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1. Resume

Name of the project:	Launching a website for the sale of medical education services
Project location:	USA
Organizational and legal form of project implementation:	limited liability company (LLC in USA)
The essence of the project:	
• Objective of the project:	Increase in sales of medical educational services
• Project type	Organization of online sales
• Way to achieve the goal:	Mastering modern technologies for selling services online, ensuring profitability and increasing employment
Terms and stages of project implementation:	January 2025 - December 2025 including: investment phase - 01.2025 - 12.2025, reaching the project capacity in terms of sales of medical educational services by 2026
Financial resources, USD	
• The total cost of the project:	100,000 USD
• scope of work performed:	-
• need for funding:	100,000 USD
Financing scheme:	
• loan amount:	100,000 USD
• interest rate:	6-10% per annum
• loan granting and repayment schedule:	disbursement: 2025 - 100,000 USD Interest payments from 2025 Return: 2025 - 2026 on schedule

2. Overview of the State of the Market for Sales of Educational Services

The global online education sales market is projected to grow at a CAGR of 9.23% from 2024 to 2029. The market will reach 319.167 billion USD by 2025, increasing to 187.877 billion USD. The main driver of market growth is the growing adoption of cloud computing solutions, coupled with the huge investments of major market players in improving the security and reliability of educational platforms, further increasing their distribution to end users. The presence of a large number of healthcare providers and content in the market brings huge volumes of educational content to the online environment. The declining cost of hosting and the growing need for access to educational content are further driving the adoption of this technology, thereby accelerating market growth.

As technology advances, protocols and research methods are evolving to advance online sales of health education services. Along with R&D, all software development professionals need to keep abreast of

new techniques and skills. In order to best prepare users, it is first necessary to be able to understand modern scientific teaching and research methods. A popular teaching method is the blended learning approach, and the purchase of educational medical services on the Internet is gaining in popularity.

With the help of the automation of the sale of educational medical services, operational data processing is possible, also a customized authorization system, a reduction in the time for preparing documents for a purchase, and automation of settlements. The preservation and accumulation of intellectual capital, the desire of students to continuously maintain the required level of education and its constant improvement are currently the main trends in the development of society. The urgent task of the higher school of medicine is the preparation of the student as a person (creative) who can quickly adapt to the changing conditions of the information society.



Figure 1. - EdTech rating. Companies at the end of 2020

Growth 2020 to 2019, %

● Proceeds for 2019, billion ruble. ● Proceeds for 2020, billion rubles.

Company, segment: “**SkyEng**” (Foreign languages, school education); “**Skillbox**” (Digital professions); “**Uchi.ru**” (School education); “**GeekBrains**” (Digital professions); “**Netrology Group**” (Digital professions, school education); “**Like Center**” (Business education); “**GetCourse**” (Development of educational courses and software); “**iSpring**” (Development of educational courses and software), “**Yandex. Practicum**” (Digital professions); “**Action-MCFR**” (**Specialized online schools**) (**Vladislav Gurabanidze worked [PHP programmer] in this company Action-Digital LLC branch of Action-MCFR [Moscow, Russia]**).

According to the research, by 2020 all three companies - Lingualeo, Modum Lab and Sikorsky Beauty Academy ended at minus. The last company, as a school, training offline professions in the sphere of beauty, could not fully improve the situation after the difficult fall in the second quarter of 2020. In fact, the crisis has shown positive consequences. Clients, who were early, almost ready to take practical steps just as visually, reconsider their observations and start testing new formats for themselves. There are no major games on the market that offer medical education services.

3. Marketing Plan of the Project

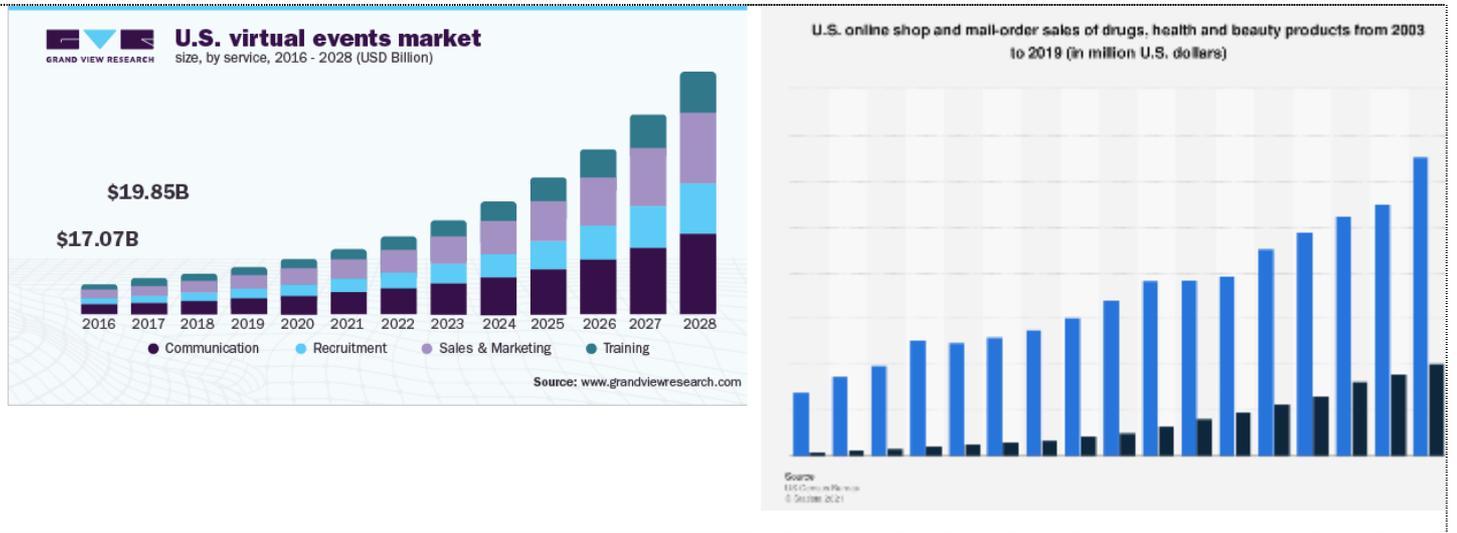


Figure 2.

Increased learning efficiency along with learning flexibility is some of the other factors contributing to the growth of online education in academic institutions. The lack of competent staff at various schools and colleges in developing countries is also driving student learners to online education. Government support and funding is another important factor in the growth of the educational healthcare industry.

By type, the global online education market is divided into online education by academic institutions and the corporate sector. With the increasing number of students in academic healthcare intuitions and the regular need to upgrade and provide appropriate industry training for staff, academic institutions and companies need to offer options that allow people to learn anytime, any where. With the increase in student numbers and the cost-effectiveness of online education, many institutions are integrating face-to-face learning with online learning at all levels of education. For example, UC Berkeley recently partnered with edX to offer a free Data 8 online course that was previously limited to college applicants.

The site is of great importance in the activities of the company. The firm has the opportunity to refer to it when providing various informational services: electronic mailings, presentations, exhibitions, etc. The design, composition of information on the site and its design should not contradict the goals and objectives of the enterprise, and should also correspond to its corporate identity. The company should rely on the conducted market research. Since the target audience of the company is homogeneous, there is no need to create several sections of information on the site.

The main requirements of an Internet site should be as follows: the ability to conveniently search for the information required by the client, high speed of resource loading, compatibility with leading browsers, sufficient security of the website and the reliability of its functioning. Failure to comply with these measures, the site can harm both the image of the products sold and the image of the company itself.

4. Financial Plan of the Project of Development of a Website for Sale of Medical Services

For the development of an electronic medical course and the creation of a website, two people will be involved: Project manager for the development of the website for the sale of medical services and for the creation of the training and an executor (programmer).The main duty and responsibility of the project manager for the development of a website for the sale of medical services is to bring the customer's idea to implementation on time using existing resources. As part of this task, the manager needs to build a development plan, organize the team, set up the process of working on the project, provide feedback between the teams and the customer, eliminate obstacles for the teams, and control the quality and delivery of the product on time. The programmer is responsible for the design of information support, for the development of database structures for the electronic manual, for the development of interface blocks

and for the commissioning of the program. The choice of a set of works on the development of a project for the development of a website for the sale of medical services is made in accordance with the standard "GOST R ISO / IEC 12207-99, which sets the stages of development of software products, and is given in Table 1. The duration of the project for the development of a website for the sale of medical services is 88 days.

Table 1. Complex of works on project development

Content of work	Executors	Duration, days	Downloading	
			days	%
1. Preparation of the development process and analysis of requirements				
1.1 Research and development rationale				
1.1.1 Task statement	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	3	1	33
			3	100
1.1.2 Collecting baseline data	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	4	4	100
			4	100
1.2 Searching for analogues and prototypes				
1.2.1. Analysis of existing methods for solving the task and software tools	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	4	0	0
			4	100
1.2.2 Justification of the fundamental need for development	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	2	1	50
			2	100
1.3 Requirements analysis				
1.3.1. Determination and analysis of the requirements for the designed program of the electronic manual	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	3	1	33
			3	100
1.3.2 Defining the structure of Incoming and outgoing data	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	5	1	20
			5	100
1.3.3 Selection of technical and program means of realization	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	1	1	100
			1	100
1.3.4 Coordination and approval of technical specifications	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	3	1	33
			3	100
A total by stage 1	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	25	10	40
			25	100
2. Projecting				
2.1 Software architecture projecting	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	4	0	0
			44	100
2.2 Technical design of program components	Project manager for the development of a website for the sale of medical services and for the creation of a training course	7	0	0
			7	100

	Programmer			
A total by stage 2	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	11	0	0
			11	100
3. Programming and testing of software modules				
3.1. Programming modules in the selected programming environment	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	3	0	0
			3	100
3.2 Testing software modules	Programmer Programmer	2	0	0
			2	100
3.3 Building and testing the program	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	5	0	0
			5	100
3.4 Analysis of test results	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	5	2	40
			5	100
A total by stage 3	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	15	2	13
			15	100
4. Preparation of working documentation				
4.1 Carrying out calculations of indicators of vital activity	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	30	0	0
			30	100
4.2 Economic calculations	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	4	0	0
			4	100
4.3 Execution of an explanatory note	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	3	2	66
			3	100
A total by stage 4	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	37	2	5
			37	100
A total by project	Project manager for the development of a website for the sale of medical services and for the creation of a training course Programmer	88	14	15
			88	100

On the basis of the data in Table 2, a work schedule has been developed (Table 1), showing the sequence and interrelation of the work package (including Sunday).

Table 2. Timetable of the project for the development of a website for the sale of medical services

Content of work	Executors	Duration, days	Operating schedule	
			Beginning	End
1. Task statement	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	21.01.2025	21.01.2025
	Programmer	3	21.01.2025	23.01.2025
2. Collecting baseline data	Project manager for the development of a website for the sale of medical services and for the creation of a training course	5	24.01.2025	28.01.2025
	Programmer	14	24.01.2025	06.02.2025

3. Analysis of existing methods for solving the task and software tools	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	6	07.02.2025	12.02.2025
4. Justification of the fundamental need for development	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	13.02.2025	13.02.2025
	Programmer	2	13.02.2025	14.02.2025
5. Definition and analysis of program requirements	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	15.02.2025	15.02.2025
	Programmer	3	15.02.2025	17.02.2025
6. Defining the structure of Incoming and outgoing data	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	18.02.2025	18.02.2025
	Programmer	5	18.02.2025	22.02.2025
7. Selection of technical and program means of realization	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	23.02.2025	23.02.2025
	Programmer	3	23.02.2025	25.02.2025
8. Coordination and approval of technical specifications	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	26.02.2025	26.02.2025
	Programmer	3	26.02.2025	28.02.2025
9. Software architecture projecting	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	3	01.03.2025	03.03.2025
10. Technical design of program components	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	7	04.03.2025	10.03.2025
11. Programming modules in the selected programming environment	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	13	11.03.2025	23.03.2025
12. Testing software modules	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	21	24.03.2025	13.04.2025
13. Building and testing the program	Project manager for the development of a website for the sale of medical services and for the creation of a training course	2	14.04.2025	15.04.2025
	Programmer	5	14.04.2025	18.04.2025
14. Analysis of test results	Project manager for the development of a website for the sale of medical services and for the creation of a training course	1	19.04.2025	19.04.2025
	Programmer	5	19.04.2025	23.04.2025
15. Carrying out calculations of indicators of vital activity	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	3	24.04.2025	26.04.2025

16.Economic calculations	Project manager for the development of a website for the sale of medical services and for the creation of a training course	0	-	-
	Programmer	4	27.04.2025	30.04.2025
17.Execution of an explanatory note	Project manager for the development of a website for the sale of medical services and for the creation of a training course	5	01.05.2025	05.05.2025
	Programmer	15	01.05.2025	15.05.2025

The time spent on the development of the system for each executor is taken on the basis of its load according to the work schedule (Table 2). The calculation of the basic salary of the developers of the project for the development of a website for the sale of medical services is given in Table 2 on the basis of an average of 21 working days per month.

Table 3. Basic salaries of developers

Position	Information	Average daily rate, USD	Development time, man-days	The salary, USD
Project manager	Web/IT/Business	280 USD	14	3,920 USD
Programmer	Web/IT/Programmer	260 USD	88	22,880 USD
Total				26,800 USD

In view of the fact that the projected information system must be programmed and debugged using computers, the costs of using computer time are added to the total development costs.

The cost of 1 hour of computer time is - 3 USD

$$C_t = 460 * 3 * 1 = 1,380 \text{ USD}$$

Materials acquired in the process of performing the work and their cost are shown in [Table 4](#).

Table 4. Hosting costs

Type	unit of measurement	Required quantity	Unit price, USD	Sum, USD
Hosting www.hostinger.com	piece	1	3.99 USD / month 47.88 USD / year	47.88 USD
Total				~ 50 USD

Thus, the capital investment for design is equal to:

$$C_d = 26800 \text{ USD} * ((1 + 0.4) * (1 + 0.302) + 0.6) + 460 * 3 \text{ USD} * 1 + 50 \text{ USD} = 66.361.04 \text{ USD}$$

The cost estimate for website development is shown in [Table 5](#).

Table 5. Estimated development costs

Expenditures	Sum, USD
Basic salary	26,800 USD
Additional salary	13,444,04 USD
Contributions for promotion (facebook.com , google.com)	2,600 USD
Hosting costs	50 USD
Machine time costs	1,380 USD
Overheads	22,087 USD
Total	66,361.04 USD

Due to the fact that for the implementation of the website and the system of online sales of medical educational services, considered in this project, there were no costs associated with laying a communication line, costs for main and auxiliary equipment, costs for the reconstruction and construction of buildings, these costs for the implementation of the system is not taken into account. The costs of training and retraining of employees are also taken into account, which amount to - 1,200 USD, but the costs of creating an Electronic Training Course and the costs of purchasing standard designs are not taken into account.

Thus, when implementing the system considered in this project, the costs of its implementation are determined by the cost of equipment and materials. The equipment and materials include a computer. The cost of a computer is 1,400 USD.

Implementation costs will be:

$$C_i = 1400 \text{ USD} * 1 * 6 * 247 / (247 * 8) + 1200 \text{ USD} = 2,250 \text{ USD}$$

The total cost of developing a website for the sale of medical services will be:

$$C = 3,650 \text{ USD} + 66,361.04 \text{ USD} = 70,011.04 \text{ USD}$$

The data for calculating the salaries of specialists are shown in the tables below.

Table 6. - Data on salaries of specialists (for the project)

Position	Official salary, USD	Average daily rate, USD / day	Time spent on operation, man-days	Fund (annual costs),USD
Medical discipline teacher	8,000 USD	200 USD	40	14,582.40 USD
Programmer	5,200 USD	260 USD	20	9,478.56 USD
Total including accruals				24,060.96 USD

$$C_{s1} = (40 * 200 \text{ USD} + 20 * 260 \text{ USD}) * 1.4 * 1.302 = 24,060.96 \text{ USD (annual costs, fund)}$$

The amount of depreciation deductions is calculated as follows, the effective fund of equipment operation time will be:

$$249 * 8 = 1992 \text{ hours.}$$

$$(40+20) * 8 = 480 \text{ hours.}$$

$$C_{b1(\text{server})} = 2,000 \text{ USD.}$$

$$C_{a1} = (2000 \text{ USD} * 0,2 * 1 * 480) / 1992 = 96.38 \text{ USD}$$

Power costs for the project:

$$P_{c1} = 0.4 * 1 * 480 * 0.10 \text{ USD} = 19.20 \text{ USD}$$

Equipment repair costs:

$$C_{\text{repair}1} = (0,05 * 2000 \text{ USD} * 480) / 1992 = 24.09 \text{ USD}$$

Project overhead:

$$C_{o1} = (24060.96 \text{ USD} + 96.38 \text{ USD} + 19.20 \text{ USD} + 24.09 \text{ USD}) * 0.2 = 4,840.12 \text{ USD}$$

Project unit costs:

$$31\,040.75 \text{ USD} + 0.33 * 70\,011.04 \text{ USD} = 54,114.39 \text{ USD}$$

The website's revenue is expected in the amount of 219,000 USD (the size is taken from similar projects on the market: 600 USD * 365 days [1 year]). Growth of this indicator is also planned, since there are no competitors on the market. In the future, the sales forecast may be adjusted.

The economic effect of using the developed website:

$$219,000 \text{ USD} - 54,114.39 \text{ USD} = 164,885.61 \text{ USD}$$

A summary of the calculation of the economic effect is shown in the table below.

Table 7. Results of the economic feasibility study of the project

Characteristics of the project	Meaning
Project development and implementation costs, USD	70,011.04 USD
Total operating costs, USD	24,9169,51 USD
Economic effect, USD	164,885.61 USD

It is planned to receive income for 5 years and expenses for 5 years.

IRR = 461%

Discount rate: 12.5%.

The payback period is 0.179 years.

Thus, the proposed project for the development of an electronic training course can be recommended for practical use. The project is effective and with a short payback period.