

Micro-Enterprise and Exceed Robotics - Phase 1

Introduction

We (Micro-Enterprise) aim to provide Web Development Training as well as industrial exposure to those who have completed the required training through off-site internships in partnership with Exceed Robotics.

Phase 1 - Proposal :

March Logistics:

- Confirmed Start Date: 9-03-2020
- Courses launching: HTM100
- Price: 0 CAD
- Age Groups: 10 - 18
- Class Dates: Every Monday for 4 classes
- Class Timings: 7:00 - 8:00 PM
- Classes To Occupy: 1 (May change based on audience response)
- Software Required: VScode (0\$), Git (0\$), Python(0\$) and pip(0\$)
- People visiting Exceed to teach: Me + (4 Co-founders) + (Guaranteed 1 Instructor and Maximum 4 Instructors)

Marketing Strategy:

- The first course will always be free for anyone forever.
- We will be using advanced tools built by us (more about it below) to differentiate us and show a huge value addition to the student's knowledge base.
- This demonstrated value and perceived demand through limited seats (creates competition to join (university strategy)) will be the basis for students to continue courses. (We are quite confident in providing great value, hence this strategy)

Future Plans to Phase 2:

- Phase 2 will be the release of CSS100. HTM100 will continue.
- Only students clearing the final exam would be allowed to graduate to CSS100, else they repeat.
- Refer to Micro-Institute of Computer Science (MICS) Document provided earlier for a longer timeline.

USP

Out of many competitors, here is why customers will choose us:

- **Guaranteed Internship Opportunity**
 - Upon completion of certain sets of courses, students will unlock the internship track where they will get a guaranteed chance to work for a real-world organization to get experience and an internship letter on completion.
- **Coderman for realtime deployment**
 - We have created a tool called Coderman which automatically deploys student's code to the web seamlessly. So at the end of the day they will get a link like `portfolio.com/my-name/my-website-1` so that they can share their creations with the world every single class! (Also helps as word-of-mouth)
- **Backendless**
 - This is a long-running tool of ours that can be used as IAAS for backend development as well as provide a sandboxed experience when people are learning databases and backend development
- **Elite Product-Positioning**
 - Through testing and weekly assignments, we will position ourselves as an elite group to get into, therefore making it all the more lucrative for future customers. We also have plans to reach out to local companies regularly and establish an MOU to increase employer reputation and recognition of this stream.

Requests To Exceed Robotics

- **Student Accounts + Software**
 - We have spoken about this and I will accordingly take Exceed Mississauga Branch manager's help in achieving this.
- **To send a marketing message**
 - We aspire for Exceed to send a marketing message (after your approval of the message) on behalf of us (We will provide the entire message) to ensure customer awareness of the new free offering of HTM100 starting on 9th March.
- **Permittance to hand out flyers to live customers in reception:**
 - It would be great if you could let us keep some flyers about the upcoming course in your reception for parents to see.
- **Add Web-Stream to Exceed's website.**
 - It would be great if you could add our course offerings on Exceed's Official page, for maximum publicity.