

This is an example of how to manage your e-Learning project, building a foundation that will allow you to grow while earning revenue and testing the waters now. “Walk before you run.” As you can see, not all cells are filled out; many will change as more is known about the product and market conditions.

e-Learning Multi Generation Product Plan

	Generation 1 Summer this year	Generation 2 January next year	Generation 3 July next year
Vision	<ul style="list-style-type: none"> To provide a source for online learning and skills assessment for our current and potential clients. To provide a revenue stream that has a high ROI (low cost, low effort) To create potential need for other services such as consulting & coaching. 	<ul style="list-style-type: none"> To provide a source for online learning and skills assessment for our alliances and partners. To be known as The Source for e-learning and testing in our field To provide a greater revenue stream that has a high ROI (low cost, low effort). 	<ul style="list-style-type: none"> To provide a source for online learning and skills assessment for organizations outside of our field of expertise To be known as the World Class Benchmark for e-learning and testing To provide an even greater revenue stream that has a high ROI (low cost, low effort).
Platform/Technology	<ul style="list-style-type: none"> Open Source, ready to use application Web-based Smallest capacity OK 	<ul style="list-style-type: none"> Open Source, ready to use application Web-based Additional capacity likely 	<ul style="list-style-type: none"> Open Source, ready to use application Web-based Additional capacity likely
Processes & Materials needed to implement	<ul style="list-style-type: none"> LMS expertise E-Commerce interface Tests - Validity and Reliability (need to verify) 	<ul style="list-style-type: none"> Face to face interaction for certification - would need guidelines and processes Translation of materials to Spanish, Portuguese 	<ul style="list-style-type: none"> Subject Matter Experts in other fields (legal, laboratory, telecom, energy?) Translation of materials to additional languages
Marketing	<ul style="list-style-type: none"> Website Trade shows 	<ul style="list-style-type: none"> Add: Affiliate marketing Add: Online publications 	<ul style="list-style-type: none"> Add:
Topics	<ul style="list-style-type: none"> Basic topics currently in our training portfolio 	<ul style="list-style-type: none"> Add: Advanced topics currently in our training portfolio Add: Topics related to our current portfolio 	<ul style="list-style-type: none"> Add: Topics not related to our current portfolio
Products & Features	<ul style="list-style-type: none"> Single courses with basic features Bundled courses for certification (discount over single courses) 	<ul style="list-style-type: none"> Site Membership (extra services & courses for one price) - 3 Levels Add more technological features to courses 	<ul style="list-style-type: none"> Continue to add current technology to course content Offer more bundled services
Pricing	<ul style="list-style-type: none"> \$30 per online hour 10% discount for bundles 	<ul style="list-style-type: none"> 20% discount plus X hours personal interaction Price according to market and competitors 	<ul style="list-style-type: none">
Budget	<ul style="list-style-type: none"> \$15,000 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
Timeline	<ul style="list-style-type: none"> 6 months to launch 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
Payments	<ul style="list-style-type: none"> PayPal™ online only 	<ul style="list-style-type: none"> Add: over the phone cc Add: purchase orders 	<ul style="list-style-type: none">
Enrollments	<ul style="list-style-type: none"> Online only 	<ul style="list-style-type: none"> Online, manual 	<ul style="list-style-type: none"> Online, manual Database integrations