

# UPlanner

Ibrahim Al-Akash, Gustavo Chavez, Matthew De Lucio, Gabriel Skariah



Ibrahim  
Al-Akash  
CEO/CTO



Gustavo  
Chavez  
COO/CFO



Mathew  
De Lucio  
CCO



Gabriel  
Skariah  
CLO

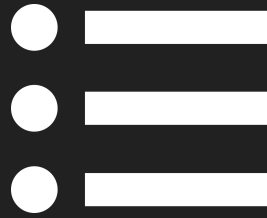
# Our Story

UPlanner is a B2C centralized  
dashboard for university students to  
organize coursework

# With our dashboard students can...



Track grades



Monitor  
assignments

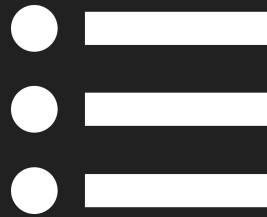


Manage time

# Benefits



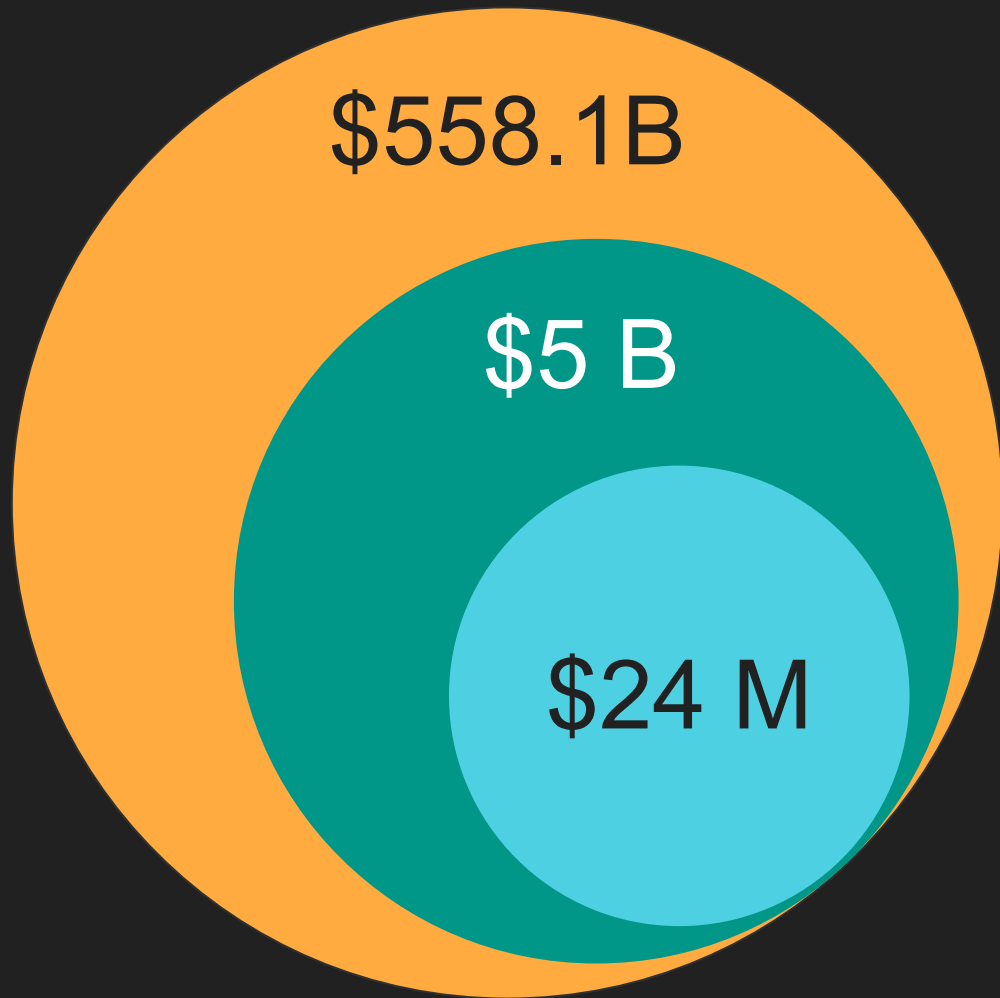
Higher GPA  
(+0.5 points)



No Missed  
Assignments



+3.5hr to Rest  
and Study



TAM



Higher Ed  
Market

SAM



Texas  
Undergrad  
Market

SOM



Estimated  
Capture

<div>Key Partners</div> <ul style="list-style-type: none"><li>Universities</li></ul>	<div>Key Activities</div> <ul style="list-style-type: none"><li>Frontend / Backend Dev.</li><li>Ads</li><li>Support</li><li>UI/UX Design</li></ul>	<div>Value Prop.</div> <ul style="list-style-type: none"><li>Higher GPA by 0.5 points</li><li>No missed assignments</li><li>+3.5 hours to rest and study</li><li>Reduces stress and worries</li></ul>	<div>Customer Relations</div> <ul style="list-style-type: none"><li>Updates</li><li>Surveys</li><li>Ratings</li><li>Features</li><li>Social Media</li></ul>	<div>Customer Seg.</div> <ul style="list-style-type: none"><li>Undergrad</li><li>Rigorous Majors</li><li>Humanities + STEM (not CS)</li><li>Busy students</li><li>Academically focused</li><li>Premed</li></ul>
	<div>Key Resources</div> <ul style="list-style-type: none"><li>API</li><li>Web Domain</li><li>Hosting/Server</li><li>Payments</li><li>HR</li><li>IP</li></ul>		<div>Channels</div> <ul style="list-style-type: none"><li>Online website</li><li>Flyers</li><li>Social Media</li><li>Referral</li><li>Free Trial</li></ul>	
<div>Costs</div> <ul style="list-style-type: none"><li>Web domain</li><li>Server cost</li><li>Email cost</li><li>Stripe payment</li><li>Advertising</li><li>Development</li><li>Customer Service</li></ul>			<div>Revenue</div> <ul style="list-style-type: none"><li>Subscription model</li><li>Freemium model</li><li>Bait + Hook</li></ul>	



# Customer Sentiment (n=71)

- ✓ Like the idea, solves problem
- ✓ Like the interface and UI
- ✓ Would buy \$5 per month/use free trial
- ✗ Don't like manual input, big issue

# Customer Interview Updates

- ✓ Top problems students face on daily basis

Time management, Organization, Sleep

- ✓ Students entertain our value proposition

Willing to use a product that will give them 3.5 hours of free time per day

Willing to pay for a subscription service (range between \$15 - \$100+ per month)

- ✗ Students skeptical of results

We have sample size of  $n=1$

Students are willing to use a trial to test our claims

# Lessons Learned

# Articulate hypotheses and test them in customer interviews



College students are...



Stingy with  
money

# High B2B barrier to entry in established industry



Products should be compelling  
solutions to problems



# Conclusion

**UPlanner Is *{not yet}* a valid business**



Unrealistic  
expectations



Sketchy Value  
Proposition



Barrier to APIs



# Future Steps

# UPlanner



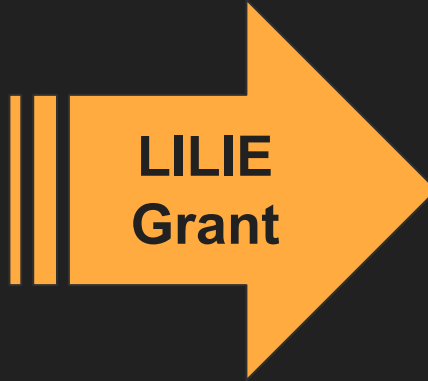
Customers are willing to use trial

Final test: Release pilot product

# Current State

- Working product
- Manual input
- No account management

**\$500**



# Work Needed

- Add account management
- Refactor code
- Host app on website
- Host server database on website



Coming Soon to a Campus Near You



**UPLANNER**