Napses LLC

May 17th, 2013

Executive Summary

1.1 Problem:

After conducting more than three-hundred customer development and market validation interviews, it is apparent that there are glaring problems in the way intellectual property is distributed across the academic industry. Students are forced to spend $15 to $80 on class readers – readers are compilations of photocopied reading material that college instructors put together for their classes. Eighty percent of interviewed students complained about readers being "expensive," "heavy," and/or "ridiculously inconvenient." Professors on the other hand, have to go through a cumbersome process of compiling and delivering the necessary materials for readers to copy shops, and coordinating with them to accommodate for the variable demand of readers based on amount of students per class. Alternative ways to distribute this material include posting files on course-management websites, which do not handle copyright clearance, rendering college instructors and institutions liable for copyright infringement. Relevant cases include Cambridge University Press, Sage Publications, and Oxford University Press lawsuits against Georgia State University for copyright infringement, in April of 2008.

1.2 EXECUTION

Napses facilitates the digital, systematic, and real-time distribution of copyrighted material in the academic industry. Napses is a SaaS platform where college instructors can distribute class materials to their students by dragging and dropping files and/or links onto the Napses website. These materials automatically become available to their students, who can view and annotate their readings on all their devices (computers, phones, and tablets) via a reader application. Napses is free of charge to college instructors and costs $19.99 per quarter (and $29.99 per semester) to students. Napses is able to provide this flat quarterly fee by acting as a liaison between publishers and educators, leasing the right to host the copyrighted material for a limited amount of time. Napses streamlines the process of clearing material with publishers by

automatically referencing ISBN/ISSN and paying the respective owners for the use of that material. In total, Napses provides a streamlined communication platform for college instructors and students while enabling the distribution of academic materials in a scalable and sustainable way.

1.3 MARKET

Our customer segments consist of a multi-sided platform including college instructors (decision-makers) and students (paying customers). Our total available market (TAM), made up of all students in higher education in the United States, constitutes over twenty million. Our served available market (SAM), composed of all undergraduate students in the humanities and social sciences disciplines in the United States, is around six million. And our target market, composed of a handful of California community college and university students (in the humanities and social sciences disciplines), which we project to capture within the next three years, is 50,000 students. Financially, our TAM, SAM, and target market, assuming full adoption, represent yearly average revenue projections of $1.8 billion, $540 million, and $4.5 million, respectively. Initially, we plan to capture our target market through direct sales. Sales interns will sell to and register instructors. In later stages, we plan to launch a grass roots and marketing campaign to gain popularity in college student and instructor communities through the use of social media platforms.

1.4 TECHNICAL FEASIBILITY

The website backend utilizes the open source CodeIgniter framework running on top of the industry standard LAMP stack. The frontend utilizes Backbone.js and jQuery with several plugins to provide an ultra-fast and refresh-less modern browsing experience. The LAMP stack was chosen due to excellent support in the community for each of the component technologies on their own and as a whole. There is an extensive history of the LAMP stack being used for mission critical and enterprise level web applications. There are also examples of many different types of applications scaling a LAMP stack application to astronomical levels, the most obvious one being Facebook. These technologies are also free and open source, eliminating licensing costs, and improving our capacity for extensibility.