**How we’re going to make money**

* Advertisements
  + Per course
  + Courses only have ads from one company instead of many different ads
* In app purchases
* After establishing a user base, we will have explicitly sponsored courses
* “Course sponsored by” video before the course starts
* There is a range of people that win each course e.g. 15-20 for the $1 course

**How consumers will make money**

* $1 courses
  + Frequent( ~ every 10 mins)
  + Range: 100p = 0, 1000p - 10,000p = 1 , 10,000p< = 10
  + Cost: $5 per 1000 courses
* $5 courses
  + Frequent( ~ every 30 mins)
  + Range: 10
  + Cost: $8 per 1000 courses
* $10 courses
  + Less Frequent( ~ every 1.5 hours)
  + Range: <2000p = 0, 2000p - 20,000p = 5, 20,000p< = 10 ?
  + $10 per 1000 courses
* $100 courses
  + Two times a day
  + Range: <20,000 = 0; 20,000p - 50,000p = 1w, 50,000p - 100,000p = 5w, >100,000 = 10w
  + Cost: $50 per 1000 courses
* $1000 courses only after reaching a goal of 1 million people
  + Once a day
  + Range: <100,000p = 0w, 100,000p - 500,000p = 5w, >500,000p = 10w, >1 milp = = 15w
  + Cost: $100 per 1000 courses

The win rate per consumer is dependent on the amount of people on that course at one time

The levels are shown next to the people who won in the leaderboard, this motivates newcomers to keep winning and leveling up to get a chance to win.

**How advertisers will make money**

* Videos before the course start
* Users have to see just their ads throughout the entire course
* Exposure through isolation of their company in courses

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“Help us reach our goal”... and the benefits of that to the consumer is wardrobes, added powerups, 1000 dollar courses.

At the end of every game, the screen says “Thank you for being a part of the community”