

StudiesMate – Master Product & Business Report (Updated Pricing)

1. Vision & Core Philosophy

- Global bilingual AI-powered education platform
- Phase-wise launch only (no all-at-once release)
- Trust-first approach, then scale
- AI as assistant, teachers as authority
- Strong discipline and learning structure
- Long-term compounding SaaS business

2. Phase Structure Overview

- Phase 1: Class 1–8 (Beta launch) – PKR 3,000 / month
- Phase 2: O Level (Full academic launch) – PKR 5,000 / month
- Phase 3: A Level (Advanced preparation) – PKR 7,000 / month
- Each phase is sold separately
- Upgrade required to move between phases

3. Phase 1 – Class 1–8 (Beta)

Price: PKR 3,000 / month | 7-day free trial

Subjects: 9 subjects (all unlocked)

Status: AI and Parent Dashboard in Beta

Phase 1 – Student Features

- Bilingual lessons based on universal syllabus
- AI-generated short concept videos (2–5 minutes)
- Quizzes with instant feedback
- Private 1-to-1 AI support for questions and practice

Phase 1 – Group Structure

- Common Ground Group: One global Phase 1 group with all students and AI for daily prompts, motivation, and discipline
- Independent Support Group: One private space with only the student and StudiesMate AI for practice, questions, and answers
- School/Class Group: Optional and introduced only after school licensing (teacher + students + AI)

Phase 1 – Parent Dashboard (Beta)

- Separate parent login (read-only)
- View time spent, lessons completed, quiz scores
- See AI questions and responses
- View discipline warnings if any

4. Phase 2 – O Level

Price: PKR 5,000 / month

Subjects: Core O Level subjects (Maths, Physics, Chemistry, CS, Islamiat, Pakistan Studies, etc.)

- Exam-oriented lessons and quizzes
- Past-paper aligned practice
- Teachers added for oversight
- AI first-pass checking, teacher verification
- Phase 2 Ground Group + subject/class groups

5. Phase 3 – A Level

Price: PKR 7,000 / month

Subjects: Globally taught A Level subjects (Maths, Physics, CS, Commerce)

- Recorded teacher lectures
- Advanced AI explanations
- Past paper checking
- Exam simulations and weak-area detection
- Strict academic community groups

6. Teacher Pack

Price: PKR 4,500 / month (Teacher-only)

- Trained AI agent for checking assignments and tests
- Time-saving automation
- Teacher dashboards and tools
- Independent of student subscriptions

7. School Licensing

- Charged per student per month
- Dedicated school and class groups
- AI-powered engagement (polls, tasks, reminders)

- Teacher oversight with reduced workload

8. Digital Products (Later Stage)

- One-time purchase items
- Examples: Guess papers, yearly papers, 15 hardest questions
- Typical price: PKR 1,000 per product
- Sold only after trust is established

9. Payments & Global Access

- Available in all countries
- Users pay in local currency
- Backend converts revenue to PKR
- No geographic restriction

10. Final Notes

This document reflects the updated pricing and serves as the permanent reference for StudiesMate phased execution.