



The Party Parrots
CS 490S : Final Pitch Presentation
May 8th, 2019

Meet the Team!



Ryan: The Outreach

Customer research and analysis



Edwood: The Visionary

Natural and experienced leader



Anjali: The Creative

Keen eye for accessibility design



Jeff: The Team Player

Adaptable to a variety of tasks



Nila: The Strategist

Idea-generator

Problem

The barrier to understanding & using technology for people aged 35-55+ needs to be addressed



One-quarter of seniors use online social networks

% of seniors who ...

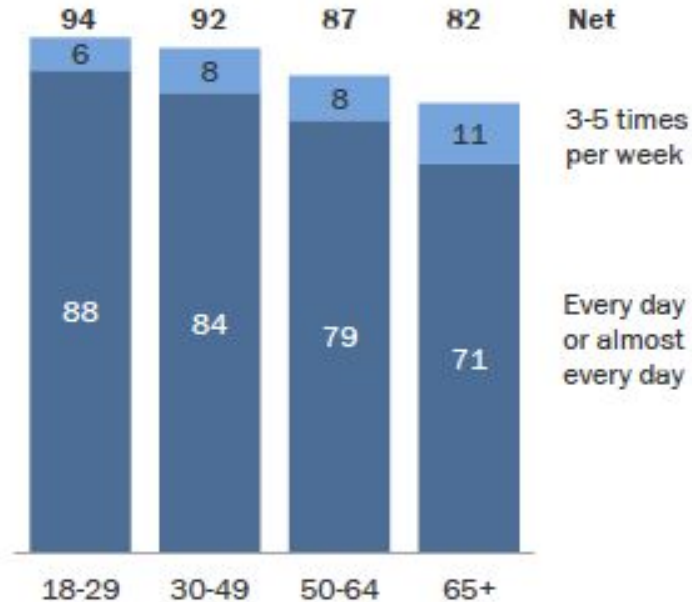


Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER

A majority of older internet users go online on a daily basis

% of internet users in each age group who go online ...



Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER

Our Mission

Our primary goal is to even out the playing field in an increasingly tech-based world.

Technology can make our lives much **easier**, but for many it's **frustrating** and **overwhelming** to keep up with.



Who do we help?

Adults who:

- Wish to improve technological abilities
- Need to learn a new technology for their current job
- Cannot afford/are dissatisfied with competing online or local learning resources

Students who:

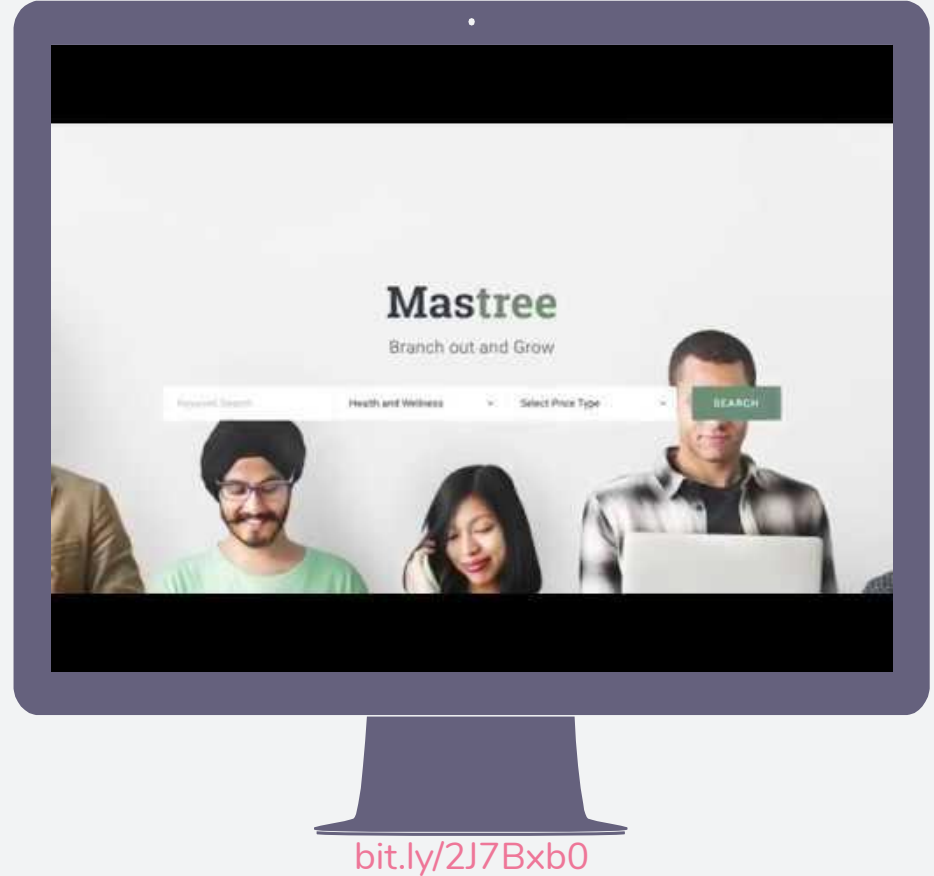
- Don't have adequate access to education in technology at their school

“ I would use [Mastree] to
stay up to date at my
job.

-M. Simon, Boston, MA



Mastree in Action



Highlighted Features



Simple UI

For frustration-free
learning



Organized Content

Find what you need
most



Mastery Based Learning

Grow at your own pace

Revenue Model

Balanced between subscriptions
and individual purchases



Per Course	Subscription per month	Subscription per year
\$20	\$25	\$275
<ul style="list-style-type: none">• Purchase individual courses if you need infrequent access• Subscribe for learning on a long-term basis to save money		

“ I am willing to pay for something that is of quality & where the price makes customers take the content more seriously

-J Poletti, Boston, MA



Marketing and Retention



Advertising

Placing ads on common sites to elicit customers in our target market

Free content

Hook in the user with free content or specials

Paywalled Content

Paywall some content to encourage the user to pay

Growing Library

Retain users with a growing library in skills the user wants

The Competition

MOOCs

Massive Online Open Courses



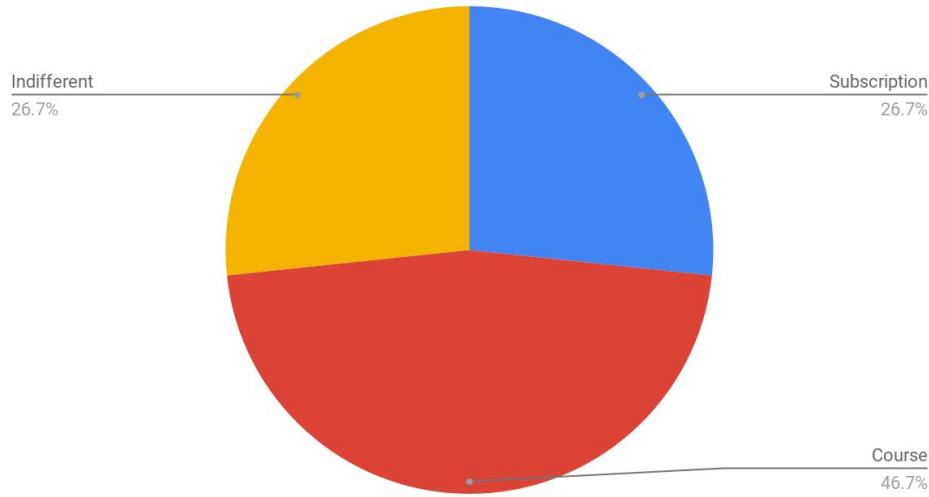
coursera



Other Platforms



Subscription Model vs. Per Course



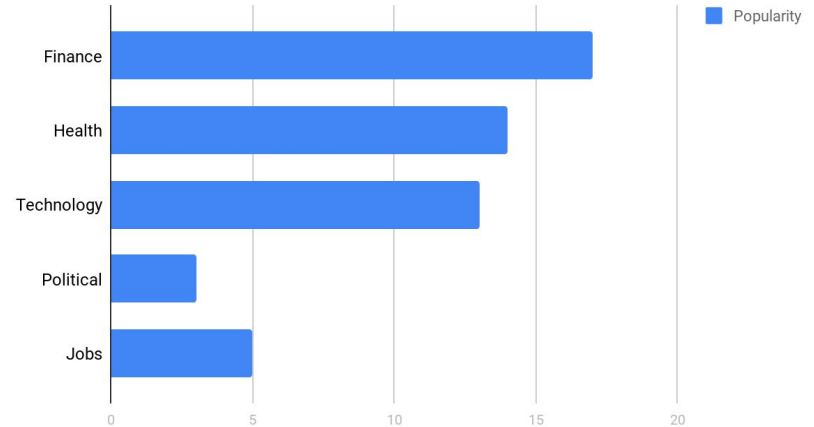
Eventual Pivot

From subscription model to **per course model**

Current Pivot

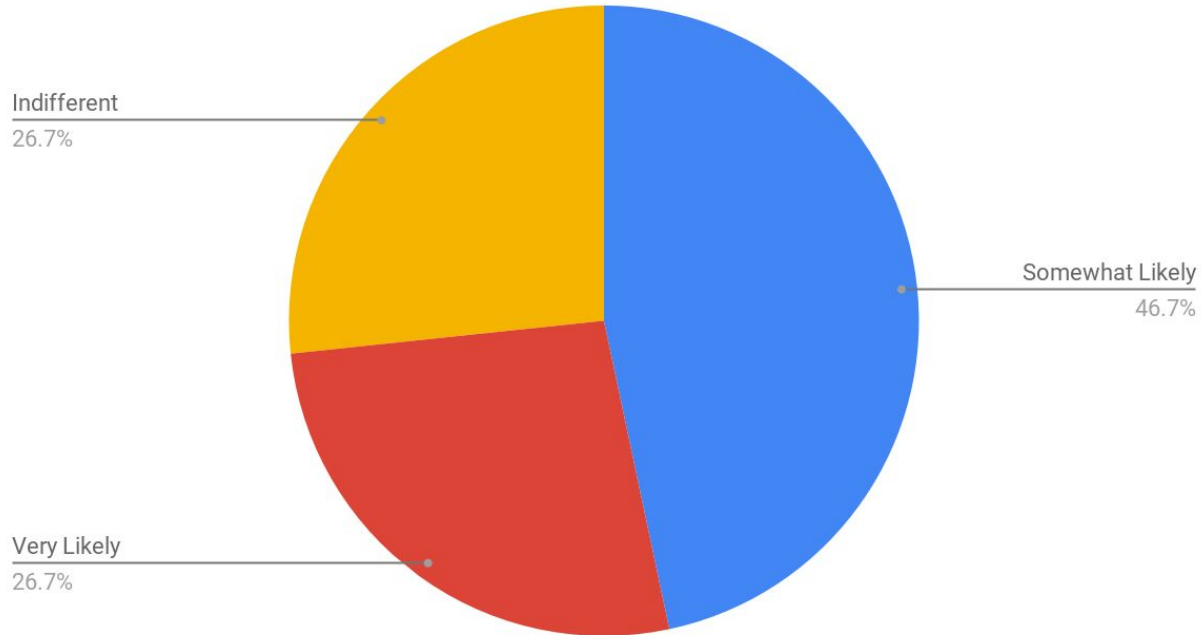
Focus content on more on **finance, health, technology** rather than politics and jobs

Hot Topics



Customer Approval

Recommendations Prospect



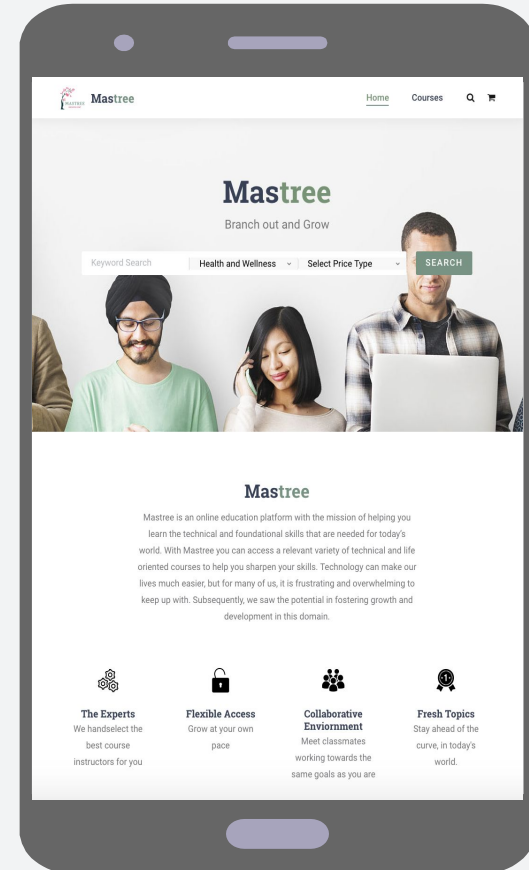
Future Goals

1 Community Course Creation

2 Broader Offering

3 Low Income Accessibility

4 Mobile & Offline Learning



In summary...

- Mastree is meant to **bridge** technical gaps.
 - Accessible design
 - Targeted content
- We want to even out the playing field in an **increasingly** tech-based world.
 - Fostered confidence
- We plan to **serve** relevant students & adults (35-55+).



Any Questions?

Appendices

The Competition

	Name	Features	Intended Audience	Pitfalls
1	MOOCs (Udemy, edX, Khan Academy)	<ul style="list-style-type: none"> -Millions of courses -Robust supplementary features (content, q&A, quizzes, etc.) -Video & Audio Lectures -Multiple platforms (mobile, website) 	College students, young professionals	<ul style="list-style-type: none"> -More focused on academic content(better for college students) -Hard to search unless specific keywords known -Too many features can be overwhelming
2	Youtube	<ul style="list-style-type: none"> -Billions of videos / broad content -Minimalistic platform for video viewing -Comment section -Video creation tools 	No specific group	<ul style="list-style-type: none"> -No specialized courses or videos -No certified instruction -Hard to search unless specific keywords known -Too many features can be overwhelming -No supplementary features and content
3	Today at Apple	<ul style="list-style-type: none"> -Specialized course domains -In-person instruction by expert instructors -Free sessions 	Local customers of Apple Entrepreneurs / small business owners High school & Older	<ul style="list-style-type: none"> -No personalized instruction -Rigid schedule, cannot learn at own time and pace -Must be able to commute to classes -Courses require Apple-specific devices, not inclusive
4	University - Backed Courses	<ul style="list-style-type: none"> -Certified instructors -Industry or academic focus -Certification of completion -Online or On-Campus 	Adults , College Students	<ul style="list-style-type: none"> -Must be enrolled in the college -Capped classes -Typically more expensive -Course offerings typically more limited (dependent on instructor availability)

Content Creators

- Hiring certified individuals and soliciting content to license them exclusively
- Pay them with income from Subscription Model
- Rating system to will be used to determine the quality of content
- Certifications:
 - Proven education
 - Lived experiences

Marketing Plan

- Users who use internet:
 - People 65+ (82%) still use the internet but not as comfortably
 - Social Media Advertisements
- Users not on internet as much:
 - Advertise through school, libraries, government facilities
- User referral plan

Demographic Justification

- Mastree will not block people outside of our target demographic
- It's meant to for anyone looking for more confidence in this tech centered world
- We focusing our marketing to a particular demographic for the sake of reaching a historically unmet group

Mastree colors

- Green: #9cb4a8
- White: #f2f4f3
- Blue: #163b3f
- Pink: #ee7698