Slack
University

Team No Slacking!

"Making university simpler, more pleasant and productive."

slack

Slack's current state

Why Slack became so popular?

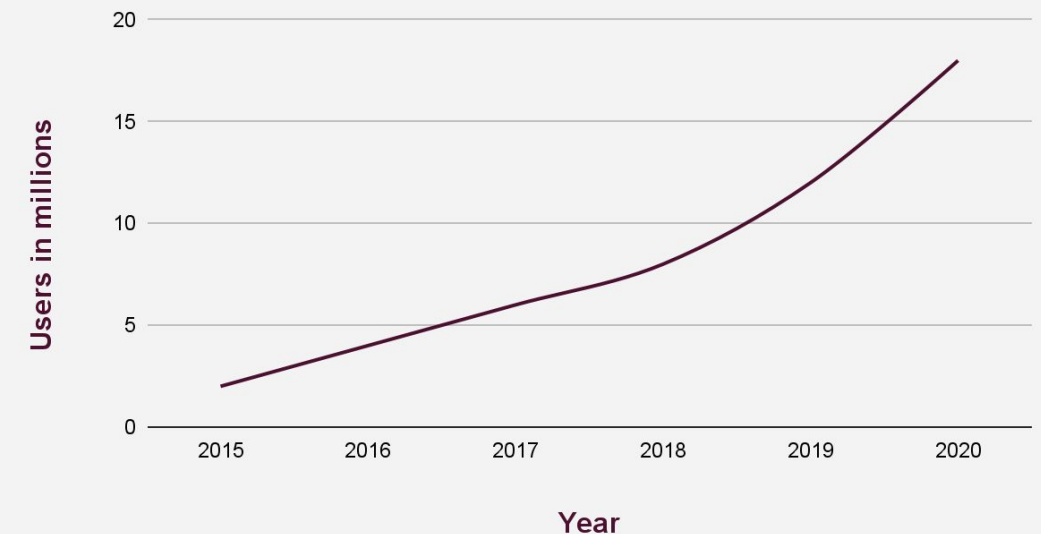Slack replaced internal emails with quick instant messaging over channels

"We couldn't have executed this initiative over email—too clunky. Or over the phone—too messy. The only way we could have done it was in Slack."
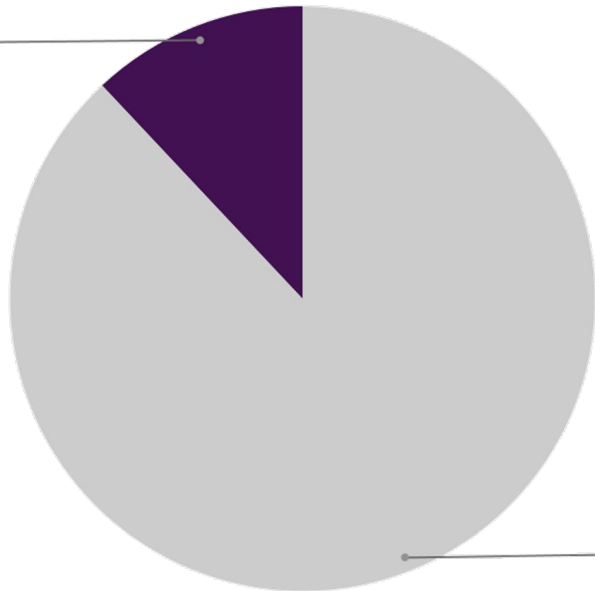
Berenice Cowan
Head of UK Expansion

Slack has 18 million daily active users and 156,000 organisations use the app

Rise of Slack Users year on year

slack

Why Slack University?

Apps used by students

Only 12% Slack users are Students
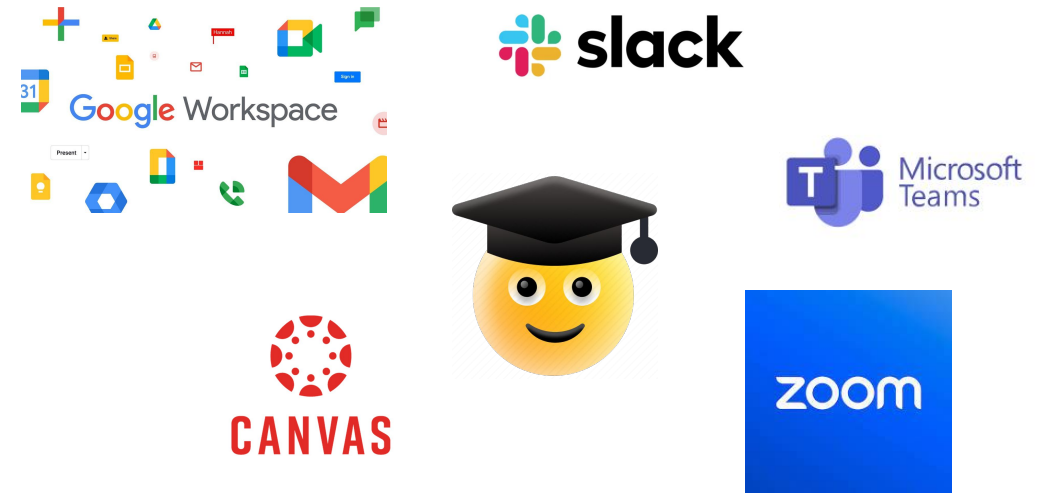

Slack User Breakup

Student Users
12.0%

Corporate Users
88.0%

AIM: Create a one stop shop for students day to day needs

Features of Slack University and how it will help students

Product Idea	Product Features

Slack University

Integrated university coursework support

- Make Slack the go-to communication platform for students

- Push Slack's presence beyond the office

- Continuous innovation to communicate efficiently

Slack University

Dedicated Group Work Channels

Direct access to online lectures

Assignment submissions

Notifications for grading

Answering WHY with numbers and strategy

Dedicated **team of 24** resources including managers, engineers and designers

$2.1M incremental revenue in the first year offsetting the initial investment

8 months runway to complete the entire project from planning to launch

300K new user acquisition within a year

Increased **user satisfaction**, by reducing the time spent by students in collaborating and communicating
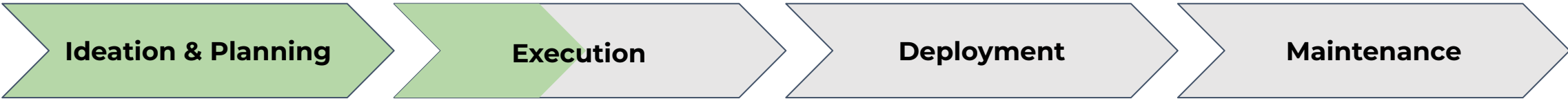
Total investment of **$2M** for the entire product

Cost

Benefit
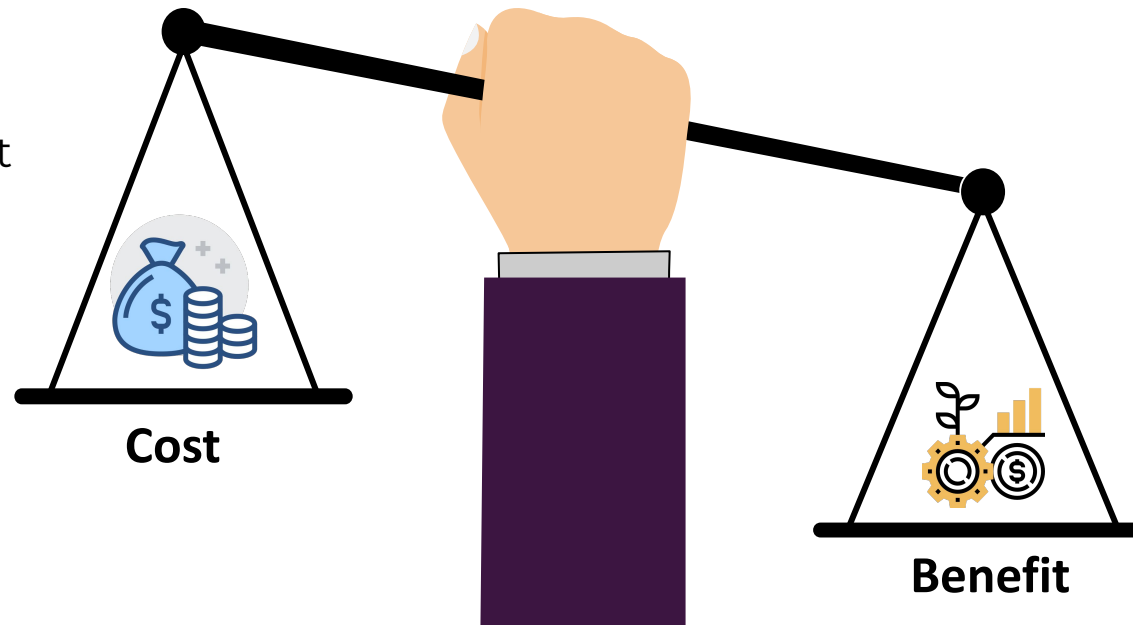
Entering into **new market segment** which will lift Slack out of stagnation and drive growth in coming years

slack

Slack University has kicked off execution, and is on course for deployment

Jan 2023   Aug 2023

Ideation & Planning → **Execution** → **Deployment** → **Maintenance**

Accomplishments & what's next

- ✓ Dedicated work groups
  - Prioritized in early sprints
  - >50% done
- ✓ Online lectures
  - Key feature
  - Higher priority
- ✓ Assignment submissions
  - Key feature
  - >50% done
- ❏ Notifications
  - ❏ Good to have
  - ❏ Lined up for sprint 2
- ❏ Calendar Integration
  - ❏ Good to have
  - ❏ Lined up for sprint 2

Risks Mitigated

- ❏ Competitor Risk - *Open*
- ❏ Server Issues - *Closed*
- ❏ 3rd party vendor reliance - *Open*
- ❏ Product Launch delays - *Open*
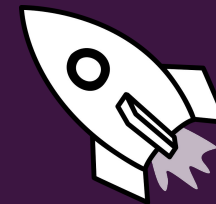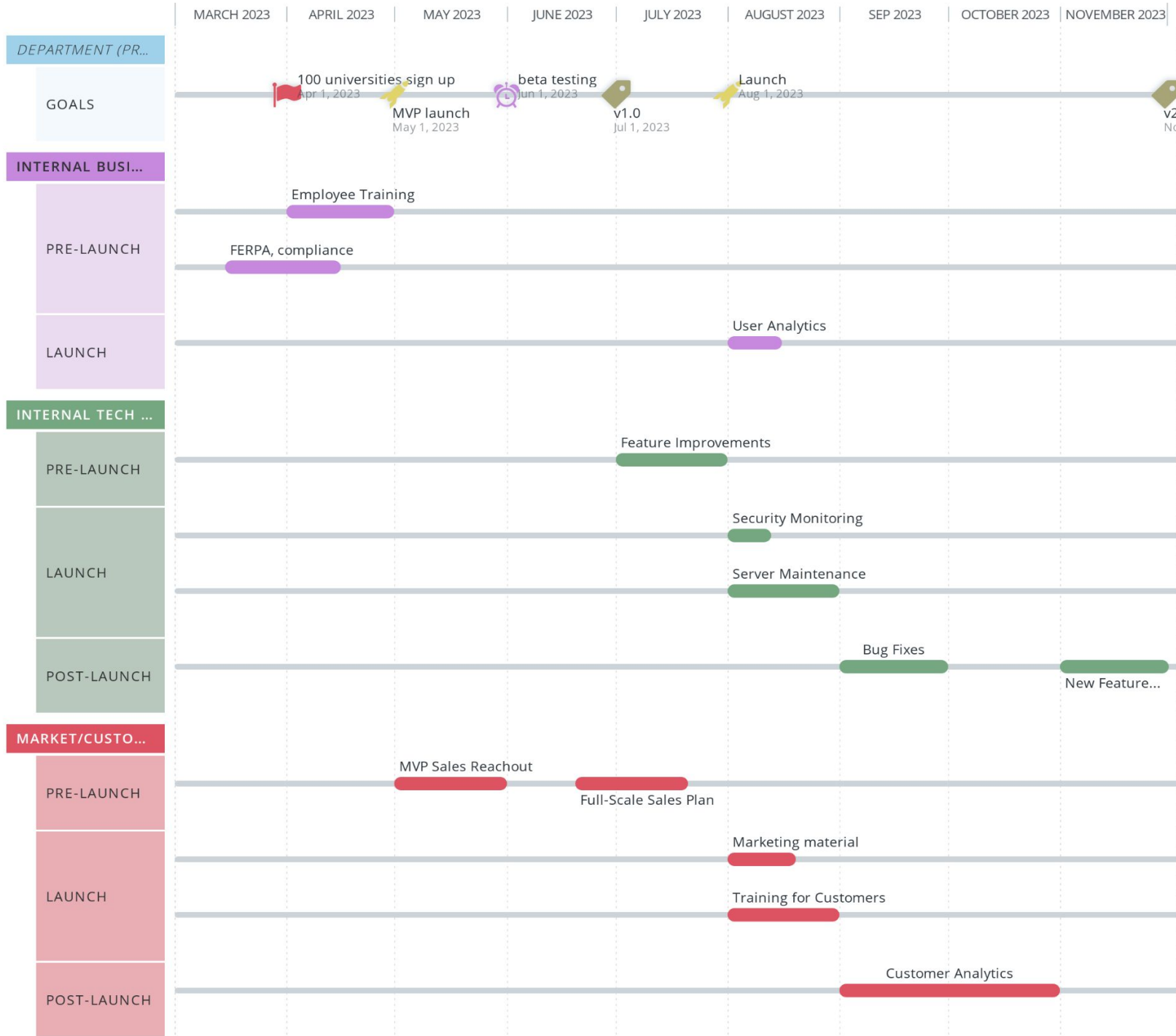- ❏ Security issues - *Closed/Ongoing*

Approved Changes

- Remove auto archiving of dedicated work group channels
- Replace with manual download feature to archive selected channels

Scope, budget & schedule status

Scope: 12%

Schedule: 25%

Budget: 31%

A Planned Launch is a Successful Launch!

Important Dates:

- **100 Universities sign up**
  - April 1, 2023
- **MVP Launch**
  - May 1, 2023
- **Beta Testing**
  - June 1, 2023
- **v1.0**
  - July 1, 2023
- **Launch**
  - August 1, 2023
- **v2.0**
  - December 1, 2023

"Transform the way you study with one place for everyone and everything you need to get stuff done."