

# Merit Global Academy – Business Plan Summary

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## 1. Executive Summary

Merit Global Academy (MGA) is a modern, international education initiative headquartered in Estonia, delivering high-quality, accessible, and globally recognized academic and technical programs. MGA blends digital-first education with expert industry mentorship across STEM, Telecom, and Business, targeting learners from the Middle East, Africa, and Europe.

## 2. Founders

Mohammad Alghouleh, CEO & Telecom Consultant (Jordan/USA)

Diverse international team (education, tech, legal)

## 3. Vision & Mission

- Vision: To become a trusted international learning gateway, equipping students with the digital, technical, and entrepreneurial skills of tomorrow.
- Mission: Deliver affordable, flexible, accredited online education tailored to international and underserved communities.

## 4. Business Model

- Online Learning Platform
- Live + Asynchronous Courses
- Telecom/IT Certification Programs
- Partnerships with EU/UK-accredited institutes
- Multi-language platform (Arabic, English, French)
- B2B and B2C offerings

## 5. Market Analysis

- Growing demand for certified remote education
- High potential in North Africa, GCC, and Jordan
- Targeting professionals, high school grads, and career shifters

## 6. Services

- Accredited online diploma & certificate programs
- Vocational telecom and ICT training
- Career coaching and job placement via EU-based partners
- Visa guidance and academic support for students seeking EU study

## 7. Technology & Platform

- Custom LMS (Learning Management System) with AI-powered tools

- Hosted in EU-compliant data centers
- Mobile access, multilingual support, live chatbots

## **8. Revenue Streams**

- Tuition fees (monthly/yearly)
- B2B training packages
- Institutional partnerships
- Grants / EU education programs (Erasmus+ etc.)

## **9. Legal & Licensing (Estonia)**

- Company to be registered via Estonian e-Residency
- Apply via <https://e-resident.gov.ee/>
- Education license to be coordinated with Estonian Education and Youth Board
- Collaborate with Estonian Ministry of Education for hybrid/digital delivery permissions

## **10. Financial Overview (available upon request)**

Initial capital: Personal + team-funded.

Seeking grants and strategic partners after registration and MVP deployment.

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