



SL EDUCATION

INTERNATIONAL COLLEGE

Here is where your future begins

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THE PROBLEM

ABOUT THE OBJECT TO BE SOLVED AND ITS
SOLUTION

HIGHER EDUCATION IN SIERRA LEONE

There is currently a lack of good quality higher education institutions in the country, specially those which meets industry demands and prepares students for employment opportunities.

This is caused by the absence of colleges that offer applied courses with advanced, innovative and updated content with the current demands of the Labor Market at the country



THE SOLUTION PROPOSED

To establish a college offering bachelor degree programs, and other short courses, which operates with a modern curriculum and meets International standards. This will be delivered online. The college specialization will be focused on management and business.

Leveraging Technology: The commitment to adopting or developing leading edge learning technologies to provide students the opportunity to access higher education while remaining in our region and support the country's growing economy.

These technologies will consist of classes on online platforms (such as zoom, google meet), and highly qualified teachers from around the world.

The content taught will consist of basic introductory content, teaching basic requirements of a company, to content on how to manage the company, get more customers, have a good visual and marketing identity, how to predict market paths, among others.

IMPORTANT INFORMATION ABOUT THE COUNTRY

The country has 5 million inhabitants, and the unemployment rate is 4.5%.

The illiteracy rate in people over 15 years old is 68% (according to data from the World Bank in 2013).

The average salary is SLL\$ 5.700.000 (USD\$ 557,35)

The official language is english



TARGET AUDIENCE

The idea of the institution is become global

But initially, the target public example will be the Citizens of Sierra Leone, which can be described as **Davidson**, 26 years old, a male, a high school graduate, who lives in a village outside the main town, and that is currently unemployed.





STRATEGY & BRAND

WAYS TO ACHIEVE SUCCESS

COMPETITORS

the biggest universities in Sierra Leone who offer business and/or management courses: (# are the p/ranking positions of the university in the country)

1 Makeni University (private university)
SSL\$ 6,000,000 (\$USD 586,68) monthly

3 Sierra Leone University (state university) –
SSL\$ 8,040,160 (USD\$789) monthly

5 Western Polytechnic College (state university)
(prices are not available on website)

6 Ernest Bai Koroma University of Science and
Technology (management of partner entities)
(prices are not available on the website)

Thus, in addition to country's universities, there are online courses that are competitive threats.

The so-called MOOCs (Massive Open Online Course) become viral, and even great universities as Harvard Business School has small online courses, some of them are even free.



MAIN STRATEGY

The **SL Education** branding was inspired by the “Caregiver” archetype, because it’s a service, with huge social function service, and in these cases the caring and reassurance are important to catch this kind of consumer.

We are going to appeal to young and older entrepreneurs and creative minds, teach people how to start their own business or how to get funding, how to be an incubator/accelerator for new businesses, and other expertise

One of the most important parts will be having good content and courses, reputable professors, pretty visual identity

We will provide certificate and Licences

Propose - Transformation, innovation, and knowledge about how make people bring their money

Conquer students demonstrating the difference between the idea of the institution and the other conventional educational institutions, as well as the effectiveness that **SL Education's** teaching has in the life of each of the students, especially with the subsequent success stories.

Show a bigger education quality, accessible at the same time.





MISSION, VISION, VALUES

MISSION

Complement the education of young people at an international level and specifically aimed at the job market.

VISION

Become the most important / relevant educational center in the country.

VALUES

Entrepreneurship,
innovation,
companionship.





PRICING

SALES AND PAYMENT CONDITIONS

PRICING

Considering the research on the competitors, these will be our tuition plans:

Prices: USD\$100-500 tuition. The courses will be divided in different types of duration, to serve students who want shorter and more practical courses, and for those who want more complete courses as the bachelor.

Short courses of Business and Management: 6 months, USD\$ 200 tuition.

Full courses: business and management: 3 or 4 years, USD\$ 500 tuition.

There will be some free classes to attract students and show part of the content



PRICES AND MARKETING

This lower price will serve to attract more students, and as the institution grows, prices may also increase along with the quality of education.

The price includes the costs of the professors, the content of materials that will be made available, and the certificates.

After graduation, every student will be invited to record a video talking about the whole experience, to be used to get new students

in addition, we will promote social media campaigns, such as Facebook, Instagram, Twitter and others.

The sales are going to be made with a good marketing in schools, and educational events (as open days in universities, for example) and strategic locations of the country, showing the potential students that they can have a very good education, paying not much, and with a flexible platform.

Schools would be interested in promoting **SL Education** because our certificates will bring prestige to your high school alumni, and the school either




REVENUE AND NEXT GOALS



The beginning is harder to get students, but we are going to maintain the good price until our college become known in the country. The good price will attract more students, meanwhile we make a good profit.

Year	1	2	3
Revenue Goal	USD\$ 84.000	USD \$204.000	USD\$ 600.000
Customer Base Goal	10 10	35 20	100 60
Product quality What about it	Short Course Full Course	Short Course Full Course	Short Course Full Course
Scholarships opportunities	5	10	25






REVENUE AND NEXT GOALS

Year one - O1: Get more students and revenue.

KR1: start with 20 students (10 short course and 10 full course).

KR2: charge USD\$ 200 monthly to short and USD\$ 500 to full course students.

KR3: Making available 5 scholarships opportunities to the better and/or poorer students.



Year two - O2: Become a respected educational institution

KR1: Earn a national education prize.

KR2: Do a large advertising


KR3: Been recognized by UNESCO

Year three - O3: Become fully international.

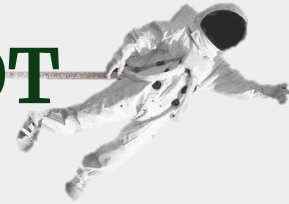
KR1: Start advertising at universities in other countries.

KR2: Having students from all continents.

KR3: Organizing international in person meetings.



THE MOONSHOT



Considering our strategy and goals, the moonshot of SL Education will be get a revenue of USD\$10.000.000 (ten thousand million dollars) per year, and be recognized by UNESCO as the biggest educational institution in Sierra Leone, and one of greatest educational of the world!



THANK YOU!



@mayconkevinn

Credits: slidego

