

## **EXECUTIVE SUMMARY:**

This project will bring dozens of highest-quality, ready-to-sell business and marketing courses to Canva within 60 days with minimal involvement by the Canva team. Canva will sell these courses to small business owners for an immediate revenue increase.

Elearning is a fantastic opportunity that other companies serving entrepreneurs are using by adding to their core offering. Fiverr.com is an example. The challenge is cost and time to bring this to market.

Having Alex and his team take on this project will save over \$100,000 and result in better courses compared to doing this on your own because Canva won't have to invest in filming equipment, studio space, hiring instructors, editors, designers, or anyone to manage all this.

Alex Genadinik is a top 1% Udemy instructor with 7+ years of success in Elearning. Alex has created 100+ business and marketing courses which include a large number of bestsellers. He has a team of designers and video editors he can bring to Canva. The courses are top-of-the-line courses with high-quality audio, video, visual learning, and most importantly created by a business expert who is also a veteran online teacher.