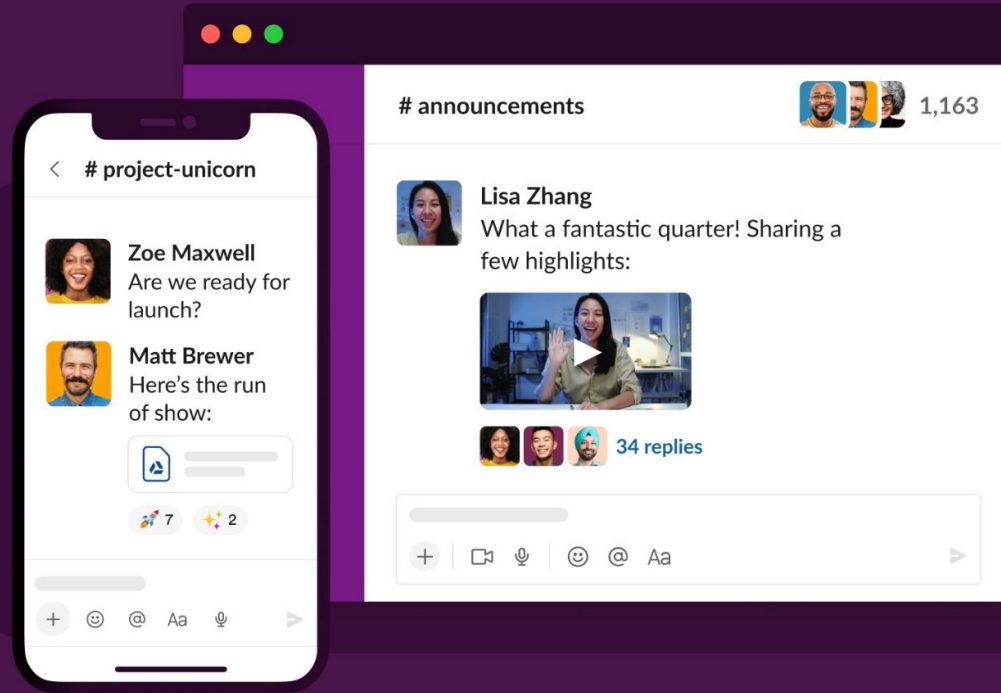


*“Transform the way you work
with one place for everyone
and everything you need to
get stuff done.”*

So, what is Slack?



SLACK'S JOURNEY



2013

Slack launched as a real-time collaboration tool

Slack's daily active user growth peaks

2015



2017

Microsoft launches MS Teams to compete with Slack

Slack surpasses 10M active users; Slack goes public

2019



2020

Salesforce acquires Slack

As of today, Slack is used across multiple industries

- Number of users using Slack daily exceeds **10 million**
- **43% of Fortune 100 businesses** pay to use Slack
- Slack is available in **over 150 countries** worldwide



"You can't have a good conversation over email—it's not quick enough. Coming together in Slack channels allows us to easily discuss day-to-day management topics. That's invaluable."

Benjamin Sternsmith

Area Vice President of Sales, Lyft Business



Competition is stiff, Teams being the biggest competitor

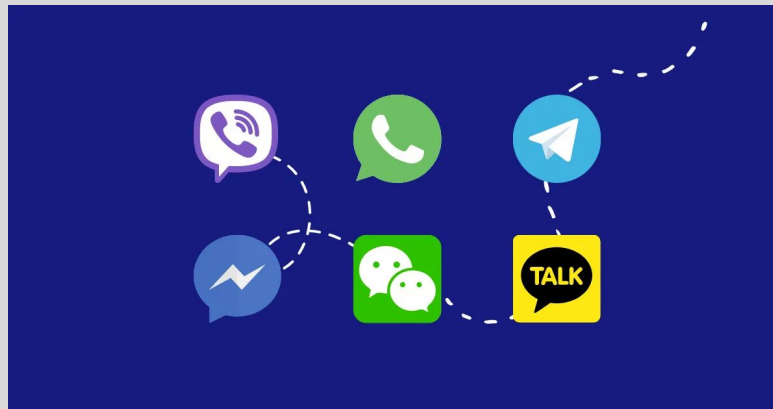
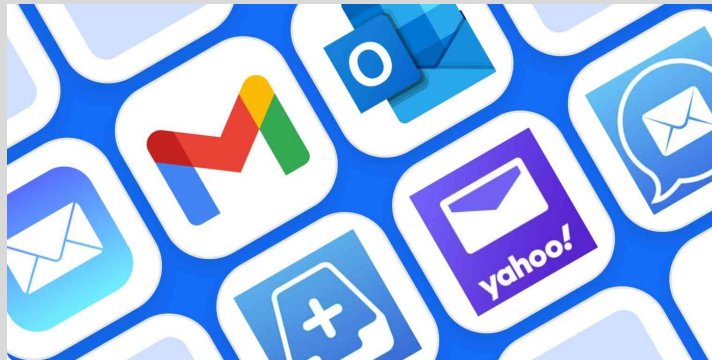
Direct Competitors



Google Workspace



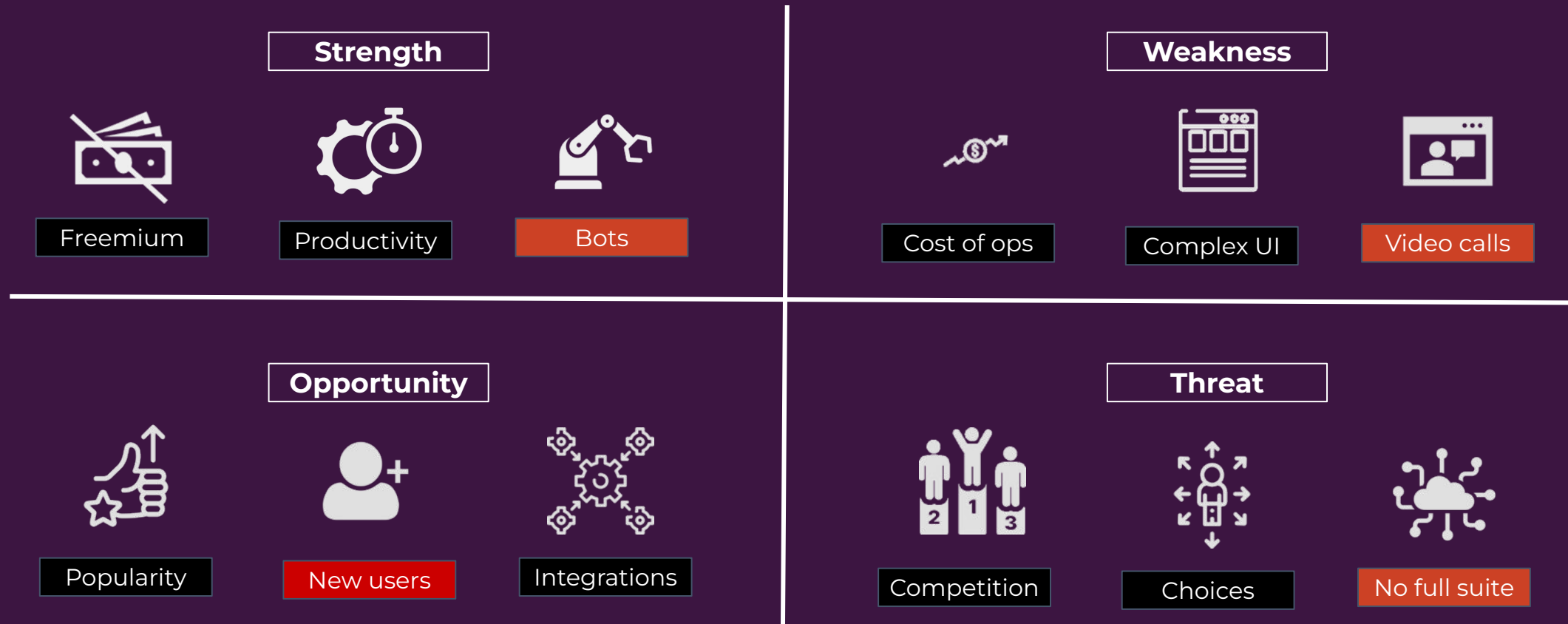
Indirect Competitors



Status Quo





Slack has clear strengths/opportunities to play around



So how does Slack fare vs the competition?

Slack v/s Teams by the numbers

Metric Name		
Monthly paid users	~3M	NA
Total active users	15M - 17M	>75M
Largest user group	Workplace Employees	Workplace Employees
Primary Customer Targets	Start-ups, Enterprises	Enterprises, SMEs
Market Share	~15% (2020)	85% (2020)
Pricing	\$6.67/mo	\$5-6/mo
Expected growth	150%	500%+

So what can we gather from the market?

- **An expected wave of new users**
- **A need to venture outside enterprises**
- **More integrations, packaged suites!**

So, what target users can fit the above expectations?

Students (Universities)!



Let's focus on what troubles a student day-to-day

Google Workspace



Student



Microsoft Teams



zoom

Thoughts

"I get confused on how to best contact my professor. Some like Canvas, others Teams, and some have 2 emails!!"

"Sometimes it's hard to share files over different platforms"

"My project groups never knows what platform to virtually meet / communicate over"

"It's always annoying knowing where and when to schedule virtual meetings"



Wide Range of Presented Opportunities



Customer

Make Slack the go-to communication platform for students

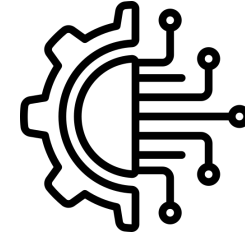
- Increase in student sign-ups by 25%
- Become FERPA compliant across all of Slack within 6 months



Business

Push Slack's presence beyond the office

- Increase in university partners by 30%
- Increase brand awareness on university campuses by 20%



Technology

Continuous innovation to communicate efficiently

- Develop 10 bots to integrate with learning management systems
- Integration of 1 emerging trend per year

After brainstorming, we came up with a few ideas

Slack University

Integrated university coursework support

Slack Voice

An automated dictation and text-to-speech tool

Slack Scheduler

Improved slack support for meetings, video calls etc.

Slack Summarize

Provides an auto-generated summary of unread chats, creates tags

Slack Student

100% FERPA compliance

? Assumptions

- ❑ Willing to invest in a one stop shop
- ❑ Transition from other platforms
- ❑ Easy integration of Canvas
- ❑ Adequate resources and budget

! Risks

- ❑ Not willing to pay for a platform like Slack University
- ❑ Difficulty adjusting to Slack University
- ❑ Competition from other platforms, providing free service

What does Slack University entail?

Direct access to
online lectures



Dedicated Group
Work Channels



Integrated
assignment
submissions



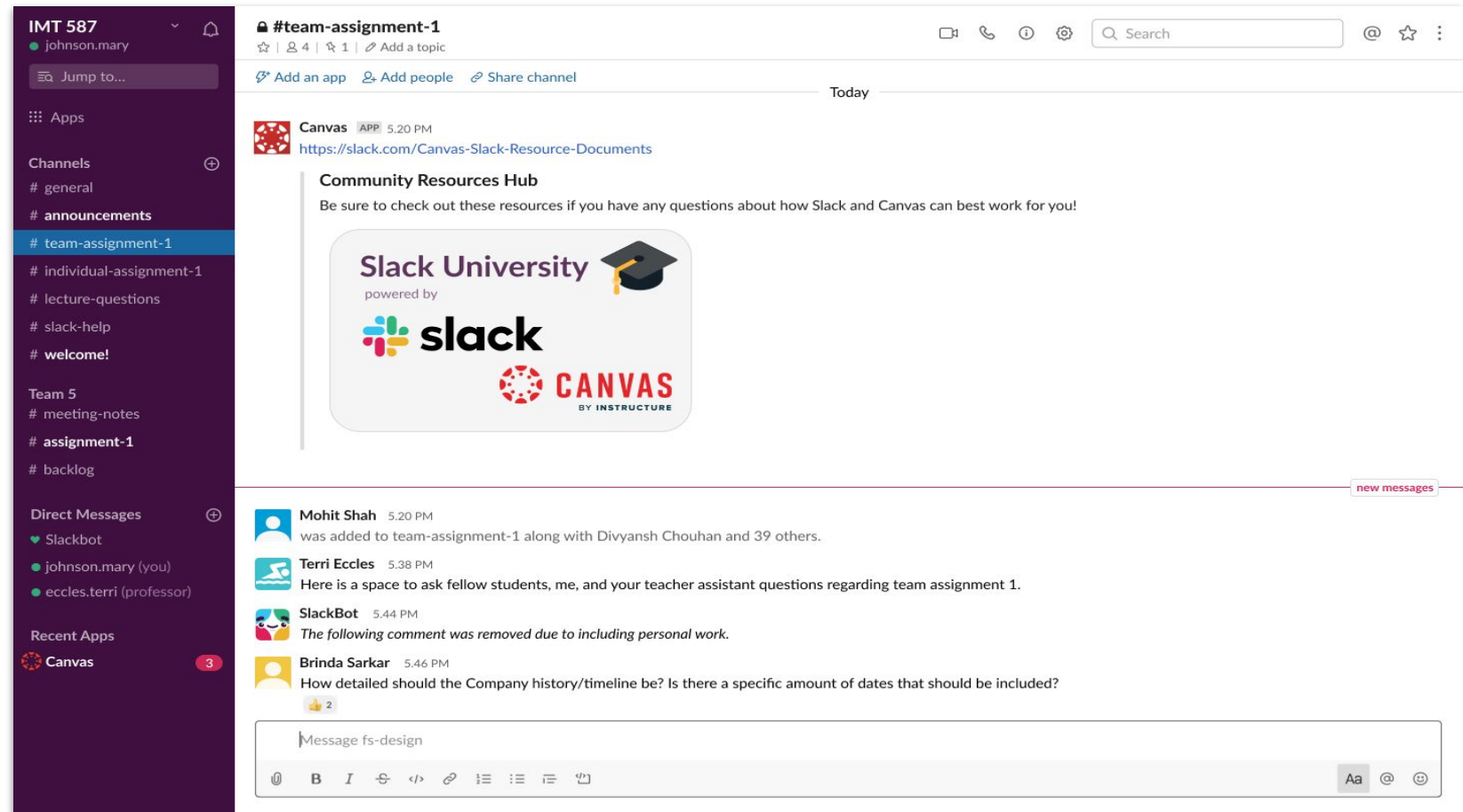
Notifications for
grading &
submissions



Target Practice strategy allows for best roll-out of the MVP

Basic wireframe for the feature

Slack University will target a handful of universities, with the aim of achieving **high customer satisfaction**. After developing proven success case studies, we expect the feature to be rolled out to other universities soon. As of today, it meets all the requirements for the target group of universities we wish to collaborate with.



Scoping the project will be key to ensure it's feasibility

Within Scope



Data Privacy -
Achieving FERPA compliance



Compatibility -
Compatible with canvas



Feature Development -
Development of rest APIs

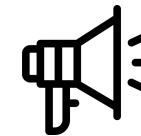


Training -
Training video sessions

Out of Scope



Beta Testing -
To improve user experience



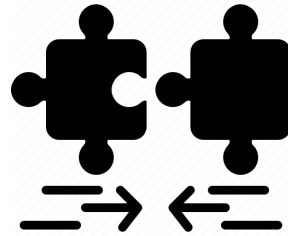
Marketing-
Reaching out to Universities

We plan to follow a 3-phase approach to develop Slack University



Ideation & Planning

\$370K
5 Weeks



Execution & Deployment

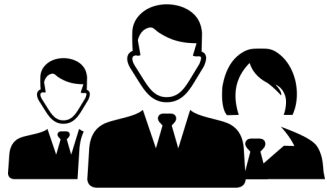
\$840K
12 Weeks



Expansion & Maintenance

\$840K
12 Weeks

This is what we need to make this successful



Dedicated
team of 24



8 Months
Runway



\$2M



Others



Labour cost



Technology



Training & Support



*“Making university simpler,
more pleasant and
productive.”*