

SaulGoodman.Inc





Group - 6

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Introduction

- This is a social platform for students/working professionals that connects them to find answers their Queries with regards to their course/work.
- Users can post their questions in communities for other users with similar interests and background to answer them.
- To motivate the users to not only ask but also answer, we reward them with credits that they can then use to access the premium features. More features are discussed in the following slides.
- However, this feature can be accessed by premium users at any instance. A subscription fee is charged every 1/3/6/12 months and a 1 week free trial is also available for new users.
- The subscription fee is yet to be finalised based on the operational costs of the business as a whole. The idea is to quote a predatory price and hike the costs after we add more features, better value in services and a strong community which retains the existing customers.

The USP of the platform is that it is tweaked specifically for the interests of students to help them with doubts in their assignments. The communities offer a hub for people from the same university or same major with common subjects to connect. This helps them to work together and share their knowledge.

Features

- Users can post questions on the platform and other users who have the knowledge can answer.
- Users can earn badges, credits, etc. by answering other users queries.
- Premium users can access the chatbot through which they can get answers to their queries instantly. Non-Premium users can use their credits and access this for limited times.
- Users can call, text and watchalong with other users/friends using the in-app messenger.
- You can access feed on your homescreen that recommends content based on your profile, information and your previous interests.
- Peers from same backgrounds, universities, employers can connect through the platform and work on their tasks with each others company and guidance.
- Challenges and tournaments are available for users to participate in. Winners will be awarded with gifts and will be ranked based on their stats.

User Experience



- Customers are advertised about the product using social platforms, emails and referrals.
- They are taken through the application guided by a dialog box.
- Once they get familiar, they can start posting questions and responses.
- Customers will be encouraged to use the premium features with a free trial to get them hooked.
- The value proposition is well exhibited in the meantime to convert them from leads to premium users.
- The team works constantly to create new features and provide value in order to retain them.
- They are provided with the best customer experience with top notch customer support to resolve their issues.

Target Audience



It is crucial to comprehend our target audience for the platform's success. Our target audience comprises students and working professionals from diverse backgrounds who require assistance with their coursework or work-related activities. Our website caters to individuals from various educational disciplines and professional fields.

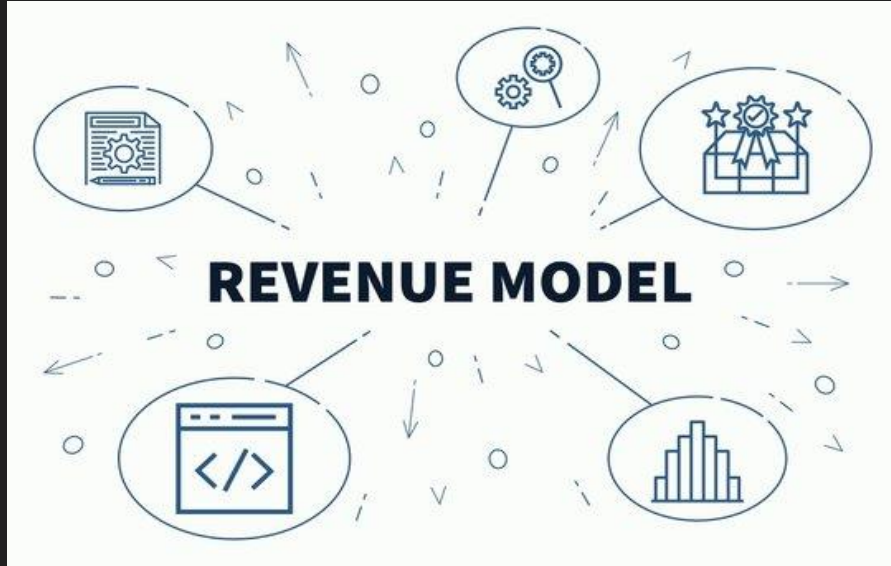
- Students: Our target audience encompasses students who need a lot of help with their coursework, assignments, projects or homework. It gives a platform to students worldwide to discuss different perspectives of their knowledge about solutions. The audience comprises of students from all age groups who attend school, college and professional graduate courses.
- Teachers and Educators: Teachers and educators looking for resources to supplement their teaching or seeking collaboration with peers in their field can find this useful.

Target Audience



- **Working Professionals:** Our platform can be an important resource for working professionals who need help with their products, solutions or troubleshooting. They can also collaborate with people to connect, learn, enhance their skills on multiple domains regarding their work. This contributes with the skills and simultaneously enhances the solutions provided for work related queries.
- **Job Seekers:** Job seekers can look for help with their job applications by seeking advice on career paths and opportunities.
- **Anyone with a will to learn:** Our platform welcomes everyone who wants to learn new courses, techniques and alternative solutions. Whether you're a student, a working professional, or just someone who's curious about the world, our platform can help you learn and develop in positive ways.

Revenue Model



- Subscription Fees : Provide customers with premium subscriptions.
- Collaborations: Work with other organizations in the education sector to offer users more resources and value. For instance, we collaborate with colleges or professors to give all students access to the site.
- Free trial: Provide a free trial time for new users to try out the platform's premium features.
- Virtual events: Host virtual events on the platform, such as webinars, workshops, and seminars, and charge participants a registration fee.
- Premium Content : Offers premium content that isn't accessible through the platform's free edition.

Marketing Strategy



- Content Marketing : Create valuable knowledge for users to view that will attract them to the site, such as blog entries, videos, and visualizations.
- Social Media Marketing : Utilize websites for social networking like Facebook, Twitter, and LinkedIn to communicate with potential consumers and advertise your platform.
- To advertise the platform and draw new users, collaborate with professors in the education sector.
- Referral Marketing : Implement a referral scheme that rewards current users for introducing new users to the platform.
- Email Marketing : This platform updates its customers about products and services through a regular email newsletter that is distributed to subscribers.

Scaling



- **User Acquisition:** To increase your user base, concentrate your marketing efforts on gaining new customers.
- **User Engagement:** Retain users by adding value through tailored user experiences, rewarding participation, and promoting user-generated content.
- **Community Building:** Personalized user feeds and peer-to-peer contact can help you create a feeling of community.
- **Sponsorship and Advertising:** Increase your revenue by securing sponsors and advertisements to market their offerings to your user base.

How are we different from your competition?



- Giving users a great feed with relative content will make people stay on the platform for a longer time.
- We will hold contests like quizzes and rating boards as well as reward tokens that you won't find on other platforms to keep users engaged.
- Creative spaces where others with similar interests can congregate and gain fresh knowledge about a given subject.
- We will attempt to push pertinent content for a younger audience since the whole platform will be targeted towards them.

Conclusion

- The overall project has led us to the conclusion that we are building a social platform for students and working professionals to assist them with queries about their academics or professions.
- This website provides users to get access to a large network of specialists and enthusiasts that may assist them with their inquiries. However, it encourages users in expanding their knowledge.
- Users can receive incentives for interacting with one another and creating a connection with one another.
- Students and working professionals are our target market clients because of the increasing demand for educational resources and their desire to join discussion boards.
- Overall, this platform offers the users easy access and effective response to users' inquiries while encouraging a friendly group of people with similar interests. A combination of efficient marketing strategies, personalized communication, and high-quality product offerings is needed to attract customers.
- Platforms like this will make the educational resources accessible to larger audiences regardless of the socioeconomic status and geographical location. However, it requires immense efforts and thorough research before releasing the high technology inclusive platform.
- If everything goes well, we would like to launch our platform as soon as possible with few marketing strategies like promotions, advertising etc. and plan to release the features on the platform in stages.

**THIS IS THE END OF THE
PRESENTATION**



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