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

2.3 Other Tactics

3.0 Core Specifics

3.1 Review Schedule

3.2 Assumptions

3.3 Metrics

3.4 Milestones

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| Milestone | Due Date | By | Notes, tactics |