



M Study Club

Continuing Education for Business Professionals

Tom Tran | November 2022 | Columbus, OH

There's no good continuing education (CE) option for working business professionals..



ONLINE LEARNING IS **INEFFECTIVE**

Online courses are impersonal, boring, and hard to finish. Ask anyone who has taken an online course.



EXECUTIVE EDUCATION IS **EXPENSIVE**

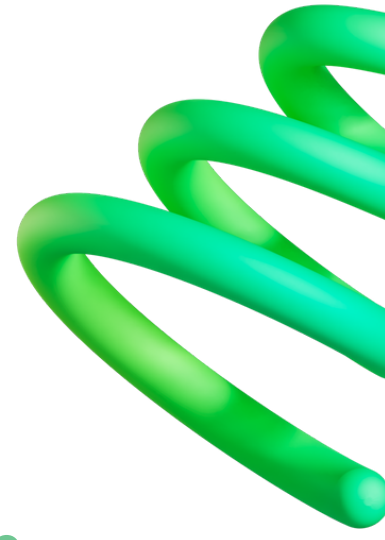
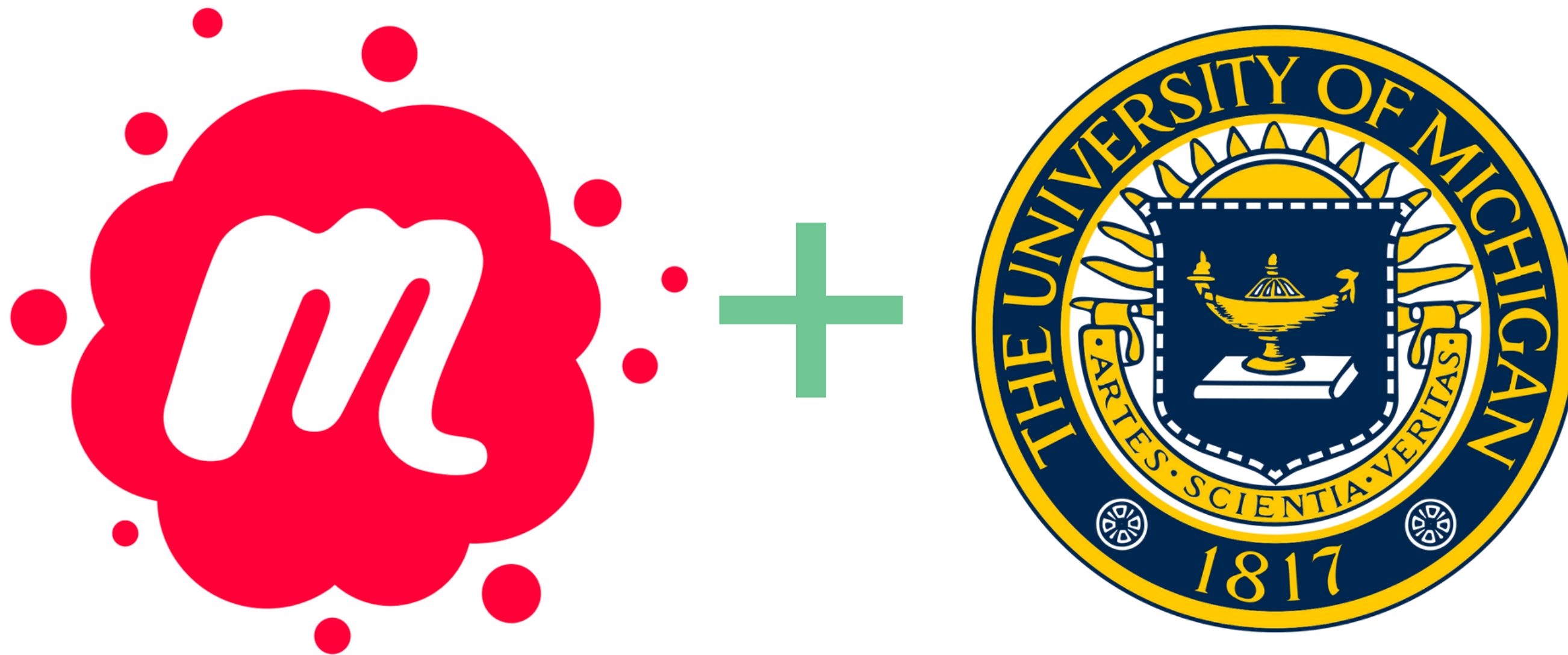
A 6-day in-person HBS Leadership* course is \$16,000. An 8-week online MIT* Leadership course is \$3,000.



SELF TEACHING IS **INEFFICIENT**

Twice the work for half the desired learning outcome. Hard to know what matters and what doesn't.

Imagine a Meetup.com for graduate-level discussion groups about business strategy.



M Study Club is a CE program for ambitious people who want to get ahead & stay ahead.

A web platform to organize small-group (5-30 students) study clubs that meet in-person for 1-2 hours weekly for 12 weeks to **dive deeply** into a specific business topic of interest.

STUDY CLUBS ARE **EFFECTIVE**

Dentists, Teachers, and Christians. They all believe in the power of small study groups for deeper, more meaningful learning grounded in group dialog and discussion.

STUDY CLUBS ARE **AFFORDABLE**

For study club members, there are membership dues for every semester. High value for a fraction of the cost of an HBS executive education courses.

STUDY CLUBS ARE **EFFICIENT**

Each club is organized and led by a Director who is a subject matter expert. Directors facilitate learning because they know what is important in their field/specialty.



CE Market is worth est. \$1.3T

Total Available Market (TAM):

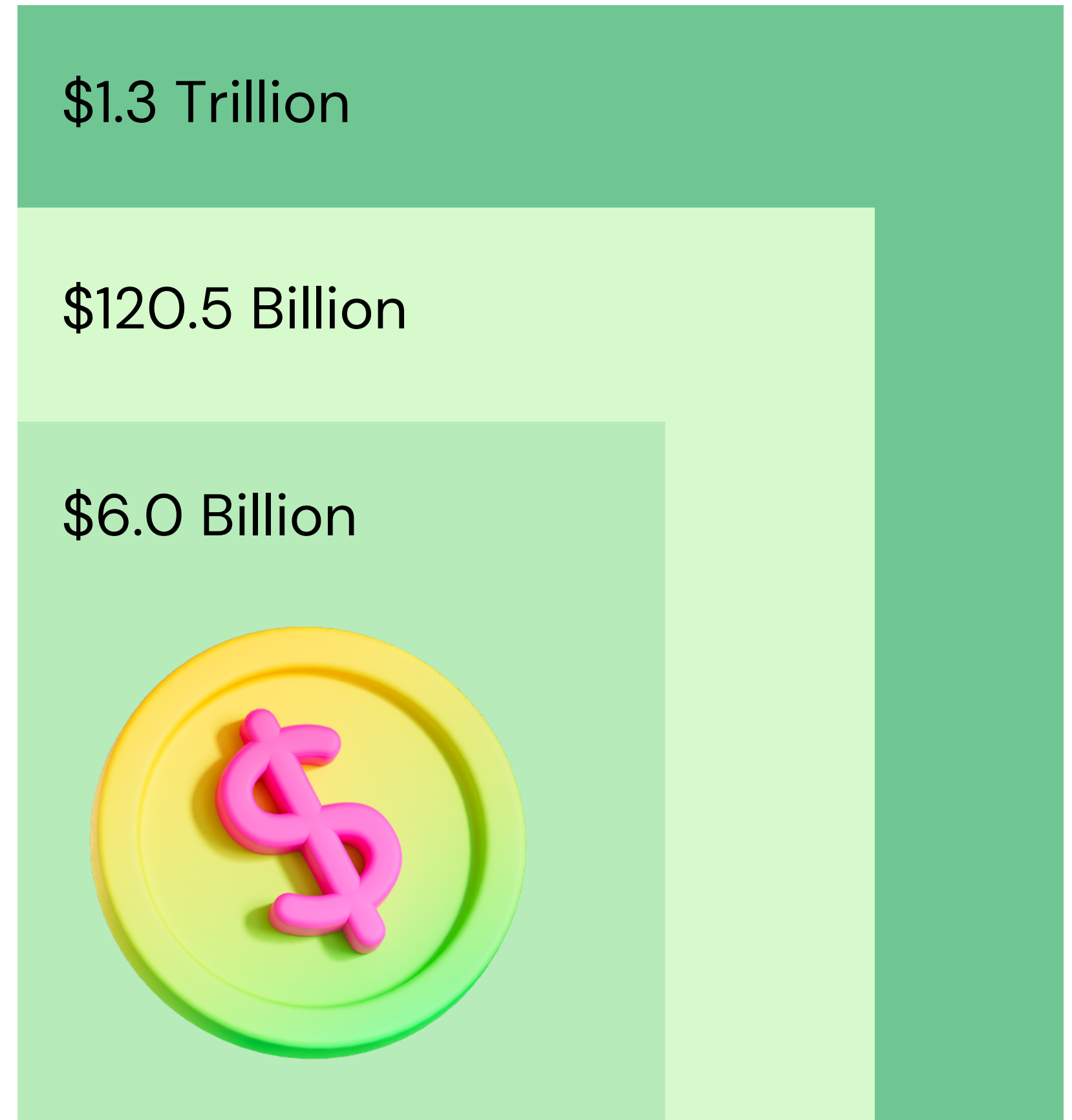
\$1.3 TRILLION

Serviceable Available Market (SAM):

\$120.5 BILLION

Serviceable Obtainable Market (SOM):

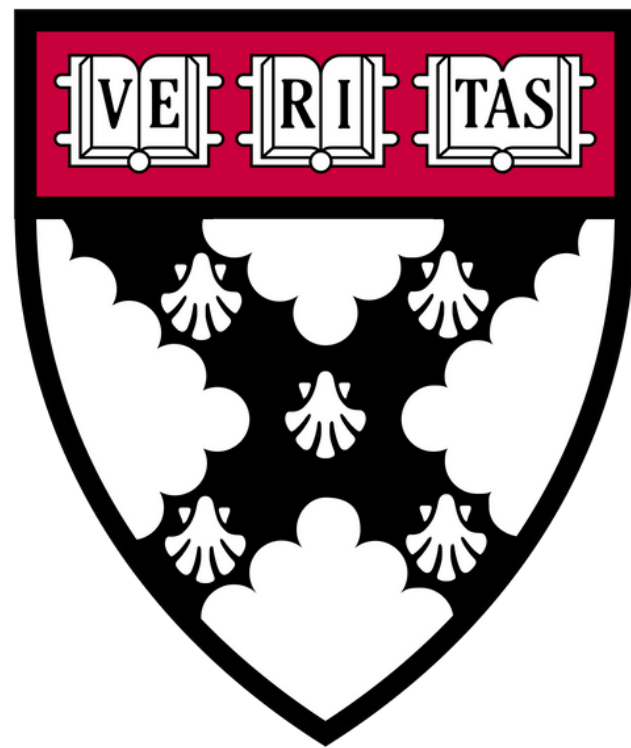
\$6.0 BILLION



Assumptions: An average business professional will spend \$497 on continuing education and training per year. Books, trade journals, conferences, online training, weekend seminar, etc. TAM = LinkedIn at 100% penetration of business professionals worldwide with each person taking 1 CE course per year. SAM assumes only US LinkedIn Members who have a bachelor's degree or higher which is 80 Million individuals. SOM assumes the top 10% of the 80 Million would sign up for an M Study Club. Source: LinkedIn and Pew Research Center. LinkedIn currently has 875 Million registered members globally and about 36% penetration for 30-49 y/o and 33% penetration for 50-64 y/o in the US.

Existing offerings validate market demand.

Professional Continuing Ed



\$146 Million

2020 Executive Education tuition collected by Harvard Business School.

Independently Organized



60M+ Members

600,000+ meetups are held monthly all over the world. That's 7.2 million meetups in a year.

Profession-based Study Clubs



250 Study Clubs

Active worldwide. Led by Dentists for Dentists. It satisfies the profession's CE requirement.

The Product



Members

1. Find a club
2. Apply for Membership
3. Start learning with peers



Club Director

1. Start a study club
2. Market the club
3. Lead weekly group discussions



Let's create a new category for organized continuing education and lifelong learning.

DIRECT COMPETITORS

- "Mastermind" business groups
 - Perry Marshall
- Business school executive education course
 - Michigan Ross, Haas, HBS
- For Dental Practice Owning Dentist
 - Seattle Study Club
 - Dental Study Clubs

INDIRECT COMPETITORS

- Industry specific seminars
 - American Marketing Association course
- Paid online learning platforms
 - LinkedIn Learning, Coursera, Udemy
- Cohort based online courses
 - Ali Abdaal's Part Time YouTube Academy
- Free online learning platform
 - YouTube, Podcasts, blogs
- Meetup.com
- Public library
- Google search

This is better than all existing alternatives



Better Learning Outcomes

Small group discussions led by a subject matter expert have been proven again and again to be one of the best pedagogical tools for learning and transformation.



Authentic Peer Relationships

Regular weekly interactions build the foundation for authentic relationships. Same reason why groomsmen and bridesmaids are always friends from college.



Twice the Value, 1/6th the Price

Average cost to become a member is estimated to be \$497 versus the \$3000+ for an inferior online Exec Ed course.



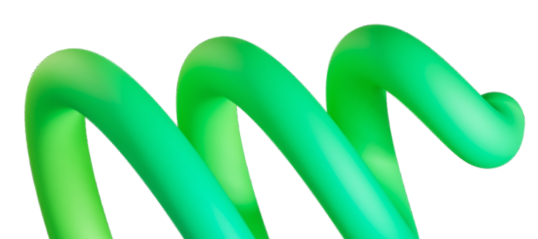
Increased Earning Potential

Club directors make money from study club dues. Participants can make more money by getting promoted more quickly by applying their new knowledge.

The business model is based on a 10% commission for study club dues paid.



	YEAR 1	YEAR 2	YEAR 3
US LinkedIn Members 30-64 w/ Bachelors	80,000,000	82,400,000	84,872,000
% Penetration for a Professional Study Club	0.01%	0.02%	0.03%
Dues to join a Study Club for a semester	\$197	\$197	\$197
Avg number of Study Clubs Joined Per year	1	1	1
M Study Club Commission % from Dues	10%	10%	10%
Total Study Club dues collected	\$1,623,280	\$3,246,560	\$6,493,120
M Study Club Revenues from Commission	\$162,328	\$324,656	\$649,312
Dues paid out to Club Directors	\$1,460,952	\$2,921,904	\$5,843,808





Thank you.