



Production
and
Monetization

Low Cost monthly
subscription service.

Possible Price
Range:
5-8 dollars.

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1 month free trial to
show value of the
product.

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Run advertisements
on the website to
help subsidize the
price.

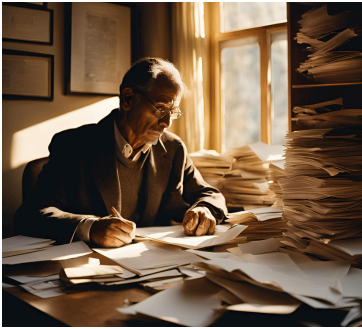
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Premium version
that contains cloud
saving features

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Prioritize income
through
advertisements

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Hurdles

Buyers might
not feel a
sense of
urgency to buy
it

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If a cloud
computing
version of the
app is
released. It will
take a larger
team to run the
website

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Advertisers
might not feel
like the product
is profitable
enough to
make

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The app would
require
someone to
monitor and
update any it.

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How would I
effectively
monotize the
app

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Essentials

Clean, fluid,
and welcoming
user interface

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The ability to
get to all of
your school
websites easily
and efficiently

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The ability to
show due
dates across
multiple
websites.

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The ability to
add due dates
or reminders if
the teacher
changes plans

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Automatically
Sends out
reminder
notifications
about
upcoming due
dates.

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Marketing

Advertisements should
be quick,fun and ,
engaging to pull in the
target audience.

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Advertising
through word
of mouth will
especially help
too.

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Putting out flyers
around campus to help
new students become
familiar with the app

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Spread the
word on social
medias that
are popular to
the youth (Tik
Tok,
Instagram,
Snapchatp)

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Hospitality

Always give
the user the
best
experience.

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Encryptions to
make sure that
all the users
data is safely
stored and
simultaneously
easy to log in
to.

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