30 DAY CA$H CHALLENGE (DAY 2)

Educational e-Learning Platforms for Universities

1. **Are businesses in this niche making $5k per month or more?**
    In my research, I've found that several universities in this niche are making substantial revenue. For instance, the university I focus on reported $113,000 in tuition fees and $200,000 in grants each month for 2023. This financial structure proves to be more sustainable compared to traditional face-to-face universities with costs for e-learning platforms that earn around $150 per course.

2. **Are you passionate about the niche?**

I am genuinely passionate about the potential of e-learning platforms in higher education since I work in the field. I use these platforms to encourage students to share their learning experiences on social media and create an engaging virtual community. My enthusiasm is driven by the growth of technology in education and the opportunity to create impactful content through text, images, and videos. I am excited about the research and development of innovative solutions based e-learning and AI to improve student experiences and improve the learning of knowledge.

3. **Do you understand the niche?**
I do understand this niche is rooted since it is based on student enrollment trends, revenue streams, and the diverse platforms students use. I have also examined the demographics of the student population, which informs curriculum development and the creation of relevant content. I further understand the challenges of access and equity faced by universities, as well as the significant opportunities that e-learning presents to widen educational access.

Next Steps
This time around, I plan to reach out to universities via their social media platforms to promote short educational videos—about 30 seconds to a minute—that demonstrate the benefits of e-learning. My goal is to create interactive module content and engaging advertisements that inform students about this growing field and address the increasing demand for innovative online education solutions.