

CUSTOM LEARNING PLATFORM

PROPOSAL

Prepared for SpeakFrenchFast Academy

Prepared by: Jeremiah Ifeanyichukwu — Corvant

jeremiah@corvantlabs.com

corvantlabs.com

April 2026

Confidential

1. Executive Summary

SpeakFrenchFast Academy has helped over 3,500 students learn French and prepare for TCF/TEF exams, building a strong reputation through its coaching quality, proven curriculum, and money-back guarantee. With an estimated 400–600 currently active learners across Regular, VIP, and VVIP packages, the academy is growing fast.

However, the tools powering this growth — WhatsApp, Notion, Tally, Google Docs, lingua.com, and Google Forms — were not designed for this purpose. They create friction for students, limit operational visibility, demand increasing manual effort with each new student, and project a level of professionalism that does not match the quality of the academy's coaching.

This proposal outlines a new, purpose-built learning platform to replace the current speakfrenchfastacademy.com. Deployed on the same domain, it will transform the site from a static marketing page into a fully integrated learning experience: structured course delivery, a built-in practice and exam simulation engine with comprehensive corrections, real-time progress tracking, automated payments, referral and scholarship management, and operational dashboards for coaches and administrators.

The financial case is clear: conservative analysis projects over ~~€~~89 million in additional annual revenue through modest price increases, reduced churn, improved student acquisition, and a new standalone exam-prep product — against a one-time investment of ~~€~~9,500,000. The platform pays for itself within 6 weeks.

2. Current Challenges

2.1 Fragmented Student Experience

A student's daily routine requires navigating between WhatsApp (submissions, coaching, voice notes), Notion or Google Docs (lesson content), YouTube (grammar videos), lingua.com (listening and reading practice), Google Forms (exam scheduling), and email (quiz corrections from Tally). Modules 1–2 are structured in Word documents while Modules 3–5 use Notion with Tally quizzes, creating an inconsistent experience. There is no single place where a student can see all their materials, submit their work, and track their journey.

2.2 No Progress Tracking

Neither students nor coaches have a holistic view of progress. A student on Module 3, Day 18 has no dashboard showing completion percentage, quiz score trends, skill-area performance (Compréhension Orale, Compréhension Écrite, Expression Orale, Expression Écrite), or pace relative to their exam date. Coaches rely entirely on WhatsApp messages to assess who is on track, making data-driven coaching impossible.

2.3 Broken Correction Flow

Tally-based practice quizzes send corrections via email without the original audio clips or images. For a TCF listening exercise, receiving "The answer to Question 7 is B" without being able to re-listen to the audio makes the correction nearly useless for actual learning. Students cannot revisit their mistakes in context, which is where the deepest learning happens.

2.4 Dependency on External Platforms

Students are directed to lingua.com (limited free content), preptcfcanada.com, and formation-tcfcanada.com for practice. These require separate subscriptions, and free tiers offer limited question sets. The academy is outsourcing one of its highest-value features — exam preparation — to competitors, while students bear the extra cost.

2.5 Operations That Don't Scale

Every new student adds operational overhead that is handled manually. Payments arrive via bank transfer and require manual proof-of-payment verification on WhatsApp before onboarding can begin. Coaches monitor student activity by scrolling through WhatsApp group messages. Exam scheduling goes through Google Forms with students screenshotting confirmation emails. Referral tracking and scholarship application are managed informally.

Critically, this overhead grows linearly with every new student. A coach managing 20 students on WhatsApp can stay on top of submissions. Managing 50 becomes exhausting. Managing 100 becomes impossible. The current toolset puts a hard ceiling on how many students each coach can effectively serve, which directly limits the academy's ability to grow without proportionally increasing staff.

2.6 Professional Perception Gap

SpeakFrenchFast's coaching quality is exceptional — the student testimonials, the structured 5-module curriculum, the accountability system, and the money-back guarantee all demonstrate serious educational value. However, the delivery mechanism does not reflect this quality. When a prospective student evaluates the academy, they see a static website at speakfrenchfastacademy.com, learn that lessons are delivered via WhatsApp groups and Notion links, and discover that practice exams require separate subscriptions to third-party sites.

Compare this to competitors who offer dedicated learning platforms with progress dashboards and integrated practice — even if their actual teaching quality is lower. In a market where students are investing ~~₹~~₹75,000–₹750,000, the presentation of the product significantly influences purchase decisions. A purpose-built platform closes this perception gap and ensures the academy's digital presence matches the quality of its coaching.

3. Proposed Solution

A new, purpose-built platform deployed to speakfrenchfastacademy.com, replacing the current static marketing site. The current domain, branding, and SEO value are preserved; the underlying technology and functionality are entirely rebuilt. The solution is organized around six core feature areas.

3.1 Structured Course Library & Daily Task System

What it replaces: WhatsApp voice notes for submissions, Google Docs / Notion for lesson content, YouTube links that take students off-platform.

The course library organizes all five modules with the full 30-day daily task structure. Each day presents three tasks (Grammar & Listening, Reading, Speaking) with all content embedded directly in the platform:

- YouTube grammar and conversation videos play within an embedded player on the platform — students watch without ever leaving the site.
- Audio materials play through a built-in audio player with playback controls.
- Speaking prompts are displayed with an in-browser voice recorder. Students record and submit their voice notes directly on the page.
- Written reports are submitted through an inline text editor. No more copying text into WhatsApp.
- For Modules 3–5, students select their learning track: TCF Preparation, TEF Preparation, or General French. Track selection determines which content and practice sets are presented.
- Weekend tasks (Expression Écrite and Zoom day activities) are structured as their own dedicated task type with sample responses and submission forms.

For coaches: A task review queue shows all pending submissions from assigned students. Coaches listen to voice recordings, read written reports, and provide written or audio feedback — all within the platform. No more scrolling through WhatsApp group messages.

For administrators: A content management system (CMS) allows creating, editing, and organizing modules, daily tasks, and all associated media. Upload videos, audio files, images, and documents through a clean interface. No coding required to manage any content.

3.2 Practice & Exam Simulation Engine

What it replaces: Tally quizzes (with broken email corrections), lingua.com (limited free exercises), preptcfcanada.com, and formation-tcfcanada.com (requiring separate paid subscriptions).

This is the platform's highest-value feature and its strongest competitive differentiator. The practice engine is a fully integrated quiz and exam simulation system that faithfully replicates the TCF and TEF exam formats:

- **Listening comprehension (Compréhension Orale):** Questions are presented alongside an embedded audio player. Students listen to the audio clip, then select their answer from multiple-choice options. In exam simulation mode, replay limits can be configured to match real TCF/TEF conditions (e.g., audio plays only twice). In practice mode, unlimited replays are available.
- **Reading comprehension (Compréhension Écrite):** Source texts, articles, notices, and images are displayed alongside their corresponding questions. Students read the material and answer within the same screen — no switching between tabs or tools.
- **Written expression (Expression Écrite):** Structured writing prompts with word count tracking and submission. Can be configured with rubric-based scoring criteria matching TCF/TEF standards.
- **Oral expression (Expression Orale):** Speaking prompts with in-browser recording for coach review. Prompts can be configured with preparation time and response time limits matching exam conditions.

Timed Exam Simulation: A dedicated exam mode applies time limits matching real TCF/TEF conditions. A countdown timer is always visible, auto-submit triggers when time expires, and section navigation mimics the real exam flow. Students experience the pressure and pacing of the actual exam in a controlled environment.

Comprehensive Review & Correction: This is what solves the core problem with the current Tally-based system. After completing any quiz or exam simulation, students access a full review screen that shows:

- Each question displayed with its complete original context — audio clips can be replayed, images and source texts are shown exactly as they appeared during the quiz.
- The student's selected answer is highlighted alongside the correct answer.
- A detailed explanation for each question clarifies why the correct answer is correct and why common wrong answers are incorrect.
- Students can navigate between questions, filter by “correct only” or “incorrect only” to focus their review time on mistakes.

Performance Analytics: Every quiz attempt is recorded and preserved. Students see score trends over time, skill-area breakdown charts (performance across CO, CE, EO, EE), identification of strong and weak areas, and comparison against target scores for their desired CLB level. This data is also available to coaches and administrators.

Question Bank Management (Admin): Administrators create and organize questions through the CMS. Each question includes its text, media attachments (audio file, images), answer options with correct answer flagged, and an explanation. Questions are tagged by skill area, difficulty level, and module. Bulk import via CSV is supported for efficient content population.

Standalone Product Potential: The practice engine is architecturally designed to function independently from the coaching curriculum. This means the academy can, at any point after launch, choose to offer it as a separate self-service subscription tier for people who already speak French but need structured exam practice. The platform makes this possible; launching it as a separate product is a business decision the academy controls.

3.3 Progress Tracking & Student Dashboard

What it replaces: No current equivalent. Progress is not tracked anywhere today.

Every student gets a personalized dashboard that serves as their home screen on the platform:

- Current module and day with a visual progress ring showing overall completion.
- Today's tasks with completion status and direct links to submit.
- Quiz score history with trend visualization — students can see whether they are improving.
- Skill-area breakdown: performance across CO, CE, EO, and EE displayed as a radar chart, making strengths and weaknesses immediately visible.
- Daily consistency streak counter to encourage regular engagement.
- Countdown to upcoming end-of-module exam date.

For coaches: A student roster view shows all assigned students with quick-glance indicators: last login, current module/day, daily task submission status (submitted / overdue / missed), latest quiz score, and days since last activity. Automated alerts flag students who are inactive for 2+ days, whose scores are declining, or who have an approaching subscription expiry.

For administrators: Platform-wide analytics dashboard showing active students by module, new registrations over time, average quiz scores by level and skill area, coach workload distribution, and engagement trends.

3.4 Payments & Subscription Management

What it replaces: Bank transfers with manual proof-of-payment verification via WhatsApp.

Paystack integration handles all payments natively in Naira:

- Students select their package (Regular, VIP, or VVIP) and duration (1, 3, or 6 months) during registration or upgrade.
- Payment methods: debit/credit cards, bank transfers, and USSD — covering all the ways Nigerian students prefer to pay.
- Automatic payment confirmation and account activation. No manual verification needed.
- Subscription tracking: students see their current plan, expiry date, and payment history. Automated renewal reminders sent before subscription expires.
- Admin payment dashboard: view all transactions, revenue by package and period, and reconcile against Paystack records.

3.5 Referral & Scholarship System

What it replaces: Informal referral tracking and manual application of scholarships and subscription extensions.

The academy's referral program is a key growth driver. The platform automates and enhances it:

- Every student receives a unique referral code upon registration, visible in their account page.
- When a new student registers using a referral code, the system automatically tracks the referral and credits the referring student.
- Referral rewards (14-day subscription extensions or scholarship credits) are applied automatically to the referrer's account. No manual intervention required.
- Referral rewards integrate directly with the subscription and payment system — extension days are added to the student's active subscription, and scholarship credits are applied as discounts at checkout.
- Students see their referral history: who they referred, when, and what reward was earned.
- Administrators see platform-wide referral metrics: total referrals, conversion rates, top referrers, and total scholarship/extension value distributed.

3.6 Exam Scheduling

What it replaces: Google Forms for scheduling, with students screenshotting email confirmations.

End-of-module DELF exams are scheduled and managed directly within the platform. Students submit their preferred exam date (respecting the Day 30/31 rule), receive automated confirmation, and get reminders as the date approaches. Exam results and history are stored in the student's profile. Administrators see all upcoming and past exams with filtering by module, date, and result.

3.7 What WhatsApp Still Handles

The platform replaces WhatsApp for daily task submissions, coach feedback on assignments, progress tracking, payment processing, and exam scheduling. WhatsApp remains the academy's channel for community engagement, group motivation, announcements, and informal peer-to-peer conversation — the social functions where it excels. The goal is to move structured, trackable workflows onto the platform while preserving the community energy that WhatsApp provides.

3.8 Technology & Infrastructure

The platform will be built using modern, industry-standard web technologies chosen for reliability, performance, and long-term maintainability:

- **Framework:** Next.js (React) — the same technology powering the current speakfrenchfastacademy.com. Ensures fast page loads, strong SEO, and excellent mobile performance.
- **Database:** PostgreSQL — a robust, enterprise-grade database used by organizations of all sizes worldwide.
- **Payments:** Paystack — Nigeria's leading payment processor. Handles cards, bank transfers, and USSD natively in Naira.
- **Media storage:** Cloud-based file storage for audio files, voice recordings, images, and documents. Optimized for streaming audio on mobile networks.
- **Hosting:** Vercel — enterprise-grade hosting with global edge network for fast load times. Estimated hosting cost: ₦100,000–150,000/month at current scale, scaling with usage and storage volume.
- **Data privacy:** Student data is stored securely with encryption. Payment information is handled entirely by Paystack (never stored on the platform). The platform will include a privacy policy and terms of service. All data handling is designed with NDPR (Nigeria Data Protection Regulation) principles in mind.

Mobile app: The platform is built mobile-first and works seamlessly on any phone browser. Students can install it directly to their home screen for an app-like experience. A native App Store and Play Store listing is not included in this engagement, but the platform's architecture is designed to support a native mobile app as a separate add-on project after launch.

4. Delivery Plan & Investment

The project is structured into four phases over 22 weeks. Each phase produces a usable increment of the platform, meaning value is delivered from the very first phase. Every phase is built mobile-first (since the majority of Nigerian students access content on their phones) and every phase is tested with real students and coaches before the next phase begins — there is no separate testing phase at the end. Content migration and performance optimization run continuously alongside development rather than as a separate final phase.

Payment structure: 30% deposit before each phase begins, 70% upon delivery and acceptance.

Phase 1: Live Platform — Registration, Payments & Student Onboarding

Timeline	Investment
Weeks 1–5	₦2,000,000 (Deposit: ₦600,000 On delivery: ₦1,400,000)

What gets delivered:

- New website deployed to speakfrenchfastacademy.com, replacing the current static site while preserving domain, branding, and SEO.
- Conversion-optimized landing page with package comparison (Regular/VIP/VVIP at 1/3/6 months), testimonials, FAQs, and registration call-to-action.
- Full authentication: student registration, login, password reset, email verification.
- Paystack checkout: students select a package, pay via card, bank transfer, or USSD, and receive automatic confirmation and account activation.
- Student account page: subscription status, payment history, profile management.
- **Admin tools (Phase 1):** User management panel for administrators to view all students, manually onboard existing students with their current subscription details (package, start date, expiry, current module), assign coaches, and handle administrative actions. Bulk student import from CSV to migrate the existing student base.
- Responsive mobile-first design system used across all subsequent phases.

Usable after this phase: The academy has a professional new website where new students register and pay online. Administrators can onboard existing students and manage subscriptions. The manual WhatsApp proof-of-payment process is eliminated.

Acceptance criteria: A new student can register, select a package, pay via Paystack, and receive automatic account activation on both mobile and desktop. An administrator can bulk-import existing students from CSV and manage their subscriptions.

Content migration (alongside Phase 1): Existing student roster is imported via bulk CSV upload. Students receive login credentials via email.

Academy responsibility: Provide a student roster spreadsheet (name, email, package, current module/day, coach assignment) before Week 4.

Phase 2: Learning Platform — Course Delivery & Progress Tracking

Timeline	Investment
Weeks 6–12	₦2,500,000 (Deposit: ₦900,000 On delivery: ₦2,100,000)

What gets delivered:

- Complete course library: all five modules with the 30-day daily task structure, organized by CEFR level.
- Daily task pages with YouTube videos embedded and playable directly within the platform (students never leave the site), audio materials with built-in player, downloadable resources, and speaking prompts.
- Track selection for Modules 3–5: TCF Preparation, TEF Preparation, or General French.
- Daily task submission system: in-browser voice recording for speaking tasks, inline text editor for written reports, file upload. Replaces WhatsApp voice notes.
- Progress tracking: module/day completion status, visual progress indicators, daily consistency streak.
- Student dashboard: personalized home screen with current module/day, today’s tasks, completion percentage, and announcements.
- End-of-module exam scheduling within the platform (replacing Google Forms). Automated reminders.
- **Coach tools (Phase 2):** Task review queue showing all pending submissions from assigned students. Listen to voice recordings, read reports, and provide feedback within the platform. Student roster with activity indicators and automated inactivity alerts.
- **Admin tools (Phase 2):** Content CMS for creating and managing modules, daily tasks, and all associated media. Analytics dashboard with active students by module, engagement trends, and coach workload.

Acceptance criteria: A student on a mobile phone can navigate to their current module and day, watch an embedded video, record and submit a voice note, and see their progress update. A coach can view pending submissions and provide feedback.

Usable after this phase: Students access their full curriculum, watch lessons, submit daily tasks, and track progress — all on the platform. Coaches review and respond to submissions on-platform. The platform is a fully functional learning tool.

Content migration (alongside Phase 2): Module 1–2 content imported from Word documents and Google Docs via automated scripts. Module 3–5 content imported from Notion export. YouTube links extracted and embedded. Weekend Expression Écrire tasks imported from Google Docs.

Academy responsibility: Export content from Notion (instructions provided). Review all imported course content for accuracy within 1 week of import.

Phase 3: Practice Engine — Exam Simulation & Comprehensive Corrections

Timeline	Investment
Weeks 13–18	₺2,800,000 (Deposit: ₺840,000 On delivery: ₺1,960,000)

What gets delivered:

- Interactive quiz system: multiple-choice with embedded audio playback (listening comprehension), text passages with images (reading comprehension), structured writing prompts, and speaking prompts with in-browser recording.
- Configurable audio replay limits: unlimited in practice mode, restricted in exam simulation mode to match real TCF/TEF conditions.
- Timed exam simulation with countdown timer, auto-submit, and section navigation matching real exam format.
- Scoring engine with automatic grading and score breakdown by skill area (CO, CE, EO, EE).
- Comprehensive review and correction screen: each question with full original context (audio replay, images, text), student's answer vs. correct answer, and detailed explanation. Filter by correct/incorrect for focused review.
- Complete attempt history with scores, dates, time spent, and full review access for every past attempt.
- Performance analytics: score trend charts, skill-area radar breakdown, strength/weakness identification.
- **Admin tools (Phase 3):** Quiz question builder in the CMS: create questions with media attachments, answer options, correct answer, and explanations. Tag by skill area, difficulty, and module. Bulk import via CSV template for efficient content population.

Acceptance criteria: A student on a mobile phone can take a timed listening comprehension quiz with audio playback, submit answers, and access a full review screen showing correct answers with audio replay and explanations.

Usable after this phase: Students practice TCF/TEF exam questions with full audio and image support, review mistakes in complete context, and track performance over time. This replaces [lingua.com](#), [preptcfcanada.com](#), [formation-tcfcanada.com](#), and Tally. The standalone exam-prep tier can be launched as a new product.

Content migration (alongside Phase 3): Quiz questions populated via CSV bulk-import. I provide the template; the academy team fills it with questions, answers, and explanations from existing Tally forms. Listening comprehension audio files currently hosted on SoundCloud are downloaded and re-hosted on the platform's media storage. Images currently stored in Tally are extracted and migrated to the platform.

Academy responsibility: Fill CSV templates with quiz questions, answers, and explanations. Target: minimum 50 questions ready by Week 14. Provide SoundCloud links for all listening comprehension audio. Delays in content delivery extend this phase proportionally.

Phase 4: Referrals, Analytics & Launch Readiness

Timeline	Investment
Weeks 19–22	¥1,700,000 (Deposit: ¥510,000 On delivery: ¥1,190,000)

What gets delivered:

- Platform-wide analytics dashboard: revenue reports by package and period, new registrations over time, quiz performance averages by level and skill area, churn indicators, and student lifecycle metrics.
- Advanced coach tools: student performance comparison views, bulk assignment features, and workload balancing insights.
- Referral reward automation: referral tracking fully integrated with the subscription and payment system. 14-day extensions and scholarship credits applied automatically when a referred student registers. Admin referral dashboard showing total referrals, conversion rates, top referrers, and total rewards distributed.
- Performance optimization: lazy loading for media, audio and image compression, caching strategies, and database query optimization for fast page loads on Nigerian mobile networks.
- Final content review and migration verification. All imported content confirmed accurate and complete.
- Production hardening: monitoring setup, error alerting, database backup configuration, and SSL verification.

Acceptance criteria: Analytics dashboard displays accurate metrics. Referral system correctly applies subscription extensions and scholarship credits. Performance benchmarks met: pages load within 3 seconds on a standard Nigerian mobile connection.

Academy responsibility: Participate in user acceptance testing with a pilot group of coaches and students. Provide feedback within 1 week of each testing round.

Usable after this phase: The platform is fully optimized, content-complete, and production-ready. The transition from the old toolset is complete.

Investment Summary

Phase	Scope	Investment
1	Registration, Payments & Onboarding	₦2,000,000
2	Course Delivery & Progress	₦3,000,000
3	Practice Engine & Corrections	₦2,800,000
4	Referrals, Analytics & Launch	₦1,700,000
	TOTAL	₦9,500,000

Hosting and infrastructure costs (estimated ₦100,000–150,000/month depending on usage) are separate and paid directly to service providers.

5. Return on Investment

Based on an estimate of 400–600 active students. The academy's main WhatsApp group has approximately 700 members (minus coaches and tutors), and recent live Zoom sessions have drawn 400–500 attendees. The projections below use 500 as the working figure.

5.1 Revenue Baseline

Package	Est. Active	Avg Monthly	Monthly Rev.
Regular	350 (70%)	₦75,000	₦26,250,000
VIP	100 (20%)	₦150,000	₦12,500,000
VVIP	50 (10%)	₦250,000	₦15,000,000
TOTAL	500		₦53,750,000/mo

Platform cost in context: The ₦9,500,000 investment represents 17.7% of a single month's revenue.

5.2 Revenue Opportunities

The platform creates multiple distinct revenue opportunities, each independently capable of covering the investment cost. Combined, they represent a transformative financial impact on the academy's business.

A. Package Price Increase

The current pricing was set when the product was delivered via WhatsApp and Google Docs. A dedicated platform with integrated exam simulation, progress tracking, and comprehensive corrections dramatically increases the perceived and actual value of every package. The increase is easily justified because students no longer need separate subscriptions to external practice platforms.

Increase/Student	Monthly Gain	Annual Gain	Payback
₦5,000/month	₦2,500,000	₦30,000,000	~4 months
₦10,000/month	₦5,000,000	₦60,000,000	~8 weeks
₦20,000/month	₦10,000,000	₦120,000,000	~4 weeks

B. Standalone Exam-Prep Product

There is a large underserved market of people who already speak French but need structured TCF/TEF exam practice with performance tracking. The platform's practice engine can be offered as a self-service subscription requiring no coaching staff, making it extremely high-margin:

Scenario	Monthly Revenue	Annual Revenue
100 users at ₦20,000/mo	₦2,000,000	₦24,000,000
200 users at ₦25,000/mo	₦5,000,000	₦60,000,000
500 users at ₦30,000/mo	₦15,000,000	₦180,000,000

C. Upsell Acceleration (Regular → VIP/VVIP)

Currently, Regular students have limited visibility into what VIP/VVIP coaching delivers. A platform with progress analytics can surface data-driven prompts showing how much faster VIP students

improve. If even 5% of Regular students upgrade to VIP each month, that's approximately 17 students generating an additional ₦75,000/month each — roughly ₦1,275,000/month or ₦15,300,000/year.

D. Student Retention & Acquisition

Retention: Students who can see their progress and review corrections with full context stay engaged longer. A 3% churn reduction preserves approximately 15 students per month (₦1,125,000/month or ₦13,500,000/year).

Acquisition: A professional platform improves new student conversion. When prospects visit today, they see a marketing page and are directed to WhatsApp. With the new platform, they see a professional learning environment and can register in minutes. Even 5 additional students per month represents ₦4,500,000/year.

Note: The platform also opens the door to corporate and institutional sales — companies sponsoring employees' French training for Canada relocation would benefit from progress reporting and group subscription management. This revenue stream is not quantified above but represents additional upside.

5.3 Cost Savings

The platform eliminates ongoing costs for Notion for Teams, Tally Pro, and the significant admin time spent on manual payment verification and WhatsApp-based student tracking. Estimated annual savings: ₦2,600,000–5,300,000.

5.4 Summary

Source	Conservative Annual Impact
Package price increase (₦5,000/student)	₦30,000,000
Standalone practice tier (100 users)	₦24,000,000
Upsell acceleration (5% Regular → VIP)	₦15,300,000
Retention + acquisition	₦18,000,000
Cost savings	₦2,600,000
TOTAL ANNUAL IMPACT	₦89,900,000/year
Platform investment (one-time)	₦9,500,000
RETURN ON INVESTMENT (YEAR 1)	846%

Using only the most conservative estimates for each opportunity, the platform's annual financial impact is over 9 times its cost. Even if only half of these opportunities are realized, the platform pays for itself within the first few months.

6. Post-Launch Maintenance & Support

Category	Details
Bug Fixes	Any bugs or unexpected behavior. Critical issues (site down, payments broken) addressed within 4 hours during business hours.
Security & Updates	Monthly dependency updates, framework patches, SSL monitoring, database backup verification.
Performance	Monthly review of site speed, error rates, uptime. Optimization recommendations.
Minor Adjustments	Small feature tweaks, text changes, layout adjustments. Up to 10 hours of work per month included.
Content Support	Guidance with using the CMS. Troubleshooting upload or formatting issues.

Item	Cost
Monthly maintenance retainer	₹250,000/month
Included support hours	Up to 10 hours/month
Major new features (mobile app, new integrations)	Quoted separately

Upon full payment, the academy owns all custom code and can engage any developer for future work. Full source code and documentation are handed over. The codebase is hosted on a repository the academy controls. Maintenance begins the day after Phase 4 delivery. Billed monthly with a 3-month initial commitment, cancellable with 30 days' notice thereafter.

7. Content Migration

Content migration runs alongside development — not as a separate final phase. Each development phase includes migration of the content types relevant to that phase's features.

Content	Source	Approach
Student records	WhatsApp / manual	Phase 1: Bulk import from CSV roster. Academy provides spreadsheet. Students set passwords on first login.
Module 1–2	Word / Google Docs	Phase 2: Automated script parses daily task format and imports into CMS.
Module 3–5	Notion	Phase 2: Notion export converted to platform format. Manual review for edge cases.
YouTube videos	Linked in docs	Phase 2: Links extracted and embedded. Videos remain on YouTube but play directly within the platform — students watch without leaving the site.
Quiz questions	Tally forms	Phase 3: Manual re-entry via CSV template. I provide the template; the academy fills it; I batch-import.

Audio & images	SoundCloud / Tally / lingua.com	Phase 3: Listening comprehension audio currently hosted on SoundCloud is downloaded and re-hosted on the platform's media storage. Images currently stored in Tally are extracted and migrated. lingua.com exercises cannot be migrated (their IP) — at launch, tasks link to lingua.com as before. Over time, the academy builds its own exercises using the practice engine.
---------------------------	---------------------------------	--

8. Next Steps

- **Step 1:** Review this proposal and share questions or adjustments.
- **Step 2:** Finalize the scope for Phase 1 and sign a project agreement.
- **Step 3:** Phase 1 deposit (₦600,000) triggers immediate start. Working preview within 5 weeks.

As both a current student of SpeakFrenchFast Academy and a developer, I have a unique understanding of the pain points, the curriculum, and the potential. I've experienced firsthand the daily friction of switching between WhatsApp, Notion, Tally, YouTube, and lingua.com. I know what the student experience should feel like — and I'm confident this platform will be transformative for students, coaches, and the business.

— **Jeremiah Ifeanyichukwu, Corvant**
jeremiah@corvantlabs.com | corvantlabs.com