

TEACH

LEARN

SHARE

NoteShares

An Online Educational Platform



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I. Executive Summary

NoteShares is a platform for students and teachers. The mission of NoteShares, which is based in Bangladesh, is to provide people with a fresh viewpoint on achieving financial independence. Its mission is to provide a platform that connects teachers and students with various expertise to learn and outsource who need them.

Unlike many other sites that do the same thing, NoteShares strives to make projects three things: simple, quick, and enjoyable. The customer of this service is students and teachers who need notes to learn. So, students and teachers of the different engineering universities are the main customers. It helps by saving time for the customers and helps to earn money. Any type of notes of engineering discipline will be available on this site.

So, how does it work? At the beginning you must first register, you may register as a student or instructor using Facebook or Google account. If you want to register as a customer and a contributor you can do but need to fulfill some conditions.

1.1 The Basics

NoteShares provides 500 Tk monthly and 4000 Tk yearly subscription. Those who paid for subscription can get access to 20 questions. If any student asks a question, it will be answered by the verified instructors. Students can sign up for instructor's account. This answer will then be reviewed by the expert team of NoteShares and the final answer will be provided to the student. Answering a relevant question will give you a free access for asking a question.

In this platform, there will be two apart stages, one will be for the customer and the other will be for the provider. The customer stage will have different sections based on different subjects which are available in engineering universities. The same things go for the provider or contributor stage.

For example, a student who belongs to the Industrial and Production Engineering department and wants to get a note about supply chain management can easily collect from this. As well as a person who wants to provide notes can easily do by following the same direction.

1.2 Levels

There are three different levels:

Level One: This is the easiest level because all you have to do is providing 10 notes (tasks) while maintaining a positive feedback record. It's pretty simple and straightforward. Level One earns you greater respect from the NoteShares community as well as potential purchasers.

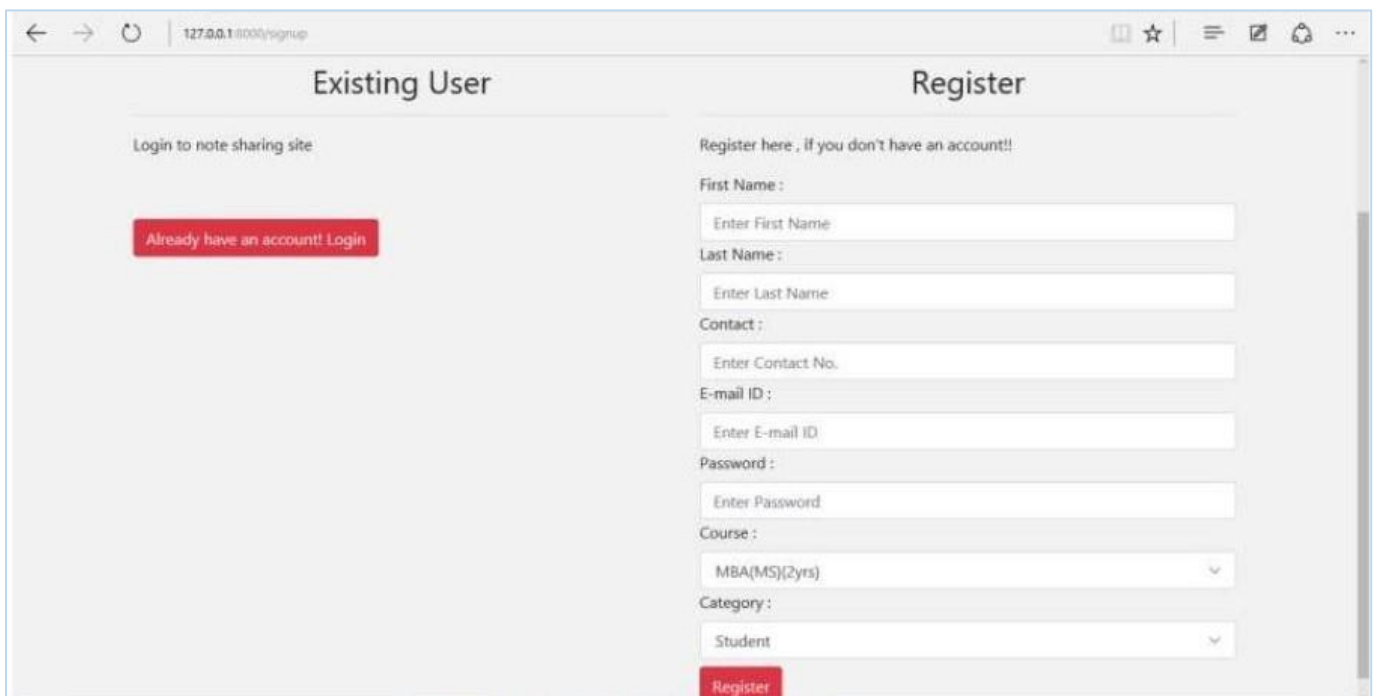
One thing to keep in mind is that all levels (except Level Three) are automated, and like any other system, these make mistakes from time to time. So, if you've completed your ten tasks and received only positive feedback but have yet to be promoted to Level One, don't spend any time. Please contact Customer Service so that they can assist you in resolving the problem.

Level Two: This is the real deal. It allows eight multiples and three configurable extras, plus an extra fast answering option. The more you offer the better. To get to Level Two you have to be active and do quite well with your tasks. The bar is set at 50 tasks for two months, which is almost a task per day.

Level Three: To become Level Three requires that you are already at Level Two and have tons of tasks under your belt, as well as great ratings. So, you have to become a high-quality professional to have a Level Three badge. Your tasks have to stand out and you have to be an active member of NoteShares's community.

1.3 Setting Up Account

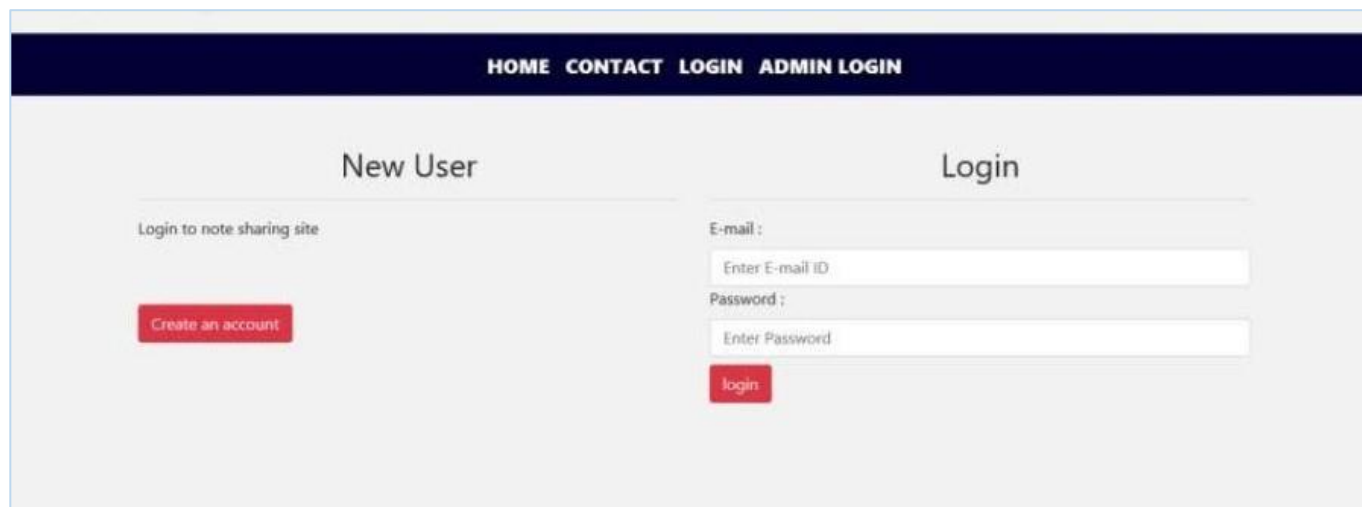
Registration to NoteShares is very simple. You can't have one teacher account and one student account for assigning tasks because NoteShares only allows one credit card number to be inputted. It can detect if you use the same credit card with different user names on NoteShares and, if it does, you will be banned by IP address.



The screenshot shows a web browser window with the address bar displaying '127.0.0.1:8000/signup'. The page has two main sections: 'Existing User' and 'Register'. The 'Existing User' section contains the text 'Login to note sharing site' and a red button labeled 'Already have an account! Login'. The 'Register' section contains the text 'Register here, if you don't have an account!!' and a registration form. The form includes input fields for 'First Name', 'Last Name', 'Contact', and 'E-mail ID', each with a placeholder text 'Enter [field name]'. It also has a 'Password' field with a placeholder 'Enter Password'. Below these are two dropdown menus: 'Course' with 'MBA(MS)(2yrs)' selected and 'Category' with 'Student' selected. A red 'Register' button is positioned at the bottom of the form.

Figure 1.1 User Registration

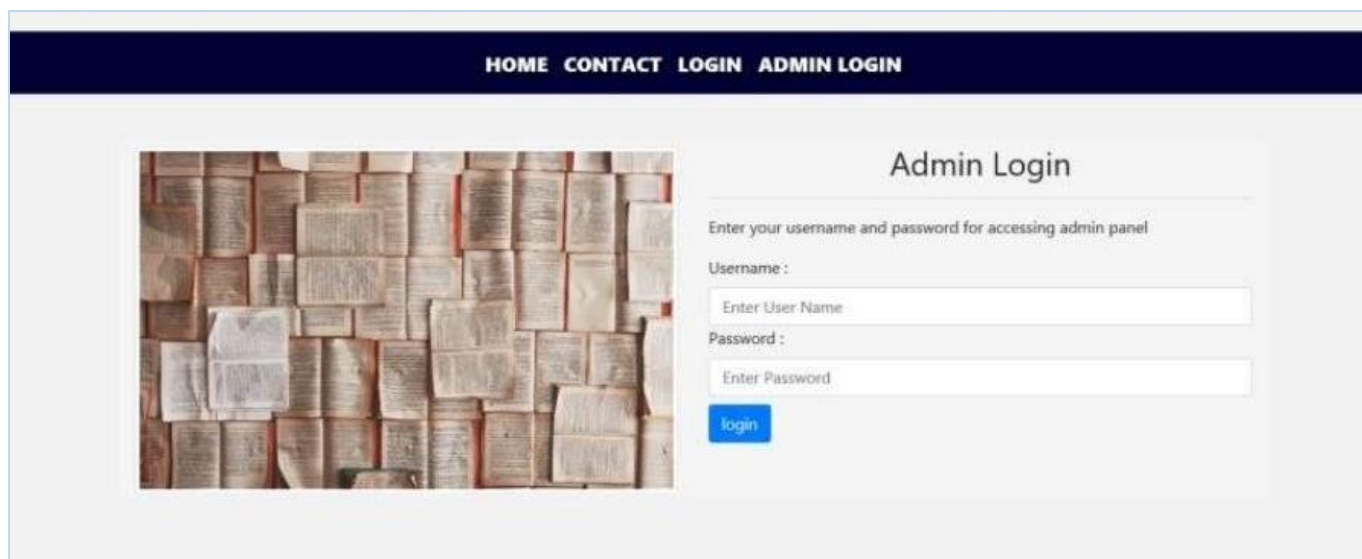
Use a picture of your face or a company logo. You can find a lot of creative offers from people on NoteShares that will turn your simple photo into a comic, oil painting, poster, and more. This can be a good touch and give your tasks a nice vibe. There is also an 'About' section where you can describe your portfolio to assist your students to trust you.



The screenshot shows the 'User Login' page of the NoteShares website. At the top, a dark blue navigation bar contains the links 'HOME', 'CONTACT', 'LOGIN', and 'ADMIN LOGIN'. The main content area is divided into two sections: 'New User' on the left and 'Login' on the right. The 'New User' section includes the text 'Login to note sharing site' and a red button labeled 'Create an account'. The 'Login' section features a form with two input fields: 'E-mail : Enter E-mail ID' and 'Password : Enter Password', followed by a red button labeled 'login'.

Figure 1.2 User Login

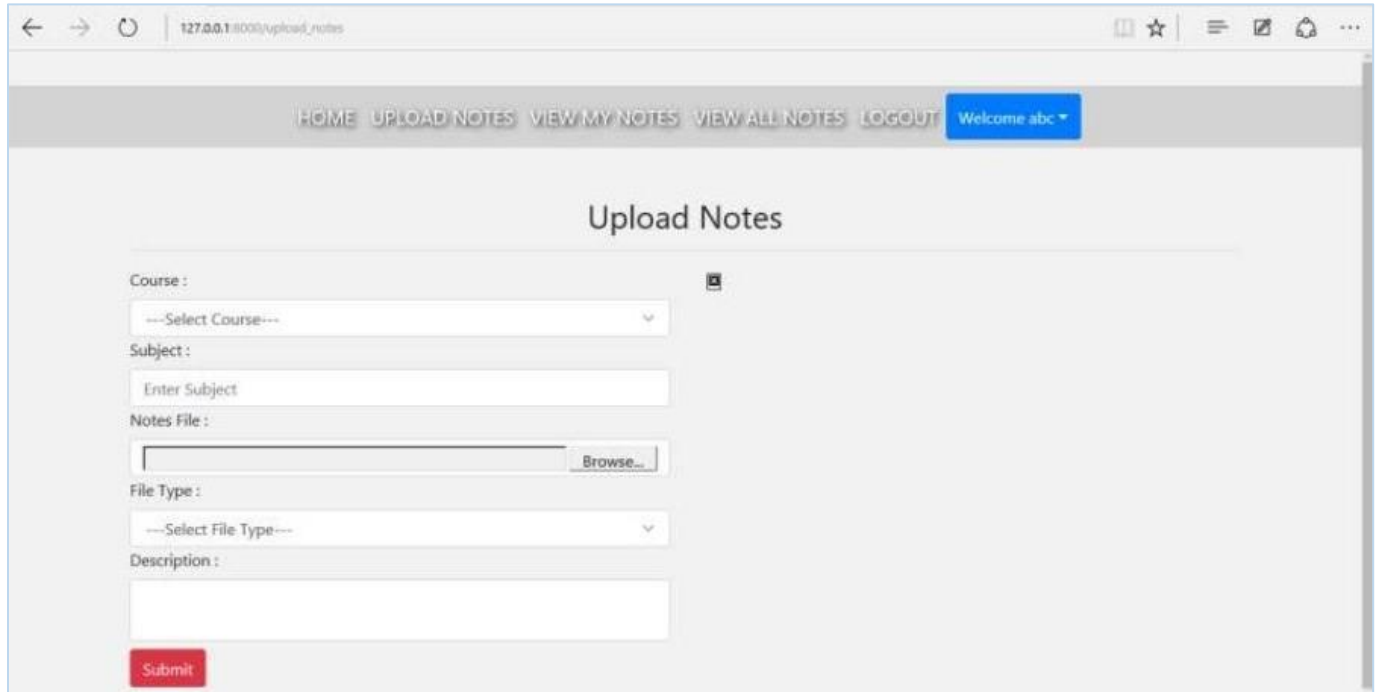
You aren't able to set up your payment preferences until you finish your first task. When withdrawing your revenues from NoteShares, there is only one method that works: Credit Card.



The screenshot shows the 'Admin Login' page of the NoteShares website. It features the same dark blue navigation bar with 'HOME', 'CONTACT', 'LOGIN', and 'ADMIN LOGIN'. The main content area includes a large image of a book cover on the left and a login form on the right. The form is titled 'Admin Login' and contains the instruction 'Enter your username and password for accessing admin panel'. It has two input fields: 'Username : Enter User Name' and 'Password : Enter Password', followed by a blue button labeled 'login'.

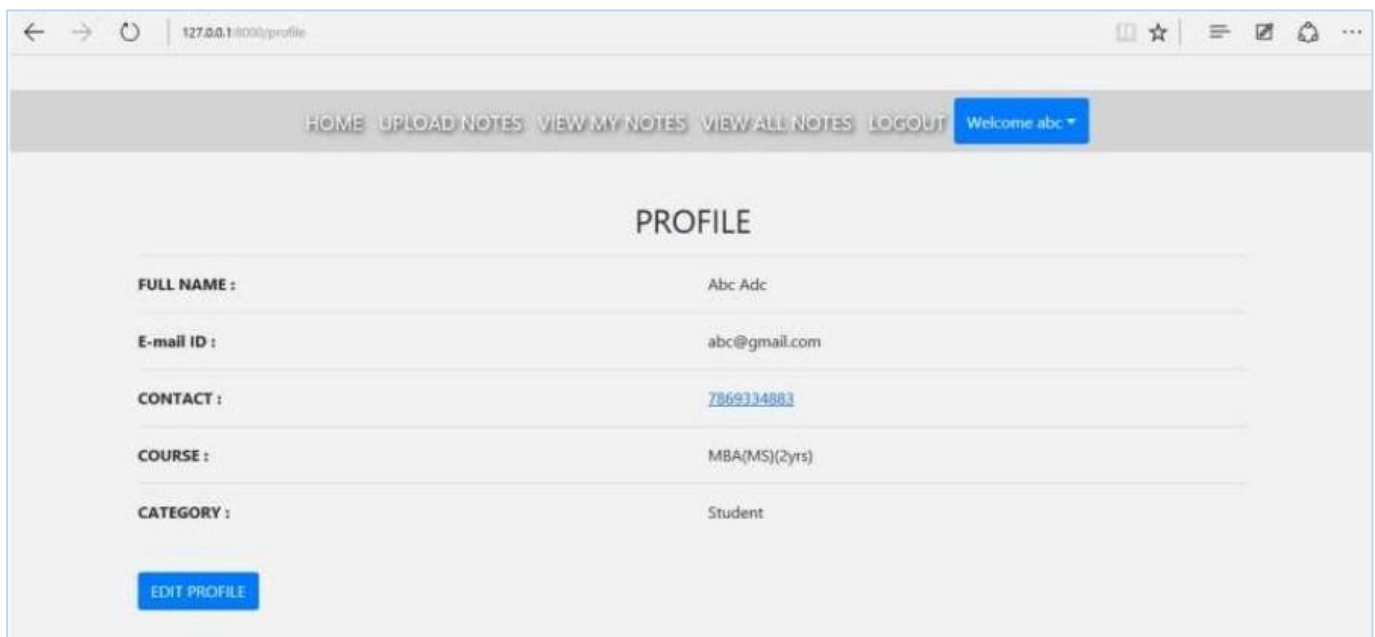
Figure 1.3 Admin Login

You can see your profile, upload notes, and view the notes you have uploaded.



The screenshot shows a web browser window with the address bar displaying '127.0.0.1:8000/upload_notes'. The page has a navigation bar with links: HOME, UPLOAD NOTES, VIEW MY NOTES, VIEW ALL NOTES, and LOGOUT. A blue button labeled 'Welcome abc' is on the right. The main heading is 'Upload Notes'. Below it, there is a form with the following fields: 'Course :' with a dropdown menu showing '---Select Course---'; 'Subject :' with a text input field containing 'Enter Subject'; 'Notes File :' with a text input field and a 'Browse...' button; 'File Type :' with a dropdown menu showing '---Select File Type---'; and 'Description :' with a text input field. A red 'Submit' button is at the bottom left of the form.

Figure 1.4 Notes/Video Upload



The screenshot shows a web browser window with the address bar displaying '127.0.0.1:8000/profile'. The page has a navigation bar with links: HOME, UPLOAD NOTES, VIEW MY NOTES, VIEW ALL NOTES, and LOGOUT. A blue button labeled 'Welcome abc' is on the right. The main heading is 'PROFILE'. Below it, there is a form displaying user information: 'FULL NAME :' with the value 'Abc Adc'; 'E-mail ID :' with the value 'abc@gmail.com'; 'CONTACT :' with the value '7869114881'; 'COURSE :' with the value 'MBA(MS)(2yrs)'; and 'CATEGORY :' with the value 'Student'. A blue 'EDIT PROFILE' button is at the bottom left of the form.

Figure 1.5 Profile

127.0.0.1:8000/viewallnotes

HOME UPLOAD NOTES VIEW MY NOTES VIEW ALL NOTES LOGOUT Welcome abc ▾

View All Notes

Show 10 # entries Search:

Subject	Download Notes	Description	Uploaded By
java	a_FiYhYzh.txt	rstrdtr	rjajme18@gmail.com
acc.	prime.java	hegdhjtf	rudrakeshs@gmail.com
vhgyhif	Signin.html	vgjyhfgy	rudrakeshs@gmail.com
accounts	AgeComparator.java	guyfuyfyhvc	m@gmail.com

Showing 1 to 1 of 1 entries

Previous 1 Next

Figure 1.6 View Notes

1.4 Tasks for Instructors

There are different categories and subcategories of tasks which gives a variety of options. Everything is available, from answering questions to providing notes.

II. Market Analysis

2.1 Introduction

Market analysis studies the attractiveness and dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities, and threats of a company can be identified.

2.2 Target Market

The Bangladesh Bureau of Educational Information and Statistics (BANBEIS-2021) estimates that there are approximately 160 public and private institutions in Bangladesh, with a total enrollment of 1,233,529 students and 30,976 faculty members. Our target market is basically undergraduate engineering student from public and private universities in Bangladesh.

2.3 Market Test

Market Test is the previous step of commercialization of any business which finds out whether the service is appropriate or not.

2.4 Why will NoteShares be chosen?

Students get a lot of assistance until the Higher Secondary Level. However, they are unable to adapt to the environment when they enroll in universities. As a result, a large number of bright students fail the exam and receive poor grades. Additionally, there is a communication gap between teachers and students in the majority of public universities. As a result, students run into problems if the study topic is unclear.

We are pleased to announce that NoteShares is the first website that is making an effort to address this issue. Here, students are free to ask any questions they may have about any subject, and instructors will respond. Additionally, students can share their handwritten notes and earn rewards. Each answers will be verified by the expert team. As a result, NoteShares will grant both teachers and students financial independence.

2.5 Advertisement or Promotion

After developing the website, we will manage various companies by presenting our website through a presentation. We will promote the website using digital advertising methods like Facebook, Twitter,

Instagram, YouTube, etc. We may also arrange seminars in collaboration with various clubs of different universities to introduce our website to the students.

2.6 Competitive Analysis

A competitive analysis is a strategy that involves researching major competitors to gain insight into their products, sales, and marketing tactics.

The most common competitors can be -

- Chegg
- Course Hero
- OneClass

Though these websites are international, they will help us to understand how we can make our website developed. What features should be added to modify the website so that students will be attracted to it. Students also collect their notes from- Facebook groups, YouTube, and Online sites about specific topics.

2.7 Customer Analysis

To determine the demands and specifications of customers, we must first ascertain our customers. Once the customers have been identified, the next goal is to determine what the customers want. This is the information-collecting step.

Areas and Locations of Survey:

Internet survey

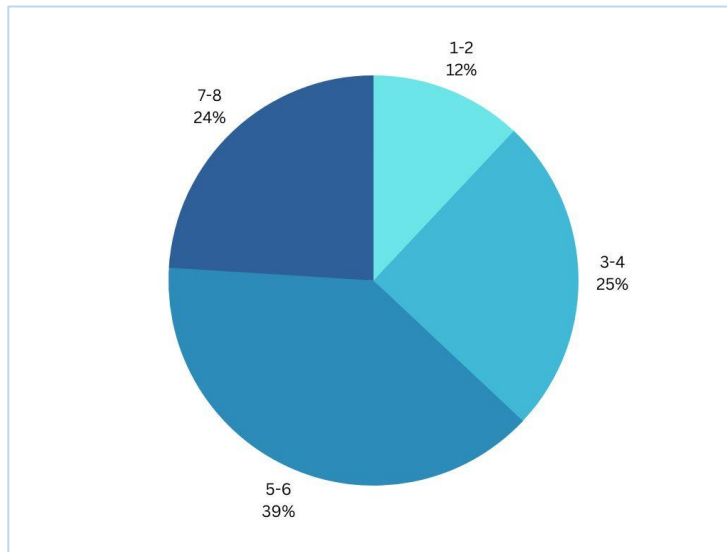
The internet survey was conducted among 100 people (50 students & 50 instructors/experts) who are direct consumers in the market. Survey results are shown here with the help of charts on percentage basis.

Questionnaire

Students:

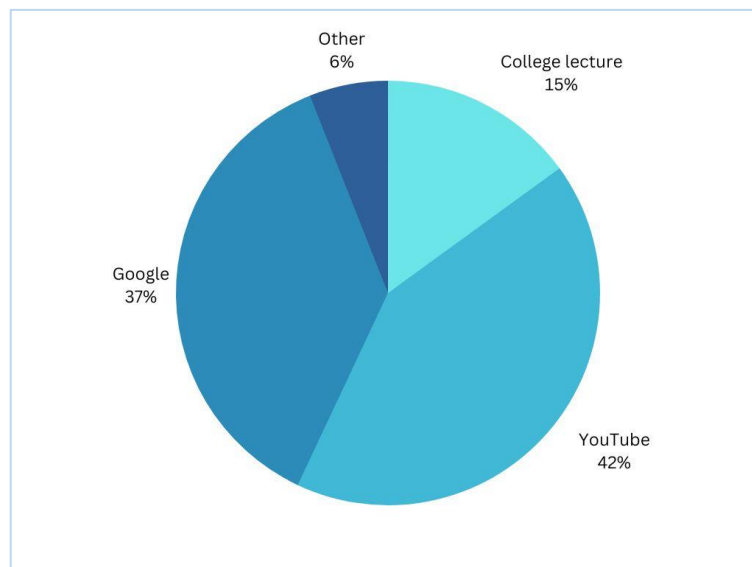
1. Which semester are you in?

- a. 1-2
- b. 3-4
- c. 5-6
- d. 7-8



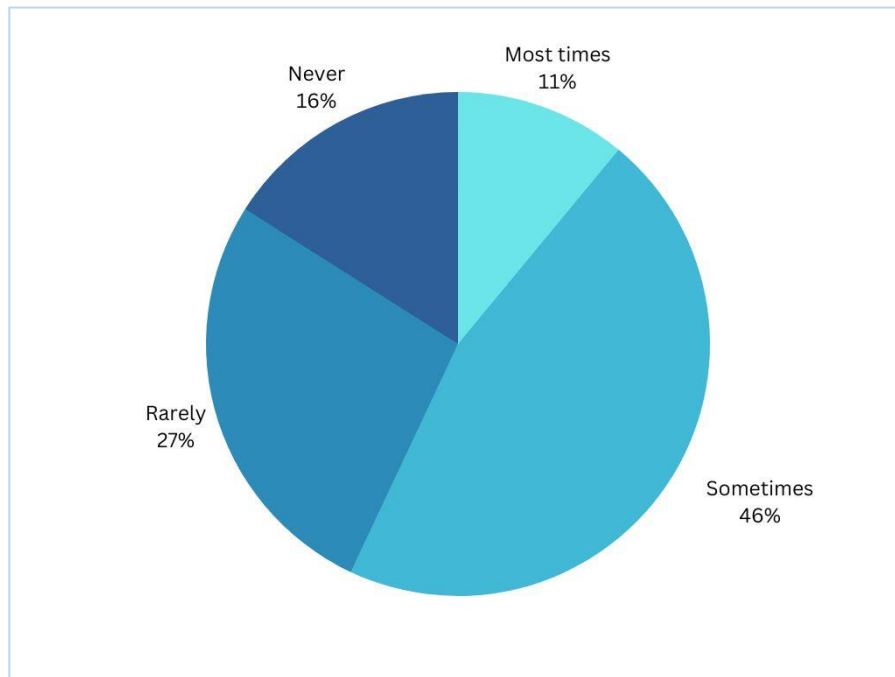
2. What is your main source of learning?

- a. College lecture
- b. YouTube
- c. Google
- d. Other



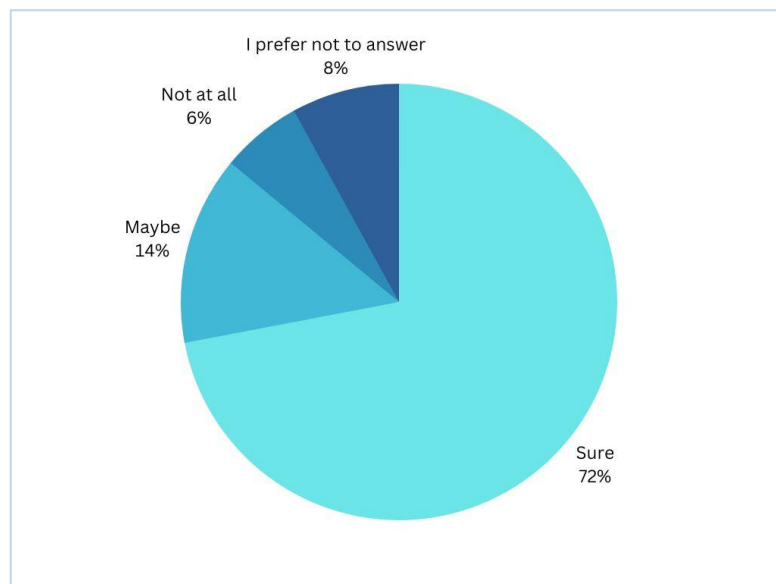
3. How often do you make your handwritten notes?

- a. Most times
- b. Sometimes
- c. Rarely
- d. Never



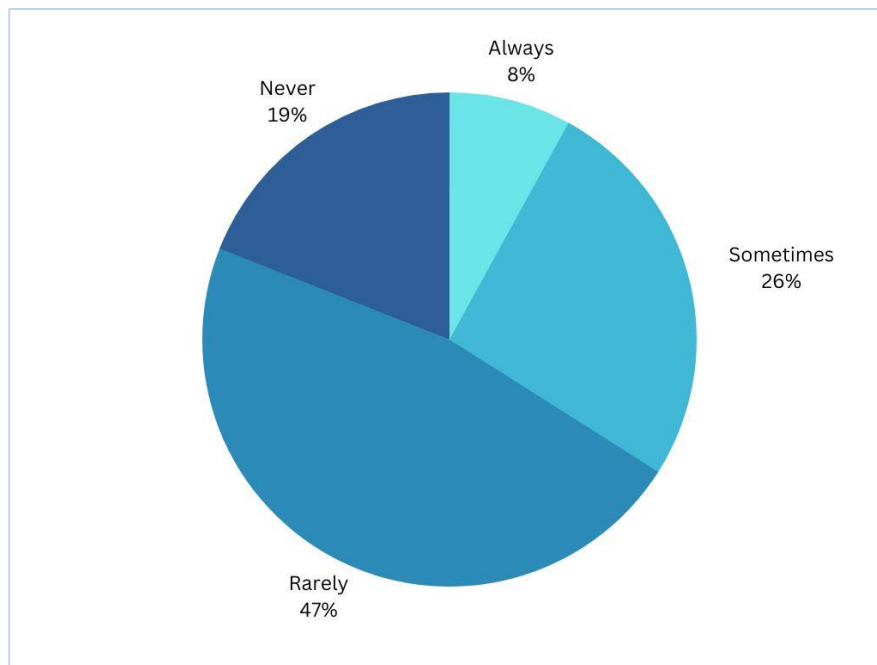
4. Do you wish to share your knowledge with your peers?

- a. Sure
- b. Maybe
- c. Not at all
- d. I prefer not to answer



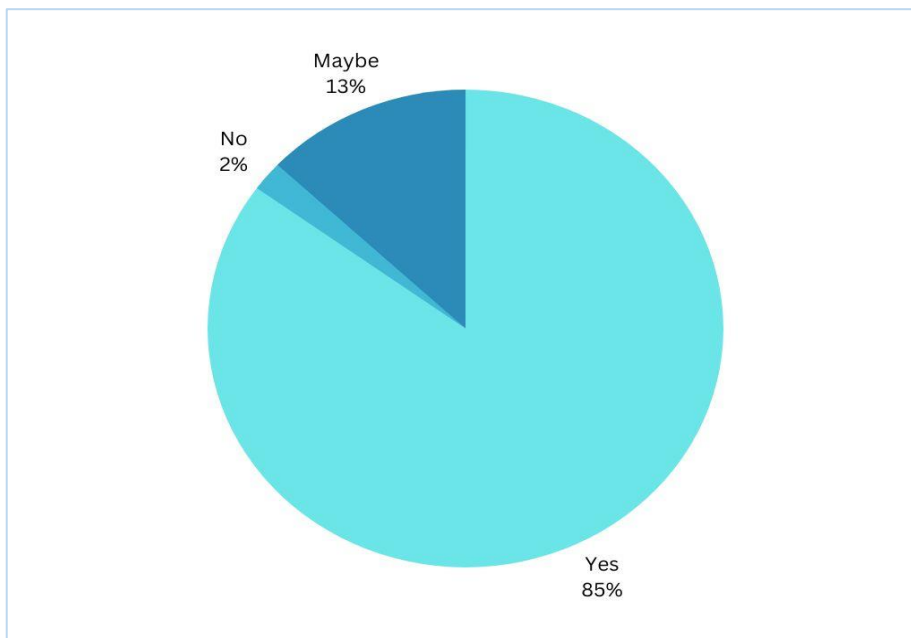
5. How often do you interact with your faculties outside classroom?

- a. Always
- b. Sometimes
- c. Rarely
- d. Never



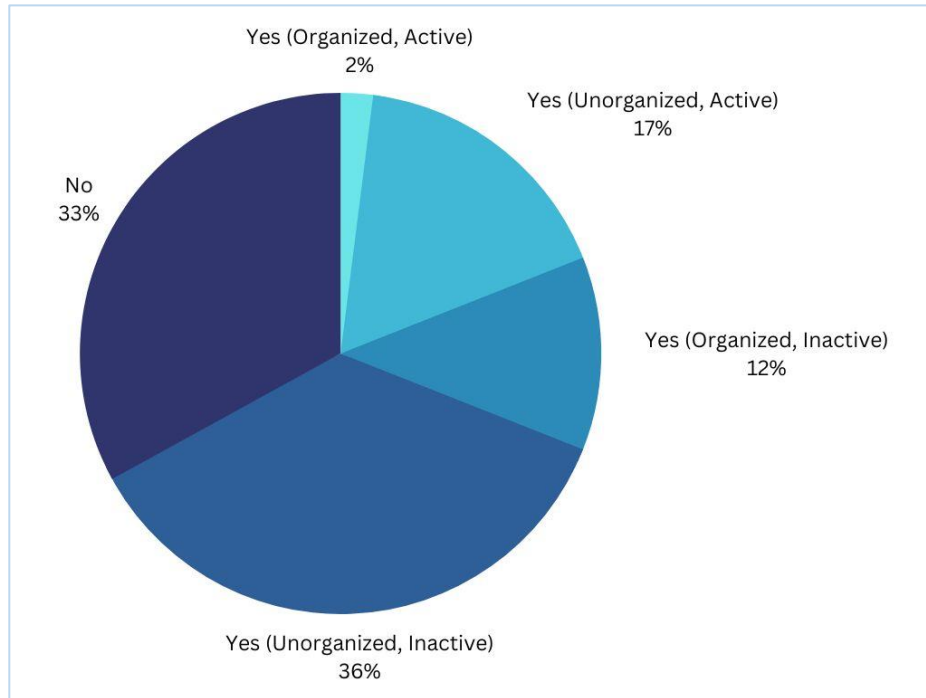
6. Do you feel the need of obtaining knowledge apart from your decided syllabus?

- a. Yes
- b. No
- c. Maybe



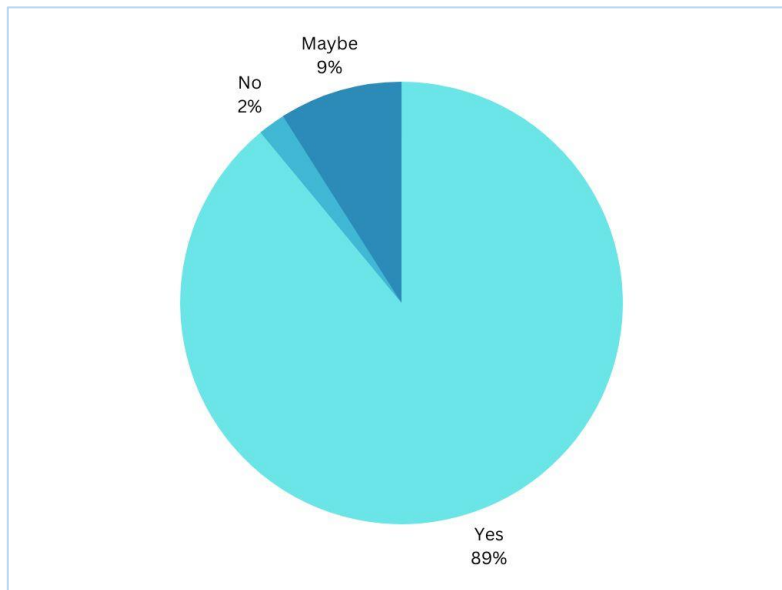
7. Does your university have a centralized formal channel to exchange documents/knowledge with your faculties, seniors, juniors, and alumni?

- a. Yes (Organized, Active)
- b. Yes (Unorganized, Active)
- c. Yes (Organized, Inactive)
- d. Yes (Unorganized, Inactive)
- e. No



8. Will you be interested to join a platform that brings together your college's faculties, students, and alumni together?

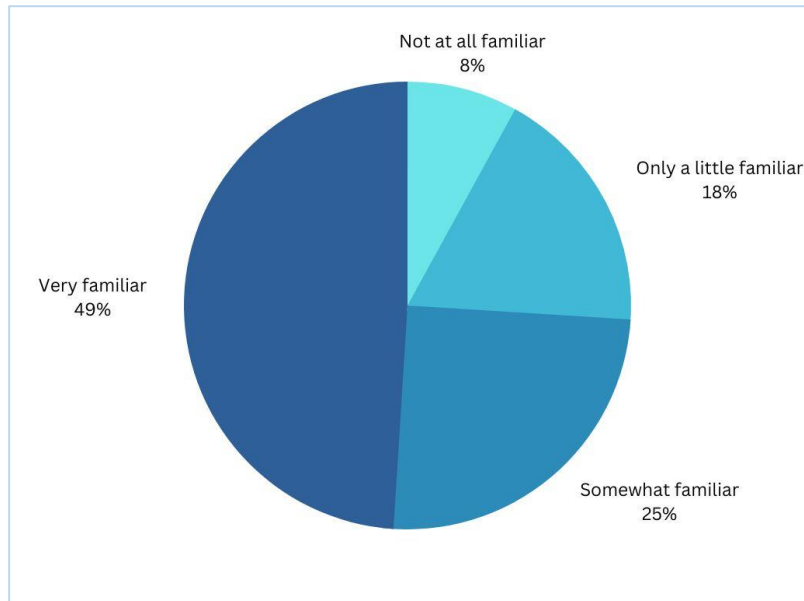
- a. Yes
- b. No
- c. Maybe



Instructors:

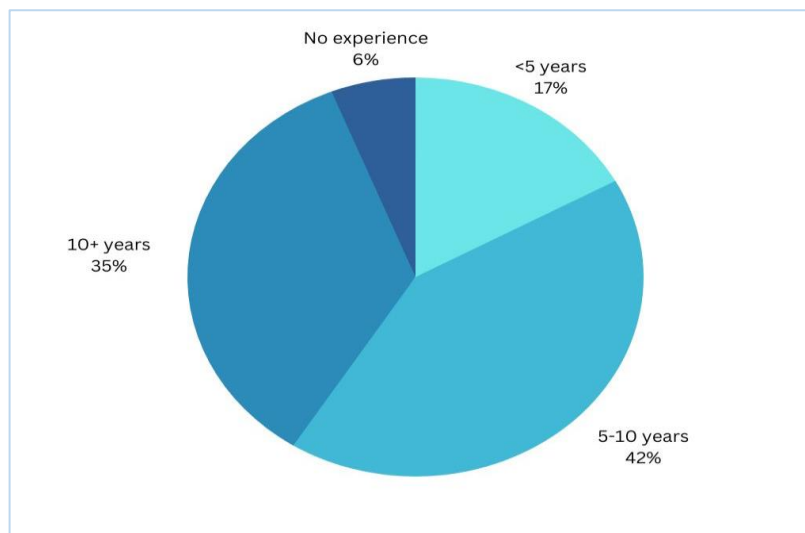
1. What is your familiarity with the following concepts related to OER (open educational resources)?

- a. Not at all familiar
- b. Only a little familiar
- c. Somewhat familiar
- d. Very familiar



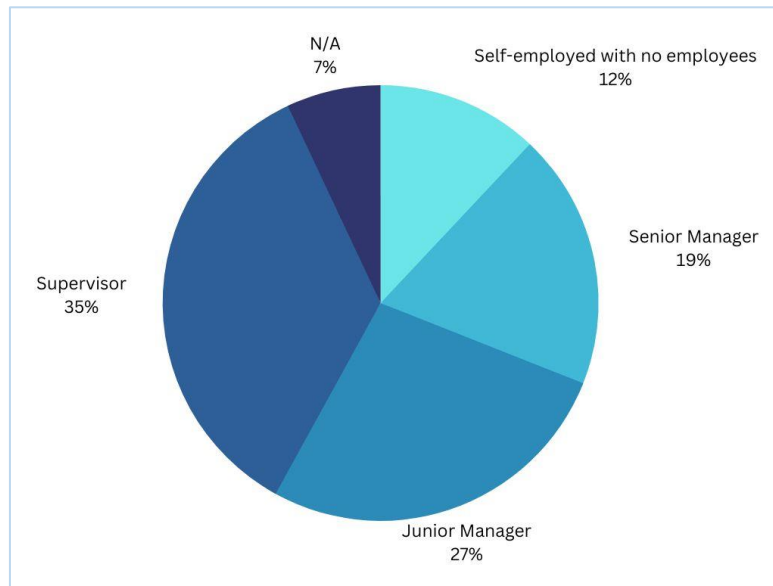
2. Approximately how many years in total have you been actively creating, using, distributing or otherwise working with online education?

- a. <5 years
- b. 5-10 years
- c. 10+ years
- d. No experience



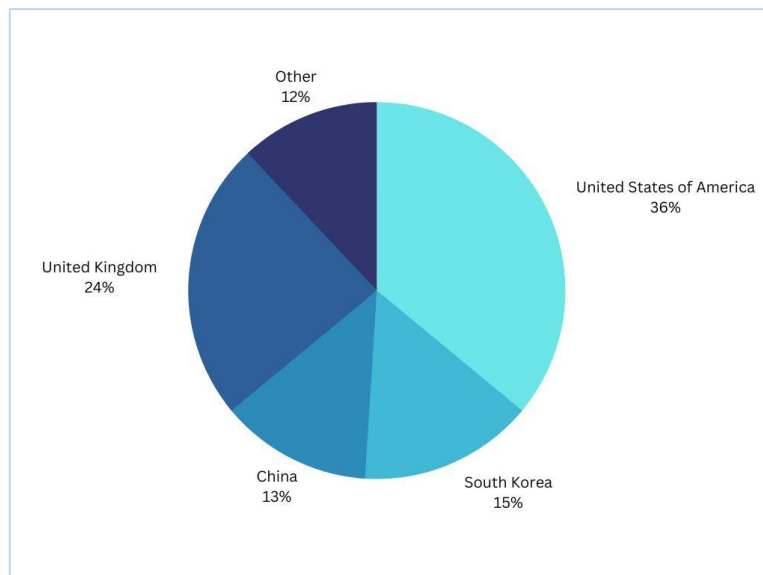
3. What is your degree of managerial responsibility in your primary occupation?

- a. Self-employed with no employees
- b. Senior Manager or Director
- c. Junior Manager
- d. Supervisor
- e. N/A



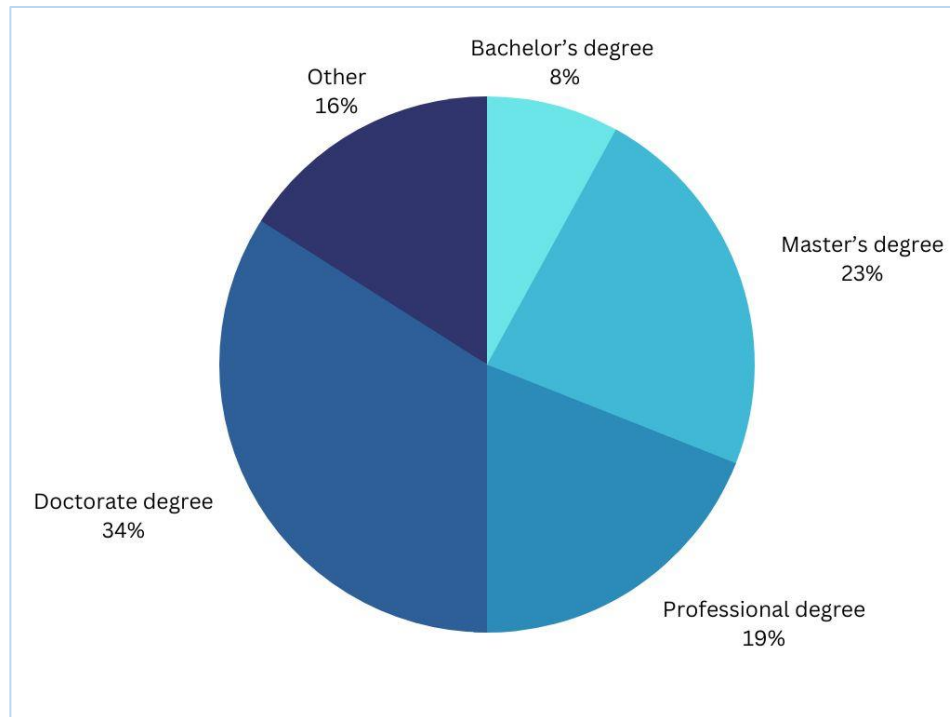
4. In which country (whether where you live presently or where you have lived in the past) have you gained the most experience related to business models for online education?

- a. United States of America
- b. South Korea
- c. China
- d. United Kingdom
- e. Other



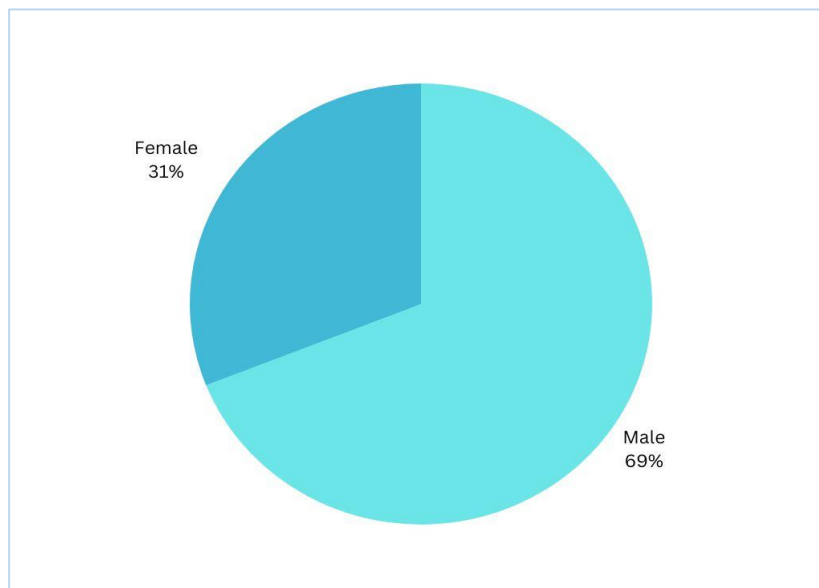
5. What is the highest degree or level of school you have completed?

- a. Bachelor's degree (e.g. B.A., B.Sc., etc.)
- b. Master's degree (e.g. M.A., M.Sc., MBA, etc.)
- c. Professional degree (e.g. JD, MD, etc.)
- d. Doctorate degree (e.g. Ph.D., DBA, D.Ed., etc.)
- e. Other



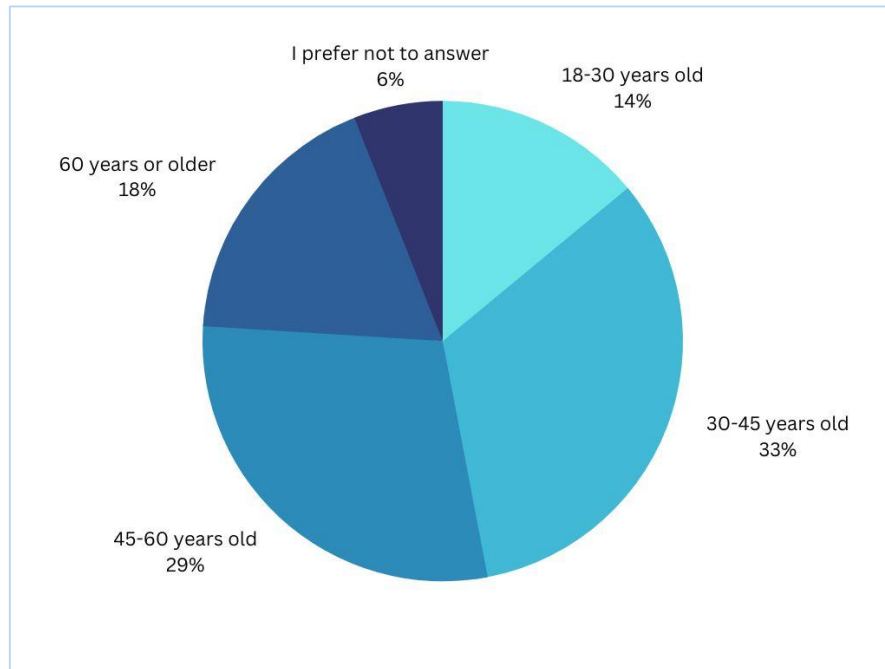
6. What is your gender?

- a. Male
- b. Female



7. How old are you?

- a. 18-30 years old
- b. 30-45 years old
- c. 45-60 years old
- d. 60 years or older
- e. I prefer not to answer



2.8 Conclusions from Survey

- Students rely for preparation on online resources and notes, this gives room for the development of an online portal to share notes.
- Many students never prepare notes, which will benefit the proposed system making them potential users.
- Whereas, a good amount of students will be available to upload their self-prepared notes.
- A number of students find it difficult to interact with their seniors, teachers, and alumni outside the classroom/sessions, this increases the chance of them developing an interest, in an online portal.
- Students and faculties are likely to show active participation at the portal.

2.9 SWOT Analysis

Strength:

- Students:
 - a. Excitement about the technology-based online learning environment.
 - b. Online flexibility learning and technology navigational independence.
- Instructors:
 - c. Customized and structural e-learning teaching sessions.
 - d. May experience better and faster communication with Students.

Weakness:

- Students:
 - a. Insufficient capability to link technological design.
 - b. Unstable Internet connectivity.
 - c. Lack of Online Equipments (laptops, pc's, android mobile phones)
- Instructors:
 - d. May receive better classroom evaluations in the face-to-face classroom than online teaching.
 - e. May encounter difficulty in mastering online teaching because of several technology-based advancement.

Opportunities:

- Students:
 - a. Increase of digital market share expansion available.
 - b. Lower costs and reuse content for any E-Learning online courses.
- Instructors:
 - c. May gain a competitive edge over traditional face-to-face colleagues.
 - d. May offer departments scheduling flexibility when trained.

Threats:

- Students:
 - a. Lack of motivation of the students because of multiple study options.
 - b. High drop-outs of students.
 - c. Lack of E-Content Policies in different institutions referring its' online E-Contexts
- Instructors:
 - d. Customized Have doubt about the integrity and effectiveness of online teaching and e-learning towards learners or students.
 - e. Reduced teacher and students' physical engagement.

2.10 Regulatory Restrictions

- Instructors may not share or exchange contact numbers with the students. If that happens, the account will be permanently blocked.
- At the initial stage, there will be insurance formed by the Instructors; they will lose that money if any illegal measures are done by them.
- Plagiarism is occurred by any employee; legal action will be taken and his/her Account will be suspended.
- University materials should not be posted on the site without their consent.

2.11 Conclusion

Behind every successful product or service present in the market today, there is a story of substantial market analysis of competitors and customers. It is the first and the most important step in the development of any marketing plan. It allows you to know the problems with the products you are selling. Knowing the customers helps you to get success in the business.

III. Organization & Management

3.1 Organization Structure

- **Project manager:** This managerial-level person conducts needs and audience analyses before starting the e-learning project, coordinates all activities and roles in the different stages of the process, and evaluates the degree of transfer on the job and the results for the organization.
- **Instructional designers:** Instructional designers (IDs) are responsible for the overall instructional strategy. They work with managers to understand the training goal, collaborate with subject matter experts (SMEs) to define which skill and knowledge need to be covered in the course, choose the appropriate instructional strategy, and support the team in defining delivery and evaluation strategies.

IDs are also responsible for designing specific e-learning activities and materials that will be part of the course, including storyboard development. At this stage, content provided by SMEs is pedagogically revised and integrated with instructional techniques and media elements, which will facilitate and support the learning process. In large self-paced e-learning projects, a lead ID may delegate the design of specific lessons to other designers.

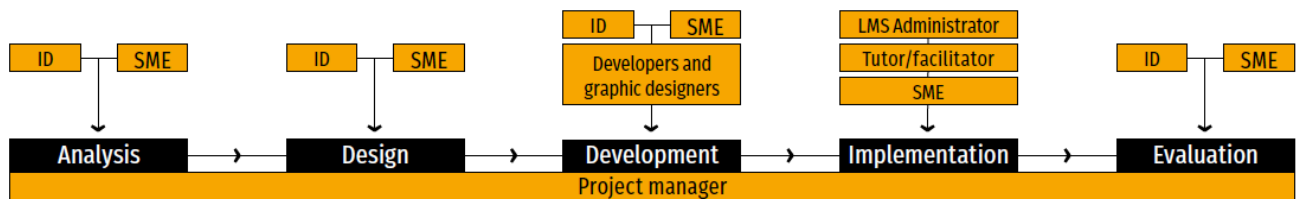


Figure 3.1 Areas of responsibility for key roles

- **Subject matter experts:** Subject matter experts are the knowledge keepers. They contribute the knowledge and information required for a particular course. They collaborate with IDs to design a course and define evaluation strategies. These experts get 30,000 Tk per month. In self-paced e-learning, SMEs can be tasked with preparing the text of specific e-learning lessons, while in facilitated or instructor-led e-learning, SMEs can act as online instructors, leading or supporting online classroom activities. They can prepare and present material, assign tasks to participants and answer their questions.
- **Developers and graphic designers:** Developers and graphic designers are responsible for developing self-paced courses. They assemble course elements, develop media and interactive components, create the courseware, and install it on a web server. Servers/database programmers may be needed to install and configure databases and collect learners' data. They get a salary of around 25,000 Tk & 20,000 Tk per month each.

- **Learning management system administrators, online facilitators, and tutors:** These are roles involved in the delivery of facilitated or instructor-led e-learning courses. Learning management system (LMS) administrators create the course space in the learning management system, manage learners' subscriptions and provide technical support. Online tutors and facilitators support participants' learning activities, motivate learners during the course and facilitate and mediate participants' exchanges.

In addition to project managers and team members, other stakeholders need to be involved at different stages of the project. In particular, project sponsors should be involved at the start of the project, when resources, tasks, activities, and timelines are defined; they are often in charge of providing the final approval for project release.

Representatives of the target audience are also important stakeholders and their involvement in the first stages of the process is crucial to ensure that the course matches the needs of prospective learners.

Mainly the business is owned by our five group members.

- Mehedi Hasan
- Shahriar Habib
- Omar Al Javed
- Mehedy Hassan
- Tasmim Al Zaki

Ownership Information

- Names of owners: Mehedi, Javed, Shahriar, Zaki, Mehedy
- Percentage ownership: 20% each
- The extent of involvement with the company: Have a plan to collaborate with some renowned online skill development platforms.
- Forms of ownership: Common stock
- Common stock: Issued

Management Profiles

Project Manager

- Name: **Omar Al Javed**
- Position: CEO
- Primary responsibilities and authority:
 1. activity and resource planning.
 2. organizing and motivating a project team.
 3. analyzing and managing project risk.
 4. cost estimating and developing the budget.
 5. monitoring progress & ensuring customer satisfaction.
- Education: B.Sc. in Industrial and Production Engineering

- Unique experience and skills: Served as an intern in different organizations
- Special skills: Supply chain analyst
- Past track records: Managed a group of 10 people, analyze various cost-related decisions, control the quality in different departments, expanded customer satisfaction from 50% to 70% (by the latest survey)
- Number of years with the company: 2 years
- Compensation basis and levels: 50,000 Tk per month.

As it is a very new platform, we need to monitor our website regularly. So, there is an expert team of 3 members. They all are from Computer Science and Engineering department. They mainly work on customer satisfaction. Moreover, they continuously work on distributing the tasks to different freelancers.

Our cost analyst team members all are from the Economics department. The planning team consists of 3 members. They continuously work on payment systems as it is a very sensitive issue. They mainly receive money from customers and distribute them to freelancers. They also distribute salaries among the employees.

The maintenance expert team gets a salary of 10,000 Tk each. The cost analyst team gets 25,000 Tk each.

IV. Service Line

The process described below is comprehensive – it covers all the options that can be included in our project. However, some of the steps can be skipped budgetary, expertise, and organizational constraints.

4.1 Analysis

A needs analysis should be conducted at the start of any development effort to determine whether:

- training is required to fill the gap in professional knowledge and skills; and
- e-learning is the best solution to deliver the training.

The needs analysis enables the identification of general, high-level course goals. Target audience analysis is another crucial step. The design and delivery of e-learning will be influenced by key characteristics of the learners.

- Analysis is also needed to determine the course content:
Task analysis identifies the job tasks that learners should complete and the knowledge and skills that need to be developed or reinforced. This type of analysis is mainly used in courses designed to build specific job-related skills.
- Topic analysis is conducted to identify and classify the course content. This is typical of courses that are primarily designed to provide information.

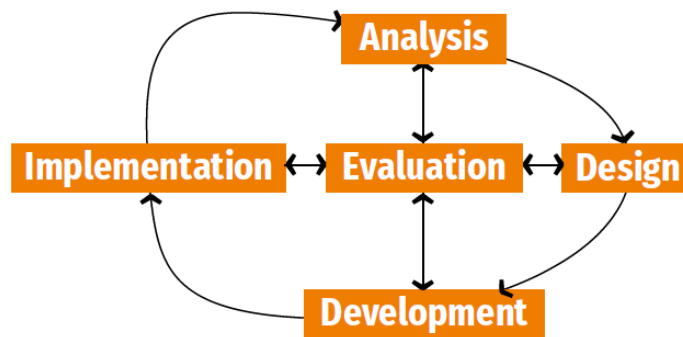


Figure 4.1 The Activities

4.2 Design

The design stage encompasses the following activities:

- formulating a set of learning objectives required to achieve the general, high-level course objective;
- defining the order in which the objectives should be achieved (sequencing); and
- selecting instructional, media, evaluation, and delivery strategies.

The outcome of the design stage is a blueprint that will be used as a reference to develop the course. The

blueprint illustrates the curriculum structure; the learning objectives associated with each unit; and the delivery methods and formats to deliver each unit.

4.3 Development

In this stage, our content is actually produced. The content can vary considerably, depending on the resources available. For example, content may consist of only simpler materials (i.e. those with little or no interactivity or multimedia component, such as structured PDF documents), which can be combined with other materials (e.g. audio or video files), assignments, and tests. In that situation, storyboard development and the development of media and electronic interactions would not be conducted.

The development of interactive e-learning content comprises three main steps:

- **content:** writing or collecting all the required knowledge and information;
- **storyboard:** organizing the content into a structure by choosing appropriate instructional methods and creating a storyboard, i.e. an intermediate product where all the components of the final object are defined, including images, text, interactions, assessment tests; and
- **courseware:** finalizing the product by developing media and interactive components and generating the final version in the required delivery format.

Research and development (R&D) include activities that companies undertake to innovate and introduce new products and services. It is often the first stage in the development process. The goal is typically to take new products and services to market and add to the company's bottom line.

Key Takeaways

- R&D represents the activities companies undertake to innovate and introduce new products and services or to improve their existing offerings.
- R&D allows a company to stay ahead of its competition.
- Companies in different sectors and industries conduct R&D—pharmaceuticals, semiconductors, and technology companies generally spend the most.

When we will launch our service NoteShares to the customers then we can focus on the R&D from customers' feedback and other competitors' conditions will also create an impact on our R&D. From these factors we will decide which sectors from our service we will focus on to develop our service.

4.4 Implementation

At this stage, the course is delivered to learners. The courseware is installed on a server and made accessible to learners. In facilitated and instructor-led courses, this stage corresponds to the actual delivery of the course to a group of participants, and it also includes managing and facilitating learners' activities.

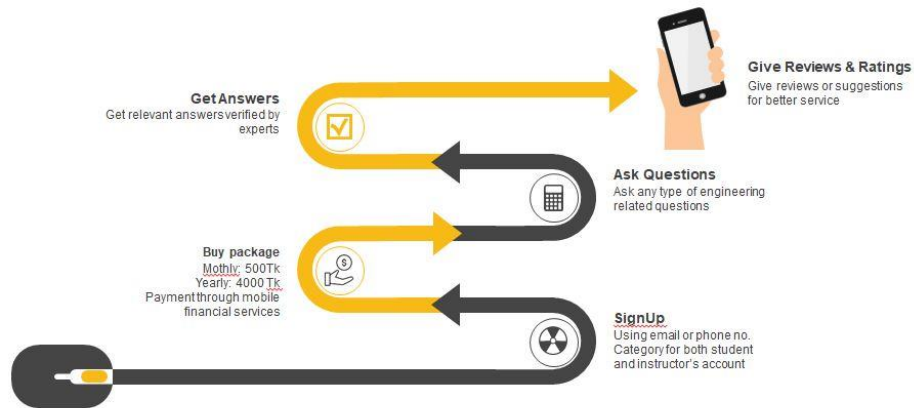


Figure 4.2 How NoteShares Works?

4.5 Evaluation

NoteShares can be evaluated for specific purposes. You may want to evaluate learners' reactions, the achievement of learning objectives, the transfer of job-related knowledge and skills, and/or the impact of the project on the organization.

4.6 Key strength of NoteShares

- Access to most required information.
- Data Security.
- Restrictive data access, as per login assigned only.
- Organized and structured storage of facts.
- Notes are accessible from anywhere.
- Centralized control by the administrator.
- Less paperwork.
- Complete web-based system.
- More reliable content.
- Better consumption of time and effort.
- The website aims to promote the development of industry-related skills, and knowledge of new trends and current technologies among students.

4.7 Limitations of the system

- It is not a large-scale system.
- Only limited information is provided by this system.
- Since it is an online project, customers need an internet connection.
- Integration of larger database is required for large-scale use.
- Success of the proposed system depends on active participation of users.
- Assigning an admin to the system is a tedious task.

4.8 Future prospective

The proposed work will try to provide a centralized system for knowledge sharing. The portal aims to provide a better, easy, efficient, and quick system and reduce regular note hunting. Moreover, if implemented successfully, this will provide faculties and students to share their knowledge in the form of lectures as well. The division of many departments will make it simple for students to access their notes.

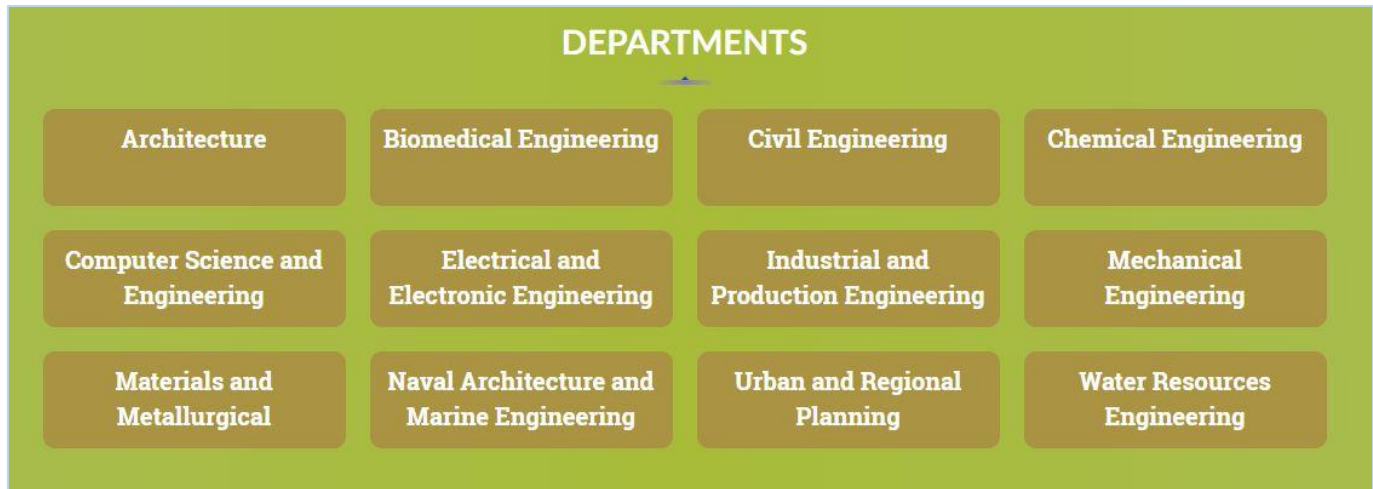


Figure 4.3 Department Segment

The possible updates which can be in this project are the following:

- Better search feature and GUI
- Integration of a larger database

This service will eventually be available on all devices as an app.

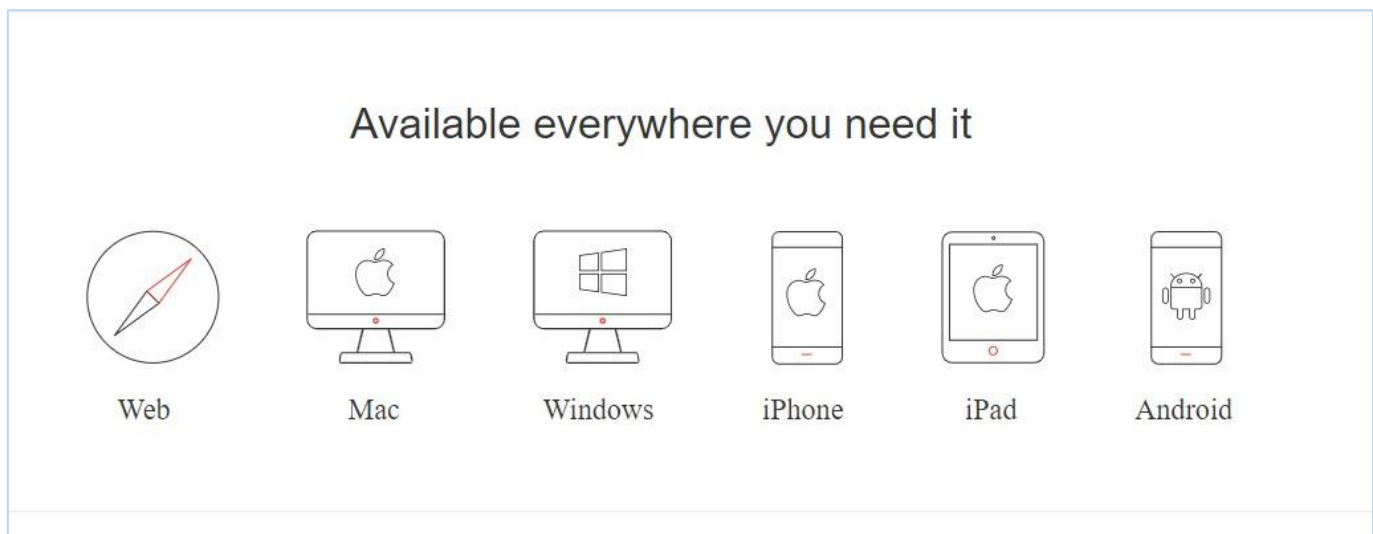


Figure 4.4 Availability of the Service

V. Funding Request

Startup funding — or startup capital — is the money needed to launch a new business. It can come from a variety of sources and can be used for any purpose that helps the startup go from idea to actual business.

5.1 Organization Structure

NoteShares is a platform for students and teachers. The mission of NoteShares, which is based in Bangladesh, is to provide people with a fresh viewpoint on achieving financial independence. Its mission is to provide a platform that connects freelancers with various expertise to outsourcers who need them.

5.2 Start-up Summary

After spending several months searching for a convenient location, we decided to lease an office in a suitable place. The start-up capital will be used for legal expenses, office equipment and hiring staff, insurance, rent, promotion and business sign, and inventory on hand at start-up.

5.3 Types of Funding

Personal Savings and Credits

Personal savings and credit account for the largest portion of startup capital. Founders know that if they're going to convince anyone else to invest in their company, they have to be willing to go all-in themselves. It's also the most accessible form of funding, as you don't have to rely on anyone but yourself to use it.

Friends and Family

Friends and family can be a great source for getting started, but it's important to make sure that the business part of the relationship is clearly outlined. Get legal documentation for everything and make it clear to your loved ones that they may not get any return on their investment at all.

Venture Capital

Venture Capital is financing that's invested in startups and small businesses that are usually high-risk, but also have the potential for exponential growth. The goal of a venture capital investment is a very high return for the venture capital firm, usually in the form of an acquisition of the startup or an IPO.

Venture capital is a great option for startups that are looking to scale big — and quickly. Because the investments are fairly large, your startup has to be prepared to take that money and grow.

Angel Investor

Angel Investors are typically high-net-worth individuals who look to put relatively small amounts of money into startups, typically ranging from a few thousand dollars to as much as a million dollars.

Angels are often one of the more accessible forms of early-stage capital for an entrepreneur and as such are a critical part of the equity fundraising ecosystem.

Banks

Banks are a more traditional way of getting startup capital, which means they may be easier for some startups to get than venture capital, which can be a long and arduous process. They're a great option for startups that already have some momentum and — even better — some income coming in. That's because while venture capitalists are all about taking big risks for the potential of big rewards, traditional banking institutions are more careful with their funds. And unlike taking angel investment or VC money, taking out a small business loan means retaining full ownership of your startup.

Crowdfunding

Crowdfunding is a method of raising capital through the collective effort of friends, family, customers, and individual investors. This approach taps into the collective efforts of a large pool of individuals — primarily online via social media and crowdfunding platforms — and leverages their networks for greater reach and exposure.

Traditionally, entrepreneurs spend months sifting through their networks, vetting potential investors, and spending their own time and money to get in front of them. With crowdfunding, it's much easier for entrepreneurs to get their opportunity in front of more interested parties and give them more ways to help grow the business.

5.4 Start-up Funding

We have estimated initial start-up costs of 200,000Tk. The numbers in the start-up and start-up funding tables are meant to reflect these estimates. We as co-owners will provide the start-up financing in the amount of 200,000Tk all by ourselves.

Name	Amount (Tk)
Mehedi Hasan	40,000
Shahriar Habib	40,000
Omar Al Javed	40,000
Mehedy Hassan	40,000
Tasmim Al Zaki	40,000

VI. Financial Analysis

6.1 Start-up Funding

Financial analysis refers to an assessment of the viability, stability, and profitability of a business, sub-business, or project. It is performed by professionals who prepare reports using ratios and other techniques that make use of information taken from financial statements and other reports.

Financial analysis is used to evaluate economic trends, set financial policy, build long-term plans for business activity, and identify projects or companies for investment. A financial analyst will thoroughly examine a company's financial statements—the income statement, balance sheet, and cash flow statement.

6.2 Cost Analysis

6.2.1 Fixed Cost

- Build up website: 50,000 Tk
- Office equipments: 50,000 Tk

Total Fixed cost: $(50,000 + 50,000)$ Tk = 100,000 Tk/year

6.2.2 Variable Cost

- Website Developer (1 person): 25,000 Tk
- Advertisement: 10,000 Tk
- Expert: 60% monthly revenue share (let, 100,000Tk/moth revenue) = 60,000 Tk

Total Variable Cost: $(25,000 + 10,000 + 60,000)$ Tk = 95,000 Tk/month

6.2.3 Revenue

- Subscription: 500 Tk/Package
- Estimated buyer: 200

Total profit: (500×2000) Tk = 100,000 Tk/month

6.3 Comparison of the investment and total cost

Total Cost in initial stage = Total fixed cost + Total variable cost
= (100,000 + 95,000) Tk
= 195,000 Tk/month
= 1,240,000 Tk/year

Total investment = 1,240,000 Tk/year

So, our projection is matched with the funding that we have planned in the previous chapter.

6.3 Breakeven Analysis

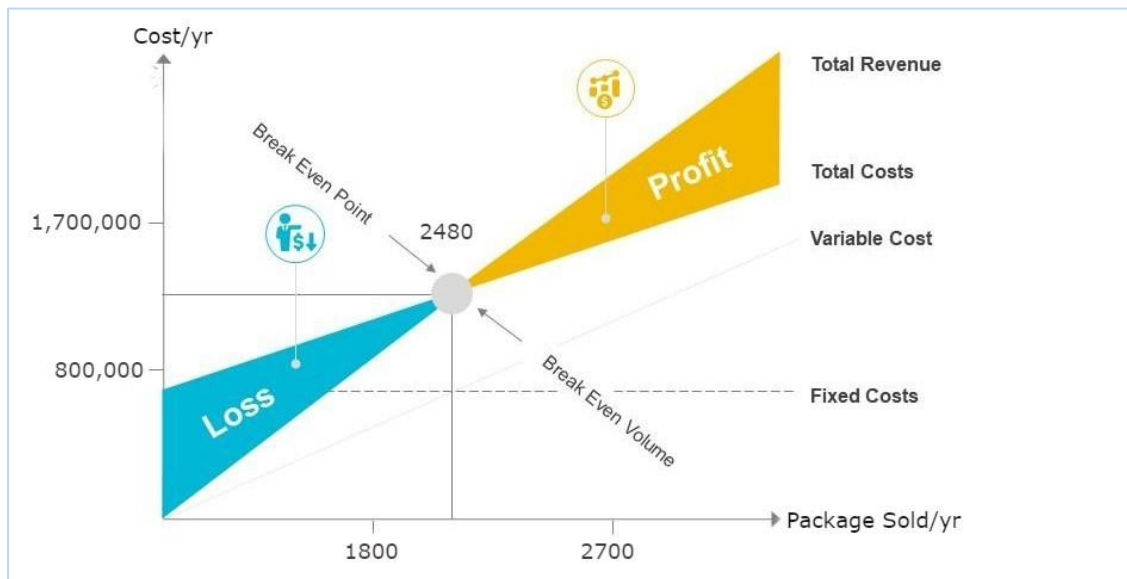


Figure 6.1 Breakeven Analysis

6.4 Conclusion

Financial Analysis provides internal and external stakeholders with the opportunity to make informed decisions regarding investing. It helps us to lead a successful business. As this is an initial stage of our business, we have estimated some amounts that may vary in the future.

VII. Conclusion

This report has described the process followed towards the first operational prototype of the NoteShares Platform. We believe that many Bangladeshi engineering students will benefit from this strategy. How well we manage the interaction between our students and instructors determines the overall performance of the company. The primary factor in design is trust because it directly correlates with other advantages that are readily apparent. Olympic trust among strangers is what we want to achieve. The supplier and the consumer will be brought together by NoteShares using a strong system of identity verification and review of both students and instructors. The core of the trust solution and the ideal fit for the value proposition is the review system.

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