mouth and are relying on our own personal connections.

2.2 Product Tactics

We’ve decided that the initial product development would be split into multiple phases. First, a functional teacher version would be created that acts as a notebook, tracking assignments, students, classes, etc. Then, a student version would be created to create the virtual connection between classes. The direction we would like to go from there is to become very data oriented & give teachers valuable insights about certain methods that have been proven successful in managing a Quran class. We would like to track student performance, class performance, and ways to even grade the teachers themselves on an administrator wide level.

2.3 Other Tactics

In order to market to teachers and, in the future, schools, we need to start building solid connections with Quran teachers along with school administrators. Making sure we are consistently talking with teachers, listening to their needs, and understanding how they conduct their classrooms, will be crucial to creating a valuable product.

3.0 Core Specifics

3.1 Review Schedule

On the first Friday of every month, Zyad Elgohary will review the entire document and review the milestones with their associated person(s) to make sure deadlines are being met.

3.2 Metrics

* # of downloads
* # of active users
* # of students & teachers
* In-app metrics (assignment count, assignment names, class performance, student performance, assignment history, time for each assignment, attendance histories, assignment grades, etc.)
* Reviews
* Screen/App analytics (time spent each screen, time in app, buttons clicked, etc.)

3.3 Milestones

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| --- | --- | --- | --- |
| Milestone | Due Date | By | Notes, tactics |
| Create beta version | Completed | Full Team | Released in April |
| Create MVP | Completed | Full Team | Released in June |
| Create Student Version | September 4, 2019 | Full Team | Create connection between student and teacher |
| Push all data from Redux to AWS | August 15, 2019 | Elyasse | All actions link to redux & AWS |
| Get 5-10 active teachers as users | October 31, 2019 | Yassine El Yacoubi | Talk to teachers |
| Talk to 1 school to see if administrator version is a need  And achieve monetization | February 15, 2020 | Zyad Elgohary | Communicate with school principals, etc. |
| Achieve a Student customer base with connection to teachers | October 31, 2019 | Yassine El Yacoubi | Simple advertising through media and talk to teachers. |
| Get 30+ positive reviews on app store to promote product legitimacy. | December 1, 2019 | Full Team | Incentives and listen to feedback to make app better. |