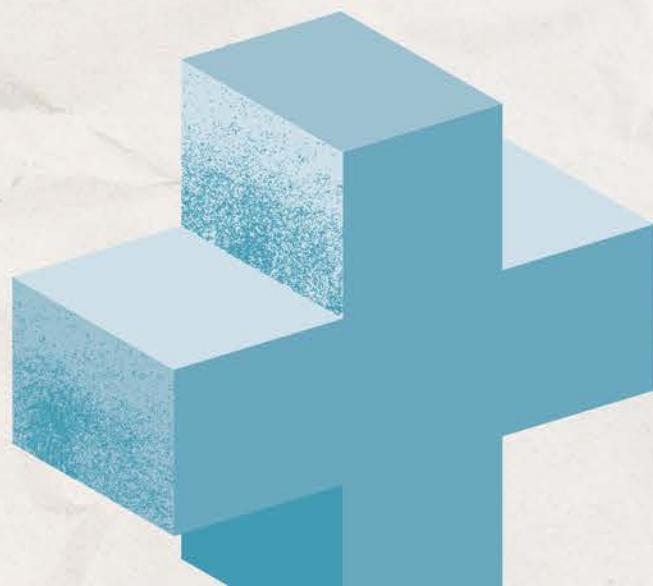


لەسی  
La5sy

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# Content

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# The team



Mariam Abd El-Salam  
Setting strategy  
Designs



Mostafa Hesham  
Setting Strategy



Hesham Sayed  
Market research



Hazem Yassin  
market research



Rawan Mohamed  
Content creation



Youssef Badr  
Content creation

Instructor:  
Youssef Abdelsabour

# Project overview

**“La5sly” is an educational website helps Egyptian university students learn difficult subjects from each other. Top students can upload videos, audio explanations, or summaries to make studying easier for others. Every time their content is viewed or downloaded, they earn money, encouraging them to share high-quality explanations. The platform provides affordable and simple learning resources, allowing students to study at their own pace while also giving them a chance to make money from their knowledge. It creates a supportive learning community across different universities.**

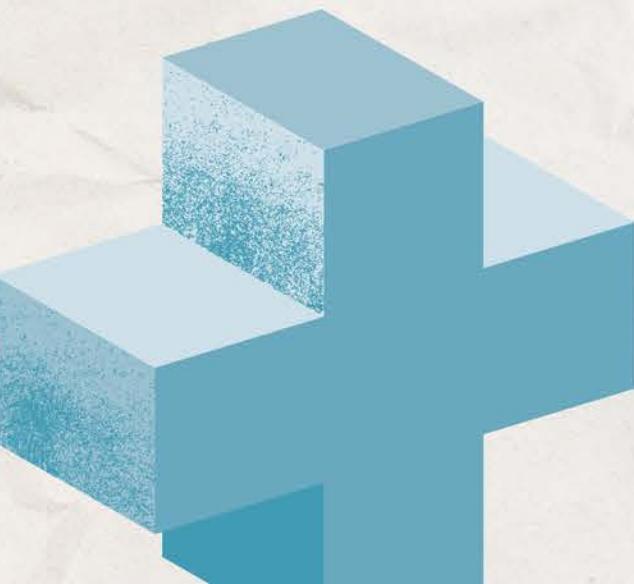
# Project objectives

- Peer-to-Peer Learning: Learn from students with similar study challenges using modern teaching methods.
- Earn Money Through Education: Top students can monetize their knowledge by sharing study materials.
- Affordable & Accessible Learning: Budget-friendly alternative to expensive private tutoring.
- Bridge the Gap Between Online Courses & University Curriculums: Provide subject-specific content aligned with university exams.
- Self-Paced & Flexible Learning: Learn anytime, anywhere with videos, audios, and summaries.
- Build a Supportive Community: Encourage knowledge-sharing and academic success among students.

# Timeline



# marketing research



# What is E-learning?

- E-Learning (Electronic Learning) refers to the use of digital technology to deliver educational content remotely, allowing learners to access study materials, courses, and interactive lessons anytime and anywhere. It includes various formats such as online courses, recorded lectures, live virtual classes, interactive modules, and self-paced study materials.
- E-Learning can be accessed through computers, tablets, or smartphones and is widely used in academic education, professional training, and skill development. It offers flexibility, accessibility, and personalized learning experiences compared to traditional classroom education.

# Why is it important?

- **Flexible & Accessible:** Learn anytime, anywhere without location barriers.
- **Cost-Effective:** Saves money on travel, materials, and private tutoring.
- **Self-Paced & Personalized:** Study at your own speed with customized content.
- **Engaging & Interactive:** Uses videos, quizzes, and discussions for better learning.
- **Diverse & Up-to-Date Content:** Covers various subjects with constantly updated material.
- **Career & Skill Growth:** Gain certifications and industry-relevant skills.
- **Global Reach & Scalability:** Connects learners worldwide and trains large audiences.
- **Eco-Friendly:** Reduces paper use and travel pollution.

# The problem

Many university students in Egypt struggle with balancing work and study. Some students work alongside their studies, making it difficult for them to attend lectures or afford expensive private lessons. Meanwhile, other students focus only on studying but need a way to earn money. Additionally, there's a big gap between online courses and university curriculums. Most online courses don't fully match what students need for their exams, and private tutoring centers charge high fees, making it hard for many students to get the help they need.

## This creates three main challenges:

- Working students don't have time for traditional learning methods.
- Full-time students need a way to earn money from their knowledge.
- Lack of affordable, curriculum-specific learning resources makes it hard for students to find the right support.

# Market analysis

The global e-learning market was valued at over \$400 billion in 2022 and is projected to exceed \$600 billion by 2027. Within this, the segment of peer-to-peer learning platforms and student-driven content is gaining traction, especially in emerging markets where traditional academic support is limited.

# Competitor analysis

Competitors include traditional e-learning platforms (e.g., Coursera, Udemy), student content platforms (e.g., Studocu, Course Hero), and tutoring services. However, E-Learning differentiates itself by focusing on peer-created content, a revenue-sharing model for students, and community-driven learning tailored to local curricula and needs.

## STRENGTHS

- Free
- .....
- diverse content
- .....
- easy access
- .....

## YOUTUBE

## WEAKNESS

- No quality control
- .....
- difficult to find targeted academic content
- .....

## STRENGTHS

- Professional content
- wide topic range
- high production value

## WEAKNESS

- Not focused on university
- specific curricula
- expensive courses

## UDEMY

## STRENGTHS

- High-quality courses,
- .....
- certificates
- .....
- global reputation
- .....

## COURSERA

## WEAKNESS

- Formal structure
- .....
- lacks peer-based learning
- .....
- expensive certificates
- .....

## STRENGTHS

- Offers a wide range of academic and professional courses.
- Collaboration with well-known instructors and institutions.
- Trusted reputation in the Arab e-learning market.

## WEAKNESS

- Focuses on general knowledge, not specific university curriculum.
- Less interactive; mainly pre-recorded lectures.
- No financial incentives for content creators.

## RWAQ

## STRENGTHS

- Backed by the Queen Rania Foundation – strong funding and support.
- High production quality of courses
- Covers a mix of academic, personal development, and business topics.

## WEAKNESS

- Not tailored for university students' daily study needs.
- No system for user-generated content – content is limited to their creators.
- o Limited engagement and no real peer-to-peer interaction.

## EDRAAK

## STRENGTHS

- Massive video library for school-level education (K-12)
- Simple, visual explanations for subjects.
- Well-known in Egypt and some Arab countries.

## WEAKNESS

- Focused on school content – irrelevant to university students.
- Basic platform – lacks advanced features or monetization.
- Content is not regularly updated.

## NAFHAM

# La5sly SWOT analysis

# S

## STRENGTHS

- Peer-to-peer learning model makes content relatable and practical.
- Low-cost access compared to traditional tutoring or platforms.
- Revenue model motivates student creators = high-quality content.
- Multimedia approach (video/audio + summaries) increases engagement

# W

## WEAKNESSES

- Relies on student-generated content potential inconsistency in quality.
- Needs strong moderation to ensure accuracy and academic integrity.
- Early-stage platform may struggle with user acquisition and trust

# O

## OPPORTUNITIES

- Growing demand for affordable, flexible learning tools.
- Expansion into different universities/regions with localized content.
- Partnerships with educational institutions to boost credibility.
- Mobile app development for better accessibility.

# T

## THREATS

- Competition from established platforms (Studocu, Course Hero, YouTube).
- Legal/ethical concerns regarding sharing copyrighted academic material.
- User retention challenges if content variety is limited.
- Dependence on student engagement for content creation.

# USP

**Our platform is the first of its kind in the region to provide student-generated educational content, tailored specifically for local university curricula.**

**We empower top students to monetize their knowledge while helping peers understand complex subjects in a peer-to-peer learning environment.**

**The gamified rewards system, content rating, and faculty-based categorization ensure high-quality, relevant, and interactive learning.**

## **Key USPs:**

- Peer-to-Peer Learning: Students learn from fellow students in a relatable, simplified way.**
- Monetization: Creators earn per view/download, motivating high-quality content creation.**
- Interactive & Engaging: Short videos, summaries, and gamified features keep users engaged.**
- Community-Driven: Built by students, for students.**

# Suggested survey

- Do you use online videos or summaries for studying?
- Do you prefer content from fellow students over professors?
- Are you willing to pay for high-quality, concise content?
- Would you consider creating educational content for payment?
- Which platform do you use most? (Instagram - YouTube - TikTok)
- What is your faculty and major?

# Recommendations

**Start with high-volume faculties like Business and Engineering**

- ☒ **Implement a rating and review system for content**
- ☒ **Provide solid financial incentives for top content creators**
- ☒ **Market via Instagram and TikTok using short-form video content**
- ☒ **Collaborate with university student unions to promote the platform**
- ☒ **Add a “Top Viewed Videos” section to encourage engagement**



# Top student persona



**Sara**  
**The Study-Only Student**  
Age: 23  
University: University  
Student (Mostly in STEM,  
Business, or Humanities)  
Year: 4rd year

## Behavior

Spends most of their time studying and preparing for exams.  
Watches educational videos and follows study pages on social media.  
Prefers structured study methods and proven learning techniques.  
Looks for flexible ways to earn extra money.

## Personality

Focused on studying, spends most of their time preparing for exams and assignments.

## Preferred Content

Short and to-the-point educational videos.  
Productivity and study motivation content.  
Real-life student success stories.  
Interactive learning tools (quizzes, polls, discussions).

## How to attract him

Promote “Earn While You Learn” – Emphasize that they can make money without sacrificing study time.  
Showcase student success stories – Real examples of people benefiting from the platform.  
Provide easy-to-use tools – Simple video creation guides and AI support for making content.  
Engage with interactive challenges – Incentives for students to start sharing knowledge.  
Highlight the flexibility – No fixed hours, work at their convenience.

## Pain Points

No income source, fully dependent on family.  
Can't work a traditional job due to a heavy academic schedule.  
Feels studying is isolating and mentally exhausting.  
Lacks motivation to revise and engage with studies.

## Goals

Earn money without affecting study time.  
Stay productive and make studying more interactive.  
Gain experience that adds value to their future career.  
Help others understand difficult topics.



# Normal student persona



Ahmed

The Hustling Business  
Student

Age: 21

University: Cairo University –  
Faculty of Commerce  
Year: 3rd year

## Behavior

Spends 4–5 hours/day on Instagram, TikTok, and YouTube.  
Looks for study hacks, summaries, and exam tips.  
Interested in opportunities to earn money online.

## Personality

Ambitious, time-constrained, tech-savvy, values practical and efficient learning.

## Preferred Content

Short videos (1–5 min) explaining specific topics.  
Summarized PDFs and voice notes by students like him.  
Rated content so he can trust what to use.

## How to attract him

Run ads on Instagram/TikTok targeting university students.  
Highlight quick access to exam-ready content.  
Promote “Earn from your knowledge” to attract him as a content creator too.

## Pain Points

Struggles to find high-quality, concise study content tailored to his curriculum.  
Feels overwhelmed by large volumes of study materials.  
Wastes time on YouTube looking for relevant content and gets distracted.

## Goals

Pass exams with good grades while balancing side projects or part-time work.  
Find simplified, reliable study materials fast.  
Learn from peers rather than long, boring lectures.

# Identifying a Target Audience

## Gender

male, female, all genders

## Age

18-25 years old, University students

## Income Level

Students  
low income

## Hobbies

gardening, playing basketball, craft

## Geography

town, city, country,  
All over Egypt

## Behavior

- Daily use of social media platforms
- Preference for short, engaging, and interactive content
- Constant search for easy study methods and ready-made summaries



# Business model



## KEY PARTNERS

- Universities & Student Unions
- Influencer Students / Content Creators
- Payment Platforms (Fawry, PayPal)
- Advertisers targeting student demographics



## KEY ACTIVITIES

- Platform Development & Maintenance
- Content Moderation & Quality Control
- Marketing Campaigns (Social Media, Universities)
- Customer Support & User Engagement



## KEY RESOURCES

- Development Team (Web & App)
- Hosting Infrastructure (Servers, Cloud Storage)
- Payment Gateway Integration
- Marketing Team & Creatives



## VALUE PROPOSITIONS

- Affordable, Relevant Educational Content tailored to university curricula
- Peer-to-peer learning by top students
- Enable students to earn money from their knowledge
- Time-saving, concise materials for efficient exam prep



## CUSTOMER RELATIONSHIPS

- User Reviews and Ratings System
- Incentives for content creators (per view/download earnings)
- Active Social Media Engagement
- Support channels (Chat, Email)



## CHANNELS

- Official Website / Mobile App
- Social Media Platforms (Instagram, TikTok, YouTube)
- University Partnerships / Ambassadors
- Influencer Marketing & Promotions



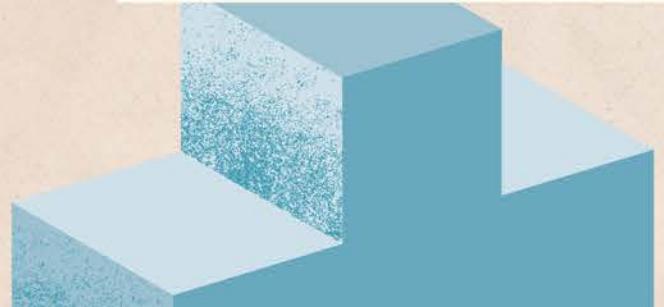
## CUSTOMER SEGMENTS

- University Students (Ages 18-24) looking for fast, simplified study resources
- Top-performing students who want to monetize their academic content



## COST STRUCTURE

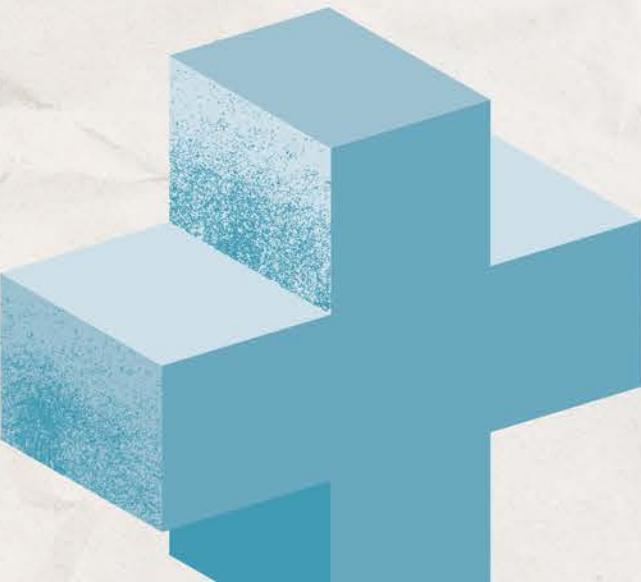
- Platform Development & Technical Maintenance
- Server Hosting & Data Storage Costs
- Payment Processing Fees
- Marketing & Advertising Spend
- Content Moderation Team



## REVENUE STREAMS

- Pay-per-view or download (small fee per content consumption)
- Subscription Plans (Future) - monthly/annual for unlimited access
- Advertisements & Sponsorships from brands targeting students
- Affiliate Programs with learning tools, bookstores, etc.

# *Setting Strategy*



# Branding & Messaging

- Brand Identity: Modern, youth-oriented, and collaborative.
- Tone of Voice: Friendly, engaging, and relatable.
- Unique Value Proposition (UVP): "Learn from your peers, earn from your knowledge!"
- Slogan: شرح بسيط...مكتب أكيد
- Key Messaging:
  - "Turn your study notes into income."
  - "Learn smarter, not harder."
  - "Why pay for expensive tutoring when you can learn from peers?"



# Objectives & Goals

- Increase brand awareness among university students across Egypt.
- Drive platform adoption by encouraging students to upload and access study materials.
- Generate engagement by creating a peer-to-peer learning community.
- Monetize content creators to attract top-performing students to contribute.
- Optimize marketing spend by focusing on high-ROI channels.

# Social media platforms

Instagram, TikTok, WhatsApp, Facebook, LinkedIn.

## Strategies

- Short-form video content (study hacks, tips, and success stories).
- Instagram, TikTok, and Facebook Reels for maximum engagement.
- Interactive content (polls, quizzes, and live Q&A sessions).
- Stories & Highlights showcasing student testimonials and website walkthroughs.
- Semi formal blogs talking about “La5sly” benefits.

# Action plan

## Awareness phase

**Objective: Educate students about the platform & its benefits.**

- Collaborate with leaders from each academic year to promote the website in student groups.
- Run on-campus awareness campaigns through flyers, posters, and student meet-ups, or join youth related events.
- Host free online webinars to introduce the platform's benefits.

# Action plan Digital awareness phase

- **Informational Launch Post/Shooting reels**

**Design a visually engaging Instagram/TikTok posts or reels explaining : How they can earn money by sharing their notes?**

- **Launch interviews with students in the universities asking them if they can get money from studying?**
- **Collaborate with educational content creators**
- **Create a free subscription in the 1<sup>st</sup> month to allow free trial for the students.**
- **Promote campaigns on WhatsApp groups for students.**

# Action plan Credibility phase

**Objective: Showcase peer learning success stories.**

- Student testimonials & UGC videos (Instagram, TikTok).
- Instagram Stories & Highlights featuring real users.
- Micro-influencer collaborations for authenticity.
- WhatsApp status for top students sharing their uploaded videos

# Action plan Educational Value phase

**Objective:** Offer engaging & valuable educational insights.

- Short study tip videos & reels.
- Instagram carousel posts on study hacks.
- SEO blogs & newsletters with exam preparation guides.

# Action plan Personalization phase

**Objective: Make learning more personalized.**

- “Find Your Learning Style” quiz for tailored study methods.
- Personalized study tips via email & WhatsApp.
- Interactive Instagram & TikTok Stories with learning hacks.
- 1 to 1 meeting with the top students to get more information

# KPI's

Budget for paid ads	Metric	Value
Targeted New Users		USD 50 (EGP 2500)
		500 users
Organic Reach (without promotion) per post		70 per day
Paid Reach (with promotion)		1500 per day
Number of Active Users per Month		1200 per month
Engagement Level (using engagement formula)		8%

# Content Creation

## phase 1

Awareness (Introducing the Concept)

**Objective:** Educate students about the platform and how they can benefit from it.

Create a detailed post explaining the platform, how it works, and how students can earn money by sharing their knowledge.

## phase 2

Building Credibility (Real Student Experiences)

**Objective:** Show real-life examples of students learning from each other.

Record short interviews with students (friends or others) sharing how peer learning has helped them understand subjects better.

## phase 3

Engagement (Encouraging Interaction)

**Objective:** Spark discussions and increase student involvement.

Post engaging questions like: "If you could explain one topic to others, what would it be?" to encourage students to think about their strengths.

# Content Creation

## Phase 4

**Educational Value (Providing Useful Content)**

**Objective:** Offer valuable educational insights to attract more users.

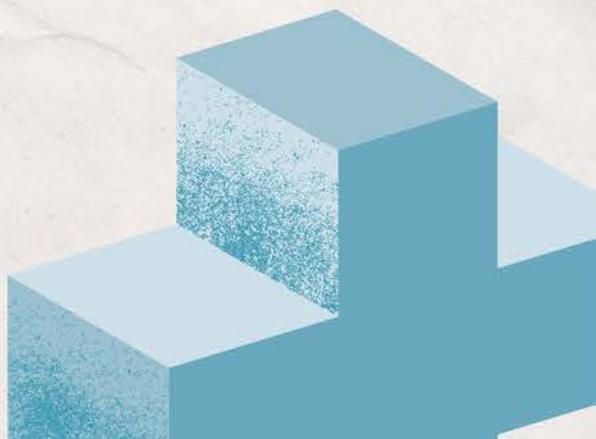
Create short, engaging posts or videos about topics like "Why short explanation videos are more effective than long ones?"

## Phase 5

**Personalization (Helping Students Understand Their Learning Style)**

**Objective:** Make students feel connected by helping them discover their learning style.

Develop a quick quiz to determine the best learning method for each student, making the platform feel more personalized.



# Content Creation

<b>Month</b>	<b>Week</b>	<b>Phase</b>	<b>Content Topics</b>
April	Week 1	Phase 1: Awareness	- What is La5sly? (Explainer post)
			- How to Earn by Sharing Knowledge
April	Week 2	Phase 1: Awareness	- Your Learning Community Awaits! (Call to action)
			- Benefits of Peer Learning
April	Week 3	Phase 2: Building Credibility	- Meet Our Users (Student testimonials)
			- Why Peer Learning Works
April	Week 4	Phase 2: Building Credibility	- From Doubt to Confidence (Before & After Stories)
			- Success Stories
May	Week 1	Phase 3: Engagement	- Share Your Expertise (Discussion post)
			- Your Turn to Teach!
May	Week 2	Phase 3: Engagement	- Weekly Challenge (Interactive Learning Task)
			- Best Learning Advice Poll
May	Week 3	Phase 4: Educational Value	- Short vs. Long Explanations (Why Concise Content Wins)
			- Study Hacks
May	Week 4	Phase 4: Educational Value	- Learn Faster with La5sly (Time-Saving Techniques)
			- Effective Note-Taking

# Content Creation

June	Week 1	Phase 5: Personalization	<ul style="list-style-type: none"><li>- Whats Your Learning Style? (Quiz)</li><li>- Best Learning Methods for You</li></ul>
June	Week 2	Phase 5: Personalization	<ul style="list-style-type: none"><li>- Personalized Learning with La5sly</li><li>- Tips for Better Retention</li></ul>
June	Week 3	Review & Engagement	<ul style="list-style-type: none"><li>- Recap of Best Posts (Highlights)</li><li>- Student Shoutouts</li></ul>
June	Week 4	Community Growth	<ul style="list-style-type: none"><li>- Invite Friends Challenge</li><li>- Future Content Sneak Peek</li></ul>

*Thank You.*