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Queen's
UNIVERSITY
STUDENT CARD
M SANG, Brian Q
Date Issued: 8/16/2023
BUS
29004103112446


Queen's
UNIVERSITY
STUDENT CARD
YAU TAM SANG, Brian Q
20388912
BUS
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# This is Brian

- 2nd year Commerce student
- Academic weapon
- Looking to optimize his workflow

# This is His Routine



# This is His Routine

**Step 1:**

Sift through syllabus information

for takeaway content



# This is His Routine

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**Step 2:**

Note down key Prof. and TA information, office hours, tutorials

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**Step 4:**

Constantly check for upcoming deadlines on calendar and tracker

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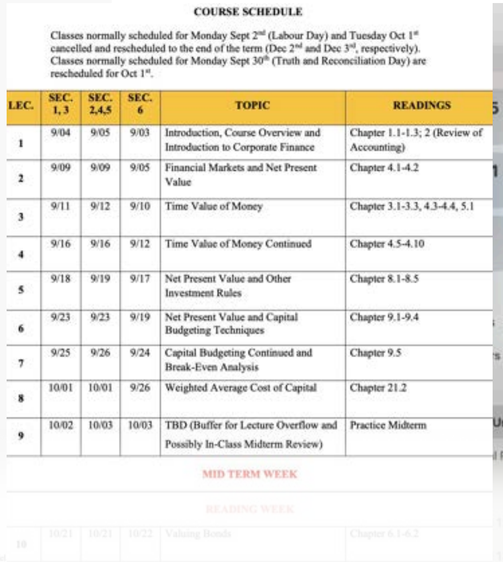
Constantly check for upcoming deadlines on calendar and tracker

**Step 5:**

Manually update grades and calculate projected average



# It’s not just Brian...



COURSE SCHEDULE

Classes normally scheduled for Monday Sept 2nd (Labour Day) and Tuesday Oct 1st cancelled and rescheduled to the end of the term (Dec 2nd and Dec 3rd, respectively). Classes normally scheduled for Monday Sept 30th (Truth and Reconciliation Day) are rescheduled for Oct 1st.

| LEC. | SEC. 1, 3 | SEC. 2,4,5 | SEC. 6 | TOPIC | READINGS |
|---|---|---|---|---|---|
| 1 | 9/04 | 9/05 | 9/03 | Introduction, Course Overview and Introduction to Corporate Finance | Chapter 1.1-1.3; 2 (Review of Accounting) |
| 2 | 9/09 | 9/09 | 9/05 | Financial Markets and Net Present Value | Chapter 4.1-4.2 |
| 3 | 9/11 | 9/12 | 9/10 | Time Value of Money | Chapter 3.1-3.3, 4.3-4.4, 5.1 |
| 4 | 9/16 | 9/16 | 9/12 | Time Value of Money Continued | Chapter 4.5-4.10 |
| 5 | 9/18 | 9/19 | 9/17 | Net Present Value and Other Investment Rules | Chapter 8.1-8.5 |
| 6 | 9/23 | 9/23 | 9/19 | Net Present Value and Capital Budgeting Techniques | Chapter 9.1-9.4 |
| 7 | 9/25 | 9/26 | 9/24 | Capital Budgeting Continued and Break-Even Analysis | Chapter 9.5 |
| 8 | 10/01 | 10/01 | 9/26 | Weighted Average Cost of Capital | Chapter 21.2 |
| 9 | 10/02 | 10/03 | 10/03 | TBD (Buffer for Lecture Overflow and Possibly In-Class Midterm Review) | Practice Midterm |
| | | | | MID TERM WEEK | |
| | | | | READING WEEK | |
| 10 | 10/21 | 10/21 | 10/22 | Valuing Bonds | Chapter 6.1-6.2 |

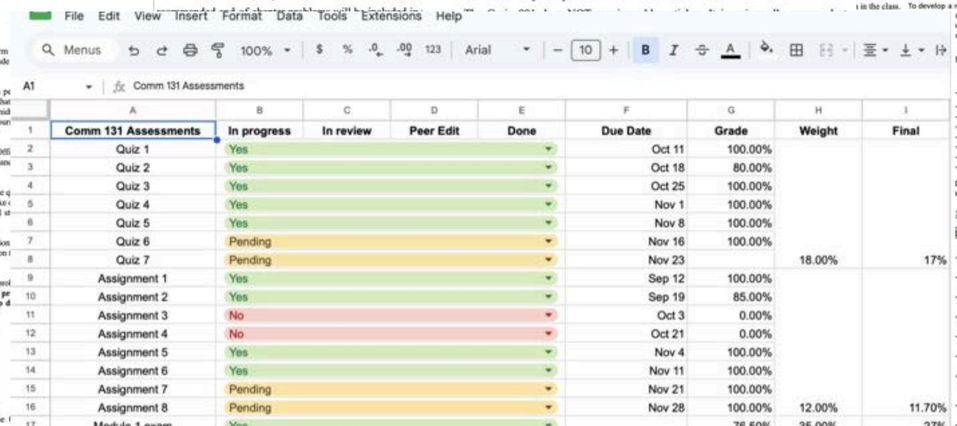


Notes

planner:

BDM:

- bdm notes from week five
- textbook work for bdm week 5
- bdm notes from week six
- textbook work for bdm week 6
- bdm notes from week seven
- textbook work for bdm week 7
- bdm notes from week 8
- textbook work for bdm week 8
- bdm notes from week 9

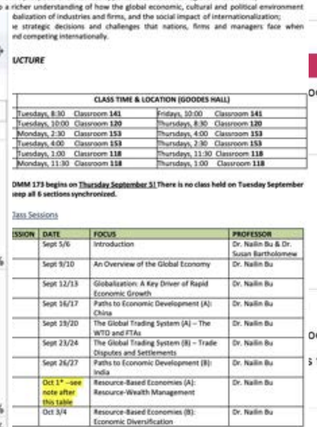


File Edit View Insert Format Data Tools Extensions Help

Comm 131 Assessments

| | Comm 131 Assessments | In progress | In review | Peer Edit | Done | Due Date | Grade | Weight | Final |
|---|---|---|---|---|---|---|---|---|---|
| 2 | Quiz 1 | Yes | | | | Oct 11 | 100.00% | | |
| 3 | Quiz 2 | Yes | | | | Oct 18 | 80.00% | | |
| 4 | Quiz 3 | Yes | | | | Oct 25 | 100.00% | | |
| 5 | Quiz 4 | Yes | | | | Nov 1 | 100.00% | | |
| 6 | Quiz 5 | Yes | | | | Nov 8 | 100.00% | | |
| 7 | Quiz 6 | Pending | | | | Nov 16 | 100.00% | | |
| 8 | Quiz 7 | Pending | | | | Nov 23 | | 18.00% | 17% |
| 9 | Assignment 1 | Yes | | | | Sep 12 | 100.00% | | |
| 10 | Assignment 2 | Yes | | | | Sep 19 | 85.00% | | |
| 11 | Assignment 3 | No | | | | Oct 3 | 0.00% | | |
| 12 | Assignment 4 | No | | | | Oct 21 | 0.00% | | |
| 13 | Assignment 5 | Yes | | | | Nov 4 | 100.00% | | |
| 14 | Assignment 6 | Yes | | | | Nov 11 | 100.00% | | |
| 15 | Assignment 7 | Pending | | | | Nov 21 | 100.00% | | |
| 16 | Assignment 8 | Pending | | | | Nov 28 | 100.00% | 12.00% | 11.70% |

| Practice Assignment | Recommended Completion Date |
|---|---|
| 1 (Decision Analysis) | Sept 23 |
| 2 (Inventory Modelling) | Oct 5 |
| 3 (Linear Programming 1) | Oct 15 |
| 4(Linear Programming 2) | Nov 12 |
| 5 (Simulation) | Nov 25 |

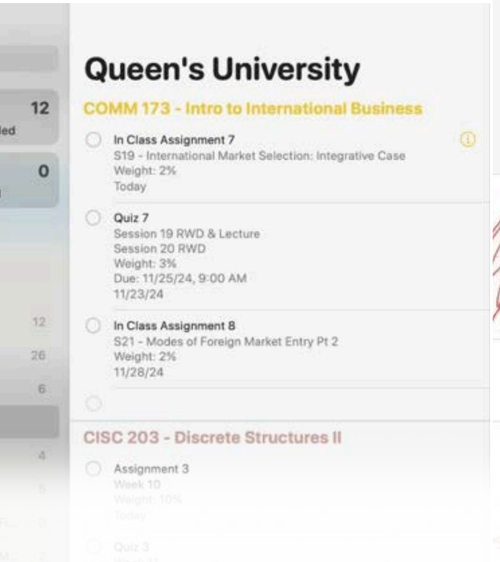


CLASS TIME & LOCATION (GOODES HALL)

| | |
|---|---|
| Tuesdays, 8:30 Classroom 141 | Fridays, 10:00 Classroom 141 |
| Tuesdays, 10:00 Classroom 120 | Thursdays, 8:30 Classroom 120 |
| Mondays, 2:30 Classroom 153 | Thursdays, 4:00 Classroom 153 |
| Tuesdays, 4:00 Classroom 153 | Thursdays, 2:30 Classroom 153 |
| Tuesdays, 1:00 Classroom 118 | Thursdays, 11:30 Classroom 118 |
| Mondays, 11:30 Classroom 118 | Thursdays, 1:00 Classroom 118 |

DMM 173 begins on Thursday September 5! There is no class held on Tuesday September 3rd all 8 sections synchronized.

| SSION | DATE | FOCUS | PROFESSOR |
|---|---|---|---|
| | Sept 5/6 | Introduction | Dr. Nailin Bu & Dr. Susan Bartholomew |
| | Sept 9/10 | An Overview of the Global Economy | Dr. Nailin Bu |
| | Sept 12/13 | Globalization: A Key Driver of Rapid Economic Growth | Dr. Nailin Bu |
| | Sept 16/17 | Paths to Economic Development (A): China | Dr. Nailin Bu |
| | Sept 19/20 | The Global Trading System (A) – The WTO and FTAs | Dr. Nailin Bu |
| | Sept 23/24 | The Global Trading System (B) – Trade Disputes and Settlements | Dr. Nailin Bu |
| | Sept 26/27 | Paths to Economic Development (B): India | Dr. Nailin Bu |
| | Oct 1* –see note after this table | Resource-Based Economies (A): Resource-Wealth Management | Dr. Nailin Bu |
| | Oct 3/4 | Resource-Based Economies (B): Economic Diversification | Dr. Nailin Bu |



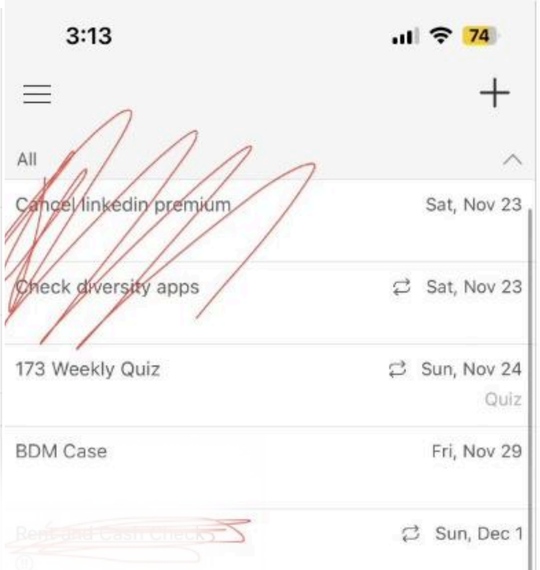
Queen's University

COMM 173 - Intro to International Business

- In Class Assignment 7
  S19 - International Market Selection: Integrative Case
  Weight: 2%
  Today
- Quiz 7
  Session 19 RWD & Lecture
  Session 20 RWD
  Weight: 3%
  Due: 11/25/24, 9:00 AM
  11/23/24
- In Class Assignment 8
  S21 - Modes of Foreign Market Entry Pt 2
  Weight: 2%
  11/28/24

CISC 203 - Discrete Structures II

- Assignment 3
  Week 10
  Weight: 10%
  Today
- Quiz 3
  Week 11
  Weight: 6%
  11/26/24
- Problem Set 3
  Week 12
  Weight: 3%
  12/3/24



3:13

All

Cancel linkedin premium — Sat, Nov 23

Check diversity apps — Sat, Nov 23

173 Weekly Quiz — Sun, Nov 24 — Quiz

BDM Case — Fri, Nov 29

Rent and Cash Checks — Sun, Dec 1

173 Weekly Assignment — Sun, Dec 1 — Homework

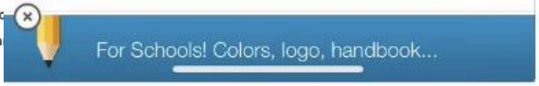
Blackleaf Report — Sun, Dec 1

Sun, Dec 1

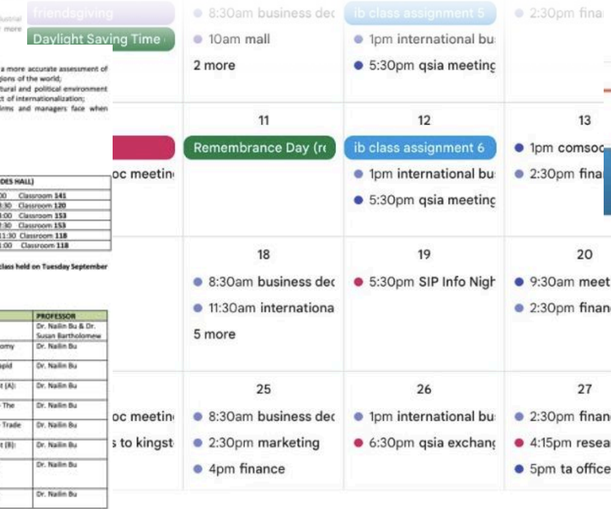
Sun, Dec 1

131 report — Mon, Dec 9

Blackleaf Update — Sun, Dec 15



For Schools! Colors, logo, handbook...



| 3 | 4 | 5 | 6 |
|---|---|---|---|
| friendsgiving | 8:30am business dec | ib class assignment 5 | 2:30pm fina |
| Daylight Saving Time | 10am mall | 1pm international bu | |
| | 2 more | 5:30pm qsia meeting | |
| 10 | 11 | 12 | 13 |
| oc meetin | Remembrance Day (re | ib class assignment 6 | 1pm comsoc |
| | | 1pm international bu | 2:30pm fina |
| | | 5:30pm qsia meeting | |
| 17 | 18 | 19 | 20 |
| oc meetin | 8:30am business dec | 5:30pm SIP Info Nigh | 9:30am meet for cas |
| s to kingst | 11:30am internationa | | 2:30pm finance |
| | 5 more | | |
| 24 | 25 | 26 | 27 |
| oc meetin | 8:30am business dec | 1pm international bu | 2:30pm finance |
| | 2:30pm marketing | 6:30pm qsia exchan | 4:15pm research poc |
| | 4pm finance | | 5pm ta office hours |

| 21 | 22 | 23 |
|---|---|---|
| ib class assignment 7 | taylor swift concert | ib quiz 7 |
| 10am business decis | mlse case due | |
| 4 more | 4pm holiday hope m | |
| 28 | 29 | 30 |
| ib class assignment 8 | 6:30pm holiday hope | 9am retail day |
| 10am business decis | 11:50pm bdm capsto | 7pm qsia social |
| 2 more | | |

Current Pr blem







Procrastination is a product of manual academic scheduling and data entry

Excessive digital tools complicate academic planning

Too many micro decisions — brainstorming, tracking, and checking




No clear starting point

Difficulty staying motivated

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Excessive digital tools complicate academic planning

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No clear starting point

Difficulty staying motivated

**Students starting academic planning face challenges that lead to poor time management and procrastination**

# 4 Pillars of Academic Organization




**Course Info**

500M+ Users

**Deadline Tracking**

500M+ Users

**Task Management**

35M+ Users

**Grade Tracking**

1B+ Users




**Course Info**

500M+ Users

**Deadline Tracking**

500M+ Users

**Task Management**

35M+ Users

**Grade Tracking**

1B+ Users

**1000+**

**apps fragmenting the task management process**

**~ 3.6 HRS**

**procrastinated daily by the average college student**

**75%**

**of students identify as procrastinators**



# Nucleus

**Nucleus** is the all-in-one academic hub transforming syllabus chaos into streamlined productivity, empowering students to reach their full potential.

Features








# V1 Features

**Syllabus Scanner**

**Weekly View**

**Classes Page**

# New Features

Sub-Deadlines

Syllabus Scanner

Weekly View

Classes Page

Notifications & Reminders

Calendar Integration

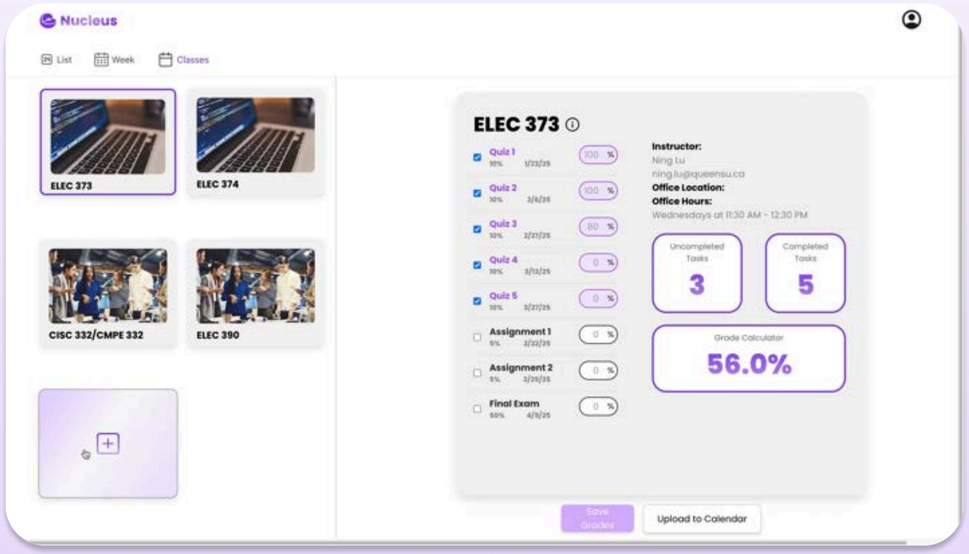
Monthly List View

D2l Integration

Grade Calculator

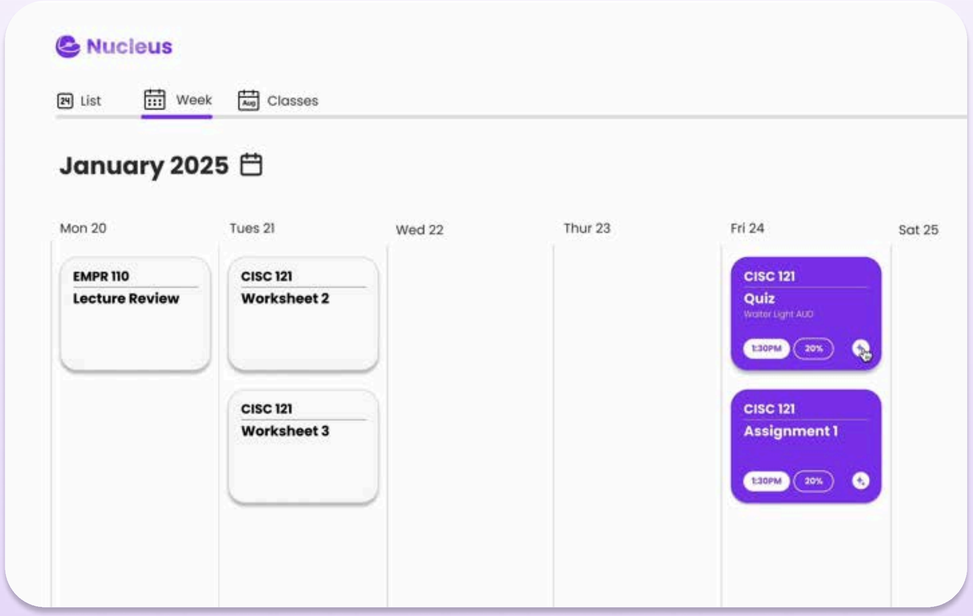
# Syllabus Scanner

**Automatically** extracts key course details from syllabi, providing students with a **clear starting point** in academic management



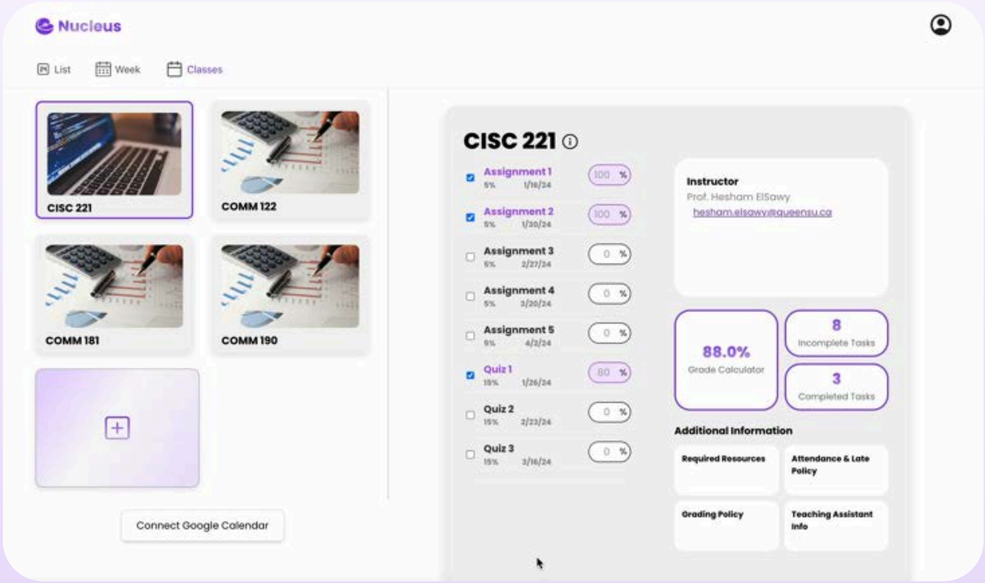
# Weekly View

Displays tasks in a **color-coded** format. Includes a customizable **automated action** plan, tackling procrastination



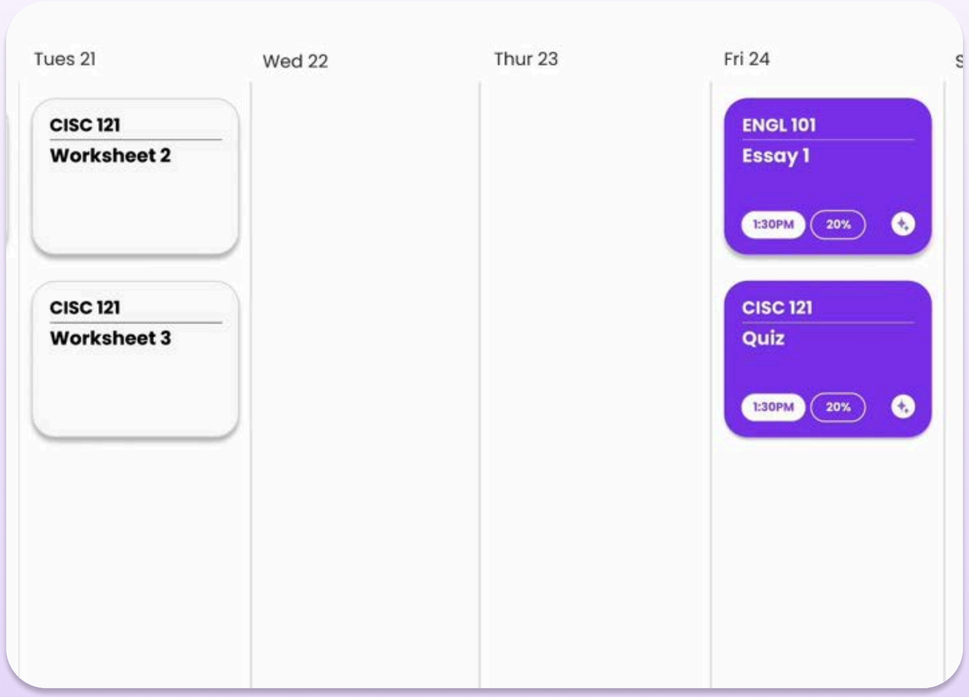
# Classes Page

Displays **key course information** including deadlines, weightings, office hours for TA’s and professors, and academic course policies

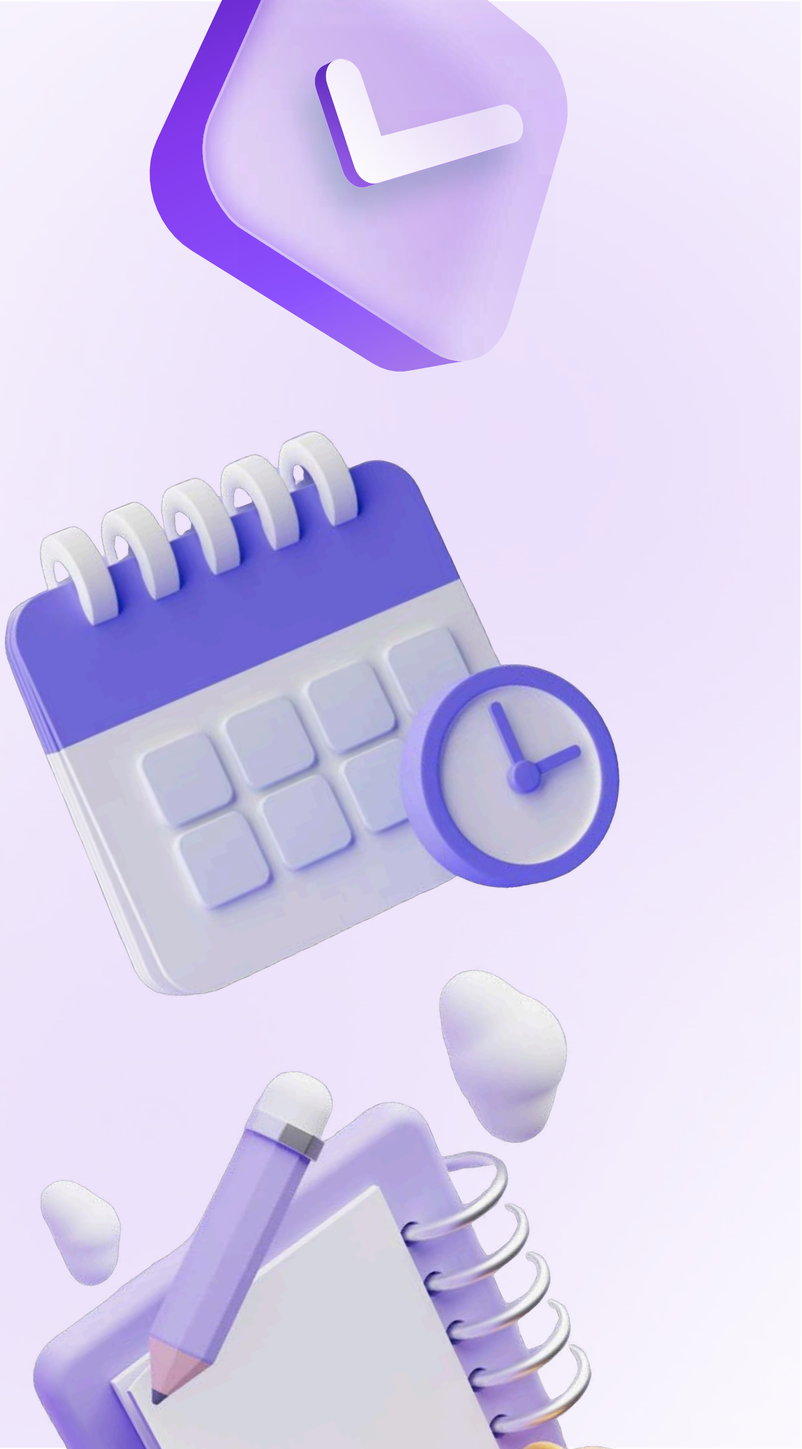


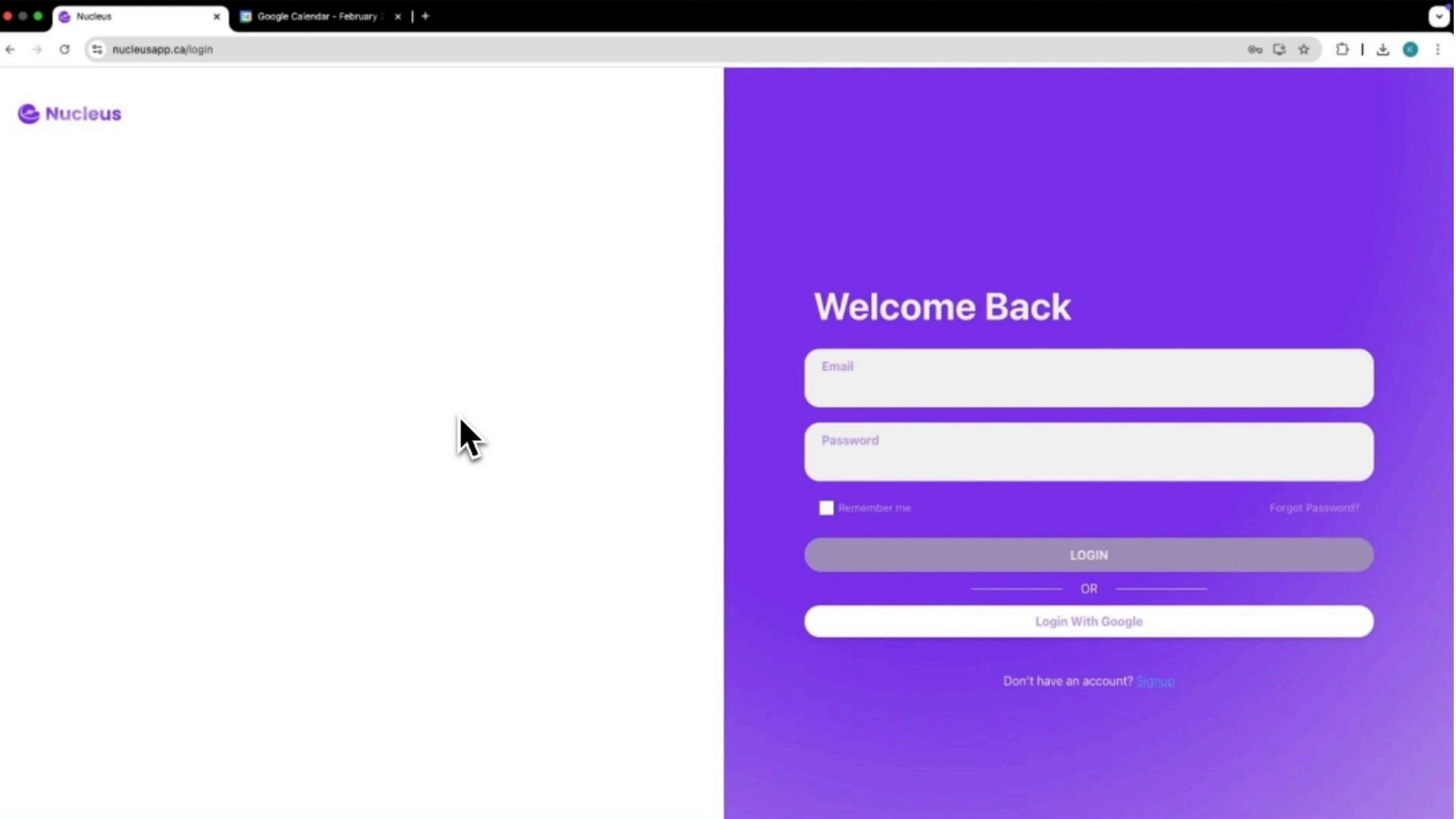
# Sub-Deadlines

Breaks assessments into a **timeline** of **small manageable** tasks, keeping students accountable for **on-time** completion



Pr duct Demo




Nucleus
Google Calendar - February
nucleusapp.ca/login
Nucleus
Welcome Back
Email
Password
Remember me
Forgot Password?
LOGIN
OR
Login With Google
Don't have an account? Signup



# We are LIVE

nucleusapp.ca

Why N w?







Inaccurate expectations of one's ability



Post-secondary is tricky for students



Deadlines and pressure drive productivity



**Inaccurate expectations of one's ability**



*Poor understanding of deliverable*

*Growing demand for AI & automation in EdTech*

**Post-secondary is tricky for students**



**Deadlines and pressure drive productivity**



**Inaccurate expectations of one's ability**



*Poor understanding of deliverable*

*Growing demand for AI & automation in EdTech*

**Post-secondary is tricky for students**



*Light micromanagement builds structure*

*Rise of online and hybrid learning*

**Deadlines and pressure drive productivity**



**Inaccurate expectations of one's ability**



*Poor understanding of deliverable*

**Post-secondary is tricky for students**



*Light micromanagement builds structure*

**Deadlines and pressure drive productivity**



*Simplified tasks reduces tendency to delay*

*Growing demand for AI & automation in EdTech*

*Rise of online and hybrid learning*

*Increased student burnout and overload*

C mpetitive Analysis







# Rubric

| | | | | | |
|---|---|---|---|---|---|
| 1. Task Planning and Scheduling | A+ | A+ | A+ | C+ | C+ |
| 2. Automatic Information Parsing | A+ | C+ | C+ | F | F |
| 3. Grade Tracking and Projecting | A+ | F | A+ | F | A+ |
| 4. Notifications & Reminders | A+ | A+ | C+ | A+ | F |
| 5. Accountability and Motivation | A+ | C+ | C+ | F | F |

## Multi-Functional

Automated, multi-purpose tool; simplifies academic planning

Comprehensive but not student-focused; requires manual setup before becoming low-effort

**High Effort**

**Low Effort**

Constant daily/weekly updates; task generation-oriented

One-time manual setup; progression and tracking-oriented

Setup is time-consuming, but essential for students

## Single-Purpose

# 3 Points of Differentiation

| | | |
|---|---|---|
| 1 | **All-in-One Easy Start** | *Combines all features into one platform with a low barrier to entry for effortless student onboarding* |
| 2 | **Guided Planning** | *Automates or customizes timeline to help students visualize the optimal and appropriate workflow* |
| 3 | **Student-Centric** | *Nucleus is a product built exclusively for students, and precisely designed to parse syllabi seamlessly* |

**Target Market**







# 3 Character Segments

## Incoming College Students

Incoming first-year college students, adjusting to a new environment and heavier workload, often struggling to track important deadlines



## Students Without a System

Students who go with the flow, using various apps to stay organized. They often face scattered deadlines and inconsistent planning



## Automation > Personalization

They prioritize efficiency and automation, valuing simplicity and ease of use when organizing their academics

Source(s): Education Data Initative

*Assumptions:
penetration rate: 75% (benchmarked survey findings)

651M

## Total Addressable Market

All global high school, college, and university students using productivity tools

## Serviceable Addressable Market

Students in key regions where the product will be marketed and accessible: North America, Europe, and select parts of Asia-Pacific

*Assumptions:
population from key regions
penetration rate: 75% (benchmarked survey findings)

651M

211M

## Total Addressable Market

All global high school, college, and university students using productivity tools

## Serviceable Addressable Market

Students in key regions where the product will be marketed and accessible: North America, Europe, and select parts of Asia-Pacific

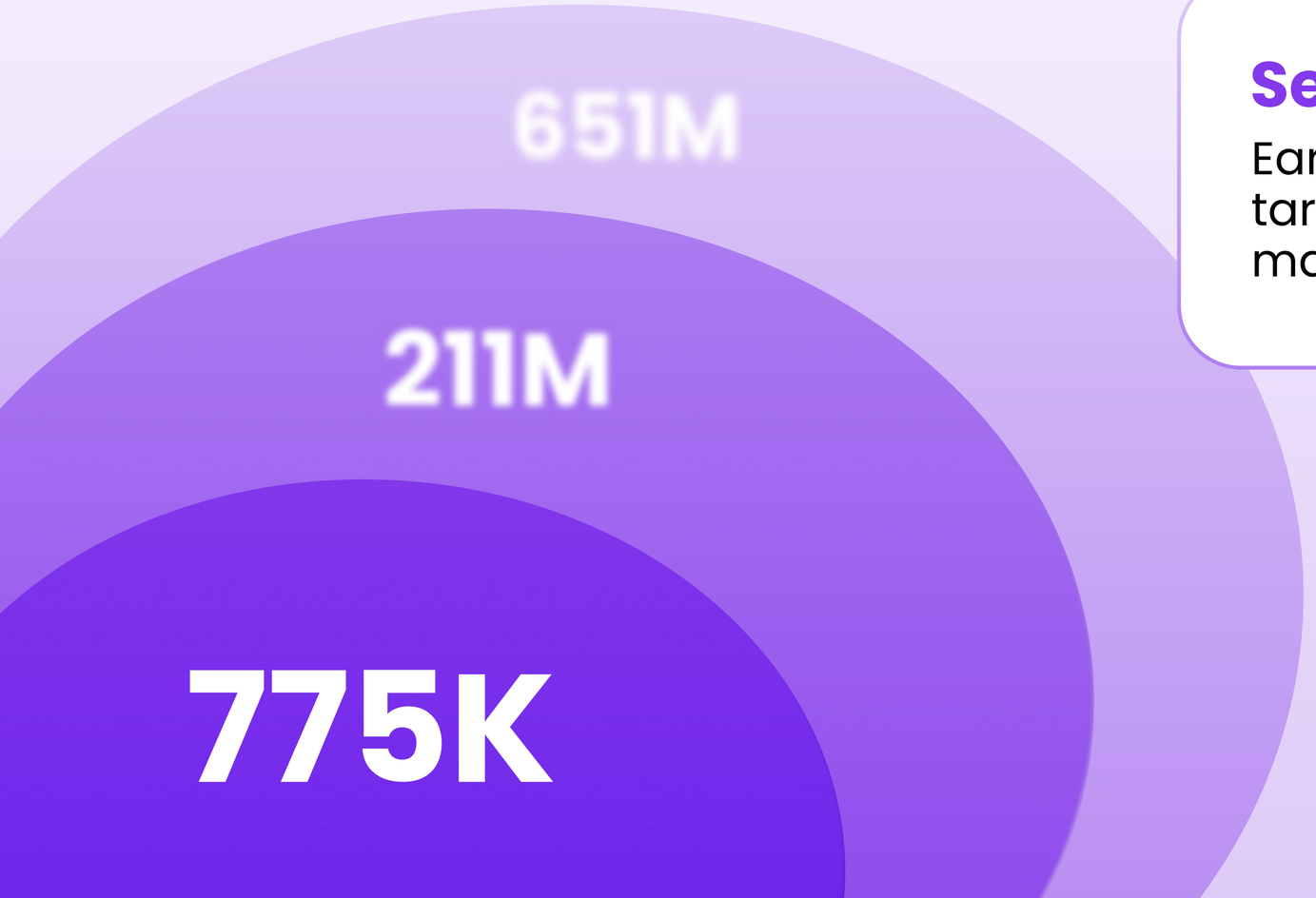
## Serviceable Obtainable Market

Early adopters in North American universities targeted within 1–3 years through focused marketing and adoption

*Assumptions:
penetration rate: 75% (benchmarked survey findings)
adoption rate: 5% (industry average)

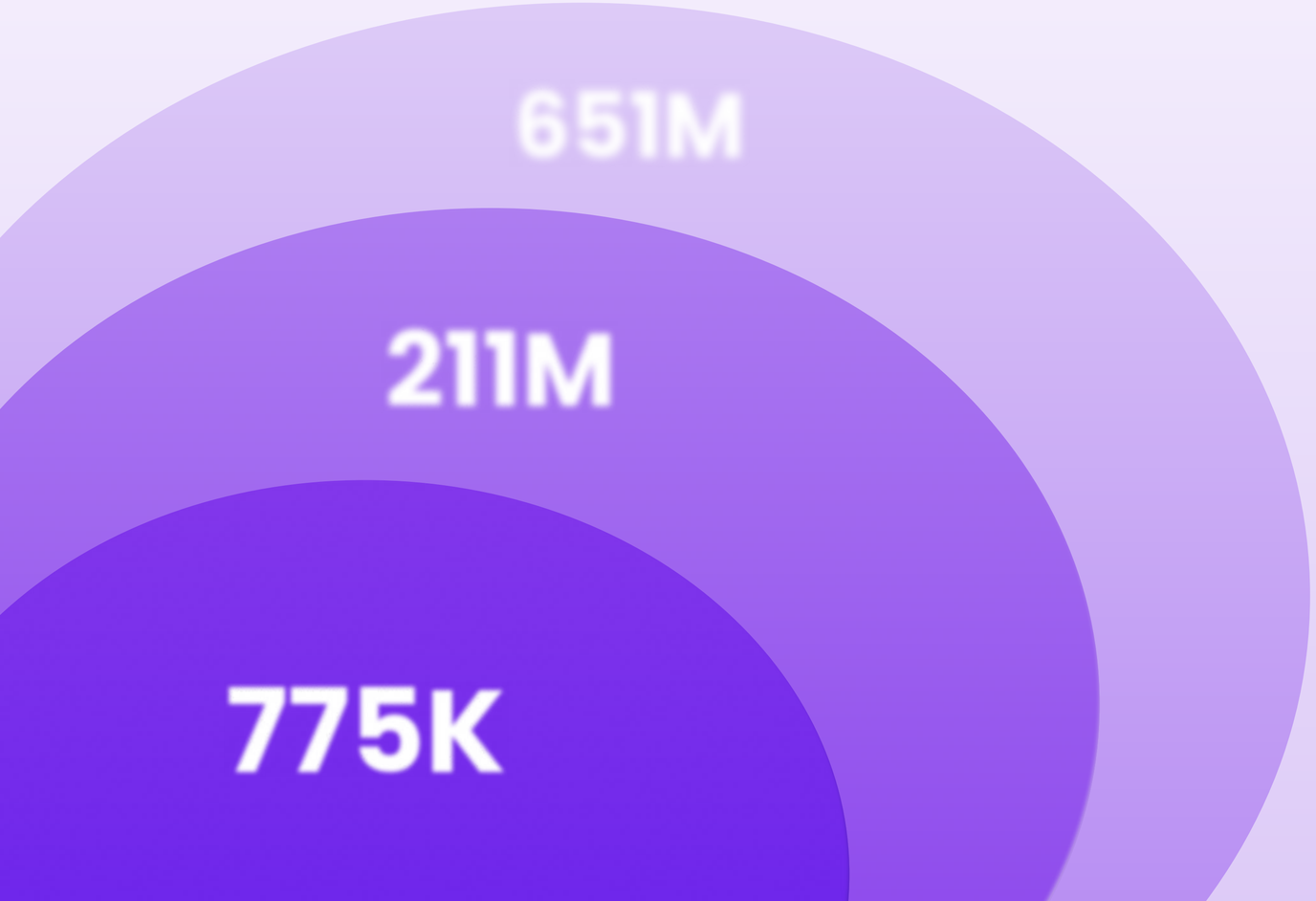
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## Serviceable Obtainable Market

Early adopters in North American universities targeted within 1–3 years through focused marketing and adoption




# ~20M

NA students enrolled in college/university in the **2022/2023** academic year

Source(s): Education Data Initative

**Where We Are**



## Users Interviews

with students, professors, and TA’s

Surveys

personal task management habits

## Students Reach

social media, booths, & traction

## Registered Users

collect feedback, update features

# 50+

## Users Interviews

with students, professors, and TA’s

**Purpose:**

Validating our problem exists and is a real pain point

**Findings:**

- 80% of professors expressed interest
- 75% of students considered registering based on the concept

**Outcome:**

Validated core problem statement and proof of concept

# 50+
## Users Interviews

with students, professors, and TA’s

Surveys

personal task management habits

## Students Reach

social media, booths, & traction

## Beta Users

collect feedback, update features

# 200+
## Surveys

personal task management habits

**Purpose:**
What are our user’s ideal solutions and how do existing solutions not solve it

**Findings:**
High demand for grade calculation, automated task generation and notifications/reminders

**Outcome:**
Shaped core features and final offerings

# 50+
## Beta Interviews

with students, professors, and TA’s

200+
Surveys

personal task management habits

## Students Reach

social media, booths, & traction

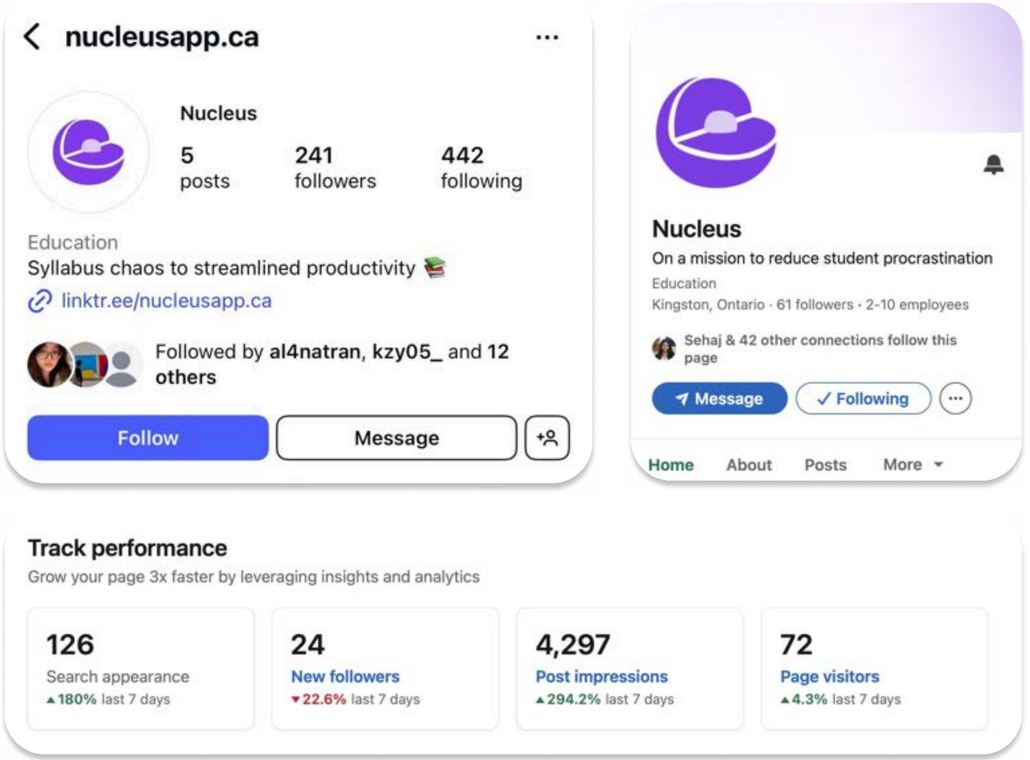
## Beta Users

collect feedback, update features

# 5k+

## Students Reached

digital traction through social media



# 50+
## User Interviews

with students, professors, and TA's

200+
Product Surveys

personal task management habits

# 5k+
## Students Reached

social media, booths, & traction

## Beta Users

collect feedback, update features

# 100+
## Beta Users

collect feedback, update features

**Idea:**
Surveyed users on current features and desired improvements

**Result:**
- Class View: Rated 4.2/5
- Task Tiles: Rated 4.08/5
- Weekly Page: Rated 3.875/5

**Outcome:**
Gathered feedback on current features and future gamification potential incentives

# 50+
## Beta Interviews

with students, professors, and TA's

200+
Surveys

personal task management habits

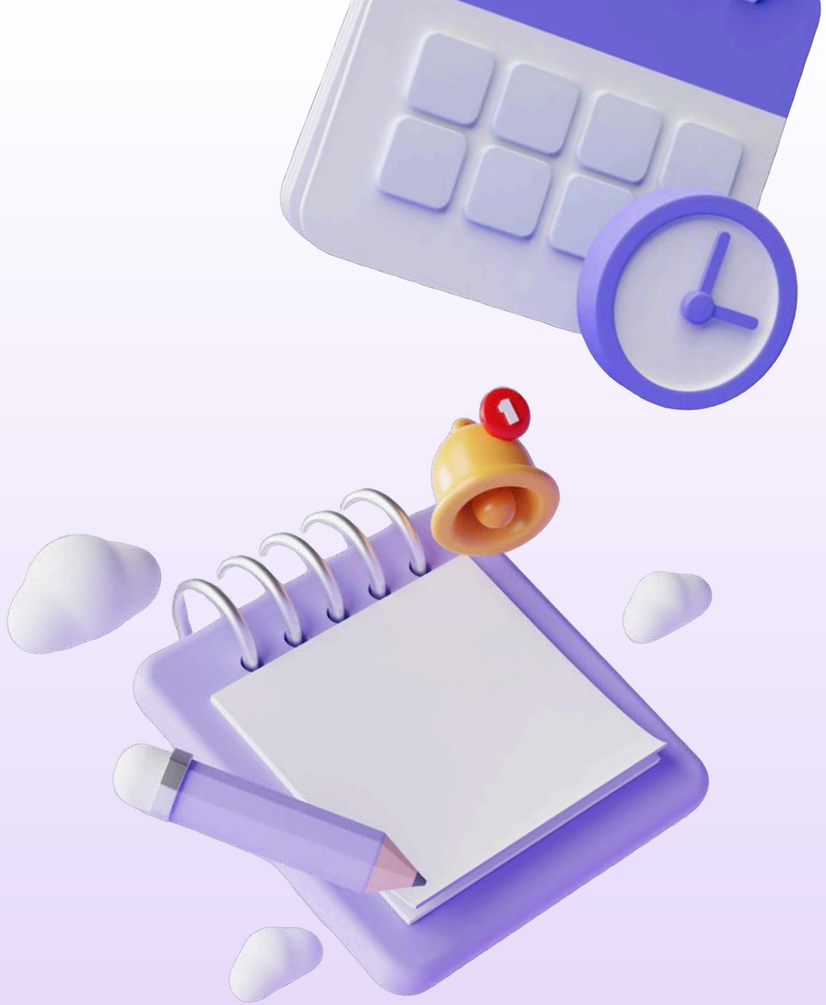
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## Students Reached

social media, booths, & traction

# 100+
## Beta Users

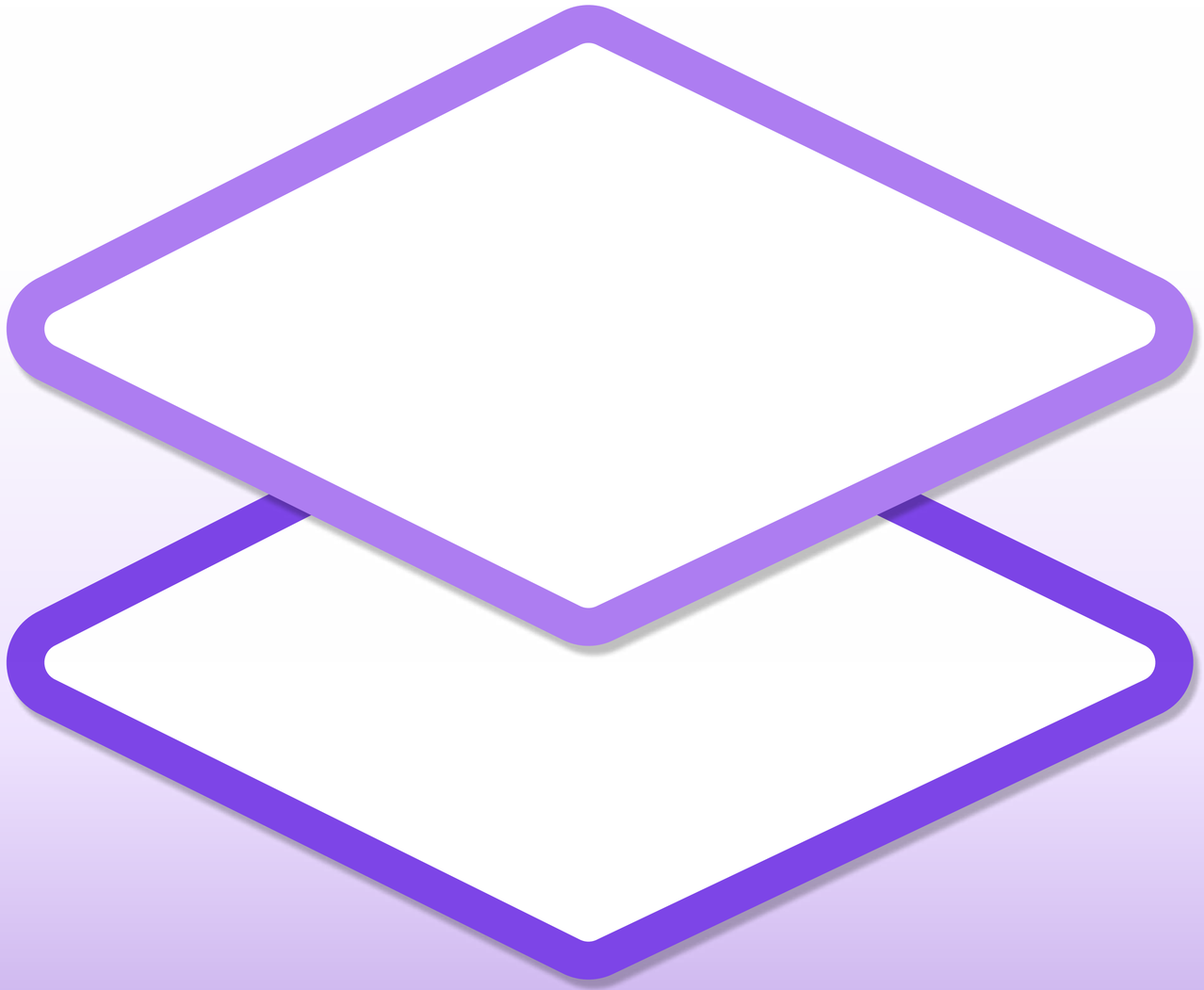
collect feedback, update features

M netization





In-App
Advertising



B2B Licensing

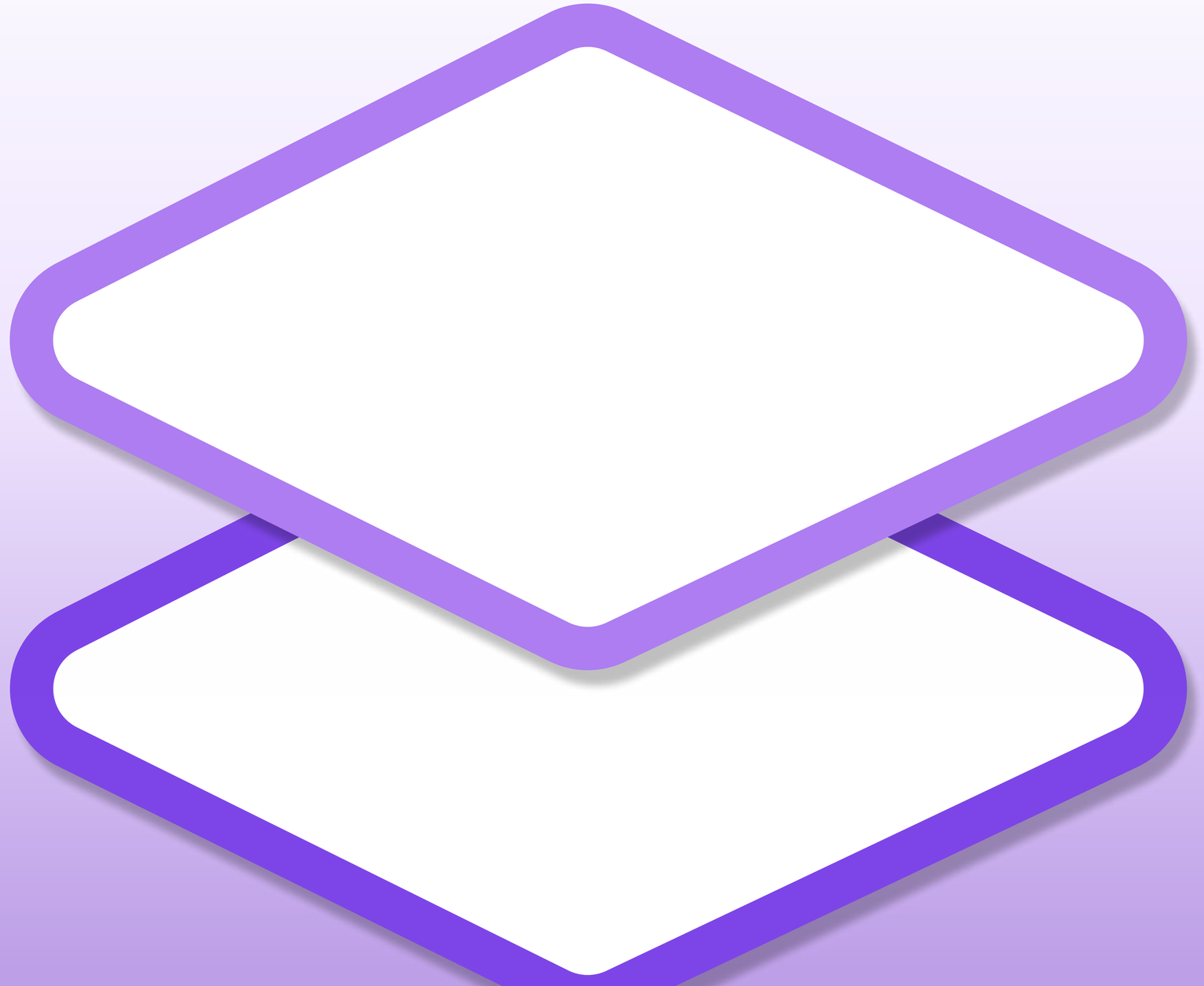
# In-App Advertising

## Primary Model:

Promote educational resources in a **non-intrusive** manner through pop-up banners and videos

## Why:

Establish initial user growth and engagement to **refine ad tech**, **generate early revenue**, and **validate demand**



# B2B Licensing

## Secondary Model:

Allows partners to reach highly engaged student audience, while benefiting from **institution-specific** value-add features

## Why:

Drive high-value, long-term revenue through institution partnerships than relying on individual student purchase. Also leads to **bulk adoption**, **lower CAC**, and steady recurring **revenue stream**



# Why Would Institutions Partner with Us?



## Student Success and Retention

*Institutions prioritize student success*

## Embedded Interface

*D2L makes professor-student interactions 10x more efficient*

## Data-Driven Insights

*Anonymized analytics identify academic bottlenecks and enhance student support*

# Why Would Ad Agencies Partner with Us?



## Highly Targeted Audience

*Direct reach to university students for EdTech, career services, etc*

## Context-Driven Ad Placements

*Our analysis of syllabi and study behaviours enable timely, high-converting ads*

## Credibility & Brand Safety

*Ads in an educational setting maximizes trust-driven engagement*

# North America

# $815,000

## MRR

SOM * # of Impressions * Click Through Rate * (Cost Per Click + Cost Per Millie Revenue Model)

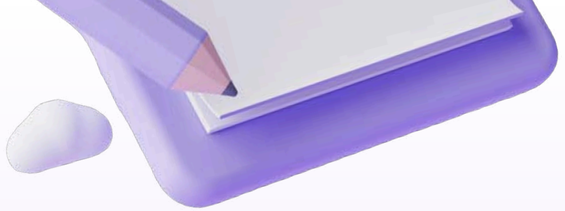
# Queen’s

# $2,300

## MRR

Queen’s * Penetration Rate + Adoption Rate * # of Impressions * CTR * (CPC + CPM Revenue Model)

**Strategic**
**Timeline**







## In-App Advertising

MAR

APR

MAY

JUN

JUL

AUG

SEP









Strategy Finalized

Technical Integration

Partners & Sales

Beta Testing

## In-App Advertising

## B2B Licensing

| MAR | APR | MAY | JUN | JUL | AUG | SEP |
|---|---|---|---|---|---|---|
| Strategy Finalized | Technical Integration | Partners & Sales | Beta Testing | Target & Outreach | Establish Partnerships | Execute Onboarding |

**Let’s**
**Recap**



# Recall Brian...






**Course Info** **Deadline Tracking** **Task Management** **Grade Tracking**

# Nucleus

## 1 Platform

for **seamless academic** organization & management

## 5+ Hours

**saved** weekly with automated task generation

## 25%

**more efficient** with managing tasks and deadlines

Wh We Are











# TEAM NUCLEUS

**Class of 2025**

**Appendix**







## Backend




## Frontend




## Database




## AI Model



# 50+
## Beta Interviews

with students, professors, and TA's

Q: What are some common challenges students face with their deliverables?

Q: What are some patterns in students' approaches to large assignments?

Q: How can Nucleus align best with professors' needs?

# 50+

## Beta Interviews

with students, professors, and TA’s

A: Time management trade-offs between other deliverables

A: Last minute email inquiries & submissions

A: Synchronization with D2L for real-time updates

# 200+
## Surveys

personal task management habits

Q: What are your current go-to productivity solutions?

Q: What is a missing feature from said solution?

Q: What helps you stay motivated to study?

**200+**

**Surveys**

personal task management habits

A: Calendars, Notion, notes app, other specific apps & reminder tools

A: Time management and automation are crucial to help with efficiency

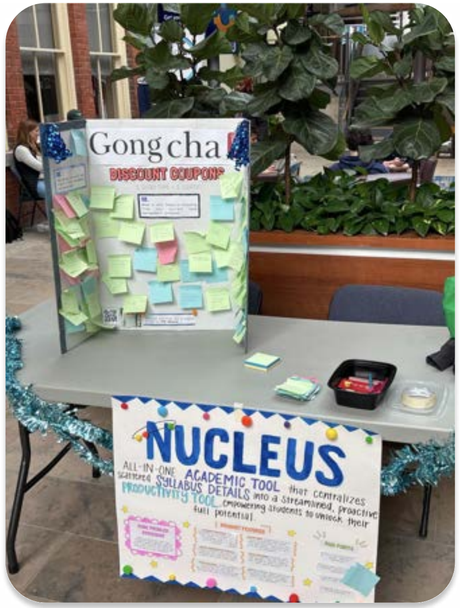
A: Getting a high GPA, collaboration, and the satisfaction of checking off tasks

# 5k+

## Students Reached

in-person traction through booths



# Ad Strategy Execution

### 1. Choosing an Ad Network

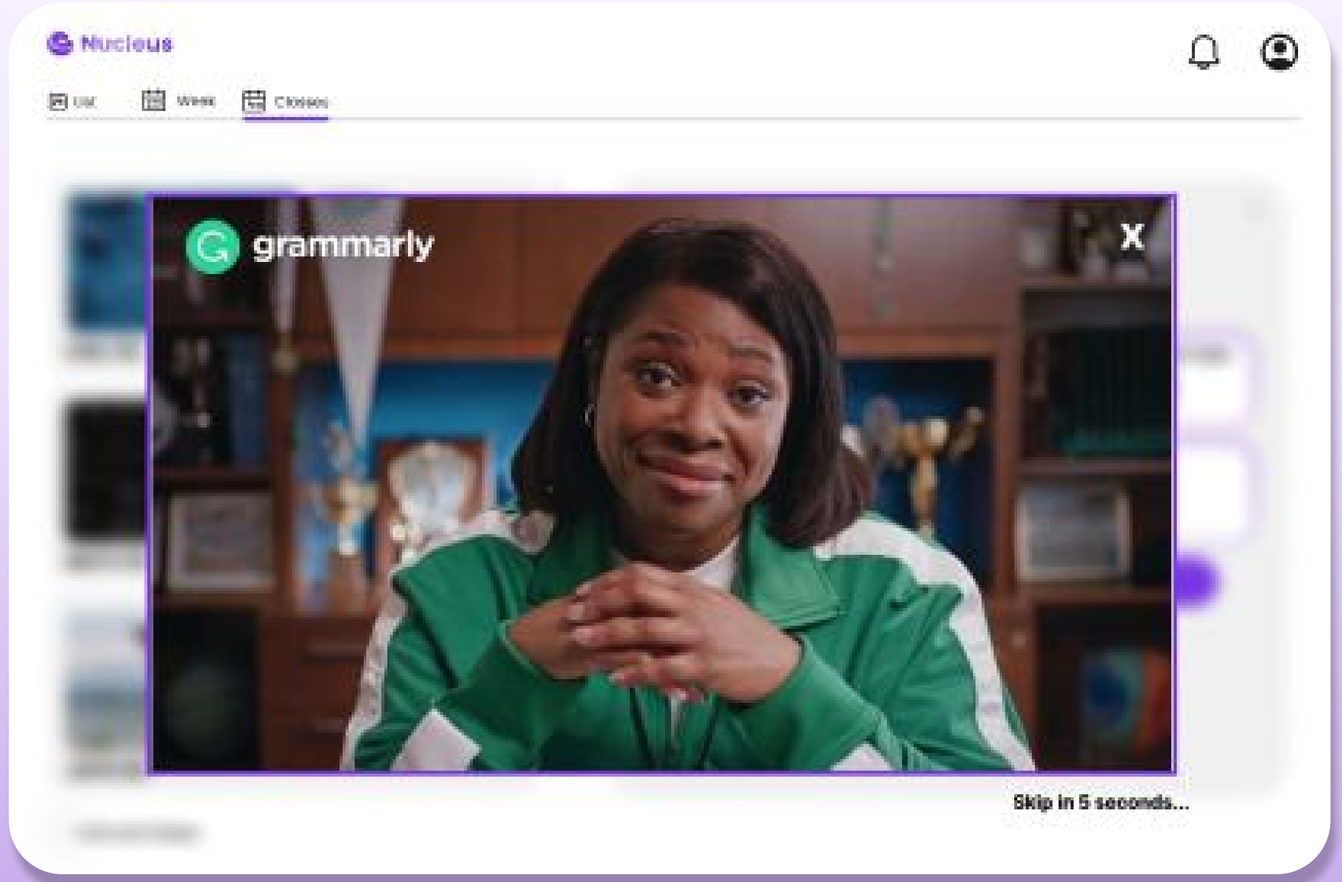
*Select network that supports web-based apps (e.g. Google AdSense; easy to implement and includes **automatic ad optimization**)*

### 2. Set Up & Integration

*Finalize **non-intrusive** ad placements e.g. dashboard banners, contextual sidebar, or after task completion*

### 3. Establish Revenue Model

*Determine **CPM** for banner ads, **CPC** from relevant ad clicks, & **direct commissions** from affiliated ED tech partners*




**possible mockup example of ad placement*

# Data Broker Model

**Data broker market is worth $247.4 billion and is expected to grow at a 8.67% CAGR by 2028**

**Meta Case Study**



**Social Capital Research with Harvard's Opportunity Insights Program**
Using their 21 billion friendships to evaluate how social connections helps create economic opportunities (i.e., business creation, education and jobs)

**Data for Good Program with Center for Open Science**
Facebook provides anonymized data about consumer behavior and engagement with trends to evaluate how social media benefits well-being

1. **Ruiz-Martin et. al., (2024)**
Examines what learning techniques are being used by secondary students

2. **David et. al., (2024)**
Examines study habits of students, how they evolve, and how they break them

3. **Aljaffer et. al., (2024)**
Examines relationship between study habits and personal factors with academic achievement

# User Validation Group Features

| How do you currently keep track of your assignments and deadlines? | Total Number | Percentage of Total |
|---|---|---|
| Calendars | 42 | 29.17% |
| Specific productivity apps (trello, todoist, flora, notion, finch, habitica) | 42 | 29.17% |
| Reminder tools | 23 | 15.97% |
| Physical (calendars, todo lists, vision boards) | 19 | 13.19% |
| Check in with TA's | 7 | 4.86% |
| Organizational Spreadsheet (Google & Excel) | 11 | 7.64% |
| | | 74.31% |

**Key Takeaways**

Lots of productivity apps are being used from to do list to jsut time management tools

calendar integration would seem to be a strong future add feature, given that majority of people already use it to track their deadlines

idea for core feature --> extracting the office hours, prof email, ta emails, tutorials if available could be helpful. If we want our product to be an all in one platform it should also include important details other than just courses

| What's one feature missing from your current task management process? | Total Number | Percentage of Total |
|---|---|---|
| Cross Collaboration (accountability, seeing others) | 6 | 5.08% |
| Anything to do with timing (Time tracking, time pressure, time spent, time breaks, timeline) | 22 | 18.64% |
| Automation (inputting due dates, impulsive tasks that integrates quickly) | 17 | 14.41% |
| Calendar integration | 16 | 13.56% |
| Notifications & reminders | 17 | 14.41% |
| Tiered to list, to do list, etc... | 7 | 5.93% |
| Goal setting | 4 | 3.39% |
| Gamification (award system) | 7 | 5.93% |
| Subdeadlines (i.e. deadlines for a specific projects) | 5 | 4.24% |
| Good app design | 5 | 4.24% |
| Grade calculator | 10 | 8.47% |
| Tips | 2 | 1.69% |

**Key Takeaways**

Have a core feature relating around time, or could be a premium feature if we go with a fremium monetization model. This feature could be:

- Monitoring time spent on an assignment, time limit to get tasks done with some sort of incentivization, time break reminders similar to a pomodoro timer (this could be used to have users have our app open for long period of time)

Automation tool is a high demand core function, but also having the ability to impulsively add tasks

Having notifications and reminders is a must have, specifically for daily tasks and upcoming projects/exam dates
- maybe we can have users mark tasks by importance or have it automatically integrated where it would mark like exam date as a high priority

3 main things in our core functions
- Include a time feature (pomodoro, time spent on a task, timeline of future projects, etc...)
- High automation for extracting dates and weights and stuff, manual function to create impulsive tasks
- Notifications and reminders

3 additional features
- Accountability / ability to work with others
- Calendar integration
- Simple grade calculator --> should go into automation imo

| What helps you stay motivated and on track with your studies? | Total Number | Percentage of Total |
|---|---|---|
| GPA | 21 | 23.60% |
| Fear of failure & dissapointment | 15 | 16.85% |
| Satisfaction of free time | 13 | 14.61% |
| Money | 12 | 13.48% |
| family and friends | 22 | 24.72% |
| music | 6 | 6.74% |

**Key Takeaways**

- family and friends are a high motivator falls in line with our social accountability factor

- I dont remember who had this idea, but notifications can be based off this (i.e. notifies you that your gpa is going to drop X% if task is not done)

# Market Size Calculations

## Assumptions

| | |
|---|---|
| Surveyed | 100 |
| Use Tracking Tools | 75 |
| Potential Users | 75% |
| Adoption Rate | 5% |

## Key Markets

| | |
|---|---|
| Canada | 1.5 M |
| United States | 17.3 M |
| Europe | 18.9 M |
| China | 80.0 M |
| Korea | 1.3 M |
| Japan | 3.0 M |
| India | 38.5 M |
| Indonesia | 5.3 M |

| | |
|---|---|
| Canada | 2.2 M |
| United States | 18.5 M |
| Europe | 18.8 M |
| China | 40.0 M |
| Korea | 2.4 M |
| Japan | 2.8 M |
| India | 28.5 M |
| Indonesia | 3.4 M |

| TAM | |
|---|---|
| **Highschool Students** | 614.0 M |
| **University Students** | 254.0 M |
| ***Total Students*** | ***868.0 M*** |
| Potential Users | 75% |
| ***TAM*** | ***651.0 M*** |

| SAM | |
|---|---|
| *HS : Key Markets* | *165.8 M* |
| *University - Key Markets* | *116.6 M* |
| ***Total Students*** | ***282.4 M*** |
| Potential Users | 75% |
| ***SAM*** | ***211.8 M*** |

| SOM | |
|---|---|
| Canada | 2.2 M |
| United States | 18.5 M |
| **Total Potential Users** | 15.5 M |
| Adoption Rate | 5% |
| ***SOM*** | ***775.88 K*** |

Source(s): Statista, United States Census Bureau, Data Europa EU, Primary Research

# Financial Projections

| Assumptions | |
|---|---|
| Impressions per user/week | 7 |
| Penetration Rate (only Queen's) | 75.00% |
| Adoption Rate (only Queen's) | 10.00% |
| Click through rate (CTR)* | 0.70% |
| Conversion Rate | 0.77% |
| Cost per Click GDN( CPC)** | $ 0.43 |
| Cost per Millie GDN (CPM)*** | $ 2.00 |

*more realistic for display ads targeting students
**calculated by through ctr
***calculated by every 1,000 impressions

| Revenue Model (NA) | | |
|---|---|---|
| Active Users | | 775,875 |
| Daily Ad Impressions per User | | 5,431,125 |
| Click Through Rate | | 38,017.88 |
| Daily Revenue | | |
| CPC Model | $ | 16,347.69 |
| CPM Model | $ | 10,862.25 |
| Total Daily | $ | 27,209.94 |
| **Total Monthly Revenue** | **$** | **816,298.09** |
| ARPU | $ | 1.05 |

| Revenue Model (Queen's) | | |
|---|---|---|
| Potential Users * | | 28,333 |
| **Daily Active Users** | | **2,124.98** |
| Daily Ad Impressions per User | | 14,875 |
| Click Through Rate | | 104.12 |
| Daily Revenue | | |
| CPC Model | $ | 44.77 |
| CPM Model | $ | 29.75 |
| Total Daily | $ | 74.52 |
| **Total Monthly Revenue** | **$** | **2,235.69** |
| ARPU | $ | 1.05 |