Brain-Storming Session (9/14/15)

**Technology Aspects**

* Availability status of friends & classmates. Set up sections by class that users can add themselves to. Puts them in a pool of students taking the same class where they can see who’s online at the time.
* Class sections have a class Review section for people interested in seeing what a class is like or hearing about it from someone who took it recently. Pre-recorded video
* Group Study sessions in long term to accommodate more users. Needs to handle traffic well. Not a priority at the moment
* Specific tools that make studying through our service more efficient/engaging/entertaining than studying in person. Such as
  + Drawing on screen for livestream (interactive whiteboard everyone has access to)
  + built-in calculator and dictionary functions
  + access to images that you can pull up on the screen without needing to download or screenshare for
  + Create questions
  + % of task complete in learning something. Accumulate points. Redeem
  + **Lecture style design** Someone is streaming calculus

-People streaming are in a similar chat while person making video can’t. Students can talk to each other while lecture goes on -<http://www.twitch.tv/dice> great example

* Figure out uploading pdf
* Access to FB friends & sharing videos via social media platforms

**Business Aspect**

* Scale-up model: more people use the service, the cheaper it becomes for them to hold an account. Reward those uploading videos with high views especially
* Monetization Models
  + Online Store
  + Online Events
  + Free offer initially and then add in monthly price cost or yearly package for cheaper than 12xmonthly cost
    - Title this “Exclusive offer”
* I don’t think we can have free users and premium users system because there would be a discrepancy when the two would try to interact aka special features in livestreaming or in viewing material that only one of the two can access when working with each other.
* Incentivization through crowd-sourcing. People can make requests for videos. This should be within class model. We can eventually have an explore model for interesting courses outside of school curriculum.
* I personally feel that live-streaming should come before videos because
  + Prioritizing pre-recorded videos leaves a space of time in which no videos are online for people to view and there is no incentive to make any because the service is free in order to attract more users so we can’t offer them a cheaper price.
  + Live-streaming separates us from our competitors

Youtube and Khan Academy don’t make any money. Not a good business model. Youtube actually doesn’t make huge profits because ad based platform is weak as shit.