

# iManifest University: Revolutionizing Financial Freedom through Comprehensive Online Education

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## Executive Summary

iManifest University (iMU) is an innovative online educational platform founded in January 2023 with a mission to empower individuals to achieve financial freedom through comprehensive education in personal development, health & wellness, fitness & nutrition, and wealth creation. By providing over 1000 diverse courses and leveraging expert-led content, iMU aims to transform lives and foster continuous self-improvement.

## Introduction

In today's rapidly changing economy, many individuals struggle to achieve financial independence and personal growth due to limited access to quality education. Traditional educational platforms often fall short in providing a comprehensive, integrated approach to learning that combines personal development with practical business skills. iMU was founded to address these gaps and offer a holistic solution that caters to the needs of modern learners.

## Problem Statement

1. **Lack of Access to Quality Education:** Many individuals lack access to quality education in personal and financial growth.

**Incomplete Educational Platforms:** Current platforms fail to combine personal development with practical business skills in a single, comprehensive solution.

2. **Economic Challenges:** Economic challenges and the need for innovative solutions to achieve financial independence.
3. **Fragmented Learning Resources:** Existing educational resources are often fragmented, making it difficult for learners to find comprehensive and cohesive learning paths.
4. **Insufficient Support Systems:** Many learners do not have access to supportive communities or mentorship to guide them through their personal and professional development journeys.

## Our Solution

iMU offers a comprehensive and cost-effective platform designed to address these challenges:

1. **Comprehensive Platform:** Over 1000 courses covering e-commerce, mindset and business, social media influencing, and ready-made business solutions.
2. **Engaging Learning Experience:** Books, guides, audio and video courses, badges & certificates, and a gamified learning experience with coins to unlock premium content.

3. Expert-Led Content: Courses developed and taught by industry experts and successful entrepreneurs.

4. Cost-Effective for Students: Affordable pricing options that provide great value, ensuring high-quality education is accessible to all.

5. Community and Support: Access to a supportive community and mentorship programs to guide students through their learning journey.

### Product Overview

- E-Commerce Mastery: Comprehensive courses on starting, marketing, and growing an e-commerce business on platforms like Shopify and Amazon.
- Personal Development & Mindset: Programs designed to enhance personal growth, build confidence, and cultivate a success-oriented mindset.
- Health & Wellness: Courses covering fitness, nutrition, mental health, and overall wellness to promote a balanced and healthy lifestyle.
- Wealth Creation: In-depth tutorials on investment strategies, financial planning, and wealth management to help students build and manage their wealth effectively.

### Product Benefits

- Empowerment through Knowledge: Equip students with practical skills and expert knowledge to achieve personal and financial success.
- Comprehensive and Accessible Education: Provide an all-in-one platform with diverse courses, ensuring high-quality education is affordable and accessible to all.
- Supportive Learning Environment: Foster a community of learners and mentors, offering support, guidance, and motivation throughout the educational journey.

### Pricing Strategy

- Freemium: Access a few courses for free.
- Kickstarter: \$49.99/month for full platform access with limited features.
- Premium: \$249.99/month for full access including all features.

### Additional Revenue Streams

- Job board
- Merchandise sales
- Ready-made websites
- Consulting services
- 3rd party affiliate marketing

### Growth Strategy

1. Market Penetration: Expand market reach through targeted digital marketing campaigns, partnerships with educational influencers, and SEO optimization.
2. Product Diversification: Introduce new courses and certifications in emerging fields such as AI, blockchain, and sustainable entrepreneurship.
3. Global Expansion: Explore international markets through localized content, language-specific courses, and strategic partnerships with global educational institutions.

### Market Overview

- Industry Size and Growth: The global online education market is valued at approximately \$200 billion in 2023, with a growth rate of 10% annually. With an industry total of \$56.5B by 2025.
- Competitive Landscape: Major competitors include established universities offering online programs, specialized online platforms, and niche educational providers.
- Consumer Trends and Demographics: Shift towards digital learning platforms among diverse demographics, including working professionals seeking upskilling opportunities and students pursuing flexible educational options.

## Financials

Market Size: The global Online Education market is projected to reach approximately \$350 billion by 2025, growing at a CAGR of around 9.25%. Revenue Potential: iMU aims to capture a significant market share, targeting initial revenue projections of:

- Sign-ups: 25,000
- Long-term Subscribers: 2,500 (10% of sign-ups)
- Sales:  $2,500 * \$49.99 * 12 = \$1,499,400$
- Revenue @ 15%:  $\$1,499,400 * 0.15 = \$224,910$
- GROSS PROFIT:  $\$1,499,400 - \$224,910 = \$1,274,490$

Investment Opportunity: Seeking \$500,000 - \$1 million in funding to accelerate platform development, expand course offerings, and execute robust marketing initiatives to achieve rapid market penetration and revenue growth.

## Conclusion

iManifest University is poised to disrupt the Online education market by providing a comprehensive, accessible, and cost-effective platform that empowers individuals to achieve financial freedom and personal growth. With a strong foundation, a clear mission, and a strategic growth plan, iMU is well-positioned to become a leader in the online education space.

For more information or to discuss investment opportunities, please contact us at [investor.relations@imanifest.money](mailto:investor.relations@imanifest.money)



### Our Creed

"We believe in the power of Self, and the limitless potential of the human spirit. We strive to provide unparalleled education and support to those seeking to manifest their dreams into reality. Through hard work, determination, and the principles of iManifest Theory, we can achieve anything we desire. We are committed to excellence, innovation, and personal growth. As members of the iManifest community, we stand united in our pursuit of greatness and our dedication to living our best lives."

Steven Zee Founder