**Business name**: Skill Tree

**Team members**:

* Faye Park (shp8xb)
* Richard Ohr (rfo8sf)
* Sarah Donaire (sbd3ex)

**Product**: We are selling episodic course content in a manner that’s cost-effective and entertaining. Much like popular streaming services such as Netflix or Hulu, there’s a small monthly subscription fee and then people are allowed to dive into any subject they wish to learn.

**The need**: As the early days of Computer Science relied on hackers to distribute information freely for those who didn’t have access, there’s a similar obstacle when it comes to college and the cost of affording education. While some may have a drive to learn, the essence of learning is in an environment that is self-motivated and risk-free.

With our business model, we are able to release courses in a manner that’s similar to television with units and chapters being synonymous to seasons on a TV show. The interactive component of quizzes and tests without the fear of failure will encourage users to remain diligent with their learning in a manner that’s fun and intuitive. The cost-effective option of $15 a month is better than the current competitor prices (most of which require you to pay per class).