PrepPal
Business Model
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Business Plan

Executive Summary
  Our startup, PrepPal, is an AI-powered platform that helps educators, specifically in higher education, save time and improve teaching quality by generating high-quality teaching materials. Our startup solves the problem of the lack of access to curriculum-aligned resources and excessive time spent on creating lesson plans and assessments. This not only leads to burnout but also takes away valuable time from students' engagement with faculty and professional development (Slagg, 2023). Platforms like Teachers Pay Teachers are not always aligned to a specific curriculum and often come with paywalls or other restrictions that limit accessibility (Curry, 2025). PrepPal provides a simple dashboard where teachers can input their subject, learning objectives, and the type of material they need, such as lesson plans, slide decks, or tests. PrepPal can generate content in real-time, which the educator can refine and customize. PrepPal boosts teaching efficiency and supports educators in underfunded schools—ultimately promoting greater equity and quality across the education system.

Overview and Background
Mission Statement:
  The purpose of PrepPal is to transform how educators access and create high quality and personalized teaching materials. Our startup aims to reduce the time teachers spend on planning curriculum, allowing them to focus more on student engagement and innovation, ultimately improving education equity across institutions.

Objectives:

Short term:
- Partner with at least 3 universities or teaching programs to pilot PrepPal.
- Gather user feedback to refine UI/UX and improve content generation accuracy

Long term:
- Integrate with popular LMS platforms like Canvas and Blackboard
- Establish partnerships with educational publishers and curriculum developers.

Background:
  Our team chose this topic based on shared experiences with faculty—especially newer professors—struggling to find high-quality teaching materials. While some team members considered K–12, we focused on higher education, where centralized resources are often lacking. Existing platforms like Teachers Pay Teachers are paywalled, inconsistent, and not designed for college-level needs. PrepPal was created to streamline content creation and give educators back valuable time.

Product/Service:
  PrepPal is a web-based platform that uses AI to generate customizable teaching materials based on input from teachers. Users simply enter the subject matter, learning objectives, and the type of content they want. The platform generates materials in real-time, which can be edited and tailored to specific classroom needs.

Target Market:

Our primary target market is higher education faculty, including professors and those teaching at underfunded institutions. Secondary markets include K-12 teachers and tutors. Over 1.5 million faculty members work across public and private colleges (National Center for Education Statistics, 2024).

Strategic Positioning:

PrepPal will rely on offering free access with optional premium features to ensure accessibility for under-resourced institutions, a simple and intuitive dashboard that makes material generation quick and seamless, and real-time editing and alignment with a user's curriculum.

Market Analysis

Industry Analysis:

The EdTech industry is rapidly expanding, with the global market projected to reach approximately $348.41 billion by 2030. According to Grand View Research (2025), this growth reflects a compound annual growth rate (CAGR) of 13.6% from 2023 to 2030, and 13.3% from 2025 to 2030. This sustained expansion is driven by the increasing integration of technology into education, especially tools that support remote learning, streamline teacher workloads, and improve accessibility (Educational Technology, 2023). As more institutions adopt AI-enabled solutions, there is a growing demand for platforms that can deliver high-quality, personalized content—creating a strong market opportunity for PrepPal.

Competitive Analysis:

Our competitors include platforms like Teachers Pay Teachers, which mainly serve K–12 and often have paywalled, inconsistent content, and tools like ChatGPT, which aren't built for curriculum alignment or educator workflows. (Educational Technology, 2023).

PrepPals competitive advantage stands out by focusing specifically on higher education. It enables quick, editable content generation—lesson plans, quizzes, rubrics—and offers completely free access, making it especially valuable for under-resourced institutions. With its higher education focus, ease of use, and accessibility, PrepPal offers a clear alternative to current EdTech tools.

SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats

Strengths:
- AI powered, curriculum-aligned content generation
- real-time customization and editing
- Affordable and accessible pricing model

Weaknesses:
- Reliance on AI
- Needs continuous updates to handle subject-specific requests
- Dependence on initial user feedback for iteration

Opportunities:
- Expand to K–12 and global education markets
- Partnerships with universities
- Integration with Learning Management Systems like Canvas

Threats:
- Resistance from traditional educators wary of AI tools
- Legal or ethical concerns around AI-generated content
- Competitors incorporating AI into existing platforms

Business Strategy:

Porter's Five Forces Analysis
1. **Threat of New Entrants**: **Medium:** AI barriers are lowering, but education-specific solutions require domain expertise and partnerships
2. **Bargaining Power of Suppliers – Low:** Core infrastructure (AI APIs, cloud services) is competitive and modular.
3. **Bargaining Power of Buyers – Medium/High:** Educators and institutions are cost-sensitive and expect high value from tools.
4. **Threat of Substitutes – High:** Generic AI tools like ChatGPT can offer similar content, but lack structured education-specific workflows.
5. **Industry Rivalry – High:** The EdTech space is crowded, but few industries are focused exclusively on faculty-side content creation with real-time customization.

Marketing and Sales Strategy

Marketing Strategy
Our approach to marketing PrepPal focuses on establishing trust within the education community. We will start with a freemium model to build trust in the education community. Early adopters like teachers and instructional designers will test the platform, provide feedback, and share success stories. By creating a strong user community, we can expand our reach through word-of-mouth. We'll also engage educators through workshops, webinars, and education conferences, maintaining engagement with regular email updates and success stories.

Pricing Model:
PrepPal's pricing is designed to be accessible while supporting growth. We'll offer a free version with limited access so users can get a feel for the platform. From there, educators can upgrade to a Pro plan for $8 per month or $80 per year, unlocking unlimited content, exports, and customization tools. For schools and universities, we'll offer customized pricing based on the number of users and any special integrations they need. This way, we can support both individual educators and larger institutions without sacrificing value.

Operations Plan

Development plan:
To get things started, we will start with a minimum viable product (MVP) focused on the core features teachers need most like creating lesson plans, quizzes, and rubrics with just a few prompts. We will use tools like Wix and build a simple, intuitive web interface that doesn't

require any tech skills to use. From there, we'll keep improving based on what users tell us. The goal is to keep things flexible so we can add new features as our community grows.

Production Plan:

Since PrepPal is entirely digital, there are no physical products to manufacture. The platform will be hosted in the cloud on scalable platforms like AWS or Google Cloud (Salar, 2024). We'll begin with pilot programs in select schools, refining the user experience and testing core features. Once stable, we will scale the platform's infrastructure to support more users. Advanced features like integrations with Learning Management Systems (LMS) and cloud storage will be added as the platform grows. The development process will be agile, with regular updates based on user feedback. Data security will be a priority to ensure educators feel confident in using the platform to store and manage their content.

Supply chain:

Since we're not selling a physical product, our "supply chain" is mostly digital tools and services. This includes access to AI models, security tools, and reliable vendors for backend infrastructure. We will focus on building strong relationships with technology partners to ensure that our platform remains secure, scalable, and responsive to user needs. We will also prioritize working with open-source frameworks, which allows us to remain adaptable while minimizing costs. Additionally, as we expand, we will look into integrating third party services that enhance our platform's capabilities, such as AI-driven content generation tools, data analytics, and LMS integrations. This will help us continuously improve PrepPal and deliver maximum value to our users.

Facilities:

At this stage, we don't need a physical office. Our team will work remotely, which lets us stay lean and flexible while bringing in talent from anywhere. In the future, if we grow enough, we might look into coworking spaces or set up partnerships with universities that could offer space and support. This approach ensures that we stay agile and responsive to the evolving needs of our team and our users.

Financial Plan

Revenue Model:

PrepPal will make money through subscriptions and institutional licenses. Educators can subscribe on a monthly or annual basis, and schools or universities can pay for bulk access with extra tools for managing users and content. Down the line, we may also offer premium add-ons like advanced analytics, shared curriculum libraries, or professional development workshops. The goal is to keep the core product affordable while offering value-added features for those who want to go deeper.

Financial Projections:
- Year 1: We will focus on platform development, gathering feedback, and refining features. We expect to attract approximately 1,000 users, generating $10,000 in revenue. Expenses will total around $50,000, leading to a loss of about $40,000 as we establish product-market fit and build our user base.
- Year 2: Scaling the platform to 10,000 users, we anticipate $120,000 in revenue. However, expenses will rise to $150,000 due to increased marketing, user support, and infrastructure, resulting in a projected loss of $30,000.

- Year 3: By Year 3, we aim to reach 25,000 users, generating $500,000 in revenue, primarily driven by institutional licenses. Expenses will increase to $300,000, but we expect to break even and achieve a $200,000 profit as our user base grows.
- Years 4-5: Continued growth will see the user base reach 50,000 expenses will stabilize and we expect positive cash flow, with profits steadily increasing through premium features, institutional partnerships, and expanded user engagement.

Conclusion

Call to Action:

We are looking for partners who believe in making education more accessible and effective. Whether that's a university willing to pilot PrepPal, an advisor who can help guide our growth, or an investor excited about EdTech and AI. Our mission is simple, we aim to help educators spend less time on busywork and more time doing what they do best—teaching. We are committed to revolutionizing the way educators engage with technology, making their lives easier while ensuring students benefit from well crafted, effective learning resources. To realize this vision, we are actively seeking partners who are passionate about the intersection of education, technology, and innovation. Our goal is to build a sustainable, scalable solution that can grow with the needs of educators everywhere.

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PrepPal Website

https://preppal-term-project.vercel.app/

Presentation

Part 1:
We're working to make it easier for educators across all levels to create high-quality, curriculum-aligned teaching materials quickly and efficiently. Teachers, especially those in under-resourced schools or new to the profession, often face overwhelming workloads due to the time it takes to design lesson plans, quizzes, and assessments. This takes away from time they could spend engaging with students or developing professionally.

Part 2:
We propose PrepPal, an AI-powered platform that helps educators generate customizable lesson plans, quizzes, rubrics, and more. With just a few simple inputs like the subject, learning objectives, and material type, PrepPal generates tailored content in real-time. This way, educators can spend less time on busywork and more time on what they do best: teaching.

Part 3:
This adds value by freeing up teachers' time. Whether they are working in a well-funded institution or an under-resourced school, PrepPal offers free access to all users, ensuring that high-quality educational resources are within everyone's reach, with a premium plan for more advanced features. Teachers can focus on creating a better experience for their students, instead of getting bogged down by administrative tasks.

Part 4:
We do this differently by offering real-time content generation with AI that's not just customizable but also curriculum-aligned. We also offer help to educators in higher education in universities. Unlike platforms that focus primarily on K-12 or use generic resources, PrepPal is designed to be simple, flexible, and accessible for educators across all grade levels, and it's completely free to use, unless chosen to upgrade.

Part 5:
So, why will PrepPal succeed? In a world where teachers are stretched thin, PrepPal makes it possible for them to be more efficient without sacrificing quality. How much more could educators accomplish if they had the tools to save time and focus on what truly matters—student success?