**Main competitor prices**

|  |  |
| --- | --- |
| **Product** | **Yearly cost** |
| MyMaths - Primary | £265 |
| MyMaths - Secondary | £565 <- undercut this |
| Doddle - Suit | £6’900 <- undercut this |
| PowerPoint | £109.99 |
| MangaHigh (Maths games) | £150 for 5 students |
| WizIQ (Skype whiteboard Idea) | $470 - £300 for 50 heads per teacher |

|  |  |
| --- | --- |
| Number of schools: | 23’948 [2: table 1d] |
| Primary Schools: | 16,818 |
| Secondary Schools: | 3,268 |
| Private schools | 3250 [5] |
| Number of teachers: | 451,100 [3] |
| Number of students | 7,546,450 [2: table 1d] |
| Average number of teachers per school: | 19 teachers (451’100 teachers / 23’948 schools) |
| Number of private tutors: | 42,260 (70% of total tutors) \* |
| If Price of product (First prediction): | £550 / year (Undercut Doddle) |
| Pricer per teacher: | £29 (£550 / 19 teachers) |
| Market size: | 315’770 (70% of teachers) |
| Total Market Size: | 358,030 |

*Number of schools include: State-funded primary, secondary and special schools and independent school*

**Survey Results:**

73% interest in product

**Competitors Market**

**MyMaths:** in **60%** of secondary schools

**Doddle: 1000** secondary schools: 1000/3268 [4] = **31%** of secondary schools use doddle.

Total schools: 23’948

**31%** = **7424** schools total

141054 teachers buying the product -> £4,090,558

**Private Tutors: \***

24% of students have tutors. [Telegraph/education]

7,546,450 \* 0.24 = 1,811,148 pupils

*Assume* tutor has 9 - 5 day -> 30 hour week

1 tutor = 30 student

1,811,148 / 30 = 60,3712 Tutors

if 70% are interested -> 42,260 would buy

**Server Costs**

Data per user: **64** bytes (20 characters maximum for username and password + padding for AES encryption)

Potential number of users: (Teachers + Students) \* 0.7 = 5,838,212

1TB = 1’000’000’000 / 64

= 15,625,000 Users

Amazon Web Service:

Standard Storage:$0.03 per GB = $30 / TB /Month

= $360 / TB / Year

= **£232.60/ TB / Year**

Glacier Storage: $0.011 / GB = $11 / TB / Month

= $132 / Year

= £85.26 / Year

**Advertising**

TES Magazine: £39 per cm column [4]

**References:**

[1] - <http://www.isc.co.uk/research/index>

[2] - <https://www.gov.uk/government/publications/number-of-schools-teachers-and-students-in-england/number-of-schools-teachers-and-students-in-england>

[3] - <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/335413/sfr11_2014_updated_july.pdf>

[4] - <https://www.tes.co.uk/tesassets/images/advertise/TES_BROCHURE_AW_GLOBAL_v4.pdf>

[5] - <http://www.isc.co.uk/research/index>