model economics presentation

I will speak for two minutes about model economics, which mainly includes expecting customers through get-keep-grow funnels, customer acquisition cost and revenue stream type. Firstly, I consider get customers by posting advertisement on colleges’ notice board, advertising on social media apps like Facebook, Instagram, using Google AdWords and I will also give free first month subscription to new customers. To keep customers, I will give gifts to customers on holidays, provide regular updates on the feedback they send to us, offer discount for more than six months’ subscription. It’s good for growth by adding more features to product, launching this product across the globe and providing access to more services for members. Secondly, I’m going to talk about customer acquisition cost. There are five kinds of aspects that must be invested, including social media adversiting, google ads, college advertising, product developer salary, operating cost, which costs seperately 950, 1000, 50, 7500, 500 per month. First three advertisements will get respectively 300, 300, 400 new signups per month. Therefore, the Total Customer Acquisition Cost for a month would be approximately 10 per new signup.

Finally I talk about revenue stream type and there are two types of revenuing. First is subscription. If users like our service, they can choose to subscribe to us and pay us a monthly subscription fee which is 3 per month. Second is advertising. When our platform has accumulated enough users, we can let advertisers to advertise their product on our platform and charge them based on cost-per-click model, which is 100 per advertisement.

ppt：

1.title：channels

get：关键词， keep：关键词，grow：关键词

1. title：Customer acquisition cost

Social Media，Google Ads， College Advertisement， Product Development， Operating Cost ，加上各自的费用

1. title：revenue stream type

subscription， advertising

1. 最多再说说最终的利润但应该够了