



WHATSAPP BASED COURSE SERVICE PLATFORM

What it is: An easier, faster, cheaper and therefore more accessible way of disseminating your course content to individuals, groups and teams of people with limited accessibility to regular and affordable Internet.

Who is it for: HR Training Personnel, teachers, coaches, professionals, entrepreneurs, universities and other educational platforms who and which serve people who have limited and irregular access to internet, as required of online based courses and other online apps.

Who would be your clients: Individuals, groups and teams of people especially in low to middle income countries where Internet services are expensive, sporadic and sometimes unavailable; however have ready access to WhatsApp.

Why WhatsApp versus Online and other

1. Easier, cheaper, accessible, on the go
2. Effective, cheaper delivery of content directly into the person's hand
3. Quick uptake of information provided regularly at an agreed time of day
4. Higher engagement with course content, therefore higher completion, learning and signing up of other courses on your menu of services
5. Easier, cheaper and accessibility of your course content and learning opportunities, increase word of mouth advertisement to the peers of your frontline clients. This in turn increases inquiry and sign up for popular courses much needed by your market.
6. Can be used as a full program platform or in support of online and / in class educational platforms

The offer

1. Part 1: Registration, agreement & sign contract
 - a. Sign non-disclosure agreements on the course content
 - b. Agreeing on the time that the course content will be shared to the students
 - c. Issue DYLF with your course content
2. Part 2: Apportioning, Advertise &
 - a. DYLF to apportion course content into WhatsApp based appropriate content, size and suggest duration
 - b. Client to advertise WhatsApp based course, register respondents into the course
 - c. Client to send details of those signed up to DYLF, including agreed payment to use the platform
 - d. DYLF to include all those signed up into program and to start once agreed payments have been made

Logistics

1. DYLF to use own phone line
2. DYLF to disseminate course content daily / weekly / on a specific date / monthly as agreed with client
3. DYLF to collate all questions and queries sent through in conversation with respondent
4. DYLF to send queries and questions to client on a regular basis for feedback
5. DYLF to send information back to respondent as queried