The Unicorn Tech

Pursue a freemium model

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1. How does it align with UnicornTech’s vision?

Monetization Model: Deciding between subscription-based, freemium, or ad-supported models.

The freemium subscription perfectly aligns with Unicorn Tech’s strategy to reach international customers outside of its home country.

1. What risks and opportunities does it present?

The government policies operational in the various countries it plans to venture into could hinder the smooth take-off of the freemium strategy.

Implementing local languages, adjusting high cost involved (investment in translation).

Analysing how many people would be consuming the content to evaluate if the investment will worth.

Analysing demographics to deliver the right content (gender, age, occupation, level of education, average income).

1. How might competitors react?

Offering more “Free of Charge” features, like more languages, accommodations for people with disability (make accessible for blind, deaf, etc.)

Create better content to beat competition from Unicorn Tech.

Manipulation and negative press from existing local content producers.

Brand loyalty from customers of already existing content producers could create entry barrier to Unicorn Tech.