# Global Educational Platform (GEP)

## Together we grow

**GEP will be an online platform where lecturers or different fields professionals will conduct live online lessons to the target audience.**

**The main purpose of the platform is to give education opportunity to those people who wish to get desired lecture course from desired lecturer both inside and outside the country. This platform will be intended for schoolchildren and university students, as well as for people of various professions, regardless of age.**

# GEP idea authors:

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# Solution description

Our solution is a web based educational platform. where universities, consulting companies, scientists, teachers and leading specialists in various fields, who have the desire and opportunity to transfer their knowledge to others, register and present their lecture/lecture course to the global market of potential audience. The condition of the platform will be that these lectures must be the live online curses.

The presenters determine the price for their lessons, the minimum and maximum number of participants, the format of the lecture (meaning how interactive lessons will be: if participants can engage themselves with direct or/and written questions etc.). The time and the price of the lecture will also be determined in advance. The listeners will also have the opportunity to get acquainted with a short written or video description of the lecture, as well as the lecturer's CV.

The platform will evaluate the experience of the lecturer and the similar lecture courses available on the platform and offer the lecturer a recommended price for the presented lecture. Criteria for the price suggestion will be different: lecturer education level, experience, university

they represent and a price for offer similar offers for same fields. However, lecturers will be free to set any price. Lectures will be recorded and stored for a certain period of time, which on the one hand will allow lecturers to share the material with students if they wish, on the other hand, it allows to control unwanted content and if necessary, block the lecturer and return the paid amount.

Students will be able to search for the desired material by navigating through the topic tree and desired lecturer experiance, or enter their request in the communication field, from which the platform will offer the appropriate lecture course based on key words.

# Solution context

Today, the opportunity to receive education is somewhat limited. People often do not have the opportunity to listen to the desired lecturer's lecture on the desired topic. There are many pre-recorded paid or free video courses available in the market, but the student/listener may spend a lot of time listening to such lecture courses, but their interest may not be fully satisfied and they do not have the opportunity to ask questions. At the same time, there are talented specialists in various fields who do not have the opportunity to convey their knowledge to a wide audience and at the same time receive income from their knowledge. This platform will allow both parties to satisfy their needs. The project will also allow teachers/mentors to improve their qualifications and attend lectures by leading specialists of the field. At the initial stage of the project, it can be tested nationwide, refined and gradually developed and turned into a global platform.

# Solution target group

The target group of the project is not limited by age and it can be defined as anyone wishing to receive education. Those wishing to submit a lecture course will place the course in the appropriate category, which will be determined in advance on the site. Accordingly, the target group will have the opportunity to search for the desired lecture course, or to write their interest in a special window, which will be processed by artificial intelligence and offer them interesting options.

# Solution impact

The platform will allow people to get education from desired specialists across the globe regarding different subjects. This will significantly contribute to raising the level of education. Its positive impact will be especially noticeable in developing countries where the level of

education and access to quality education is low. It will also enable lecturers to further increase their monetary interest, cover the global market and seek more as the market becomes increasingly demanding for quality lectures in a competitive environment. In addition, students will have the opportunity to rate the lecture and the lecturer, which will further encourage quality training/educational courses to be offered in the market.

# Solution KPI (key performance indicators)

The success of the project will be measured by several criteria: 1) the number of registered students, 2) the number of students who have completed the courses, 3) the number of lecturers, 4) the number of countries from which students and lecturers come, 5) the number of universities that offer lectures on the platform, 6) Satisfaction evaluation of students as well as lecturers.

# Solution tweet text

We make your educational possibilities limitless - together we grow. Find out more on our website.

# Solution innovativeness

The innovativeness of the platform lies in several aspects: 1) The platform will offer the listeners only online live lectures. The listener will be able to choose the lecture where the experience of the lecturer will be acceptable and at the same time will be able to ask questions. 2) Students will have the opportunity to evaluate lectures and lecturers, which will make the choice easier for the next students. 3) It opens up a global market for lecturers to offer their knowledge. 4) Listeners will be protected from unqualified lecturer or spreading unwanted content. In case of complains, the administrator will study the issue and make a decision to block the lecturer, return the money paid to the listeners, etc.

# Solution transferability

The platform will be available to anyone worldwide. Only registered users will use the platform. However, anyone can view the lecture courses and learn about the content before registering.

# Solution sustainability

The platform will be offered at the global market. The main income will be generated from commission fees (10% from the amount paid by students). Lecturers might also pay from the advertising of the lecture course. World leading educational institution can increase the credibility and popularity of the platform, so their commission fee can be less. The site will also have a loyalty program for its regular members who will pay a certain annual fee and receive a discount on any lecture. The mentioned revenues will be used for the development of the project.

# Solution team work

GEP team members are motivated to develop this idea. At different stages of the project, IT specialists with relevant expertise and specialists in the field of education will be involved.