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Legal Page

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1.0 Executive Summary

Business Overview

The "Educationalists" believed that children were born as "blank slates", beginning their lives morally neutral. From this point of view, infants were neither inherently good or inherently evil. A child's nature and personality would develop over childhood, a period of time during which the educationalists believed a child was particularly impressionable. Adults surrounding a child could potentially have a very lasting effect on his personality.¹

Children and teenagers learn by observing, listening, exploring, experimenting and asking questions. Being interested, motivated and engaged in learning is important for children once they start school. It can also help if they understand why they're learning something. And as a child gets older, he or she will enjoy taking more responsibility for his learning, and getting more involved in making decisions about learning and organizing activities.²

Education is the bedrock of any civilization. It defined the past, shapes the present and projects the future. This is how core education is to human existence. Nearly every family tries really hard to make sure that their children get the best of education. For this reason, schools as well as other forms of educational institutions have continued to spring up in all nook and crannies of the earth, many without adequate tools/teaching aids and a work force that is well trained to effectively impart knowledge to pupils who have been trusted in their care.

The COVID-19 pandemic has created the largest disruption of education systems in history, it has resulted in schools shut all across the world. Globally, over 1.2 billion

¹The Educationalist Theory. Retrieved from http://umich.edu/~ece/student_projects/childrens_lit/Educationalist_Theory.html. September 10, 2020

²How children and teenagers learn. Retrieved from <https://raisingchildren.net.au/school-age/school-learning/learning-ideas/learning-school-years>. September 10, 2020

children are out of the classroom. As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay.³

Families across the country are adapting to the evolving changes in daily life caused by the COVID-19 pandemic. Most schools, places of public gathering, and nonessential businesses are closed, and parents and other caregivers are faced with helping their families adjust to the new normal. This includes trying to keep children occupied, feeling safe, and attempting to keep up with schoolwork as best as possible.⁴

Virtually all K-12 students in the United States are currently missing face-to-face instruction due to COVID-19. Many parents and educators thus share a common worry: When the pandemic subsides, kids will return to school with lower achievement. There are also concerns that the gap between high- and low-achieving students will become larger. Current school closures have added to the time that most students already spend at home during the summer months without explicit face-to-face instruction from teachers. Meanwhile, teachers are scrambling to adapt content for an online platform and parents are juggling work responsibilities (if not joblessness) with caring for and educating their own children. Students themselves are faced with isolation, anxiety about a deadly virus, and uncertainty about the future. In so many ways, the current situation is unprecedented for most people alive today.⁵

³The COVID-19 pandemic has changed education forever. This is how. Retrieved from. <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>. September 10, 2020

⁴Helping Children Cope with Changes Resulting From COVID-19. Retrieved from. <https://www.ces-schools.net/helping-children-cope-with-changes-resulting-from-covid-19/>. September 10, 2020.

⁵The impact of COVID-19 on student achievement and what it may mean for educators. Retrieved from. <https://www.brookings.edu/blog/brown-center-chalkboard/2020/05/27/the-impact-of-covid-19-on-student-achievement-and-what-it-may-mean-for-educators/>. September 10, 2020

As the Internet changes almost every sector, it influences management education worldwide

as well. Due to the interactivity and ubiquity of the Internet, learning is possible without space and time barriers. With the quick transition from in-person learning to virtual classrooms, school districts are having to quickly adapt or even create new policies and guidance on how educators and students should conduct themselves in this new virtual learning environment.

Online learning can help students flourish. The best online learning combines elements in which students can go at their own pace and are set-up to think deeply and critically about subject matter with elements in which students go online at the same time to interact with other students, their teacher and the content. The students can have more control over their learning process in an online learning environment.

The Most Important Benefits Of e-Learning for Students

Today's learners want relevant, mobile, self-paced, and personalized content. This need is fulfilled with the online mode of learning; here, students can learn at their own comfort and requirement. Let's have an analytical look at the advantages of online learning.

❖ Online Learning Accommodates Everyone's Needs

The online method of learning is best suited for everyone. This digital revolution has led to remarkable changes in how the content is accessed, consumed, discussed, and shared. Online educational courses can be taken up by office goers and housewives too, at the time that suits them. Depending on their availability and comfort, many people choose to learn at weekends or evenings.

❖ Lectures Can Be Taken Any Number of Times

Unlike classroom teaching, with online learning you can access the content an unlimited number of times. This is especially required at the time of revision when preparing for an exam. In traditional form of learning, if one cannot attend the lecture, then one has to prepare for that topic on one's own; in eLearning, you can attend the lectures whenever you want with ease.

❖ Offers Access to Updated Content

A prime benefit of learning online is that it makes sure that you are in synchronization with modern learners. This enables the learner to access updated content whenever they want it.

❖ Quick Delivery of Lessons

eLearning is a way to provide quick delivery of lessons. As compared to traditional classroom teaching method, this mode has relatively quick delivery cycles. This indicates that the time required to learn is reduced to 25%-60% of what is required in traditional learning. There are some of the reasons why the learning time is reduced by eLearning:

Lessons starts quickly and also wrapped up in a single learning session. This enables training programs to easily roll out within a few weeks, or sometime even days.

Learners can define their own speed of learning instead of following the speed of the whole group.

Saves time as a student does not need to travel to the training venue. You can learn at the comfort of your own place.

Students can choose to study specific and relevant areas of the learning material without focusing on each and every area. For example, they can skip certain areas they do not want to learn.

❖ **Scalability**

eLearning helps in creating and communicating new training, policies, concepts, and ideas. Whether it is for formal education or entertainment, eLearning is very quick way of learning!

❖ **Consistency**

eLearning enables educators to get a higher degree of coverage to communicate the message in a consistent way for their target audience. This ensures that all learners receive the same type of training with this learning mode.

❖ **Reduced Costs**

eLearning is cost effective as compared to traditional forms of learning. The reason for this price reduction is because learning through this mode happens quickly and easily. A lot of training time is reduced with respect to trainers, travel, course materials, and accommodation.

This cost effectiveness also helps in enhancing the profitability of an organization. Also, when you are studying at your own place, you are relieved from paying for travel expenses (e.g. accommodation) when training happens in another city/state and/or external

learning materials.

❖ Effectiveness

eLearning has a positive influence on an organization's profitability. It makes it easy to grasp the content and digest it:

- It results in improved scores on certifications, tests, or other types of evaluation.
- Higher number of students who achieve 'pass' or mastery' level.
- Enhanced ability to learn and implement the new processes or knowledge at the workplace.
- Help in retaining information for a longer time.

❖ Less Impact on Environment

As eLearning is a paperless way of learning, it protects the environment to a lot of extent. As per a study done on eLearning courses, it has been found that distance-based learning programs consumed around 90% less power and generated 85% less amount of CO2 emissions as compared to traditional campus-based educational courses. With eLearning, there is no need to cut trees for obtaining paper. Thus, eLearning is a highly eco-friendly way of learning.

The Company

Learning Pods is an online learning platform where students are gathered online to allow shared learning and caretaking, often during schools' remote learning days. For students, Learning Pods allow continued socialization and better peer support and focus for learning. Learning Pods allow parents to better balance the stresses of parenting, remote learning, and working from home.

As teachers and parents scramble to plan for this upcoming school year, they are faced

with finding a way to balance health and the quality of education each child receives. These unprecedented times have left us with many unanswered questions as we pick up the pieces for our community. At Learning Pods, we provide an outlet for both parties to collaborate for the common goal of making sure our younger generation doesn't get left behind.

Based in California, we enable local families to connect, chat, and organize learning pods for students in the same age group. Our pods offer you a seamless network to form small sessions with local families for academic lessons, activities, and supervised care for your child.

We offer a comprehensive directory that includes teachers, tutors, coaches, nannies and much more! Though our program was born out of necessity due to the Covid-19, we've found this personalized, 1:1 alternative to give each child an unparalleled experience. All parents will want the comfort in knowing their children are learning in a space that values their safety.

Learners, teachers and families are at the heart of everything Learning Pod does and we are committed to helping everyone have positive learning experiences, whether online or in school.

In this uncertain environment, it's important that learning continues, even if it can't happen in person. That's why we're providing access to expert faculty, best practices, and other online learning resources for people who are studying, teaching or working remotely. We'll be updating this site regularly with even more helpful resources.

Research has shown that students in online learning performed better than those receiving face-to-face instruction, but it has to be done right.

Learning Pods is our chance to rally together the community for the common good of our children. We want to use this as a chance to teach students to embrace change and tackle today's challenging environment.

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Learning Pod will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Our plan is to position the business to become the leading brand in the e-learning platform industry in the whole of Los Angeles, California, and also to be amongst the top 20 online educational services provider websites in the United States of America within the first 5 years of operations.

This might look too tall a dream but we are optimistic that this will surely be realized because we have done our research and feasibility studies and we are enthusiastic and confident that Los Angeles, California is the right place to launch our online educational services business before sourcing for students from other cities in The United States of America and throughout the globe.

We will employ people who are highly competent and experienced to fill the available positions in the company. In addition, we will ensure our workers understand our vision and are willing to work to see it come to fruition. We will build a good customer service that is welcoming and will listen to queries and complaints, and act on them. Our teachers have the right tools and support to teach online. They have been trained to manage workloads and have learnt new techniques.

Our marketing and sales teams will ensure good penetration strategies to win new customers over, whilst also ensuring that a number of existing subscribers are retained

and encouraged to refer more people to us.

Learning Pods is a start-up company founded by Natalie Lapidus – CEO, Owner. She is a business entrepreneur with over 5 years of business and product development experience in the entertainment sector. Recognized for demonstrating a natural aptitude for turning innovative ideas into profitable business ventures, as well as for identifying and winning business opportunities, she has a verifiable history of contributing directly to company growth and expansion throughout her career. As such, she has consistently exceeded target and performance goals and she is adept at achieving maximum operational output with minimal resource expenditure. Professional focal points include start-ups, product development, project management, sales, and marketing, securing investment, stakeholder relationship management, and technology solutions. Delivering superior administration on the latter areas of expertise requires utilization of effective communication skills, negotiation skills, as well as business acumen, ideas generation, project management and resource management to support efficiency and maximum returns. Natalie's learning pods dream was brought to reality by the help of Co-Founder Ruslan Balashov. The executives represent all functional areas, with several years of combined experience and shared entrepreneurial attitudes which eventually led them to discuss becoming business partners. After doing considerable market research in the E-Learning industry, it showed the partners have the potential for success in this type of business.

1.1 Our values

We believe every child deserves the best possible start in life and support to fulfil their potential. A child's experience in the early years has a major impact on their future life chances.

- ❖ **Accountability:** We take personal responsibility for using our resources efficiently,

achieving measurable results, and being accountable to supporters, partners, and, most of all, Children.

- ❖ **Ambition:** We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.
- ❖ **Collaboration:** We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.
- ❖ **Creativity:** We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.
- ❖ **Integrity:** We aspire to live to the highest standards of personal honesty and behavior; we never compromise our reputation and always act in the best interests of children.
- ❖ Excellent and quality service provision.
- ❖ Excellent customer experience.
- ❖ Excellent customer relation that foster long lasting brand-client relationship.
- ❖ Community, pleasure and passion for the Industry.
- ❖ Knowledge about our services.
- ❖ Highly-trained team of professionals.
- ❖ **ONE child policy:** we will respect the needs of each kid, place them in high esteem regardless of what each customer is bringing to the table and we are ready and willing to research the specific needs of each customer.

1.2 Our Mission and Vision Statements

Mission

At Learning Pods, we understand the challenges the follows online school learning, which has put a great pressure on parents as well as kids. Our platform will help parents to connect in order to organize the best learning process as well as socialization for kids. We offer the kids an entertaining place to interact with each other, the Web, educators, and the world in general. A perfect platform where families

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can connect and interact, like Facebook for parents. This platform will also help families to lower the tutor expenses as they will be sharing the cost of a tutor with other families.

Our platform is established to provide an efficient means to teach their children in an environment that minimizes the risk of COVID while still continuing their child's educational advancement Learning Pods allows you to find the right group of people to make the choices that are best for you and your family.

Vision

Our vision is to position our online educational website to become one of the leading brands in the E-Learning industry in the whole of Los Angeles, California, and also to be amongst the top 20 online educational services provider websites in the United States of America within the first 5 years of operations. Our vision reflects our values: integrity, service, excellence and teamwork.

1.2 Keys to Success

Learning Pods keys to success include:

- ❖ The company's commitment to being keenly alert to the current educational environment and future potential direction of the educational process.
- ❖ Learning Pods relationships with a large number of educational institutions and districts.
- ❖ Persistent and creative client development efforts
- ❖ Exceptional product and service quality
- ❖ Time-efficient and cost-effective development processes
- ❖ Expert management and knowledgeable staffs

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- ❖ Cash-savvy growth strategies
- ❖ The best services and competitive pricing –we will use the latest technology and most modern trends in the educational software line of business.
- ❖ The friendly team of professionals with training in customer relations to enable them act cheerfully, professionally, articulately around clients.
- ❖ The fine reputation.
- ❖ Word-of-mouth, advertising, promotions –one customer can spread the word about Learning Pods to friends and family.
- ❖ Complying with all relevant regulations of the United States Education Regulatory Board.
- ❖ Welcoming and comfortable business environment and atmospherics, with custom props.
- ❖ Maintaining strong online presence with +5 reviews and ratings.
- ❖ Executing sales and marketing plan which will build customer awareness, customer discovery and customer loyalty.

1.3 Objectives

During this pandemic period, the platform will serve for families to organize the learning pods and connect with each other. If and when things are back to normal this platform can serve as a social network for families in order to socialize and connect. The following are other objectives of Learning Pod.

- ❖ Establish a legal business through appropriate licensing.
- ❖ Complete business planning and pursue funding--via venture capital, bank loans, grants, and contracts.

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- ❖ Establish a web presence and list products and services in industry-relevant websites and publications.
- ❖ To create a service-based operation whose primary goal is to exceed customer's expectations.
- ❖ The utilization of Learning Pods' curriculum suite and services by at least 40 different schools across the United States in year 1.
- ❖ To increase the number of schools served by 50% each year.
- ❖ To develop a sustainable, profitable, start-up business.
- ❖ Achieve early breakeven.
- ❖ Establish minimum 95% customer satisfaction rate to establish long-term relationships with our clients and create word-of-mouth marketing.
- ❖ To generate a comfortable net profit by the third year.
- ❖ To develop systems of service offering for each service category that are easy to replicate with new clients to keep it simple and fun.
- ❖ To have a client relationship system and call plan that will keep us on top of each of our client's scheduled needs at all times.
- ❖ Develop a well-structured website, build online presence and build online reviews and ratings
- ❖ Continuously measure, monitor and evaluate marketing metrics, loyalty program and Sales KPIs to make tweaks, improvements and refine processes
- ❖ Continually learn from customer feedback

2.0 Services

Learning Pods is an E-learning platform that looks forward to delivering excellent services in terms of helping our customers

(Families) to connect in order to organize the best learning process as well as socialization for their kids. We offer the kids an entertaining place to interact with each other, the Web, educators, and the world in general. At Learning Pods, we provide an outlet for both parents and teachers to collaborate for the common goal of making sure our younger generation doesn't get left behind.

Based in California, we enable local families to connect, chat, and organize learning pods for students in the same age group. Our pods offer a seamless network to form small sessions with local families for academic lessons, activities, and supervised care for the children. We offer a comprehensive directory that includes teachers, tutors, coaches, nannies and much more. We are looking at 10000 subscribers to start with and our charges of average subscription is \$7.



3.0 Market Analysis Summary

Online education is an electronically supported learning system, which relies on the Internet for interaction and distribution of course material between students and teachers. Growing demand to reduce the cost of education, increasing government initiatives supporting online education, and increasing penetration of smartphones and the Internet are the factors contributing to the growth of the global online education market. Additionally, the market is also expected to be boosted owing to the increasing demand for adaptive learning.⁶

If you are conversant with the trends in the E-Learning service industry, you will agree that the industry has proved resistant to any downturns in the overall economy. Rapidly

⁶The Global Online Education Market. Retrieved from. <https://www.marketresearchfuture.com/reports/online-education-market-3957>. September 10,2020.

increasing internet penetration and online capabilities have transformed the possibilities of E-Learning; consequently, growth has remained strong.

This indicates that the industry is growing at a faster pace than the overall economy. It is a fact that online education introduces a range of new products to the Education and Training industry, which are opening up new markets. From school age to mature age, the convenience of online education has enabled individuals from all walks of life to become a participant of the industry.

So also, the take-up and advancements of mobile technology has benefited the industry. In recent time, the Online education industry recorded strong growth and of course this is due to rising internet penetration in households and changing consumer preferences that favor conducting services online.

Technology has changed the possibilities within teaching and learning. Classes, which prior to the digital era were restricted to lectures, talks, and physical objects, no longer have to be designed in that manner. Teachers and students now have a digital toolbox – ranging from engaging devices to teach the students to online courses and digital textbooks. Digital education is the term used to refer to all online educational practices. Projections show the e-learning market worldwide is forecast to surpass 243 billion U.S. dollars by 2022. In 2016, the self-paced e-learning product market amounted to 46.67 billion U.S. dollars and is projected to decrease to 33.5 billion U.S. dollars in 2021. A considerable share of faculty worldwide has shown willingness to support less traditional and digital education models. About 65 percent of faculty supports the use of open educational resources (OERs) in teaching, and 63 percent showed support for the competency-based education system.⁷

⁷ *E-learning and digital education - Statistics & Facts*, Published by [Erin Duffin](#), Feb 6, 2020 Retrieved from. <https://www.statista.com/topics/3115/e-learning-and-digital-education/>. September 10,2020.

The global e-learning market size is anticipated to reach USD 315 billion by 2025. This can be attributed due to the rising penetration of mobile-based learnings, increasing the necessity of virtual classrooms, etc.



Source: Adroit Market Research © 2019

E-learning market in the US and it is poised to grow by \$ 21.64 bn during 2020-2024 progressing at a CAGR of 12% during the forecast period. Our reports on e-learning market in US provides a holistic analysis, market size and forecast, trends, growth drivers, and challenges, as well as vendor analysis covering around 25 vendors. The report offers an up-to-date analysis regarding the current US market scenario, latest trends and drivers, and the overall market environment. The market is driven by the evolved learning and education landscape and widespread adoption of mobile-based learning.⁸

⁸ E-learning market in US 2020-2024. Retrieved from. <https://www.marketresearch.com/Infiniti-Research-Limited-v2680/Learning-13479374/>. September 10, 2020.



The COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom. As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay.

While countries are at different points in their COVID-19 infection rates, worldwide there are currently more than 1.2 billion children in 186 countries affected by school closures due to the pandemic. With this sudden shift away from the classroom in many parts of the globe, some are wondering whether the adoption of online learning will continue to persist post-pandemic, and how such a shift would impact the worldwide education market.

Even before COVID-19, there was already high growth and adoption in education technology, with global EdTech investments reaching US\$18.66 billion in 2019 and the

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overall market for online education projected to reach \$350 Billion by 2025. Whether it is language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since COVID-19.⁹

3.1 Market Segmentation

Learning Pods is in business to service a wide range of customers in California and The United States. We conducted our feasibility studies and market survey and we were able to identify those who will benefit greatly from our service offerings.

Basically, those who will benefit from our service offering are families (people who have children). This type of folks cut across various sectors of the economy. Our online platform is standard with Educational services and our staffs are well – trained to effectively service our customers to give them value for their money.

3.2 Target Market Segment Strategy

Our marketing strategy will be based mainly on making the right services available to the right target customer. We will ensure that our services prices take into consideration peoples' budgets, and that these people know that we exist, appreciate the value of our services, and how to contact us. The marketing will convey the sense of quality in every picture, every promotion, and every publication. Our intension will be to target those families looking for quality services. We realize the need to focus our marketing message and our service offerings. We need to develop our message, communicate it, and make good on it. The decision to establish strategic alliances with <https://podskool.com>, the website that help to find tutors (full device company with payroll, insurance and all the legal agreements) is aimed at tapping our target market effectively and efficiently.

⁹The COVID-19 pandemic has changed education forever. This is how. Retrieved from. <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>. September 10, 2020

3.3 Competitions

While there are hundreds of E-Learning platforms, there are very few that has directories that also cater to parents and their children at the same time.

Main Competitors

Our direct competitions are;

- ▼ Kidz Podz <https://kidzpodz.com/>,
- ▼ Pods Match <https://podsmatch.com/>,
- ▼ Care Village <https://carevillage.us/how-it-works It>.

We were pleased to see their Web division spin-off to its own company that went public with a tremendous initial offering.

Larger platforms to search for tutors like: wyzant.com (tutoring online platform)

Care.com not a direct competitor but close as it is a website to look for nannies and housekeepers.

3.4 Competitive Edge

Our vision of offering the highest quality service at Learning Pods is so as to achieve our aim of being industry leaders. Because the industry is one that is highly competitive, becoming industry leaders will mean us having strategies in place that will give us the needed competitive advantage over our competitors.

The level of competitions in the online tutorial services industry depends largely on the course provided, the functionality of the website and the worth of the certificate in the market – place. If you can successfully create a unique brand identity for your online educational services provider company or carve out a unique market, you are likely going to experience less competition.

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For instance, if you are one of the few online educational service providers in your location that has the most qualified and experienced online education consultant with successful track record under your payroll, you are likely going to have a competitive advantage over your competitors.

We are quite aware that to be highly competitive in the E-Learning services industry means that we should be able to deliver expected results, our students should be able to pay for our services and we should be able to meet the expectations of students.

Learning Pods is customer-centric

One of our major competitive edge is that our platform has a chat so parents can easily communicate. There is nothing more important to us than the satisfaction of our highly esteemed costumers as we sincerely care about them and are passionate about giving our customers quality products. We also intend to ensure that our customer service is the best that can be gotten in the industry, having an excellent customer service will mean that our customer retention rate is higher than that of our competitors; especially as customers stick with those who listen to their complaints and promptly attend to them.

We're reputable

Our services will build the trust of our clients in us and vice versa, such that they develop absolute confidence in Learning Pods and on our services, we will ensure that we are known and trusted to deliver the best.

We're knowledgeable

Learning Pods might be a new entrant into the E-Learning services industry in the United States of America, but the management staffs and owners of the business are considered gurus. They are people who are core professionals and licensed and highly qualified online education consultants and experts in the United States. These are part of what will count as a competitive advantage for us.

We Plan to Keep Our Work Force Happy

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (start – ups online educational services firms) in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives.

4.0 Strategy and Implementation Summary

In order to reach its goal of becoming the best E-Learning Platform, Learning Pods will adopt the following strategy:

- ❖ Establish Learning Pod reputation as a differentiated, specialty provider of quality Educational services. This will be accomplished through a diverse marketing communications program at Learning Pod target market, utilizing various media.
- ❖ Provide unparalleled service to the people of The United States of America in order to gain repeat business and build trust.
- ❖ We intend to build image and awareness through consistency and distinctiveness in our services provision.

4.1 Sales and Marketing Strategy

4.1.1 Sales Strategy

- ❖ Learning Pods needs to sell the company, not the price.
- ❖ Learning Pod has to sell its quality and service. We need to serve our customers with what they really need.

4.1.2 Marketing Strategy

Before setting up Learning Pods online platform, we conducted a thorough market survey and feasibility studies in order for us to be able to penetrate the available

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market and become the preferred choice for the citizens of The United States of America and beyond. We researched and gathered detailed information and data that will enable us structure our business to attract the numbers of customers we want to attract per time.

In summary, Learning Pods will adopt the following sales and marketing approach to win customers over;

- ❖ Introduce our business by sending introductory letters to residence, business owners and organizations.
- ❖ Advertise our business in community-based newspapers, local TV and radio stations.
- ❖ List our business on yellow pages ads.
- ❖ Leverage on the internet-of-things to promote our business: SEO MARKETING to increase the traffic to the online website; Social media updates, posts, and uploads; Blog Creation; Blog Posts; E-mails; YouTube; Facebook; Twitter; Instagram; LinkedIn; and Pinterest.
 - Utilize Search Engine Marketing and Optimization: We plan to utilize Search engine marketing and optimization to develop a strong online presence by allowing our brand and services/products to appear on a list of search engine results whenever a keyword search is made on major search engines such as www.google.com, www.bing.com, www.ebay.com, et al. With a strong SEO strategy, our company's website will become associated with the keywords used to find our services.
 - Utilize Affiliate and Associate Programs: with an affiliate program, people who believe in our company will be encouraged to share information about our company to enable us grow our market on a commission-based platform.

- Use Email Marketing: we will utilize a personalized e-mail campaign that caters to the specific needs of our niche market and puts into consideration the purchasing habits and buying patterns of our potential clients.
- Use an Opt-In Email List: utilizing an opt-in email list allows customers visit our website and sign up to receive email campaigns and correspondence. This will allow us connect with new customers or clients and increase our overall click-through.
- Use Articles or News Stories: our name and information will be listed in other locations on the web to make our service and brand image visible in areas where potential clients are already looking. This strategy is aimed at positioning our brand as a trusted source of 100% authentic natural extensions and related services.
- Engaging Online Press Releases: we plan to get our information out in a formal setting. This strategy is aimed at building a presence strong enough to allow newspapers, blogs, or other media sources to see our information and probably write posts about our company and services without much effort on our part.
- Maintain a Blog: we plan to use the blog strategy for a number of reasons, including allowing us to consistently post new keywords and optimize our search engine strategy. More than that, our blog will also serve as a place where we could offer advice, share bits of information, connect with our customers and get feedback.
- LinkedIn: We will join relevant groups; discuss issues, approach professionals for impactful discussions.
- Social media strategy: We will also maintain a strong social media campaign with a guerrilla marketing strategy. Our Facebook page will serve as a

second website. We will then begin to populate the page with the photos, videos, lists and reviews/testimonials put together independently by clients or by contents creators/online traffic experts/design staff. We will post daily relative content on our Facebook page including new clients, benefits and features. We will ensure that we are in compliance with current trends in the social media industry by participating and utilizing new features such as “Live Video”, “Status Update” et al, to advertise our company and its services.

- ❖ Direct marketing.
- ❖ Word of mouth marketing (referrals).
- ❖ Install our Bill Boards on strategic locations all around the cities where we intend to operate.
- ❖ Engage in road show from time to time.
- ❖ Distribute our fliers and handbills in target areas.
- ❖ Position our Flexi Banners at strategic positions in the location where our corporate office is located.

4.1.3 Pricing Strategy

Learning Pods will charge our students subscription fee, we will keep our fees below the average market rate for all of our students by keeping our overhead low and by collecting payment in advance. Our prices are very fair as we do not intend to charge our customers with exorbitant prices that will allow our competitors have an edge over us.

Payment Options

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Due to the fact that we want our customers to have an easy time paying for our services, we at Learning Pods have provided all our customers with different payment options. The payment options that will be made available to all our customers for all our various products and services include;

- ❖ Payment via online portal
- ❖ Payment via credit card

The different payment options were carefully chosen as the bank which we trust and use for operations are efficient on these platforms.

4.3 SWOT Analysis

Going by our vision, our mission and the kind of business we want to set – up, we don't have any other option than to follow due process. We intend to enter a highly lucrative market in a rapidly growing economy. We foresee our strengths as the ability to respond timeously to the market dictates and to provide custom designed e-learning products and relevant services to our most esteemed clients. Our key personnel will have a wide and thorough knowledge of the areas of operation, which will go a long way towards penetrating the market. Following due process involves hiring business consultant to help us conduct SWOT analysis for our business.

Learning Pods hired the services of a seasoned business consultant with bias in start – ups in the United States to help us conduct a thorough SWOT analysis and to guide us in formulating other business strategies that will help us grow our business and favorable compete in the online tutorial services industry.

As an organization, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Here is a summary from the result of the SWOT analysis that was conducted on behalf of Learning Pods.

Below are the summarized strengths, weaknesses, opportunities and threats.

4.3.1 Strengths

- ❖ **Diversified client base:** This will reduce our dependency on one particular market.
- ❖ **Excellent knowledge and experience in the education software industry:** the founders and their team of highly experience professional are adept in various industry related activities.

- ❖ **Combination of skills in employees:** The founders intends to engage well-qualified and experienced employees to jointly develop business strategy and long-term plans, so as to attain company objectives.
- ❖ **Extensive advertising and marketing:** The company will undertake extensive advertising and marketing, promoting both its name as well as service/product awareness. Hence, an aggressive and focused marketing campaign with clear goals and strategies shall be one of our mainstays.

4.3.2 Weaknesses

- ❖ Lack of a reputation in comparison to our competitors. This is due to the fact that we are still new on the market. However, this shall be addressed as shown in the marketing section of this plan.
- ❖ The introduction of new organizational practices and personnel who have not previously worked together presents a challenge to the organization.
- ❖ A limited financial base compared to the major players in the industry.
- ❖ Lack of clear strategic allies.

4.3.3 Opportunities

Learning Pods' research has found that educators, as well as parents of K-12 children believe that the educational process is in need of significant improvements. Children, for the most part, have been found to strongly prefer an educational environment where they can learn "hands on" using the computer in conjunction with teacher facilitation, as opposed to teacher facilitation only.

Governments in countries such as the US, the UK, and China are strongly supporting educational institutions to adopt e-learning and m-learning. This has led to the development of m-learning innovations, such as education apps, which map course curricula, e-textbooks, online communities, and intranet to the mainstream education system. This is encouraging vendors to develop education apps of all levels of

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complexities and on a variety of topics.

4.3.4 Threats

The present growth in the education sector and the education software may result in an increasing number of firms entering the market. This may lead to increased competition emerging from a variety of given sources including:

- ❖ Established curriculum suites developers.
- ❖ New marketing strategies and tactics by established companies aimed at providing e-learning products and related services of our intended nature.
- ❖ Existing competition.
- ❖ Changing customer base.
- ❖ Tax increases.
- ❖ Unfavorable government policies.
- ❖ The arrival of a competitor within our location of operations; Low barriers for entry of competitors
- ❖ Global economic downturn, which usually affects purchasing power.
- ❖ Ease of finding substitute

4.4 Milestones

Table: Milestones

Check list	Progress
Business Name Availability Check	Completed
Business Registration	In Progress
Opening of Corporate Bank Accounts:	In Progress
Opening Mobile Money Accounts	In Progress
Opening Online Payment Platforms	In Progress

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Application and Obtaining Tax Payer's ID	In Progress
Application for business license and permit	In Progress
Purchase of Insurance for the Business	In Progress
Renting of our Business flagship facility	In Progress
Conducting Feasibility Studies	In Progress
Writing of Business Plan	Completed
Drafting of Employee's Handbook	In Progress
Drafting of Contract Documents and other relevant Legal Documents	In Progress
Design of The Company's Logo	In Progress
Graphic Designs and Printing of Packaging Marketing / Promotional Materials	In Progress
Recruitment of employees	In Progress
Purchase of the Needed furniture, electronic appliances et al	In Progress
Creating Official Website for the Company	In Progress
Creating Awareness for the business both online and in the neighborhood	In Progress
Health and Safety and Fire Safety Arrangement	In Progress
Opening party / launching party	In Progress

5.0 Management Summary

Having the right business structure is very important to us at Learning Pods, and it is for this purpose that we have put plans in place to ensure that we employ the right human resources into the right positions that will ensure that the vision, as well as the goals and objectives of our company, are achieved. We have designed an organizational chart that will ensure that every employee knows his or her place in the organization and knows who to report to when the need arises. This is so as to achieve an efficient workflow and make sure that productivity isn't affected. We intend to ensure that we recruit only competent hands that have the experience of working in the early years education industry and will be able to help build our education consulting business to the level we want it in the industry. We have perfected the right welfare and compensation packages for our employees which are amongst the best in the industry.

Listed below is the business structure that we intend to build at Learning Pods;

- ❖ Administrative: Natalie Lapidus (CEO, Owner & Founder) and Ruslan Balashov (Co-Founder)
- ❖ Service Development
- ❖ Web and Installation Technicians
- ❖ Marketing Teams
- ❖ Costumer Service Personnel

Table: Personnel

<i>Personnel Plan</i>			
	Year 1	Year 2	Year 3
Administrative	\$[]	\$[]	\$[]
Service Development	\$[]	\$[]	\$[]
Web and Installation Technicians	\$[]	\$[]	\$[]
Marketing Teams	\$[]	\$[]	\$[]
Costumer Service Personnel	\$[]	\$[]	\$[]
Total People	[]	[]	[]
Total Payroll	\$[]	\$[]	\$[]

6.0 Financial Plan

The financial plan will describe the financial activities of Learning Pods, the use of the funds required to keep up our business, along with the projected income statement and statement of financial position.

Assumptions

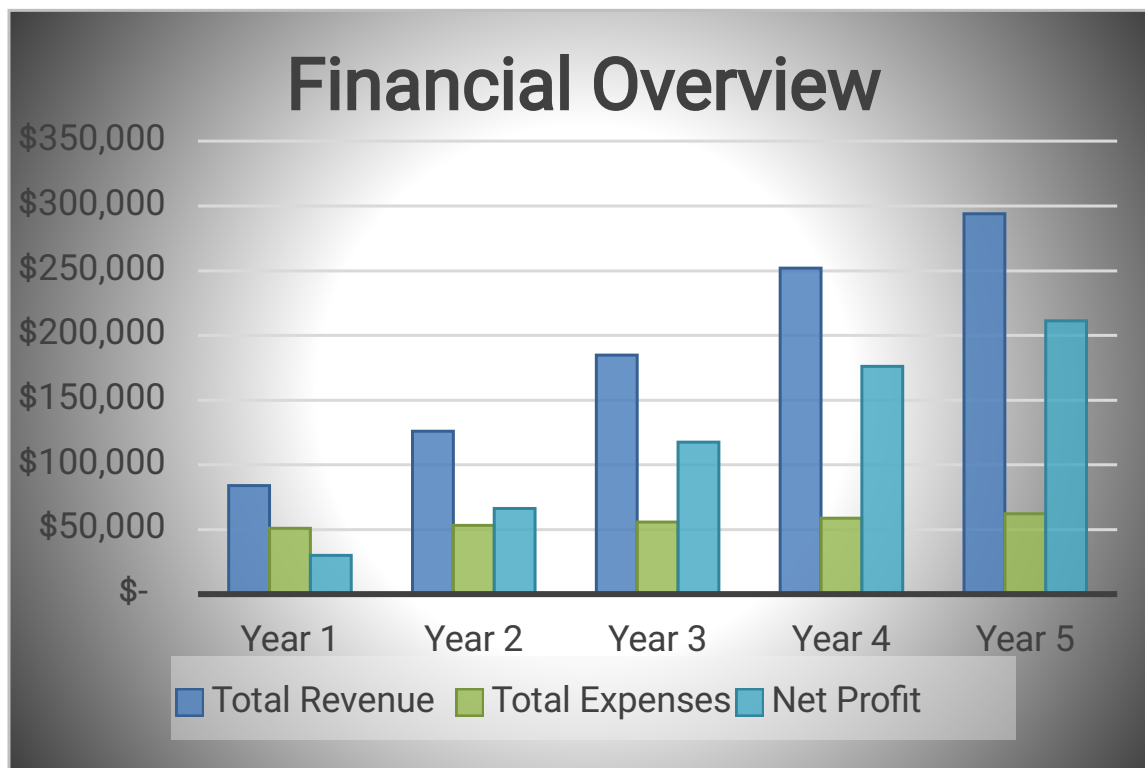
- ▼ The corporate income tax rate is assumed to be 8.84%.
- ▼ The business will be financed with an owner's equity of \$10,000.

General Assumptions					
	Year 1	Year 2	Year 3	Year 4	Year 5
Tax Rate	8.84%	8.84%	8.84%	8.84%	8.84%
Projected Investment	\$ -				
Owner's Equity	\$10,000.00				

Financial Overview

The table below presents a summary of our business operations. It shows the revenue we project to realize in the first five years, alongside our expenses and net income.

Financial Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$84,000	\$126,000	\$184,800	\$252,000	\$294,000
Total Expenses	\$51,000	\$53,250	\$55,838	\$58,813	\$62,235
Net Profit	\$30,083	\$66,319	\$117,562	\$176,109	\$211,277



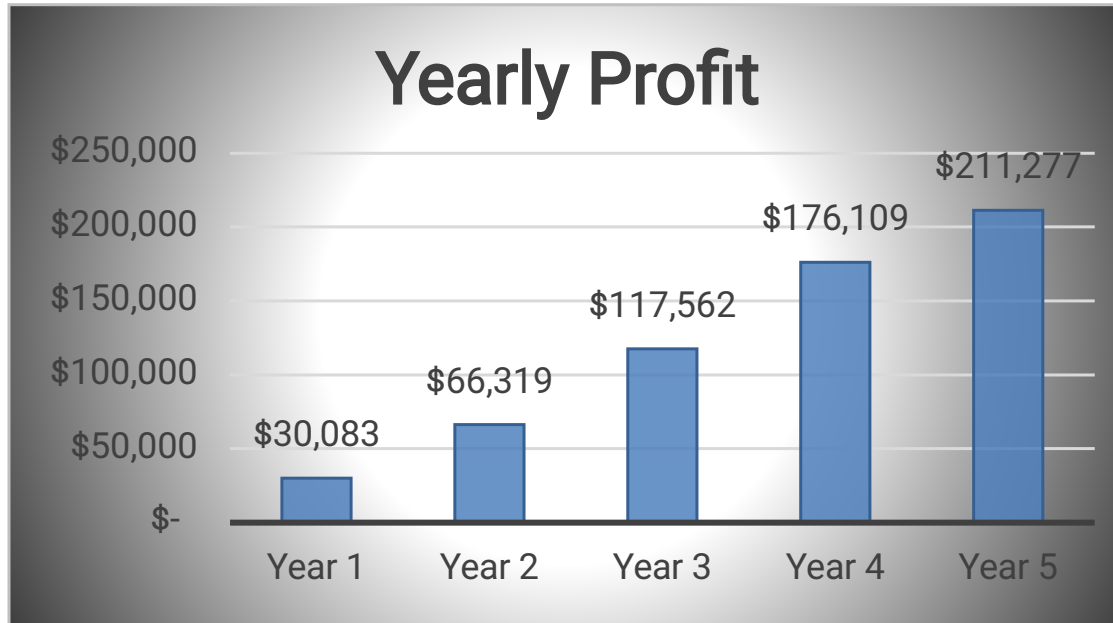
Projected Income Statement

Below is our income statement projection for the first five years.

Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
Income					
Average Subscription Fee Per Month	7	7	7	7	7
Number of Subscribers	1,000	1,500	2,200	3,000	3,500
Total Income	84,000	126,000	184,800	252,000	294,000
Cost of Sales	0	0	0	0	0
<i>Gross Margin</i>	84,000	126,000	184,800	252,000	294,000
<i>Gross Margin %</i>	100%	100%	100%	100%	100%
Operating Expenses					
Website	36,000	36,000	36,000	36,000	36,000
Advertising	15,000	17,250	19,838	22,813	26,235
Total Operating Expenses	51,000	53,250	55,838	58,813	62,235
EBITDA	33,000	72,750	128,963	193,187	231,765
Depreciation	0	0	0	0	0
EBIT	33,000	72,750	128,963	193,187	231,765
Interest Expense	0	0	0	0	0
Income Tax Incurred	2,917	6,431	11,400	17,078	20,488

Net Profit	\$30,083	\$66,319	\$117,562	\$176,109	\$211,277
Net Profit/Sales %	36%	53%	64%	70%	72%

The graph below shows a brief overview of our income statement. Our net profits are shown in the first five years of operation.



Projected Cash Flow Statement

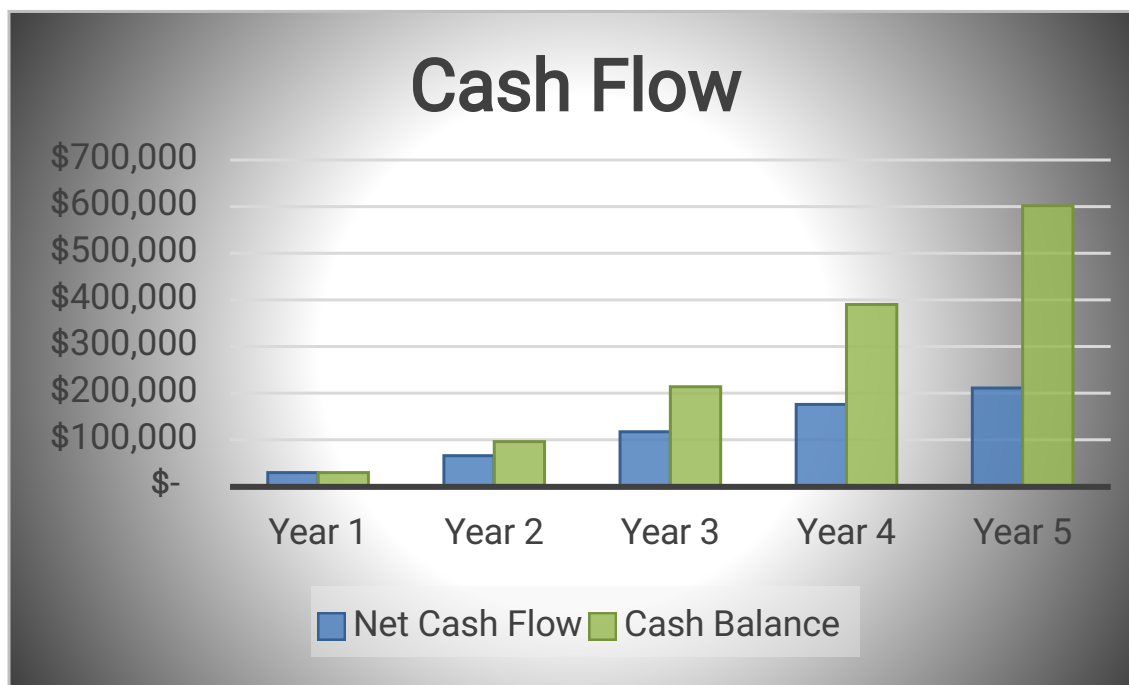
Below is the cash flow projection for the first five years, showing the movement of money in and out of the company.

Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
<i>Cash From Operations</i>					
Cash Sales	84,000	126,000	184,800	252,000	294,000
Subtotal Cash From Operations	84,000	126,000	184,800	252,000	294,000
<i>Additional Cash Received</i>					
New Long-term Liabilities	0	0	0	0	0
Owner's Equity	10000	0	0	0	0
Sales of Long-term Assets	0	0	0	0	0
New Investment Received	-	0	0	0	0
Subtotal Cash Received	94,000	126,000	184,800	252,000	294,000
<i>Expenditures</i>	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Expenditures from Operations</i>					
Total Cost of Sales	0	0	0	0	0
Total Operating Expenses	51,000	53,250	55,838	58,813	62,235
Interest Expense	0	0	0	0	0
Tax Incurred	2,917	6,431	11,400	17,078	20,488
Subtotal Spent on Operations	53,917	59,681	67,238	75,891	82,723

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Additional Cash Spent					
Long-term Liabilities	0	0	0	0	0
Principal Repayment					
Depreciation	0	0	0	0	0
Startup Requirements	10,000	0	0	0	0
Subtotal Cash Spent	63,917	59,681	67,238	75,891	82,723
Net Cash Flow	\$30,083	\$ 66,319	\$117,562	\$176,109	\$ 211,277
Cash Balance	\$30,083	\$ 96,402	\$213,964	\$390,073	\$ 601,350

This table presents a brief overview of our cash flow. Cash flow from operations shows how much is left to join the business after paying both direct and indirect costs.



Projected Statement Of Financial Position

The balance sheet for the first five years is projected below.

Balance Sheet						
	Starting Bal.	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$	\$
Assets						
<i>Current Assets</i>						
Cash	0	30,083	96,402	213,964	390,073	601,350
Other Current Assets	0	0	0	0	0	0
Total Current Assets	-	30,083	96,402	213,964	390,073	601,350
<i>Long-term Assets</i>						
Long-term Assets	0	0	0	0	0	0
Accumulated Depreciation	0	0	0	0	0	0
Total Long-term Assets	0	0	0	0	0	0
Total Assets	-	30,083	96,402	213,964	390,073	601,350
<i>Liabilities and Capital</i>						

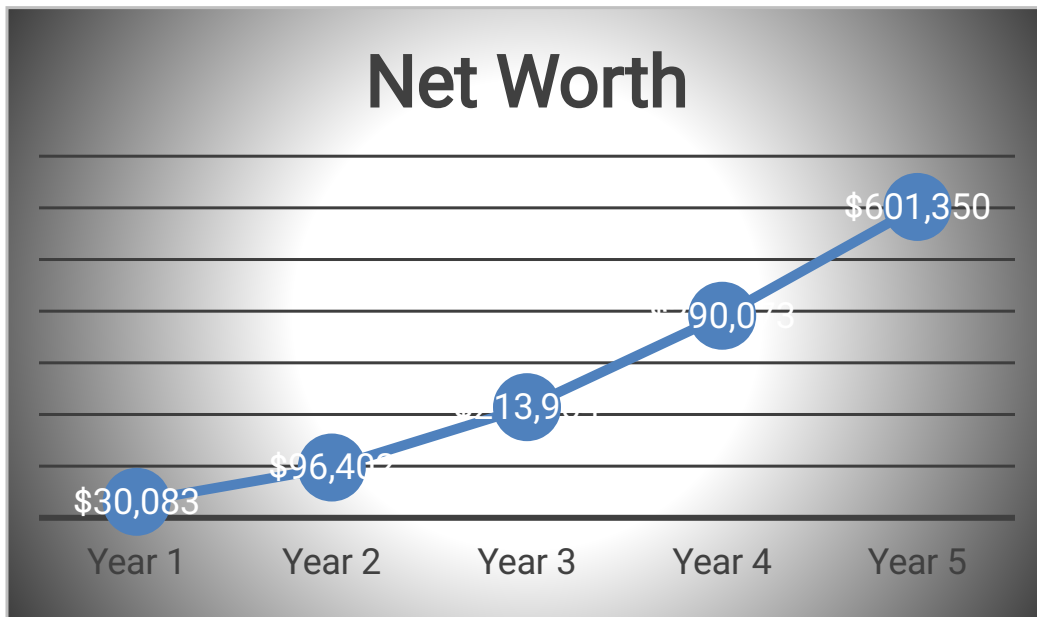
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<i>Current Liabilities</i>	0	0	0	0	0	0
Accounts Payable	0	0	0	0	0	0
Current Borrowing	0	0	0	0	0	0
Other Current Liabilities	0	0	0	0	0	0
Subtotal Current Liabilities	0	0	0	0	0	0
Long-term Liabilities	0	0	0	0	0	0
Total Liabilities	0	0	0	0	0	0
Paid-in Capital	0	0	0	0	0	0
Retained Earnings	0	30,083	96,402	213,964	390,073	601,350
Earning	0	30,083	66,319	117,562	176,109	211,277
Total Capital	-	30,083	96,402	213,964	390,073	601,350
Total Liabilities and Capital	-	30,083	96,402	213,964	390,073	601,350
Net Worth	\$ -	\$ 30,083	\$ 96,402	\$ 213,964	\$ 390,073	\$ 601,350

The above table shows the financial position of the business. It shows our total assets,

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equity, and the addition of equity and liabilities.



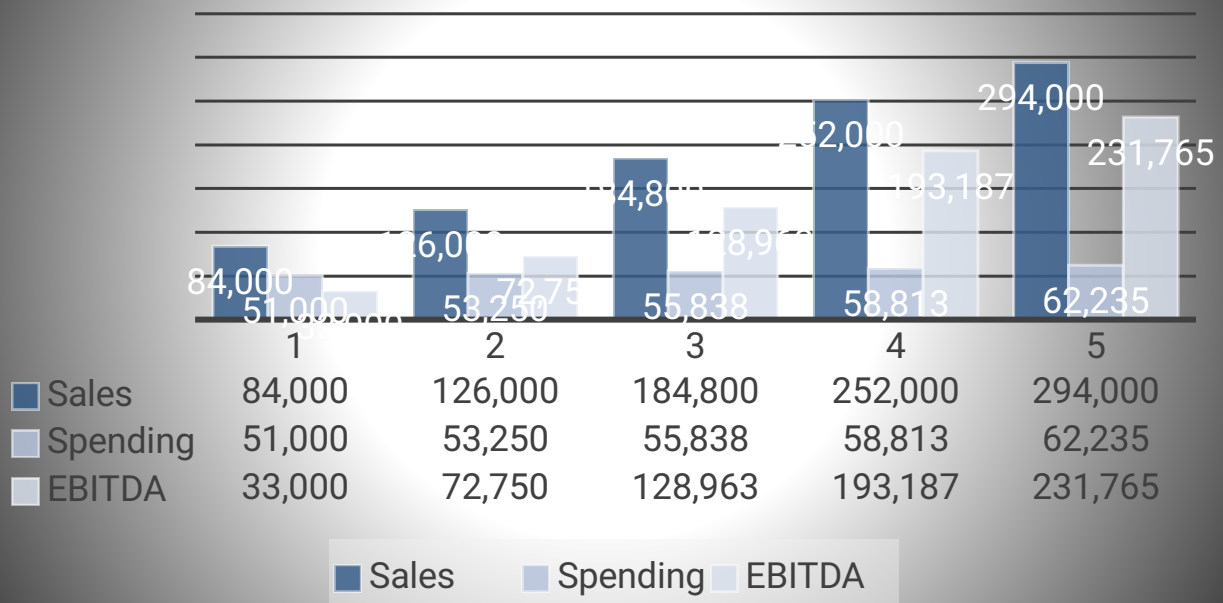
Breakeven Analysis

Break-even is the point where the business neither makes profit nor loss. This means that at breakeven, the business is only able to pay up its expenses both fixed and variable cost without any excess. The essence of break-even is to determine the number of sales that could lead to profitability. Below is the table for breakeven.

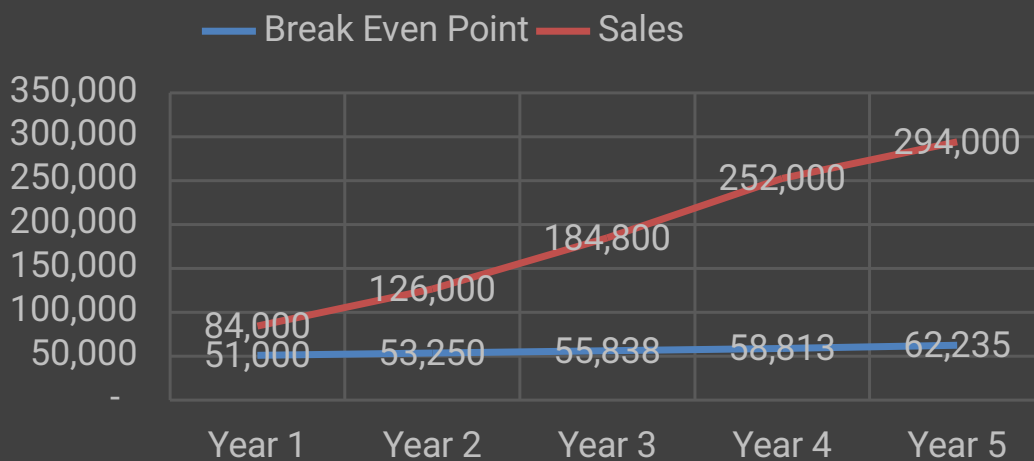
Breakeven Analysis		Year 1	Year 2	Year 3	Year 4	Year 5
		\$	\$	\$	\$	\$
Fixed Cost		51,000	53,250	55,838	58,813	62,235
Spending		51,000	53,250	55,838	58,813	62,235
Gross Margin		84,000	126,000	184,800	252,000	294,000
Variable Cost		0	0	0	0	0
Sales		84,000	126,000	184,800	252,000	294,000
Gross Margin %		1.00	1.00	1.00	1.00	1.00
Break Even Point		51,000	53,250	55,838	58,813	62,235
Sales		84,000	126,000	184,800	252,000	294,000
Profit After Breakeven		33,000	72,750	128,963	193,187	231,765

This means that there must be more than \$51,000 worth of sales in the first year before any profit can be achieved in the business. This means that the business will break even in the first year since we have higher sales than the breakeven.

Breakeven Chart



Breakeven Analysis



Net Present Value

Below is the NPV, which is used to determine the value of the business. A positive net present value means that the projected earnings generated by an investment in the present amount exceed the anticipated costs, also in the present amount. With the NPV being positive at \$616,546 this is a good investment for the company as the company's earnings in the present dollar are more than projected expenses also in the present dollar.

Years	Cash-In	Initial Investment / Cash-Out	Net Cash Flow	PV	Net Income	Discount Rate
Initial	10,000		(10,000)	-10000		0%
Year 1	84,000	20,083	63,917	63,917	30,083	
Year 2	126,000	66,319	59,681	59,681	66,319	
Year 3	184,800	67,238	117,562	117,562	117,562	
Year 4	252,000	75,891	176,109	176,109	176,109	
Year 5	294,000	82,723	211,277	211,277	211,277	
			Average	Total	Average	
			125,709	618,547	120,270	
NPV		\$ 618,546.56				
ARR		12.03%				
PI		60.855				
TIR/IRR		641.11%				

The Average Rate of Return shows the profitability potential for start-up investment. At 12.03%, the company is expected to earn an annual \$0.123 on each \$1 invested.

The Profitability Index shows that this is acceptable business as it shows that the

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investment in this business will increase Learning Pods' value being greater than 1.

The Internal Rate of Return shows an annualized rate of earnings on an investment.

This means that the business is an attractive investment and a profitable one to venture in, seeing the company's earnings exceed the capital funding of the business by more than 641%.