

# Product Development of Subscriptions Management Software

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## Executive Summary

This project deals with the product planning, designing and developing the roadmap for a subscriptions management software.

Due to the recent boom of subscription-based business models observed in the past few years, the need for such a tool has come been identified. The main purpose of the product is to provide a single, seamless platform for users to be able to manage and oversee the multiple subscription accounts which today's average user has.

The product planning stage starts by demonstrating the need for such a tool through a survey. Summarized results can be found in the Appendix for the same. Through the survey, customer needs and wants are enlisted based on which operational requirements are developed for the product. Technical performance measures state the operational requirements in technical jargons, giving the developers a direction as well as adding a quantitative side to the product to be able to measure the product's performance.

The product designing stage starts with the House of Quality and Functional Analysis to understand the process flow of the product. Based on this process flow, mobile application user interface is designed to showcase the overall look and feel of the product.

Finally, detailed financial projections are calculated and explained to demonstrate the financial viability as well as profitability from the product's performance in the market. A long-term plan is structured to understand the financial trajectory taking into account the affecting factors as well as uncertainty that may skew the figures in an unlikely event.

In conclusion, we conclude that the demand for such a product has started to be felt in the market among consumers. While exact data figures are not available and a lot of financial analysis is dependent on certain assumptions, it is a largely untapped market. The consumer does not know it, but such a product is highly likely to succeed with the continuous shift of B2C businesses shifting from traditional pricing models to the recent subscriptions-based business models.

## Business Case

The past decade, we as a species, witnessed the astounding trajectory of information technology and its advancement. With the technology growing more reliable, faster and more secure, humans achieved many feats. Another such advancement was the recently adopted, subscription-based business models for various services and/or Software-as-a-Service (SaaS). A more lucrative business model, subscription-based services are spread out through multiple industries like education, entertainment, beauty, e-commerce, etc.

“America’s Relationship with Subscription Services” was a survey of 2,500 consumers done by the Waterstone Group, conducted as three rounds in 2018. In the first round, people were given 10 seconds to guesstimate how much they spent on subscription-based services per month. In the second round, people were prompted with specific examples before they guessed their monthly subscription expenses a second time. Finally, the average monthly expense was determined using category based average prices of the subscriptions. The average of the first (10-second) guess was \$79.74 per month, average of the second (30-second) guess was \$111.61 and average true cost (after a category-by-category checklist) was \$237.33. (reference)

With the increase of subscriptions per person and per family, managing subscriptions is slowly becoming a headache for customers. An important feature of any subscription-based service, the any-time cancellation feature was voted to be the most difficult task to achieve. Waiting time can vary from company to company, beginning at just 20-30 seconds and ranging to 30-40 minutes to connect to the customer support of various service providers. This causes customers keep stalling the process, losing unnecessary money in the process.

Another such scenario pertains to trial apps wherein users try an app for a certain period of time (i.e. free trial time period) but charged thereafter. In this model, customers often must provide their payment information which is automatically used by service providers to charge the customer after the trial ends. But there is always a share of customers who forget to cancel their trial before it becomes chargeable and end up paying for a service they did not actually want. Additionally, since now they are a paid customer of the service, they need to again contact the customer support to cancel the service, which the customer delays, forming a vicious circle.

Hence, there is a need for a subscriptions management software that can help users manage multiple subscriptions through a single platform.

## About the Product

The most important feature to any product is reducing the customer's effort, or addressing, easing, or eliminating the customer's pain points. As mentioned, the customer's main concern was updating, managing and possibly customizing this experience.

## Unique Selling Point

The biggest challenge in automating the management of subscriptions lies in communicating and liaising between the customer and the service provider(s). Hence, to address this, a contract with various, popular service providers is being established. Customers will be able to browse through all available options or plans. They will be able to simultaneously know if they are eligible for new discounts, plans, etc. Additionally, this will enable the product to cancel, upgrade, downgrade, renew contract and update their personal contact information through a single platform seamlessly, for all their subscriptions.

## Dashboard customization

Since all these subscriptions form a part of recurring monthly expenses, it was found that the customer would prefer to get an overall monthly expense snapshot to understand and analyze their finances more efficiently. This feature allows the customer to observe the trends through customizable dashboards based on categorization of the expenses, individual expenses and based on different time durations as well.

## Uploading information

To keep the process secure and standard, customers are asked to upload bank statements in PDF through the mobile app or website.

## Customizable payment options

As customers possess different modes of payment, credit and/or debit, company/work related separate financial accounts. In case of a family, customers might want to use a spouse's account, etc. To provide flexibility to the customer in choosing different mode(s) of payments, payment mode for each expense and/or category is customizable and can be changed between billing cycles.

## Trial app notifications

Trial app notifications will help customers cancel the auto-renewal of services which they no longer want to continue with by informing the customer a stipulated time before the trial ends. The notification timing is customizable for the customer as well.

## New User Sign up

For safety purposes, a new user can sign up only through their smartphones, leveraging the fingerprint or face recognition feature. This feature is important in identifying the customer for security purposes as well as verifying the basic contact information like the phone number before signing up a new user. This feature will also be leveraged for first-time sign in to the website as well as future security issues.

# Product Development

## Customer Needs and Wants Analysis

To understand the customers' needs and wants, a survey was conducted. The following questions were asked -

### 1. What types of subscription-based services have you currently subscribed to?

The question gave important insight into the customer's current pattern of subscribing. Broad categorization was used to help customers proceed in the survey. It was found that for each stratum, i.e., Single, Married and Married with children, multiple responses indicated multiple categories of subscriptions being selected. Results can be found in [Appendix 1](#).

### 2. How do you keep track of payments for the subscriptions?

This question formed the steppingstone of probing customers to ask how they currently managing their subscription(s). It forced the customer to think about each individual subscription they have and how they manage each subscription individually, emphasis being on individually. Results can be found in [Appendix 1](#).

### 3. Is it difficult to manage all the subscriptions? For example, forgetting to unsubscribe from a service you no longer require, or updating your information on all the different subscription platforms?

This question was more direct and tried to understand the customer's needs rather than wants. If the customer felt a "need" for the product, the product would be envisioned in a different light. Hence, this question is central to product development. It helped direct the product design, creation and financing, based on the customer's feedback. Results can be found in [Appendix 1](#).

### 4. Would you prefer to be able to manage all subscriptions through a single platform?

This question tried to explore the application of an important feature. The feature made the product more than just a subscription management software, converting it to a multipurpose financial tool which customers could leverage to analyze their monthly finances.

### 5. In subscription-based services, which of the following is the hardest to achieve?

An important question, it asked the customer their biggest pain-point in the entire process of subscriptions management. The results to this question gave weighted pain-points and eventually helped in product design. Pain-points are customer needs that need to be addressed, eased or eliminated. Results can be found in [Appendix 1](#).

### 6. Which of the following expenses would you prefer to be added in the same platform with all the subscribed services?

The question asked for user preferences to understand how customers' approach to the tool. The goal was to ensure that the customers get a seamless experience in one single platform. Results can be found in [Appendix 1](#).

## Operational Requirements & Technical Performance Measures: Type A Specifications

To convert Customer's Needs and Wants to more measurable goals, Operational Requirements and subsequently Technical Performance Measures are developed/established.

Operational Requirements for this product illustrate the basic flow of the process. Beginning at the customer sign up and ending at the final trend and analytics output, each step has been individually taken into account to establish the operational flow as well as the requirements to be satisfied through the process flow.

To be able to convert operational requirements into more measurable and quantifiable goals, technical performance measures were introduced. Through TPMs, the product can be quantified in terms of goal achievement as well as expected performance. Most TPMs have been set to industry standard to ensure that the product is equipped with the latest technology available, if not more.

Together, these form the Type A specifications as detailed in the following table, Table 1. These help developers by giving a direction in technological terms which is used to develop the product today and for future revisions of the product.

| S. no. | Customer Need                                       | Operational Requirement  | TPM  |
|--------|---|--|--|
| 1      | Ease of use   | <ul style="list-style-type: none"><li>• App design/web design should be intuitive</li><li>• Uploading should be seamless</li><li>• Parsing through the documents for information should be precise and with minimum errors</li><li>• Exporting options should present multiple formats to customer</li></ul>   | <ul style="list-style-type: none"><li>• Uploading of bank statements shall not take more than ~10 seconds per 1 MB of data</li><li>• Parsing shall not produce more than 3 errors per page</li><li>• Optical Character Recognition (OCR) / Parsing shall not take more than ~2 seconds per page</li><li>• Export formats available to customer will be .XLSX, PDF, CSV</li><li>• Exporting shall not take more than ~10 seconds per 1 MB of data</li><li>• CSV formats will not contain the visual media due to format constraints</li></ul> |
| 1      | Ability to collect information from bank statements | <ul style="list-style-type: none"><li>• Uploading should be seamless - eliminate secondary interfacing</li><li>• Parsing through the documents for information should be precise and with minimum errors</li><li>• Customers should not have to manually enter any numbers, unless they choose to do so</li><li>• Bank statements will be treated as the primary and most reliable</li></ul> | <ul style="list-style-type: none"><li>• Uploading of bank statements shall not take more than ~10 seconds per 1 MB of data</li><li>• Parsing should not produce more than 3 errors per page</li><li>• OCR/Parsing should not take more than ~2 seconds per page</li><li>• Bank statements can be uploaded in PDF, CSV or .XLSX format</li></ul>  |



|   |  |  |   |
|---|--|--|---|
|   |  | format for collecting financial information  |   |
| 2 | Data Security  | <ul style="list-style-type: none"> <li>• New user account creation only through mobile application to leverage fingerprint/facial recognition features</li> <li>• Customers will need to grant access to camera and other features as required by the mobile app to run smoothly and adopt adequate security measures</li> <li>• After initial setup through mobile application, users can login into the website</li> <li>• State-of-the-art encryption technology for 2-step authentication through one-time codes</li> <li>• Unrecognized device login shall have increased security steps</li> <li>• Unrecognized device login shall trigger notifications</li> <li>• All user data shall be stored with state-of-the-art encryption technology in the database</li> </ul> | <ul style="list-style-type: none"> <li>• New user signup shall not take more than ~3 minutes of it being started; If it is not completed, it must be started over by user</li> <li>• Mobile app sign in shall not take more than ~30 seconds</li> <li>• All one-time codes shall be generated within ~10 seconds of initializing the process</li> <li>• All one-time codes shall reach the customer within ~5 minutes of being generated; This can depend on the telephone service provider. Hence, extra margin is added</li> <li>• Unrecognized device login shall trigger notification within ~5 seconds of login activity</li> <li>• All data stored in the system shall use state-of-the-art encryption to yield 0% security breaches</li> </ul> |
| 3 | Overall Expense snapshot - Trends through charts                         | <ul style="list-style-type: none"> <li>• Charts and graphs shall show trends in expenses based on categories or individual expenses</li> <li>• Trends can be generated for individual services (without categories)</li> <li>• Trends can be generated within a category</li> </ul>  | <ul style="list-style-type: none"> <li>• Data analysis should not take more than ~15 seconds per MB of data to calculate + ~15 seconds per MB of data to load the visual media</li> </ul>   |
| 3 | View, upgrade, downgrade, other options per service and associated costs | SPs with contract <ul style="list-style-type: none"> <li>• Customers shall be shown multiple options of payment plans, combos, discounts, etc. in the app as mentioned on their individual websites, giving customers a chance to explore</li> <li>• If a member is not eligible for an offer, it shall display “not eligible” if the customer clicks on the offer to avail it</li> </ul>  | SPs with contract <ul style="list-style-type: none"> <li>• All options shall be updated every 5 business days (weekly)</li> <li>• “Not eligible” notification should be displayed within ~5 seconds of clicking on the offer</li> </ul>   |

|   |   |  |  |
|---|---|--|--|
|   |   | <ul style="list-style-type: none"> <li>Not available for SPs without contract</li> </ul>   |  |
| 3 | Ability to compartmentalize expenses                            | <ul style="list-style-type: none"> <li>Each expense shall be categorized under a generalized heading</li> <li>Default categories shall already be set up which can be customized</li> <li>Users can add or delete these categories</li> <li>Trends shall change based on the customized categories</li> </ul>  | <ul style="list-style-type: none"> <li>Unlimited number of categories of expenses shall be added or deleted</li> <li>There can be zero categories; no minimum categories</li> <li>5 default categories shall already be available - entertainment, educational, work, grocery, one time</li> <li>Data analysis should not take more than ~15 seconds per MB of data to calculate + ~15 seconds per MB of data to load the visual media</li> <li>Any number of categories shall be added or deleted from the trends</li> </ul>  |
| 3 | Ability to add or remove expenses                               | <ul style="list-style-type: none"> <li>Customers shall have the option to customize the final summary report of expenses by removing or adding categories/expenses as per their requirements</li> <li>Customers shall have the option to deselect/exclude an expense from the trend report</li> </ul>  | <ul style="list-style-type: none"> <li>Unlimited number of expenses shall be added or deleted per category or in general</li> </ul>  |
| 4 | Decreasing communication with the subscription service provider | <ul style="list-style-type: none"> <li>2 types of service providers: <ul style="list-style-type: none"> <li>SPs with contract</li> <li>SPs without contract</li> </ul> </li> <li>SPs with contract shall be able to do the following actions through the app, with minimal or no direct communication with the SPs - <ul style="list-style-type: none"> <li>Cancel</li> <li>Upgrade</li> <li>Downgrade</li> <li>Re-subscribe</li> <li>Renew contract</li> <li>Update information</li> </ul> </li> <li>SPs without contract shall need to directly communicate with the SP</li> </ul> | <p>SPs with contract</p> <ul style="list-style-type: none"> <li>All requests' status shall change within ~15 seconds of making the request to "Requested"</li> <li>All requests in "Requested" status shall be updated to either "Completed" or "In process" within 1 business day of making the request</li> <li>All requests in "In Process" status shall be updated within 3 business days of being under the current status</li> </ul> <p>For SPs without contract</p> <ul style="list-style-type: none"> <li>All requests' status shall change within ~15 seconds of making the request to "Requested"</li> </ul> |

|   |  |  |   |
|---|--|--|---|
|   |  | for any of the<br>aforementioned actions   | <ul style="list-style-type: none"> <li>All requests in “Requested” status must be updated to either “Completed” or “Customer help needed” within 3 business day of making the request</li> </ul>  |
| 5 | Ease of Access -<br>Mobile application     | <ul style="list-style-type: none"> <li>Customers should need to download the mobile application for new user registration</li> <li>Before downloading, customers shall agree to terms and conditions of the service</li> <li>Mobile application for iOS and Android platforms shall be available and up to date with latest security measures</li> <li>New versions of the app shall be available to customers for free and with adequate information about new policies</li> </ul>  | <ul style="list-style-type: none"> <li>Mobile applications shall be maintained and updated every 15 days</li> <li>All reviews for the mobile application shall be read and recorded in the database within 3 business days of being uploaded on the platform</li> </ul>   |
| 5 | Ease of access -<br>Website for PC<br>view | <ol style="list-style-type: none"> <li>Website shall be available and up to date with latest security measures</li> </ol>  | <ul style="list-style-type: none"> <li>Website shall be maintained and updated every 15 days</li> <li>All reviews for the website shall be read and recorded in the database within 3 business days of being uploaded on the platform</li> </ul>  |
| 6 | Trial app<br>notification                  | <ul style="list-style-type: none"> <li>A new app which is in the trial period shall generate a notification prior to the trial period ending</li> <li>Trial app notifications shall be customized based on customer preferences</li> <li>Customers shall have the option to select notification medium from the following options -               <ol style="list-style-type: none"> <li>Email</li> <li>Text message</li> <li>App notification</li> </ol> </li> <li>These shall not mutually exclusive; All can be subscribed to at the same time</li> </ul> | <ul style="list-style-type: none"> <li>Reminder app notification shall display within ~5 seconds of the set time</li> <li>Reminder email notification shall be generated within ~5 seconds of set time</li> <li>Customizations to trial app shall include, number of days before trial deadline, and optionally, the time for reminder</li> </ul> |

Table 1: Type A specifications detailing the Operational Requirements and Technical Performance Measures of the product

## QFD - House of Quality

House of Quality is a popular matrix technique which is used for product planning and development. It helps in understanding customers' priorities by rating customers' needs and wants. Furthermore, it helps in analyzing operational requirements/features of the product and understand their dependability and effects through and within each other. This is important to understand the interdependence of the features because this relationship can affect the overall product performance.

The House of Quality matrix also tries to quantitatively rate your product to its market competitors to give an overall sense of competition.



Figure 1: House of Quality of the product

## Functional Analysis

Functional analysis is the process of illustrating the working of the system being engineered, in as detailed steps as necessary. There are levels in a functional analysis and with each level, the working becomes clearer due to the increase in granularity. Hence, the complexity of the system decides the number of levels required to fully understand the system's working.

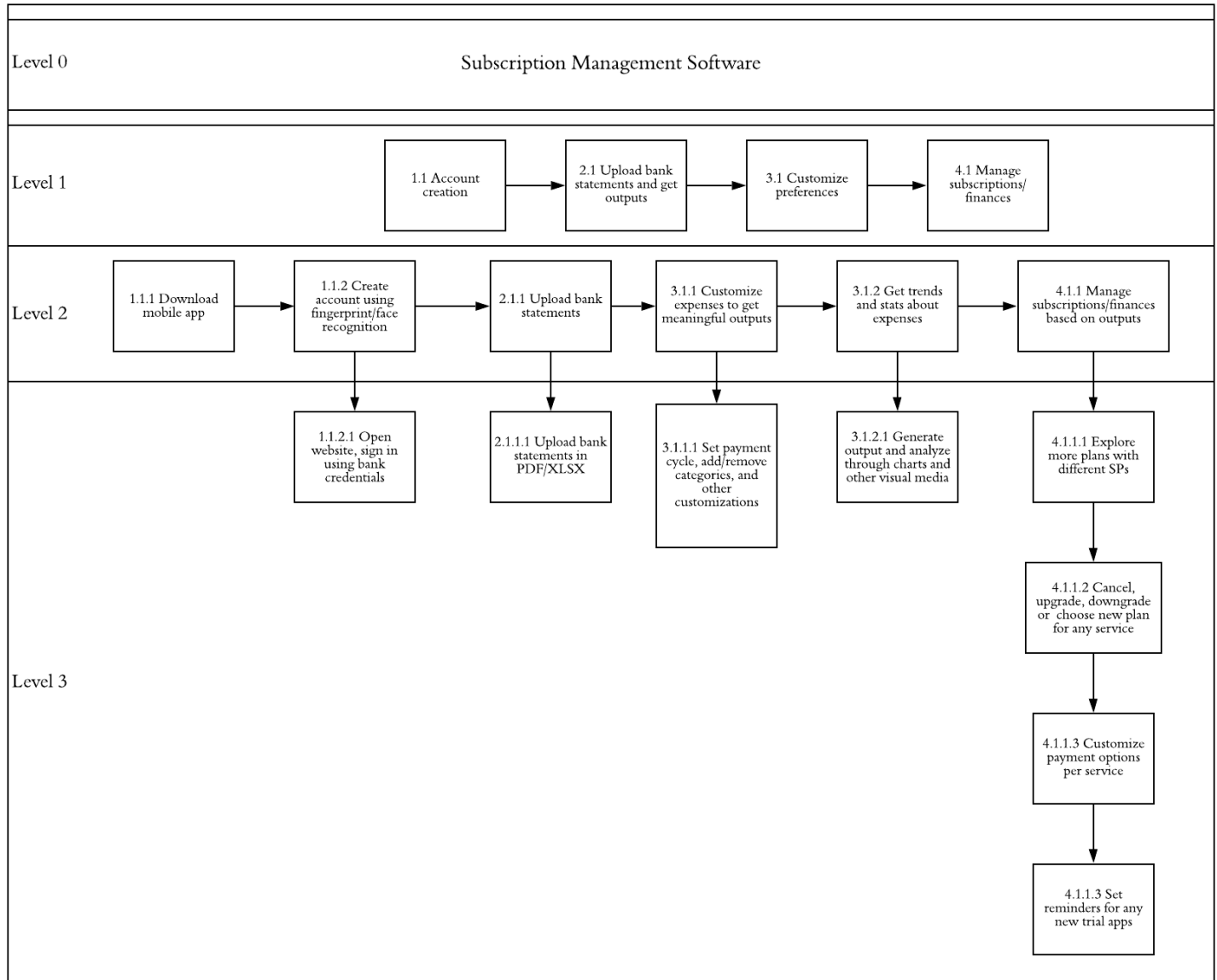


Figure 2: Functional Block Diagram for Functional Analysis of the product

## Mobile Application User Interface: Low fidelity prototype

A user interface is what the customer or the user uses to interact with the product. Hence, it forms an important part of the customer's experience. Any user interface must be intuitive for a customer to be able to keep interacting in order to achieve their objectives. Following figures have been developed as a part of the low fidelity prototypes for the mobile application to understand the look and feel of the product.

### Sign up Page

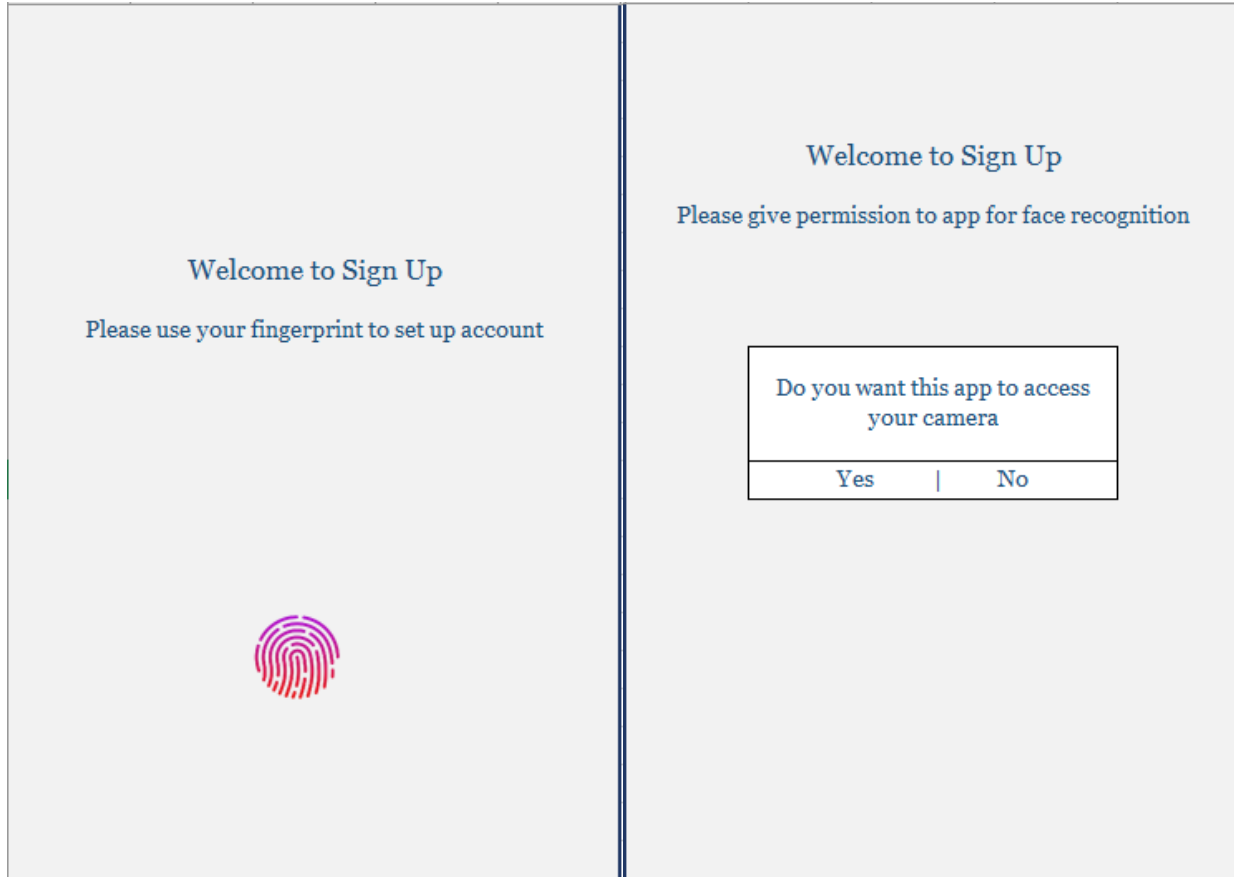


Figure 3: Low fidelity prototypes for the mobile application's Sign Up page

Figure 3 represents the customer Sign Up page. The information/permission pop-ups guide the customer along the Sign Up process of the mobile application. As mentioned before, the mobile application leverages the smartphones' ability to use fingerprint/facial recognition systems to identify the user.

## Welcome Page

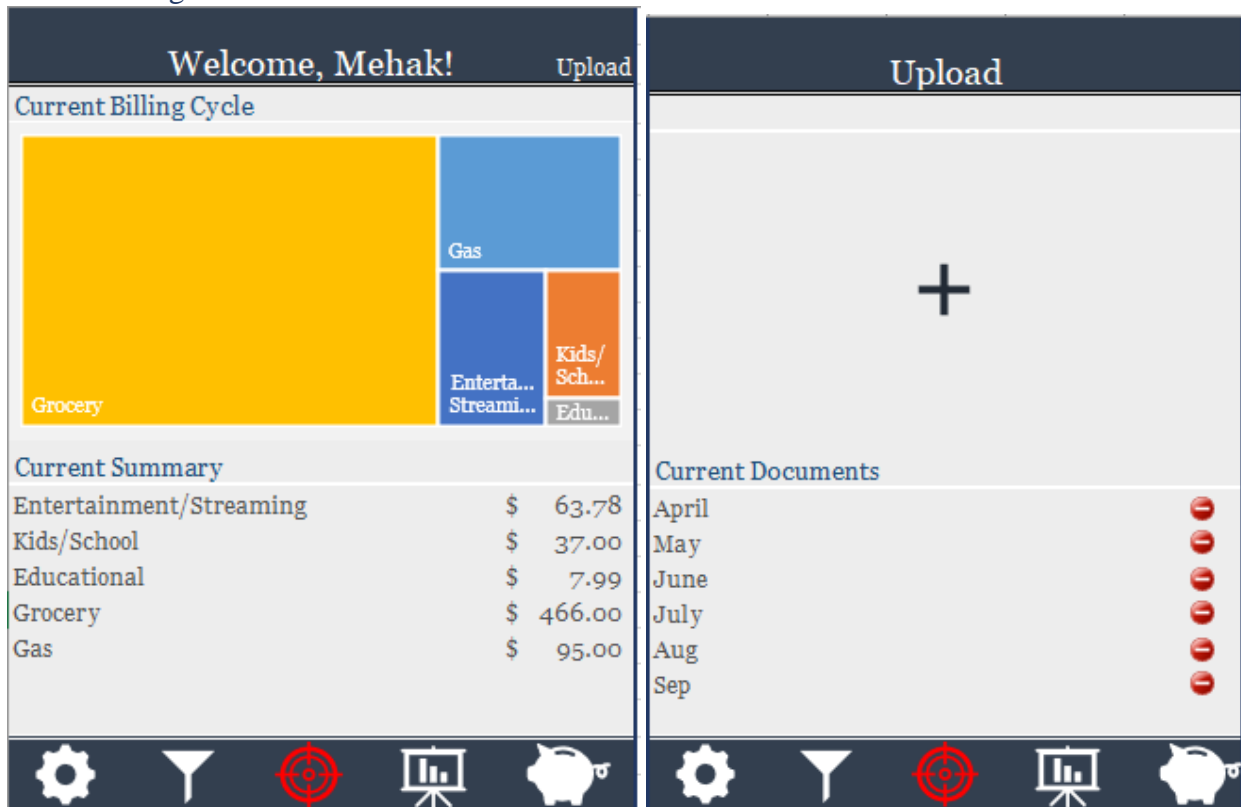


Figure 4: Low fidelity prototype for the mobile application's Welcome page

Figure 4 represents the Welcome page that will be displayed to the user every time they sign in to their mobile application. These give a very concise idea of the recent expense categories and the data visualization helps the user visualize the contribution of each expense category. As mentioned before, these are completely customizable and customization settings will be saved.

## Customization settings

### Customize

Category ▼

Expenses

Netflix

+

Amazon Prime

+

Microsoft Visio

-

Whole Foods

+

Fitness gym

+

Dropbox

+

New York Times

+

AT&T

+

T-Mobil

+

Apple Music

+

Apple iCloud






+

Kindle

+

Linkedin Premium

+



### Settings

Billing Cycle Settings

Billing Cycle

▼

Duration

▼

Custom duration

Category Settings

Grocery

›

Gas

›

Utilities

›

Entertainment/Streaming

›

Kids/School

›

Educational

›

Business Products/Add ons






›

Cloud storage

›

Pets

›



### Settings

Payment Settings

Payment Options

▼

Basis of selection

▼

Category Payment Settings

Grocery

Credit

Card 3

Gas

Credit

Card 3

Utilities

Credit

Card 3

Entertainment/Streaming

▼

▼

Kids/School

Debit

Card 1










Figure 5: Low fidelity prototype for the mobile application's Customization page

Figure 5 represents the Settings and Customizations page(s) that will be displayed to the user. These help the user customize their settings, for example, editing the expense categories and setting up different payment modes for each subscription. The duration for the Trends and Analytics can be changed here as well as many other such customizations.

## Trends & Analytics



Figure 6: Low fidelity prototype for the mobile application's Trends & Analytics page

Figure 6 represents the Trends and Analytics page of the mobile application. This is where users can understand their general behavior in terms of how they spend their money. Analyzing this behavior over time will help users understand their spending patterns and can help control their expenses as well. Users can analyze their behavior based on their historical data and analytics.

## Financial Potential

In different forms, the subscription-based business model was always present in different industries. For example, in the more traditional sense, the monthly cable bills, newspapers, etc. are in essence, subscriptions. Monthly installments or lease of cars, mortgage on houses, etc. can be considered subscription-based business models as well.

### Understanding the booming subscription-based business model

Following are the major advantages of a subscription-based business model as well as the reasons why subscription-based business models have increased over the past years –

1. Subscription-based pricing attracts more customers

Any customer prefers paying a smaller, more affordable, \$20 per month rather than paying a discounted but larger investment of say, \$100 upfront

2. Consistent and predictable revenue (2019, “3 Major Advantages of a Subscription Model”)

For companies/Service Providers, payments are recurring and regulated. This helps in building a more predictable sales pipeline as well as helps in inventory management. Additionally, most customers have automated payments which ensures regular revenue without hassles.

3. Earning through up- and cross-selling (V. Tondon, 2015, “Top 5 Advantages of a Subscription Business Model”)

Due to regular engagement with the customer and additionally, knowing user preferences and behaviors, upselling and cross-selling opportunities become more probable. Getting testimonials of regular subscribers helps in gaining more customers for business

The following statistics corroborate the fact that subscription-based business model is the future for many services -

1. By 2022, 53% of all software revenue will be generated from a subscription-based models (M. Bansal, 2019, “Why Platforms Are Critical When Building For The Intelligent Enterprise”)
2. All new software entrants and 80% of historical vendors are offering subscription-based business models (C. Pettey, 2018, “Moving to a Software Subscription Model”)
3. 69% of households now subscribe to one or more video streaming subscription services (
4. 70% of business leaders say subscription business models will be key to their prospects in the years ahead (2019, “How To Make Money From Membership Economics”)

## Financial Projections

Due to the very recent success of subscription-based business models, detailed data required for financial analysis is not available.

### Assumptions

The following financial projections are calculated based on the data provided by the US government’s census. The data represents US population households which include the following–

1. Family Households
2. Married-Couple Family Households
3. Female Householder, No Spouse Present

4. Male Householder, No Spouse Present
5. Unmarried-Couple Households
6. Nonfamily Households
7. Nonfamily, Female householder
8. Unmarried-Couple, Nonfamily, Female Householder
9. Nonfamily, Male householder
10. Unmarried-Couple, Nonfamily, Male Householder

While the exact segregation of households is not available, the data provides incomes for these households which were further used to come up with a target audience. This target audience forms the “universe” for this financial analysis.

All costs increment at 5% annually.

### Target Audience

To land up at one figure to be considered as the “universe” was important for financial projections as this one figure can easily form the basis for the entire preliminary financial projections.

Based on the behaviors discovered through the “America’s Relationship with Subscription Services” study, it was important to understand that without very reliable subscribers’ data, it is assumed that subscriptions remain a luxurious spending. This is corroborated by the fact that an average American spends \$273 per month on subscriptions, based on the survey of 2500 people. The income details of the participants were not available. This leads us to believe that subscriptions remain a luxurious spending for many.

Hence, income demographics play a very important role when trying to determine what an average American will spend when considering the actual population of 328 mil. Hence, the population belonging to annual income levels of \$79,999 and more were selected to constitute the target audience.

### Scenario Analysis

Scenarios with uncertainty levels were developed to show an overall financial trajectory that can be expected. A realistic annual growth of 5% in sales is used. The summarized results can be seen in Figure 7.

Figure 7 represents the financial trajectories that can be predicted based on the uncertainty levels used in experimenting data. The dark blue line represents the ideal scenario with 0% uncertainty, i.e., the finances go as planned without any hiccups. Then, uncertainty levels are increased, ranging from 5% (green line) to 25% (red line) which help us understand when the business can be expected to become self-reliant or cash positive.

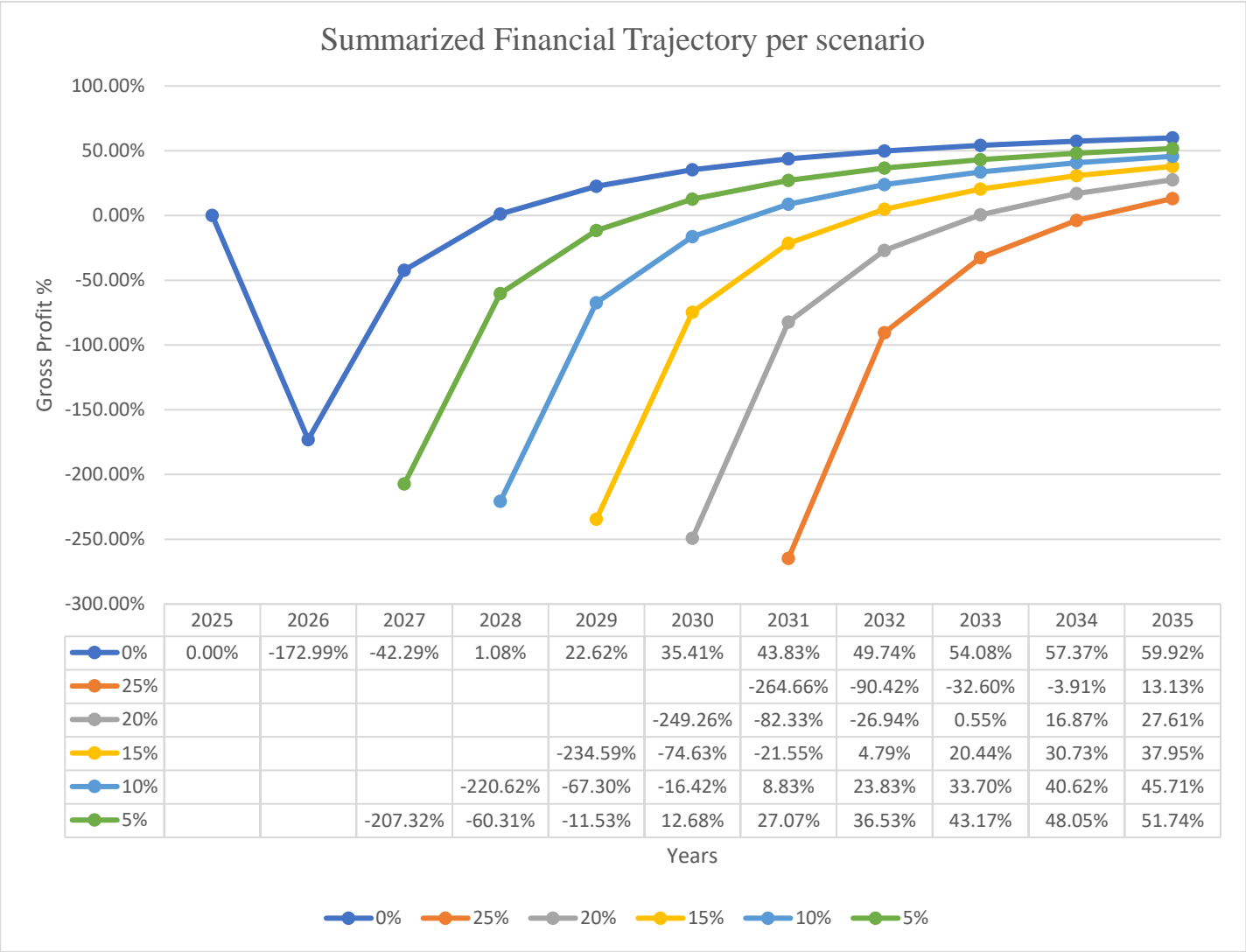


Figure 7: Summarized Financial Trajectory per scenario

**Further Analysis**

A more detailed financial analysis can be done based on the data availability by segregating the data based on household types as given above. Figure 8 shows the contribution by types of households in different subscription categories -

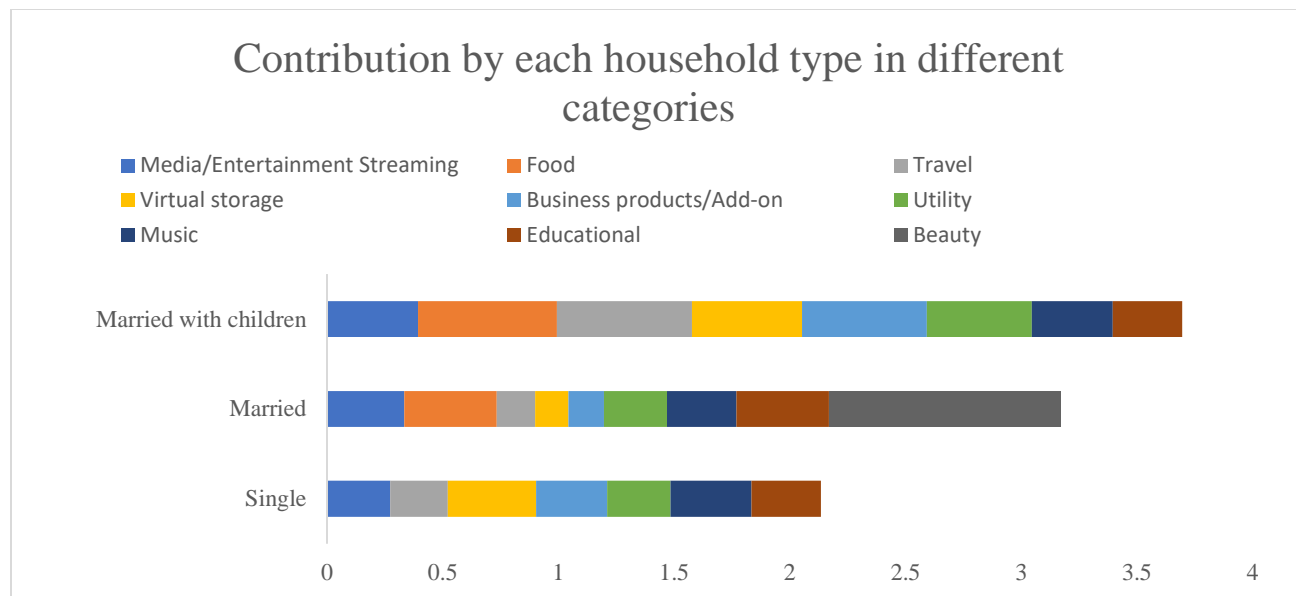


Figure 8: Contribution by household type in different categories

Based on this preliminary analysis, further population segregations can help in understanding the effects of household types in the expected revenue numbers. It can also help provide a more specific target audience to maximize the revenue and direct/control marketing and sales dollars.

## Conclusion

Advantages of subscription-based models over the traditional pricing in the B2C industries are many. Hence, the B2C industry is leaning toward the subscription-based business models over traditional pricing models.

Due to data unavailability, the average subscriptions price cannot be determined yet. But services video streaming services like Netflix, Amazon Prime video, etc. have already replace the traditional TV setup, earning a place in the consumer's everyday life. A lot of other such subscriptions are in the categories of utilities such as Amazon Prime, Costco, as well as food delivery services. Beauty is a specific industry sector which saw large sales due to the subscription box trends that lets customers experience more for less but continuous revenue.

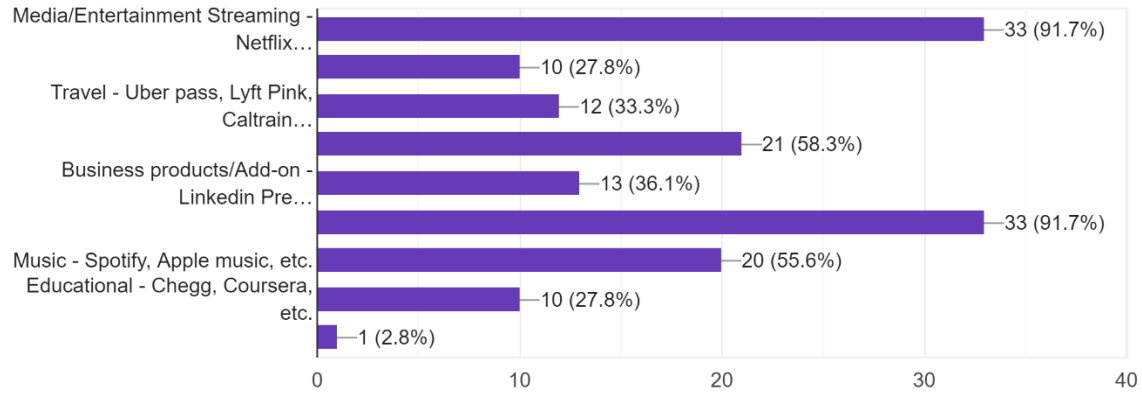
In conclusion, subscriptions management software is an upcoming technology. The subscriptions-based business models are expected to increase manifolds with a lot of B2C SaaS service providers switching to subscription-based business models in the upcoming years. While the customer doesn't realize it today, multiple surveys indicate that the customer has started to feel the brunt of managing multiple subscriptions. Soon, the customer will be needing a single platform to manage multiple subscriptions seamlessly.

## Appendix

### Appendix 1: Results of survey conducted for understanding customer needs and wants

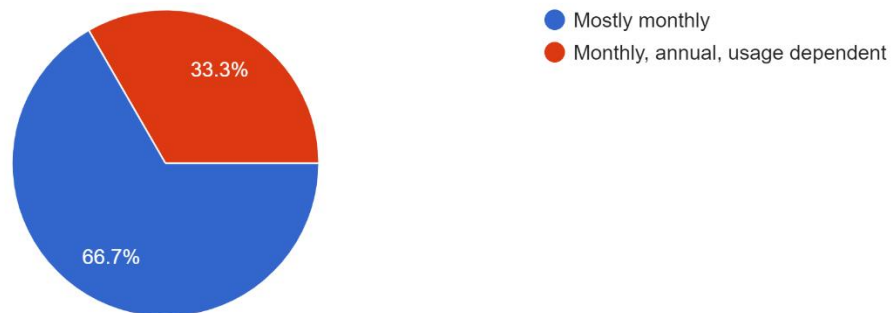
#### 1. What types of subscription based services have you currently subscribed to?

36 responses



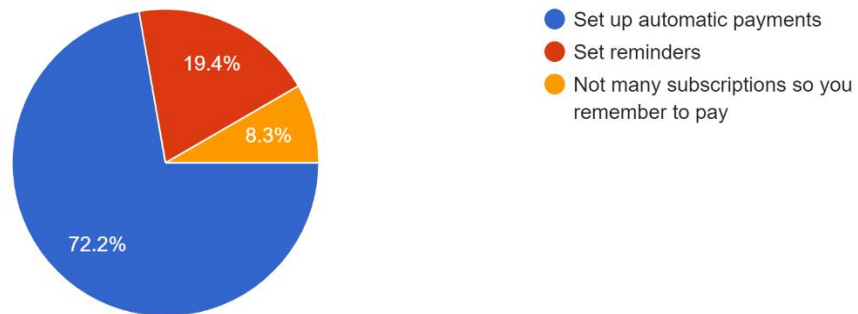
#### 2. Are there different billing cycles for all the subscribed services?

36 responses



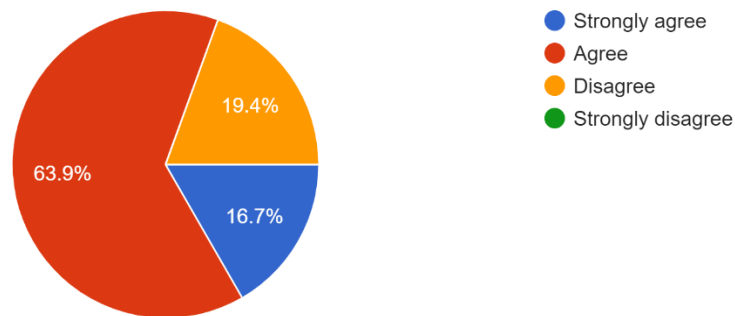
### 3. How do you keep track of payments for the subscriptions?

36 responses



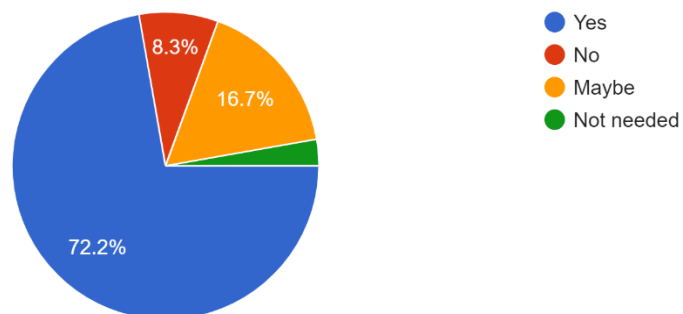
### 4. Is it difficult to manage all the subscriptions? For example, forgetting to unsubscribe from a service you no longer require, or updating your inf...mation on all the different subscription platforms?

36 responses



### 5. Would you prefer to be able to manage all subscriptions through a single platform?

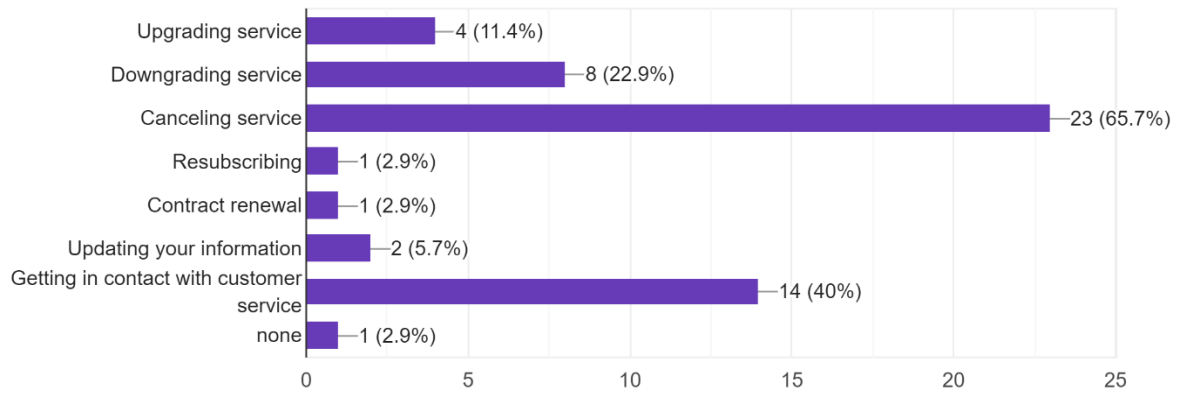
36 responses





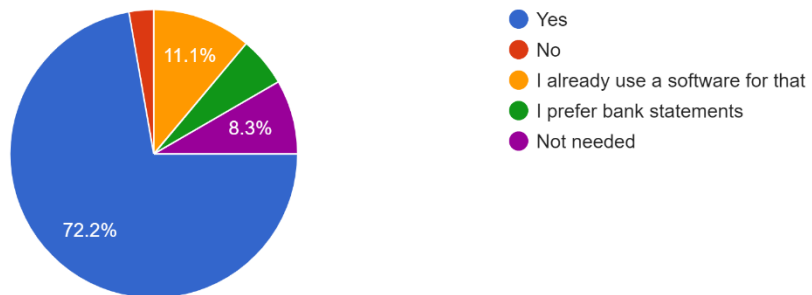
6. In subscription based services, which of the following is the hardest to achieve?

35 responses



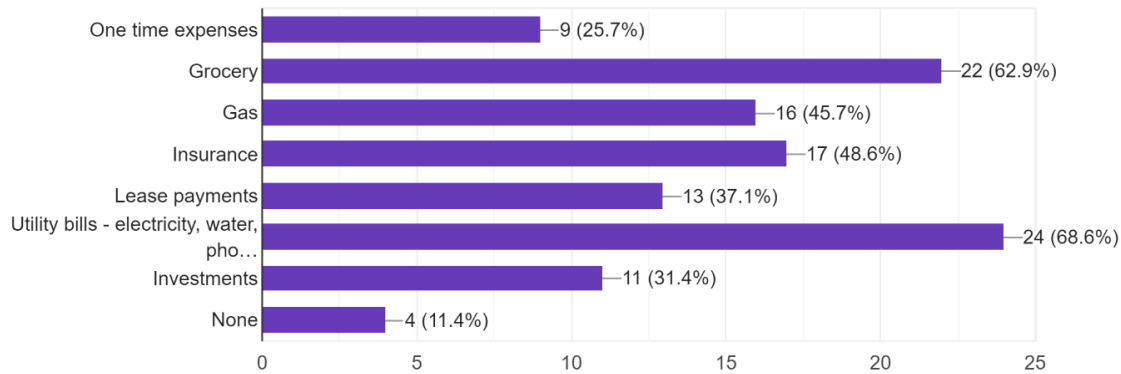
7. Do you think a consolidated monthly expense report will help you give a better snapshot of your finances?

36 responses



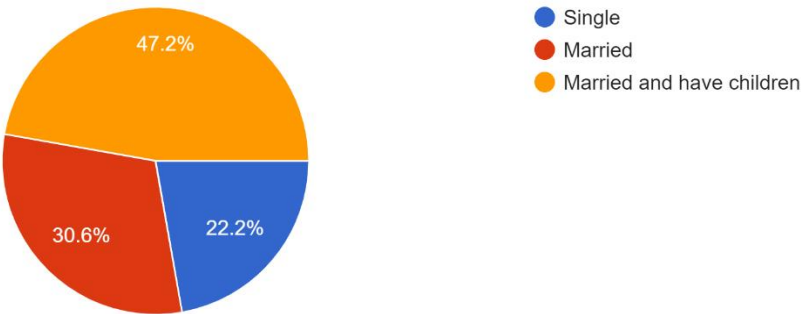
8. Which of the following expenses would you prefer to be added in the same platform with all the subscribed services?

35 responses



9. About you

36 responses



## Appendix 2: Financial Projections worked out in detail

| Ideal Scenario: Uncertainty - 0% |                  |                   |                   |                 |                 |                 |                 |                 |                 |                  |                  |
|----------------------------------|------------------|-------------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|
| Target Population                | 67,560,000       |                   |                   |                 |                 |                 |                 |                 |                 |                  |                  |
| Year                             | 2025             | 2026              | 2027              | 2028            | 2029            | 2030            | 2031            | 2032            | 2033            | 2034             | 2035             |
| Growth                           | 0.00%            | 0.05%             | 0.10%             | 0.15%           | 0.20%           | 0.25%           | 0.30%           | 0.35%           | 0.40%           | 0.45%            | 0.50%            |
| Uncertainty                      | 0%               | 0%                | 0%                | 0%              | 0%              | 0%              | 0%              | 0%              | 0%              | 0%               | 0%               |
| Revenue                          | \$ -             | \$ 1,212,026.40   | \$ 2,424,052.80   | \$ 3,636,079.20 | \$ 4,848,105.60 | \$ 6,060,132.00 | \$ 7,272,158.40 | \$ 8,484,184.80 | \$ 9,696,211.20 | \$ 10,908,237.60 | \$ 12,120,264.00 |
| Units Expected                   | 0.00             | 33,780.00         | 67,560.00         | 101,340.00      | 135,120.00      | 168,900.00      | 202,680.00      | 236,460.00      | 270,240.00      | 304,020.00       | 337,800.00       |
| Price                            | \$ 35.88         | \$ 35.88          | \$ 35.88          | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88         | \$ 35.88         |
| Operating Expenses               | \$ 1,000,000.00  | \$ 1,050,000.00   | \$ 1,102,500.00   | \$ 1,157,625.00 | \$ 1,215,506.25 | \$ 1,276,281.56 | \$ 1,340,095.64 | \$ 1,407,100.42 | \$ 1,477,455.44 | \$ 1,551,328.22  | \$ 1,628,894.63  |
| Payroll                          | \$ 1,675,000.00  | \$ 1,758,750.00   | \$ 1,846,687.50   | \$ 1,939,021.88 | \$ 2,035,972.97 | \$ 2,137,771.62 | \$ 2,244,660.20 | \$ 2,356,893.21 | \$ 2,474,737.87 | \$ 2,598,474.76  | \$ 2,728,398.50  |
| Marketing                        | \$ 500,000.00    | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00    | \$ 500,000.00    |
| Gross Profit                     | \$(3,175,000.00) | \$ (2,096,723.60) | \$ (1,025,134.70) | \$ 39,432.33    | \$ 1,096,626.38 | \$ 2,146,078.82 | \$ 3,187,402.56 | \$ 4,220,191.17 | \$ 5,244,017.89 | \$ 6,258,434.62  | \$ 7,262,970.87  |
| Gross Profit %                   | -                | -172.99%          | -42.29%           | 1.08%           | 22.62%          | 35.41%          | 43.83%          | 49.74%          | 54.08%          | 57.37%           | 59.92%           |

| Scenario 1: Uncertainty - 25% |                  |                   |                   |                   |                   |                   |                   |                   |                   |                 |                 |
|-------------------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------|-----------------|
| Target Population             | 67,560,000       |                   |                   |                   |                   |                   |                   |                   |                   |                 |                 |
| Year                          | 2025             | 2026              | 2027              | 2028              | 2029              | 2030              | 2031              | 2032              | 2033              | 2034            | 2035            |
| Growth                        | 0.00%            | 0.05%             | 0.10%             | 0.15%             | 0.20%             | 0.25%             | 0.30%             | 0.35%             | 0.40%             | 0.45%           | 0.50%           |
| Uncertainty                   | 0.25%            | 0.25%             | 0.25%             | 0.25%             | 0.25%             | 0.25%             | 0.25%             | 0.25%             | 0.25%             | 0.25%           | 0.25%           |
| Revenue                       | \$ -             | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ 1,212,026.40   | \$ 2,424,052.80   | \$ 3,636,079.20   | \$ 4,848,105.60 | \$ 6,060,132.00 |
| Units Expected                | 0.00             | 0.00              | 0.00              | 0.00              | 0.00              | 0.00              | 33,780.00         | 67,560.00         | 101,340.00        | 135,120.00      | 168,900.00      |
| Price                         | \$ 35.88         | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88        | \$ 35.88        |
| Operating Expenses            | \$ 1,000,000.00  | \$ 1,050,000.00   | \$ 1,102,500.00   | \$ 1,157,625.00   | \$ 1,215,506.25   | \$ 1,276,281.56   | \$ 1,340,095.64   | \$ 1,407,100.42   | \$ 1,477,455.44   | \$ 1,551,328.22 | \$ 1,628,894.63 |
| Payroll                       | \$ 1,925,000.00  | \$ 2,021,250.00   | \$ 2,122,312.50   | \$ 2,228,428.13   | \$ 2,339,849.53   | \$ 2,456,842.01   | \$ 2,579,684.11   | \$ 2,708,668.31   | \$ 2,844,101.73   | \$ 2,986,306.82 | \$ 3,135,622.16 |
| Marketing                     | \$ 500,000.00    | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00   | \$ 500,000.00   |
| Gross Profit                  | \$(3,425,000.00) | \$ (3,571,250.00) | \$ (3,724,812.50) | \$ (3,886,053.13) | \$ (4,055,355.78) | \$ (4,233,123.57) | \$ (3,207,753.35) | \$ (2,191,715.94) | \$ (1,185,477.97) | \$ (189,529.43) | \$ 795,615.22   |
| Gross Profit %                |                  |                   |                   |                   |                   |                   | -264.66%          | -90.42%           | -32.60%           | -3.91%          | 13.13%          |

| Scenario 2: Uncertainty - 20% |                  |                   |                   |                   |                   |                   |                   |                 |                 |                 |                 |
|-------------------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------|-----------------|-----------------|-----------------|
| Target Population             | 67,560,000       |                   |                   |                   |                   |                   |                   |                 |                 |                 |                 |
| Year                          | 2025             | 2026              | 2027              | 2028              | 2029              | 2030              | 2031              | 2032            | 2033            | 2034            | 2035            |
| Growth                        | 0.00%            | 0.05%             | 0.10%             | 0.15%             | 0.20%             | 0.25%             | 0.30%             | 0.35%           | 0.40%           | 0.45%           | 0.50%           |
| Uncertainty                   | 0.20%            | 0.20%             | 0.20%             | 0.20%             | 0.20%             | 0.20%             | 0.20%             | 0.20%           | 0.20%           | 0.20%           | 0.20%           |
| Revenue                       | \$ -             | \$ -              | \$ -              | \$ -              | \$ -              | \$ 1,212,026.40   | \$ 2,424,052.80   | \$ 3,636,079.20 | \$ 4,848,105.60 | \$ 6,060,132.00 | \$ 7,272,158.40 |
| Units Expected                | 0.00             | 0.00              | 0.00              | 0.00              | 0.00              | 33,780.00         | 67,560.00         | 101,340.00      | 135,120.00      | 168,900.00      | 202,680.00      |
| Price                         | \$ 35.88         | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88          | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        |
| Operating Expenses            | \$ 1,000,000.00  | \$ 1,050,000.00   | \$ 1,102,500.00   | \$ 1,157,625.00   | \$ 1,215,506.25   | \$ 1,276,281.56   | \$ 1,340,095.64   | \$ 1,407,100.42 | \$ 1,477,455.44 | \$ 1,551,328.22 | \$ 1,628,894.63 |
| Payroll                       | \$ 1,925,000.00  | \$ 2,021,250.00   | \$ 2,122,312.50   | \$ 2,228,428.13   | \$ 2,339,849.53   | \$ 2,456,842.01   | \$ 2,579,684.11   | \$ 2,708,668.31 | \$ 2,844,101.73 | \$ 2,986,306.82 | \$ 3,135,622.16 |
| Marketing                     | \$ 500,000.00    | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00     | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   |
| Gross Profit                  | \$(3,425,000.00) | \$ (3,571,250.00) | \$ (3,724,812.50) | \$ (3,886,053.13) | \$ (4,055,355.78) | \$ (3,021,097.17) | \$ (1,995,726.95) | \$ (979,689.54) | \$ 26,548.43    | \$ 1,022,496.97 | \$ 2,007,641.62 |
| Gross Profit %                |                  |                   |                   |                   |                   | -249.26%          | -82.33%           | -26.94%         | 0.55%           | 16.87%          | 27.61%          |

| Scenario 2: Uncertainty - 15% |                  |                  |                  |                  |                  |                  |                 |                 |                 |                 |                 |
|-------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Target Population             | 67,560,000       |                  |                  |                  |                  |                  |                 |                 |                 |                 |                 |
| Year                          | 2025             | 2026             | 2027             | 2028             | 2029             | 2030             | 2031            | 2032            | 2033            | 2034            | 2035            |
| Growth                        | 0.00%            | 0.05%            | 0.10%            | 0.15%            | 0.20%            | 0.25%            | 0.30%           | 0.35%           | 0.40%           | 0.45%           | 0.50%           |
| Uncertainty                   | 0.15%            | 0.15%            | 0.15%            | 0.15%            | 0.15%            | 0.15%            | 0.15%           | 0.15%           | 0.15%           | 0.15%           | 0.15%           |
| Revenue                       | \$ -             | \$ -             | \$ -             | \$ -             | \$ 1,212,026.40  | \$ 2,424,052.80  | \$ 3,636,079.20 | \$ 4,848,105.60 | \$ 6,060,132.00 | \$ 7,272,158.40 | \$ 8,484,184.80 |
| Units Expected                | 0.00             | 0.00             | 0.00             | 0.00             | 33,780.00        | 67,560.00        | 101,340.00      | 135,120.00      | 168,900.00      | 202,680.00      | 236,460.00      |
| Price                         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        |
| Operating Expenses            | \$ 1,000,000.00  | \$ 1,050,000.00  | \$ 1,102,500.00  | \$ 1,157,625.00  | \$ 1,215,506.25  | \$ 1,276,281.56  | \$ 1,340,095.64 | \$ 1,407,100.42 | \$ 1,477,455.44 | \$ 1,551,328.22 | \$ 1,628,894.63 |
| Payroll                       | \$ 1,925,000.00  | \$ 2,021,250.00  | \$ 2,122,312.50  | \$ 2,228,428.13  | \$ 2,339,849.53  | \$ 2,456,842.01  | \$ 2,579,684.11 | \$ 2,708,668.31 | \$ 2,844,101.73 | \$ 2,986,306.82 | \$ 3,135,622.16 |
| Marketing                     | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   |
| Gross Profit                  | \$(3,425,000.00) | \$(3,571,250.00) | \$(3,724,812.50) | \$(3,886,053.13) | \$(2,843,329.38) | \$(1,809,070.77) | \$(783,700.55)  | \$ 232,336.86   | \$ 1,238,574.83 | \$ 2,234,523.37 | \$ 3,219,668.02 |
| Gross Profit %                |                  |                  |                  |                  | -234.59%         | -74.63%          | -21.55%         | 4.79%           | 20.44%          | 30.73%          | 37.95%          |

| Scenario 2: Uncertainty - 10% |                  |                  |                  |                  |                  |                 |                 |                 |                 |                 |                 |
|-------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Target Population             | 67,560,000       |                  |                  |                  |                  |                 |                 |                 |                 |                 |                 |
| Year                          | 2025             | 2026             | 2027             | 2028             | 2029             | 2030            | 2031            | 2032            | 2033            | 2034            | 2035            |
| Growth                        | 0.00%            | 0.05%            | 0.10%            | 0.15%            | 0.20%            | 0.25%           | 0.30%           | 0.35%           | 0.40%           | 0.45%           | 0.50%           |
| Uncertainty                   | 0.10%            | 0.10%            | 0.10%            | 0.10%            | 0.10%            | 0.10%           | 0.10%           | 0.10%           | 0.10%           | 0.10%           | 0.10%           |
| Revenue                       | \$ -             | \$ -             | \$ -             | \$ 1,212,026.40  | \$ 2,424,052.80  | \$ 3,636,079.20 | \$ 4,848,105.60 | \$ 6,060,132.00 | \$ 7,272,158.40 | \$ 8,484,184.80 | \$ 9,696,211.20 |
| Units Expected                | 0.00             | 0.00             | 0.00             | 33,780.00        | 67,560.00        | 101,340.00      | 135,120.00      | 168,900.00      | 202,680.00      | 236,460.00      | 270,240.00      |
| Price                         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        |
| Operating Expenses            | \$ 1,000,000.00  | \$ 1,050,000.00  | \$ 1,102,500.00  | \$ 1,157,625.00  | \$ 1,215,506.25  | \$ 1,276,281.56 | \$ 1,340,095.64 | \$ 1,407,100.42 | \$ 1,477,455.44 | \$ 1,551,328.22 | \$ 1,628,894.63 |
| Payroll                       | \$ 1,925,000.00  | \$ 2,021,250.00  | \$ 2,122,312.50  | \$ 2,228,428.13  | \$ 2,339,849.53  | \$ 2,456,842.01 | \$ 2,579,684.11 | \$ 2,708,668.31 | \$ 2,844,101.73 | \$ 2,986,306.82 | \$ 3,135,622.16 |
| Marketing                     | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   |
| Gross Profit                  | \$(3,425,000.00) | \$(3,571,250.00) | \$(3,724,812.50) | \$(2,674,026.73) | \$(1,631,302.98) | \$(597,044.37)  | \$ 428,325.85   | \$ 1,444,363.26 | \$ 2,450,601.23 | \$ 3,446,549.77 | \$ 4,431,694.42 |
| Gross Profit %                |                  |                  |                  | -220.62%         | -67.30%          | -16.42%         | 8.83%           | 23.83%          | 33.70%          | 40.62%          | 45.71%          |

| Scenario 3: Uncertainty - 5% |                  |                  |                  |                  |                 |                 |                 |                 |                 |                 |                  |
|------------------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| Target Population            | 67,560,000       |                  |                  |                  |                 |                 |                 |                 |                 |                 |                  |
| Year                         | 2025             | 2026             | 2027             | 2028             | 2029            | 2030            | 2031            | 2032            | 2033            | 2034            | 2035             |
| Growth                       | 0.00%            | 0.05%            | 0.10%            | 0.15%            | 0.20%           | 0.25%           | 0.30%           | 0.35%           | 0.40%           | 0.45%           | 0.50%            |
| Uncertainty                  | 0.05%            | 0.05%            | 0.05%            | 0.05%            | 0.05%           | 0.05%           | 0.05%           | 0.05%           | 0.05%           | 0.05%           | 0.05%            |
| Revenue                      | \$ -             | \$ -             | \$ 1,212,026.40  | \$ 2,424,052.80  | \$ 3,636,079.20 | \$ 4,848,105.60 | \$ 6,060,132.00 | \$ 7,272,158.40 | \$ 8,484,184.80 | \$ 9,696,211.20 | \$ 10,908,237.60 |
| Units Expected               | 0.00             | 0.00             | 33,780.00        | 67,560.00        | 101,340.00      | 135,120.00      | 168,900.00      | 202,680.00      | 236,460.00      | 270,240.00      | 304,020.00       |
| Price                        | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88         | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88        | \$ 35.88         |
| Operating Expenses           | \$ 1,000,000.00  | \$ 1,050,000.00  | \$ 1,102,500.00  | \$ 1,157,625.00  | \$ 1,215,506.25 | \$ 1,276,281.56 | \$ 1,340,095.64 | \$ 1,407,100.42 | \$ 1,477,455.44 | \$ 1,551,328.22 | \$ 1,628,894.63  |
| Payroll                      | \$ 1,925,000.00  | \$ 2,021,250.00  | \$ 2,122,312.50  | \$ 2,228,428.13  | \$ 2,339,849.53 | \$ 2,456,842.01 | \$ 2,579,684.11 | \$ 2,708,668.31 | \$ 2,844,101.73 | \$ 2,986,306.82 | \$ 3,135,622.16  |
| Marketing                    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00    | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00   | \$ 500,000.00    |
| Gross Profit                 | \$(3,425,000.00) | \$(3,571,250.00) | \$(2,512,786.10) | \$(1,462,000.33) | \$(419,276.58)  | \$ 614,982.03   | \$ 1,640,352.25 | \$ 2,656,389.66 | \$ 3,662,627.63 | \$ 4,658,576.17 | \$ 5,643,720.82  |
| Gross Profit %               |                  |                  | -207.32%         | -60.31%          | -11.53%         | 12.68%          | 27.07%          | 36.53%          | 43.17%          | 48.05%          | 51.74%           |

| Job Role                                    | Quantity | Initial Salary per annum |
|---|----------|--------------------------|
| Chief Executive Officer                     | 1        | \$ 180,000.00            |
| Chief Financial Officer                     | 1        | \$ 165,000.00            |
| Chief Technological Officer/Product Manager | 1        | \$ 165,000.00            |
| Developers                                  | 4        | \$ 80,000.00             |
| Sales & Marketing manager                   | 1        | \$ 85,000.00             |
| Marketing executives                        | 2        | \$ 65,000.00             |
| Sales executives                            | 3        | \$ 60,000.00             |
| Customer support manager                    | 1        | \$ 70,000.00             |
| Customer support executives                 | 5        | \$ 55,000.00             |
| Total                                       |          | \$ 925,000.00            |
| Additional payroll costs (Insurance, etc.)  |          | \$ 750,000.00            |

|    | Income bracket | Number of people | Mean age of householder |
|----|----------------|------------------|-------------------------|
| 1  | \$ 19,999.00   | 18,902           | 56.3                    |
| 2  | \$ 39,999.00   | 22,367           | 54.3                    |
| 3  | \$ 59,999.00   | 19,751           | 51.1                    |
| 4  | \$ 79,999.00   | 16,348           | 49.8                    |
| 5  | \$ 99,999.00   | 12,096           | 48.9                    |
| 6  | \$ 119,999.00  | 9,604            | 49.1                    |
| 7  | \$ 139,999.00  | 6,888            | 48.7                    |
| 8  | \$ 159,999.00  | 5,200            | 49.4                    |
| 9  | \$ 179,999.00  | 3,871            | 49.6                    |
| 10 | \$ 199,999.00  | 2,607            | 49.9                    |
| 11 | \$ 200,000.00  | 10,946           | 50.8                    |
|    |                | 67,560           |                         |

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