

SimplyShow.Me

Learning, the social way.

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The Idea

An online education (learning) marketplace for mobile devices, where users can create lessons, share them, and learn from the expertise of others. The market place will allow users to purchase lessons created by others and make a percentage of the sales of lessons they create. Lessons can be authored and uploaded directly on the mobile device using audio, video and text based resources.

The lesson authoring tool will provide a simple, effective way for people to create, short, compelling, rich media content. The prominent use of video and audio will create a strong connection between the author and consumer, providing credibility and authenticity. Users can request lessons to be created.

By having the content available through a mobile device consumers will be able to find and consume this content when and where they desire it. This offers fantastic opportunities to offer relevant content in a variety of scenarios as people tend to carry their mobile device almost everywhere.

Strong gamification will be included through recognition (via badges) for

- Most watched each month - creator
- Highest rated each month - creator
- Most learned each month – consumer

The business will have strong social features including

- Ratings
- Comments
- Sharing/Liking via the common social streams (facebook, twitter, rss, dig, etc...)
- Integration with Facebook (Facebook App – potentially allowing purchases within the facebook interface)
- Integration with Twitter (Course list available via twitter feed)

Revenue Streams

- Free App
- 30% of all sales from users
- Commission a series of premium content for the marketplace
- Private training content for corporate training, schools, university content etc...

The Market

Both Google and Apple have a special category for mobile education apps and Google recently created a special category for education-related software in its Apps Marketplace. Google is in talks with developers of educational software to help build a marketplace for online learning programs.

Commercial in Confidence

Marketing

At launch we will have a number of premium launch partners who will provide both free and paid content:

- Cooking shows/websites
- Sports/music instructors
- How-to websites
- Etc...

Participate in industry events and tradeshows:

- XMediaLabs
- South-By-Southwest

Increase quality and quantity of content by having competitions for best content each month/quarter.

Funding

- Digital Media Initiative (NSW) (<http://www.business.nsw.gov.au/assistance-and-support/grants/business/digital-media-initiative>)
- ICON Grant (ACT)
- Angel investors/VCS

Competition (i.e. the existence of a market)

There already exist a number of web based education market places where users can create and run courses, earn money from courses they create and enrol in courses others have created. These include:

- **Learnable** (<http://learnable.com>)
- **Examville** (<http://www.examville.com>)
- **Fortemall** (<http://www.fortemall.com/>)

These organisations are focussed on larger courseware type education content, not small modular content bundles like SimplyShow.me. None of these services or other services exists to create an education marketplace for the iPhone or other mobile devices.

Exit

After building a community around this idea there should be interest from a large web company to acquire this idea. Given Google's interests in both video (YouTube) and education (through their mobile and Google Apps marketplace) they are an obvious focal point for an exit of this type.

Next Steps

- Acquire Domain Name (Done)
- Register Company
- Partner with Mobile Developer
- Business Plan
- Obtain Funding