

CourseLift

AI builds a Udemy-style course structure + slide deck + assessment quizzes from a coach's rough lecture notes. Reduces expert-to-course-product time from 4 months to 3 weeks. \$49/month for working coaches and consultants.

Category	Set 5 · Vertical/Creator
Customer	Coaches, consultants, subject-matter experts wanting to productise their expertise into a sellable course but blocked by the operational lift of structuring + slide-making + assessment building
Monetisation	\$49/mo Solo · \$129/mo Pro (multiple courses + co-creator workflow) · \$399/mo Agency (course-studio tier)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

CourseLift addresses the most common operational block in coach-and-consultant monetisation: the gap between 'I know enough to teach X' and 'I have a sellable course on X'. The expert has the knowledge but not the structure, slide design, assessment crafting, or progression-sequencing skill that distinguishes a finished course product from a pile of notes. CourseLift's AI workflow takes the expert's existing rough material (lecture notes, recorded talks, blog posts, scattered teaching artefacts) and produces a structured course shell: module breakdown, per-module learning objectives, slide deck, assessment quizzes, and a recommended teaching sequence.

The model is not 'AI writes a course' (that produces low-quality generic content). It is 'AI structures the coach's existing expertise into productisable form' — the coach still records lectures, still answers questions, still brings the substance; CourseLift removes the 100+ hours of structural work that blocks most experts from shipping their course at all.

Year-1 target: 1,200 paying subscribers, generating ■1.9 crore annual revenue against ■38 lakh costs. The wedge is the AI structuring layer (no competing tool addresses this specific pain) combined with creator-facing pricing (\$49-399/month vs. \$0 DIY paralysis or \$5k-50k hire-a-course-architect). Cash-positive month 2.

The Problem

The coaching + consulting + expert-monetisation market is large (estimated 4-7 million working coaches + consultants globally with monetisable expertise). The path from expertise to sellable course is, however, operationally blocked for the majority of these experts. The block is not knowledge (they have it), not platform (Teachable, Thinkific, Maven all exist), not video production (workable with \$300 of equipment). The block is the structural work: how do I break my knowledge into 6-12 modules? What's the learning objective per module? What slides should each lesson have? How do I write assessment quizzes that actually test learning? What's the right sequence?

An experienced course architect (the rare professional who specialises in structuring expert-to-course transformations) charges \$5k-50k per course. Self-publishing course platforms (Teachable, Thinkific, Kajabi, Maven) provide hosting + payment + delivery infrastructure but do nothing for the structural-design problem. The expert is stuck between 'pay \$25k to a course architect' and 'spend 3-6 months figuring it out alone' and 'never ship the course'.

Existing AI tools (ChatGPT, Claude) can produce generic course outlines from a prompt but the output is shallow + interchangeable + doesn't reflect the expert's specific teaching approach or audience.

The Solution

CourseLift's workflow: expert uploads their existing material (rough notes, blog posts, recorded talks, scattered presentations, even just brain-dump audio). AI processes the material to extract the expert's knowledge graph + teaching patterns + target audience signals. Then generates: (1) course outline with 6-12 modules and 30-60 lessons; (2) per-lesson learning objective + key takeaways; (3) slide deck per lesson (PowerPoint or Google Slides export, with the expert's brand styling); (4) assessment quizzes per module with explanations; (5) recommended teaching sequence based on dependency logic (prerequisite concepts first).

The expert reviews, edits, refines. The product is not autonomous — the expert remains the author. CourseLift removes the 100+ hours of structural lift, not the expert's authorship. After structure is approved, expert records lectures (CourseLift integrates with Loom + Riverside.fm for recording workflow), uploads to their chosen platform (Teachable + Thinkific + Maven + Kajabi exports supported).

Three structural differences from existing options define the wedge. First, expert-material-driven: AI builds on what the expert already has, not generic templates. Second, structured assets out (slides + quizzes + sequence, not just outline). Third, platform-agnostic: exports to whatever course platform the expert chooses, no platform lock-in.

Pro tier (\$129/month) adds multiple-courses workspace + co-creator workflow (expert + course-producer collaborating) + advanced assessment tools (case studies, practical exercises with feedback rubrics). Agency tier (\$399/month) is for course-development agencies producing courses on behalf of expert clients — supports 10+ active course projects with white-label delivery.

Market Opportunity

Addressable buyers: estimated 1.2-2M coaches + consultants + subject-matter experts actively trying to productise expertise in 2026, growing rapidly post-2023 as creator-economy + expert-monetisation trends compound. At 0.3% capture per year = 3,600-6,000 paying customers = \$2.1-3.5M ARR.

Adjacent expansion. Year 2: enterprise tier for L&D; departments at companies building internal training (substantial market, higher ARPU). Done-with-you service tier where CourseLift's team produces the course alongside the expert at \$3k-12k engagement (productised middle-ground between SaaS and full agency).

Target Customer

Primary persona: a 47-year-old executive coach with 14 years of practice who wants to productise her 'leadership through transition' methodology into a \$599 course. Has 200+ pages of working notes, 30+ client case studies, 15 talks given at conferences. Cannot find time to structure it; has tried twice and given up. Will pay \$49/month Solo tier to produce structured course in 3-4 weeks.

Secondary persona: a 38-year-old marketing consultant who has 4 distinct expertise areas worth productising (B2B copywriting, email marketing, conversion optimisation, customer research). Will pay \$129/month Pro tier to work on multiple courses in parallel with separate workspaces.

Tertiary persona: a 41-year-old founder of a 6-person course-development agency producing courses on behalf of 20+ expert clients per year. Currently each course takes 200+ hours of agency labour. Will pay \$399/month Agency tier to compress per-course agency labour by 60%+ and increase throughput.

Product

Onboarding: expert uploads existing material (PDFs, DOCs, audio recordings, video transcripts, blog post URLs, lecture slide decks). Multi-format ingestion (text, audio→transcription, video→transcription). Optional 'brain-dump audio' guided recording for experts who don't have written material yet.

Knowledge extraction: AI analyses uploaded material to build expert's knowledge graph (concepts, relationships, teaching patterns), identifies natural module breakpoints, infers target audience and prerequisite knowledge.

Course-shell generation: AI produces course outline (6-12 modules, 30-60 lessons), per-lesson learning objectives + key takeaways, recommended sequencing with dependency logic.

Slide deck generation: per-lesson slide deck (8-15 slides typical) with the expert's brand styling (logo, fonts, colors uploaded), structured layouts (title + content + visual emphasis + speaker notes). Export to PowerPoint + Google Slides + PDF.

Assessment generation: per-module quizzes (5-15 questions) including multiple-choice + short-answer + scenario-based questions with explanations for each answer.

Refinement workflow: editor for refining course outline, adjusting module boundaries, swapping lessons, adding custom content sections.

Recording integration: deep integrations with Loom + Riverside.fm for the lecture-recording phase (CourseLift remains the structure source; Loom/Riverside handle the recording experience).

Platform export: integrations with Teachable + Thinkific + Maven + Kajabi + Podia for one-click course-shell deployment (slides + quizzes + module structure pre-populated; expert uploads lecture videos as recorded).

Technical Architecture

Backend: Python on Hetzner cloud. Postgres on Neon for course-project storage. S3-compatible storage for uploaded material + generated artefacts.

AI layer: GPT-4o for course structuring (high quality required; ~\$3 per generated course-shell). Claude Sonnet for assessment generation (better at nuance). Open-source models for transcription (Whisper Large-v3).

Slide generation: structured template system with brand-styling overlay. Export to PowerPoint via python-pptx; Google Slides via Slides API.

Platform integrations: Teachable + Thinkific + Maven + Kajabi APIs. Each integration 3-5 weeks of engineering work.

Frontend: Next.js + Tailwind. Course-outline editor with drag-and-drop module reordering.

Recording integration: Loom + Riverside.fm OAuth + content-sharing APIs.

Payments: Stripe for monthly + annual + agency tiers.

Business Model & Unit Economics

Three tiers. Solo (\$49/month or \$490/year): 1 active course project at a time, full feature set, single workspace. Pro (\$129/month or \$1,290/year): up to 5 active course projects, co-creator workspace (expert + producer), advanced assessment tools. Agency (\$399/month or \$3,990/year): 10+ active projects, multi-team workspace, white-label exports, dedicated relationship manager.

Conversion economics: 14-day free trial converts at 22% (cause-and-effect demo of course shell production is convincing). Distribution: 70% Solo, 25% Pro, 5% Agency.

Gross margin: 78% blended. Major cost: AI generation (~\$5/customer/month at moderate usage), infrastructure (~\$2/customer/month).

Customer LTV: \$49 × 15 months avg = \$735 at Solo (creators churn after producing their course unless they have second course planned); \$129 × 24 months = \$3,096 at Pro (multiple courses sustains usage); \$399 × 28 months = \$11,172 at Agency.

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	1,200
Blended ARPU	\$82/month (~\$984/year)
Year-1 revenue	\$235,000 (~₹1.95 crore)
Gross margin	78%
Customer acquisition cost (CAC)	\$140
Payback period	1.7 months
Year-1 all-in costs	~₹38 lakh
Year-1 net contribution	~₹1.2 crore

Go-to-Market

Channel 1 — Coach + consultant community (40%): partnerships with coaching certifications (ICF, IFC), consulting communities (Consulting Pipeline, Consultants Inc.), expert-monetisation communities (Maven creator network, Topmate creator base). Direct access to addressable population.

Channel 2 — Content marketing on expert-monetisation (30%): substantive content on how to productise expertise (course-building craft, audience research for experts, pricing courses, launch strategy). Builds inbound from the addressable persona.

Channel 3 — Course-platform partnerships (15%): partnerships with Teachable + Thinkific + Maven + Podia for being recommended as the structuring layer in their setup flows.

Channel 4 — Targeted paid acquisition (15%): LinkedIn + Meta Ads to coach + consultant + subject-expert lookalike audiences.

Roadmap (first 12 months)

- Month 1-3: MVP — knowledge extraction + course-outline generation + basic slide generation + Teachable export. 200 paying subscribers.
- Month 4-5: Slide-styling brand-kit, assessment generation, Thinkific export. 450 paying subscribers, ₹16 lakh MRR.

- Month 6-8: Pro tier with multi-course workspace + co-creator workflow, Maven + Kajabi + Podia integrations, 800 subscribers, ■40 lakh MRR.
- Month 9-10: Agency tier with white-label + multi-team workspace, recording integrations with Loom + Riverside, 1,050 subscribers.
- Month 11-12: 1,200 paying subscribers, ■1.95 crore annualised revenue.

Key Risks

- AI-generated course-structure quality variance: some experts' material is harder to structure than others (very abstract or non-linear expertise). Mitigated by clear pre-purchase expectation-setting + free trial demonstration on their material + human-in-the-loop refinement workflow.
- Coaching/consulting market sensitivity to economy: course-creation discretionary spending falls in downturns. Mitigated by serving multiple persona-tiers + Agency tier B2B revenue resilience.
- ChatGPT or Claude offering similar 'structure my course' capability natively as feature: possible. Mitigated by integrated platform exports + brand-styling + assessment-generation depth that chat interfaces don't deliver.
- Customer-LTV variance: many Solo-tier customers churn after producing one course. Mitigated by Pro-tier upsell for multi-course creators + alumni-community + course-launch services.
- Slide-design quality: AI-generated slide decks are functional but not stunning. Mitigated by brand-styling customisation + 'design refinement' workflow that lets expert improve specific slides + roadmap toward professional designer marketplace integration.