



Business Plan

Learnable

Content creator for learning and
onboarding





Introduction



Why are we starting a business?

- Stay updated in a fast-changing world.
- Focus on getting new hires up to speed quickly.
- Communicate company culture, processes, and systems.
- Ensure everyone delivers results to the required standard.
- Customized training materials can be a cost-effective solution.

How do we help you?

Want to get your message across? Want to have an effective training and make sure employee gets it?

We're here to help:

1. Structure your information
2. Disseminate your information in the most effective and optimized way
3. Evaluate whether your team has received the information and able to apply the knowledge



Company Overview



What kind of business do we want?

- Learning and development
- Helping clients to create effective training and make sure employees receive same information
- Compliance training, employee handbook, harassment prevention training, diversity and inclusion, onboarding

What products do we offer?

- Design personalized employee onboarding programs
- Create product training resources tailored to your needs
- 100% online customizable learning materials
- Develop modular learning content tailored to specific needs
- Provide evaluation and assessment tools for online learning materials



Competitor Overview



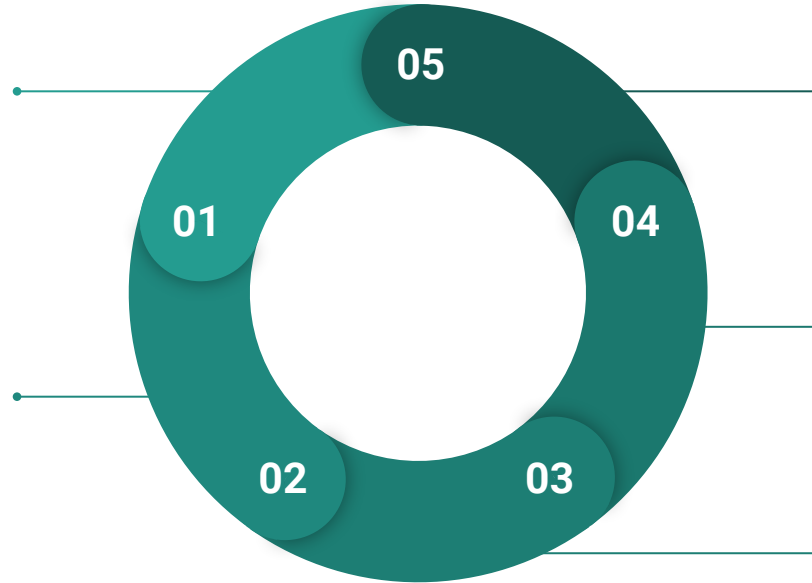
Porter's 5 Forces

Threat of New Entrants

The threat of new entrants in the online content provider industry is relatively low due to strong brand recognition of existing players.

Bargaining Power of Suppliers

The bargaining power of suppliers in the online content provider industry is low, as content creators are generally willing to sell their content to multiple platforms.



Competitive Rivalry

The competitive rivalry in the online content provider industry is intense, with many established players and new entrants vying for market share.

Threat of Substitute

The threat of substitutes in the online content provider industry is high, as users can easily switch to other platforms offering similar content.

Bargaining Power of Buyers

The bargaining power of buyers in the online content provider industry is high due to the wide range of available content and the ease of switching between platforms.

SWOT Analysis

Strengths

- Customized training materials and content.
- Expertise in designing and delivering training programs.
- Strong knowledge of instructional design and adult learning principles.

Weaknesses

- Heavy reliance on limited clients.
- Limited marketing resources.
- High competition.

Opportunities

- Growing demand for online and remote training.
- Potential for expansion into new markets or industries.
- Increasing need for specialized training.

Threads

- Rapidly changing technology and learning trends.
- Potential economic downturns.
- Threat of new competitors.

Target Market Analysis

Scope of Corporate e-Learning Market Report

Report Metric	Details
Report Name	Corporate e-Learning Market
The market size in 2021	USD 22.5 Billion
The revenue forecast in 2028	USD 44.6 Billion
Growth Rate	CAGR 10.5%
Market size available for years	2022-2028
Forecast units	Value (USD)
Segments covered	Type, Application, Industry, Regions
Report coverage	Revenue & volume forecast, company share, competitive landscape, growth factors, and trends
Geographic regions covered	North America, Europe, Asia Pacific, Latin America, Middle East & Africa

Who are the ideal customers?

- Small to medium-sized businesses
- Startups and entrepreneurs
- Corporations
- Educational institutions
- Non-profit organizations looking



Marketing Strategy & Implementation







Company Profile



01

Mission statement

To empower individuals and organizations to thrive in a fast-changing world through customized training solutions that accelerate onboarding, promote effective communication of company culture and processes, and deliver outstanding results.

02

About us

As a newly founded company established in 2023, our aim is to provide innovative and effective training solutions that help individuals and organizations develop and improve their skills and competencies.

03

Our team

We are a team of professionals experienced in various aspects of training, including material design, instructional design, project management, and more.

04

Our products/services

Our products are customized training solutions, including training materials, instructional design, and onboarding materials, that are designed to meet the specific needs and goals of our clients.

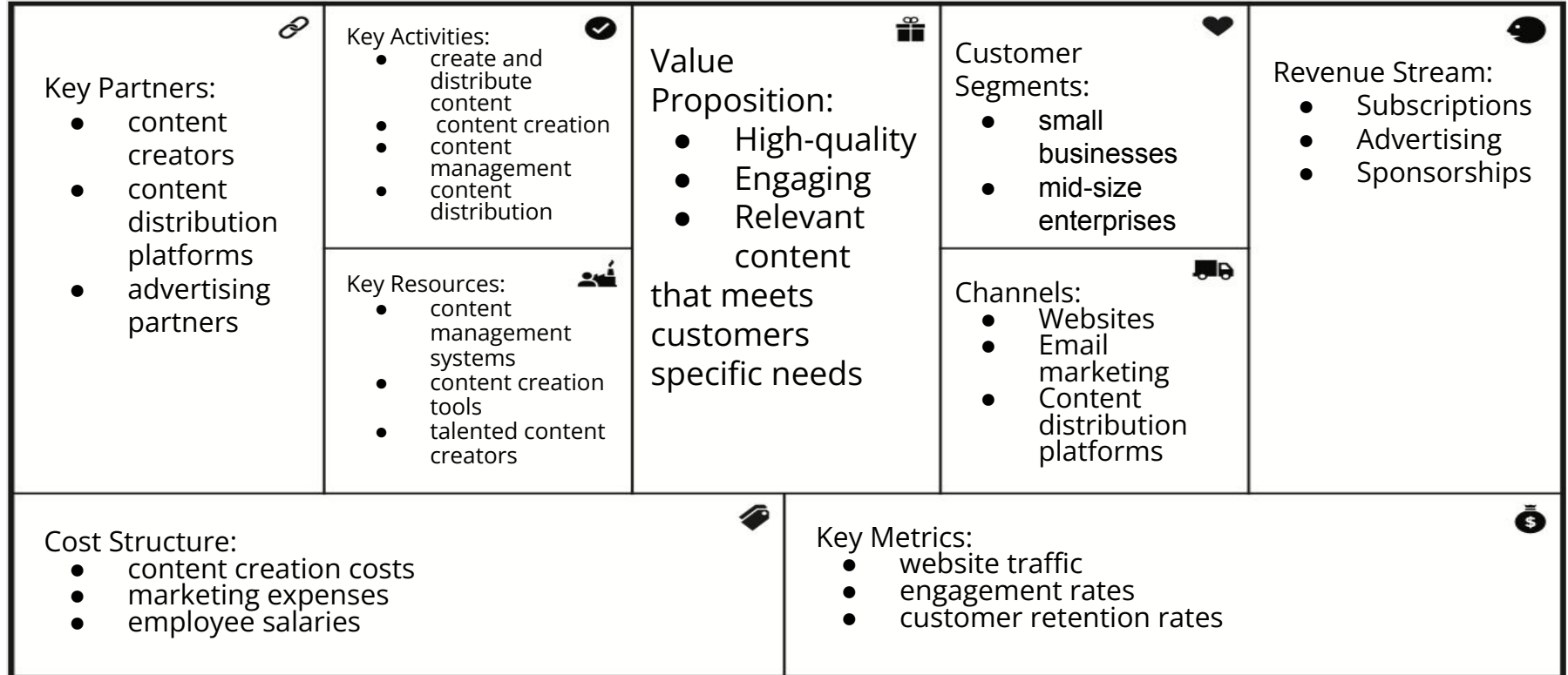
05

Financial information

Our company is currently seeking investors to help us scale our local business and expand our reach to a wider audience.

Business Model

The Business Model Canvas





Financial Plan



Startup Costs

Expenses	Amount	Assets	Amount
Logo & Registration	\$500	Computer	\$2000
Website	\$1000		
Tools	\$1000		
Promotion	\$5000		
Total	\$9500		

Funding Summary

Source	Amount	Cost	Amount
Owner's	\$10000	Operating	\$9500
Fundraising	\$5000		

Fee Structure

Customized design material	1 hr	Start from \$5000
	Online course (1hr)	Start from \$5000
Delivery training	Onsite	Start from \$5000
	Virtual	Start from \$3000
Off the shelf product		Start from \$50

Financial Projections

Annual Sales Forecast

Design material	12 hr	\$60000
	Off the shelf products (100)	\$5000
Forecast 2023		\$65000



Human Resources



Promote the startup as an exciting and dynamic place to work.

Use social media, events, and other channels to showcase the culture and values and build excitement among potential candidates.



TRAINING & DEVELOPMENT



Highlight the potential for professional growth and development, the opportunity to work on cutting-edge projects, and the chance to make a real impact on the success of the business.