

Krish (products.snowpal.com) (00:01.038)

Hey there, hope you're doing well. In this video, we're going to take a quick look at Snowpal education platform. I'm going to socialize with you as to how you can create content, a course content and monetize course content. Now, you know, there are many ways you could do this, not just on our platform, on other places as well, just to get that out of the way. You know, platforms like Udemy and Coursera.

Each one has its pros and cons. We also have support for you to publish your course content. Now there are differences between each of these platforms obviously and I'm going to show you know explain to you why ours is different and why we think you want to actually benefit more by creating content and publishing on our platform. How easy it is, what the differences are and so on and so forth. So without further ado, let's just get right into the actual you know, I'm going to show you a few courses that are already published.

And then I'm going to explain to you what some of the differences might be. Now I can do your own due diligence because you know that when it comes to monetization in particular things always change. I don't know what percentage of revenue the other platform share with you. I think it probably depends on a variety of factors like the popularity of the course, the timing, your experience perhaps, your own popularity maybe. I don't know. I'm assuming you know a number of these things come into play because

Each platform has its own criteria.

Ours is quite simple. We have a template that you can follow. The course content we have should serve as examples for you to create content. Again, it can be different, but we just need for you to follow a certain kind of a template, if you will. The idea is to keep the courses short and sweet to the extent possible and make it very affordable. Our current courses are priced at less than the price of a drink, for the most part, at least, price of a drink at Starbucks or other coffee shops.

Krish (products.snowpal.com) (01:58.944)

very affordable so people across the globe can actually benefit from good content, good material, and good learning and it doesn't have to break their banks. So and...

you know, as we get into the video a bit more, I'll tell you about the different facets of it, but that's what it is. So if you are somebody who likes to create content, course content, and also wants to have a way to monetize your originality and your creativity and your skills, certainly take a look at what I'm going to share with you. And if you have any questions, definitely hit us up. So let me do a share my screen here.

We're going to start with you being able to publish your content on our web platform. We'll start there and then work our way to the mobile platforms. So before we even do that, let me actually, let's try to draw something to capture.

Krish (products.snowpal.com) (03:10.67)
application platform.

Krish (products.snowpal.com) (03:16.814)
Make sure I'm sharing and recording, yes I am.

Krish (products.snowpal.com) (03:25.582)
mobile education platform.

As to what the exact specific differences are, again, I have some idea about how the rest of the platforms work and how we are different. But you know, take what I say with a grain of salt, do your own research and figure out if you have questions. And if I say something slightly differently from how the other platforms have changed in the recent past, definitely let us know. We are happy to learn in the process as well. But the idea here is to give an opportunity, a platform for the larger community.

Not just in technology, but in all you know other aspects of whatever your skills are whatever industry you're working on Working in and whatever you what whatever your role is In that industry it does not matter Somebody else is going to benefit from your knowledge and the idea here is to make that available easily and at an affordable price for everyone okay, so First one of the things is

where this gets published.

Krish (products.snowpal.com) (04:36.814)
Web platform.

Krish (products.snowpal.com) (04:41.71)
keep it short here the tool actually has this tool and you type more few more characters it makes it very tiny okay

Krish (products.snowpal.com) (04:52.014)
Overlaps.

Krish (products.snowpal.com) (04:57.71)
plates it's big enough. Okay that's two places where let's draw a frame around it.

Krish (products.snowpal.com) (05:09.294)
available.

to be consumed on these two platforms.

Krish (products.snowpal.com) (05:30.318)
Okay, let's draw our customary arrows. So let me, between these two, actually maybe I have to.

Krish (products.snowpal.com) (05:45.07)
these arrows bi -directional.

Krish (products.snowpal.com) (05:56.654)
The reason I do that is you know when you publish it on the web it's independent of the mobile app so you can actually

We have it published. Typically we publish it on both platforms, but if for any reason you want it to be published on one and not the other, that's fine too. We have a way to support that specific need. Typically our course creators are generally wanting for their courses to be on multiple platforms, but we can see reasons for why you might need it in one place and perhaps not the other. You know, maybe the type of content, maybe the type of consumption that happens are how, you know, a lot of the courses,

is you know they are just fine to be consumed on mobile I think the screens have become big enough now whether it's you know iPads or other tablets or your mobile phones but there

might be scenarios where you're like you know what this is better serve just for the phone or just on the web so we have support for it if you need needed that in any case okay

Krish (products.snowpal.com) (07:03.886)
Kind of move to the -

Krish (products.snowpal.com) (07:08.696)
That's where it's getting published, right? Essentially, I want to maybe instead of available to be, I think published on short and sweet. The next is what are some of our differentiations? So let's see, let's pick a different shape here. Let's take circles and we're going to pick a different color. Monetization.

Krish (products.snowpal.com) (07:50.35)
That's one of the important items here. The other platforms I'm just going to draw, actually let's, we'll add the arrows after we draw more of these circles here because there's a lot of differentiating.

aspects if you will. monetization, but on the other platforms, again, you have to look up the exact numbers as to what they share. Like I said, a little bit too earlier, depending on the type of course, like if you're creating an AI course today that deals with generative AI, I'm sure more people are creating that given the demand and the surge of late. So.

but still it's a new field. So they would have a certain pricing model, monetization model, where how much you get, what the split is. But if you're teaching something like Java development, for instance, there's probably diamond dozen courses already on those platforms. Not to say that there isn't a need for yet another one or new ones, because everyone brings a unique flavor of teaching. And it's not like Java is stagnant either. I just took that as an example. So they probably, I reckon they probably give you, take more of the cut.

So in our case, it's pretty straightforward.

For the most part, it's an even split. You create the content, you allow us to publish your content on our platforms, and for every sale that's made, you get 50 % and we keep 50%. For all of the cost, for the time it takes for us to create these platforms, the web, mobile, make it available, and do any form of advertising that we do, content marketing around the content, we do all of that for you. So your job is just create the content, hand it to us, and you're done, literally.

Krish (products.snowpal.com) (09:32.69)
So the split is even, regardless of the type of content or the course content you're creating, at least as of the time of this recording, it's pretty much 50 -50, right? That's the first big plus. Monetization. The second item here is basically, I wanna say personalization. Maybe that's a better word, but let's go with that.

What I mean by personalization, at least in this context, is, you know what, why don't we look up the actual meaning so I know I'm not. Personalization.

Yeah, the act of producing something to meet someone's individual requirements. So I did pick the right word. I know what level of personalization other platforms allow, but I can speak to our platform. We can be given that we are a startup, we are a product startup that has many products. This is one of our products. We understand the challenges that, you involved in creating something like this. So we are happy to work with you to make, you know, to have it sort of customizable to your needs.

You might have questions about how should I go about creating content and maybe this is I want to talk about maybe pre-sales or I want to talk about I don't know advertising or it's AI and you want you're not exactly certain how where to start or how to have a series of courses and you need some help from our team to sort of guide you. We are happy to do that and imagine asking that off of these other platforms that are much larger.

I doubt they're going to provide any level of customization or personalization, perhaps none, if they're able to do any at all. So that's the second thing. So whether you're an experienced course creator or somebody who's new has never done this before, or maybe you graduated recently, you have some learnings, you wanna talk about how to enroll and...

Krish (products.snowpal.com) (11:26.924)

Colleges or what your college learning has been whatever it is to help the next generation of Folks are getting into college You might want you may want to know how to create this content imagine anything, you know that you take for granted sometimes we take for granted I should say is Something that adds meaningful value to somebody else who has not actually done any of it or as much of it as you might have done So it's important to recognize that because once we solve the problems we tend to think how difficult is it not?

not true it's not difficult for you because you've done it done it once twice many times but it is actually difficult at that point for somebody else because they have not done enough of it so anything you know that you think adds value there's a good chance it does add value the challenge isn't creating it making it professional and formal and formal selection formal but professional and making it available to to to people across the globe so personalization the third is

Krish (products.snowpal.com) (12:29.964)

marketing. Now again, when you go to the other platforms, they are, you know, the,

They have ways to market. I'm not saying they don't, but how we do it is going to be different and it is again going to tie into personalization. I know how to create content around the course. You know, some of it we do for you, but if you wanna do more and have us make that available to your community, we can do that as well. But we do assist you in the process of marketing this to the extent we can to guide you, to help you create content around it if you need.

needed to, but also take our time in creating it where we have the affordability of time. And we take a particular, if we end up taking a particular or a special interest in your cause, because it's, it's somehow resonates with us as well, just given what we do. So we are able to provide some level of, you know, marketing support for you, perhaps more so than other platforms, but certainly some level of support. So monetization, let's put it here.

Again, at the time of this recording, it's a 50 -50 even split. We absorb the cost of all of running the platform, making it available, so you have no cost. That's the other thing, right? Other than the time you take to create the content, to capture your originality into meaningful content, the rest of it is something that we handle.

but there isn't even given that there isn't even 50 50 50 split. So let's say you charge it goes at like 999. Let's make it even round number \$10 or.

Krish (products.snowpal.com) (14:15.752)

for instance, and you sell 100 units of that course and the overall amount of monetization is 100 times \$10 is \$1 ,000. You get to pocket for \$500 and we keep \$500. It's as simple as that

for most of the courses. Okay, so personalization, marketing, monetization. What else can we possibly add here that is a very broader different category?

Krish (products.snowpal.com) (14:46.946)
ease of creation.

Again, I don't know how the other platforms, you know, what requirements they have. I'm pretty sure they expect you to, you know, confirm the certain templates and whatnot. We give you a lot of flexibility, you know, as long as the courses are, I mean, there's a certain category of courses that we may or may not support. But if it's general topics where people can learn that and benefit in the area of business, you know, marketing and engineering and medicine and whatever it is, your skills are in law, then you're able to create that content.

How you created again the ease of creation we have informally created content I'll share socialize some of the courses we have with you It's not like you have a book there flipping through under the hundreds of pages. You know people have like it or not much shorter attention spans as we in 2024 and unless things change in the near future

So it's hard to create content like 60 second TikTok kind of course content, but you know, we keep our courses to between 30, 45 minutes to an hour and a half because it's a topic, it's small enough. The idea is people spend time, they purchase it, they watch it, and they've learned something from it, they can put into immediate use. Now you could have a series of courses because not everything can be taught in like 45 to 90 minutes, we understand that. But again,

the idea is not to you know stretch time to just for the sake of stretching it the idea here is to

Krish (products.snowpal.com) (16:20.142)
provide this content, rich content, in the quickest possible time you can. The quick could mean 30 minutes in some cases and 90 minutes in other cases, or could even be as high as like two hours. I think we do have some courses that are close to two hours, but that's sort of the upper limit we have thus far. Now you may have a reason to go less than 30 minutes or more than two hours. We can work with you in making that happen, but that's the idea. The ease of creation is you have, you know what you're doing, you're comfortable, you're an expert in that field.

You do a recording and that's it. You're done. That's as simple as it is. We don't expect you to have a lot of work.

content around the actual course itself. You may ask you for a couple of paragraphs so we can, for search engine optimization purposes, we can put that on these different platforms. But the majority of your time, the crux of your time, 95 % of the time is in simply creating the content and handing it over to us. There's no other overhead you have to deal with. Those are broader items, but I think that's all right for now. Let me...

actually see if we can make these circles a little bit smaller.

Yeah.

Krish (products.snowpal.com) (17:36.366)
side.

Krish (products.snowpal.com) (17:44.622)

I didn't want to add a separate one for support because we'll just say that the personalization kind of covers that.

Krish (products.snowpal.com) (18:02.286)
in excellent proposition.

Krish (products.snowpal.com) (18:07.726)
Okay, that's essentially.

a primer if you will, our introduction to our education platform. Let's split this into two videos actually, now that I think about it, we've spent about 15, 20 minutes here. This is video one of two in this Introducing Snowpal Education Platform to You series. The next one, we'll actually look at the current courses and the platforms in detail. But this should give you

introduction to it but before I actually end this let me put a URL here learn.snowpal.com that's basically the web platform and then for the mobile you can go to ios.snowpal.com to download the iOS app and then to if you want to go to the play store you can just go directly to android.snowpal.com right so those are let's maybe give it a slightly

Those are our actual platforms where these courses are available. OK, let's end this video here, and we'll pick this up in the next one. Thank you.