

StudiesMate – Consolidated Product & Business Plan

What StudiesMate Is

StudiesMate is a student-focused learning platform designed to help children understand concepts clearly, practice regularly, and ask questions safely, while giving parents confidence and trust.

Core Philosophy

Trust before money. Simple before advanced. Strict AI cost control. Parents are the real customers. Growth through phases, not hype.

Phase 1 – Foundation & Trust

Classes 1–5 beta launch focused on trust, engagement, and feedback rather than revenue.

Phase 1 Features

Short learning videos, simple dashboard, Math, English and Urdu subjects, short quizzes, basic gamification, and a limited AI helper named StudiesMate.

Phase 1 AI Rules

Daily question limits, short answers only, syllabus-based questions, cooldowns, and a hard monthly API spending limit.

Phase 1 Pricing

Free or trial access. No pressure to pay. Goal is to onboard the first 100+ students.

Phase 2 – Growth & Monetization

Expansion to Classes 6–8 with deeper content, improved quizzes, science subjects, and parent progress visibility.

Phase 2 Pricing

PKR 3,500 per month based on increased academic depth and structured learning.

Phase 3 – Premium Academic Engine

O and A Level focused learning with exam-oriented preparation.

Phase 3 Structure

English and standard Math included for all students, plus one stream: Bio, CS, or Commerce.

Phase 3 Paid Add-Ons

PKR 1,000 per extra subject per month for Add Math, Further Math, or outside-stream subjects.

Phase 3 Pricing

PKR 5,000 per month including common subjects and one academic stream.

Future Add-On Ideas

Teacher tools, exam micro-tools, parent dashboards, and digital study products introduced after Phase 3.

Free vs Paid Model

Free access builds trust with limited features. Paid access unlocks deeper content and higher AI usage.

Long-Term Vision

A trusted, scalable education SaaS built through discipline, phased growth, and parent-first trust.