https://www.xconomy.com/boston/2017/07/27/datacamp-nabs-4m-for-data-science-courses-moves-to-ny/

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

direct

Udacity

Udemy

Codecademy

Dataquest

lynda

coursera

non-direct

youtube

Khan Academy

4. Operations & Management Plan

Operations

Management

5. Financial plan(1,200,000:33,000 12,0000,000)

Target users:

2019:1000(40)12,000

2020:10,000(400)120,000

2021:50,000(2000)600,000

2022:100,000(4000)1,200,000

2023:200,000 (8000)2,400,000

Cost:

Human resource

2019:100,000

2020:200,000

2021:400,000

2022:600,000

2023:1,000,000

Marketing

2019:100,000

2020:200,000

2021:400,000

2022:600,000

2023:1,000,000

Appendix

2.5B USD at China Big data