

# Business Overview

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## Business Description

An online educator and audience engagement platform for the education market. Gives educators a management tool to provide audiences a space to ask questions. Gives audiences an engagement tool to provide educators important information analytics regarding their education materials.

## Mission, Vision, Values

Mission statement: To improve education communication experiences for the community, and as a result retain and expand the scope of knowledge for both the educator and audience.

Vision: **NAME** is the first platform every new educator in Canada operation to start their education materials

Values: Education, People, and Learning

- We invest in educating. Everything we do will be aimed to give a better education experience for the people who value learning.
- We invest in people, which includes our employees and our educators. Through ongoing surveys and training we aim to provide and equip people with the best technology to help them better their knowledge and learning materials.
- Learning is a core value as we aim to help provide better learning experiences. We want to make sure our employees, educators, and audiences are all learning and improving themselves daily.

## Industry Overview and Trends

Education materials have always been a problem as new studies and curriculum changes. With the pandemic in 2020, there is a need for online relationship and communication between the educators and their audiences.

Educators spend significant time on finding materials blindly and struggle to analyze the effectiveness of their materials and their audiences.

Audiences struggle to find educators and engage with them and collaborate their thoughts.

There's been an increase in the products and materials for the education sector, but most are

## Technological Trends

Online services and platforms continue to move strong as more services are built to save time and convenience.

Communication services weaken with social media being unsafe and insecure with misinformation.

Convenient devices continue to dominate the market and virtual social relationships continue to grow as the new generation of seclusion grows.

## Government Regulations

Data Stewardship: The Canadian government regulates customer data to be stored and protected within Canadian servers.

## The Market

Target Markets: All educators such as teachers, instructors, event speakers could make use of this. But we specifically target the high school to post secondary educators as they face the biggest challenges regarding student education relationships.