Business development plan

1. Bootsrapping period.

While there is no stable income the MyEducationPath.com founder and the Partner will do everything themselves in their free time.
The founder can do all programming and tech work related to the project. The Partner will do sales and marketing work.

When first not regular income appears then money will be spent on graphic design work. A freelancer will be used to do this one time work (External freelancer is needed for this work as the founder is not good for graphic design.)

Also first income will be spent on texts rewriting to correct all English grammar errors and make texts to be better for native English speaking visitors.
However, this work can be done by the Partner if he is good with English writing.

2. Low income period.

When there is low regular income then first employees can be employed. Depends on needs the project will have it will be a marketing person or tech person. Maybe sales person in some specific area like US or West Europe. It can be part time or freelancer on regular basis.

Also it will be needed to pay for better server and infrastructure – up to $1000 per year.

And last – we can pay for some initial marketing to have more traffic.

3. Full time work period.

When income is enough to pay salary for the founder and the Partner then they both start to work full time only on this project.

Key features to success

MyEducationPath.com has many interesting functions and can be very useful for Online Education providers. BUT, most of that features will work fine only if the site has good traffic. No traffic – no referrers to Online Education Providers web sites – no money.

However, there is one feature which doesn't require a traffic. It is digital certificates generating tool. The aim of this tool is to get new students from social networks contacts of existent students by Education Provider. A providers issues a certificate to a students, a students is motivated to share the certificate with his social networks and, finally, some his friends can go to the Education Provider web site to check what is this certificate and how to get this for him also.

More details about certificates http://myeducationpath.com/content/certificates.htm

This service can be sold even if no good traffic on MyEducationPath.com . It works without a traffic. And it brings the traffic to MyEducationPath.com when is used by Education Providers.

So this must be the first service to offer to Education Providers. Everything else must be like additional services.

Features summary for a reference

1. **List of Education Providers**. http://myeducationpath.com/providers/. This is the list of all providers for whom we list courses in the directory of courses.
2. **Courses directory**. This is the central listing on the site.
    - for every course in the directory it is possible to have: rating, comments, reviews, after some manual work from our side (set tags and category) it is possible to list related books and itunes resources for the course, list of alternative courses, list of prerequisites (must be defined manually).
    - for every course we also list students who have this course in his education path (personal education plan)

3. **Exams directory**. This is the list of certification exams working with the principle "get credits for what you already know".

4. **Certificates**. If a course is listed in the directory then the provider can generate certificates for a course. A certificate can then be viewed by a student, shared wit5h social networks, saved in the personal education passport.

5. **Student accounts**. Any student of online courses can register an account (for free). A student then can rate, comment courses and use other tools.

6. **Education Passport**. This is the tool for student to keep the history of personal education . courses from the directory can be added to the history as well as exams and certificates.
(to include in web profiles and in CV)

7. **Personal Education Plan**. This is the tool for students to keep the plan of the education with different online courses from different providers as well as exams . There is calendar view for the plan. A student can control his progress and get notifications.

8. **Certificates Wall.** is the tool for a student to share a public page with all his certificates issued with the system by different providers (to include in web profiles and in CV)

9. **Provider profile** tools like tags view http://myeducationpath.com/page/tags.htm?view=3d&provider=2, list of alternative courses from other providers http://myeducationpath.com/alternatives/2/Coursera.htm and list of exams to get credits after courses http://myeducationpath.com/findexams/2/Coursera.htm

10. **News** republishing in the section http://myeducationpath.com/news/. this can be useful for SEO

11. **Paths directory**. http://myeducationpath.com/paths/. There is the tool "Path builder". It allows a provider to build their own paths with their courses (and courses from other providers if they wish).

Also a path can include Exams from exams directory. A path can be published in this directory.
Any student can "Apply a path". It means full path is added to his personal education path (plan) and a student can start following a path.

12. Some tools will be added later: to find a tutor (mentor), to find a place to study MOOCs (like co-learning or nice cafe with good learning environment), to build local groups to learn online courses together

13. **Course calendar** http://myeducationpath.com/courses/?view=calendar&caltype=vendors
is the alternative view for the directory of courses. (this works only for courses with start date)

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