

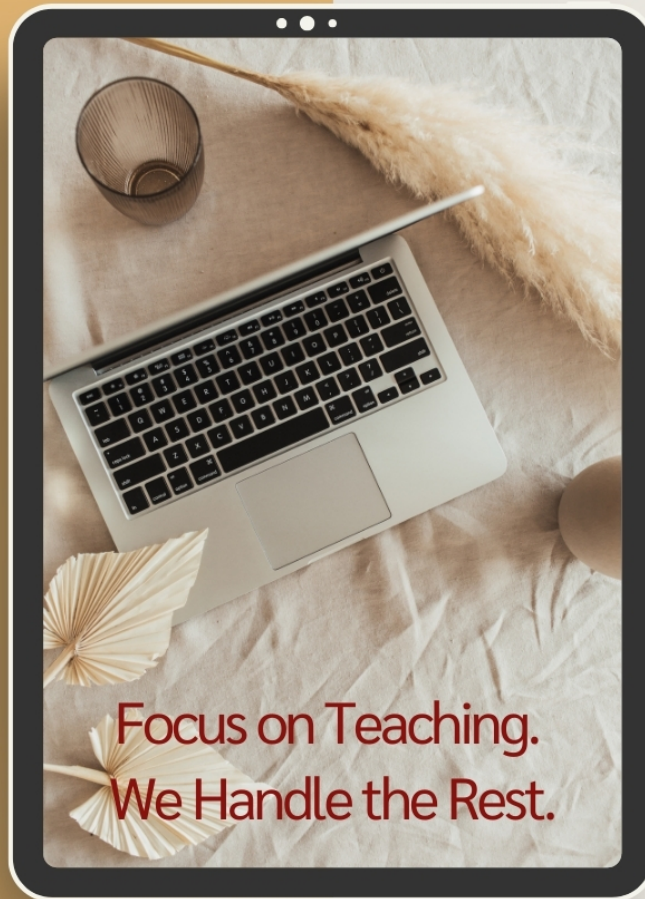


SARTHIN - စာသင်

Learn - Anytime, Anywhere

Instructor **Partnership** Guide

Version 1.0



**Focus on Teaching.
We Handle the Rest.**

A Message from the Founder

to: Sayar / Sayar Ma date: 22/Nov/2025

I have watched the online education landscape in Myanmar grow rapidly. Currently, I see many people learning from recorded videos on Telegram channels and Facebook groups. While this is a good start, I believe our students deserve a higher quality self-learning experience. We want to move beyond just "watching videos." We want to provide a complete learning ecosystem—with structured course layouts, quizzes to test knowledge, auto-evaluated coding playgrounds for practice, exams, assignments, and verified certificates. I also understand the difficulties you face as an instructor. Managing payment slip screenshots manually is exhausting, and organizing course content on social media is messy. We built Sarthin to solve these problems. We want to collaborate with you to design and deliver structured, professional courses. Let us handle the operations and technology, so you can focus on what you do best: teaching.

Let's work together to elevate the standard of learning for our people.

Section 1: Welcome to Sarthin (စာသင်)

1.1 Introduction

Welcome to **Sarthin (စာသင်)**. We are a dedicated Online Learning Platform built specifically for the people of Myanmar.

Our mission is simple: **To empower students with structured, high-quality courses that they can access anytime, anywhere.**

We believe that education should not be difficult to access or difficult to deliver. We exist to bridge the gap between passionate teachers and lifelong learners.

1.2 Why Partner with Sarthin?

We know that many teachers currently use Facebook Groups or Telegram Channels to host their classes. While these platforms are free, they come with heavy administrative burdens.

The Current Struggle	The Sarthin Solution
Manual Payments: You have to manually check screenshots of payment slips (K-Pay/Wave) and cross-reference transaction IDs for every single student.	Automated Enrollment: We support all local payments. Our system handles the enrollment process. You don't need to verify slips manually.
Disorganized Content: Videos get "buried" in the group feed. It is hard for students to find Lesson 1 after you post Lesson 10.	Structured Learning: Courses are organized by chapters and modules. Students can track their own progress effortlessly.
Limited Features: You cannot easily assign graded quizzes or issue automated certificates.	Full LMS Power: You can include quizzes, assignments, and downloadable resources. The system tracks student grades automatically.
Access Control: You have to manually add or remove members from groups.	System Security: Only enrolled students get access. Access is revoked automatically if a subscription expires.

1.3 Who Are Our Students?

Sarthin is a hub for **self-learners**.

Because we host a variety of instructors, our target audience varies by course. Whether you are teaching professional business skills, IT and coding, languages, or creative hobbies, Sarthin provides the infrastructure to connect you with students who are eager to learn.

Section 2: Financials & Partnership Terms

2.1 Revenue Sharing Model

We believe that the instructor, who creates the content, deserves the majority of the reward.

- **The Teacher (You):** 80% of total course sales.
- **Sarthin (Platform):** 20% of total course sales.

Note: The 20% platform fee covers our server hosting, payment gateway processing, marketing, operational management and technical maintenance of the Platform.

2.2 Pricing Your Course

You have the freedom to decide the price of your course. We respect your valuation of your own hard work and expertise.

- **Guidance:** While you set the initial price, Sarthin reserves the right to discuss pricing with you if we feel a course is priced significantly too low (undervaluing the market) or too high (limiting student access). We will work together to find the "sweet spot" that maximizes your earnings and student enrollment.

2.3 Payout Schedule

We operate on a **Monthly Payout Cycle**.

1. **Calculation Period:** We calculate total enrollments from the **1st to the last day of the month** (e.g., Jan 1st – Jan 31st).
2. **Processing Time:** Payouts are processed within the **first week of the following month**.

(Example: For all sales made in January, you will receive your payment between February 1st and February 7th.

2.4 Payment Methods

We want to make receiving money as easy as possible for you. We support transfers to almost all major local banks and wallets:

- **Mobile Wallets:** KBZPay, Wave Pay, AYA Pay, CB Pay.
- **Bank Transfers:** KBZ Bank, CB Bank, AYA Bank, MAB Bank, A Bank, UAB Bank, Yoma Bank.

2.5 Non-Exclusivity

We do **not** require exclusivity. You are free to publish your courses on other platforms, your own social media, or YouTube. We want to be your partner, not your restrictor. We believe that the structured learning experience on Sarthin stands out on its own.

Section 3: Course Quality & Standards

3.1 Video & Audio Guidelines

To maintain a premium learning experience for students, we have specific requirements for video uploads:

- **Resolution:**
 - **720p (HD):** Acceptable for general speaking or lecture-style videos.
 - **1080p (Full HD):** Required for technical courses (e.g., coding, software tutorials, Excel) where students need to read small text on the screen clearly.
- **Audio Quality:** Good audio is more important than good video. Videos must have clear voice recording with minimal background noise.
- **Presentation:** We look for a "clean look." If you appear on camera, please ensure a tidy background and professional appearance.

3.2 Storage Policy & Fees

Sarthin is committed to hosting your content securely.

- **Free Tier:** The first **10 hours** of total video content per course are hosted **completely free of charge**.
- **Excess Storage:** If your course content exceeds 10 hours in duration, a storage maintenance fee applies to the excess data.
 - **Rate:** \$0.50 USD per GB / Month (for the extra data only).

(Note: We encourage concise, well-edited lessons. Most effective online courses fit well within the 10-hour limit.)

3.3 Course Structure & Assessments

We differentiate Sarthin from Telegram channels by offering **interactive learning**, not just watching.

- **Automated Assessments:** We strongly advise that every course includes assessments (Quizzes, Exams, Assignments, or Auto-evaluated Coding Playgrounds).
- **Why?** Courses with assessments have higher student satisfaction and completion rates.
- **Our Support:** We encourage you to design a "Fully Automated Self-Learning Course." Our team will assist you in setting up these automated grading tools on the platform so you don't have to grade manually.

3.4 Certificates

Every student who completes a course and passes the assessments will receive a certificate.

- **Option A: Sarthin Default:** You provide us with your digital signature image and your preferred title/label. The system will auto-generate a professional Sarthin certificate.
- **Option B: Custom Design:** If you have your own brand design, you can send us the background image file.
 - *Requirement:* You must include the **Sarthin Logo** on your custom design.
 - *Requirement:* You must provide a digital image of your signature.

3.5 Student Support & Community

You can choose how you want to interact with your students. We support your personal branding.

- **Option 1: Instructor-Led Support (Recommended for Branding)** You can create your own private Facebook Group or Telegram Channel. We will provide the link to enrolled students so they can join your community. This is great for building your personal follower base.
- **Option 2: Sarthin Community Support** If you do not have the time to manage a group, we will invite the students to the official **Sarthin Discord Server**. Here, students can discuss topics with each other (Peer-to-Peer learning) without requiring your direct involvement.

Section 4: The Technical Workflow

We aim to get your course live as efficiently as possible. Here is the step-by-step process:

Step 1: Submission

- You upload your video files and materials to a Cloud Storage (Google Drive) or any other places and share the link with us.
- **Acknowledgement:** Our team will download the files within **48 hours** to secure them.

Step 2: Quality Review (5 Business Days)

- We review the content to ensure audio/video quality meets our standards (from Section 3).
- We will notify you via email or telegram: "Approved" or "Needs Adjustment."

Step 3: Course Construction (3 to 7 Business Days)

- Once approved, our technical team builds the course on the Sarthin Platform (uploading videos, setting up quizzes, configuring the gradebook).
- *Timeline depends on course complexity.*

Step 4: Teacher Preview & Launch

- We give you a private access to preview the course.
- You can request adjustments (e.g., "Change this quiz title," "Move this video").
- Once you give the **Final Approval**, we open the course for enrollment.

Section 5: Marketing & Promotion

We want your course to succeed, but we must share the marketing effort.

5.1 What Sarthin Provides (Free)

To help you launch, Sarthin provides the following **Standard Launch Package** at no cost:

- **Content Creation:** We will write the content and design the graphics for **1 Launch Post**.
- **Revisions:** You are allowed up to **3 rounds of edits** on this artwork.
- **Scheduling:** We will post this on the official Sarthin Facebook page, LinkedIn and Website on the day and time you request.

5.2 Paid Advertising (Boosting)

- If you wish to "Boost" the post (Facebook Ads) to reach more people, **the instructor must cover the ad budget**.
- Sarthin creates the platform, but we cannot pay for individual ad spend for every teacher.

5.3 Video Content Production Services

Video content (TikToks/Reels) is great for marketing. We offer additional services if you need them:

- **Editing Service:** If you send us raw footage, we provide video editing.
 - *Pricing:* **Free** for videos up to 3 minutes. (For longer videos, we charge 10,000 MMK per additional minute).
- **Full Production (Script & Acting):** If you want the Sarthin Founder/Team to write scripts and act in a promotional video (Indoor Studio):
 - *Pricing:* A separate fee applies for scripting and acting. (Please contact us for a quote).
- **Collaboration:** We are happy to appear in videos together if you collaborate with us!

Section 6: The Agreement & Licensing (Crucial)

Transparency is key to a good partnership. Before we begin, you and **Sarthin** will sign an official agreement. Here is a summary of the most important points regarding our collaboration.

6.1 Contract Duration

- **Standard Term:** The agreement is valid for **One (1) Year**.
- **Renewal:** One month before the year ends, we will discuss renewing the license and updating the course content if necessary.

6.2 Cancellation Policy (No Penalty)

We understand that life circumstances change.

- **Notice Period:** If you wish to stop teaching on Sarthin, you must give us **60 days' written notice**.
- **No Penalty Fee:** Unlike other contracts, we do **not** charge any penalty fees for leaving. You are free to move on after the notice period.

6.3 The "Student Access Guarantee" (Teach-Out Period)

We have a strict policy to protect students who have already paid. If our contract ends (or is cancelled), the following process happens automatically:

1. **Immediate Stop on Sales:** On the day the contract ends, we immediately stop accepting **new** enrollments. No new students can buy your course.
2. **The Teach-Out Period:** For students who *already* enrolled before the end date, we must allow them time to finish their studies. We will keep your course files on our server for a specific duration (usually **6 months**) solely for these existing students.
3. **Final Deletion:** Once this "Teach-Out Period" is over, Sarthin will **permanently delete** all copies of your videos and course materials from our servers.

6.4 Legal Jurisdiction

- To ensure international standards of intellectual property protection and business conduct, our agreement is governed by the laws of **Singapore**.

