Summary:

Many parents of young children want their child learning how to begin learning programming, so that they have a starting point for their future career. You can easily find a course that will get them started with Scratch, but it’s near impossible to find a decent one. Further yet, they almost never provide any lessons more than just a beginners’ course, simply because the instructors themselves seem to only the raw basics of Scratch.

What is needed is a Scratch course which can provide students with many different levels of learning, from a beginner’s class, to advanced lessons, taught by instructors who are highly experienced with Scratch itself. Kids need to learn more than just the basics of Scratch, but also very advanced concepts, providing them with the skills that they need to cross over to more advanced languages. There is no point in learning Scratch if you are not going to learn to master it.

I am going to start a business which will provide beginner, intermediate, advanced, and professional classes, all of which offer a different level of learning. The beginner class will teach the raw basics, such as using the interface and making some very easy projects. The intermediate class will consist of using variables, operators, and more advanced concepts to create more complicated projects. In the advanced class, students will begin making their own games, using more advanced concepts. Finally, the professional class will make full-scale games, using the most advanced and low-level scripting possible within Scratch, being limited to the amount and type of scripts they use. These classes will be taught by myself to begin with, and I will later train and hire employees to do the teaching.

The reason for why I want to do this is because I have been using Scratch for over 5 years, and I am highly experienced with the language. I fully understand how every block functions, and just about every advanced concept within it. I would rate myself to be in the top 100 Scratch users, however, I do not know for certain. It’s also my passion, and I love doing it. I want to progress to more advanced languages, but I want to make sure that I use my knowledge of Scratch to teach others, before I do.

Goals:

I am aiming to charge students $50 for a 5-session beginners class, $100 for a 10-session intermediate class, $250 for a 10-session advanced class, and $500 for a 20-session professional class. The beginners class will have a capacity of 25 students, as this will be the most common type of class. The intermediate class will have 20 spots, being the second most taught class. The advanced class will have 10 spots, since it will take a while to reach this level, and I also want to make it exclusive. The professional class will only have 5 spots, and will take the longest. All sessions will be 1-hour long.

I plan to have 3-10 students in a beginners’ class as a start, but this number should increase to 25 within the first few classes. The intermediate class might take a while to get students, but I plan to have at least 1-2 students right after the beginner’s class. It might take several classes before I get to 20 full spots. For the advanced class, I doubt I will get any students before the intermediate class is at least half-full. From there, I expect it to grow rapidly, and fill the 10 spots quickly after the first are filled. For the professional class, I don’t think I will have any students up until the all 10 advanced spots are filled. Then, I may get 1-2 students, but I don’t think it’ll grow, and it might never even get a single student.

For one full beginners’ class, I will make approximately $5,000.00 in 20 days. For a full intermediates’ class, I will be making only $4,000.00 in 20 days. For a full advanced class, I can make another $5,000.00 in 20 days. For the advanced class, I will only make $2,500.00 in 20 days. Put together, that would equal to $16,500.00 for 20 days of full classes. Realistically, I would not have a full class of anything, except probably beginners’, and maybe intermediates’. I predict 100% full for beginners’, 50% for the intermediates’, 25% for the advanced, and since the professional class is quite pricey, and very unlikely that anyone will take the class, the income is negligible. With these projections in place, and the new projections lowered, we stand at $8,250.00 for 20 days of classes.

Class Plan:

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Week | Monday | Tuesday | Wenesday | Thrusday | Friday | Saturday | Sunday |
| 1 | Beginner Class  Intermediate Class  Advanced Class  Professional Class |  |  |  |  |  |  |
| 2 | Beginner Class  Professional Class  Advanced Class  Intermediate Class  Beginner Class |  |  |  |  |  |  |
| 3 | Professional Class  Advanced Class  Intermediate Class |  |  |  |  |  |  |
| 4 | Professional Class  Advanced Class  Intermediate Class  Beginner Class |  |  |  |  |  |  |