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**Example**

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|  | Identity / Mission Statement  We are an organization that creates school management software that not only helps with school administration but also aids faster and more efficient learning and education. We also offer personalized online learning platforms for children/individuals who prefer learning from home and do not wish to attend college. Our platform trains on a wide range of skills and in different educational sectors |
| Problem to be solved  Challenges faced with school administration, training and record keeping.  Challenges faced when giving a more personalized and unique approach to teaching each student with the use of technology. | Our Solution:   * Learning management system (LMS), which may include training programs or educational courses. * A platform where any individual can log into to learn any new skill he/she desires * Evaluation tools for administrators * A parent portal  Analytics reportingTools for library or bookstore management  * Bill-pay and invoices  Grading and progress reportsTracking of attendanceAdmission processesSchedulesCommunication |
| Target Market   * School children * Parent or guardians of school children * School administrators * Undergraduates and postgraduates | The Competition  Other school management softwares that exist in Nigeria. Although they are few and don’t have the features I intend to add to mine. E.g EduSoft and FlexiSaf |
| Marketing Channels   * Create an Online Website * Create awareness via social media * Attend government organized educational functions, to talk about the organization and seek support. * One-on-one school visits with school administrators * Online advertisements | Sales Channels  We make money from subscriptions to our online platform and from cash donations, educational and gift materials from the government, private and public companies, and individual volunteers. |
| Funding needed   * pending | |
| Revenue   * Cash donations from government organizations, public and private companies, and volunteers. * Educational materials donated from Individuals, government organizations, and private and public companies. * Other essentials donated by individuals, government organizations and private and public companies. | Expenses   * Inventory * Marketing * Payroll for working volunteers * Food |
| The Team   * Kunle (Founder) * Kunle (head of team lead) * Software Developers * Teachers and mentors | Partners and Resources  * School organizations * Private and public companies * Government organizations * Volunteers. |
| Key Milestones   * Milestone 1 – To remove the challenges faced with school administration. * Milestone 2 – To give each child on the street an opportunity to be educated. * Milestone 3 – To offer a less privileged child a skill that will be useful to their future. * Milestone 4 – To provide a child with a better life. | |
| Our Values   * Respect * Teamwork * Love | |

## **DETAILS**

1. **Your Why**
   1. Identity: We are an organization that creates school management software that not only helps with school administration but also aids faster and more efficient learning and education. We also offer personalized learning platforms for children/individuals who prefer learning from home and do not wish to attend college. Our platform trains on a wide range of skills and in different educational sectors
2. **Your Business Idea**
   1. Tech-Engineered Learning
   2. Problem: Challenges faced with school administration, training and record keeping; Challenges faced when giving a more personalized and unique approach to teaching each student with the use of technology. Challenges faced with access to educational learning platforms

2.3. Solution: Learning management system (LMS), which may include training programs or educational courses; Evaluation tools for administrators. Creating a more personalized approach to teaching and training students using technology

1. **Your Customers:** 
   1. Target Market: School children; Parents or guardians of school children; School administrators ; Undergraduates and postgraduates
   2. Competition: School management softwares on other online learning platforms
   3. What feedback has your customer given to you and what modifications will you make to your idea:
   4. Competitive advantage: We do not only offer school management softwares/applications but offer online learning platforms integrated with the application that aid a more efficient, personalized and faster approach to learning.
   5. Marketing: One-on-one school visits with administrators, workshops and online advertisements
   6. Sales:Giving schools differents suscription plans at affordable rates depending on the features they intend having in the application
2. Your Resources
   1. Team: Potentially the most important part of the plan is who is going to help you implement the plan.
   2. Partners & Resources: What else do you need to turn your plan into a business?
3. **Your Business Model (Finances):** Your business model is how your business will make money.
   1. Funding required: What do you need in order to start your business
   2. Revenue: Describe the key ways that you’ll make money including the costs of production and selling, and the price that customers will pay.
   3. Expenses: List your primary expenses. You don’t need to go into a lot of detail at this stage
4. **Key Milestones:** Finally, you’ll want to develop a list of the key achievements that you hope to accomplish in the coming months and years.
   1. Set SMART goals (specific, measurable, achievable, relevant and time-based etc)
5. **Your Mindset:** Record here what you have learnt so far, how to stay motivated, your learnings