



Cyborg Entrepreneurship
Foundations of Entrepreneurship

FORESTER

— A Learning Aid Software Based On AI Chat

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Section: 2

Team: 6

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Revenue Model

Revenue Model	Advantages	Disadvantages
Subscription Model	<ul style="list-style-type: none">Stable Revenue StreamSlow Initial Growth	<ul style="list-style-type: none">Slow Initial GrowthChurn Rate Impact
Freemium Model	<ul style="list-style-type: none">Rapid User AcquisitionUpsell Opportunities	<ul style="list-style-type: none">Low Conversion RatesFunctional stratification problem
Advertising Model	<ul style="list-style-type: none">No Direct Payment RequiredEstablish cooperater	<ul style="list-style-type: none">Impact on user experienceHigh income volatility
Direct Sales Model	<ul style="list-style-type: none">Substantial direct profitProvide direct market feedback	<ul style="list-style-type: none">High Sales Costs

Revenue Model	Advantages	Disadvantages
Data Monetization	<ul style="list-style-type: none">High Profit MarginsDiverse Applications	<ul style="list-style-type: none">Privacy ConcernsTrust IssuesBusiness ethics issue
Marketplace Model	<ul style="list-style-type: none">Future growth based on partnersNetwork Effect	<ul style="list-style-type: none">Intense CompetitionContent Regulation Demand
Platform Model	<ul style="list-style-type: none">Ecosystem constructionConducive to content regulation	<ul style="list-style-type: none">Large Initial InvestmentComplex Management
Freemium 2.0	<ul style="list-style-type: none">High conversion rateAI-enabled, data-driven	<ul style="list-style-type: none">Higher Costs

Value Proposition

Break the shackles of language and culture, improve learning effectiveness and school efficiency, and enhance the learning experience.

Revenue Model

Main Revenue Model

- Freemium:** Offers free features and paid services

Other Revenue Model

- Data monetization:** Make full use of users' data for analysis and gain valuable insights for self-improvement and academic research.
- Platform Model:** Partnering with universities, education and training institutions to offer fee-based online courses and online degrees.

Assess Willingness

Assess Methods



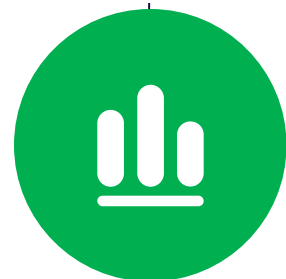
Questionnaire

Questionnaire survey can collect a large amount of data from various aspects, although the depth is limited, but still conducive to data analysis.



Conjoint Analysis

Tests the price sensitivity and functional preferences of users across different product profiles



A/B Testing

Collect more direct data to analyze the impact of different prices on purchase rates.



Using **the questionnaire method**, Grammarly identified a reasonable pricing strategy, and improved user satisfaction and retention.



Through **A/B testing**, Duolingo managed to find a price point that would both attract users and guarantee revenue

Analytical Methods

- **Descriptive analysis**
- **Contingency analysis:** Finding associations
- **Classification analysis:** Neural network, decision tree
- **Price Sensitivity Measurement**
- **Value perception analysis**

Successful Cases

Segment Pricing

Develop tailored pricing strategies for different customer segments.

Key Customer Group

- High price sensitivity
- Strong awareness of knowledge payment
- Special needs for study abroad, personal promotion, employment guidance, etc



01. Discounts

Seasonal discounts, student discounts, etc.

02. TIP

Provide a tip or donation channel.

03. Personalized Pricing

For users with one-to-one consultation needs

Dynamic pricing

1. Market demand

- Application season, School opening, Important academic test

2. Competitor pricing

- Market research
- Differentiated pricing: Offer unique selling points

3. User life cycle

- Trial or discount price
- Price benefits or membership programs
- Reactivate policies: limited time offers

4. Payment method

- One-off purchase offers
- Subscription plans of different duration
- Installment payment: Lower the initial payment threshold for users

Optimize Pricing by AI

Predictive Analytics

- **Demand forecasting:** Predict future demand by historical data.
- **Price sensitivity analysis:** Impact of different price on sales & revenue.
- **Market trend analysis:** Market trends and competitors' pricing strategies.
- **CLV based pricing:** Forecast customer lifetime value and optimal pricing.

AI Tools and Applications

- **Pricewars:** an AI-based dynamic pricing platform
- **Blueshift:** Customer segmentation and personalized marketing solutions
- **Zilliant:** Machine learning and predictive analytics
- **Pricefx:** An end-to-end pricing management platform

Pricing Ethnic

Transparency

Clear communication

- List all price plans in detail.
- Notify users before price changes
- User guide and frequently asked questions.

Data Privacy

GDPR, CCPA

- User knowledge and consent
- Collect only necessary data
- Provides deletion options.

Algorithmic Fairness

Prevent bias in AI pricing

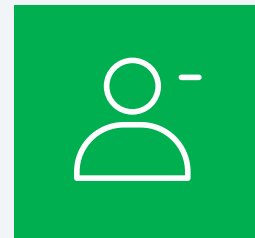
- Provide algorithm description
- Bias detection
- Invite third party review
- Ensure diversity of algorithm training data

Best Practices in Business Ethics

- **Free Version Transparency:** Clearly list free features and limitations.
- **Paid version fairness:** Offer multiple paid plans to ensure value matching.
- **User experience first:** Avoid too much advertising and provide good support.

Validate Revenue Model

Based on Customer Feedback



Pilot Project

Select user group: 50-100 Chinese students
Conditions: Free, paid (RMB10, RMB20, RMB30)
Feedback: questionnaire, in-depth interview



Survey and interview



Collect large amounts of data quickly
Analysis and validation using machine learning theory
Conduct in-depth interviews with key subjects



A/B Test

Randomly assign and track data
Results: Conversion rate, customer retention, revenue growth



Key metrics

- Conversion rate: $\frac{\text{Paid users}}{\text{registered users}}$
- Customer retention rate : $\frac{\text{renewals}}{\text{Total Paying users}}$
- Revenue growth: $\text{current revenue} - \text{prior period revenue}$



Basic Financial Forecast & Key Indicators

Use financial forecasting to guide product development, marketing, and capital operations.

01

Income Forecasting Technology

Use historical data and market analysis to predict future revenue.

03

KPI-User Growth Rate

Measure the Speed of Market Expansion

02

KPI-Customer Retention Rate

Measure user satisfaction and product stickiness.

04

KPI-Average Revenue Per User

Measure the average revenue per user.