

# SFI

SOUND FUTURE INITIATIVE



## Technical Info Sheet for:

White Label Software Application for Online  
Education, Training and Professional Consultations

## The Offering

therefore providing...

- Extended client reach for professionals (national/international)
- Easy access for clients to professional online services
- Cost savings (no travel cost, no waiting, no parking)
- Time savings
- Accessible customer service from any location
- Easy integration with existing systems
- Convenient invoicing and billing
- Scalability
- Automated revenue streams
- Franchise potential

for example for...

- Universities, Colleges and Schools
- Educational Companies (Training/Coaching/Mentoring)
- Recruitment Companies
- Legal Firms
- Insurance Companies
- Industry Organisations
- Financial Institutions
- Medical Providers
- Corporations
- Other Consulting Professionals

## Automated Functionalities and Features

---

### Main Set Up Fetures

Registration Facilities

Flexible Front End Depending on User Audience

Choice of 7 Categories

Time Zone Converter

Currency and Language Converter

Choice of country and location (global set up)

Flexible Revenue Settings

### Main Admin Features

Reporting and Data Base Management

Integrated automated back end office

Flexible and built in multi stream revenue model

Marketing and Advertising Functionalities

Integration Functionalities

### Main Operational Features

Educator Profiling

Educator Calendaring and Availability

Scheduling and Booking of Online Sessions

Click Start of Online Consultations via Professional

Confirmations via Email and Messaging

Collaboration Tools

Invoicing to Admin/Professional/Client

Rating System

Referral System

Social Share, Forums and Blogs

Ecommerce of Learning Material (and other products)

### Add – On Features

Further customisation based on specific client requirements possible

Hosting, maintenance and consultancy support available if required

---

Platform Access and  
Registration

Online Sessions

E-learning materials

Other Communication  
Functionalities

1

## Platform Access and Registration

- The educators register on the site via a subscription model (or for free) and set up their profile
- Thereafter, the registered profile is checked by Administrator before going online.
- The educators then have access to their virtual back office and their personal calendar with regards to their availability for online sessions.
- Learners can visit and browse on the site without registration; to make a booking for sessions, however, they must go through a simple registration process.

2

## Processing the Online Sessions

- Educators make themselves available for sessions via their personal calendar function with automated time zone conversion.
  - Learners book, pay for and engage in online sessions via video.
  - Bookings are placed in Educator's calendar.
  - The educator carries out needs analysis and outlines plan and schedule, provides this to Learner prior to session (if requested)
  - Front- and backend of the software allow for the full automated processing of the above including registration, payment, notifications and billing.
-

Platform Access and  
Registration

Online Sessions

E-Learning materials

Other Communication  
Functionalities

3

### **E-Learning Materials**

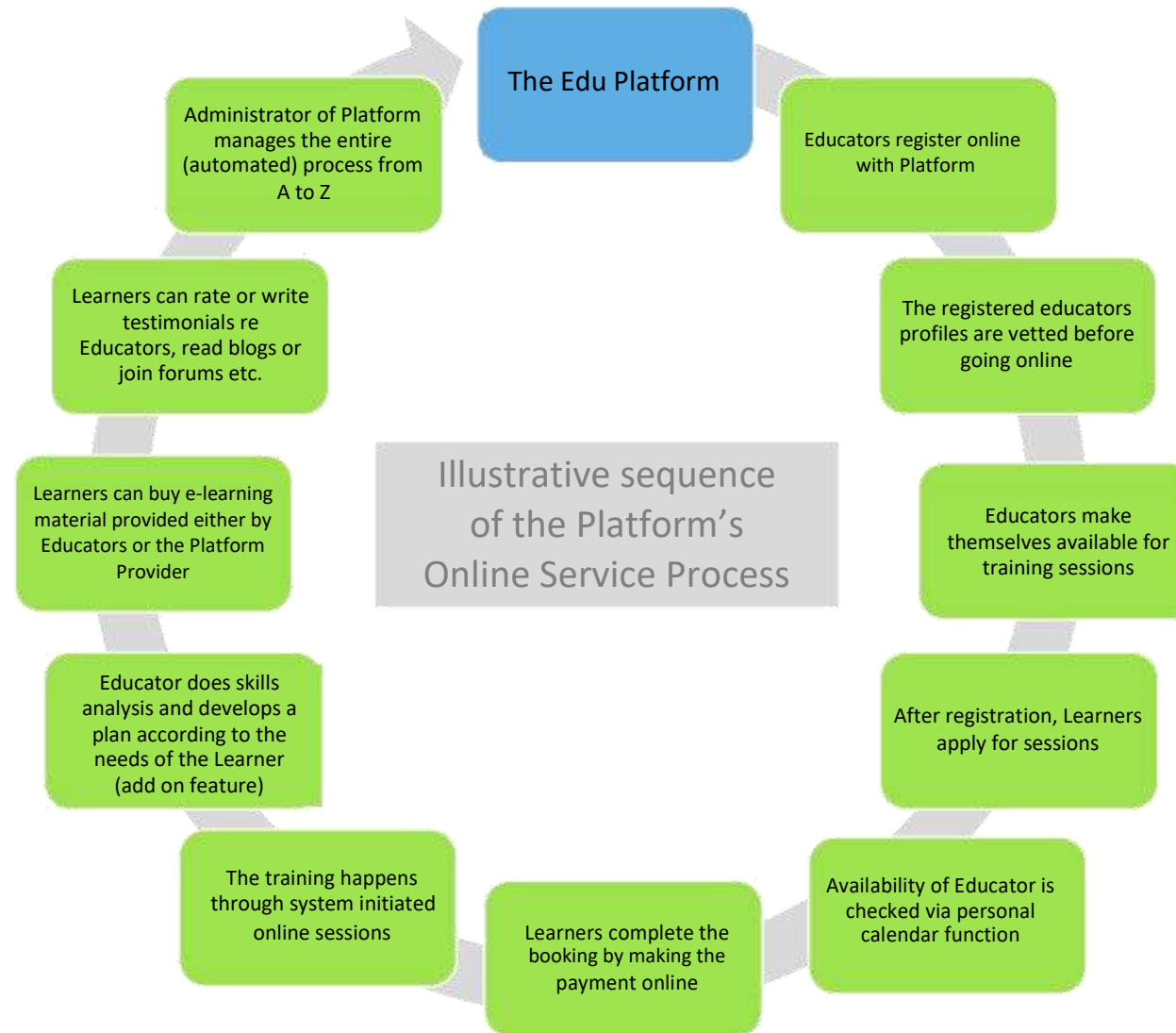
- The educator featured on the site can upload their eLearning material via their profile for learners (and others) to purchase.
- The Platform Administrator can offer its own educational eContent and content via partnerships with content providers

4

### **Other Communication Functionalities**

- System-included video, messaging, white board and language functionalities
  - Blog and Forum
  - Rating system/Testimonials regarding professionals on the platform
  - Social media referral system
  - Educator/client referral system
  - Advertising Space with click through possibilities
  - Client loyalty program
-

## Illustrative Process Sequence



## Revenue Model and Benefits

Revenue Model		Benefits for Platform Owner	
1. Subscriptions	Flexible, built in subscription model for professionals and learners	1. National and International reach with mobility	Settings allow national and/or international targeted approach via all devices
2. Commissions and Service Fees	Built in commissions on ecommerce for consultation services and products	2. Individual front ends target different audiences	Targeted end user experiences for different audiences, mobile
3. Advertising revenue via Platform	Advertisers and educators can rent rotating advertising space on platform	3. Flexible and built in multi stream revenue model	Subscriptions, commissions on ecommerce and services, advertising
4. Revenue via External Sources	Click through revenues, social media advertising, affiliate and bonus scheme	4. Multiplied online marketing	Via advertisers, partners and referrals
5. Commercial Opportunities	Franchise, Partnerships, Add on Products	5. Integrated automated back end office	Extensive backend reporting facilities
		6. Ecommerce of eLearning Material	Online course offerings via ecommerce and payment portal
		7. Other communication functionalities	Referrals, rating, blogs, forums, social shares increase profile
		8. Hosting, maintenance and consultancy service	Add on services available for marketing, content creation, set up and others

Benefits for Educators	
1. Time & Cost Saving	'Easy access from «wherever you' , Admin support by Platform Administration (i.e. Booking, payment)
2. Security	Approved and checked profiles by Platform Administration
3. National and International	Domestic and International Educators
4. Marketing Support	Facilitating marketing and PR for educators
5. Integrated automated back end office	Time zone conversion, scheduling, booking, payment and billing amongst others
6. eLearning material	Facility to sell eLearning material via the Educator's online profile
7. Other communication functionalities	Referrals, rating, blogs, forums, social shares that could be helpful to raise the marketing profile of Educators

Benefits for Learners	
1. Time & Cost Saving	Easy access to expert education online No travel time and costs
2. Security	Alleviates anonymity of the internet and trust issues by providing vetted personalized service
3. Affordable service	Educators with different pricing available
4. Integrated admin facilities	Convenient automated (international) scheduling, booking, payment and billing system re the consultations
5. eLearning material	One-stop-shop services giving access to training sessions and eLearning content
6. Convenient	Overcome limited access due to location, time or handicaps
7. Other communication functionalities	Referrals, rating, blogs, forums, social shares that could be helpful to raise the marketing profile of Tutors



Example Tutoring Platform



HOME SUBJECTS GRADES MEET THE TUTOR BECOME A TUTOR BLOG CONTACT

# Find and book a tutor

Schedule and pay for your online video session with one of our verified tutors today

enter subject   enter grade/year

HOME SUBJECTS GRADES MEET THE TUTOR BECOME A TUTOR BLOG CONTACT

## MEET THE TUTOR



SARAH FREEMAN

NOVEMBER

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1h from 11 00

BOOK



Service Accessible via Multiple Devices

Example Tutoring Platform



Example Professional Consultation Platform for Women



 <p><b>STRATEGY &amp; PLANNING</b></p> <p>Expert online business advice and consulting on everything from strategic planning and operations to</p>	 <p><b>MENTORING</b></p> <p>Use the services of an experienced mentor offering guidance &amp; providing support. Improve</p>	 <p><b>SKILLS &amp; TRAINING</b></p> <p>Expert online business advice &amp; consulting on everything from management skills and</p>	 <p><b>LEGAL &amp; IT</b></p> <p>Expert online business advice and consulting on everything from resolving conflicts and contract</p>
---	---	---	--

Increase the efficiency, profitability and growth of your business. Have an idea for a business?

Use the services of an experienced mentor offering guidance and advice and providing support and feedback. Solve problems and build business together. Strategy, courseing, decision making, logistics, networking, product development and trusted advice in many other areas...

► PROFESSIONAL ADVISORS

► GO TO EXPERT



'How it Works' via Gilvah example

Ebook on <http://gogilvah.com/how-gilvah-works/>

Social Media On Twitter, FB and LinkedIn

Example Professional Consultation Platform for Women



'How it Works' via Gilvah example

Ebook on <http://gogilvah.com/how-gilvah-works/>

Social Media On Twitter, FB and LinkedIn

