

# E-Learning Business Models

Janette Toral

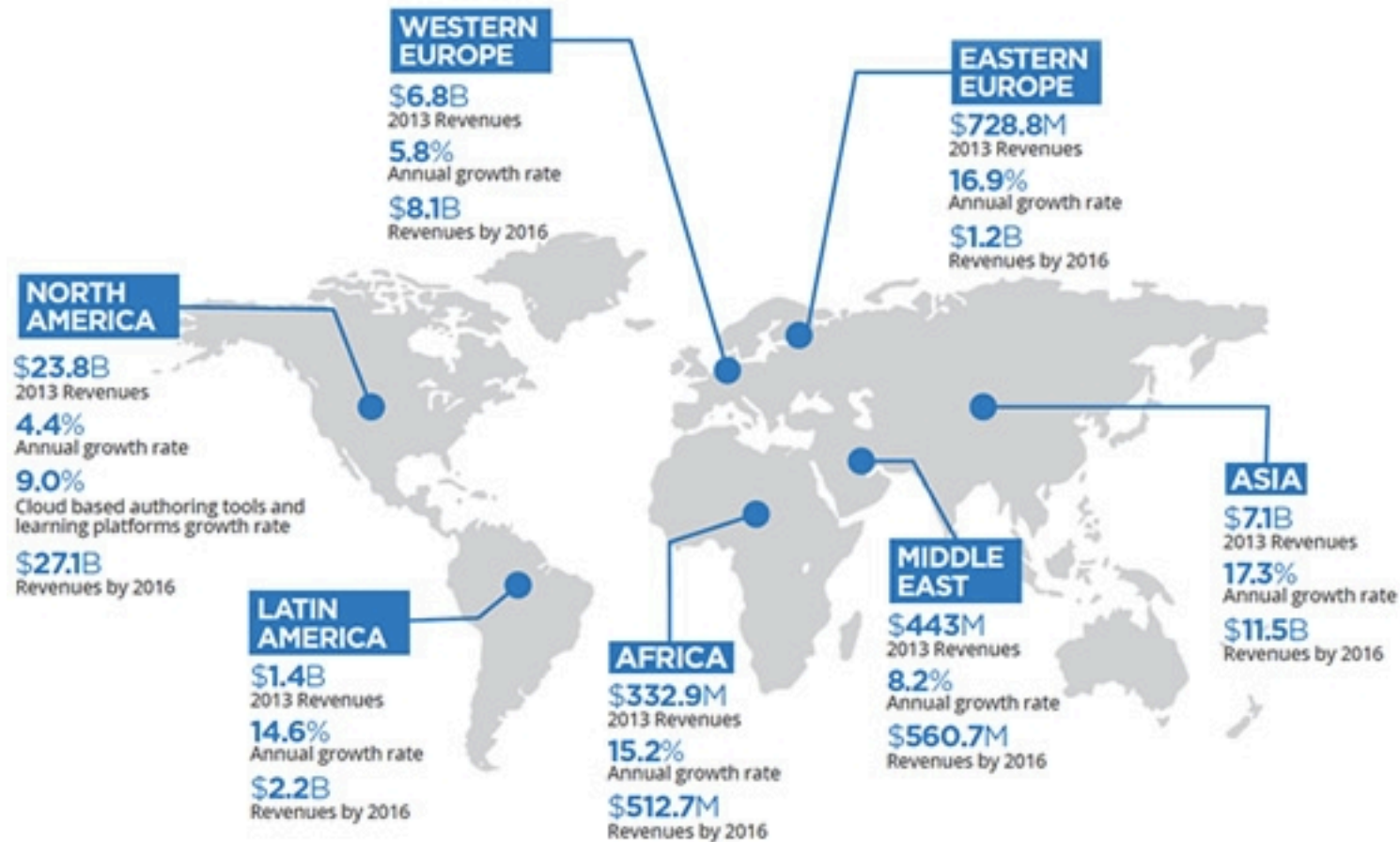
<http://digitalfilipino.com>



**Twitter:**  
**@digitalfilipino**

**Facebook: /janettectoral**

# Global E-Learning Market



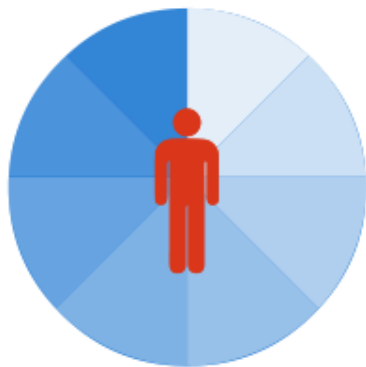
# E-Learning Themes

- Self-discovery opportunities.
- Workforce development.
- Research.
- Status.
- Civic-good.
- Cultural improvement.

<http://www.educause.edu/ero/article/finding-new-business-models-unsettled-times>

# E-Commerce

## Basic Revenue Models



### Guru

Person or entity  
expert services.



### Retail

Tangible and  
electronic products.

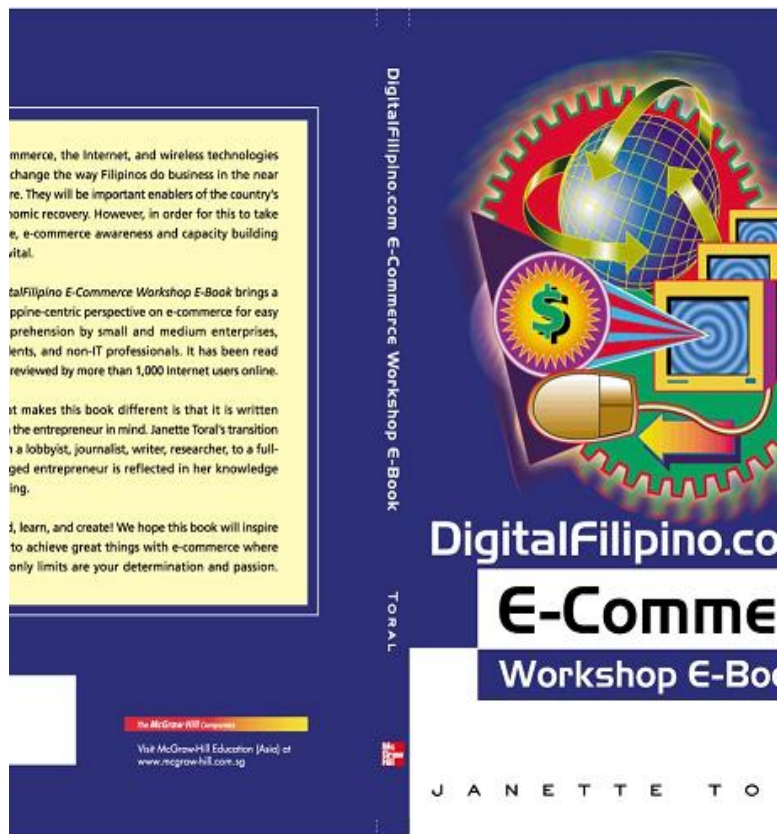


### Membership

Subscription-based  
time-bound.

# Email and Blended Learning using Moodle (2003 to 2008)

## E-Commerce Workshop



## Blogging from Home



# E-Mail Based E-Learning

## Pros

- Low cost.
- Can be read offline.
- Low cost.

## Cons

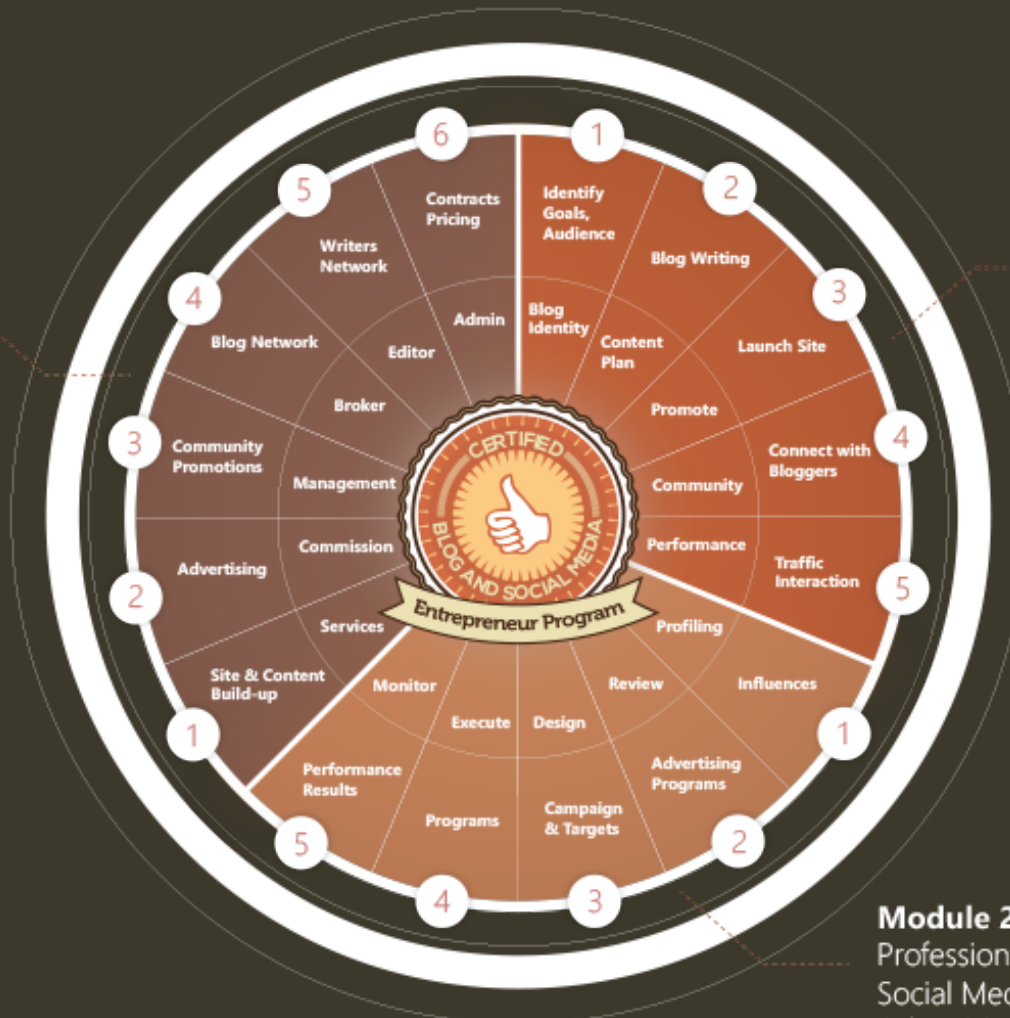
- Email going to spam.
- Weak copyright protection.

# Certified Blog & Social Media Entrepreneur Program

<http://digitalfilipino.com/bsm>

**Module 3:**  
Make Money from  
Blogging and Social Media  
as a Service Provider

*Module 1-3*



**Module 1:**  
Blog Launch  
Copywriting and  
Social Media Promotions

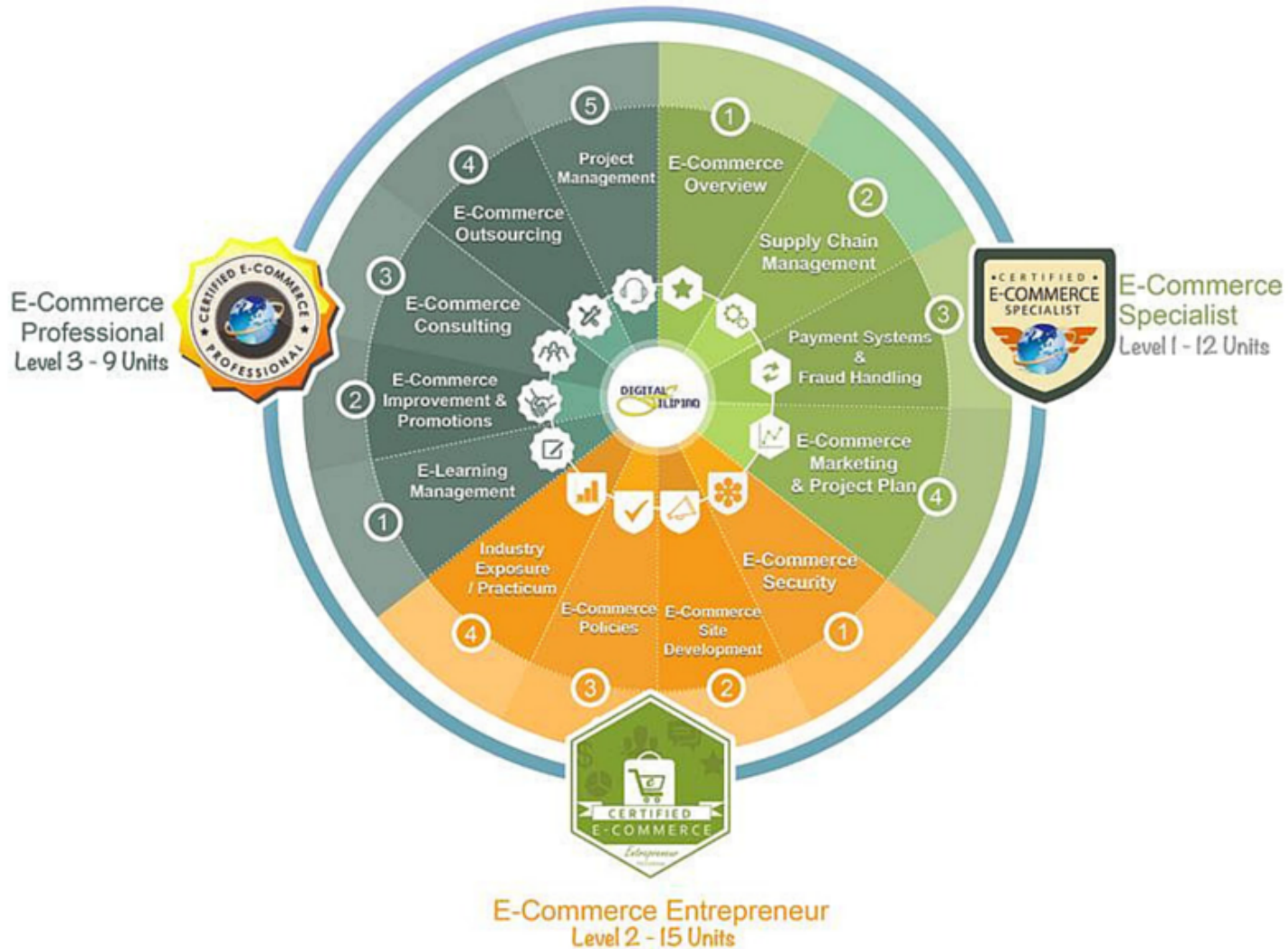
**Module 2:**  
Professional Blogging  
Social Media Marketing &  
Advertising as a Business

Partnership with eLearning Edge and Ateneo De Manila University  
Platform used: Webinar, Edu20, Facebook, Email, Mobile





# PRESENTS



# Virtual Classroom

## Pros

Real time interaction or through projects.

## Cons

Slow for people with poor Internet connectivity.  
Attendance.

Participation

# Do I have it in me?

Are you scared?



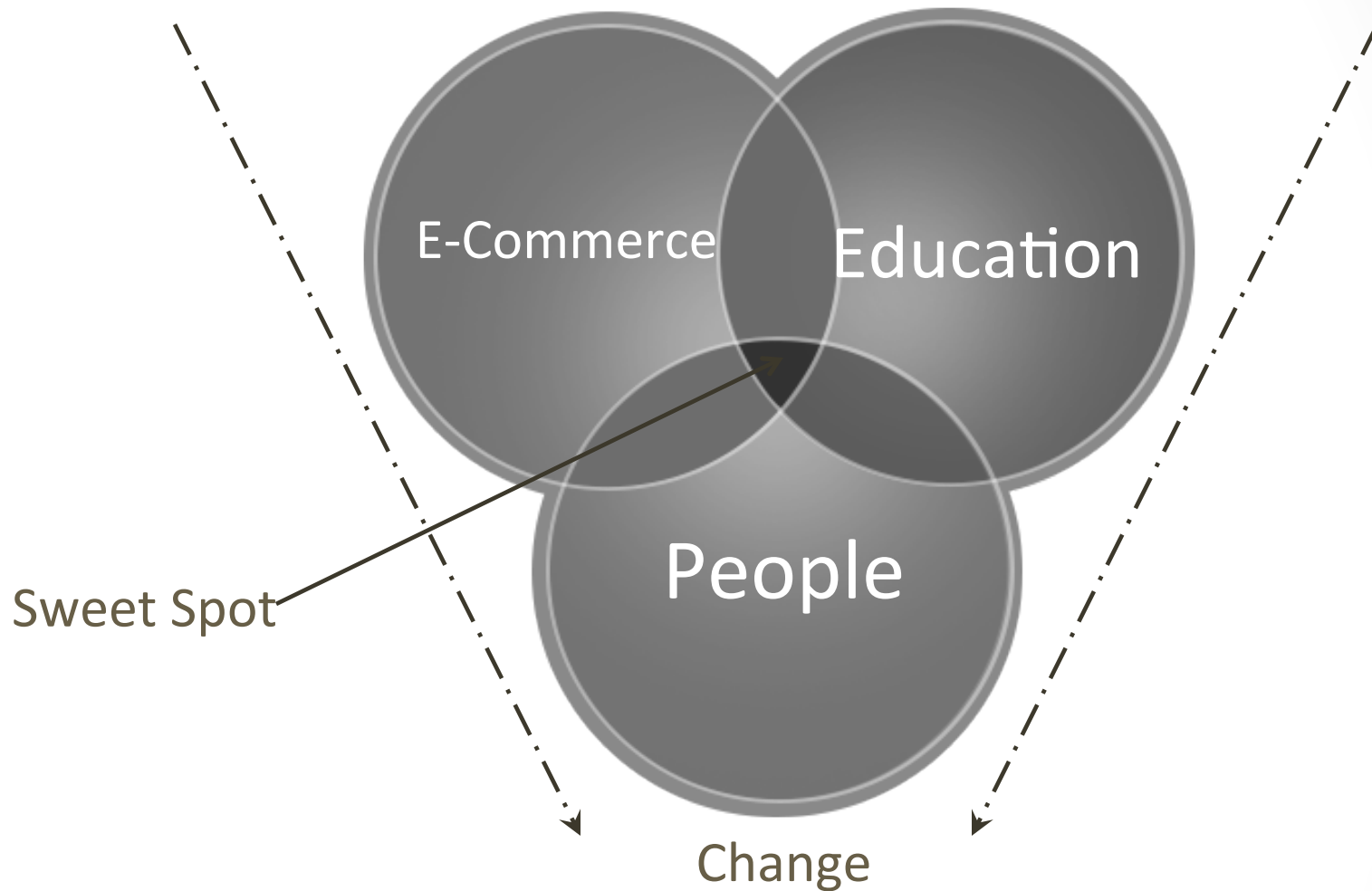
Share your

*Passion*

Use it to benefit  
others.

- Janette Toral

# Porter Gale FUNNEL TEST



*Empower individuals with e-commerce wisdom and skills they can use in sustaining business, advocacy, achieve better quality of life.*

*– Janette Toral*

# How can I make this business work?

What do I need?

# E-Learning Project started December 2012

**e-Commerce**  
\*\*\*\*\* BOOT CAMP

[Home](#) [Modules](#) [Membership](#) [About](#) [Events](#)  [Register](#)

## Learn E-Commerce Online!

Learn how to put up a website, market your products and services, accept payments online, and make your customers loyal. We have more than 30 lessons that you can access for FREE.

[Get Started](#)

I'M A "SEARCH" INFLUENCER



### This is for you

This can be taken by anyone interested whether students, professionals, employed individuals, and entrepreneurs



### Trainer

Janette Toral is a recognized, multi-awarded e-commerce and e-learning specialist in the Philippines. She is the



### Startup-Up 100

Janette Toral is offering this program to help fulfill her advocacy in supporting 100 E-Commerce Start-Ups from

## Modules Archives - DigitalFilipino E-Commerce Boot Camp by Janette Toral

₱2,000

DO PEOPLE SEARCH FOR YOU?


# SEARCH INFLUENCER BOOTCAMP

ENROLL NOW!

Search Influencer Boot Camp  
Janette Toral

★★★★★


Free



Introduction to E-Commerce  
Janette Toral

☆☆☆☆☆


Free



E-Commerce Policies  
Janette Toral

☆☆☆☆☆


Free



Doing E-Commerce Safely  
Janette Toral


☆☆☆☆☆

Free




Storytelling / visualization to project stakeholders and customers guide

Free




Understand the Business Pattern  
Janette Toral

Free



Understanding the Customer  
Janette Toral

Free



Building an E-Commerce Strategy  
Janette Toral



# E-Learning Portal

## Pros

Flexibility in offerings.

Archiving of content.

## Cons

Competition is fierce.

Repeatability.



CS

**1 Customer Segments**

*An organization serves one or several Customer Segments.*



VP

**2 Value Propositions**

*It seeks to solve customer problems and satisfy customer needs with value propositions.*



CH

**3 Channels**

*Value propositions are delivered to customers through communication, distribution, and sales Channels.*



CR

**4 Customer Relationships**

*Customer relationships are established and maintained with each Customer Segment.*



RS

**5 Revenue Streams**

*Revenue streams result from value propositions successfully offered to customers.*



KR

**6 Key Resources**

*Key resources are the assets required to offer and deliver the previously described elements...*



KA

**7 Key Activities**

*...by performing a number of Key Activities.*



KP

**8 Key Partnerships**









*Some activities are outsourced and some resources are acquired outside the enterprise.*



CS

**9 Cost Structure**

*The business model elements result in the cost structure.*

<p><b>Key Partners</b> </p> <p>“Samurais”</p> <p>DigitalFilipino Club Members</p> <p>Schools</p> <p>Government</p> <p>Event planners</p> <p>Communities</p> <p>PRC - later</p>	<p><b>Key Activities</b> </p> <p>Teaching online and offline.</p> <p>Site update</p> <p>Consultation</p> <p>Advertising</p> <p>Research</p>	<p><b>Value Proposition</b> </p> <p>Learn online for one year</p> <p>Can be taken anywhere, anytime online.</p>	<p><b>Customer Relationships</b> </p> <p>One-on-one.</p> <p>Self-service.</p> <p>Group.</p>	<p><b>Customer Segments</b> </p> <p>Professionals, Entrepreneurs, Educators, Students who would like to learn e-commerce to boost business.</p>
<p><b>Cost Structure</b></p> <p>Telecommunication cost.</p> <p>Site upgrades.</p> <p>Advertising budget</p> <p>Webinar platform</p> <p>Content development</p>	<p><b>Key Resources</b> </p> <p>E-Learning platform</p> <p>Veteran player</p>	<p><b>Channels</b> </p> <p>Social network.</p> <p>E-mail.</p> <p>Online Boot Camp</p> <p>Mobile.</p> <p>F2F Training</p>	<p><b>Revenue Streams</b> </p> <p>Protégé membership</p> <p>Face to Face Training fees</p> <p>Start-Up 100 investment</p> <p>ECOM / DIM Summit</p> <p>Donation / sponsorship</p>	



Twitter:  
[@digitalfilipino](https://twitter.com/digitalfilipino)

Facebook: [janettectoral](https://www.facebook.com/janettectoral)

