ESSENTIAL IT.

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—**Essential core IT skills and online courses.**

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Overview

Essential-ICT is an innovative learning platform created to engage individuals and enable them to actively participate within the workforce especially during lockdowns. With 70 carefully curated courses all available for a fixed price , the user has a wide range of courses to choose from.

With a database of over 3000 students who have expressed an interest in further education courses , further development to become an accredited university degree course has proven successful. With universities within America seeking exclusive partnership deals.

Goals

- To provide essential ict core skills to employees' and employers online.
- Become a university accredited institution and allow flexible learning for students.

Problem

In 2020, COVID-19 began sweeping the world. It is one of the biggest challenges of the current world. With no simple solution. Currently we are trying solutions like mass quarantines and closing down businesses but the spread continues. With no end in sight lock downs globally have become the norm. Employees are forced to work from home with limited support in regards to ICT skills and CPD.

Support needs to be given to employees , employers and even educators who have had much needed CPD neglected during this period. A recent survey on teachers found, 42% felt CPD is the most useful form of support they could be given. https://www.nesta.org.uk/project-updates/role-and-potential-edtech-and-teachers-during-lock-down/

Post-secondary education delivered online exists within the mainstream for example university of london online.Programmes exist designed to respond to the changing world for example Coventry university online (CUOL) which delivers business based programmes and one of the innovations ***shortlisted for the £5.75 million CareerTech Challenge.***

The problem exists for individuals seeking online , work related programmes which are beneficial and respond to the current needs within lockdown and COVID.

- -Lack of quick and simple up-skilling of employees, especially during a period of role redundancy and business streamlining.

- - Employees' knowledge not maintained or updated.

- -Slow results with un-focused learning .

- - Affordable continuous professional development (CPD)

- - unmotivated, uninterested and ineffective teams who seek CPD.

Solution

- Essential ICT allows for quick and simple up-skilling of employees.

- - Empower employees to maintain and enhance knowledge .

- -Focused learning to allow for quicker results. Courses are varied but allow for industry specific needs to be met.

- - An affordable continuous professional development (CPD)

- - Keeps a team motivated, interested and effective.

Specifications

We have already compiled a full course curriculum of 70 IT based learning ,suitable for multiple industries work based needs.
As a company we have had initial talks with multiple universities globally , to provide an exclusive partnership. Providing an international, affordable and industry relevant qualification.

This will allow individuals the opportunity to complete an American accredited university degree online, attend a graduation within the US and leave university with minimum debt.

Currently we are teaching just ICT COURSES however offering individuals an early bird course access . People can pay to access the courses for beta testing .These individuals will be informed of the university accredited options that will be made available as early as 2021. They will also be able to transfer some learning , limiting time spent and an attractive offer to many time conscious students.

How is this possible ?
We are focused only on the essential aspects of a degree. We streamline the process and focus only on the essentials. Through Essential ICT , we are offering a new platform that creates, organizes, and aligns objectives and assessments (i.e. goals and tests) for all learning necessary for a bachelor's degree. Whilst maintaining necessary CPD.

1. **Create:** We simplify the process by separating learning goals from pedagogy and extra-curricular costs.

2. **Organize:** We break down a theme into small objectives that when grouped together into lessons and courses offer a learning path for the most complicated topics.

3. **Align:** We align our objectives and assessments to those of respected institutions, we focus and offer fewer subject choices to keep costs down and transfer that cost reduction to the student.

Market Analysis

Due to the nature of the proposal the market analysis will be split between 2 areas, CPD and university/ post secondary education. CPD will concentrate on unaccredited institutions. University and post-secondary , will concentrate on American accredited institutions as well as the UK.

CPD- Continuous personal development

- **Maintained schools in England spent £883,22,296 on cover teaching (DfE's CFR data 2015-16)**
- **This equates to an average per pupil spend of £185 per pupil per year on cover (higher in London)**

- **This has increased by 1.7% from the previous year (£14.7 million)**

Figures should rise ,as In 2003, the DfE estimated that, for every £1 spent on technology, 30p would need to be spent on developing teachers' digital skills if we were to successfully integrate ed-tech into schools. This was not successful.

The result is that 68 per cent of UK schools continue to report a shortfall in teachers' digital skills as one of the principle challenges they face over the coming year (BESA, 2018)

Essential ICT could prove a cost-effective alternative to in- person training and market ready for a government contract.

University and post-secondary education.

Post-secondary education although optional has seen an increase in attendance over the years. Over 500,000 students chose to start university in Autumn 2020. An increase from 2019 even with covid-19.

https://www.ucas.com/corporate/news-and-key-documents/news/rise-number-students-planning-start-university-autumn

The US has seen a rise in college student application with over 20 million enrolled students.

https://www.statista.com/statistics/183995/us-college-enrollment-and-projections-in-public-and-private-institutions/

Currently the average cost of university in America is $35,830 per year, within the UK the average university cost is £9,250 per a year. By offering an online American accredited university course within the UK both markets can be catered to.

Online college programmes were supposed to be less expensive with no physical campus to maintain, no limit on class sizes and the ability to recycle content. This has not been the case , leaving a large gap in the market.

Example

Arizona State University Tuition estimate for Arizona residents is $6,219 per semester in the online program and $5,396 for the same program at the Tempe campus.

The University of Central Florida, which also has one of the largest online programs in the country, charges in-state students an $18 per credit "distance learning fee" that on campus students don't pay – $216 more per student per semester for the minimum full-time attendance.

Key to success and financial highlights-

All points made on expectation of full funding of £250,000 plus.

- Majority of course has been created.
- Break even point for university education is minimal with only 14-21 students required.
- Business can be profit generating within a month by offering CPD courses.
- Potential for university accreditation .
- University cohorts could commence as soon as January 2021, however due to risk factors aim for September 2022 / January 2023.
- Consistant income, with prestige and naming rights.
- Offering limited courses reduces price and efficiency.