

Project name: e-know earth

Sector: Education

Web platform

Spanish Language

Framework: Laravel

Delivery date: 06/15/19

The concept of e-know earth is to create an educational platform through videos (very similar to openenglish or udemy) but with economic benefits, in which there will be 4 roles: affiliate (students), teachers, administrators and supervisors. The platform will work as follows, explaining each part.

Welcome screen

1. You will have a home page where all the information and benefits of the service will be displayed (name of the file: description e-know), as well as some of the courses that are available on the platform, download the mobile application, among others more things. This page is where users can also register or enter their respective accounts. The interface should be visually pleasing and attractive to visitors both the welcome screen and all other sections of the platform.

Examples of pages:

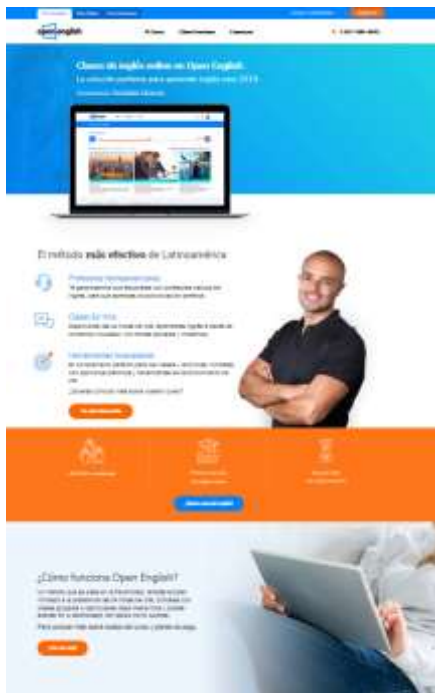
<https://colorlib.com/preview/#ezuca>

<https://colorlib.com/preview/#educrown>

<https://colorlib.com/preview/#academy>

<https://colorlib.com/preview/#academica>

<https://colorlib.com/preview/#edusmart>



Registration Form

1. In the registration form the new users will have to first complete the following information: Name (s), surnames, CURP, country, address, Zip Code, date of birth, sex, email and password.

2. Then a screen will appear asking for your account number, interbank key, name of the bank to which the generated profits will be deposited, RFC and tax deduction form, which will be 2 forms, in both forms you must appear a text box where you describe to the user what each form consists of:

- **assimilated to salary:**

Description: You will not have to pay VAT, we will take care of the deduction of your taxes, so your nothing you will have to worry about to earn more money.

- **individual services**

Description: We will not withhold the VAT, we will deliver your invoice (to the email you registered) so that you can make the tax deduction as it suits you.

This form will have the following conditions:

- If the new user is under 18 years of age, they will be asked for all the previous data, but instead of being the new user they will be from their legal guardian (over 18 years old). In addition to these they must enter the name and surname of the legal guardian .
- If the user selects the option "assimilated to salaries", the document called ASIMILADOS will be downloaded and a message will appear saying: "Please fill in the following document with the information I provide for verification".
- If the user selects the option of "assimilated to salaries", a button must appear to upload the document that was downloaded in the previous condition and this way, it reaches the supervisor, it must be in docx or pdf format.

Example

3. All new users must accept the terms and conditions of the service. (Name of the folder: terms) either showing all the terms in a textarea and checkbox or simply with the checkbox and the links to the pages where the terms and conditions are.

Examples:



4. All new registered users will become automatically affiliated.
5. All new users must wait for a supervisor to authorize them, since the data provided will be verified manually, so that the new user will see a popup with the following message “El tiempo promedio de aceptación de registro es de aproximadamente 3 días, podrá acceder una vez completando este proceso”.
6. The interface of the registration form will be full screen, similar to the following example:

[illegible]

Access to the platform

- 1 Registered users can access the system through registered email and a password they provided at the time of registration.

Panel of teachers

1. The roles of teachers can be created only by the administrator, either by creating a new user with a teacher role or by converting an affiliate previously registered in the system to a teacher.
2. The system will forcefully request your CV or resume (similar to LinkedIn). This will be received by the administrator for validation and subsequent publication in such a way that the affiliates that enter your course know the profile of who will teach them the subject. The teacher will fill in a template that the system will later show in the teachers' profiles. The data that the template should carry are:

- Academic degree
- Extract

- Professional experience
- Education
- Achievements / recognitions / courses / awards / projects

Display example



If a user clicks on the "know more" button, the full CV will be displayed

3. Teachers will access your panel in the same way through the welcome page with your email and password

4. Teachers will be responsible for uploading videos to the platform, as well as complementary material in case they consider it necessary such as PDF, links, documents, among others (similar to YouTube with the description of the video).

Example:

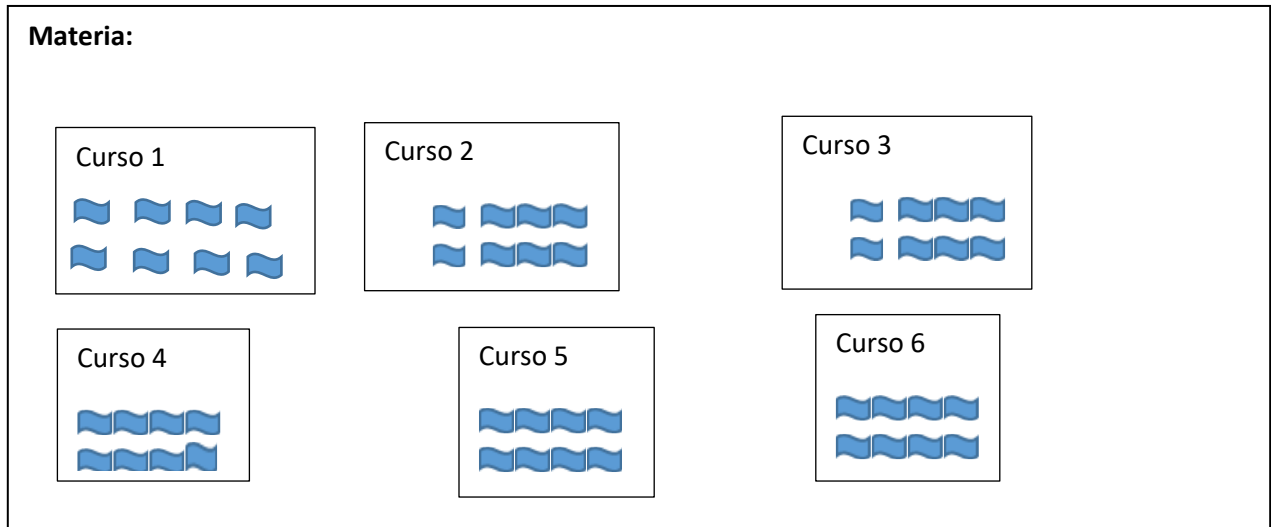


5. The professor will not be able to make subsequent modifications neither to his videos nor to his complementary material (only the administrator will be able to do this)
6. Teachers will have to upload 8 videos each month.
7. Teachers will upload videos for only 6 months (6 courses)
8. A teacher will be a teacher of only 1 subject, can not be a teacher of more subjects, neither during the 6 months nor later.

9. Each month will be equivalent to 1 course, so it will be 1 single subject with 6 courses for 6 months.
10. The time of life of the role of professor will be of only 6 months, which is equivalent to 48 videos in total that will have to go up. After 6 months will be blocked the option to upload videos only, but will continue to have the teacher profile so they can continue visualizing their students.
11. Teachers can only be teachers of only one subject.

12. The structure of the courses and subjects is explained in the following example:

What is going green are the courses (each at \$ 1200 MXN)



13. If a teacher does not meet the required videos in each month, the system will notify the administrator.
14. The teacher at the time of uploading their videos will have to put a publication date (similar to the scheduled Facebook posts), with the restriction that, if the 8 videos of the month are not present, the unit will not appear on the platform
15. Teachers will also have a side panel as well as affiliates.

16. The main panel will have different statistics within which you will find:

- Wallet (where the generated money will be shown)
- Sponsored (affiliates that you invite to your course and consequently earn money from them as a normal affiliate)
- Students (students who have in their course, have been invited by the or not)
- courses

Affiliate panel.

- Affiliates can see the entire list of all the different subjects available on the platform (with the teacher's photo, CV or resume and a very brief description of what the subject is about)
- Clicking on a subject will break down the available courses of that subject, and the topics to address in that course and with a text box that appears only when the cursor is posed the area will show a brief description of

what each theme (possible design of how teachers can see users, courses and subjects is attached) (Name of file: App). The charges will be per course and will always be the same for everyone (\$ 1200 MXN)

3. The affiliate will have a section where he will only show his purchased courses.

4. Affiliates can buy the courses of the subjects they want independently, it will not be necessary to buy all the material, but with the restriction that if they wish to acquire a higher course they will have to previously acquire the previous courses (they will be acquired in sequence).

5. Affiliates will only be able to see the videos of the courses they have purchased and buy new courses.

6. Affiliates may rate the quality of the videos by means of stars, additional may send comments for improvement, all this will only be notified to the administrator (rating system equal to the google store).

7. The affiliate will be shown the progress of their course, should have a progress bar of the subject in which if the full affiliate the 6 courses will be filled 100% and so on, also that video has already seen, with some type of visual annotation (like doulingo and YouTube).

8. When beginning to see a course, the following message should appear:

<u>"Instrucciones antes de comenzar."</u>									
~ Realiza anotaciones de aquello que concideres importante.									
~ Si te quedan dudas en el significado de alguna palabra, buscar su significado en el Diccionario de la REA.									
~ Profundizar con el contenido complementario.									
~ Descansar un poco despues de cada video.									

9. The main panel will have the following statistics

a. Total number of sponsored

b. Completed subjects

c. Purchased matters

d. My accounts (money generated)

and. Last 10 sponsored (dates go on time, 5 days ago, for example)

Side panel

F. Diagram of the branching of the sponsored (explained later in general considerations, point 11).

g. Profile (detailed in general considerations)

h. Available courses (you can view all courses available on the platform)

i. My courses (purchased courses)

j. Training (tour to know your panel, will be similar to the applications when it is occupied for the first time to know the functions, among other things).

Administrator panel.

1. The administrator will be able to see all the users in the system, both teachers and affiliates and supervisors, as well as the files that each one sends, in the case of the affiliates, it will be able to visualize the document that those who selected in the registry send. way of deduction of taxes from "assimilated to salaries", in the case of being a teacher, you can see the information that contains the CV of the teacher who came up through the form.
2. The administrator will be the only one in charge of being able to register teachers
3. The administrator can delete or block users
4. The administrator will be the only one in charge of opening new subjects
5. You can change and assign teachers in the subjects
6. He will be in charge of being able to make modifications to the videos and complementary material of the teachers.
10. The main panel will have the following statistics
 - a. Number of teachers
 - b. Number of existing materials
 - c. Money raised from the company
 - d. Total number of affiliates.
 - e. Affiliated by region
 - F. Most active members
11. The administrator will be able to see all the subjects, as well as the relation of matter, teacher and affiliate enrolled in each one.
12. The administrator can delete materials and videos
13. The administrator can see the relationship between sponsors and teachers
14. You can see the breakdown of the divisions of the profits each month, you can also export it to pdf or Excel format
15. Being able to have the option to send messages to all users
16. Create a monthly report or at the request of the administrator (attached report format File name: 1 general record)
17. You will have all the privileges of an administrator.

Supervisor panel.

1. They can edit or delete videos
2. You can consult and generate reports in Excel or pdf format.
3. On the 15th of each month the real deposits will be made to the affiliates and teachers, therefore, a report is generated in pdf format to know the user, account number, interbank key, name of the bank, type of deduction

of taxes and the amount that will have to be deposited to each one, therefore, once this cut of money is made, the account of all the users in the system would appear in zeros.

4. The reports will be generated and visualized on a monthly basis.

5. They will be responsible for authorizing new registrants, if a registration is not authorized, it will be deleted and the user will have to start the whole process again.

6. You can see all active members by month and subject

Payment methods

1. All users, both affiliated and teachers, must link a credit / debit card (similar to google) with their account in order to receive the corresponding payments generated by their activity on the platform (specified in the registration form section).).

2. The API of Stripe will be integrated (<https://stripe.com/>), so that the affiliates and teachers when buying a course can do it through the different methods offered by this platform.

3. All money movements will be virtual, that is, they will only be amounts, the system will never handle or make real money transactions at any time, all the real money will be handled by the Stripe platform.

4. The API of Stripe will notify the administrator and the affiliate has made a payment for a course, so that he is aware and can already enter the course.

5. Affiliates can buy new courses with the money they have available in their account (of what they have generated). Whenever you occupy it, before the monthly cuts, since each court your account will appear with a balance of 0, this should also be reflected in the monthly report generated by the platform, in order to discount the amount of balance on the platform when make the actual payment.

6. Users can also pay by bank transfer to the company account

General considerations

1. Affiliates and teachers will also have a "profile" that will be public and in which they will have visible only some general information (name, about, country, among other data) (such as Facebook or any other social network), profile picture, also teachers will have an additional section where you can see your resume or curriculum vitae.

2. It will be possible to send private messages only between sponsor and sponsored and the list of those sponsored by the user (Facebook friends style) should appear.

3. All users will be able to see in detail the breakdown of their accounts, between what was spent, what was invested, what was earned, among others).

4. All users will have notifications to make payments, when they have a new sponsored, new enrolled in courses, among other notifications.

5. So that the system identifies who is the sponsor of an affiliate and thus be able to grant him the economic benefits that correspond to him. A unique code for each new affiliate will be created automatically by the system and can be reviewed by each user in his personal profile in case he / she forgets (not public).

6. Sponsor-sponsored relationship is by subject, once an affiliate is a sponsor of another affiliate, this will obtain the economic benefits for all the courses that his sponsored in the matter buys.

7. (important) When a member purchases a course in a subject for the first time, the member will have to enter the code of their sponsor (item 5) so that the system knows who the sponsor is in order to be able to grant them the economic benefits for the new person who bought the course. This procedure will be done only once for each subject. That is to say, if the affiliate already purchased 1 course of that subject previously and buys another course of the same subject, he will no longer have to introduce the code of his sponsor since the sponsor - sponsored relationship is by subject and not by course. On the other hand, if the member purchases a course of another subject for the first time, he must perform the procedure of having to enter the code of his sponsor. In the event that the affiliate does not have a sponsor, it will automatically be assigned to the affiliate "Manuel" (described later in the business model) (similar to the Uber type codes) (it is extended in the business model).

8. Teachers, have the benefit of double win, earn money for each student enrolled in their course (regardless of whether it is sponsored by him or not), and also if they are sponsors of other members, earn the money they generate. Even if they do not invest in buying a course or with the option of "Premium affiliate" they will continue to win according to the students they have in their course or that they are sponsoring (like any other affiliate).

9. All users who do not invest (except teachers) either buying a course or through "Premium affiliate" (explained below) will not be entitled to receive the benefits of the profits generated in the month, so they will lose that money and it will go to the company. Affiliates that do invest will have the name of "active affiliate".

10. If you are not an "active affiliate" you can not sponsor and therefore you lose the right to the bonuses of the current month.

11. Teachers can also sponsor, following the same model of the affiliate, unlike they would earn more for their sponsorship and work as a teacher.

12. The two profiles will show graphically the ramifications of their sponsored by month, as well as the symbology that should be used to show an active member of the non-member. It is detailed more in the file (name of the file: Graphic Diagram)

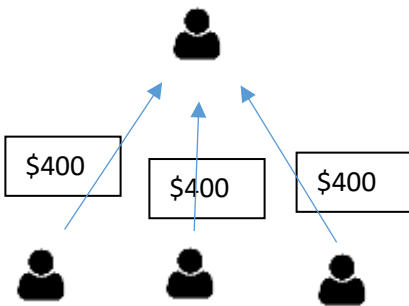
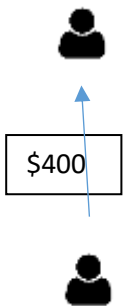
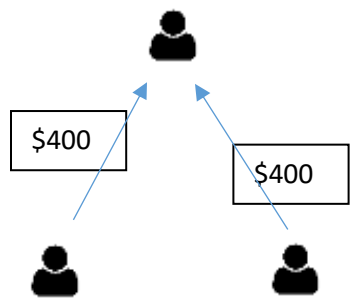
Example:



13. All new affiliates, at the time of purchasing their first course, will receive 2 "free" months of "active affiliate" without needing to invest in the subject or in the option of "Premium affiliate".

14. All "Premium members" receive "bonuses" from affiliates who also sponsor in previous courses which is detailed in the file (file name: System Info 2018)

Example

CURSO 1	CURSO 2	CURSO 3
		
Total: \$1200	Total: \$400	Total: \$800

In the example the member already has 3 courses purchased and in each course has sponsored, therefore, for the course 3 (assuming that is the one that is currently studying) will receive the amount of \$ 2400 (current course + previous courses in the you have sponsored) the amounts of the courses are modified month by month, according to whether you have more or less sponsored in the course.

Business model

Sponsor-sponsored relationship

The business model is that in addition to being an educational platform through videos, teachers will earn money for each person who enrolls in their course, as well as the affiliates each time they invite a person to join a Certain course will also earn money, this in the manner of a multi-level business.

In which members pay the amount of \$ 1200 MXN for each course they wish to acquire which are distributed depending on the option.

There will be two ways to sponsor.

Option 1: Standard option (when no one sponsors the affiliate)

If a user arrives at the platform independently, he / she will not have any sponsor, so if this option is selected the system will automatically assign him / her that his / her sponsor will be the "Manuel" member (a profile of this

member must be created)) and your profile will work like any other affiliate and this will be your sponsor, so you will receive all the economic benefits.

Option 2: Direct sponsorship (when an affiliate invites to join a course to another affiliate)

If a user arrives at the platform through the invitation of an affiliate previously active in the course, he will receive a portion of the profit.

In both cases the distributions are as follows

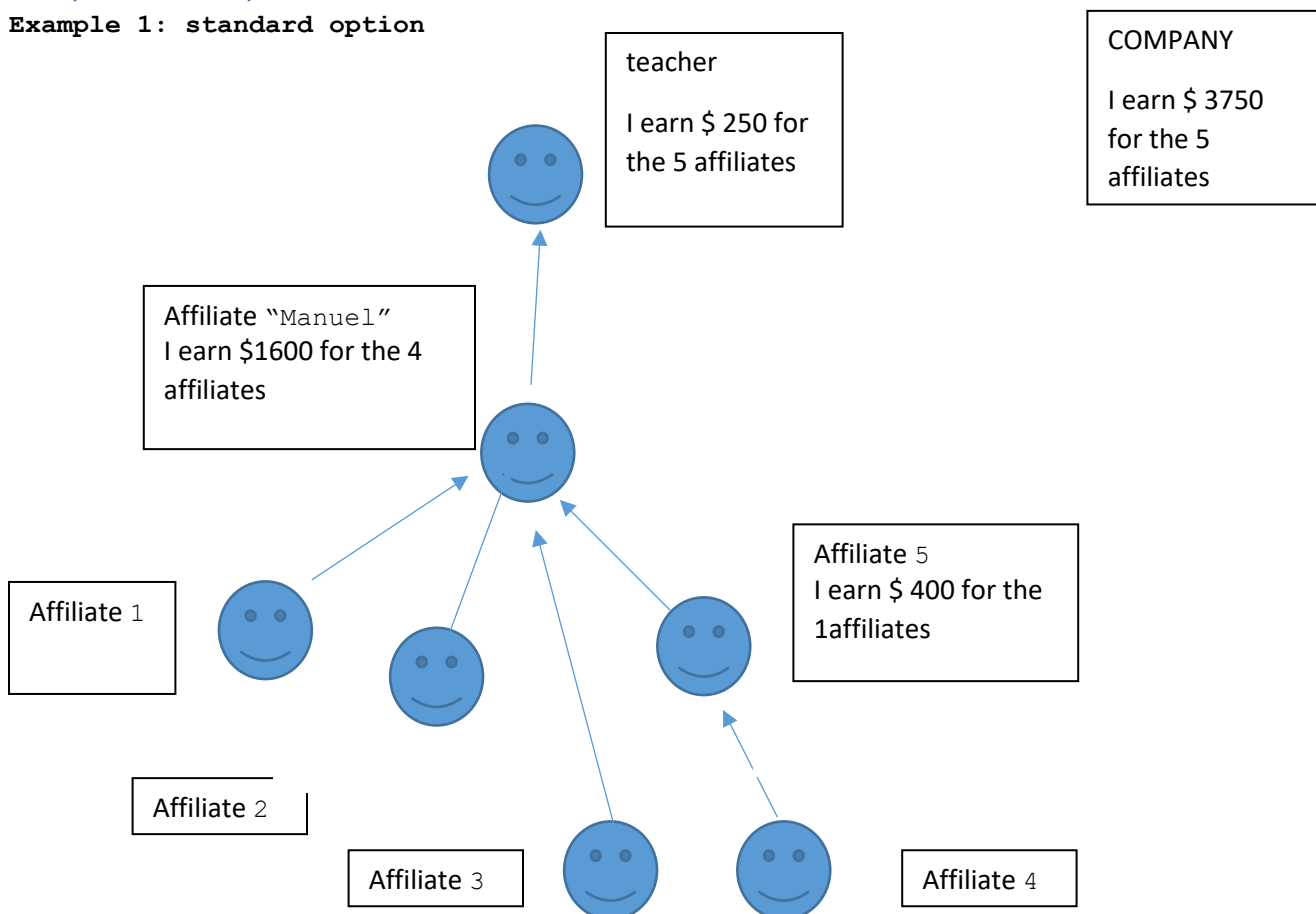
\$ 750 company

\$ 400 Sponsor

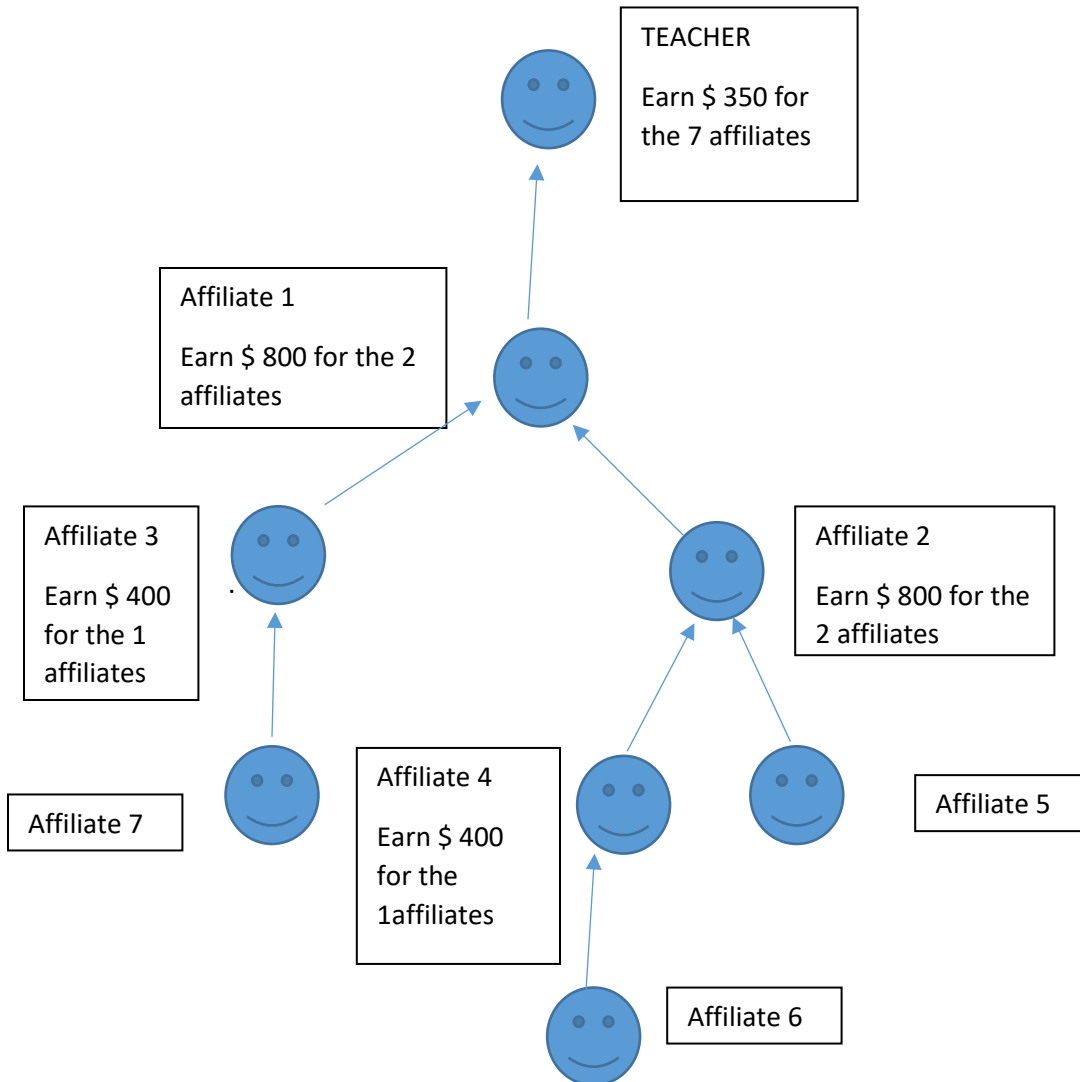
\$ 50 course teacher

Graphic examples

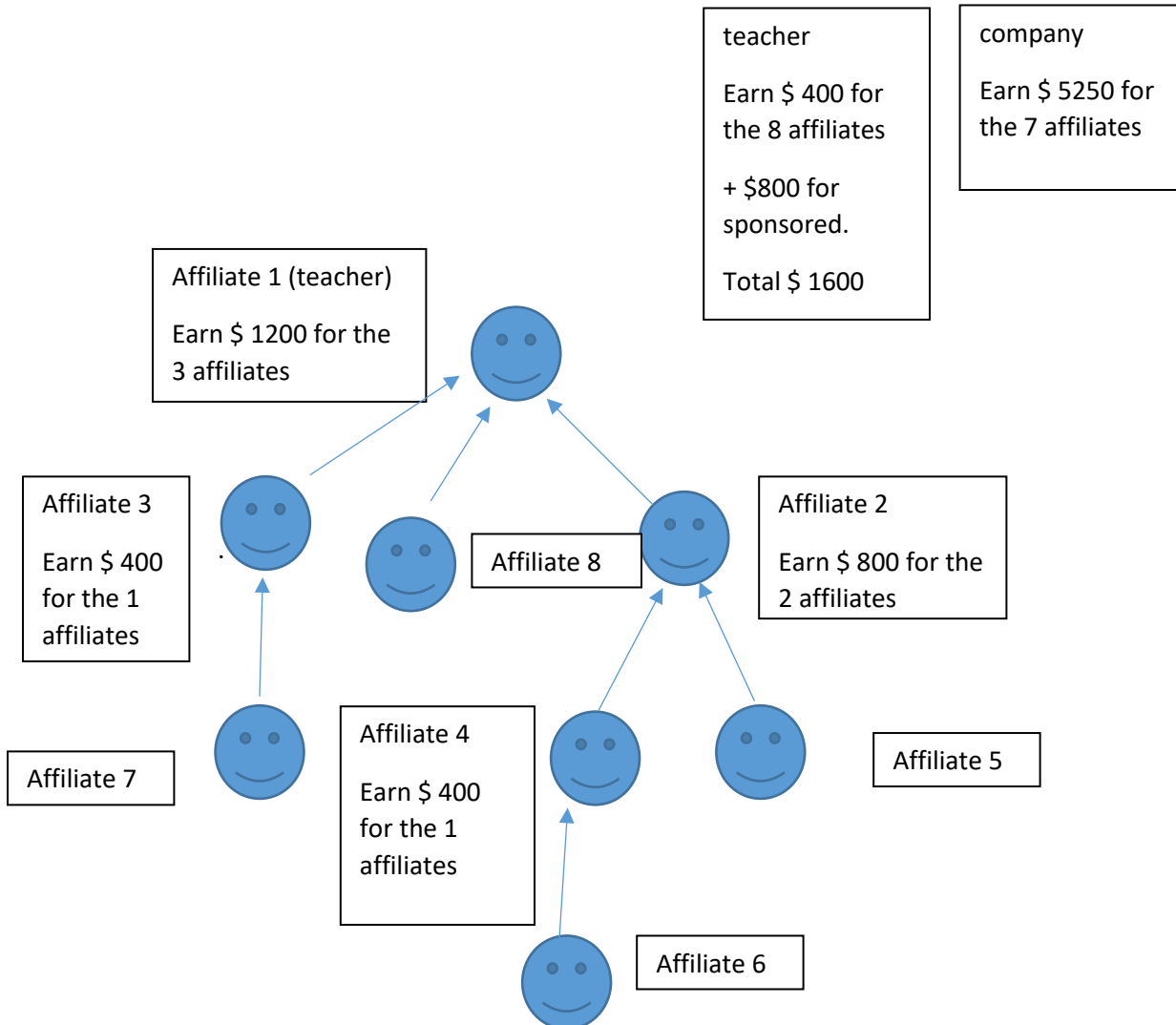
Example 1: standard option



Example 2: direct sponsorship



Example 3: Teacher sponsors



GENERAL NOTE: when buying a course and selecting any of the two sponsorship options, this would be linked to the general subject, that is if the affiliate 4 is sponsored by the affiliate 2, this will be its sponsor during all the courses of the entire matter, without the possibility of being modified. But if the affiliate 4 purchases the course of another subject, then his sponsor will be the affiliate of the person who enters the code.

Files are attached to expand the idea. Name of the files 1 Approach to the Affiliate, 2 Approach 2, 3 Approach to the Professional.

Premium affiliate

Affiliates at the end of month 6 (or the 6 courses of the subject) will be able to activate a modality called "Premium Affiliate" this benefits the member in that he does not buy any course (because there are no more courses available in the ateria) and can continue sponsoring and receiving the economic benefits of those who

are sponsoring in the matter that I am already finishing, since, as it is in the general considerations, to be able to continue receiving the economic benefits one has to be an active affiliate, that is to say that he is paying every month what generates of that matter.

The breakdown of earnings in the "Premium affiliate" mode is as follows

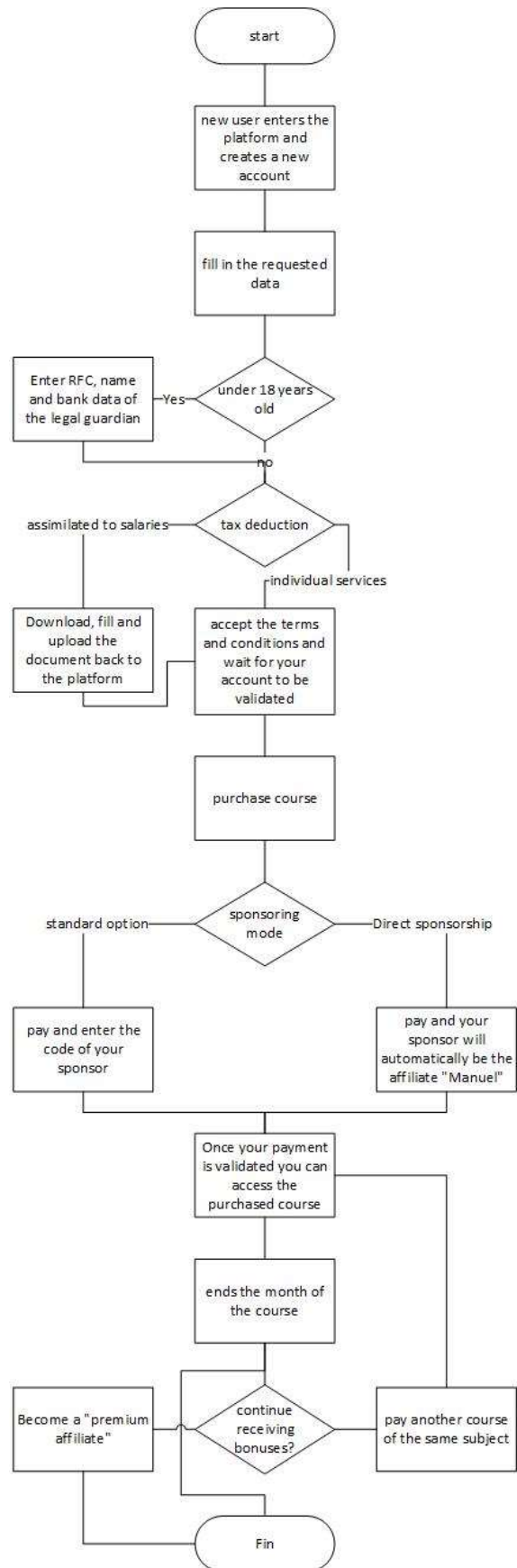
\$ 650 company

\$ 500 Affiliate sponsor

\$ 50 Teacher

The modality of "Premium affiliate" is by subject.

- AFFILIATES



- **TEACHER**

