

Executive Summary

XtraLesson is a startup company focused on providing affordable eLearning course bundles to individuals seeking to enhance their soft skills, personal development, life coaching, general management, and personal financial management knowledge. Our comprehensive course catalogue covers a wide range of topics, ensuring that learners can acquire valuable skills to excel in both their personal and professional lives. By offering high-quality courses at an accessible price point, we aim to make continuous learning and self-improvement attainable for everyone.

Mission and Vision

Mission: Our mission is to empower individuals with the knowledge and skills they need to thrive in today's dynamic world by offering affordable and comprehensive eLearning course bundles.

Vision: We envision a society where personal and professional growth is accessible to all, regardless of their background or financial constraints.

Market Analysis

The eLearning industry has experienced rapid growth in recent years, and the demand for online courses is expected to continue rising. With the changing landscape of work and the need for continuous learning, our course offerings cater to a broad audience, including students, working professionals, entrepreneurs, and anyone seeking personal development.

Course Catalog

We offer a diverse catalogue of courses designed to address different aspects of personal and professional development. Our courses are categorized into Soft Skills, General Management, Self-Development, Life Coaching, and Personal Financial Management. The course catalogue includes a variety of topics such as communication, leadership, time management, personal branding, financial planning, and more.

Business Model

XtraLesson operates on a subscription-based model. Learners can choose from different subscription tiers that grant access to a specific number of courses. The tiers range from basic to premium, with the option to upgrade at any time. Subscribers gain unlimited access to the courses within their chosen tier and can complete them at their own pace.

Marketing and Promotion

We will utilize various marketing strategies to promote our eLearning course bundles:

- **Social Media:** Engage with our target audience through platforms like Facebook, Instagram, LinkedIn, and Twitter.
- **Content Marketing:** Publish blog posts, articles, and infographics on relevant topics to establish our expertise and attract organic traffic.
- **Partnerships:** Collaborate with educational institutions, corporate organizations, and influencers to increase our reach.
- **Email Campaigns:** Regularly send newsletters and updates to our subscriber base, keeping them informed about new courses and offerings.

Revenue Generation

Our revenue will primarily come from subscription fees. By offering multiple subscription tiers, we cater to a wider audience and provide flexible pricing options. Additionally, we will explore partnerships with

- Governmental institution such as ministries, local, state and federal government offering bulk subscription to large user at low price
- Education institution offering to university student as an additional resource to help in their development process
- HR department to offer a corporate training programs, and affiliate marketing to expand our revenue streams.

Operations

XtraLesson's operations will include course creation and maintenance, platform management, customer support, and marketing. We utilize the latest AI and ML technologies in our course creation and train our team on content creators and authoring and customer service representatives to ensure the smooth functioning of our platform and high-quality user experience.

Financial Projections

While specific financial projections are subject to market conditions, initial investments will cover course development, platform setup, marketing, and operational costs. We anticipate steady growth as our subscriber base increases over time.

Training Catalogue

Soft Skills	General Management
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1. Effective Communication 2. Time Management 3. Emotional Intelligence 4. Problem-Solving Skills 5. Conflict Resolution 6. Decision Making 7. Leadership Skills 8. Team Collaboration 9. Adaptability and Resilience 10. Stress Management	11. Project Management Basics 12. Strategic Planning 13. Change Management 14. Performance Evaluation and Feedback 15. Conflict Management for Managers 16. Effective Delegation 17. Budgeting and Financial Management 18. Negotiation Skills 19. Cross-Cultural Management 20. Employee Motivation and Engagement
Life Coaching:	Self-Development
21. Goal Setting and Achievement 22. Personal Branding 23. Work-Life Balance 24. Building Self-Confidence 25. Finding Purpose and Meaning 26. Overcoming Procrastination 27. Positive Psychology 28. Mindfulness and Meditation 29. Healthy Habits and Wellness 30. Stress Reduction Techniques	31. Time Management Mastery 32. Unlocking Creativity 33. Mastering Public Speaking 34. Building Resilience 35. Effective Networking 36. Critical Thinking and Problem Solving 37. Personal Finance and Wealth Building 38. Continuous Learning Strategies 39. Self-Care and Burnout Prevention 40. Building and Nurturing Relationships
Career Development	Personal Finance:
41. Job Interview Skills 42. Resume Writing and LinkedIn Optimization 43. Personalized Career Planning 44. Networking and Building Professional Relationships 45. Career Transition Strategies 46. Personal Branding for Career Growth 47. Negotiation Skills for Salary and Benefits 48. Job Search Techniques 49. Entrepreneurship Essentials 50. Digital Literacy and Online Presence	51. Budgeting and Money Management 52. Investment Fundamentals 53. Retirement Planning 54. Debt Management and Reduction 55. Building Multiple Income Streams 56. Financial Planning for College Education 57. Tax Planning and Optimization 58. Real Estate Investing Basics 59. Stock Market Essentials 60. Creating a Passive Income Strategy

Tools and technologies for development

- ChatGPT for contents creations
- Office365 (word and powerpoint)
- iSpring Solution (elearning authoring)
- iSpring Learn - LMS

Development process

- Using ChatGPT to create course structure and contents
- Using MS word to design the training/course materials
- User MS PowerPoint & iSpring Solution to create course
- Upload finished course to iSpring Portal

- Invite test users to follow the training and provide feedback
- Review training material, make correction and upload update

Target market

- Government civil servant across African and starting from Northern Nigeria
- Corporate employees across Africa starting from Northern Nigeria
- Individual professional across globally

Engagement models

- B2C Public deployment of courses via www.xtralesson.com
- B2B Private deployment of courses on branded portal for business
- B2G private deployment of courses to state government or ministries