GROWTH AND INNOVATION:
ONLINE STUDENT SUPPORT PROGRAMS

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EXECUTIVE SUMMARY

This document aims to provide information regarding ANZUK education business growth by targeting the student market through online services. The current product being sold is teachers to schools. ANZUK has the potential to also sell education directly to students. ANZUK currently provides a blog space for parents regarding education as well personal development for teachers. ANZUK can transform their business to offer online student services, including seminars, micro credentials, and tutoring. ANZUK has access to world class teachers who could be looking for flexible work options. The tutoring services being offered online could generate 720 pounds worth of profit for a 2-hour session. The tutoring sessions can be offered globally across Canada, Australia, UK, and NZ. The program could be launched January 2022. **The predicted annual profit from five 2-hour sessions a week with a class of 20 students would generate *960,000 pounds***

Key Summary
- Breaking into the online student services market
- Offer online tutoring services
- Offer micro credential courses to students
- Subscription for students.
- Offer online seminars to students
- Providing flexible work hours for teachers
- Attracting new teachers interested in working online
- Offering a curriculum aligned LMS (UK, Canada, Australia, NZ).

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SCOPE

ANZUK Education provides existing teachers with target personal development courses for their registered teachers and parents. These programs include anaphylaxis and first aid, including tips for parents to teach their kids from home. ANZUK can diversify their target market by providing accessible courses to students to '*upskill*'. Micro credentials can be ap product which could be offered by ANZUK. The micro credential courses can develop students' abilities across several areas with certified credentials after completing them. The aim is to provide students with 'worthwhile' learning which can benefit them in the future.
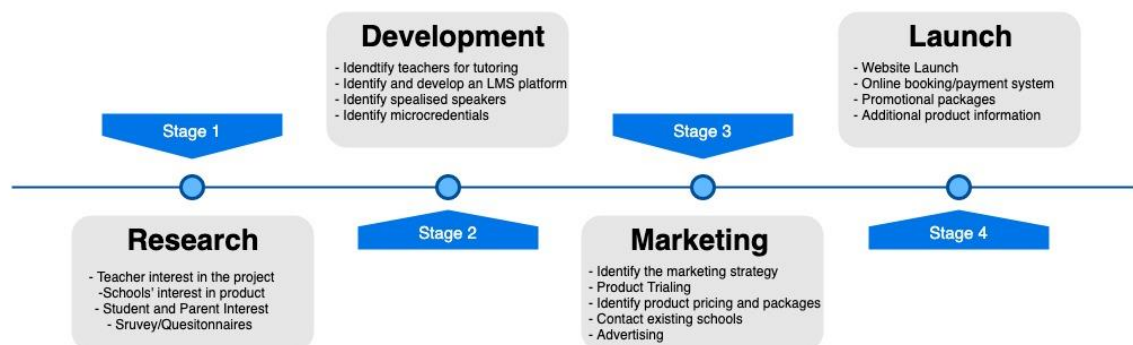
RESEARCH

Following the COVID-19 pandemic the tech-ed space has exploded. With start-ups such as Multiverse (London Based) emerging with online educational programs. With the implementation of Zoom and the transitions that were made to online teaching, students have a greater access to education than have ever had before. University courses, school classes, tutoring and seminars can be found at the click of a button, anywhere anytime.

Micro credential courses are being offered by top tier universities such as Stanford. Micro credentials are Micro credentials are certification-style qualifications that individuals choose to study to improve a skill found in a particular industry area. They are short, low-cost online courses that provide learners with a digital certification or a 'digital badge' when complete. Universities are not the only educational institutions offering micro credentials. Haileybury College, the largest school in Australia is offering micro credentials in the field of STEM. These professionals' courses include Drone Pilot License, Agile and many more.

TIME MANAGEMENT AND PROJECT FLOW

The following project flow illustrates the necessary steps for the project's development.

The project duration is intended to be completed within 2 years.

BUSINESS OPPORTUNITIES

Key business opportunities include:

- Upskill courses for students
- Professional development for students
- Creates a new market for customers outside teachers/educators
- Course can be offered in person
- Courses can offered remotely
- Courses can be offered globally outside of Australia, New Zealand, Canada, and the United Kingdom
- Strengthen the existing community between parents and ANZUK
- Offer master class seminars from industry professionals (guest speakers for students/parents).
-Private tutoring
- Creating more jobs current ANZUK teachers
- Creating flexible work hours for ANZUK teachers
- LMS (learning module system) created by teacher for students
- Subscription access to teaching modules
- Offer LMS to schools

COSTS ANALYSIS

* Prices susceptible to change
*Subscriptions offers can also be considered to customers.

The following are indefinable cost drivers.
- Approval to operate and run the courses
- Prices may vary for keynote speakers
- Qualified teachers/practitioners to run the course

Identifiable revenue generation
- Subscription based revenue allowing students access to all courses/seminars offered
- Single payment option for specific course/seminar
- Costs may vary between courses.

Private tutoring lessons that are specific to subject can be offered online. Each tutor session will range from 1- or 2-hour periods.
- The sessions will be run by ANZUK teachers.
- Students can pay 25 pounds for 1 hour session and 40 pounds for a 2-hour session.
- Class sizes are to be intimate. 20 students per session.
- Teachers will be paid 40 pounds for 1 hour session and 80 pounds for a 2-hour session

Tutoring Service

Profit Generation for Tutor Sessions

Session Duration	Cost per person (pounds)	Student quantity	Revenue (pounds)	Teacher Cost (pounds)	Profit (pounds)
1hr	25	20	500	40	460
2hr	40	20	800	80	720

Profit from offering 5 x 2hr sessions a week for 5 key subject (maths, science, english, history, music) (Monday to Friday)

Session type	Profit per session (pounds)	Number of classes a week	Number of subjects A week	Weekly Profit (pounds)
1hr	460	5	5	11,500
2hr	720	5	5	18,000

Annual profit (52 weeks)

Session	Profit (pounds)
1hr	598,000
2hr	936,000

LMS Service

A learning management system is a software application for the administration, documentation, tracking, reporting, automation and delivery of educational courses, training programs, or learning and development programs. The learning management system concept emerged directly from e-Learning

ANZUK can employ teachers to generate content for an LMS which can be used as an additional resource for students studying specific subjects.

Canvas is a standardised LMS used by various educational institutions including universities and schools.

LMS will vary across countries dependent on the countries school curriculum.

Cost of canvas may vary. The list below highlights the prices of some packages.

Starter: $120 per year for 50 users and 250 MB of storage.
Mini: $210 per year for 100 users and 500 MB of storage.
Small: $380 per year for 200 users and 1 GB of storage.
Medium: $840 per year for 500 users and 2.5 GB of storage
Large: $1,490 per year for 1,000 users and 5 GB of storage

The LMS will operate on a subscription basis for students.

-Students can sign up with all access to all additional learning resources for 300 pounds a year. Packages can vary and be tailored to students' needs.

Profit generation from 1000 students subscribed to the annual subscription.

Cost of LMS annual subscription (pounds)	Number of students subscribed	Revenue (pounds)	Cost of small package LMS (pounds)	Profit (pounds)
300	1000	300,000	1,490	298,510

Micro Credential Service

Micro credential courses can be bought as separate items

Micro credential courses for students can be included in the subscription fee.

Micro credentials may include:
- computer science
- Leadership
- Ecommerce
- Collaborative Techniques
- Agile

Cost of Micro Credential (pounds)	Micro-credential purchases	Profit
30-50	100	3000-5000 pounds

Seminar
The seminars will be hosted by keynote speakers such as experts in the field of education for teachers, and other speakers of interest to student issues such as: social, political, environmental etc.

Seminars will be open to any number of students who can attend via zoom/in person.

Students may attend the seminars as part of the subscription.

Cost of guest speaker (pounds)	Price per ticket (pound)	Seminar Attendance	Profit
250	10	100	1000

COMPETITOR ANALYSIS

The following competitors are established in Australia which have already produced additional content supplementing the school curriculum.

Education Perfect

Education Perfect is a curriculum aligned teaching & learning platform for years 5-12 for teachers & parents – blended learning, home-schooling, tutoring.

Pricing – 5 users for 300 AUD for an annual subscription.

Stile Education

Stile is for everyday use in the science classroom. It is purpose-built to facilitate vibrant, collaborative learning with a mixture of rich, interactive activities that go well beyond the curriculum.

Pricing – received upon request.

When examining the UK market for curriculum aligned learning platforms *Discovery Education* was the closest platform related to the United Kingdom curriculum. This service was being offered globally.

RISKS

The following are identifiable risks associated with the proposal:

Name	Probability	Impact	Mitigation	Contingency
Start-up Costs	Medium	Medium	Budgeting is essential for the new project.	Ensure cost estimations are within the budget.
Unable to teach micro credentials online	Medium	Medium	Research availability of programs to teach online.	Investigate the issue further for alternative programs
Lack of Available Teachers	Low	Medium	Generate interest from current teachers who would be interested in tutoring privately online.	Hire more teachers that are university graduates or teachers searching for jobs.
Lack of student enrolment	Medium	High	Market Research is paramount in determining the need for professional tutors.	Marketing campaigns are necessary to build product awareness to the public.

OVERVIEW

Following the COVID-19 pandemic, educational institutions have transformed the delivery of their education models. Universities are providing courses online as well as schools. This means students all around the country and world can access a high-level education from their homes. Students now have the applications such as zoom to access additional resources. ANZUK can diversify their target market and offer widespread certified courses and seminars to students directly as well as a personal tutoring service. The tutoring service has the potential to generate a substantial amount of revenue as well as create more jobs for teachers at ANZUK with flexible working hours.