



IDEALIZE 2023

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## TEAM PROPOSAL

Organized by  
AIESEC in University of Moratuwa



<b>TEAM NAME</b>	<b>BIT LORDS</b>
<b>CATEGORY(WEB/APP)</b>	<b>WEB</b>
<b>SCHOOL / OPEN</b>	<b>OPEN</b>
<b>NAME OF THE APP/WEB</b>	<b>OpenEdLibrary</b>
<b>FIELD OF THE APP/WEB</b>	<b>Education</b>

## **PROBLEM DEFINITION, BACKGROUND & MOTIVATION**

**Problem Definition:** The lack of affordable and high-quality educational resources hinders students, particularly those from disadvantaged backgrounds, from accessing necessary books and courses. This limits their learning opportunities and academic success.

**Background & Motivation:** Our motivation is to address the educational gap by providing free access to educational resources. We believe in the power of self-study and lifelong learning, and we aim to create an inclusive platform that enables knowledge access for all.

**Solution:** The free educational platform on our website, "OpenEdLibrary," directly addresses the mentioned issue. It provides a wide range of free books as well as a variety of academic levels and subject-specific courses. Our simple structure provides simple navigation, enabling students to easily access the content they need.

## **WEB OVERVIEW , UNIQUENESS OF THE AWEB**

**Web overview:** **OpenEdLibrary** is an educational web platform designed to provide free access to educational resources, including books and courses, to students of all backgrounds. With a user-friendly interface and a comprehensive library of materials, **OpenEdLibrary** aims to empower learners by making education easily accessible and fostering a vibrant learning community.

**Uniqueness:** OpenEdLibrary is unique because it offers:

1. **Comprehensive and Free:** A wide range of free books and courses for learners without financial barriers.
2. **Mobile-Friendly:** Accessible learning anytime, anywhere, on any device.
3. **User-Friendly Interface:** Easy navigation and resource search for a seamless learning experience.

## IMPLEMENTATION

**Implementation:** To implement openEdLibrary Web, we will Gather requirements, Design and prototype, Develop backend and integrate API, Implement frontend using HTML, CSS, and JavaScript and Integrate content for easy navigation, Add community features, Test for functionality, performance, and usability. After that Deploy and launch for user access and awareness.

### **Promotional Strategies:**

To attract subscribers and grow our user base, we will use social media marketing, content creation, and partnerships with educational institutions. These strategies aim to increase visibility, engage the audience, and position ourselves as a reliable educational platform.

## **IMPLEMENTATION & MARKETING PLAN**

### **Development Plan:**

This development plan outlines the key stages: initial development, MVP, iterative development, mobile app development, and continuous improvement.

1. Initial Development: Gather requirements, design, and prototype the app/web.
2. Minimum Viable Product (MVP): Develop essential features for the book library and basic course functionality.
3. Iterative Development: Continuously enhance the app/web based on user feedback and market trends.
4. Mobile App Development: Create mobile apps for iOS and Android platforms.
5. Continuous Improvement: Refine features, optimize performance, and add new functionalities based on user needs.

**Marketing Plan:** To enter the app/web market and attract customers, we will implement targeted advertising, influencer marketing, content creation, and social media marketing. These strategies aim to reach our audience, enhance credibility, and establish our brand as a trusted resource.

## TEAM DETAILS



**Shevin Mitipolaarachchi**

IIT

200008002480

[shevin.20221204@iit.ac.lk](mailto:shevin.20221204@iit.ac.lk)

0759209011



**Punsath Vidunayana**

IIT

200214401150

[punsath.20221072@iit.ac.lk](mailto:punsath.20221072@iit.ac.lk)

0701068476

## TEAM DETAILS



**Kalana Tharusha**  
Curtin University  
200117403639  
[kalana.contact@yahoo.com](mailto:kalana.contact@yahoo.com)  
0710409444



**Isuru Chandika**  
IIT  
200214002104  
[isuru.20221279@iit.ac.lk](mailto:isuru.20221279@iit.ac.lk)  
0754812846



## TEAM DETAILS



**Isuru Eranga**

IIT

200103300535

[isuru.20221123@iit.ac.lk](mailto:isuru.20221123@iit.ac.lk)

0768083220



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