Deployment Plan

Freshman Starter Kit

Our vision for the product is simple: We want all college freshman to have access to our software through their universities. For this objective, we need to consider to partner with universities, specifically the First Year Admissions programs. We would like to provide personalized output depending on the university to assure that students have access to their corresponding buildings, classes, and advice.

Since we are trying to provide personalized services for each university freshmen, we would need a maintenance plan, a startup accelerator, and communication with the universities. We will talk a little more about the first point in the maintenance plan. First, we will focus on the communication with the universities.

Partnership with Universities

To have constant communication and financial support from the universities, we first need to invest in marketing our product towards each university. To do so, we are planning to visit each target University and do a presentation of our product, the things we offer and our yearly rates.

Marketing towards Universities		
Cathegory	One University trip	10 University trips
Travel expenses	1000	10000
Accomodation expenses	470	4700
Lawyer services	800	8000
Software developer services	200	2000
Total expense	2470	24700

The table included has the estimated costs of visiting 10 universities in the lapse of 4 months with 2-day duration trips. With these costs, we are expecting on sending a team of 2 developers to talk to the university administration.

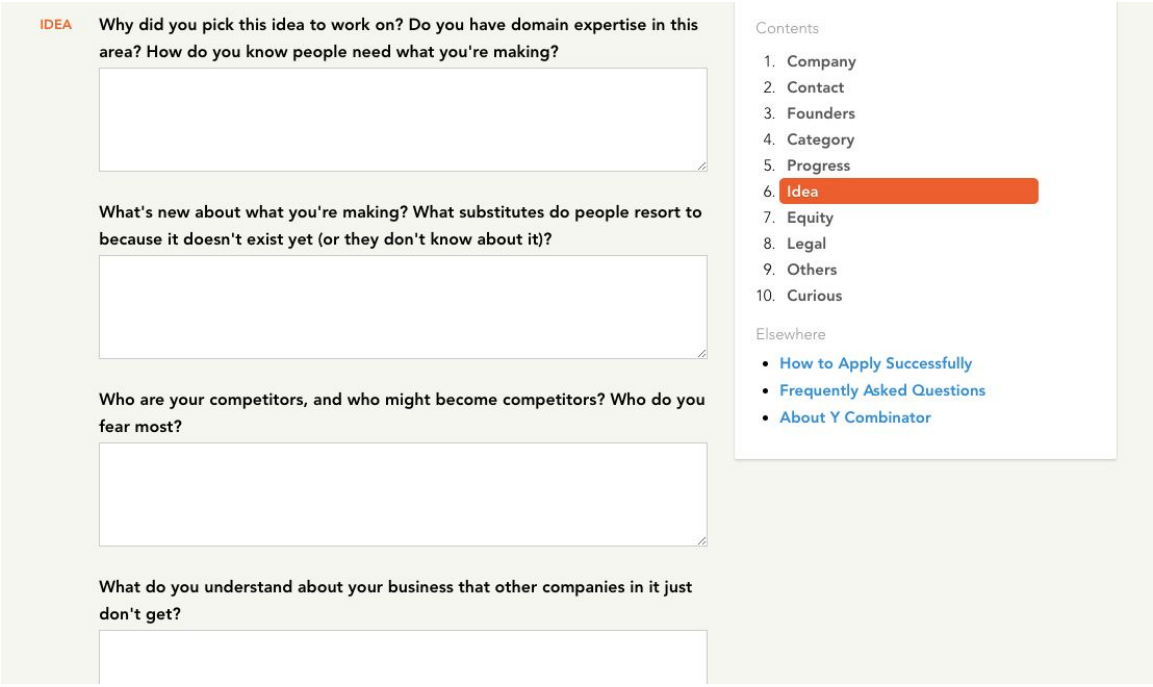
Travel expenses include airplane tickets of about 500 dollars each. Accommodation expenses include hotel stays and food for two days paid for the two developers that would be traveling. Lawyer services are accounted for 2 hours of service per trip valued at about 400 dollars per hour. The software developer expenses are accounted for regular hourly pay to developers to personalize the website to each university and show them how it would look with the university information accounted for 20 dollars an hour and an approximate of 10 hours to modify the website.

Once we are done with the marketing, we expect to have at least 50% of the universities sign with us as to test the software for the next academic year. This will provide us with enough capital to be able to pay for our marketing expenses, any other accelerator expenses, and also make some revenue. We will include more information about the financial expectations once we mention all the expected costs.

Technology Startup Accelerator

Y Combinator and many other startup accelerators are able to provide funding at the early stages of a startup. They also provide useful resources like a free 10-week online course to learn how to start a startup. It has the largest support system for education technology startups. Our product will use the ‘Imagine K12’ program and try to grow our product. Y Combinator invests $150k every year in a large number of startups, in return for 7% of the product.

They have startup application forms that ask for basic details like the demo URL, company name, number of founders etc, and how long the development process has been going on for. An in-depth questionnaire follows about the product that helps the developers analyze the scope of their project and to clearly explain to the accelerator their expectations on how they would like to grow the company.



There are two funding cycles per year. We would not have to be based off of the same location as Y Combinator, can work with them remotely and would not have to be US citizens to promote our impactful webapp in the educational sphere.

Maintenance plan

The table below shows the expected yearly maintenance costs. These costs account for the public deployment costs as explained in the maintenance plan. It also includes the software developer expected salaries for 4 developers. The moderator costs include the salaries for 5 moderators, one for each university. We then account for the SQLite licence for 1500 dollars yearly. Finally, we account for the Google API for 84 dollars a year.

One year maintainance plan

Cathegory	Monthly	Yearly
Public deployment Cost	12.00	144.00
Software Developer	23581.00	282972.00
Moderator	21102.00	253225.00
SQLite Licence	125.00	1500.00
Google Maps API	7.00	84.00
Total expense	44827.00	537925.00

Financial Expectations

The table below shows the overall expenses and revenue expected for the first year of starting our software company. This table assumes that we will have 5 universities

sponsoring us. It also includes the expected costs of marketing to 10 universities, using a technology startup accelerator and the maintenance costs for a year.

The expected revenue per university was calculated using information from other companies that also sell their software to universities. We expect an approximate of 110,000 dollars per year, per university on revenue.

Financial Expectations First year		
Expenses		
Marketing Expenses	$	24,700.00
Maintainance expenses for 1 year	$	537,925.00
Total Expenses	$	562,625.00
Revenue		
Universities yearly subscription	$	550,000.00
Tech Startup Accelerator funding	$	30,000.00
Total Revenue	$	580,000.00
Income before accelerator fees	$	17,375.00
Tech Startup Accelerator costs	$	2,100.00
Net (Loss) Income	$	15,275.00

The estimation above shows the expected revenue only in the first year of work. This revenue is expected since it will be a startup. However, If we expect to increase the universities that sponsor us to 10 in the next year, we would have an annual income of approximately 200,000 dollars. The number will exponentially increase every year since the costs will relatively stay the same, but the number of sponsoring universities will increase. We will also plan on performing the marketing for universities each year to increase our partners and grow more every year.