

BUKSU COT: THESIS REALM

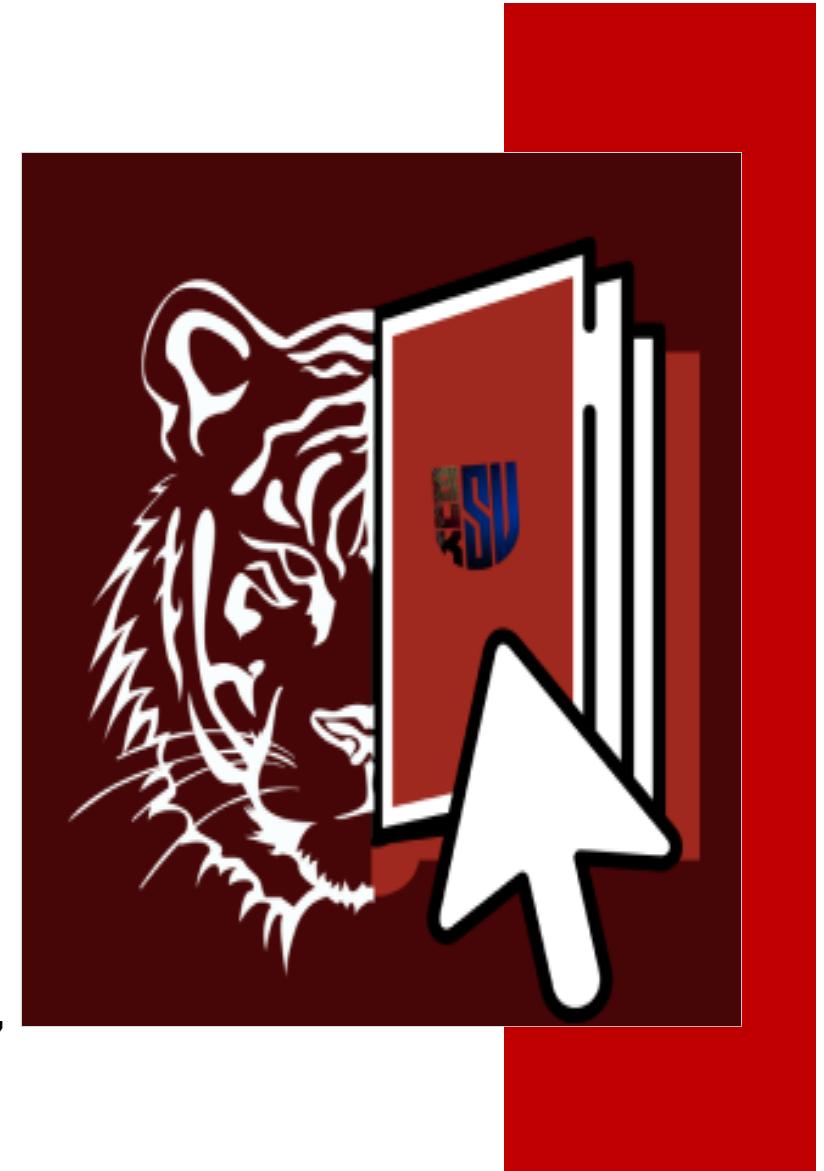
Venture Viability Analysis

Bukidnon State University, Malaybalay City, Bukidnon

BUKSU COT: THESIS REALM

Thesis Realm is a web-based platform that centralizes access to past thesis papers at BUKSU, helping

**Bukidnon State University, Malaybalay City,
Bukidnon**



Venture Team



Name: Kate Castro
Major: BS-IT



Name: Janus Tagud
Major: BS-IT



Name: Armando Sagayoc
Major: BS-IT

Context

Over 60% of Filipino students face thesis delays due to lack of access to research materials.



Problem Statement

Problem

College of Technology students at Bukidnon State University lack easy access to relevant thesis papers and research materials, hindering research.

Impact

Students waste time and repeat topics, while instructors struggle to guide research due to limited access to thesis materials.



Problem Statement/Industry

Problem Being Solved

Many college students face difficulty starting and completing their thesis due to limited access to topic ideas, references, and proper methodologies. Without a centralized platform for academic resources, students often experience delays, stress, and reduced research quality.

Supporting Data

Over 60% of Filipino students face thesis delays due to lack of access to research materials.

Source: CHED 2023 Report, Edukasyon.ph 2022 Survey, Asia Pacific Journal of Multidisciplinary Research.



Area
Education



Industry
Education & Training



Domain
Learning Management Systems

Problem Analysis



Affected Stakeholders

College of Technology students struggle to access relevant thesis papers, wasting time and repeating topics. Faculty and advisors face challenges guiding students, while the university lacks a streamlined resource system. This also affects future employers who rely on well-researched student projects.



Impact on Stakeholders

The lack of thesis paper access wastes students' time and affects their performance. Instructors face challenges in guiding students, and administrators struggle with system management. Employers are concerned about graduates' preparedness due to limited research resources.



Root Causes

The problem persists due to the lack of a centralized platform for thesis papers, limited digital infrastructure, and inconsistent archiving, making it difficult for students to access relevant research materials efficiently.



Personal/Team Connect

As students at Bukidnon State University, we've experienced the frustration of accessing research materials. With our skills in technology and system management, we're passionate about creating a solution to improve research efficiency for our peers.

Target Customer Segments

Primary

College of Technology
students at Bukidnon
State University.



Secondary

College students will
be our primary focus,
as they struggle most
with thesis
preparation.

Customer Segment & Persona

Primary Segment

College of Technology students at Bukidnon State University.

Persona



Jeff Ivan Mayor

Age in years: 20

Location: Rural

Organizational Role:

{Persona's primary role}
(if applicable)

Secondary Segment

College students will be our primary focus, as they struggle most with thesis preparation.

Jobs-to-be-Done

Functional JTBD



Access past thesis papers for reference Find relevant research for topic ideas Understand correct thesis formatting Avoid topic duplication Gather related studies and methods Submit and preserve own thesis

Emotional JTBD



Feel confident in doing research Reduce stress and confusion Feel proud of contributing academically Feel supported, not lost

Social JTBD



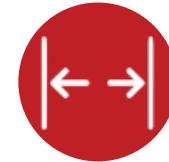
Gain recognition from peers and instructors Be appreciated for good work Be seen as responsible and resourceful Contribute to the academic community

Current Alternatives



Current Alternatives

Ask upperclassmen for copies Search printed theses in the library Seek help from instructors Look online for samples or templates Join group chats/Facebook groups



Gaps in Current Alternatives

Limited or no access to printed theses Hard to find specific or recent topics Unorganized and outdated references Online sources may not match local standards Inconsistent peer-sharing No centralized digital archive

Problem Validation (GOOTB)

Partial List of Potential Customers/Users Interviewed

Name: Renzo Gabonada

Occupation: Student

Name: John Dyll Ricablanca

Occupation: Self-Employed

Name: Joel Nob

Occupation: Self-Employed

Problem Validation

Total customers/users interviewed:

- In-person: 10
- Virtually: 5

Total customers/users for whom this problem is important to solve: 14

Total customers/users who are dissatisfied with the current alternatives: 0

Our Solution



Solution

Thesis Realm Web Platform - A centralized, searchable online repository where students at Bukidnon State University can easily access past theses by course, topic, year, or adviser.

Core Technologies/ Methodologies

The Thesis Realm Web Platform will use HTML and CSS for the frontend, PHP for backend development, and MySQL for database management. Figma

Solution Design



Our Solution

Thesis Realm Web Platform – A centralized, searchable online repository where students at Bukidnon State University can easily access past theses by course, topic, year, or adviser.



Key Features

The platform will allow students to search, filter, and download theses by course, topic, or year. It will feature personalized user profiles, real-time notifications for new uploads, and be mobile-optimal.



Uniqueness

Thesis Realm is the first centralized thesis repository at BUKSU. It offers personalized topic recommendations and integrates smoothly with existing systems, providing a user-friendly, scalable solution.

Solution Format:

Digital Product: A web-based platform

Core Technologies/ Methodologies:

The Thesis Realm Web Platform will use HTML and CSS for the frontend, PHP for backend development, and MySQL for database management. Figma

Solution Benefits



Functional Benefits

With BUKSU COT: THESIS REALM, students can easily access past thesis papers, improving research quality and saving time on material searches. The platform helps organize research materials, track prog



Emotional Benefits

With BUKSU COT: THESIS REALM, students will feel more confident in their research, experience reduced stress from easy access to materials, and take pride in completing a well-supported thesis.



Social Benefits

BUKSU COT: THESIS REALM helps students gain recognition from professors, earn peer respect, and enhance their academic reputation, opening opportunities for networking and collaboration.



Macro Benefits

BUKSU COT: THESIS REALM enhances education by providing easy access to research materials, improving academic success, and promoting efficient knowledge sharing, contributing to a more educated

Competitors



Direct



Shodhganga, Vidyanidhi, NPTEL, ResearchGate India
ResearchGate, Academia.edu, Figshare, ProQuest
Dissertations & Theses Global

Indirect



Sci-Hub, arXiv India, Swayam
arXiv, Sci-Hub, Google Scholar, JSTOR

Our UVP

Our UVP is a centralized thesis platform offering easy access to relevant research, saving time and

Competitors



Direct Competitors

Shodhganga,
Vidyanidhi, NPTEL,
ResearchGate India



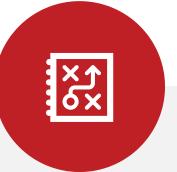
Indirect Competitors

Sci-Hub, arXiv India,
Swayam



Direct Competitors Globally

ResearchGate,
Academia.edu,
Figshare, ProQuest
Dissertations &
Theses Global



Indirect Competitors Globally

arXiv, Sci-Hub,
Google Scholar,
JSTOR

Macro Analysis



Favourable Trends

AREA	DESCRIPTION
Technology	Technology is revolutionizing access to academic resources.
Technology	Cloud platforms improve scalable access to research data.

Unfavourable Trends

AREA	DESCRIPTION
Social	Increased focus on collaboration drives demand for academic platforms.
Economy	More investment in education boosts access to digital tools.

Data Sources:

EdTech Digest Report 2023, World Bank Education Report 2023, McKinsey's digital transformation report, and Statista 2023 for insights on education tech trends, economic investments, and cloud computing.

Prototype

Prototype Format

A digital prototype made in Figma showing key features and user flow of the thesis platform.

Functionality included in the Prototype

The prototype will include the login page, user dashboard, thesis search, upload feature, and admin panel.

Functionality NOT included in the Prototype

ChatGPT said: The prototype will exclude advanced analytics, real-time chat, plagiarism checker, and payment features.



Prototype Validation

Number of users engaged with?

10

How many people liked or loved the prototype?

8

How many people were either neutral or mostly unhappy with the prototype?

0

Prototype Feedback

What aspects of the prototype did the users LOVE?

Users loved the clean and user-friendly interface, the easy thesis search function, and the organized dashboard layout. They also appreciated the upload feature and how accessible the content was.

What aspects of the prototype were DISLIKED by the users?

Users were neutral about the admin panel's complexity and the lack of a personalized recommendation feature. Some also felt that the search results could be more refined and specific to their needs.

Competition Analysis

COMPETITOR NAME	TYPE	STRENGTHS	WEAKNESSES
Shodhganga	Direct	Extensive collection, free access,	Clunky UI, slow search, no collabor
Vidyanidhi	Direct	Large repository of theses,	Limited search functionality,
ResearchGate	Direct	Global network, advanced search, co	Restricted access, cluttered UI, li
Academia.edu	Direct	Large research base, strong network	Paywall for features, limited thesi

Our Product/Service will be better than the competitors' solutions because:

Our platform will stand out with an intuitive user interface, personalized research recommendations, and real-time collaboration tools for students and faculty. This will enhance usability and support

Market Size & GTM

GTM Channels

Digital

College of Technology students at Bukidnon State University lack easy access to relevant thesis papers and research materials, hindering research.

Physical

Students waste time and repeat topics, while instructors struggle to guide research due to limited access to thesis materials.

Market Size

Globally:
TAM estimate is \$100 million annually for Philippines

Growth Rate:
Global CAGR: 7%
CAGR (2023-2030) for logistics and delivery services.
Indian CAGR: 15-20% CAGR (2023)

Source: Fortune Business Insights, 2024 Grand View Research, 2023 Statista, 2023 India Brand Equity Foundation

Market Size

Total Addressable Market (TAM)

TAM estimate is \$100 million annually for Philippi

Serviceable Available Market (SAM)

SAM estimate is \$100,000 annually for BUKSU COT

Serviceable Obtainable Market (SOM)

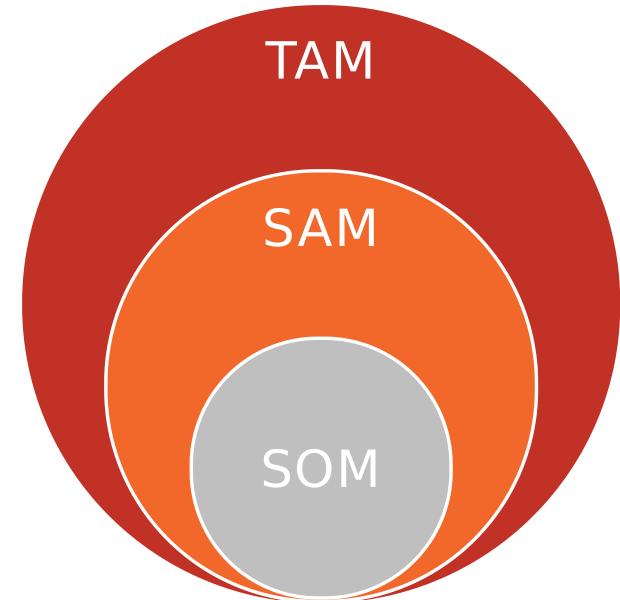
Our SOM estimate is \$20,000 in the first 2 years.

Assumptions

Our SAM focuses on College of Technology students at Bukidnon State University, targeting approximately 1,000 students annually. This is based on the university's student population and the platform's 50, 150

Sources of Research

Fortune Business Insights, 2024 Grand View Research, 2023 Statista, 2023 India Brand Equity Foundati



Revenue Models / Pricing

Revenue Model (Primary)

Subscription Model

Revenue Model (Secondary)

Subscription Model

Lean Canvas

 <p>Problem College of Technology students at Bukidnon State University lack easy access to relevant thesis papers and research materials, hindering research.</p>	 <p>Solution Thesis Realm Web Platform - A centralized, searchable online repository where students at Bukidnon State University can easily access past theses by course, topic, year, or adviser.</p>	 <p>Unique value Proposition Our UVP is a centralized thesis platform offering easy access to relevant research, saving time and</p>	 <p>Unfair Advantage Our unfair advantage lies in our exclusive partnerships with local universities for content access, a highly specialized database of thesis materials, and a strong understanding of</p>	 <p>Customer Segment College of Technology students at Bukidnon State University, College students will be our primary focus, as they struggle most with thesis preparation.</p>
 <p>Key Metric Key metrics for our startup will include user sign-ups, active users (students, faculty), number of thesis papers accessed/downloaded, user engagement (time spent on platform),</p>	 <p>Cost Structure Our main areas of costs/expenses will include platform development and maintenance, hosting and cloud storage fees, marketing and promotional activities, staff salaries (for admins and support), and t</p>		 <p>Channels We will use Direct Distribution through the Bukidnon State University platform and email communications to deliver the service to students and faculty.</p>	 <p>Revenue Streams Subscription Model, Subscription Model</p>

Go-to-Market Approach

Geographic Focus

For the first year of our GTM efforts, we will focus on Bukidnon and neighboring regions like Cagayan de Oro and Davao, targeting students and faculty at Bukidnon State University. This localized approach will allow us to build strong relationships and understand the unique needs of the local market.

Digital Marketing Channels

Key digital channels we will use include: Facebook Ads, Instagram, YouTube, Google Ads, Email Marketing, and SEO. These platforms will help us reach students, instructors, and academic institutions.

Physical Marketing Channels

Key physical/traditional channels we will use include: Flyers, School Bulletins, Event Sponsorships, and Trade Shows to directly engage with students and academic communities.

PRIMARY CUSTOMER SEGMENT

College of Technology students at Bukidnon State University.

UVP

Our UVP is a centralized thesis platform offering easy access to relevant research, saving time and effort for students.

GTM Partners

In the first year, we will focus on Bukidnon, Cagayan de Oro, and Davao, targeting students and faculty at Bukidnon State University for initial adoption.

Marketing KPIs

Customer Acquisition Cost (CAC), User Engagement, Conversion Rate, Retention Rate, Feedback Score, Upload/Download Frequency

Competitors' GTM

Competitor #1 uses social media marketing effectively, especially Instagram and Facebook, but lacks presence in traditional channels. Competitor #2 runs strong email campaigns and SEO.

Sales & Customer Service

Customer Service

Email support (dedicated support email for queries), Live chat/Chatbot on the platform for real-time assistance, Social media (Facebook, Instagram) for quick communication, Helpdesk section

Distribution Channels

We will use Direct Distribution through the Bukidnon State University platform and email communications to deliver the service to students and faculty.

Digital Sales Channels

Website (BUKSU COT Thesis Realm platform), Social media platforms (Facebook, Instagram), University portal (for direct student access), Email marketing (targeting students and faculty)

PRIMARY CUSTOMER SEGMENT

College of Technology students at Bukidnon State University.

UVP:

Our UVP is a centralized thesis platform offering easy access to relevant research, saving time and

Physical Sales Channels

University events (e.g., Thesis Fairs, Research Expos), Flyers and brochures distributed within Bukidnon State University, Collaborations with faculty and student organizations to promote

Sales KPIs

Revenue growth (increase in overall sales), Conversion rate (leads to customers ratio), Customer acquisition cost (cost to acquire each customer), Average deal size (value of each transaction), Sales

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paign=designshare
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Digital: CSAT (Customer Satisfaction Score) through post-interaction surveys, NPS (Net Promoter Score) to gauge customer loyalty.
Offline: Customer feedback forms at events

GTM Partners

B2pleHRuA2FlbQIx
MABicmlkETExTzB
MQU8wb3FtaElwNn
RxAR4BRIMIP8qtuP
SwDuGBu1V7YoK

Financials

Revenue Models/Streams

- Subscription Model
- Subscription Model

Pricing

- **Unit of Sale:** Subscription
- **Selling price per unit:** ₱50 per month

First Year Projections

Revenues:
80,92,800php

Operating Profits:
1,42,880php

Revenue Models / Pricing



Revenue Model (Primary)

Subscription Model

Unit of Sale	Sale Price per Unit	Expected units to be sold in Year 1	Expected growth in monthly sales
Subscription	₹50 per month	Estimated 30-50 users	10%-15% per month

Costs & Revenues: Key Assumptions

	Heads	Type of Unit	Amount	Planning notes
REVENUES	Selling Price of Subscriptions			
	Average re Amount		1200	
VARIABLE COSTS	Service Delivery Costs (per subscriber per month)			
	Server/Hos Amount		50	
	Third-Party Amount		40	
	Payment F Amount		12	
	Content/prc Amount		150	
	Customer S Amount		50	
NON-FIXED COSTS	Salaries and Overheads (Monthly)			
	Founder Sal Amount		50000	
	Technology Amount		150000	
	Other Salai Amount		75000	
	Rent, Insur Amount		50000	
NON-FIXED COSTS	Marketing / Sales Expenses (Monthly)			
	Marketing & Amount		75000	
	Marketing & Amount		50000	
FORECAST	Growth Forecast			
	Subscriber Number		400	
	Monthly SuPercentage		6.0	
	Average St Number		12	
INVESTMENT & FINANCIAL	Capital Investments			
	Personal In Amount		500000	
	Bank loan Amount		2000000	
	Rate of InteAnnual Per		12	
	Income TaxAnnual Per		20	

Profit & Loss Projections: Summary



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Performance & Break-Even Analysis



Year 1 Revenues	Gross Profits for Year 1
80,92,800php	60,56,112php

Net Profits for Year 1	Break-even Month
1,42,880php	in 6 months

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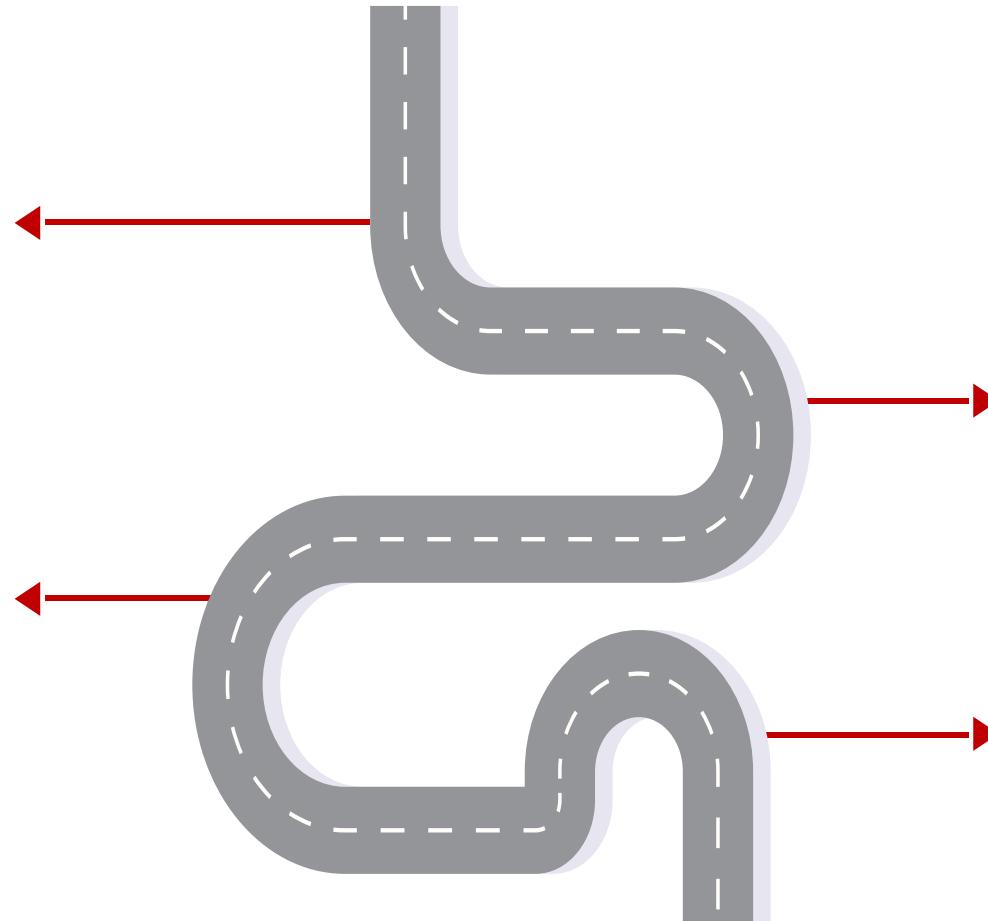
Next Steps

Goals for Months 10-12
Maintain and update the system

Goals for Months 4-6
Validate prototype through pilot testing

Goals for Months 7-9
Launch Thesis Realm to the BukSU community

Goals for Months 1-3
Develop a functional and complete prototype



Venture Viability Assessment



Venture Viability Index

86.66%

Strengths

Thesis Realm demonstrates strong viability by addressing a clear academic need within BukSU's College of Technologies. Its core strengths include offering an organized digital platform for thesis management, integrating essential features such as smart search, citation generation, and AI chatbot assistance. The system's affordability and accessibility are notable advantages.

Areas of Improvement

Despite its strengths, the project requires improvements in marketing and awareness efforts to increase user adoption upon launch. Scalability also needs to be considered to accommodate growing data and user demands in the future. Security enhancements such as two-factor authentication (2FA) and periodic audits are recommended to further protect users.

Next Steps



TIMELINE	GOALS	TEAM NEEDED	PHYSICAL RESOURCES NEEDED	FUNDS NEEDED
Months 1-3	Develop a functional and complete prototype	3	3 laptops	₱5,000
Months 4-6	Validate prototype through pilot testing	8	laptops	₱8,000
Months 7-9	Launch Thesis Realm to the BukSU community	5	laptop	₱10,000
Months 10-12	Maintain and update the system	4	laptop	₱5,000

Venture Team



Name: Kate Castro

University/College: Bukidnon State University

Major: BS-IT

Key Skills: Figma prototyping, design

Role in the Venture: Front-end developer

Keen on continuing with the venture:

Yes



Name: Janus Tagud

University/College: Bukidnon State University

Major: BS-IT

Key Skills: Programming

Role in the Venture: Integration developer

Keen on continuing with the venture:

Yes



Name: Armando Sagayoc

University/College: Bukidnon State University

Major: BS-IT

Key Skills: Programming, databases

Role in the Venture: Back-end developer

Keen on continuing with the venture:

Yes

Current Mentors:

Mr. Gil Nicholas Cagande

Mentors Needed in these Areas:

Responsive Web Design Database Management
Web Hosting and Launching

Venture Summary

OVERVIEW

COT Thesis Realm is an innovative system developed to manage and organize the thesis process within the College of Technology. It offers a centralized platform where students can submit their theses, track progress, and receive feedback, while administrators can review, approve, and monitor submissions efficiently. By streamlining communication and documentation, the system promotes transparency, reduces delays, and supports a smoother academic workflow for all users.

Mission

Our mission is to enhance academic research accessibility by developing a centralized, secure, and user-friendly platform where students and faculty can efficiently upload, manage, and access scholarly works. Through Thesis Realm, we aim to foster a culture of research excellence, collaboration, and innovation within the Bukidnon State University.

Social/Economic Relevance

Efficient access to academic research is essential for education, innovation, and societal progress. Without organized systems, valuable studies are overlooked, limiting student growth and academic advancement. By addressing this gap, Thesis Realm promotes better research practices, enhances learning, and contributes to building a more knowledgeable



Thank

You!
Our mission is to enhance academic research accessibility by developing a centralized, secure, and user-friendly platform where students and faculty can efficiently upload, manage, and access scholarly works. Through Thesis Realm, we aim to foster a culture of research excellence, collaboration, and innovation within the Bukidnon State University.

