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Tatyana Weiker

Southern New Hampshire University

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Value Proposition

Hello everyone, thank you for attending this presentation. Amazon has always been at the forefront of delivering exceptional value to our customers by offering an unparalleled selection of products and services at competitive prices, supported by our efficient and reliable delivery network. Our core offerings, including our retail platform, Amazon Web Services (AWS), and digital content delivery, are designed to enhance customer experience and satisfaction. Our strategic plan is focused on deepening customer relationships, expanding our global reach, and leveraging our technological infrastructure to drive growth across multiple sectors (Amazon, 2024b).

Today, I'm excited to present an initiative that significantly expands Amazon's value proposition: the Amazon E-Learning Platform. This platform represents a bold step into the education sector, offering personalized, immersive, and adaptive learning experiences powered by advanced AI technology. Unlike traditional e-learning platforms, our service will feature interactive simulations, VR/AR-based content, and real-time adaptive learning paths that cater to individual learning styles and needs. By integrating this platform with Amazon devices and utilizing our global logistics network, we are positioned to reach a broad audience, ensuring accessibility and engagement while aligning with our corporate social responsibility (CSR) initiatives (Amazon, 2024d). This strategic move not only differentiates Amazon in the crowded e-learning market but also provides a competitive advantage through innovation and positive social impact.

Competitive Advantage

By funding the Amazon E-Learning Platform, we can secure a significant competitive advantage in the rapidly growing global e-learning market, which is projected to reach \$400

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billion by 2026 (Statista, 2020). Our mission of being 'Earth's most customer-centric company' aligns perfectly with the development of a personalized learning platform that offers adaptive, user-centric learning experiences (Amazon, 2020). Leveraging our advanced AI technology, AWS infrastructure, and extensive databases, we can create tailored learning paths that enhance the educational experience and foster engagement through gamification and social interaction. This approach will set Amazon apart from traditional e-learning platforms.

The introduction of this platform not only extends our customer-centric focus into the education sector but also addresses a growing demand for personalized and immersive learning experiences. By integrating VR and AR technologies, we can offer innovative educational tools that blend seamlessly with traditional classroom settings or remote environments. This strategic move not only differentiates us from our competitors but also reinforces our commitment to innovation and operational excellence, positioning Amazon as a leader in the future of education.

Risk and Opportunity

The e-learning platform presents significant growth opportunities, with the potential to disrupt the traditional education industry by offering personalized, adaptive learning experiences powered by AI and machine learning. This platform has the potential to reshape the market by setting new standards for e-learning, attracting a diverse range of learners, and expanding Amazon's influence in the education sector.

However, we must acknowledge that the development of this platform carries certain risks. The initial investment in technology, content creation, and partnerships is substantial, and there is a risk of slower adoption rates if the market is not ready for such advanced offerings. Additionally, competition from established e-learning providers and potential regulatory challenges in different regions could impact the platform's success. Careful planning and

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strategic execution will be essential to mitigate these risks and ensure the platform's long-term viability

Growth Opportunities

The e-learning platform opens several areas for potential growth within the company. By entering the education sector, we can expand our service offerings, tapping into a global market with increasing demand for digital learning solutions. This platform also enables cross-selling opportunities with existing Amazon products, such as devices and cloud services, creating new revenue streams.

Our competitive advantage—leveraging AI for personalized learning and seamless integration with Amazon's ecosystem—positions us to capture a significant share of the e-learning market. This advantage allows us to attract a broader customer base, drive innovation in educational content, and strengthen our brand as a leader in digital services. These factors combined set the stage for sustained growth and increased market dominance.

Distinguish as a New Product or Innovation

This platform represents a significant innovation within Amazon's portfolio, building on our existing strengths in technology, distribution, and customer reach. The new service improves traditional e-learning by offering advanced features such as AI-driven personalized learning, VR/AR content, and real-time adaptive learning paths. These innovations align with our capabilities, including our robust technological infrastructure, extensive distribution network, and a growing customer base, ensuring the feasibility and success of this new product (Amazon.com, Inc. SWOT Analysis, 2024, pp. 4-5).

According to Amazon's SWOT analysis, our strengths—such as revenue growth, global distribution network, and a strong customer base—provide a solid foundation for launching the

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e-learning platform (Amazon.com, Inc. SWOT Analysis, 2024, pp. 4-5). This service not only fits within our capabilities but also enhances our product portfolio by entering the rapidly expanding digital education market. The platform's integration with existing Amazon services and devices will create a seamless customer experience, further strengthening our position as a leader in innovative digital solutions.

Target Segment

Our target segment for the e-learning platform includes a diverse range of customers, from students and professionals to lifelong learners seeking flexible, personalized education solutions. By initially targeting Prime Membership subscribers and enterprises using AWS, the platform can quickly gain traction. We will also collaborate with school districts to enhance student learning and partner with colleges to offer VR and AR labs that simulate real-life scenarios, providing valuable hands-on experiences. Enterprises can utilize the platform for workplace training programs, empowering employees, and enhancing their skills. This broad reach, combined with personalized learning, ensures that the platform meets the needs of various educational audiences.

Our Blue Ocean strategy for this e-learning platform focuses on entering the largely untapped market of AI-driven educational platforms that integrate seamlessly with everyday devices. This approach allows us to create a new market space where competition is minimal by offering unique features like adaptive learning paths, high-quality content, and immersive VR and AR experiences. By differentiating ourselves from existing platforms, Amazon positions itself as a leader in making education more accessible, engaging, and effective on a global scale.

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Speculate Sales

The Amazon E-Learning Platform is projected to generate significant revenue, driven by subscriptions, course sales, corporate partnerships, and advertising. In the first year alone, we anticipate revenue of approximately \$675 million, with annual revenue potentially reaching \$2.15 billion by the third year as user adoption grows and offerings expand. The platform's strong financial outlook is further supported by Amazon's recent return on investment (ROI) increase of 12.71% in 2023, highlighting our ability to generate substantial returns on investment (Macrotrends, 2024). With an initial investment of \$700 million and an estimated annual operating cost of \$260 million, the platform is expected to achieve an ROI of over 100% within three years, making it a highly attractive opportunity for investors and senior management.

However, we must consider the risks associated with projected sales, including market saturation and competition from established EdTech companies. These risks could impact revenue if not carefully managed. By leveraging Amazon's vast customer base, marketing expertise, and global reach, we are well-positioned to mitigate these risks, ensuring robust sales performance and long-term profitability. The projected ROI and revenue growth make a compelling case for the platform's potential to deliver substantial financial returns while enhancing Amazon's market presence in the e-learning sector.

Speculate Profitability

The proposed Amazon E-Learning Platform is projected to be highly profitable, with a significant positive impact on our overall financial performance. Based on a detailed analysis of our previous fiscal year performance and a 24-month pro forma, the platform is expected to generate substantial revenue, contributing to a net income increase from \$30.4 billion in the previous year to \$1.43 trillion over the next 24 months (Amazon, 2024c). This remarkable

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growth is driven by anticipated sales of \$2.09 trillion, with a gross profit margin expanding from \$270 billion to \$1.71 trillion.

The platform's profitability is further underscored by its operating income, which is projected to rise dramatically from \$36.9 billion to \$1.45 trillion, signaling strong operational efficiency and effective cost management. This growth will result in an increase in income before tax and interest to \$1.46 trillion, with net income reaching \$1.43 trillion after accounting for taxes and interest expenses. The expected ROI of over 100% within three years confirms the project's financial viability, positioning it as a significant profit driver for Amazon.

Amazon, Inc. 24-Month Pro Forma (\$ in Millions)		
	Previous Fiscal Year	24-Month Projections
Sales	\$574,785	\$2,090,481
Cost of goods sold	\$304,739	\$381,398
Gross profit	\$270,046	\$1,709,083
Selling expenses	\$44,370	\$111,691
Administrative expenses	\$11,816	\$71,321
Total operating expense	\$537,933	\$258,156
Income from operations	\$36,852	\$1,450,927
Other income	\$3,887	\$4,859
Income before tax and interest	\$40,739	\$1,455,786
Other expense (interest)	\$3,182	\$19,356
Income before income tax	\$37,557	\$1,436,430
Income tax expense	\$7,120	\$10,071
Net income	\$30,425	\$1,426,359

Furthermore, the introduction of this platform will impact various functional areas of our business. For accounting, it will necessitate robust financial tracking systems to manage the increased revenue and associated costs. In marketing, the focus will shift toward promoting the platform to diverse customer segments, including students, professionals, and educational institutions. Sales teams will need to develop strategies to target these segments effectively,

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while administrative functions will need to scale to support the platform's global reach. Overall, the platform is expected to enhance Amazon's profitability while reinforcing our position as a leader in the e-learning market.

CSR Plan

The Amazon E-Learning Platform will serve the community by providing accessible, high-quality education to diverse customer segments, including underserved communities. The platform will offer educational resources at affordable prices, with special programs and scholarships for students in low-income areas. By integrating advanced technology and personalized learning paths, the platform ensures that learners from all backgrounds have access to education tailored to their needs.

This initiative reflects Amazon's commitment to corporate social responsibility (CSR) by promoting inclusive and equitable education. Amazon has a history of investing in community initiatives, such as educational scholarships and local development programs (Amazon, 2024d). The e-learning platform builds on these efforts, furthering the company's mission to make a positive social impact.

A strong CSR plan like this not only benefits the community but also enhances Amazon's competitive advantage. By aligning our business strategy with social impact goals, Amazon differentiates itself in the marketplace, attracting customers who value corporate responsibility. This strategy is expected to drive long-term growth, as consumers increasingly prefer companies that demonstrate a commitment to social and environmental issues. The platform's focus on education as a means of empowerment aligns with Amazon's values and reinforces our reputation as a socially responsible leader in the global market.

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DEI Plan

As we develop the Amazon E-Learning Platform, our commitment to diversity, equity, and inclusion will be at the forefront of this initiative. We will assemble a team that reflects a broad range of perspectives, ensuring that our platform is not only innovative but also inclusive and representative of the global audience it will serve. By bringing together experts from various fields—including technology, education, DEI, marketing, and sustainability—we will embody Amazon’s Leadership Principles, particularly those focused on hiring and developing the best talent, and driving invention and simplification (Amazon, 2024a).

This diverse team will allow us to think big and create a product that resonates across cultures, languages, and learning needs, enhancing the platform’s relevance and impact worldwide. Amazon’s culture, deeply rooted in its Leadership Principles, reinforces the importance of diversity and inclusion in every aspect of our work. We are not merely aiming for diversity as a checkbox; instead, it is integral to our mission of being Earth’s most customer-centric company, best employer, and safest place to work. Our leaders are encouraged to continuously learn, remain curious, and earn trust by respecting and listening to others, which will be crucial as we develop this platform (Amazon, 2024a).

Moreover, this project’s DEI plan will align seamlessly with Amazon’s broader strategic goals by fostering an inclusive work environment and supporting underrepresented communities (Amazon, 2024d). We will collaborate with educational nonprofits to ensure that the platform serves a wide audience, including those from underserved backgrounds. By focusing on sustainability and community engagement, we will reinforce Amazon’s principle of using our scale and success to bring broad responsibility. This alignment will not only strengthen our market position but also affirm Amazon’s leadership in social responsibility and innovation.

Conclusion

Amazon's mission is to continuously improve customer experiences through innovation and operational excellence. This e-learning platform not only aligns with our corporate strategy but also presents a significant growth opportunity that expands our reach and impact. The comprehensive analysis of the e-learning market, coupled with Amazon's competitive strengths, highlights the platform's potential to become a leader in the education sector. The strategic focus on personalization, innovation, and CSR ensures that the platform will meet the diverse needs of learners while driving long-term profitability for Amazon. We can revolutionize the education industry and make a lasting impact on millions of learners worldwide. I strongly recommend that we move forward with funding this project and position Amazon as a leader in the future of education. Thank you for your time and consideration, I look forward to your support in bringing this innovative and impactful initiative to life.

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