

**Draft Abstract**  
**Sustainability & Dissemination**  
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- 1) **GOAL.** The business plan will serve two purposes:
  - a) *Sustainability plan* - to identify the potential public and private strategic partners, in the U.S. and China for the E-language learning to develop and sustain the initiative
  - b) *Marketing / informational document* – to serve as the marketing/informational resource to educate potential funders, including foundations, government, and corporations to provide short-term and long-term support for this initiative
  
- 2) **OVERVIEW.** This business plan will contain the definition and analyses consistent with presentations made to venture capital firms and other investors in early stage investor companies:
  - a) Market opportunity assessment (e.g., how large is the market?)
  - b) Competitor analysis (including case studies)
  - c) Product description
  - d) Business model, organization, and processes (including product pricing, marketing, and distribution)
  - e) Management team
  - f) Risks
  - g) Financial projections (including financing needs)
  - h) Implementation roadmap
  
- 3) **SCOPE.** The business plan will focus primarily on the following business opportunities
  - a) Online English instruction to Chinese non-native English speakers:
    - i) Chinese middle- and high-school children, predominantly in rural areas and non-coastal cities
    - ii) Employees of corporations in the U.S., China, and potentially elsewhere
    - iii) ESL students in the US
    - iv) Others to be defined
  - b) Online Chinese instruction to U.S.non-native Chinese speakers:
    - i) American middle- and high-school children
    - ii) Americans of Chinese descent, interesting in learning the language
    - iii) Business people interested in working in China.
    - iv) Others to be defined
  
- 4) **PRODUCT/DELIVERABLE.** We will produce a hardcopy document and power point presentation to be used in the development of strategic partners and potential foundation, government, and corporate funders.

