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<h1 style="text-align:center">Executive Summary</h1>

In today's rapidly evolving job market, continuous learning is not just a luxury but a necessity. However, traditional online courses often leave learners feeling isolated and unsupported, while high-quality, mentor-led education remains financially inaccessible for many. MYPE bridges this gap by combining the flexibility of self-paced content with the structure and accountability of live mentor support — delivering meaningful career transitions at a fraction of the cost of conventional bootcamps.

🧠 General Description: The Platform and the Idea

MYPE is a hybrid e-learning platform focused on reskilling adults into fast-growing careers such as IT, UX/UI design, and digital marketing. The platform offers structured "Learning Paths"—modular, self-paced courses enhanced with regular live sessions led by expert mentors. Each path ends with a job-ready portfolio and interview coaching. In its first year, MYPE will focus on the Ukrainian market, developing content with contracted tutors. In its second year, it will open to public course creation and integrate a mentor marketplace, allowing verified experts to upload content, offer live sessions, and grow their own teaching brand.

🤝 Dual-Sided Client Model

MYPE serves two types of clients:

1. **Learners** — Career-switchers and adult learners (20–45 years old), especially those impacted by war, digital transformation, or career stagnation. They seek affordable, flexible, and guided ways to gain new employment-ready skills.

2. **Tutors** — Professionals with real-world expertise in tech, design, or marketing who seek recognition, purpose, and a flexible income stream. Many of these experts feel unseen in traditional workplaces and are looking for a platform to share knowledge, mentor others, and build a personal brand.

💡 Why the Idea Is Worth Attention

This platform responds to two powerful and converging forces:

- **Industry Growth**: The global e-learning market is expected to surpass $400 billion by 2026. Blended learning, in particular, is emerging as the most effective model for learner engagement and long-term outcomes.

- **Basic Human Needs**: According to Gallup, 69% of employees say they'd work harder if they felt more recognized. For learners, the need for guidance and a sense of progress is critical. For tutors, platforms like MYPE provide the validation, recognition, and purpose that many lack in their corporate roles.

MYPE isn't just about skills—it's about **fulfillment**, **identity**, and **belonging** on both sides of the platform.

📈 Why It's Especially Relevant Now

- **Post-Crisis Reskilling in Ukraine**: War and economic instability have disrupted careers across Ukraine. At the same time, demand for remote work and digital skills is rising. MYPE offers a local, relevant, and affordable option to regain control over one's professional life.

- **Global Career Shifts**: Worldwide, more than 40% of workers are considering a career change. MYPE addresses this with flexible, job-oriented paths that fit into busy lives.

- **Recognition Gap**: Thousands of experienced professionals are turning to teaching, coaching, and mentoring not to escape work — but to **feel seen**, **be useful**, and **make an impact**. MYPE taps directly into this motivation.

🧑‍💼 Who am I?

As a team of three, we combine strong technical, design, and communication expertise to bring MYPE to life. Our **Principal Software Engineer** has a solid background in backend and frontend development, capable of building the entire MVP and scaling it iteratively, including infrastructure, payments, and secure user flows. Our **Frontend Engineer** specializes in creating modern, user-friendly interfaces that make the learning experience seamless and intuitive. Our **Marketing & Community Lead** brings experience from international projects, focusing on communication, outreach, and building a strong network of tutors and learners around the platform.

But more importantly, we share a clear vision: to create a platform that empowers not just learners, but those who teach. We've seen firsthand how many experts want to share their knowledge but lack the technical means or support to do so. Together, we bring not only the capacity to build this product — but also the strategic thinking to make it meaningful, profitable, and socially impactful.

MYPE is not just a product. It's our mission: to humanize online learning while helping people find both new careers and new purpose.

Market Analysis

🌍 Market Size

Ukrainian Market Size (2025)

Despite wartime disruptions, the Ukrainian edtech sector remains active and resilient, supported by a growing need for remote learning, digital reskilling, and affordable education.

- **Estimated e-learning market (2025):** ~$150–200 million USD
- Growth driven by:
    - Mass displacement and career reinvention needs
    - Remote job trends and international hiring (especially in IT, design, marketing)
    - High mobile and internet penetration (over 80%)
    - Increasing interest in flexible, mentor-led online education

MYPE targets the mid-tier segment — learners looking for more than free content, but less intensive (and expensive) than full-time bootcamps.

Global Hybrid Learning Market Size (2025)

The global MYPE market continues to grow rapidly, with **hybrid learning** (mix of self-paced + live support) emerging as the preferred model post-pandemic.

- **Global e-learning market (2025):** $325–400 billion USD
- **Hybrid learning segment:** ~$100–120 billion (forecast CAGR ~12–18%)
- Demand is high for:
    - Career-relevant, practical training
    - Blended mentorship models
    - Self-paced content with interactive/live elements

🎯 Target Market

- **Primary users**: Adults aged 18–45 in Ukraine, looking to start with tech or digital professions.
- **Segments**:
    - **Career-switchers (18–45 y.o.)** – individuals looking to reskill into IT, UX, or digital marketing

- **University students & recent grads** – those seeking job-ready practical skills to supplement their degree

- **Working professionals & freelancers** – needing flexible upskilling with real support and career outcomes

- **Internally displaced people seeking remote careers** – due to war many people were relocated and have lost their jobs

- **Buyer persona:** Motivated but overwhelmed learner who values flexibility but struggles with self-discipline and clarity in purely self-paced environments.

🧩 Existing and Planned Products in the Marketplace

The Ukrainian and broader Eastern European edtech markets already host several established players, including **ITVDN, Hillel IT School, GoIT, and Prometheus**. On a global scale, **Udemy**, **Coursera**, and **edX** dominate with vast content libraries and strong brand recognition.

However, most of these platforms fall into two categories:

- **MOOCs** that offer self-paced learning with limited human interaction

- **Bootcamps** that offer intensive programs but with high costs and rigid schedules

Our platform, **MYPE**, enters the market with a **flexible and human-centered model**, combining the scalability of self-paced content with the impact of live tutor support — a gap largely unfilled in the Ukrainian market.

🏁 Market Players / Competition

Competitor	Focus	Weakness	Our Competitive Advantage
ITVDN	Video-based IT courses	No live support, no mentoring	We provide live mentorship + structured paths
Hillel IT School	Live IT courses	Expensive, fixed schedule	We offer hybrid flexibility + lower pricing
GoIT	Career-switching bootcamps	High cost, limited fields	We expand beyond IT and offer modular pacing
Prometheus	Free university content	No job coaching or live support	We offer direct-to-career guidance and support
Udemy/ Coursera	Global MOOCs	Self-serve, low accountability	We add structured mentoring and local relevance

🧠 Our Unique Value Proposition:

- **Self-paced + live hybrid** model: personalized guidance without sacrificing flexibility

- **Career Path structure**: not just random courses, but guided journeys ending in a real job outcome

- **Tutor-led experience**: tutors create their own content, meet learners live, and build reputations

- **Ukrainian-first launch**: localized support, pricing, and partnerships with regional educators and influencers

- **Soft launch with human touch**: strong onboarding and support culture, not just another MOOC

❓ "Who Loses If You Win — and What Will Be Their Response?"

If **MYPE succeeds**, the platforms most affected will be **local Ukrainian companies** such as **Hillel IT School, GoIT, and ITVDN**, rather than global giants like Coursera or Udemy. This is because:

- These local providers operate in the **same geographic and linguistic space**, making our offering directly competitive

- Their models are largely **synchronous and high-cost**, which creates friction for adult learners who need flexibility

- Many rely on structured course cycles with limited adaptability and instructor control

By offering a **more flexible, affordable, and mentor-supported hybrid alternative**, we directly challenge their market share, especially among career-switchers and young professionals in Ukraine.

🛠️ Likely Competitive Responses:

- **Adopting hybrid models themselves**, incorporating more self-paced content with mentor touchpoints

- **Lowering their pricing** or offering short, budget-friendly modules to retain price-sensitive users

- **Running aggressive local advertising campaigns** to defend brand loyalty

- **Expanding beyond IT** into design, marketing, or freelancing skills to compete with our broader career path model

However, our **early mover advantage** in launching a truly hybrid, mentor-driven model — with open tutor publishing and personalized learner support — will position us as a **first-choice alternative** before competitors can fully adapt.

Development Plan

📍 Where is development today – product status?

The core idea and functional architecture of the platform are defined. Basic backend infrastructure (course modules, user roles, tutor dashboard) is already in progress. We are currently in the **MVP phase**, focusing on building:

- Learner and tutor registration

- Course publishing and scheduling (videos + live sessions)

- Secure payments and access control

- Basic analytics and feedback flow

🧱 What Development Is Still Needed?

Time & Resources

To complete and polish the MVP, we require:

- 1–2 additional months of development time

- 1 person for advertising and promoting

- Light QA and UX feedback rounds with early users

Key post-MVP features will be rolled out incrementally, including deeper analytics, portfolio building tools, and mentor rating systems.

Launch Strategy: Start Simple, Grow Smart

We are intentionally avoiding the "nuclear fusion" trap — that is, delaying launch until everything is perfect.

Instead, we focus on launching a lean, effective MVP for our **first 5–10 handpicked tutors** and a set of guided career paths (Python, UX, Digital Marketing). This enables us to test, iterate, and validate with real learners before scaling.

💸 Development & Operational Cost Focus

Our initial budget is allocated with strong ROI principles in mind:

1. **Advertising** – Paid campaigns (Google Ads, social media) to build visibility and generate signups

2. **Web Hosting & Infrastructure** – Scalable cloud stack to support video streaming and live sessions

3. **Tutor Onboarding & Content Support** – Fixed payments for early tutors, then revenue-share

⚠️ Key Challenges & Risk Mitigation

Challenge	Mitigation Strategy
Finding high-quality, engaged tutors early on	Personal outreach, high revenue share, creative freedom in course design
Managing costs while growing user base	Lean dev model + phased marketing rollout
Advertising the platform	Hiring person with expertise in the field
Platform stability during growth	Hosting on scalable cloud infrastructure (AWS, etc.)

Marketing Strategy (Tutor-Driven Growth Model)

🧭 Key Assumptions:

- You're **not focused on paid advertising (like Google Ads, Meta, etc.)**
- Instead, you rely on:
    - **Organic growth** via word of mouth, SEO, and valuable content
    - **Tutors actively promoting their own courses**, since they earn commission per learner
    - **Community-based marketing**, partnerships, and referral systems

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💸 Revised Marketing Budget Plan

📏 Phase 1: Initial Boost (Months 1–6)

Still, some investment is needed to build awareness, create landing pages, run events, and initiate content creation.

Activity	Estimated Monthly Cost	Notes
Brand identity & visuals	$500 (one-time)	Logo, site design assets
Content creation (blog, social, videos)	$800	Freelancers or in-house creator
Webinars / lead magnets	$300	Tooling, graphics
Platform SEO & landing pages	$400	Setup and optimization

Total Phase 1 Monthly (avg): ~$1,500

👉 **Total for 6 months:** ~$9,000

📐 Phase 2: Tutor-Powered Marketing (Months 7–24)

Once tutors are onboarded, they become **natural promoters** of their own courses. Marketing costs decrease substantially.

Activity	Estimated Monthly Cost	Notes
SEO & blog upkeep	$300	Long-term content base
Tutor promo kits (templates, onboarding)	$200	Help tutors market themselves
Community manager (optional)	$500	Builds engagement, handles Discord/Telegram
Social media maintenance	$250	Posts, testimonials, showcases

Total Phase 2 Monthly (avg): ~$1,200

👉 **Total for 18 months:** ~$21,600

📊 Total 2-Year Marketing Cost (Organic-Focused)

Phase	Duration	Cost
Launch Phase (Setup + Visibility)	6 months	**$9,000**
Tutor-Led Organic Growth	18 months	**$21,600**
🧮 TOTAL	24 months	**$30,600**

✅ Why This Works

- **Low CAC** due to tutors being incentivized to promote

- **Scalable** — more tutors = more organic reach

- **Authentic** — learners are more likely to trust real professionals sharing their courses

- **Sustainable** — you avoid ad fatigue or dependency on paid reach

Financial planning

📅 Year 1 Financial Plan (Launch Phase)

Key Assumptions:

- **Course price is $250**

- **Group size is 20 students**

- **Platform keeps 40%**, tutors earn 60%

- **Marketing and hosting costs fixed** at $1,000 and $300/month

- **Tutors increase month by month**, each running 1 group

Monthly Launch Plan:

Month	Tutors Hired	Total Students	Groups Run	All Income ($)	Tutors Pay ($)	Other Costs ($)	Income Left ($)
M 1	2	40	2	10,000	6,000	1,300	2,700
M 2	3	60	3	15,000	9,000	1,300	4,700
M 3	4	80	4	20,000	12,000	1,300	6,700
M 4	5	100	5	25,000	15,000	1,300	8,700
M 5	6	120	6	30,000	18,000	1,300	10,700
M 6	7	140	7	35,000	21,000	1,300	12,700
M 7	8	160	8	40,000	24,000	1,300	14,700
M 8	9	180	9	45,000	27,000	1,300	16,700
M 9	10	200	10	50,000	30,000	1,300	18,700
M 10	11	220	11	55,000	33,000	1,300	20,700
M 11	12	240	12	60,000	36,000	1,300	22,700
M 12	13	260	13	65,000	39,000	1,300	24,700

🔚 **Total Net Income (Year 1):**

- 📊 Net platform profit exceeds **$164,000**
- 📈 Solid foundation for tutor expansion and community engagement

📅 Year 2 Financial Plan (Growth Phase)

Key Assumptions:

- **Course price remains at $250** to remain accessible while scaling volume
- **Group size is 20 students**
- **Platform keeps 40%**, tutors earn 60%
- **Marketing and hosting rose** at $1,500 and $1000/month respectively
- **New tutors join the platform each month**, contributing to organic growth
- **Each tutor runs 1 group per month**

Monthly Scaling Plan:

Month	Tutors Hired	Total Students	Groups Run	All Income ($)	Tutors Pay ($)	Other Costs ($)	Income Left ($)
M 1	14	280	14	70,000	42,000	2,500	25,500
M 2	15	300	15	75,000	45,000	2,500	27,500
M 3	16	320	16	80,000	48,000	2,500	29,500
M 4	17	340	17	85,000	51,000	2,500	31,500
M 5	18	360	18	90,000	54,000	2,500	33,500
M 6	19	380	19	95,000	57,000	2,500	35,500
M 7	20	400	20	100,000	60,000	2,500	37,500
M 8	21	420	21	105,000	63,000	2,500	39,500
M 9	22	440	22	110,000	66,000	2,500	41,500
M 10	23	460	23	115,000	69,000	2,500	43,500
M 11	24	480	24	120,000	72,000	2,500	45,500
M 12	25	500	25	125,000	75,000	2,500	47,500

🔚 **Total Net Income (Year 2):**

- 📊 **$450,000+ in platform profit** while maintaining the same price point
- 👥 Continuous growth driven by **new tutor onboarding and steady student demand**

Platform Screenshots
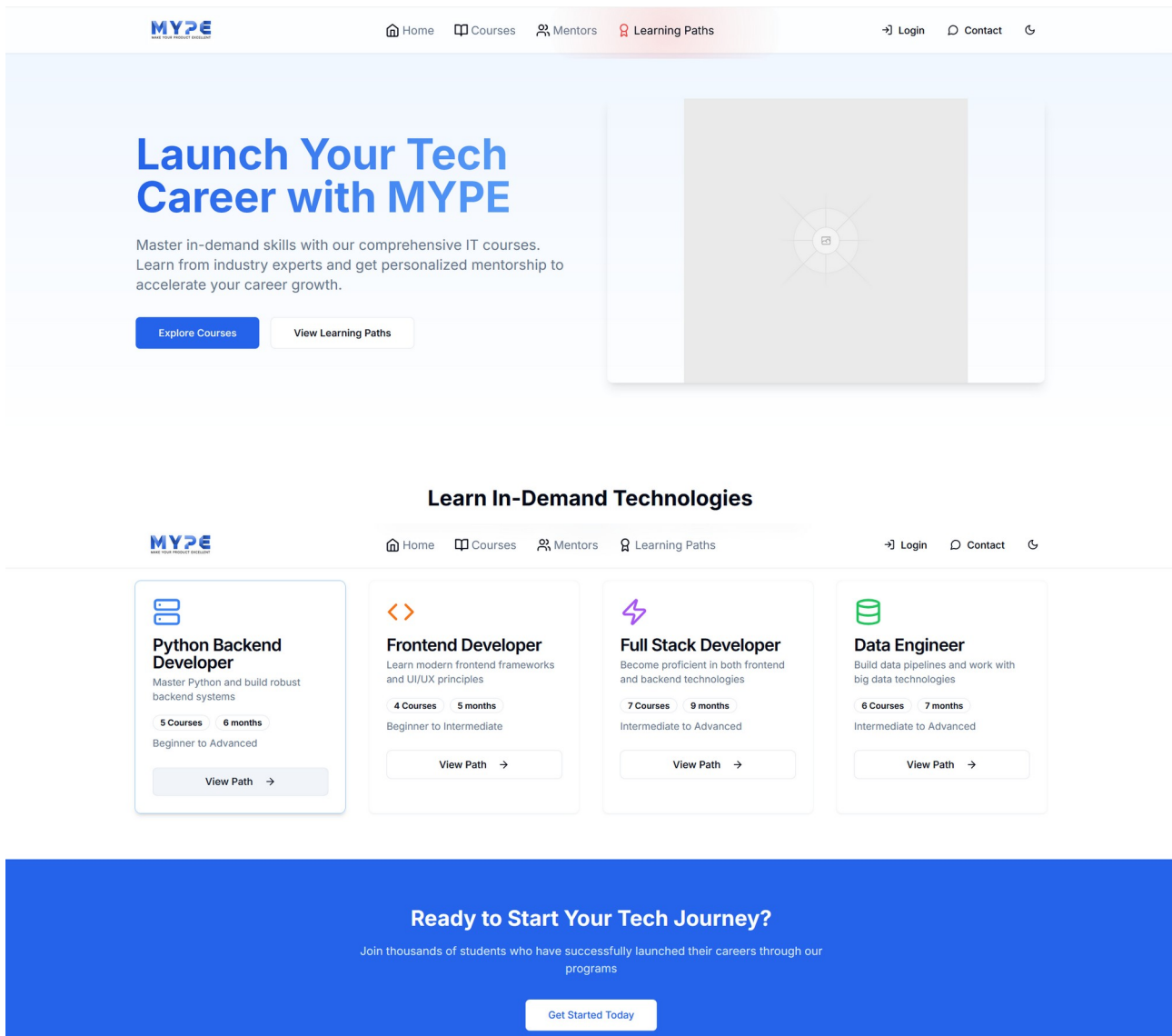
Image 1. Main page

Your Python Engineering Journey

Follow this structured path to become a proficient Python Backend Developer

01

Python Fundamentals

4 weeks

Master the basics of Python programming, including syntax, data types, control structures, functions, and modules. Build a solid foundation for your Python journey.

Key Skills:

Python Syntax | Data Types | Control Flow | Functions
Modules | Error Handling

View Course Details >

02

Database Design & SQL

4 weeks

Learn how to design efficient databases, write complex SQL queries, and implement database relationships. Master data management principles essential for backend development.

Key Skills:

Database Design | SQL Queries | Joins | Indexing
Transactions | Normalization

View Course Details >

Image 2. Learning Path example

← Back to Learning Path   Next Course →
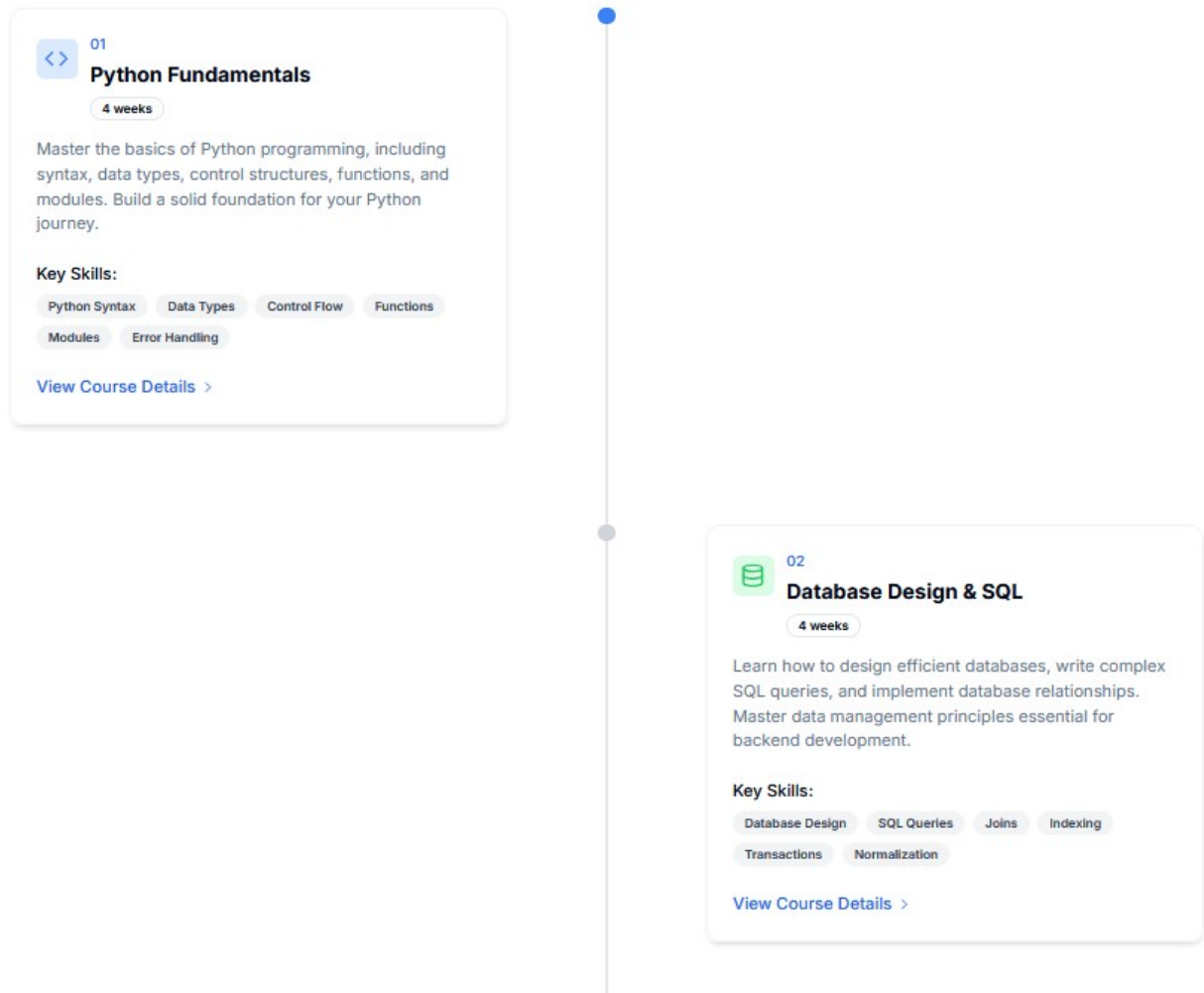
Python Fundamentals

This comprehensive course covers all the fundamentals of Python programming. You'll start with the basics of syntax and data types, then move on to control structures, functions, and modules. By the end of this course, you'll have a solid foundation in Python programming and be ready to tackle more advanced topics.

(🕒 4 weeks)   (📖 Beginner)   (👥 1245 students)   (⭐ 4.8 (328 reviews))

Dr. Michael Chen
Senior Python Developer & Educator

Enroll Now

$349

Start your journey to becoming a Python Software Engineer

⊘ 28 lessons
⊘ 14h 30m of video content
⊘ Certificate of completion
⊘ Lifetime access
⊘ Downloadable resources

Enroll in Course

30-day money-back guarantee

What You'll Learn

⊘ Write Python code with proper syntax and structure   ⊘ Understand and use variables, data types, and control structures

⊘ Create and use functions and modules   ⊘ Work with files and directories

⊘ Handle errors and exceptions   ⊘ Understand the basics of object-oriented programming

Course Content

7 modules • 28 lessons • 14h 30m total length

1	Introduction to Python	˄
	▷ What is Python and why learn it?	15 min
	▷ Setting up your Python environment	25 min
	▷ Your first Python program	20 min
	▷ Python syntax basics	30 min
2	Variables and Data Types	˅
3	Control Structures	˅
4	Functions and Modules	˅
5	File Operations	˅
6	Error Handling	˅
7	Introduction to OOP	˅

Image. 3 – Course page

MYPE

Explore Our Courses

Discover expert-led courses designed to help you master in-demand skills and advance your career in technology. From programming fundamentals to advanced specializations, we have courses for every stage of your journey.

Search for courses, skills, or topics...

| All Courses | Programming | Web Development | Databases | Data Science | DevOps | Cloud Computing | Design | Filters |

Experience Level

Beginner   Intermediate   Advanced

Course Duration

Short (1-3 weeks)   Medium (4-6 weeks)   Long (7+ weeks)

Learning Path

All Paths   Backend Developer   Frontend Developer   Data Scientist   DevOps Engineer

Featured Courses

Popular

Python Fundamentals

Master the basics of Python programming, including syntax, data types, control structures, functions, an...

Dr. Michael Chen

4 weeks   Beginner   1,245 students

⭐ 4.8 (328 reviews)

What you'll learn:

- Python Syntax
- Control Flow
- Data Types
- Functions

$349   View Course

Popular

Web Frameworks with Django

Build robust web applications with Django framework. Learn MVC patterns, ORM,...

James Wilson

5 weeks   Intermediate   756 students

⭐ 4.9 (189 reviews)

What you'll learn:

- Django
- ORM
- MVC Pattern
- Templates

$399   View Course

Popular

JavaScript Essentials

Learn the fundamentals of JavaScript programming, including variables, functions, objects, and DOM...

Alex Thompson

4 weeks   Beginner   1,432 students

⭐ 4.9 (287 reviews)

What you'll learn:

- JavaScript Syntax
- Events
- DOM Manipulation
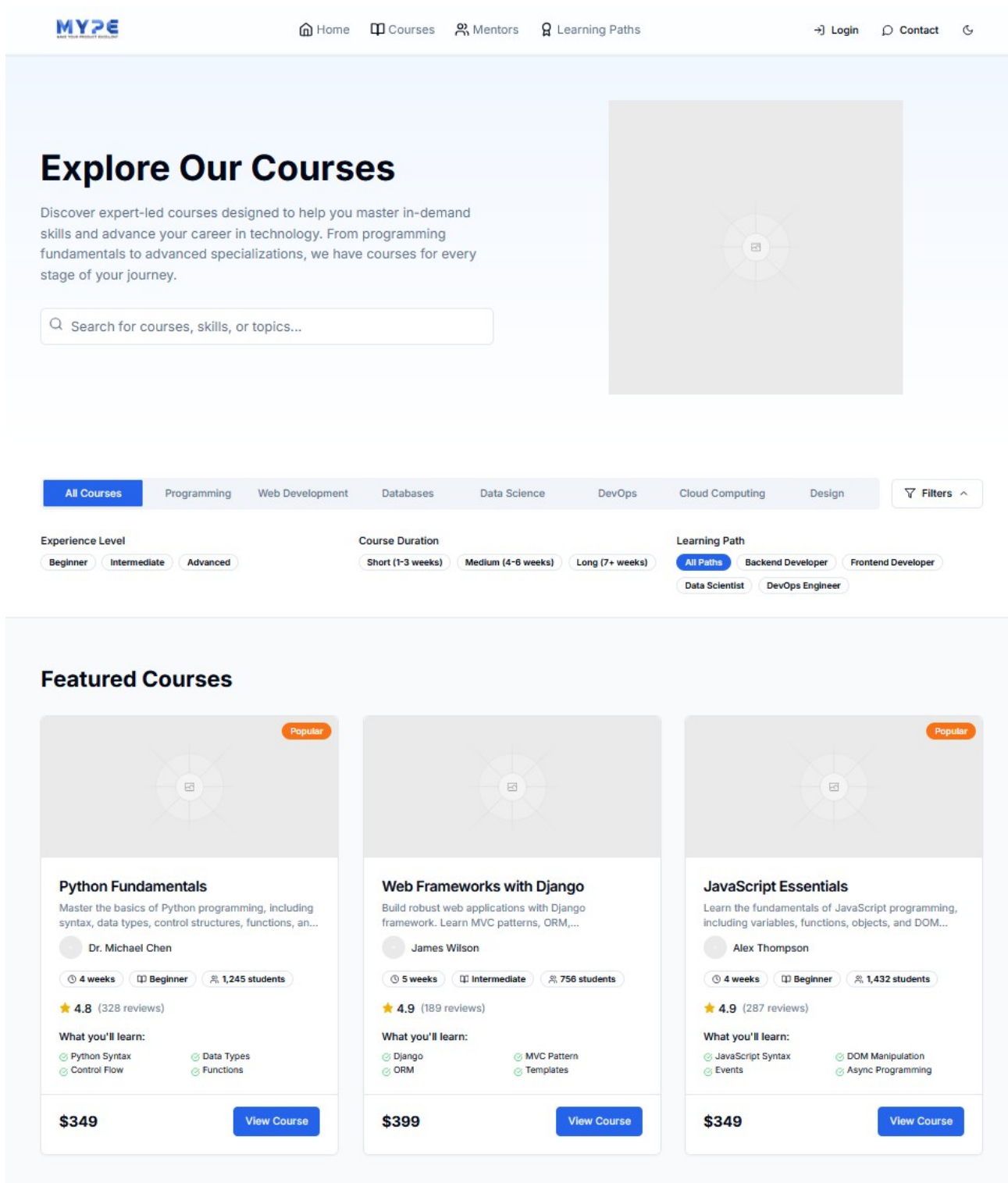- Async Programming
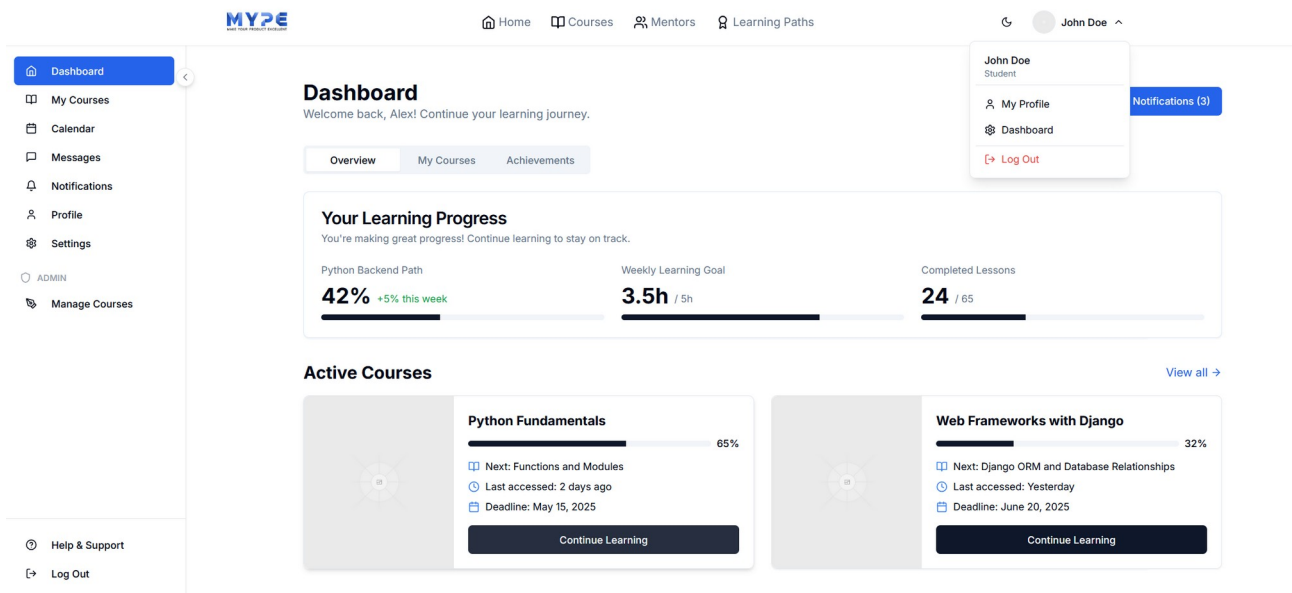
$349   View Course

Image. 4 – Course navigation page
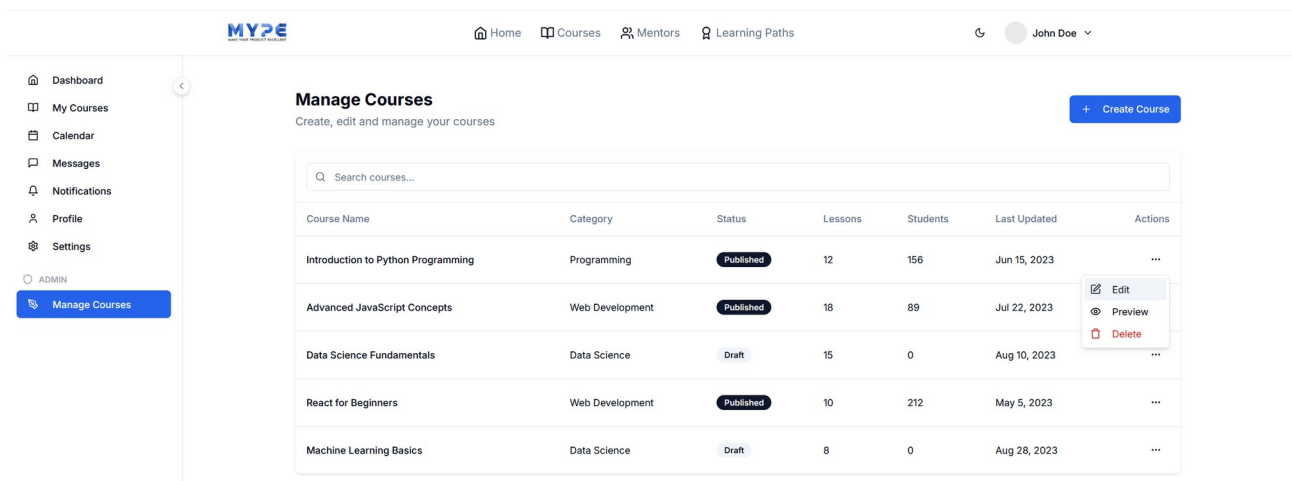
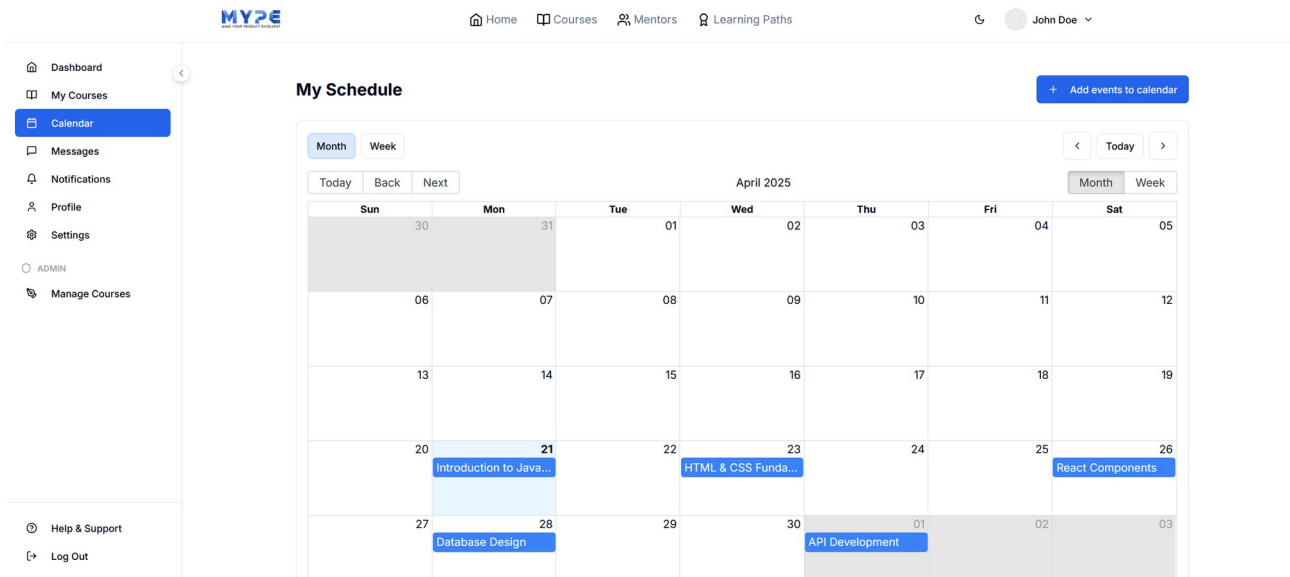Image. 5 – Main Student Dashboard

Image. 6 – Tutor Dashboard

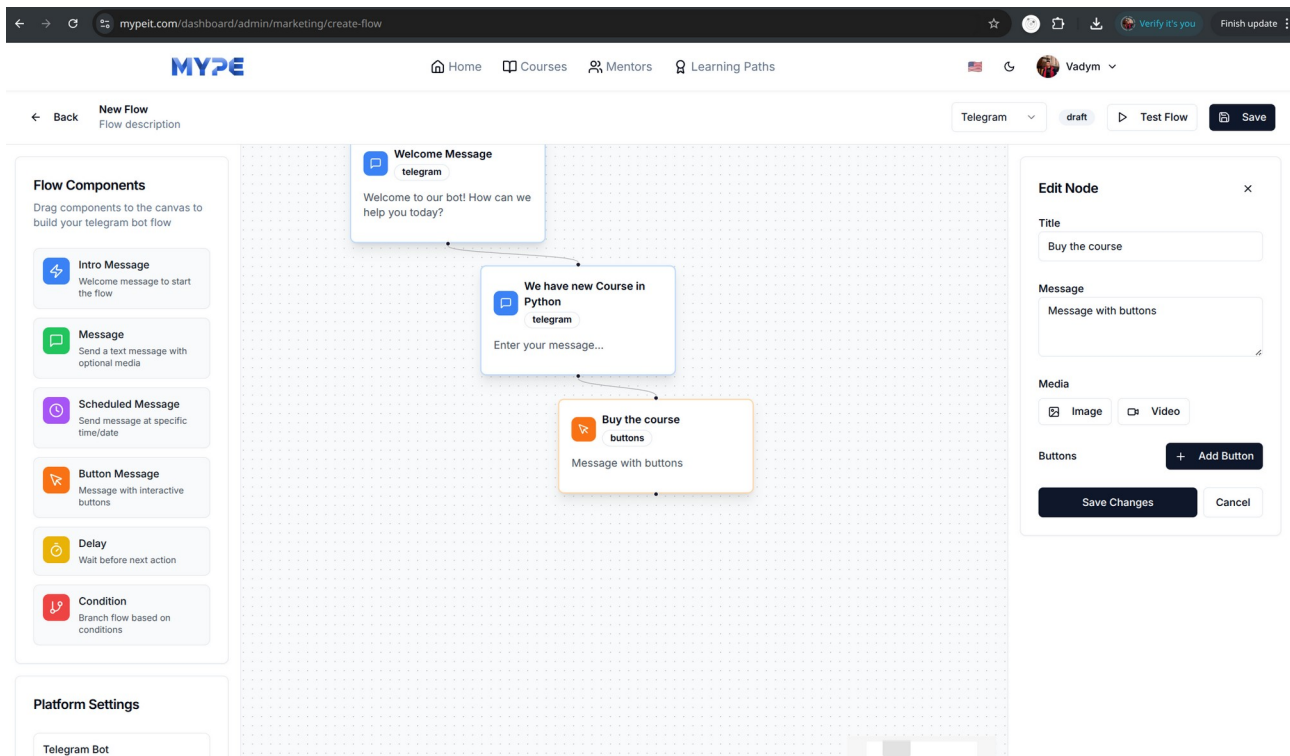Image. 7 – Calendar of scheduled courses
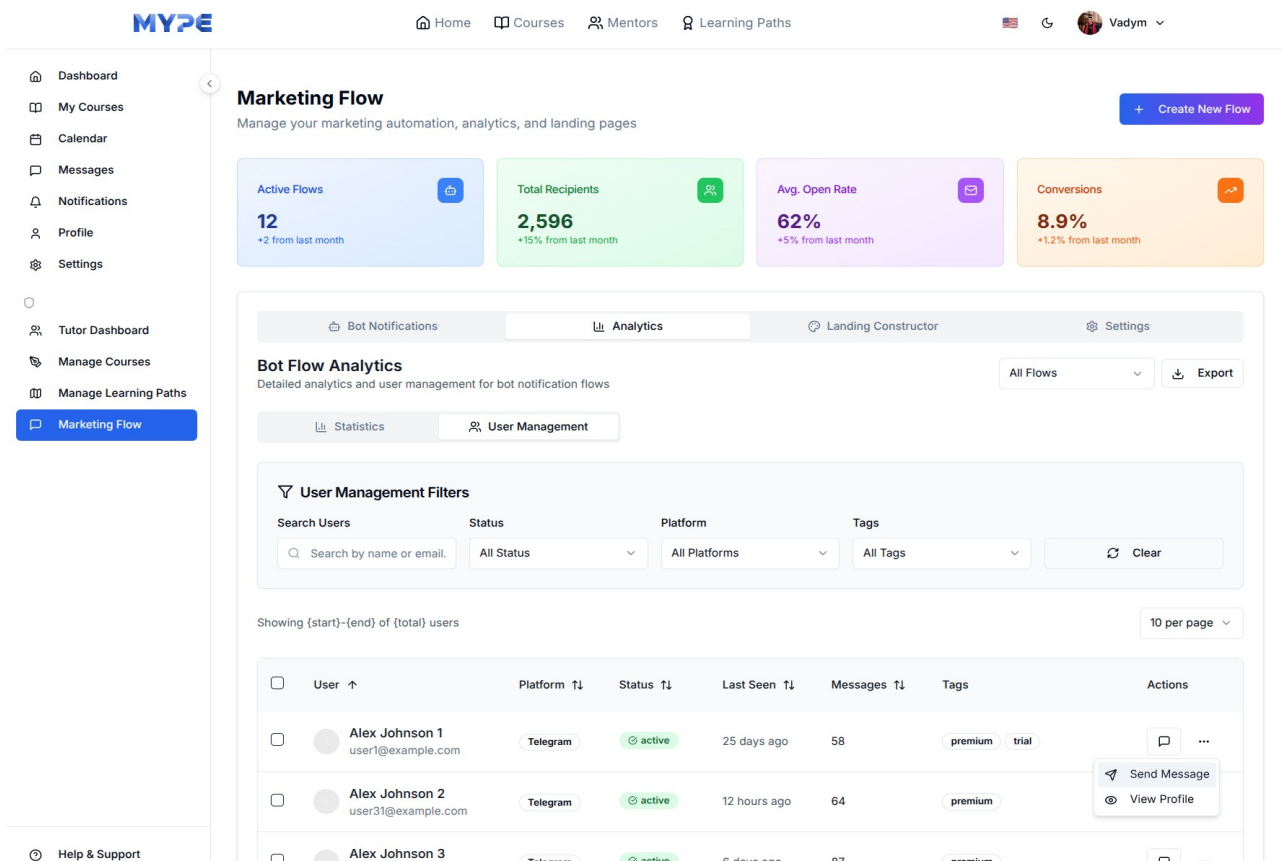

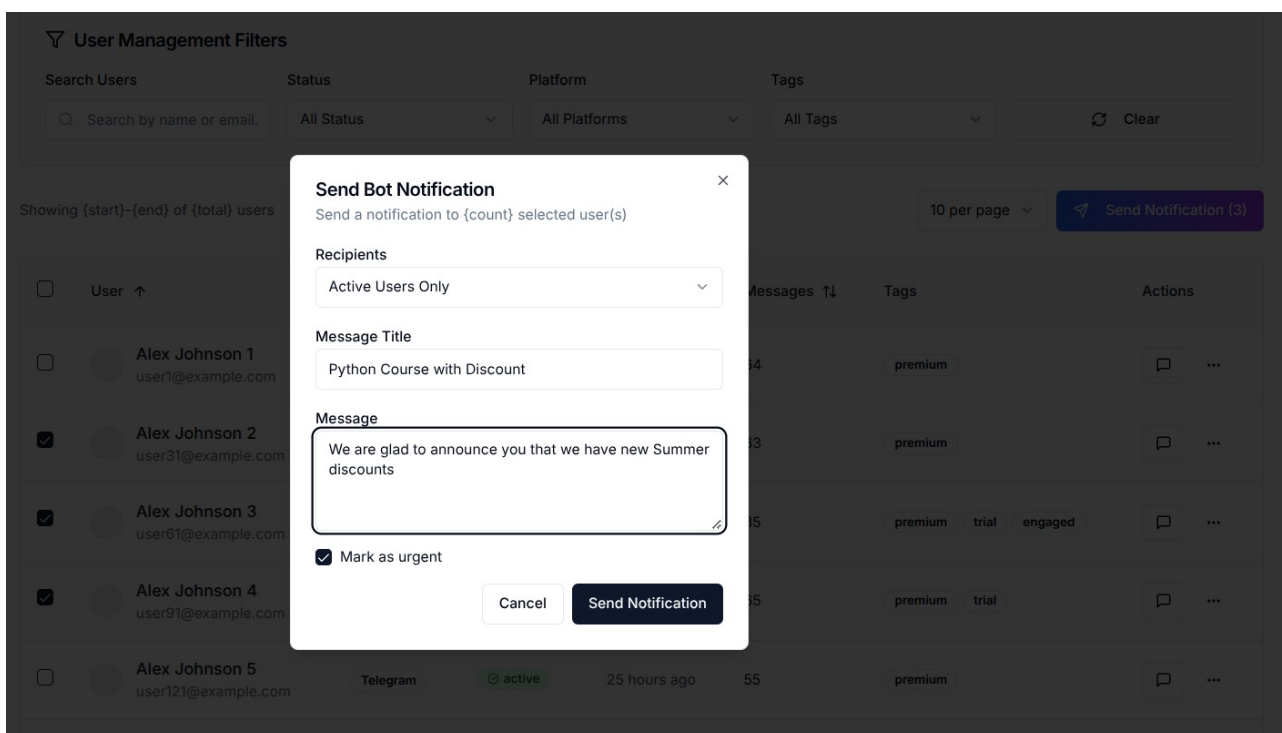Image. 8 – Notification flow in Telegram

Image. 9 – Analytics and Bot User Management

Image. 10 – Group notifications