STUSMART

Mart to make student smart

Vision

University might be hard, and hard might be to get connected with other student.
We want make that easier than ever. We want to create a web and mobile app where students can communicate with other students by sharing notes that they may need to pass the exams.
We aim to create a community where students can find cheap notes, the uploader of that notes may gain some money.

Problem we aim to solve

- There is not enough interconnection between students.

- Sometimes it can be hard university for lake of materials.

- Good students has to find often another job to pay their study and living expenses.

- Students want always find the cheap and valuable material to study. It is well/known that students are becoming wise on this topic.

Student are forced to study in low quality books, buy not specific materials online (notes, courses and text books), wasting time and money learning something that may not be in the same guidelines of their professor.

Solution

The company's solution will be to develop a mobile and web portal to give a new platform for students to learn efficiently and more productively using their mate documentation.

The students can upload their notes, targeting subject, professor and university. The notes are listed under the subject page, that means that a student will get notes

relative to his class. Students will get a specific materials for any subject they need for a price of a meal a month.

Students will upload notes on a weekly base, each month they will receive a 50% of the total revenue generated by their courses. That student will have the possibility to monetize doing a task that they will do anyway.

Our platform will offer also the possibility to sell full notes of one exam, and used books for university.
Also any student can advertise their self as tutor. A system of feedback and price per hour, will help the student to choose the best option close to their home.

Product

We aim to give as much flexibility to the students and we can with the web apps and mobile apps combined. Here are the things we want to develop in order to maintain such flexibility and make the learning experience more interactive.

1.   Mobile Apps for students (Android and IOS)

Mobile apps are an easy way to get the learning experience wherever you want. The mobile app comes up with an easy way to manage your study material, make easy payment to purchase study materials you like. Main features of the mobile app are listed below.
- Browse study materials by professors, study area, course etc;
- Subscribe.
- Purchase and download the study materials;
- View the study material (ebook);
- Make bookmarks;
- Interactive mcq quiz;
- Interactive mockup test;
- Flash cards to improve learning experience.

2.   Web app for students

Web app for students is a great platform where everyone has the same advanced learning experience as in the mobile app. The web app comes up with all the functionality of mobile apps. The web app also support the notes upload.
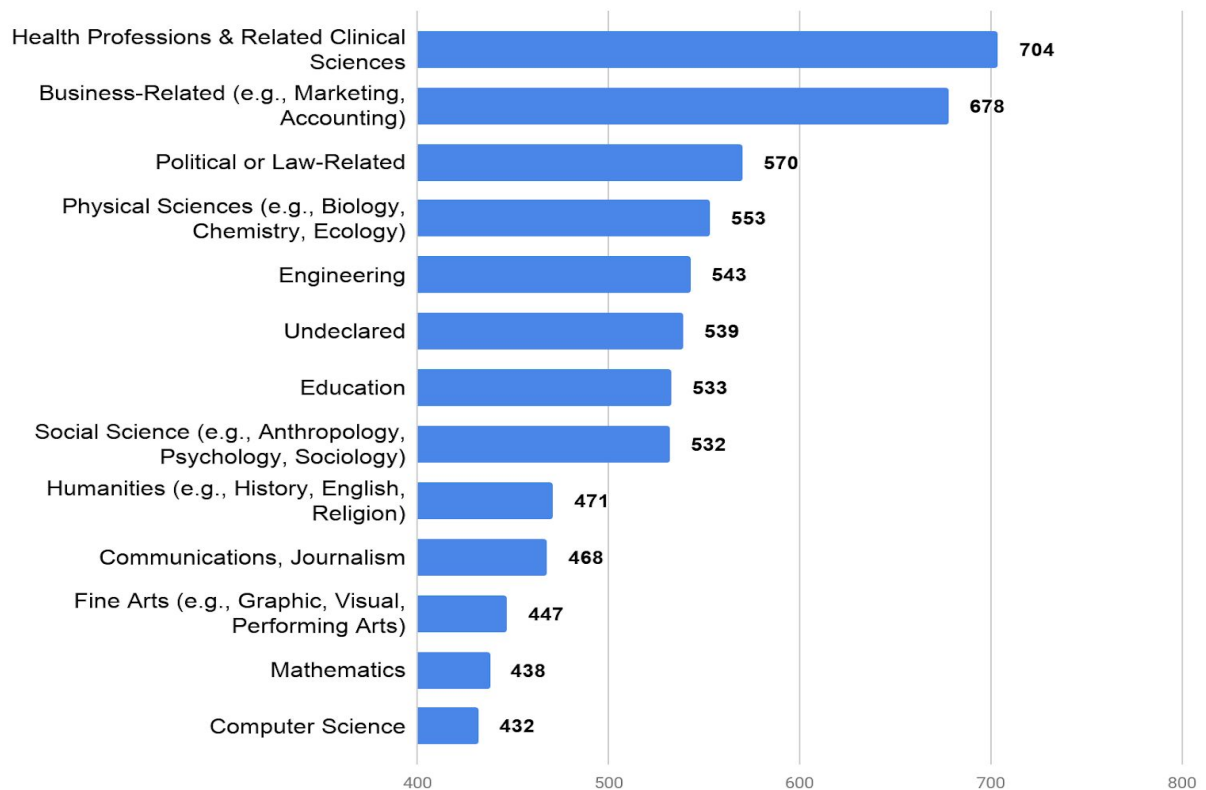
Use Cases

Student Use Case

1. Login or Signup in our platform.
2. Provide information about the course they are currently pursuing.
3. Provide information about the subject they are interested in.
4. Browse for the study material they need with the help of search or content filtering.
5. Subscribe and acquire the material.
6. Interact with the study material they have just purchased in the form of ebook, flashcard or mcq quiz.
7. Bookmark, revise and provide feedback for the study material as they wish.
8. Sell their notes.

Market

- During the 2016-17 academic year, students spent an average of $579 on 10 required class materials (typically textbooks), according to the National Association of College Stores' latest Student Watch survey. That was based on data from 90 two- and four-year colleges in the U.S. and Canada. That spending is down $23 from the previous year, and $122 less than in 2007-08.
- One option some students don't often consider is using the local library as a resource.
- Students are always trying to spend less every years for books, while the classic books in the libraries are getting more expensive.
- There are around 210 million student all over the world.

Major	Value
Health Professions & Related Clinical Sciences	704
Business-Related (e.g., Marketing, Accounting)	678
Political or Law-Related	570
Physical Sciences (e.g., Biology, Chemistry, Ecology)	553
Engineering	543
Undeclared	539
Education	533
Social Science (e.g., Anthropology, Psychology, Sociology)	532
Humanities (e.g., History, English, Religion)	471
Communications, Journalism	468
Fine Arts (e.g., Graphic, Visual, Performing Arts)	447
Mathematics	438
Computer Science	432

Source: https://www.cnbc.com

Similar business

Studysoup is a marketplace p2p where students can post their daily notes to other students and get paid by the platform. Their main business is in America and they count around 1 million users. It is a concept that in America is fully working. When we did start our product we were thinking to offer something more to all the students. Everything that can be use full for them in all the fields, such as tutor and used books.

Team

Edoardo Mancini
CEO - Founder

Abinash Neupane
CTO - Founder

Lorenzo Di Stasi
Copywriter

The founders at the moment are located in Nepal. The main reason was working together and wait for the start up visa approval for Abinash Neupane.

Strategy

Our target market it would be Europe, Australia, Taiwan and India.
About Taiwan Edoardo will spend next month in Taiwan getting in touch with students and try to sponsor as much as possible the software there.
Edoardo and Abinash in September 2018 are going to study Australia so we will try to get in touch with our professors and start with the student in our university. We will try to build a customer base and to scale our project we might try to get in touch with some capital venture.

Similar project as our are fully working in America and Japan, there are good chance on having success with this software.

Ecosystem Figure

Customer: (Mainly student)

- can get subscribe and access a wide rage of notes.

- buy new/used books.

- find a tutor.

Tutor, NoteTakers

- They can upload notes on a weekly base.

- They will sell their teaching skill on the platform.

- We will support a system of feedback, so customer can contact the best one.

- They will get paid by the company for the weekly notes and by the customer for the tutoring.

Notes quality benchmark

The notes that are uploaded have to follow a certain standard. For a low cost approach a 5-star rating has been implemented. The students who as paid a subscription can rate the uploader notes. Notes lower than 4 stars would not meeting our benchmark.
In this case we might not process the payment and /or delete the notes.

Payment method

The uploader will get a 50% fee from all the students who subscribe under his course.
If there is more than one uploader we have software that will keep track of views using a simple algorithm and will help us implement a fair payment method.

We will use **Stars** times **Views** for each student and that will be our guide to payment. Whomever has more **Stars** and more **Views** will have a bigger payout. This one will be a fair payment method and easy to manage.