BUSINESS PLAN

Academia

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TABLE OF CONTENTS

[**EXECUTIVE SUMMARY 3**](#_30j0zll)

[**COMPANY OVERVIEW 4**](#_avek9a5ycabr)

[**TARGET MARKET 6**](#_3dy6vkm)

[MARKET SIZE 7](#_1t3h5sf)

[MARKETING STRATEGY 8](#_donzp920qcmq)

[1. Build an Online Presence: 8](#_olaiqs1l4455)

[2. Engage with Your Audience: 8](#_qym1t6d88rt)

[3. Content Marketing: 9](#_3y5nv2fku40d)

[4. Networking and Partnerships: 9](#_13qdvd4k4nhu)

[5. Email Marketing: 10](#_z7zlenqtaui)

[6. Create Anticipation: 10](#_535lcqcyeqgq)

[**COMPETITION 11**](#_4d34og8)

[**PRODUCT OR SERVICE OFFERINGS 12**](#_3rdcrjn)

[PRODUCT OR SERVICE 12](#_26in1rg)

# EXECUTIVE SUMMARY

| In response to the growing need for better LMS platforms, our project’s main mission is to create a user-friendly and highly customizable e-learning platform that benefits students, educators, and administrators alike. From students-side, the proposed e-learning system can serve as a one-stop repository for all their study materials and tools. This system is designed to make their learning journey as smooth as possible. From educators-side, the system can provide a seamless teaching environment, fostering communication and personalization. Finally, administrators are able to gain analytical insights for informed decision-making.  The proposed e-learning system covers core areas presented in other e-learning systems. Also, it ensures accessibility and usability for students, efficient course management for teachers, and streamlined data retrieval for administrators. Other complex features like AI assistance or video conferencing are out-of-our scope due to time and resource constraints.  We are adopting an agile approach, allowing us to adapt as we go. This report includes chapters on market analysis, project details, system design, testing, results, and future possibilities. You can also find additional reports in the appendices for a deeper dive into our project journey.  **Keywords**: Learning Management System, LMS, Course Management, XAPI. |
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# COMPANY OVERVIEW

| **BACKGROUND**  We are Information Systems students and we’ve experienced different educational platforms and faced some problems while using them, hearing from our friends and teachers the problems they faced, so we decided to solve these problems throughout our graduation project.  Hybrid learning has become increasingly important since the COVID-19 pandemic began in 2020. To meet this new demand in the market, numerous platforms and applications have emerged to cater to educational institutions, individual trainers, and software companies that create platforms for specific fields of education. Each platform has unique advantages and disadvantages, but most suffer from issues such as low usability, difficult maintenance, and a focus on specific types of education. Our team recognizes the need for a better platform and has decided to develop one to meet the needs of learners and educators.  **OBJECTIVES**  Our team's objective and vision is to create an e-learning platform that provides a perfect learning environment for students, teaching staff, and management. We aim to create a platform that is easy to use, and customizable and provides all the necessary tools for learners and educators to succeed.   * For students, we envision a platform that acts as their personal repository containing all their studying material and all the tools they need to succeed in their specific field of study. * For educators, we envision a platform that provides a seamless environment for communication, monitoring, connecting with students, and delivering personalized education. Our platform will allow them to create their personalized classroom with every tool they need to provide the best possible education for their students. * For management, we aim to provide an analytical platform that enables them to review and evaluate their teaching staff and courses, providing a data-driven approach to decision-making. |
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| **TEAM**  **Marwan:**   * Coordination of Work. * Documentation writing and maintenance. * System Features and Requirements. * System Specification. * Database System. * Backend Servers. * Testing.   **Abd-Elrahman:**   * Survey Creation and Its Analysis. * Documentation Editing. * System Features and Requirements. * UX research. * UI Frames. * GP Presentation.   **Ahmed:**   * UseCase Descriptions. * BPMN Diagrams. * Class and ERD Diagrams. * Mobile Application. * Backend Server   **David:**   * Functional and non-functional requirements, * UseCase Descriptions. * BPMN Diagrams. * Sequence Diagrams. * Mobile Application.   **Mohamed:**   * Business plan. * UseCase Diagrams. * FrontEnd Application. * Testing. |

# TARGET MARKET

| Our primary target market includes higher education institutions, with a specific focus on Cairo University, other Egyptian universities, and the subsequent expansion to universities across the Arab world.  **1. Cairo University:**  Established in 1908, Cairo University is a leading educational institution in Egypt, with a diverse student population and a wide range of academic disciplines.  Total student enrollment: Approximately 250,000 students.  Faculty and administrative staff: Over 20,000 members.  **2. Other Egyptian Universities**:  Egypt has a robust higher education sector with numerous universities, both public and private.  Estimated total student enrollment in Egyptian universities: Over 3 million.  Faculty and administrative staff across all universities: Over 200,000.  **3. Arab World Universities (Future Expansion):**  The Arab world has a rich and diverse educational landscape, including universities in countries like Saudi Arabia, the United Arab Emirates, Jordan, and more.  Estimated total student enrollment in Arab world universities: Over 10 million.  Faculty and administrative staff across Arab world universities: Over 1 million. |
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## MARKET SIZE

| **1. Initial Target - Cairo University:**  Cairo University represents an initial user base of approximately 270,000 individuals, including students, faculty, and administrators.  **2. Egyptian Universities (Phase 1):**  The total estimated user base in Phase 1 includes over 3.2 million individuals, covering students, faculty, and administrative staff across various Egyptian universities.  **3. Arab World Universities (Future Phases):**  The future expansion to the Arab world anticipates tapping into a vast user base of over 11 million individuals, encompassing students, faculty, and administrative staff. |
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## MARKETING STRATEGY

| **1. Build an Online Presence:**a. Website: Landing Page:   * Create a captivating landing page that highlights the key features and benefits of your LMS. * Include an option for visitors to sign up for newsletters or updates.   Blog Section:   * Start a blog section on your website to share insights about e-learning trends, challenges in education, and sneak peeks into your LMS development process.  b. Social Media: Targeted Social Media Marketing:   * Utilize platforms like Facebook, Twitter, and LinkedIn for targeted advertising to reach administrators, faculty, and students in Egyptian universities. * Create engaging content in Arabic, focusing on the benefits and unique features of your LMS.   Teasers and Sneak Peeks:   * Share regular teasers and sneak peeks of the LMS design on social media platforms. * Engage with your audience by asking for feedback on specific design elements.   Behind-the-Scenes:   * Share behind-the-scenes content, such as screenshots, design sketches, and short videos of the development process. * Use relevant hashtags to increase visibility.  **2. Engage with Your Audience:**a. Surveys and Feedback:  * Conduct surveys to gather input from your target audience about their expectations from an LMS. * Ask for feedback on specific design aspects, ensuring that user preferences are considered during development.  **3. Content Marketing:**a. Educational Content:  * Create content related to e-learning and the benefits of modern LMS systems. * Develop articles, infographics, and short videos explaining how your LMS design addresses specific challenges in education.  b. Arabic Content Creation:  * Develop a blog on your website that publishes informative articles and case studies in Arabic, showcasing the effectiveness of your LMS. * Create video content in Arabic that demonstrates the features and benefits of the platform.  **4. Networking and Partnerships:**a. Industry Events and Conferences:  * Attend virtual industry events and conferences related to education technology. * Participate in panel discussions or workshops to share insights into the importance of design in LMS.  b. Collaborate with Educational Influencers:  * Identify and reach out to influencers in the educational technology space. * Collaborate with them to share their thoughts on the significance of a well-designed LMS.  c. Collaborate with Educational Institutions:  * Establish partnerships with key educational institutions in Egypt for joint promotional activities. * Offer special incentives for early adopters among these institutions.  d. Educational Organizations and Associations:  * Join and participate in local educational associations and events to build credibility. * Sponsor or participate in conferences and workshops related to education and technology.  **5. Email Marketing:**a. Newsletter Campaigns:  * Start building an email list by encouraging visitors to subscribe to newsletters on your website. * Send regular updates on the progress of your LMS design, feature highlights, and anticipated launch dates.  b. Exclusive Access:  * Offer exclusive access or early demos to subscribers as a way of rewarding their early interest and building a sense of exclusivity.  **6. Create Anticipation:**a. Countdowns and Timelines:  * Implement countdowns and timelines on your website and social media, creating a sense of anticipation for the upcoming LMS launch.  b. Beta Testing Opportunities:  * Announce opportunities for educational institutions to participate in beta testing. * Highlight the benefits of being early adopters and contributors to the refinement of the LMS. |
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# COMPETITION

| In this section, we will discuss the advantages and disadvantages of some of the most popular e-learning platforms currently available. For the full competitors' Analysis please refer to the index. These platforms include: **Blackboard:**  Blackboard is a very popular e-learning platform that offers a variety of features, including communication tools, course management, and content management. Its advantages include its flexibility and its ability to integrate with various other educational tools. It is extremely versatile due to its many features like video streaming and a mobile app available too. However, its disadvantages include its complexity and the steep learning curve required to use it effectively due to how complicated the interface may be to inexperienced students alongside connection issues that may happen in areas with poor internet connections. **Acadox:** Acadox is a learning management system that offers features such as course management, assignment submission, and student attendance tracking. Its advantages include its high ease of use and its flexibility. However, its disadvantages include its limited customization options, lack of advanced features and proper marketing with big institutions. **Thinqi:** Thinqi is a cloud-based e-learning platform that offers features such as course creation, collaboration tools, and learner management. Its advantages include its user-friendly interface and its ability to be customized to fit the needs of specific users. However, its disadvantages include its lack of advanced features and its limited reporting capabilities. **Google Classroom:** Google Classroom is a free e-learning platform that offers features such as course management, assignment creation, and student progress tracking. Its advantages include its ease of use and its integration with other Google tools. However, its disadvantages include its limited customisation options and its lack of advanced features though those disadvantages can be seen as targeting a specific customer profile who needs a simple and lightweight educational platform. **Ain Shams:** Ain Shams is a popular e-learning platform used by ِAin shams University. Its advantages include its ease of use and its flexibility. However, its disadvantages include its limited customization options and its lack of advanced features. |
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# SERVICE OFFERINGS

## SERVICE

| Our team aims to create a platform that provides a better user experience, better maintenance and monitoring for educators. We will focus on addressing the shortcomings of other mainstream platforms. **The key features:**  * Acting as a material repository for students * Conducting quizzes and tracking grades * Providing easy-to-use tools for educators to communicate with students and track their progress. * Advanced analytics and reporting capabilities that provide insight into student performance, course effectiveness, and learning outcomes. * Support for mobile learning, allowing students to access content and interact with their instructors on their smartphones and tablets. * Accessibility features, such as closed captioning, text-to-speech, and other assistive technologies to ensure that all learners have equal access to the content. * Personalized learning paths and adaptive assessments that provide tailored learning experiences based on individual student needs and abilities.  **Leading principals:**  * + - **User-centric design:**   Our team is committed to creating a platform that is intuitive, easy to use, and meets the needs of our users. We will prioritize user feedback throughout the development process to ensure that our platform is tailored to the needs of modern learners and educators.   * + - **Analytics and reporting:**   Our platform will provide advanced analytics and reporting capabilities that provide insight into student performance, course effectiveness, and learning outcomes. This will enable educators and management to make data-driven decisions and continuously improve the learning experience. |
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