

# **MYCOURSE EXECUTIVE SUMMARY**

## **INTRODUCTION**

If we are training them (students) for the past we are not making them a favour, so we have to invest collectively in changing our system. For us to improve our education system in Nigeria we have to leverage on technology (internet) to catalyze our learning process. There is a need for us to redefine our education system so that student can be able to learn what is most important and relevant to them. There is a need to give the power back to the student by personalizing their learning process.

## **PROBLEM**

For us to have a future full of knowledgeable and impactful leaders, the youth of today must be well educated and prepared. Many student today feel dissatisfied and disconnected from school. All they say is “last last school na scam”. This behavior can be traced to two things. They are;

- A. Students are not interested in the course of their study (forced to study the course).
- B. Student tends to read majorly for exam (they study to pass and not to apply).

The student that falls into category A should not be left alone and be allowed to waste their 4 years (2, 3, 5 years as the case may be) in school. They need to learn and acquire skill that is most important to them. They should also be able to contribute something to the economy. They should also be a problem solver and be part of those that will catalyze the Nigerian economy.

The category B is where most student fall into. Due to poor education system in Nigeria, student are not able to acquire in depth information about their course of study because they only study to pass and not to apply. Many students want to learn more about a particular topic and explore more but the school system will not allow them to do that. The school system only reward those that perform well in exams and not those that are innovative. Should we allow the school system to kill our creativity? Should we allow lack of resources to hinder us?

## **SOLUTION**

Technology can be used to redefine our learning process by leveraging on existing resource and this is where MyCourse comes in. MyCourse is an online educational material sharing portal that leverage on internet (using high level algorithm) to generate a course specific content for the user. Student can download their course material from the platform and also compare it with what is taught in other school. Through the internet generated content, the student can also experience real life application of the course through various medium offered on the platform (article, videos and diagram).

The platform will also provide a new learning path where student can take a new course (apart from their school work) on the platform. The course content will be based on the best existing online material which will be organized into module after a through screening of the material by expert. The course content will allow the student to learn from various tutor as

oppose to learning from one person. Leveraging on the existing material will help to remove the cost of creating a new content. This platform will help student in diversifying into a new career that is relevant to them. This platform will also help out of school youth in starting a new career if they have access to internet. Student can learn at their own pace and even leverage on the community to interact with people of similar interest.

### **COMPETITION**

Our major competitor is Course Hero. They focus majorly on Europe and American schools. We will be targeting Africa to start with Nigeria. Our competitive advantage is being the first mover in African market. Other competitor include the various online learning platform e.g. Edx, Udacity, Coursea etc. Our competitive advantage over all these platform is the ecosystem around the platform where people can interact with people of similar interest and background.

### **MARKET**

There are over 80 million youth in Nigeria. 16 million of them are students in various higher institution. Due to high rate of unemployment in the country students are encourage to acquire a skill or more during their stay in school this will be our point of entry. The platform will be providing them the skill they need through our online courses.

### **REVENUE MODEL**

The major source of revenue will be through subscription. The premium user will be able to get certification and have access to more resources on the platform