VIRTUAL STUDY

AN INNOVATIVE APPROACH TO ETHIOPIAN ONLINE LEARNING

Name

Yitayew A.

Founder of Virtual Study

Developer of the Virtual Study website:www.virtualestudy.com

Education

MSc Degree in IT and Data Science.

Experience

More than 7 years of experience as an IT Professional.

Current position

CTO at Virtual Study.

Introduction

01. About virtual study

02. Mission and vision

03. Services we offer.

04. Exploring www.virtualestudy.com

05. Benefits of learning at virtual study

06. How to create an account and buy courses

07. Payment Methods to purchase courses

08. What is affiliate marketing? How affiliate marketing works in virtual study?

09. How to sign-up as an affiliate and earn commission

About **Virtual Study**

Is an online education learning platform which provides comprehensive and accessible online courses for Ethiopian students of all grades and professional adults.

Global E-Learning Market is expected to reach $325 billion by 2025.

Around 33% of college students are currently taking at least one online course.

Prepare for a successful future

It is designed to empower students and learners with high-quality educational resources, helping them excel academically and prepare for a successful future.

OUR VISION & MISSION

Virtual study has three main missions.

Mission 1

Accessible Education for All Ethiopians: Our mission is to ensure that every Ethiopian has access to quality education through our online courses.

Mission 2

Curriculum Alignment: We are dedicated to providing courses that align with the Ethiopian national curriculum, ensuring that learners receive relevant and standardized education.

Mission 3

Flexible Learning: Our goal is to enable learners to study any course from anywhere, at any time, making education flexible and convenient for everyone.

Company Vision

To be the leading online platform in Ethiopia, supporting and supplementing traditional education with latest technology and resources.

We aspire to expand our course offerings, introduce additional support services, and collaborate with schools and educational institutions nationwide.

OUR MAIN LEADING SERVICES

Online courses across various grade levels

Online tests and quizzes

One-on-one or group online tutoring sessions

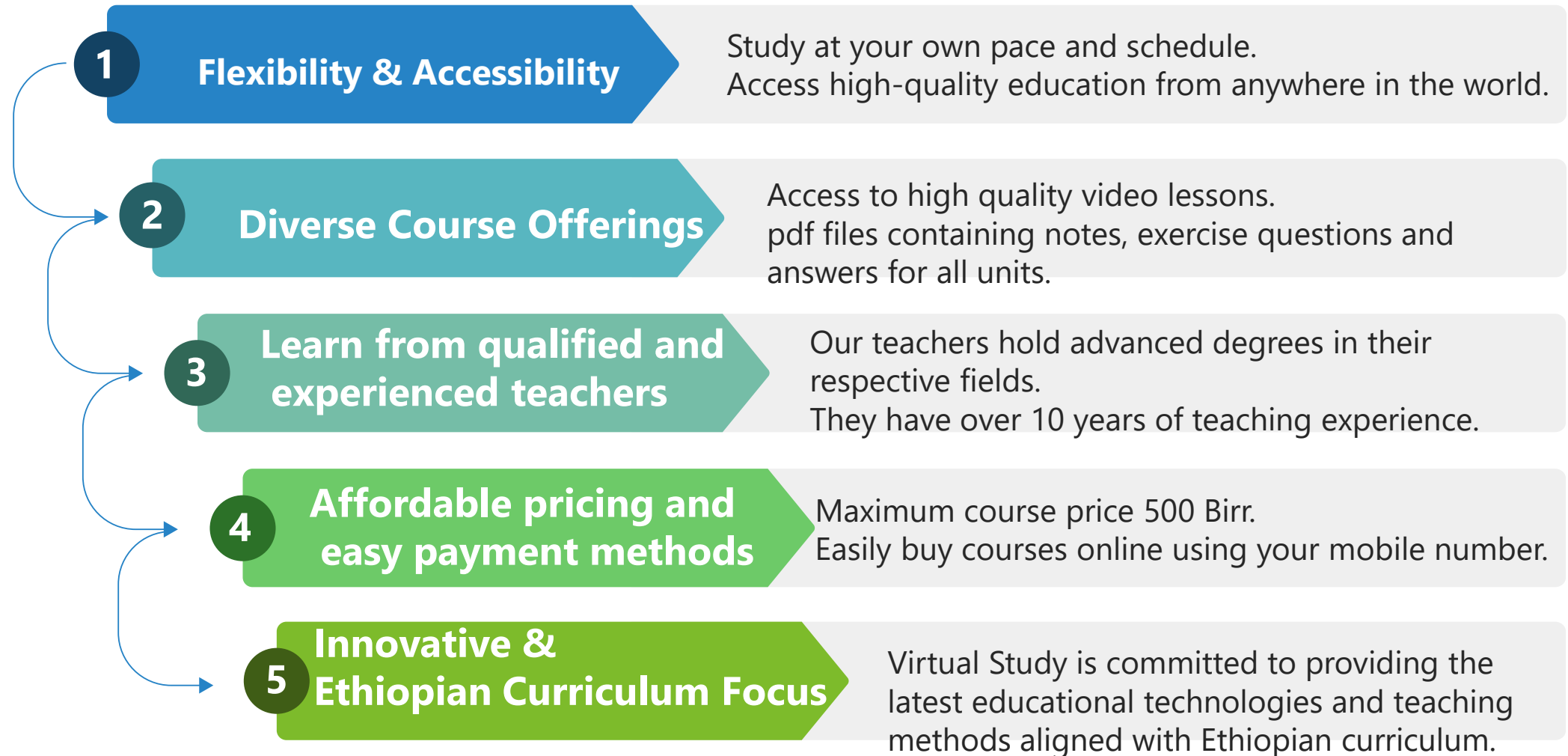Coding, computer programming, AI, Website development, etc.

Study Guides and Exam Preparation Materials for national and international exams.

Affiliate Marketing programs

Why Choose to Learn at Virtual Study?

1. Flexibility & Accessibility
Study at your own pace and schedule.
Access high-quality education from anywhere in the world.

2. Diverse Course Offerings
Access to high quality video lessons.
pdf files containing notes, exercise questions and answers for all units.

3. Learn from qualified and experienced teachers
Our teachers hold advanced degrees in their respective fields.
They have over 10 years of teaching experience.

4. Affordable pricing and easy payment methods
Maximum course price 500 Birr.
Easily buy courses online using your mobile number.

5. Innovative & Ethiopian Curriculum Focus
Virtual Study is committed to providing the latest educational technologies and teaching methods aligned with Ethiopian curriculum.

Go to www.virtualestudy.com

Click on 'Register Now'

Fill in the required details.

Verify your email

Log in with your new account using your email and password

How to Register & sign-in at Virtual study?

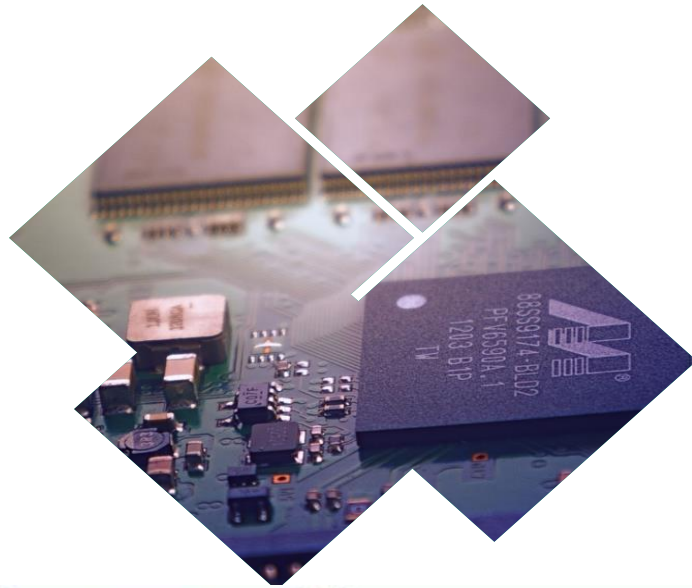"Promote a variety of courses across different grade levels and subjects, catering to a broad audience"

WIDE RANGE OF COURSES

JOIN US TODAY & PROMOTE ACCESSIBLE EDUCATION TO ALL ETHIOPIANS!

Choosing and Purchasing Courses

1 Select courses to buy

Browse courses from the 'Course's page

2 Add Courses to your cart

Click 'Add to Cart', then

Click 'View Cart'

3 checkout

Click on "Proceed to checkout."

4 Complete payment

Complete payment by entering your phone number.
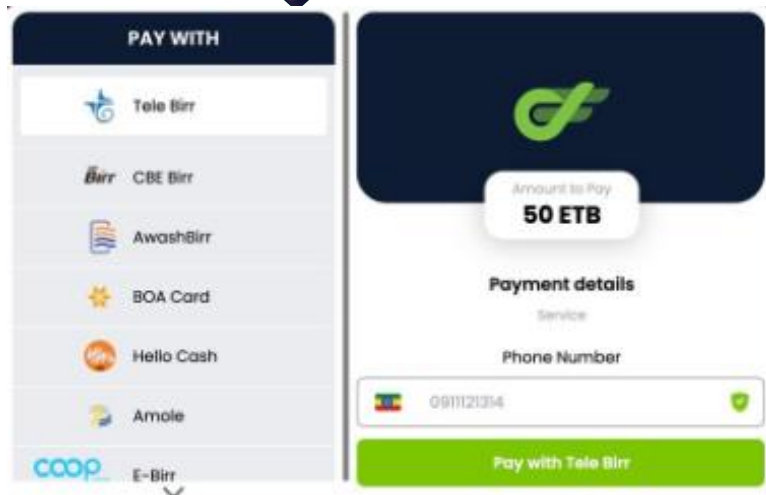
Starting Your Learning Journey

1. Go to your 'Dashboard'

2. Click on Enrolled courses

3. Click on the course to start learning

4. Follow the units and complete course

Affiliate Marketing

What is affiliate marketing?

Affiliate marketing is a type of performance-based marketing where a business rewards affiliates for bringing customers to the business through the affiliate's marketing efforts.

How is it done?

By promoting products or services on the affiliate's website, blog, social media, or other platforms.

How affiliates earn commission?

Based on each sale, lead, or other action completed through their marketing efforts.

Industry Size

The global affiliate marketing industry is valued at over $12B and continues to grow annually.

Income Potential

Successful affiliates can earn substantial incomes, with top-tier affiliates making six or even seven figures annually.

01

02

03

04

05
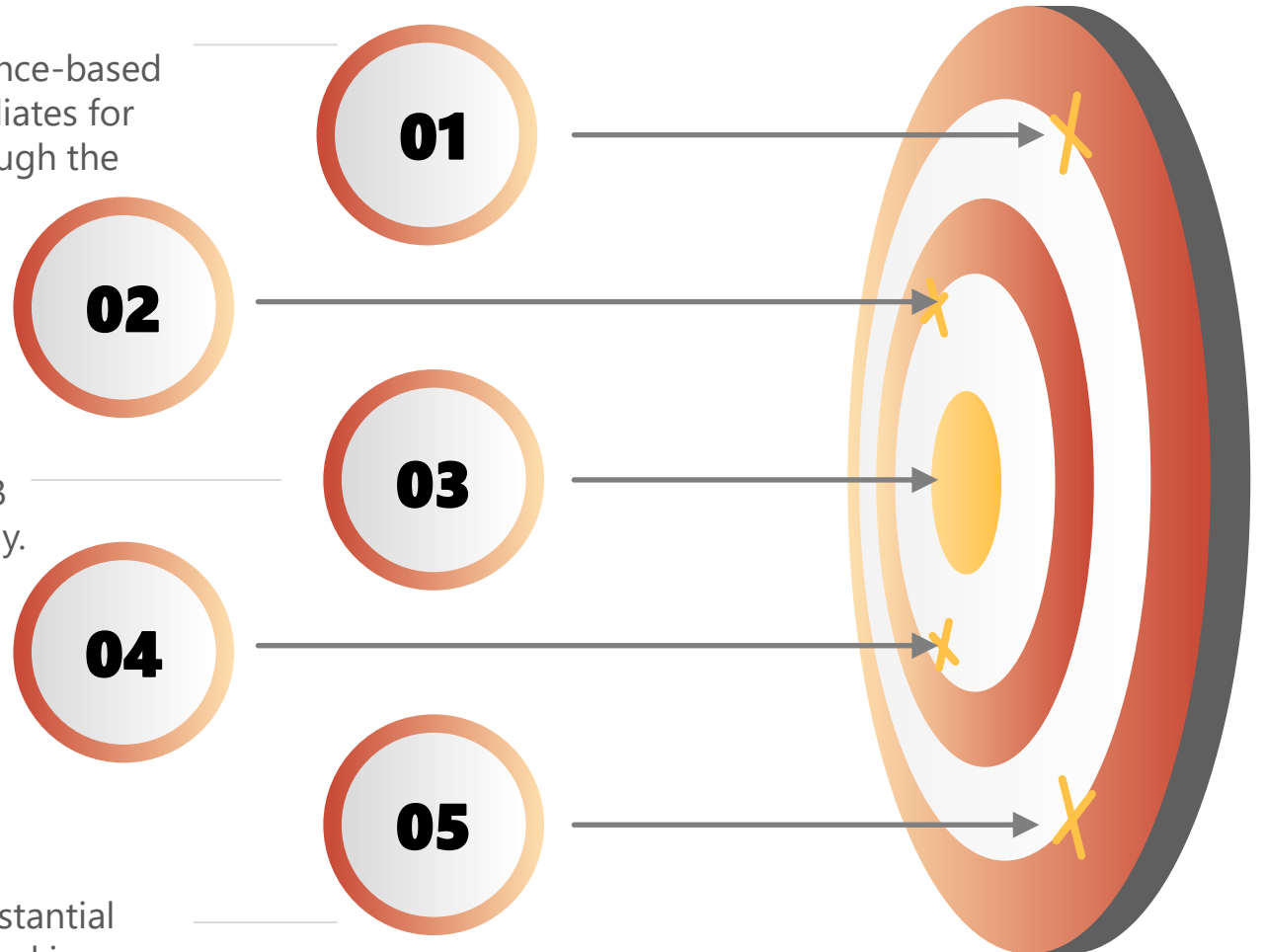
Key Components of Affiliate Marketing

1. Affiliate: You

The marketer who promotes the merchant's products or services.

2. Merchant: Virtual Study

The business that sells products or services.

4. Network: Your affiliate link

Platform connecting affiliates and merchants to handle payments and product delivery

3. Customer: Learners/Students

The person who buys the product or service based on the affiliate's promotion

How Affiliate Marketing Works at Virtual Study?

13

Sign-up as an affiliate at
www.virtualestudy.com

Sell Our Courses through
your affiliate link.

01

02

03

04

Get your unique affiliate
link and share your link.

Earn 15% commission
for every course sold.

Why Join virtual study's affiliate marketing program?

We provide **free training** for affiliates

01

Requires no degree or experience

02

Convenient to join: Need only internet and laptop/smartphone.

03

24/7 customer support

04

Support for Education: Help promote accessible education to all Ethiopians.

05

Can be done full-time or part-time

06

Unlimited earning potential

07

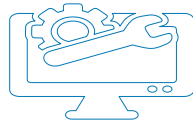**Performance Tracking & transparency**: Affiliates can track their sales and commissions.

08

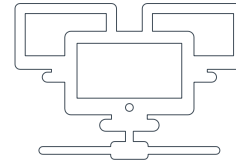# How to Become an Affiliate
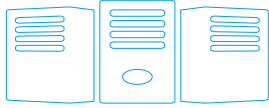
1

Go to
www.virtualestudy.com

2

Fill in the registration form.
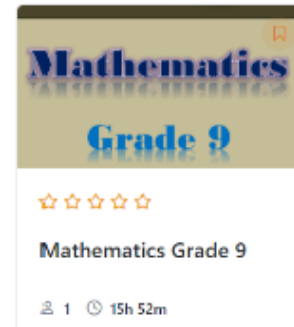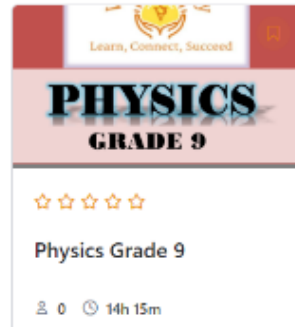
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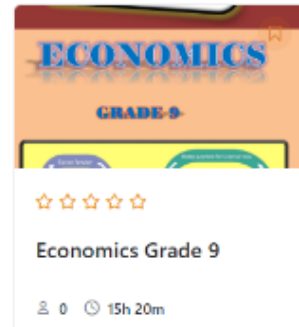
Receive approval.

4

Get your unique affiliate link

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How to Earn Commissions

1. **Promote our courses by Sharing your unique affiliate link**

Example affiliate link: www.virtualestudy.com/courses/?ref=jzzcnlpq

2. **Earn a percentage of sales made through your link**

Total courses you sold	Price per course (Birr)	Total Price (Birr)	% commission	Amount you Earn (Birr)
10	400	4000	15%	600

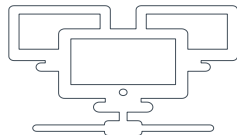# How to Sign-In and Track Your Performance Metrics

1

Log in to your affiliate account
www.virtualestudy.com

2

Go to your 'Dashboard'

3

Click on Home.

4

Track your sales and commissions

1 Jan 2024 to 23 Jul 2024

Summary

3	2	67%	ETB 97.50
Referrals	Orders	Conversions	Earnings

Products Sold	This month ▾
2	
Economics Grade 12	ETB 60 ⓘ
አማርኛ 6ተኛ ክፍል	ETB 37.50 ⓘ

Details 🗒

Search	

Date	Customer	Order	Amount	Commission	Status
06:42 PM, Jul 22	Yyy woo yewo@gmail.com	4180	ETB 250	ETB 37.50	approved
06:39 PM, Jul 22	Yyy woo yewo@gmail.com	4178	ETB 400	ETB 60	approved

JOIN US TODAY & PROMOTE ACCESSIBLE
EDUCATION TO ALL ETHIOPIANS!

EARN COMMISSION FOR EVERY SUCCESSFUL REFERRAL &
& UNLOCK YOUR UNLIMITED INCOME POTENTIAL!

Address:
Lebu Mebrat Hail
Win Hintsa
3rd Floor, Office# 307
Addis Ababa

+251915695948

info@virtualestudy.com

www.virtualestudy.com

THANK YOU!