1. Executive Summary

Expand the best online/offline data education platform on Greater China.

2. Business Description

What why who when where how

3. Market Strategies

Target customer

Greater China:China mainland,Hongkong,Macau,Taiwan

Age 15:45

15-20 High school

20-25 University

25-30 junior

30-35 senior/manger

35-45 manger+

Competitive Analysis

Competitor:

Global

Udacity

Udemy

Codecademy

dataquest

Khan Academy

lynda

coursera

youtube

4. Operations & Management Plan

Operations

Management

5. Financial plan

2018:1000

2019:10,000

2020:50,000

2021:80,000

2022:100,000 100,000,000

Appendix

2.5B China Big data