

## **THE PROJECT**

I want to create a wordpress-based online course site with this theme:  
<https://educationwp.thimpress.com/demo-university-2/>

The theme is a Learning Management System and I want to use it to host and manage my online courses.

I also want to market these courses using a Unilevel hybrid MLM system, to make it more attractive for students to join.

## **THE PRODUCT**

My products are online courses.

I have many online courses, which I currently sell on TEACHABLE platform. I also allow other tutors to host online courses on my platform.

This new platform built with wordpress, will allow me to fully own and manage all these courses. EDUMA theme is a well-built online Learning Management System, designed for Wordpress, and that is why I choose it to host my courses.

Your job is not to build the Learning Management System because it is already done with EDUMA, rather, your job is to design an MLM software that will work together with the theme.

It should have a separate log in for affiliates(or users), so that they won't be able to see the admin dashboard of wordpress.

Our courses are arranged in 10 levels, with the following prices for each level:

Level 1 courses =N3000 each

Level 2 courses = N6000 each

Level 3 courses= N12000 each

Level 4 courses= N24000 each

Level 5 courses= N48000 each

Level 6 courses = N96000 each

Level 7 courses = N192,000 each

Level 8 courses = N384,000 each

Level 9 Courses = N768,000 each

Level 10 courses = N1,536,000 each

The different levels of our courses, play an important role in the whole matrix structure.

Here is my plan:

A new user starts by signing up for a course in level 1, for N3000.

At this stage, his rank is 1 star.

To move up to the next rank of 2 star, he must upgrade by purchasing any course in level 2.

To move up to 3 star, he must upgrade by purchasing any course in level 3.

And so on till rank 10.

Thus one condition for upgrading to the next level, is to purchase a course in that level. Other rules for upgrading will be discussed further down.

(We could have one or multiple courses in any level. For instance we have one course in level 1, we could have 3 different courses in level 2. 10 different courses in level 3 and so on. The important thing is that prices for course in each level are the same)

### **PRICE:**

As shown above, course prices are in Nigerian Naira.

However, we should have the option of setting the prices to US Dollars in future.

So the MLM should not have Naira as a fixed currency, but should have an option for us to change the currency to dollars in future (We can add the prices manually not automatic conversion).

### **THE MATRIX PLAN**

The matrix is a hybrid unilevel plan with 10 ranks.

Rank 1 to 4 can earn up to 7 levels deep.

Rank 5 to 9 can earn up to 8 levels deep.

Rank 10 can earn up to 9 levels deep.

Here are the rules:

A new user is at rank 1, after purchasing course 1 for N3000.

RANK 1	% commission	Sample no of downlines	Sample income when all downlines purchase the N3000 level 1 course
1 <sup>st</sup> Generation	40%	3	$3000 \times 40\% \times 3 = 1200 \times 3 = 3600$
2 <sup>nd</sup> Generation	5%	9	$3000 \times 5\% \times 9 = 1350$
3 <sup>rd</sup> Generation	1%	27	$3000 \times 1\% \times 27 = 810$
4 <sup>th</sup> Generation	1%	81	2430

5 <sup>th</sup> Generation	1%	243	7290
6 <sup>th</sup> Generation	1%	729	21870
7 <sup>th</sup> Generation	1%	2187	65610
		TOTAL	N 102,960

*NOTE: Sample no of downlines is just an example, because each sponsor can have as many direct downlines as he can, but for demonstration purpose, we assume a perfect 3 downlines. This is also used to demonstrate to sponsors/members, the maximum payout for each rank. MAXIMUM PAYOUT for Rank 1 is capped at N102,960.*

*Following similar sample, maximum payout for rank 2 is capped at N205,960, maximum payout at Rank 3 is capped at N411,840 and maximum payout at rank 4 is capped at N823,680 .*

*The formula changes at rank 5 because of the addition of an extra 8<sup>th</sup> generation.*

The new user is permitted to sign up as many direct downline as he likes, however, he can ONLY get commission from his downlines up to 7 generation, who sign up for course 1.

Once a downline upgrades to rank 2 before the sponsor, the sponsor will lose the commission for rank 2, because he has not upgraded to rank 2.

**So at all ranks, you can only receive commissions of downlines in the same rank or in a lower rank.** If you do not upgrade to the next rank, you will lose the commission, if any of your direct or indirect downlines upgrade before you.

**This is very important, so as to motivate sponsors to move up in rank before their downlines.**

So for example, a sponsor who has reached rank 3, will get commissions from all his direct and indirect downlines each time they purchase any course in level 3, 2 or 1, but once they purchase a course in level 4 or above, he will not get the commission for that course, because he has not upgraded to rank 4.

Rank 5, 6, 7, 8, 9 will receive commission up to the 8<sup>th</sup> generation.

RANK 5	% commission	Sample no of downlines	Sample income when all downlines purchase any N48000 level 5 course
1 <sup>st</sup> Generation	40%	3	$48000 \times 40\% \times 3 = 19200 \times 3 = 57,600$
2 <sup>nd</sup> Generation	5%	9	21,600
3 <sup>rd</sup> Generation	1%	27	12,960
4 <sup>th</sup> Generation	1%	81	38,880
5 <sup>th</sup> Generation	1%	243	116,640
6 <sup>th</sup> Generation	1%	729	349,920
7 <sup>th</sup> Generation	1%	2187	1,049,760
8 <sup>TH</sup> Generation	1%	6561	3,149,280
		TOTAL	N4,796,640

*Again, note that this is only a sample, because sponsor can have as unlimited downlines on each level, not just 3, also sponsor at rank 5, earns both on level 5 courses (48000), level 4, 3, 2, and 1 courses, but*

*not on courses on level 6 and above. I used only level 5 course in the table, just for demonstration purpose, and also to illustrate the maximum payout for rank 5, which is capped at N4,796,640.*

*Following similar sample above,*

*rank 6 @ N9,593,280*

*rank 7 @ N19,186,560*

*Rank 8 @ N38,373,120*

*Rank 9 @ N76,746,240*

*(To make this easier, you can simply add a feature, which I can use to set the payout limit for each rank, from the admin dashboard)*

**The last rank (Rank 10), can earn up to the 9<sup>th</sup> generation, by adding additional 1% for the 9<sup>th</sup> generation. Also the earning for Rank 10 is not capped.**

In general, Rank 1 to 4 earns a total commission of 50%

Rank 5 to 9 earns a total commission of 51%

And rank 10 earns a total commission of 52%

**So the maximum possible payout for any course in level 1 to 10, is 52%, meaning that the minimum I can make from any course is 48%. Please this is also very important, to avoid any computation error that could bankrupt the business.**

#### **RULES:**

We need qualifying rules to move to a higher rank.

The first rule as stated earlier, is the purchase of any course in the level you wish to move to.

The second rule is that you need a certain number of downlines, in a previous rank, before you can move to the next rank.

So there are two conditions for advancing to the next rank.

1. Purchase of course in the next level

2. A certain minimum number of people in a previous rank ( I intend 2 minimum, but it should be changeable)

For example:

To move to **Rank 2**:

A member needs to meet condition 1 ( which in this case is purchase of course in level 2 )

And meet condition 2 (which in this case is having a minimum of 2 downlines in rank 1)

Once the two conditions are met, he advances to rank 2.

To move to **Rank 3**:

He again needs to

- 1) Purchase a course in level 3 and
- 2) Have two downlines who have attained rank 2

To move to **Rank 4**:

- 1) Purchase a course in level 4
- 2) Have two downlines who have achieved rank 3

And so on till rank 10.

*For the conditions, no 1 is fixed (purchase of any course in the level)*

*But condition 2 is changeable from 0 to any number, though I currently intend to keep it at 2.*

*Once all rules are met, the sponsor is automatically moved to the next rank.*

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Remember,

Each level can have multiple courses.

Level 1 course can have 1 or 10 courses, all at the same price of N3000

Level 2 course can also have any number of courses, all at the same price N6000

This continues to level 10 courses.

A person in rank 1 can actually buy any course, even a level 10 course, but that does not automatically qualify him to get to rank 10.

The system will simply record it for him, until he grows his network and meets the second condition (of having 2 people in rank 9)

#### **Personal Sales Volume (PV) and Group Sales Volume (BV):**

Each course has a Point Value depending on the level.

Course Level	Point Value
Level 1 courses	10
Level 2 Courses	20
Level 3 courses	40
Level 4 courses	80
Level 5 courses	160
Level 6 courses	320
Level 7 courses	640
Level 8 courses	1280
Level 9 courses	2560
Level 10 courses	5120
Video Testimonial	100

Each sponsor has a feature showing his total PV (all courses he sold directly).

And his GV (all courses sold under his tree).

We shall use these points later to develop incentive programs. (*Once a sponsor uses his PV or GV to claim an incentive, the value used is wiped off his panel, to avoid using incentives twice*).

#### **PAYMENT AND WALLET:**

Each user should have a Wallet, where the commissions will accumulate.

The user can use the earnings in the wallet, to upgrade to the next rank (by paying for the next level course, he also has to meet any other condition is any...or else the upgrade will be pending, even after paying for the next course).

A minimum amount of N5000 should be in the wallet before withdrawal request can be sent (this could be set by the admin to any value).

Payments are made monthly.

Before a request is made, a user must fill out his/her full name, address, bank name and bank account number.

The admin could see all requests every month in the admin dashboard, and easily download all the request in an excel file.

This is to enable easy mass payment.

All payments for courses are online via woo-commerce cart, for ease of tracking. The woo-commerce is integrated with a payment system (called paystack) in Nigeria, that accepts credit/debit cards. We also have the option of using paypal in the woocommerce. I will handle this with woocommerce plugin and paystack woocommerce plugin.

Your job is to integrate the woocommerce into the payment structure of the MLM.

At the end of the month, we download a csv of all the request from the admin dashboard, which we enter into our paystack account for mass payout.

Other possible features:

Dynamic Compression

Bitcoin payment gateway integration

Leader board

Leader rank