

# Baltic Training Programme #4





CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013



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EUROPEAN REGIONAL DEVELOPMENT FUND  
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## About me:

Vitalijs Aksjonovs, 22 years old.

Graduated Riga Technical College (Secondary/Primary vocational)

## Duties:

- Local IT network administrator
- IT equipment troubleshooting/repairs engineer
- IT teacher/mentor

Joined BTP project to put my entrepreneurial and my professional knowledge to the test.





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## About my internship company:

Frans Schartau handelinstitut – located in Stockholm, established in 1865. Institute provides vocational education for full-time students and private business customers.





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## Background idea

- The quality of Information Technology education drifts greatly from one tuition premise to another
- Programs lack practical knowledge

I'm unsatisfied with current situation in this training industry and wish to make my own IT training course for people.





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## **Business idea**

My entrepreneurship's idea is to prepare Information Technology graduated/learning students, as well as the other IT-technology related people for modern business requirements.

## **Business mission**

- Produce studying material for vocational trainees
- Provide basic IT courses for retired people, IT-related people, school trainees
- Provide advanced IT courses for people working in IT.



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## Deliverables

Main office & operations center

Staff, 8 permanent workers

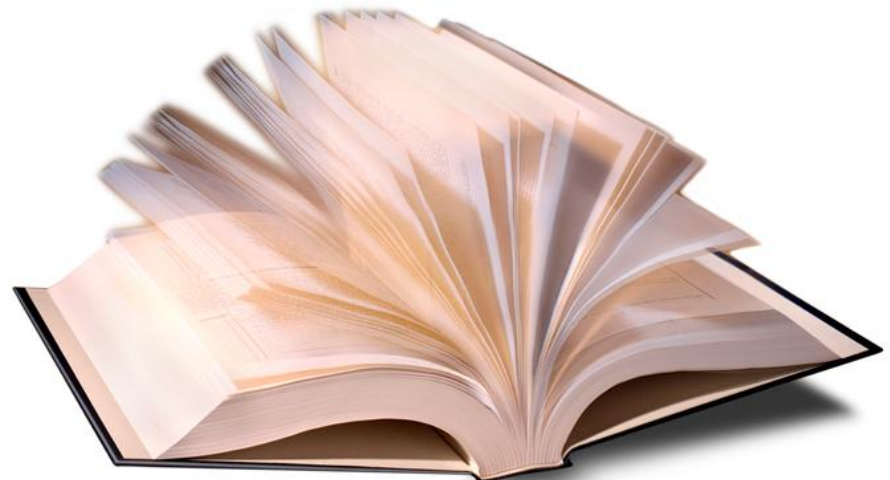
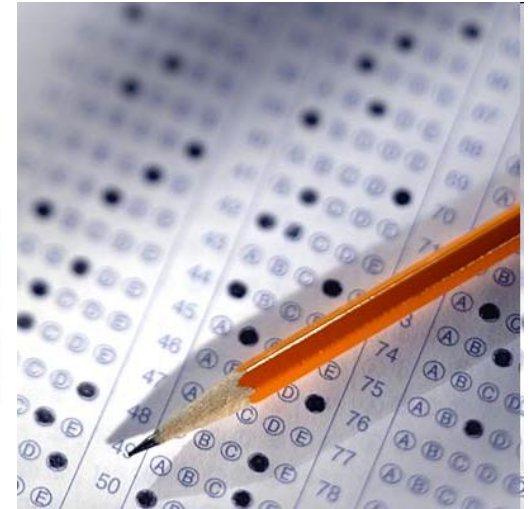
Product delivery system

IT courses:

1. IT basic training
2. IT hardware maintenance
3. Local networking & administration

## Outcome product:

- Lecture material
- Tests/exams/quizzes
- Exercise books
- Practice sessions







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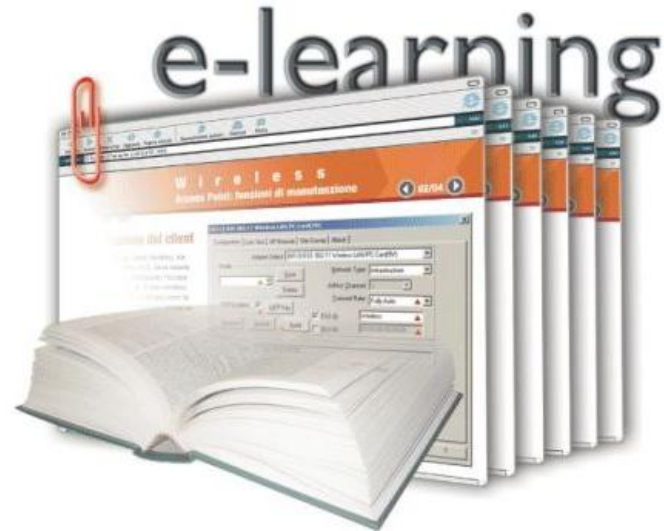


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## Delivering by:

- Printed material
- Traditional lectures
- Web tests/exams
- Live practice sessions





## Strengths

- Creation of our own materials
- Tuition is performed by active or off-duty IT specialists
- Many low-cost solutions for product delivery

## Weaknesses

- Hard to find target audience
- Takes much effort to keep up with rapid IT technology progress

## Opportunities

- Possible funding by government
- Ability to cooperate with existing schools/colleges/universities
- Expanding into automotive/electronics industry

## Threats

- Private companies prefer to teach their techs by themselves
- Copyright issues





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## **Market situation**

### **Target audience:**

- Elementary & middle school trainees
- IT trainees
- Retired people
- IT-related people

### **Main sources of competition (Basic IT courses):**

- J/S NewHorizons, ~150 EUR, lasts 3 days
- J/S TSI IT Department, ~200 EUR per module
- Total of 11 private companies in Riga providing IT training
- Total of 8 colleges & universities in Riga, providing vocational IT education



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## Company status

- Company created as a Ltd. structure
- Company receives government accreditation in IT training
- Lecturers are supposed to have private tutor's certificate & tutors degree



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## Budget and resources

- Registration and establishment expenses
- Personnel certification (tuition degree/private tutors certificate)
- Office/bureau rent
- Office equipment purchase
- Software purchase
- J/S Swedbank as an loan giver
- J/S Swedbank as an bank account host

Loans required:

1. 6000 EUR equipment loan, 3 years deadline, 6% interest ratio
2. 2000 EUR education loan, 10 years deadline, negotiable interest ratio

## Timetable

Action	Period	Expenses
Ltd. registration	2012. March – 2012. April	~120 EUR
Hiring	2011. December – 2012. April	
Course development	2011. December – 2012. May	~400 EUR
Accreditation submit	2012. June – 2012. August	Free
Staff certification	2012. January – 2012. Sept.	~2500 EUR
Office & bureau establishment	2012. April – 2012. May	400-500 EUR/mnt
Equipment purchase & deploy	2012. May – 2012. August	4500 EUR

**Total: 8020 EUR**





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## Results

- Understanding of foreign ways of distant learning
- New contacts in homeland and abroad
- Improved language skills
- Information about company licensing procedures
- Knowledge of government regulations in education industry



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## Next step

- Primary education completion and graduation
- Receiving tutor's degree
- Further study into e-learning industry
- Investigate market to specify course contents
- Business plan preparation
- Course program accreditation in Ministry of education
- Develop ERAF project



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# Thanks for your attention