

“Our **online platform** will allow users to **engage** their favorite **famous masters** and **learn directly** from them”



Problem

Fans and the general public yearn to both directly learn from famous national experts and to have personal contact with them. There is currently no platform that facilitates both learning and interaction.



Solution

A platform through which users can study online video courses from celebrity instructors and to enrich knowledge via direct communication with the experts.



Target market

Fans and amateurs in different fields of expertise, in non-English speaking European countries, starting with Israel, expanding first to France.



Business model

Sales of online courses, individually or with subscription. Secondary income from sales of experts' items. Package deals available for simultaneous purchase of course and items.



Marketing strategy

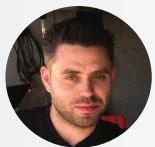
Instructors are top social media influencers. Marketing campaigns via Facebook and Instagram targeting the masters fans. Call center with sales representatives selling courses to hot leads and up selling current users.



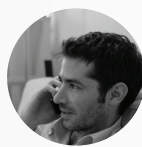
Competitive edge

We can produce better and cheaper. We can connect with top-notch masters in each country to best fit the local markets' and create courses in native language. We can increase sales dramatically with our ability to build a strong telemarketing call centre.

TEAM



Arik Lifshits
Founder
CEO



Yuval Regev
Co-Founder
COO

COMPETITORS



RAISING \$700,000

One-time seed investment. No additional fund-raising anticipated. Capital will be used to develop our pilot in Israel and to expand to France at the beginning of year 3.

PROJECTIONS



Return of investment after
1.3 years



Expected profits end of year 5
\$29 million