

# access ✨

**Projecting** the present, **Propelling** the future

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BUSINESS PLAN 2024

# Executive Summary

## **ABOUT THE PROBLEM**

Many Brazilians – especially those that are from low income households – report that opportunities are very hard to find

## **OUR SOLUTION**

Create a platform that offers a catalogue of opportunities that is constantly updated, extensive guides, mentors and forums for networking

## **TARGET AUDIENCE**

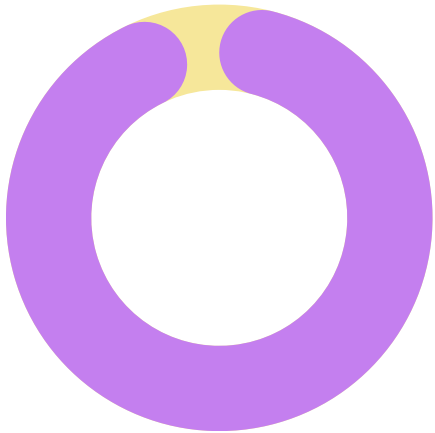
We have a broad target audience that comes from low to middle households and desires to engage in out-of-class activities

## **MARKET ANALYSIS AND COMPETITION**

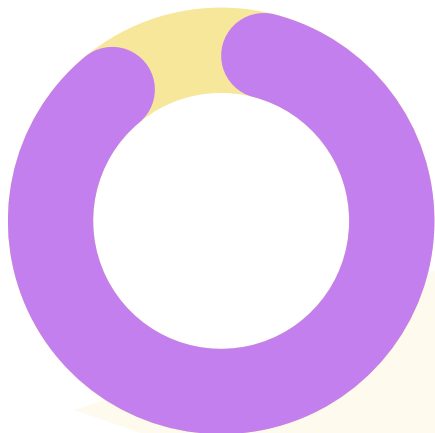
The market for this kind of service is dominated by just a few players but the growing demand for programs and online education services aligned with our competitive pricing shows grand potential for access+

# Many young Brazilians struggle to access opportunities due to lack of information and money

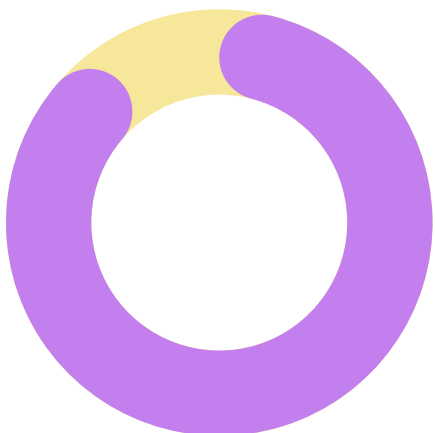
In a survey we made with **Brazilians from 13 different states**, we found that:



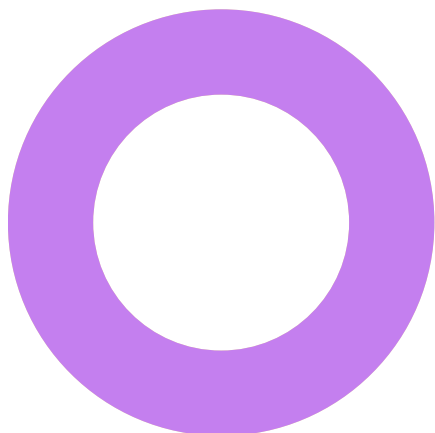
**96.8%** wished they knew about opportunities earlier in life.



**93%** suffer with access to extracurriculars and programs

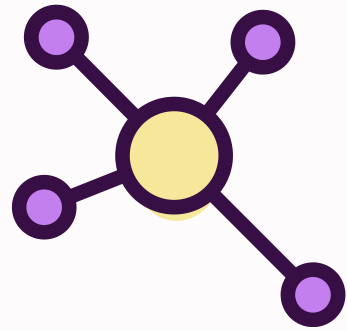


**90.3%** said that their finances affected their access to extracurriculars and competitions



**100%** would like to have a platform that could bring access to programs

# Access+ will offer a wide range of services and possibilities for Brazilian students



Access to countless opportunities catered to fit your specific needs



Network with young people with the same needs and aspirations through our forums and channels



Be mentored by an alumni from an opportunity you are looking forward to applying

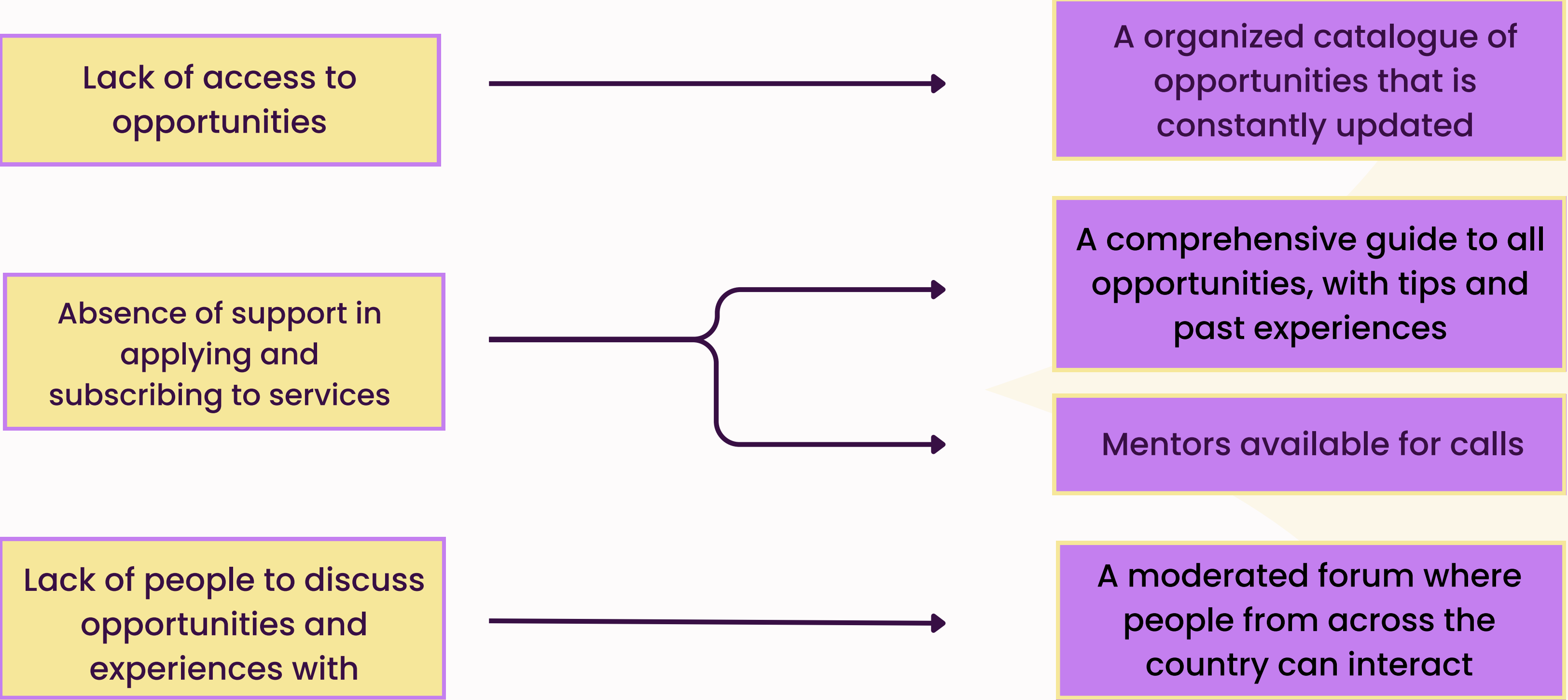
**ABOUT THE PROBLEM**

**OUR SOLUTION**

**TARGET AUDIENCE**

**ANALYSIS**

# Our platform developed our services based on the complaints of our target audience



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**OUR SOLUTION**

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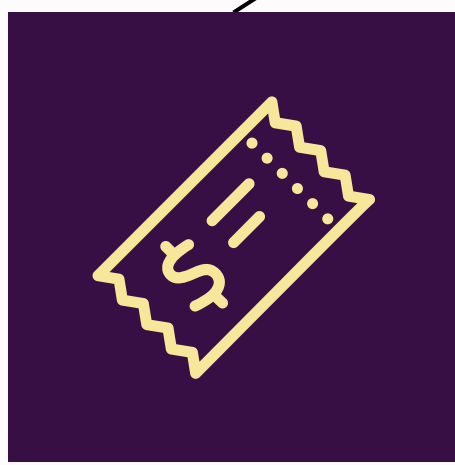
**ANALYSIS**

# AccessPlus Drives Revenue Through Diverse Services

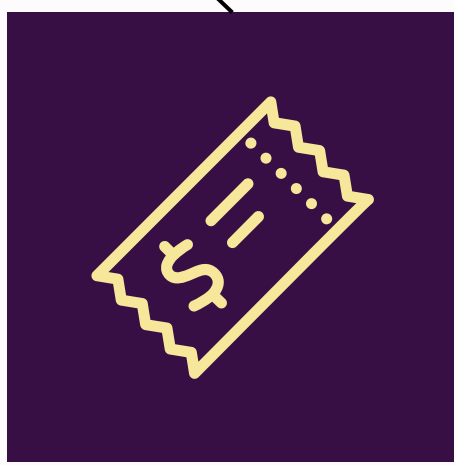
**AccessPlus generates revenue through the following services:**



Ads in the sites



Mentorship fees



Mentoring schools and institutions to enhance their students' extracurricular services, making the institutions more competitive and attractive.



AccessPlus will apply for grants for social entrepreneurship.

# AccessPlus tailors Services for Both Paying and Non-Paying Audiences

	Access to countless academic opportunities in one place	Access to Forum	Forum profile personalization	Personalized mentorship + 24/4
Paid Plan	✓	✓	✓	✓
Free Plan	✓	✓	✗	✗

# AccessPlus target audience has considerable size and displays multiple interests and goals



**Age:** 6–20 years  
**School year:** First year of elementary school to gap year students  
**Region:** Brazil  
**Income bracket:** Low to middle income  
**Interested in (at least one of this interests):**

53M Brazilians

With our low price, we will be able to offer services for a bigger public.

Olympiads

Exchange programs

Having an academic experience before college

Contribute financialy to the family income

Social Impact

Trying new things

ABOUT THE PROBLEM

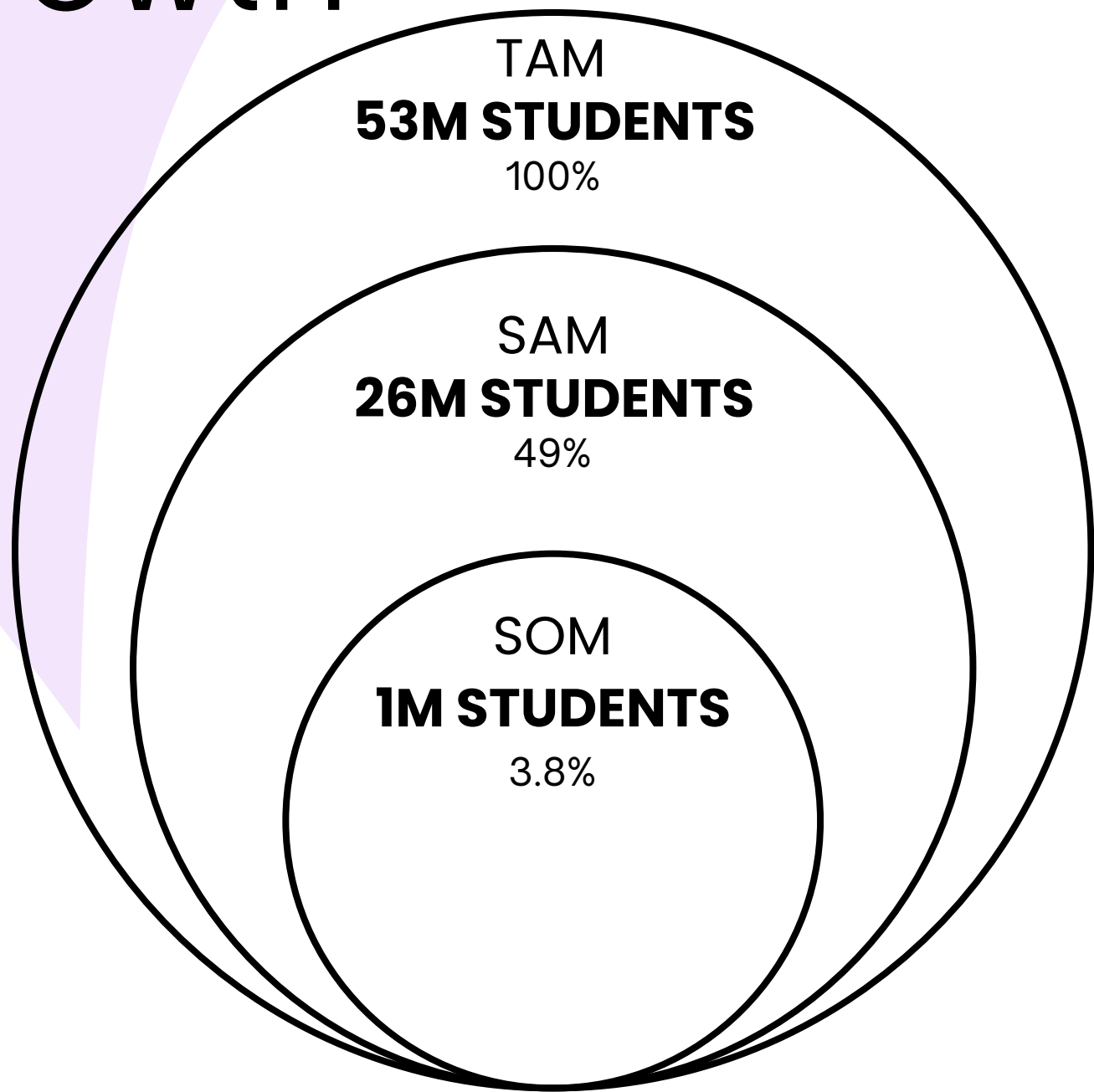
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# The market for online education services is dominated by few players but shows signs of growth

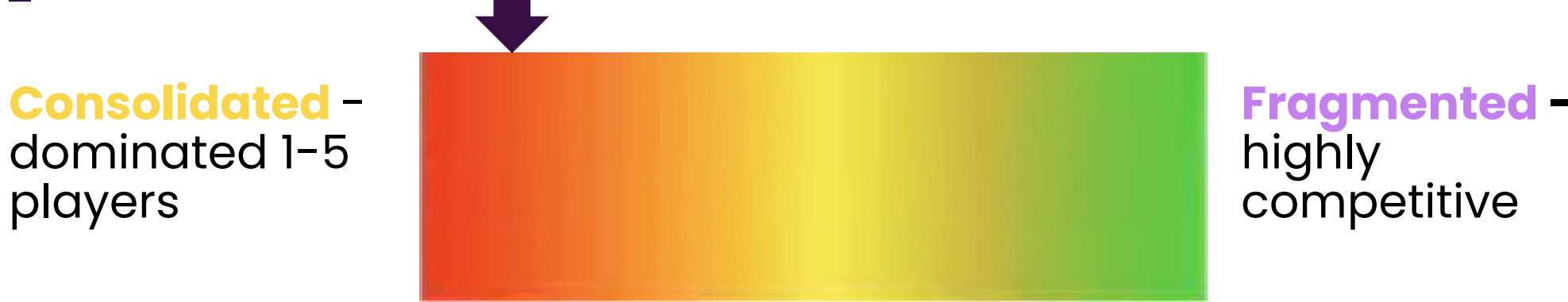


**R\$800M** | **15.3%**  
Total Addressable Market | Forecast CAGR from 2020 to 2030

## Global Market concentration



## Brazilian Market concentration



# SWOT ANALYSIS

## STRENGTHS

**Innovation:** Centralized platform for extracurriculars, internships, courses, and competitions.

**Accessibility:** Offers affordable programs, attracting a broad user base.

**Mentor Network:** Connects users with experienced mentors.

**Diverse Opportunities:** Wide range of programs for various demographics.

## WEAKNESS

**Intense Competition:** Facing competition from established platforms offering similar services.

**Resource Limitations:** Potential constraints in financial and human resources during initial growth phases.

**Profitability Challenge:** Focus on accessibility for all may result in lower profit margins.

## OPPORTUNITIES

**Market Expansion:** Growing demand for online education and extracurricular programs.

**Strategic Partnerships:** Collaborations with educational institutions and organizations.

**International Growth:** Expanding into global markets.

**Advanced Technologies:** Use AI for personalized recommendations.

## THREATS

**Adblock Usage:** Adblock software can reduce the effectiveness of online marketing efforts.

**Dependence on Providers:** Quality of services depends on external program providers, which can affect user satisfaction.

**Cybersecurity and Legal Risks:** Potential threats from hackers.

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# We have an complex strategy to enter the market divided in 3 steps

## Stage 1: Establishing a Public Presence

Getting in contact with the creators of olympiads, and people in general to announce their olympiads comeptitions and programs.]

Invest in marketnig throgh partenrgig with yourtubers, and student organisations, besides visiting schools.

## Stage 2: Expanding Reach and Services

In the second stage, AccessPLus will continue to strengthen its public presence through targeted marketing and community engagement. We will refine and expand our social media efforts to reach a broader audience. Increasing the number and scale of events with prominent organizations will further solidify our brand presence. During this stage, we will also continue to promote and improve our paid plan to attract more subscribers.

## Stage 3: Expanding Reach and Services

In the final stage, AccessPLus will start offering mentoring services to schools and organizations, leveraging our network of experienced mentors. Additionally, we will develop our own opportunities and programs to offer unique value to our users. This diversification of offerings will help us provide comprehensive support and resources to our growing user base.






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# AccessPlus offers more costing less than its competitors

	OFFER INFORMATION ABOUT EXTRACURRICULARS	OFFERS PAID MENTORSHIP	FORUM TO CONNECT WITH EACH OTHER	CONNECTS WITH MENTORS	BROAD FOCUS ON DIFFERENT ACADEMIC OPPORTUNITIES	RELEVANCE TO THE GOAL	PRICE (PER MONTH)
AccessPlus	YES	YES	YES	YES	YES		Estimated price of R\$10
COMPETITOR 1	YES	YES	NO	YES	YES		R\$2500
COMPETITOR 2	NO	YES	NO	YES	YES		R\$1000
COMPETITOR 3	YES	NO	 NO	NO	NO		R\$50

# Brazil's stability, along with its robust internet presence, makes it an outstanding market for AccessPlus.



## SOCIAL

Brazil's population is approximately 217.6 million, making it the most populous Latin American country. It has a current annual growth rate of 0.546%.



## TECHNOLOGICAL

Brazil has an average of 2.2 digital devices per inhabitant, totaling about 464 million devices for a population of 213.3 million.



## ECONOMIC

Brazil's economy is stable, with a projected GDP growth of over 2% in 2024 and an actual growth of 2.9% in 2023. Inflation expectations are well-managed, at 3.73% for 2024 and estimated at 3.60% for 2025, both remaining below the target set by the National Monetary Council (CMN).



## ENVIRONMENTAL

Although not directly impacting the environment, AccessPlus can indirectly contribute by providing students with access to environmental programs, promoting awareness and education on sustainability issues.



## POLITICAL

The Brazilian government has announced a new initiative to launch a series of academic Olympiads. In addition, the current administration is significantly increasing its investment in educational infrastructure and resources across Brazil.



## LEGAL

The General Data Protection Law (LGPD) imposes strict requirements on how students' personal data must be handled, necessitating compliance and robust security measures.



## ETHICAL

Brazil faces significant socio-economic and racial inequalities, compounded by deep-rooted prejudice and discrimination, highlighting the need to focus on providing equal opportunities for all across various aspects of society.



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# AccessPlus alignment with the SDGs unlocks abundant opportunities for grants and partnerships



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