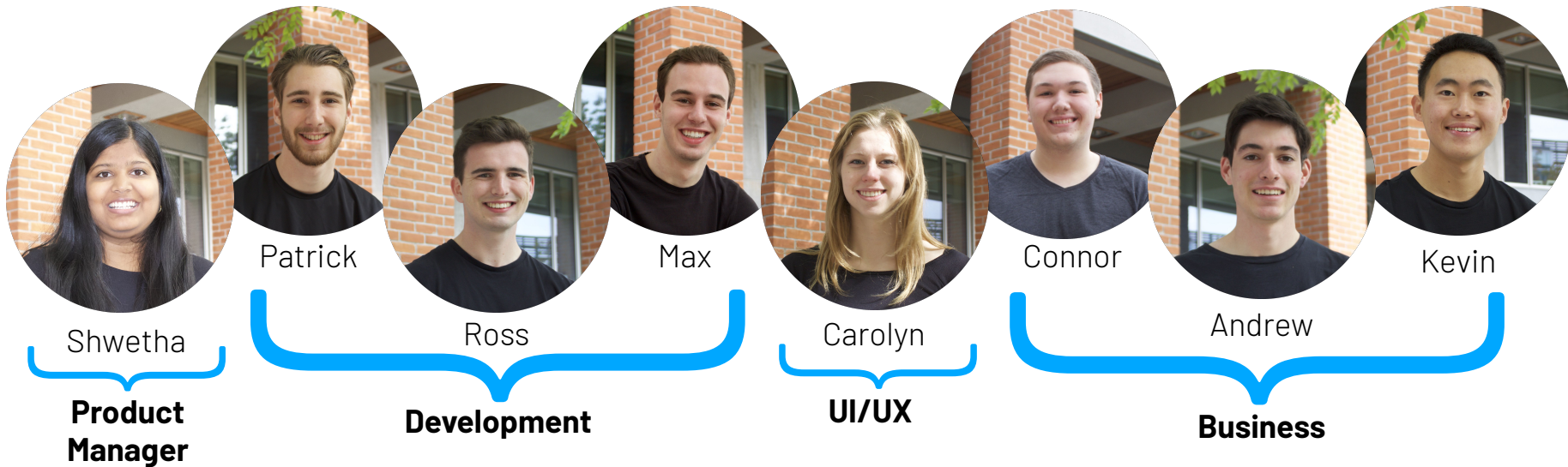


Studii



Meet the Team



Problem Overview

Tired of paying expensive prices for ineffective and professional academic help?



Value Proposition

For your course questions, Studii offers real-time, affordable, peer and tutor support through a tailored forum



Core Features

Forum

- ▶ Open and closed **subforums** to get answers to any question you have
- ▶ Course-specific **tags** ensure that your questions reach the right people



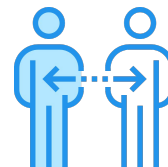
Expert Answers

- ▶ Prioritize questions using **bounty system**
- ▶ Build up your reputation so you can become a **verified** contributor



Tutor Database

- ▶ Find a **tutor** that suits your needs
- ▶ Access **contact info** for tutors who can help you succeed in whatever you study



Vision Statement

“To harness the knowledge of students and academic experts on a nationwide study platform to improve the performance of Canadian university students”

Studi

Demo

Studii

A collaborative study space for students



Market

Positioning & Sizing

1.4 Million

Canadian undergraduate students.

99.7%

Internet penetration rate among 18-24 gives 1.39M students.

87%

Of students who regularly use a digital study tool gives 1.21M students.

Need Assessment

Specialized

- ▶ Assistance with **specific** topics and concepts
- ▶ **72.7%** experienced ineffective studying sessions due to differing needs



Timely

- ▶ Getting the answers they need **quickly**
- ▶ **76.4%** access external resources before exam/assignment deadline



Compatible

- ▶ A service that is **compatible** with their study habits
- ▶ **99%** of university students have crammed previously
- ▶ **26%** cram regularly



Customer Profile



Gen Z: The digital native

- ▶ “Communaholic”
- ▶ Spends 6+ hours online daily
- ▶ “Social butterfly”

Competitors Analysis

Evaluation of competitors based on selected core features

Key Competitors

Global Competitors



Benefits

- Established Brand
- Easy to search
- Low cost access to large database of notes

- Collaborative peer to peer academic forum
- Focused on programming

- Large amount of high quality content
- Easy to use
- Established brand

Weaknesses

- Lack collaborative element
- No mechanism to incentive quality notes

- Very specialized
- Users can be rude and unhelpful

- Answers are sometimes wrong
- Tutor feature doesn't build understanding of academic subject

Key Competitors

Local Competitors



Benefits

- Tutors highly knowledgeable on the subject matter
- Relatively cheap

- Tutors highly knowledgeable on the subject matter
- Relatively cheap

Weaknesses

- Tutors may not be skilled at teaching
- Only commerce courses
- Offline so low accessibility

- Tutors may not be skilled at teaching
- Only engineering courses
- Offline so low accessibility

Strategies

Monetization & Customer Acquisition

Monetization Strategy

On-Site Advertising

- ▶ Google AdSense
 - ▷ **\$1 – 1.5** per 1k impressions
- ▶ Paid promotion from tutors for prioritization
- ▷ Dynamic pricing model; average of **\$10/month**

Bounty System

- ▶ Tokens for question prioritization sold in bundles; Convertible to cash
 - ▷ **65.9%** willing to pay for the prioritization feature at **\$4.61**/question.

Study Data

- ▶ Data including popular course topics, difficult course concepts
- ▶ Partnership with education providers
- ▶ **In the future**

Partnerships

Student Organizations						
	Student Organizations	Faculty / School Resources	External Organizations	Study-aid Publishers	Independent Partners	External Educators
Priority	Stage 1	 	• TAs • Professors		• Tutors • Student-users	
	Stage 2	 	  	 		
	Stage 3		Future expansion into other Canadian institutions		  	  

Customer Acquisition Strategy

Digital Marketing

- ▶ Target Queen's students with **posts** on key Facebook groups
- ▶ **SEO** based on keywords



Student Ambassadors

- ▶ **Tour classes** at Queen's pitching Studii to students
- ▶ Promoting through **word of mouth**

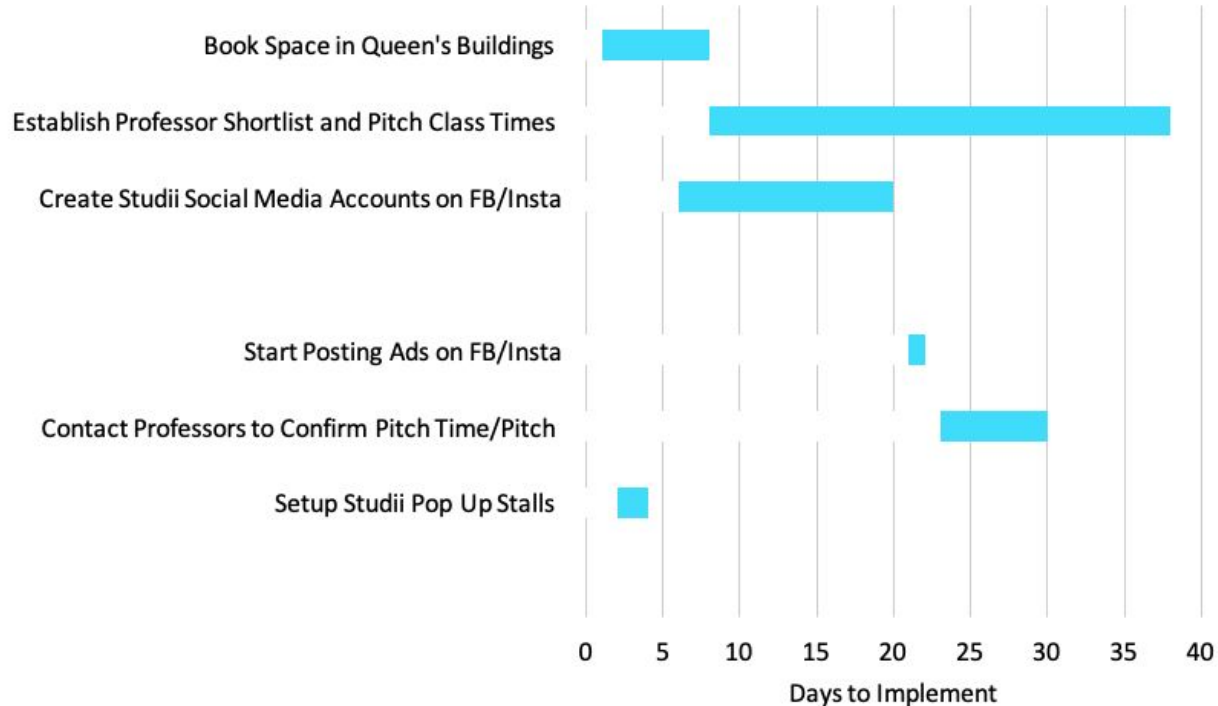


Pop Up Stalls

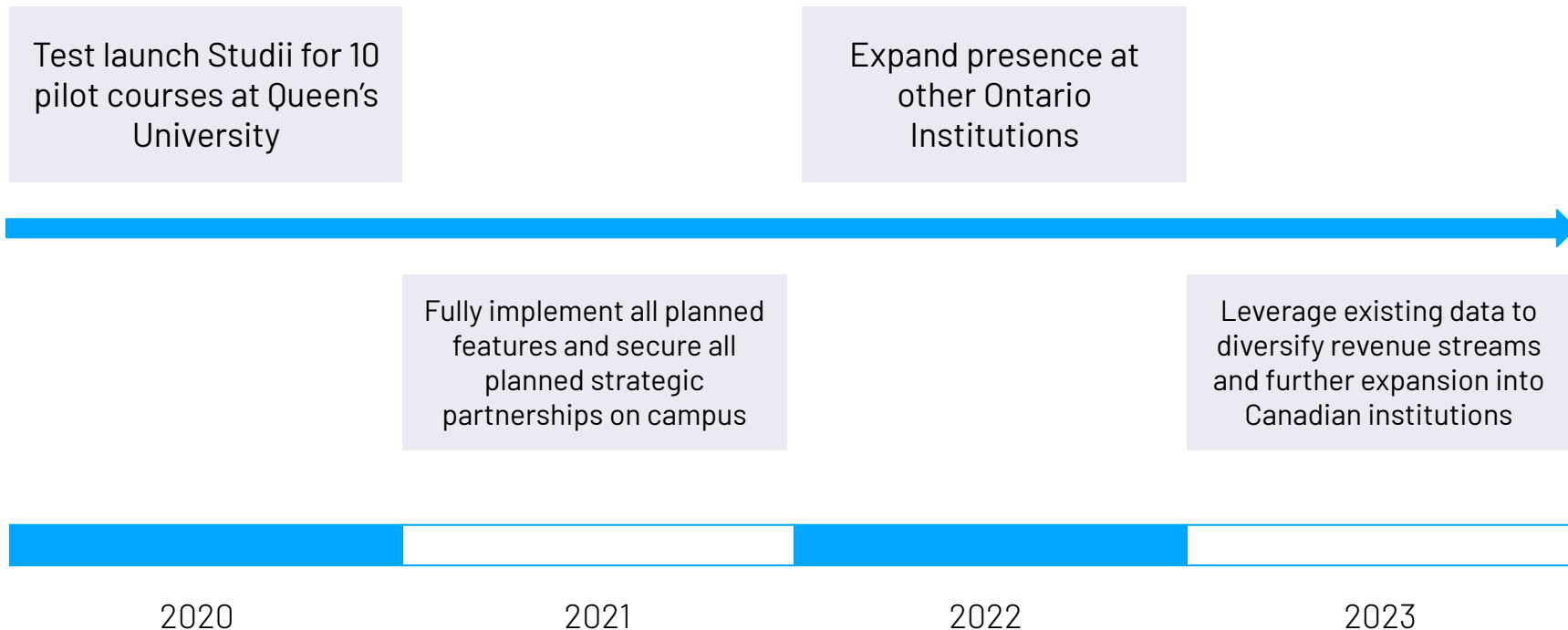
- ▶ Setup **booths** across campus and hand out informational **ads** for Studii



Short Term Timeline



Implementation Plan



Risks and Mitigation

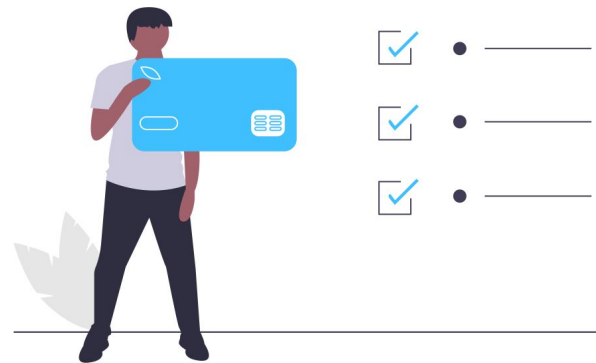
Risks	Mitigations
We fail to achieve critical user mass fast enough to make this a viable product	▶ Phased rollout on course by course basis to focus resources
Users may provide incorrect or bad quality answers	▶ Upvote and downvote system ▶ Report button
The web application crashes due to bugs	▶ Automated testing prior to launch and after launch ▶ <u>Sentry</u> tool for bug monitoring after launch

Product Goals & Metrics

Measuring the success of the product

Product Level Metrics

- ▶ Want to show that people will pay for Studii
- ▶ Ratings about product pricing and user satisfaction
 - ▶ Collected from user surveys



Feature Level Metrics

	Metric	Methods
Forum	▶ Number of active users ▶ Number of posts ▶ Number of comments per post	▶ Data on <u>user activity</u>
Bounty system	▶ Number of token sales	▶ Data on <u>user purchases</u>

Feature Level Metrics

	Metric	Methods
Tutor search/advertising	▶ Tutor satisfaction feedback	▶ <u>Metric surveys</u> by tutors
Feature usage	▶ Key actions per session ▶ Feature sets ▶ Most engaged features ▶ Do users get stuck and abandon the product?	▶ <u>Hotjar</u> tool ▶ User heatmaps ▶ Usage videos

Feature Level Goals

By June 2020...

100

Registered
users

50

Posts

1

Responses
per post

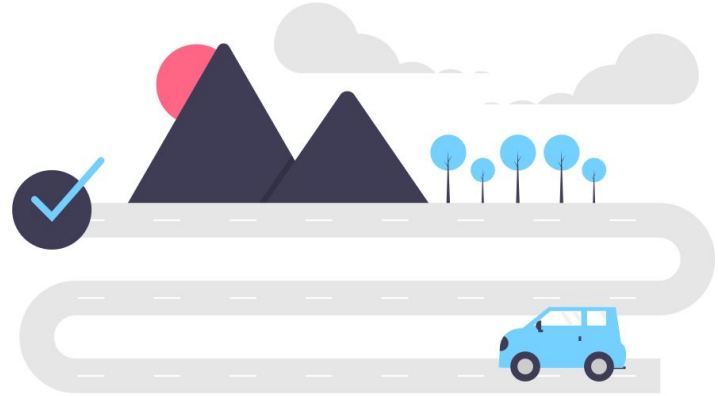
Performance Level Metrics

- ▶ Bugs found by software team vs. bugs found by users
- ▶ Unplanned downtime
- ▶ Loading time to access pages



Future Product Roadmap

- ▶ Functional payment system
- ▶ Study buddy matching system
- ▶ Robust tutor advertising tools



Questions



Appendix Overview

Product Overview

1. [Tech Stack](#)
2. [UI Wireframes](#)
3. [User Survey Questions](#)

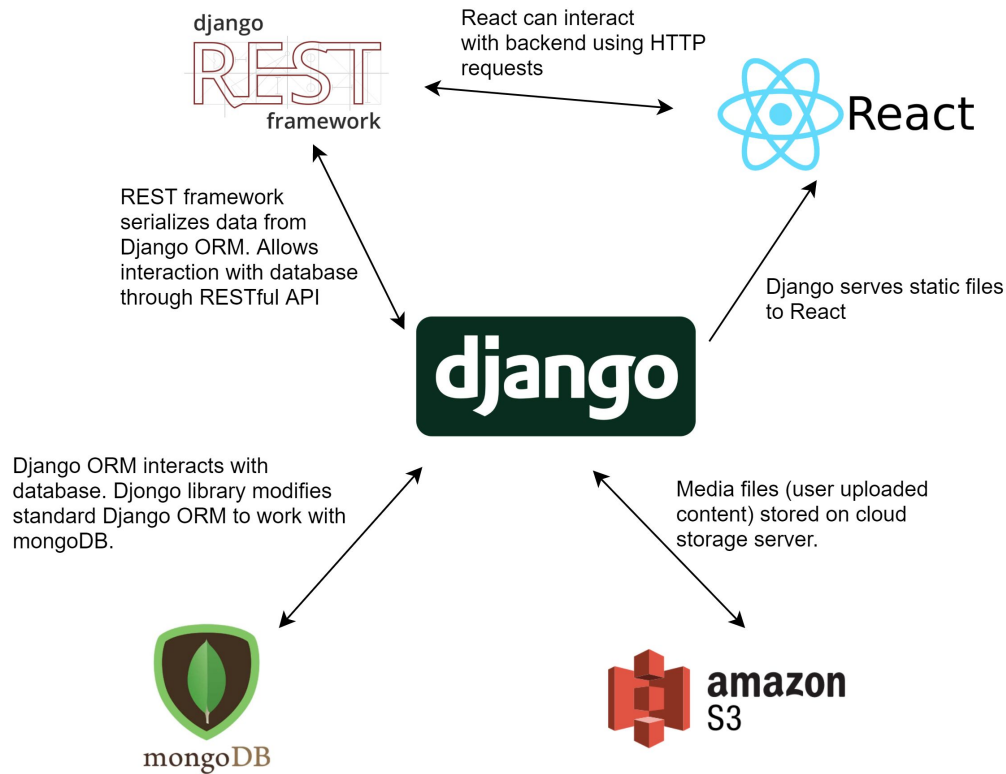
Competition

1. [Industry Outlook](#)
2. [Competition](#)
[Segmentation Grid](#)

Go-To-Market Strategy

1. [User Survey Response](#)
2. [Financial Model](#)
3. [Financial Projection](#)
4. [Implementation Plan \(Prep\)](#)
5. [Implementation Plan \(Launch\)](#)

Tech Stack



Sample User Survey Questions

- ▶ Would you use Studii based on the displayed features ?
- ▶ Would you be willing to pay for token bundles for question prioritization?
- ▶ How much are you willing to pay for token bundles for question prioritization? (Range is \$0 - \$10)

Wireframes

Final plans for the UI design

Studii

A collaborative study space for students





A study space made by students, for students.

Use this paragraph to explain about Studii. Should discuss the study body pairing, making quizzes, posting notes, and having online students. Can search for course-related content, or search by content

An emphasis on collaborative learning

Use this paragraph to explain about Studii. Should discuss the study body pairing, making quizzes, posting notes, and having online students. Can search for course-related content, or search by content



Login | [Sign Up](#)

Login to Studii

Login

[Login](#) | **[Sign Up](#)**

Type of account

Are you a student or a tutor?

Student

Tutor

[Login](#) | [Sign Up](#)

Create a tutor account



Community Advisor

* School



* Program



* Level of Degree

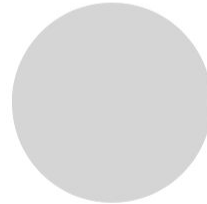
--



Affiliation

Upload Profile Photo

Browse Computer



Select Courses

The courses you select are the courses that you want to tutor.

Course Code



Sign Up

[Login](#) | [Sign Up](#)

Create a student account



School

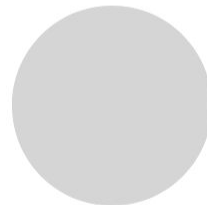
* Program

* Level of Degree

Expected Graduation Date

Upload Profile Photo

Browse Computer



Select Courses

The courses you select are the courses that you will follow.

Course Code

× CMPE 352

× CMPE 421

Sign Up

Jane Doe

Tutor Search

Discussion Forum

Past Activity

My Feed

Ask a question

Title

Course

--



\$ Bounty

Content

Post

Jane Doe to [CMPE 452](#)

November 3rd, 2019

5 \$

Should I do PCA analysis for my MLP?

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Connor Frosh to [ARTH 101](#)

November 3rd, 2019

7 \$

Jane Doe

Tutor Search

Discussion Forum

Past Activity

My Feed

Ask a question

Title

Course

--



\$ Bounty

Content

Post

Jane Doe to [CMPE 452](#)

November 3rd, 2019

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Connor Frosh to [ARTH 101](#)

November 3rd, 2019

7 \$



Jane Doe

Account Settings

Preferences

Log Out

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Connor Frosh to [ARTH 101](#)

November 3rd, 2019

7 

Why were the Flourentine Medidi family important to Renaissance?

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.

Carol Lin to [BIOL 221](#)

November 3rd, 2019

3 

Isn't evolution just a theory that remains unproven?

I understand that evolution is a theory and that it explains how humans developed to be how they are today. What I don't understand is if it is unproven, then why is it so valuable?

[Sponsored](#)

EngLinks Tutoring

Tutors and resources for Engineering students.

Connor Frosh to [CMPE 457](#)

November 3rd, 2019

5 

Huffman Coding vs. LZM for compression?

I am trying to determine what the most efficient method of image compression is for my image processing assignment. Which one is more efficient and why?

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Connor Frosh to [ARTH 101](#)

November 3rd, 2019

7 💰

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Carol Lin to [BIOL 221](#)

November 3rd, 2019

3 💰

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I understand that evolution is a theory and that it explains how humans developed to be how they are today. What I don't understand is if it is unproven, then why is it so valuable?



Connor Frosh
[Computer Science, BSc'23](#)
Student at Queen's University

Email: connor.frosh@queensu.ca

Courses: CISC 101, CISC 204, CMPE 457

Connor Frosh to [CMPE 457](#)

November 3rd, 2019

5 💰

Huffman Coding vs. LZM for compression?

I am trying to determine what the most efficient method of image compression is for my image processing assignment. Which one is more efficient and why?

User123

Tutor Search

Discussion Forum

Past Activity

Discussion Post

Connor Frosh to [CMPE 123](#)

5



17

How do you do Q5. on page 123?

November 3rd, 2019

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.

Reply

Saved



James Doe to Connor Frosh

Best Response • 1 hour ago

6



This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.

Reply

Save



May White to James Doe

Verified User • November 3rd, 2019

10



This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.

Reply

Save

Reply to Student135

Add Bounty

Cancel

Reply

User123

Tutor Search

Discussion Forum

Past Activity

Discussion Post

17

Connor Frosh to [CMPE 123](#) 5

How do you do 05 on page 123?

This is where about, or enter nothing at all.

Reply

6

James

This is about,

Reply

10

May White to James Doe Verified User • November 3rd, 2019

This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.

Reply Save

Add Bounty

Cancel

Reply

May White

[Computer Science, BSc'20](#)
Tutor for Englinks at Queen's University

4.5

★

Email: connor.frosh@queensu.ca
Courses: CISC 101, CISC 204, CMPE 457

User123

Tutor Search

Discussion Forum

Past Activity

Past Activity

Post to CMPE 452

NetworkMan to [CMPE 452](#)

November 3rd, 2019

0

Should I do PCA analysis for my MLP?

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Commented on post in ARTH 101

ConnorFrosh to [ARTH 101](#)

November 3rd, 2019

1

Why were the Flourentine Medidi family important to Renaissance?

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.

Post to in BIOL 221

EvolutionIsntReal to [BIOL 221](#)

November 3rd, 2019

4

Isn't evolution just a theory that remains unproven?

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.



 User123

Tutor Search

Discussion Forum

Past Activity

Find a Tutor



Course



Studii

Find a Tutor

CISC480

▼

Results

Name		Courses	
	Ross Hill	CISC204, CISC101	Contact
	May White	CISC204, CISC457, CISC210	Contact

Industry Outlook

1.1%

Annualized growth in
Canadian post-secondary
enrollment

18% vs. 33%

Adoption of post-secondary
classroom e-learning,
Canada vs. U.S.

15%

Increase in online
class offerings,
2018

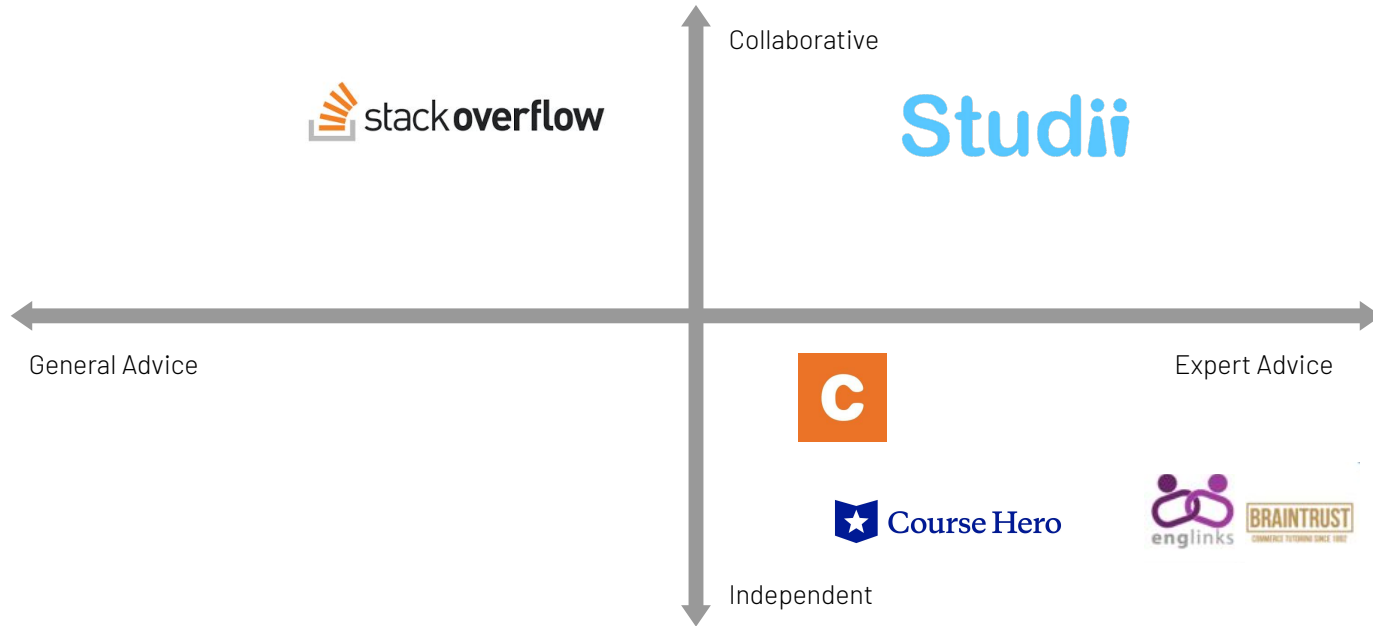


- ▶ Est. 2005
- ▶ 38% YoY in 2018



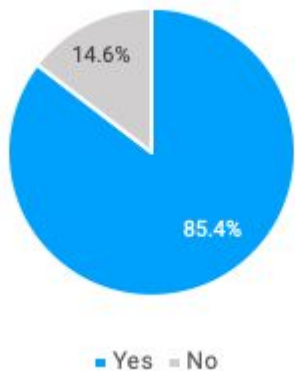
- ▶ Est. 2006
- ▶ 55% YoY in 2017

Segmentation Grid

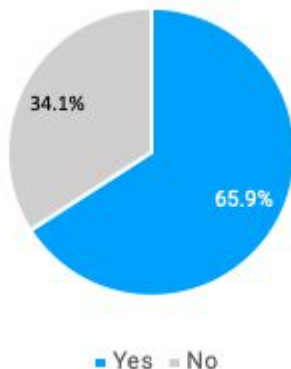


User Survey Response

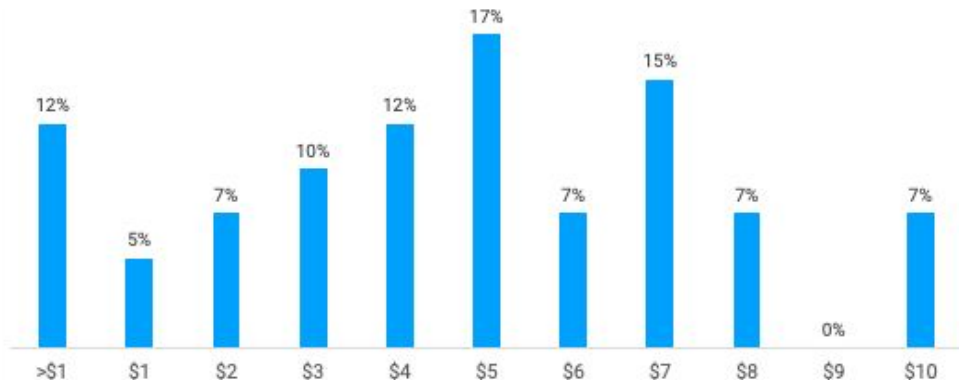
Willing to use Studii
(n=132)



Willing to pay for
question prioritization
(n=132)



Amount willing to pay for question
prioritization (n=87)



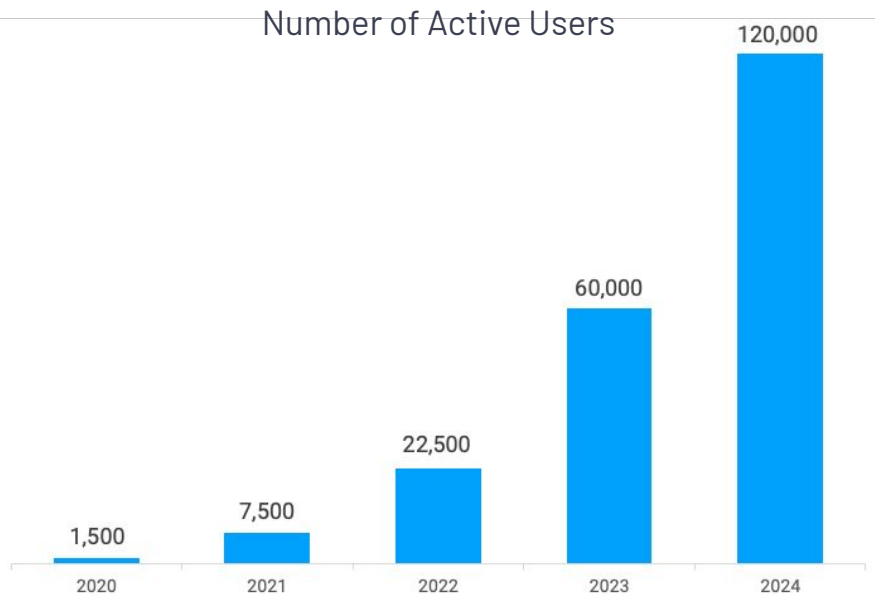
Financial Model

	2020	2021	2022	2023	2024
Number of Active Users	1500	7500	22500	60000	120000
<i>Number of Courses Offered</i>	<i>10</i>	<i>50</i>	<i>150</i>	<i>400</i>	<i>800</i>
Weekly Impressions	7500	37500	112500	300000	600000
Revenue Streams					
On-site Advertising					
Google Adsense	\$1,575	\$7,875	\$23,625	\$63,000	\$126,000
Tutor Advertising	\$1,350	\$6,750	\$20,250	\$54,000	\$108,000
Advertising Revenue	\$2,925	\$14,625	\$43,875	\$117,000	\$234,000
Question Tokens	\$45,000	\$225,000	\$675,000	\$1,800,000	\$3,600,000
Total Revenue	\$47,925	\$239,625	\$718,875	\$1,917,000	\$3,834,000
Expenses					
Digital Marketing	\$11,250	\$56,250	\$202,500	\$720,000	\$1,530,000
<i>Advertising Growth</i>	<i>50%</i>	<i>50%</i>	<i>60%</i>	<i>80%</i>	<i>85%</i>
Web Hosting and Maintenance	\$242	\$392	\$767	\$1,704	\$3,204
Operational Expenses	\$4,793	\$23,963	\$71,888	\$191,700	\$383,400
Total Expenses	\$16,284	\$80,604	\$275,154	\$913,404	\$1,916,604
Net Income	\$31,641	\$159,021	\$443,721	\$1,003,596	\$1,917,396

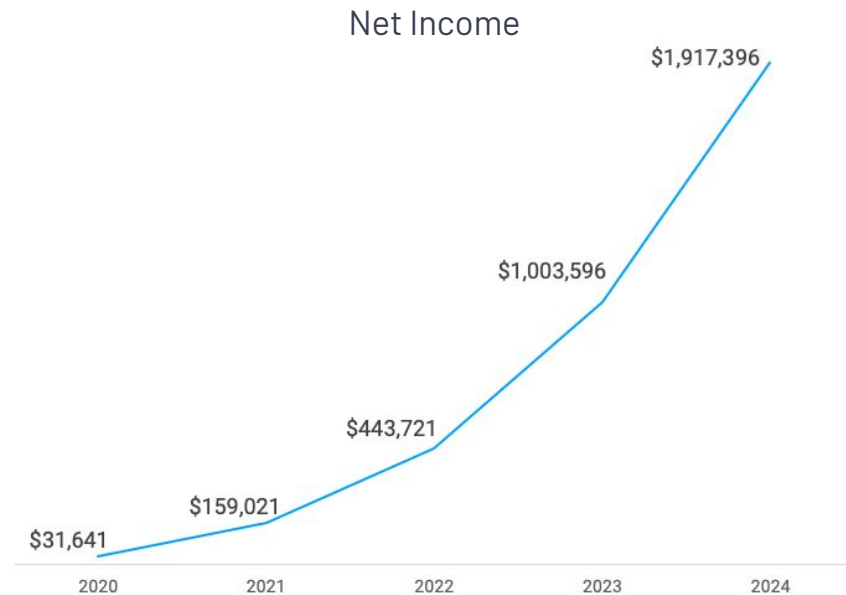
Pilot Courses at Queen's	10
Average Enrollment Per Course	250
Average RPM	\$7
Market Penetration	60%
Students Demand for Tutors	15%
Students Per Tutor	5
Tutors Using Ad	10%
Cost Per Tutor Ad	\$10
Users Purchasing Tokens	5%
Cost Per Token	\$4
CAC (Digital Ad)	\$15

Financial Projection

Number of Active Users



Net Income



Implementation Plan

Phase	Time	Action
Prep	1 week	Book space in buildings across Queen's
Prep	4 weeks	Establish a short list of professors who will accept Studii classroom tours and setup class pitch times
Prep	2 weeks	Create a Studii account on Facebook/Instagram and establish a basic following

Implementation Plan

Phase	Time	Action
Launch	1 day	Start posting ads on FB/Instagram
Launch	1 week	Contact professors to confirm pitch time and then deliver the pitch
Launch	2 days	Setup Studii pop up stalls in buildings previously arranged