Eazy Study

business plan

- **|** Overview

Business Name: Eazy Study
Location: Baku, Azerbaijan
Legal Business Structure: Digital app
Brief description of what your company does: Our company solves current digital education problems. We will create an app, that allows teachers and students to join lessons without losing time and having fun during this. This app will support the people that have a disability (not being able to speak and hear) with the AI technologies (sign language translator AI and speech to text AI) This is also the first digital education app that has support for disabilities
Mission: Our mission is to help teachers and students while the current situation. During the Covid-19 pandemic that is difficult for disabled students to participate in lessons, the reasons are low-quality camera stream, low internet connection and not being able to catch all the signs. With our sign language translator AI, disabled students can participate in the same classes as ordinary students and communicate without any separation between them. According to our 7 days of research, we find out that the biggest 3 problems for teachers during digital education time were : 1. Psychological depression

> 2. Student-Teacher communication
>
> 3. Difficulties to find out the students' weak sides of any subject.
>
>
> Our mission is to solve all these problems using 1 application.

Profit plan:

Money from sponsorship ----------------------

                                                            PROF

IT Sponsorship with education companies------------------   PLAN

Advertisement profit ---   Eazy
Study

• | Message

> What problem does your company solve for your customers?
>
> We solve the problem of Current digital education and barriers for disabled students.

> What result does your company create for your customers?
>
> After Eazy Study teachers and students will have lessons and communicate much easier than before and disabled students will be able to fully participate in lessons. Also this app will check student assignments with AI and report weak sides of the student to the teacher.

> How does your company create that result?

Our company will create this result with desktop and mobile apps. Our developers have finished the information website, real-time AI sign language translator and the designer finished the full prototype.

In near future, this app will become a full ready website.

Who does your company serve?

Eazy Study serves all the teachers and students who use online education apps daily

Why do you do what you do?

During **the Covid-19** pandemic, people have to stay home and protect social distance. About all the students and teachers join online lessons daily and most of them have difficulties during this time. We want to remove the disadvantages of digital education apps and hhelp people with this problem.

Why should customers choose you over your competition?

We have many competitors and these apps are the example of them:
- **Microsoft Teams**
- **Google Classroom-**
- **Zoom**

- **Whatsapp meetings**

Eazy Study has advantage over all of them:

• **Eazy Study** make education atmosphere more interactive and interesting
• **Eazy Study** Support disabled(not able to speak or hear) student with AI speech to text and sign language translator AI.
• **Eazy Study** help teachers to understand student's emotion using realtime emotion detection AI
• **Eazy Study** will check student's assignments with AI and send report about weak sides of the student to the teacher.
• **Eazy Study** will have a feature for reviewing teachers and students. With this features teachers will easily evaluate student and students will review teacher, and for checking student's reviews correctness AI will detect teacher's speak according to keywords during the lessons and evaluate the teachers.

With these features, **Eazy Study** will be chosen by most of the customers

Your members and team:

We have 5 developer/ designer members. Our members have a variety of knowledge and major in different areas. The best thing in our team is motivation and creativity. We are sure Eazy Study will be a successful app.

• **|** Marketing

Target market demographics:

According to world statistics, more than 80 per cent of the world student population uses digital education apps daily. This equals 1 billion +(according to statistics there are about 1.7 billion students) potential users. With correct PR strategy and good relationships, **Eazy Study** can get the biggest amount of users among digital education applications.

Estimated size of target market:

There are 1.6 billion + students all over the world and this number is growing year by year. During the current pandemic, most of them are using digital education apps daily and this is 80% + of the total number.

How can the target market be found?

The market can be found using the internet, most parts of the people are using internet and mobile applications daily and it will be.

Visibility (brand awareness) strategy:

Eazy Study strategy plan:
• Opening Social media account and advertising Eazy Study there.
• Making this app global by making sponsorships with supermarkets. We will

advertise markets and attract more sponsors.
• Releasing mobile and desktop apps in 2.5 months

Lead generation strategy:

• Testing the project in a right way and getting good recommendations from business owners.

• Making landing pages clear and easy to understand

• Good advertisement words

• Giving good offers

• Using Gmail ads to target competitors' customers

Conversion strategy:

• Using communication channels prefered by customers

• Achieving lead quality over lead quantity

• Verifying the data received

• | Products

Primary Product: **Eazy Study** desktop app.

Result: All students and teachers now can easily communicate and join lessons without any separation between students.

Primary Product 2 : **Eazy Study.com**

Result: This website will inform users about **Eazy Study** mobile and desktop appa and convince them to download it.

Impact: With this website **Eazy Study** will get great amount of downloads in digital makets(Google market, Apple store, App gallery and Microsoft store)

Impact: This app will change all the digital education industry there will be no need for thinking aout how to teach to disabled students. All the students will be able to join the same lesson and teachers can control all the work with using 1 app.

• | Production & customer service

Production System:

Eazy Study will serve users all the time with 7/24 customersupport. Some main informations about **Eazy Study**:

This application will be free to use but it and we will get money from sponsorship and advertisements. This app will have detailed using tutorials for new users and they can easily adapt to this app.

Customer service :

Eazy Study have 7/24 customer service by real people and AI speaking bot.

Our client managers will be online all the day ad answer all the users questions. AI speaking bot Bella is able to answer all the questions about using the apps.

· | Goals

One Year Goals

Revenue: 10,000 $
Profit: 180,000 $
Sponsorship: 120,000 $()
Impact :10,000,000 + users
Development: Mobile app, Desktop app, website, AI bot

Five Year Goals

Revenue: 80,000 $
Profit: 5,400,000 $
Sposnorship: 4,000,000 $
Impact: 100,000,000 + users
Development: website, mobile app, desktop app and AI bot