

8/19 MVP Plan

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Features

- Facebook login
 - Integration with facebook followers?
- Marketplace
 - Stripe(?)
- Mini-news feed
- "Gym" pages
- Subscribe/follow function

Templates/Model off of

- Keenan Online
- Udemy
- Alex's site
- Youtube
- Groundfighter

Sellable Products & Services

- Memberships to view video courses
- DVDs
- Information products

Backend

Models

- Info products
- Membership tiers
- "Instructor" user
 - Has membership levels and info products
 - These have "purchased users"
- "Athlete" user
 - Has instructors that they're subscribed to

Profit Plan

- Commissions

V1 Must-Have Features

- Sellable info products & memberships
- Subscriptions

Selling Point

- Centralized site

Find Out

- How to handle user credit card & bank account information
- User-to-user payments

Resources

- Udemy Django marketplace course

Website Flow

- Sign up as: Instructor or Athlete
 - Dual functionality?
 - Probably not?
 - Black belts only to begin with?
 - Need some verification system
 - ID + Black belt certificate
- Instructor side:
 - Home page:
 - Create/upload a product or service
 - Video library (membership site)
 - Add tier functionality here too
 - DVD
 - E-book
 - Personal coaching session
 - Use calendar to book
 - Newsfeed page:
 - See what followers have to say about it
 - Sales stats page:
 - See what products are doing well
 - View products page:
 - Social network page:
 - Profile page:
- Athlete side:
 - Home page/newsfeed
 - Followed instructors page
 - Purchased products page
 - Buy/search instructors page
 - Show "hottest" products here
 - Social network page
 - Profile page

Pure Backend

- Sign-up Page
- Instructor Home
 - Upload videos, create courses
- Search Courses/Instructors Page (*Athlete side*)
- Purchased Products
- Functionality
 - Create courses
 - Upload products (info products, videos, DVDs)
 - Purchase products
 - Look up instructors
 - Social ranking system