

Krish (products.snowpal.com) (00:00.79)

Hey there, hope you're doing well. This is video number two in this Snowpal Education Platform series. In the first one, and if you haven't watched the first one, I highly recommend you do so because it sets the context to this video. The first one we talked about our education platform, a high, we provided a high level introduction to education platform, talked about our Unix link proposition.

we are different and what value we bring to the table and why you should actually create courses and find users as a way to monetize your knowledge. So we talked about a number of things at a higher level in this video. We're gonna pick up from where we left off, but look at our existing courses and the platforms, which we did not get to in the first video. Without further ado, let me share my screen. And we're gonna start with this diagram here that we had seen just to jog your memory. If you haven't, again, watched the previous video,

video definitely do so. It sets the context to this one. So in this video we're going to start with looking at the platform. So let's say let me stop sharing

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screen. Let me actually go back and share.

where actually we have the courses. Okay.

I'm sharing this. So you have to go to learn.snowpal.com or you can go directly to getsnowpal.com but learn.snowpals.com is gonna redirect you to this, to our web application where, you know, a web platform if you will, where these courses are available. We're gonna look at mobile as well shortly. But let's look at some of the courses in this list. So these are courses we've published right now. There's like, I think 35 courses.

or a bit more maybe, you can take a look at the titles here. A lot of these are technical courses, but just to be clear, the idea here is to create a platform that is not just meant to support technical courses, but all kinds of courses. It's just that we are a product startup, software startup. So a lot of our knowledge is tech related. So we end up creating content and course content that's actually related to technology. But please, whatever your skill is, you could be a chef,

traveler, you could be a youtuber, you could be a lawyer, a business person, you could be in the area of medicine, it does not matter. If you enjoy what you do, which I hope you do, and you want to share your knowledge and you have ownership to the IP that you're sharing, either it's brand new, original content, the originality I meant to say, and you have the ability

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case your knowledge in a in a waveform in ways forms and shapes that will benefit other people then the field itself does not matter with that said these are again software related let's say if you wanted to we have a course that is implementing web services in golang it's priced at five dollars forty nine cents it's about let's take a look at that let me go click learn more it's gonna go to the page it has some details about the course it says it's about 28

minutes is a short course. It has a one minute preview, one or one and a half minute previews so people know what the course would cover and if they like it they can go buy the product and then we send them a link to actually watch this content. That's as simple as that. Let's go to the top. The next course is implementing say web services in Ruby. That's also a 20 minute course but let's

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the idea it's about a half hour or so but we have courses that are actually much lengthier so let me find AWS machine learning with no this is also 30 minutes designing UI UX also 30 minutes as it turns out a lot of them are actually

Okay, this one is like 15 minutes. I know we have some that are like an hour and 15 minutes and something along those lines. What about DynamoDB? That's about 15 minutes. So a lot of these, again, you can look at the list of these courses, JSON data modeling, social media login. Again, it's a smaller list right now, but this is continuing to grow. We launched the platform about a couple of months back, got all the pieces wired. So right now it's a well-oiled machine. So creating courses,

is actually a very seamless process. And once you create it, publishing it takes us, you know, after check to see what our turnaround time is. But typically it's within a couple of days. You have your courses, you work with us, you create the content, give it to us, and we'll make sure it's available on this platform and our mobile platforms and actually in quick time. Take the number of the turnaround time with a grain of salt, but depending on our other commitments, it's usually in that window.

And imagine creating the content and then you're done as the sale happens You know, we have a process for us to share the 50, you know, it's even monetization You make a thousand dollars out of the course that you publish that you own and you publish on our platform You get fine dollars of debt and we have a window of time where we do these payouts So that's as far as the web platform is concerned. Let's also look at the mobile So if you looked at this diagram

here. In the previous video we talked about web and mobile platforms. So typically we try to publish the default is to get them published on both platforms but there are scenarios where you might want them to be in one place and not the other. Whatever your reasons might be it's not for us to determine what you think is the best place to publish them. Even though the defaults we make sure it's available on both platforms you can pick and choose and say hey I want it here but not there for instance.

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stop the share one more time so I can actually share our production application our mobile app

I'm gonna show you the iPhone app because I'm an iPhone user, but again, the experience is exactly identical on Android as well. So if you go download our mobile app, you can again go to, I have the links, ios.snowpal.com for iPhone apps and android.snowpal.com for the Play Store. You go and download, you see the icon at the top here, that's for courses. Now, all the courses that we had seen earlier would be here. It just presented on mobile.

Now you can search for courses let's say I want to look for Flutter you're going to find

you know, implement tabs. That's one of the courses we have for Flutter. So you can go check out that course. But let's say we want to do something we're interested in AWS for instance. Now we have courses developing Lambda applications, AWS SAM templates, creating products in the marketplace and so on and so forth. Now, when you go into a course, this is about RevenueCAD pricing integration. If you want to support pricing on your mobile apps, RevenueCAD is actually a brilliant framework. You can...

integrate we use that and you should you know we recommend that you check that out as well again we are not partners they're just another company we happen to use them and we think they are they are a good product which is why we picked them over some other options available out there but it was not easy enough to actually integrate it's not easy the devil is

always in the detail as i said so it takes an element of learning and we don't believe as much in theory if at all

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we do in the practical aspects of showcasing how to do something. So you can go read tens of articles of how to integrate and spend hours of your time and your team's time and create spikes and track that. Or you can purchase the course for like 6.99 and it's I think it's probably, we can check the time it's on the previous screen. You can look up the details here. It's probably an hour, maybe a little bit more. And you know exactly how we've done it. We showcase our repo

real examples for you to actually work off of. And you can click preview and you can watch this preview on your mobile phones. The same thing, a minute, minute and a half, we tell you what the items are that we actually cover in the course. And you would do the same thing too. Give us a couple of, you know, what you would give us is one video that is actually the course itself and another one that's an introduction or a preview to the course. And then a couple of paragraphs for search engine optimization so we can, you know, support all the metadata that's required for your.

course to be found alongside us doing our part in socializing with our network and you doing your part in socializing with your network that's the courses being available on the mobile apps now imagine how easy it is like somebody checked in at the airport they have 40 minutes to before they have to board they could simply they could purchase a course watch it and by the time they land they would actually have had have one more skill than they

at the end making this available on our mobile apps, just the convenience. Once the course is purchased, you're able to watch it on the web. We provide a link and you can go back home or you do your offices and then re-watch it, re-learn and do whatnot. That's the list of courses. So I've shown you both the platforms. Let me actually do a stop here. So hopefully that gives you an idea. In terms of, again, the type of course,

I've said that more than once you can pick what you are an expert at and then and create course a course around it. If you need examples you can check out our courses and or hit us up and we'll tell you know and give you know sort of some guidance around how you can create this content but before I end this video let me show you why we chose to do it.

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some time ago to actually publish our courses. One of them is again, a platform called Kajabi. We had used that and before we decided that it was not working out for us for a number of reasons, and we found value in us supporting a product for other course creators to do it. If you look at the, one of the things, there's many things, one of the things you look at here, if you look at the pricing, so it says,

over 15 products you will actually have to pay 319 dollars a month. I think it's 399 looks like they have some sale going on maybe. So you're talking about four thousand dollars a year to actually create your to purchase a subscription and you pay this regardless of making any purchase I mean making any sale. So even if you know they I mean a lot of these platforms do not help you with the marketing understandably so.

So you have to do your marketing and whatever money you spend, time you spend on it is separate. But imagine spending \$4,000 to actually pay the subscription on an annual basis, whether or not you made any sale. So you may not have made a single dollar, but you will actually have spent that amount of money. That makes little sense or no sense at all, right? That is why we recognize this challenge, not everybody can afford that money.

Plus it takes, once you do it yourself sir, you have to do everything, create your page the way you want the website to be constructed. I mean now, I agree dragging and dropping and creating websites is not particularly difficult, but yet with that said, it's not for everybody. And you need to make it attractive enough, easy enough so people can actually use it. That's not always the case when people pick up these tools and try to drag and drop and create pages, that's not their expertise. They are good.

who's a great chef, that's their skill, that's their career, that's how they make money. They do not actually need to know how to create a webpage because that's what some of us do for a living as an example. So those challenges are there and in maintaining those pages, improving them, it's cumbersome. Which is why the other, so Kajabi is a type of platform that's expensive, there's other competing offerings like that where you can create your own webpage and create your courses

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there by paying subscription so you don't pay per course from what i understand but you still have to pay thousands of dollars per year Coursera and Udemy and other platforms probably don't i don't know if memory serves me right they may not expect you to pay anything monthly or annual at least that's what i think but they take a sizable cut from your sale that's the other side of the problem and how much support they do personalization and whatnot things we talked about in the previous

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organizations and

And it's just the nature of the beast. Given that we are a startup, a product startup that has multiple platforms located in the US, we have multiple products, not platforms, sorry, multiple products. Education is one of our products, this platform. So we understand the challenges of being a small creator or someone who's growing to become a much larger creator. And we are happy to work with you in your journey, guide you and make sure you're successful because your success obviously is our success as well.

So between these two videos I think we've covered a fair number of things about our education platform so definitely check this out and if you have any questions do not hesitate to reach out to us. Looking forward to collaborating with you and making you successful and helping you monetize your expertise knowledge and learnings so you can socialize that with the larger community and make some money in the process quite a bit of money. Until next time.

Talk to you soon. Bye bye.