

# Alexandr.ia Business Proposal

**Because libraries should be for everyone.**

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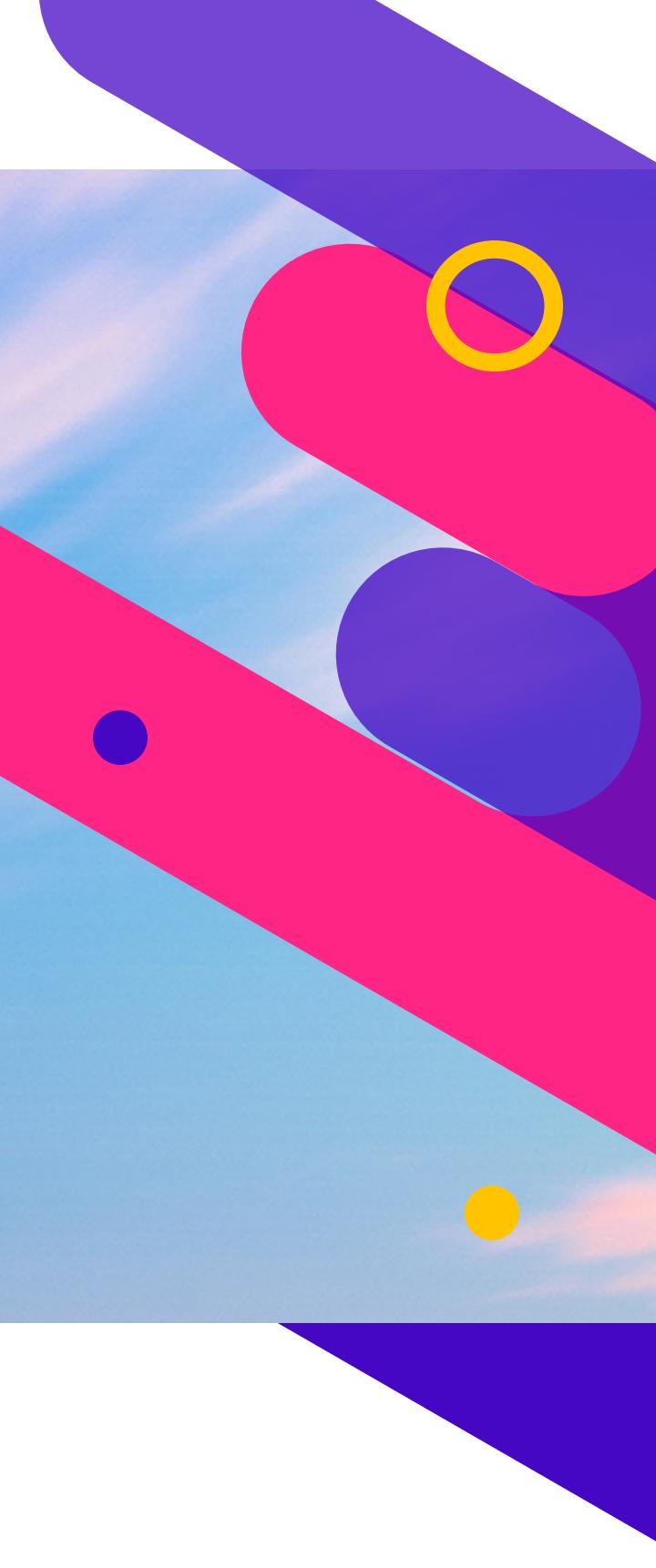
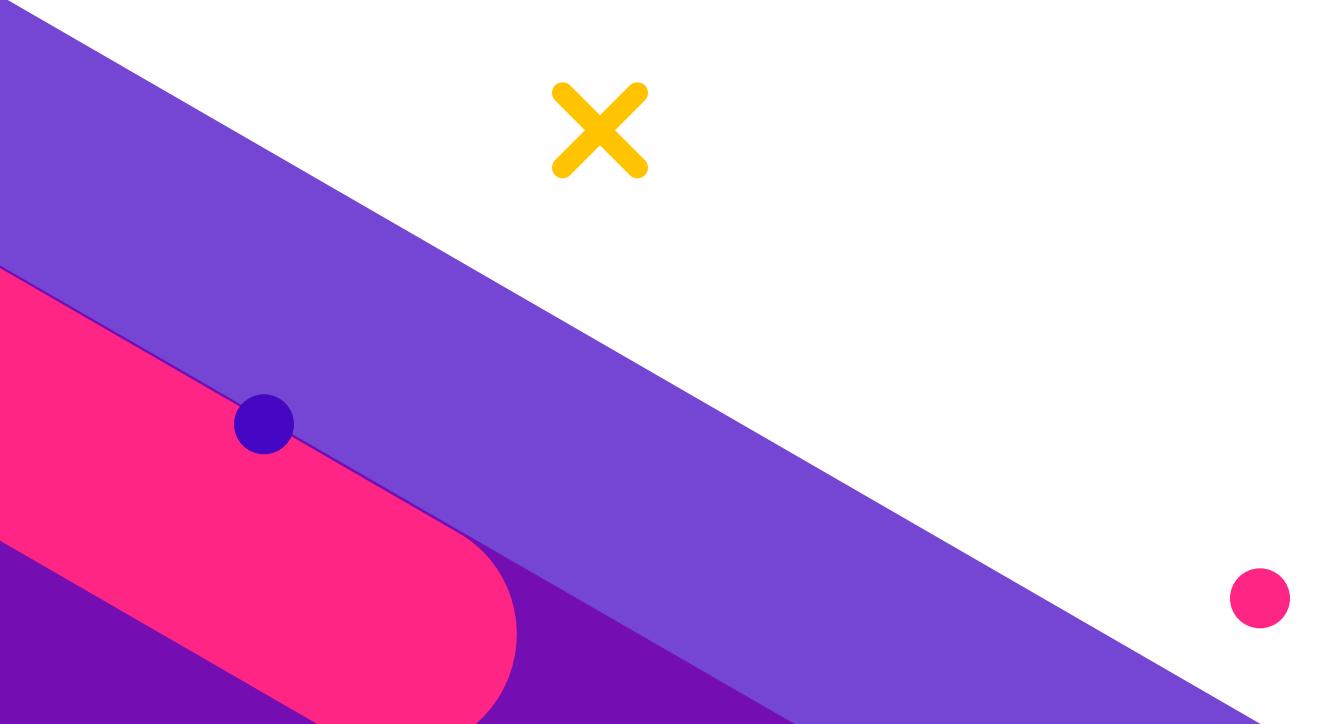
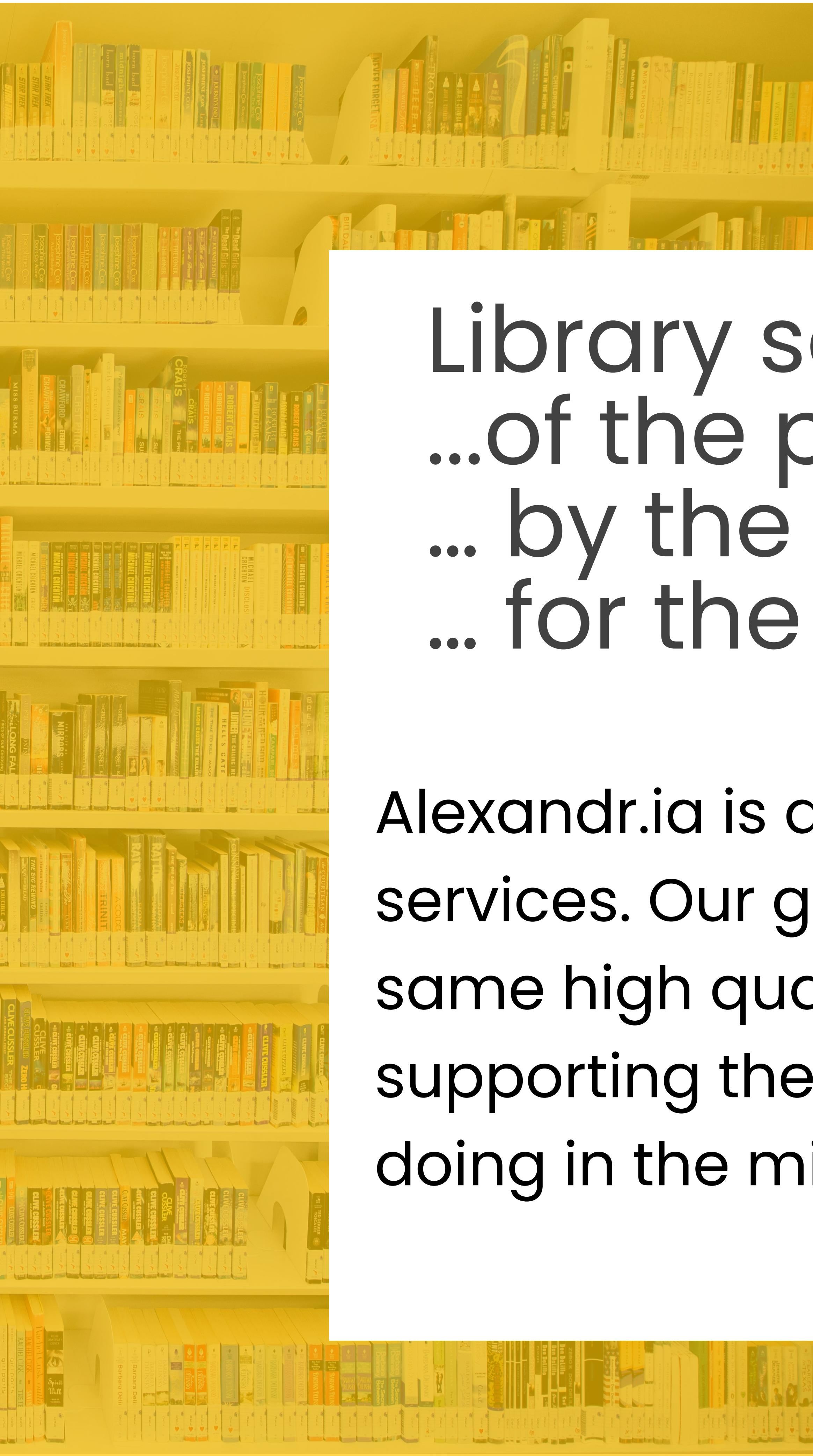
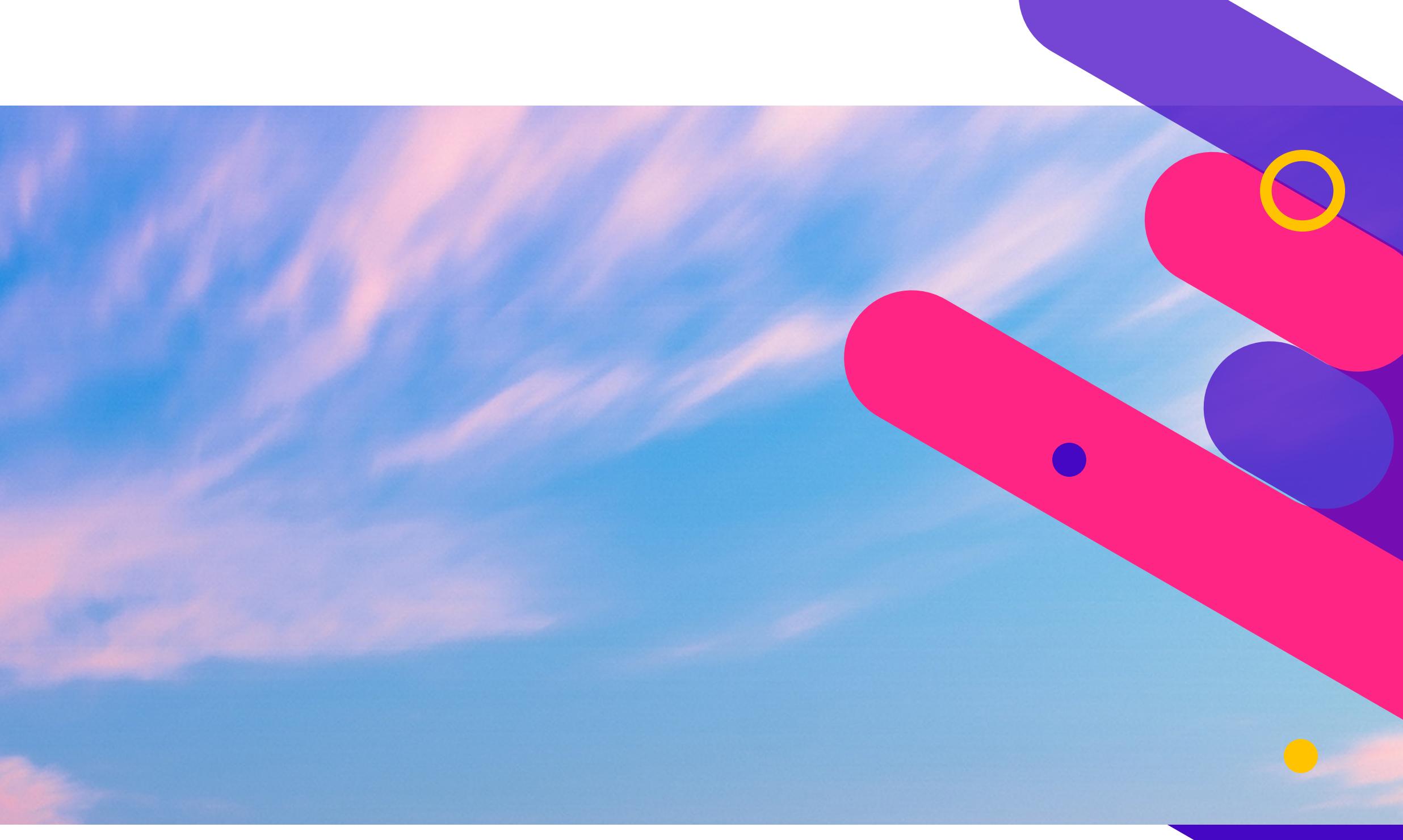
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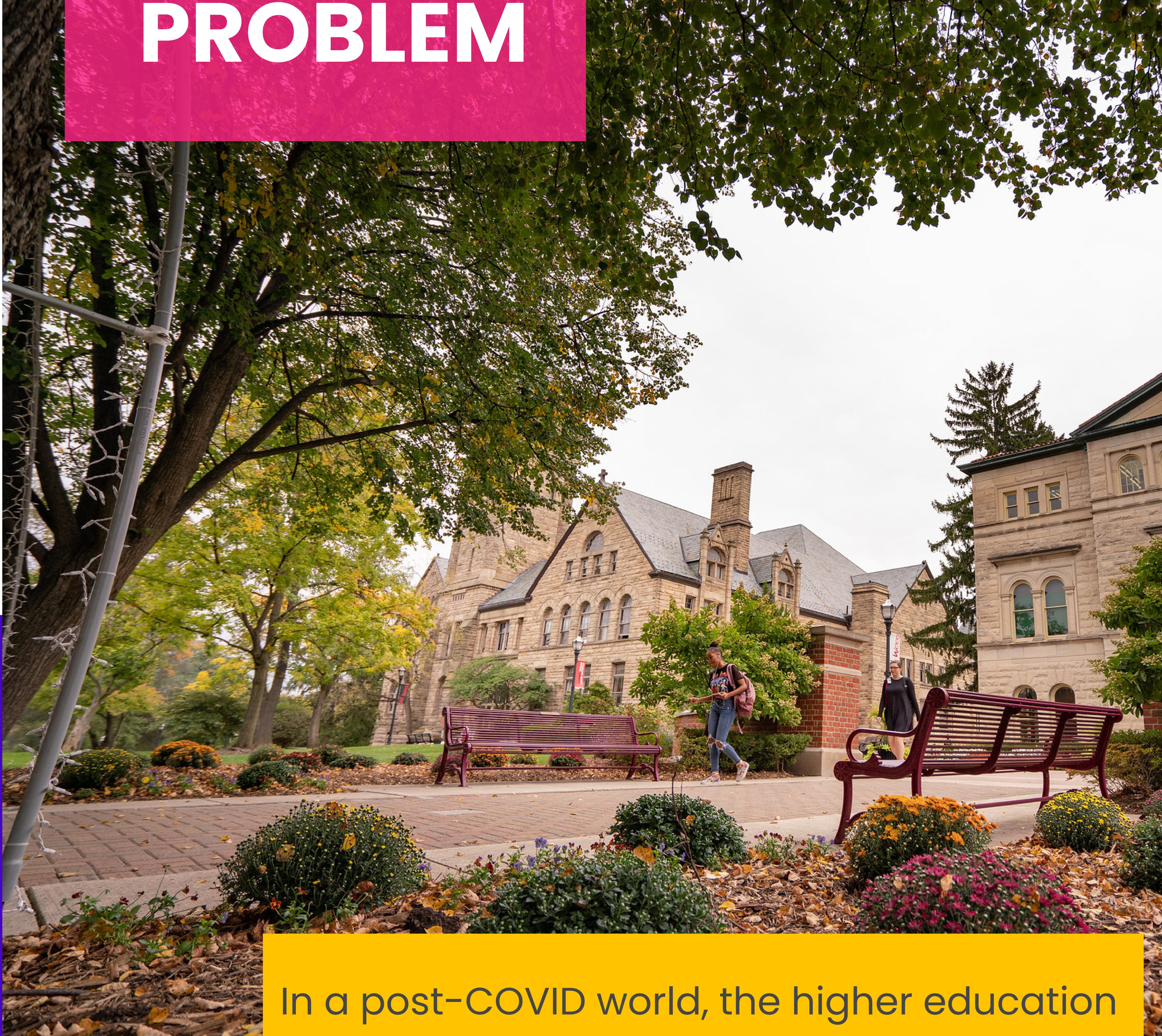
# EXECUTIVE SUMMARY



Library service...  
...of the people  
... by the people  
... for the people

Alexandr.ia is democratizing library services. Our goal is to give patrons the same high quality service while supporting the great work libraries are doing in the midst of a budget crisis.

# THE PROBLEM

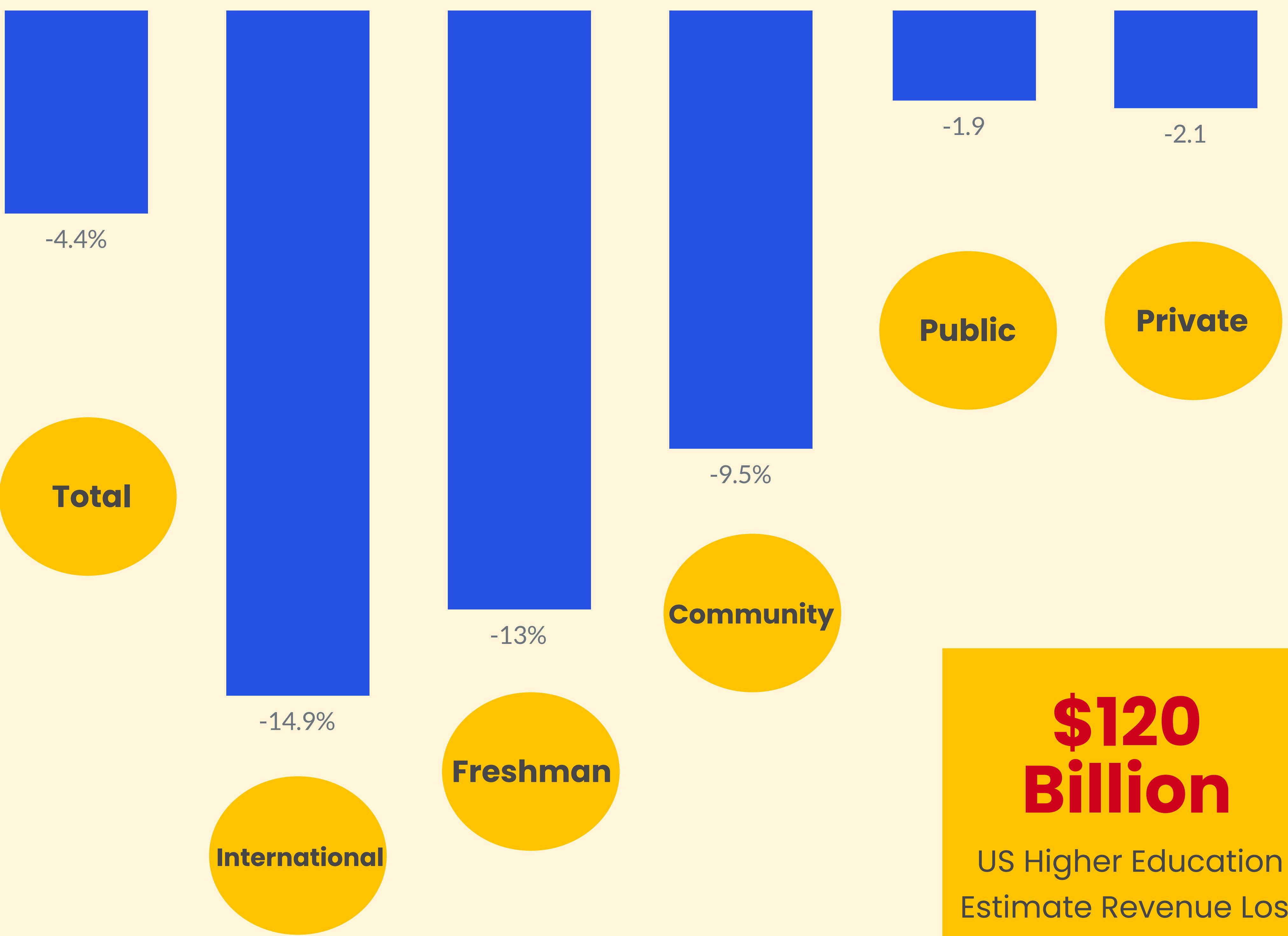


In a post-COVID world, the higher education sector struggles to balance rising costs with sinking enrollment. Academic libraries face billowing subscription fees and flat budgets, while bringing in no revenue. How can libraries provide the same excellent service while still cutting staff?

# Higher Education

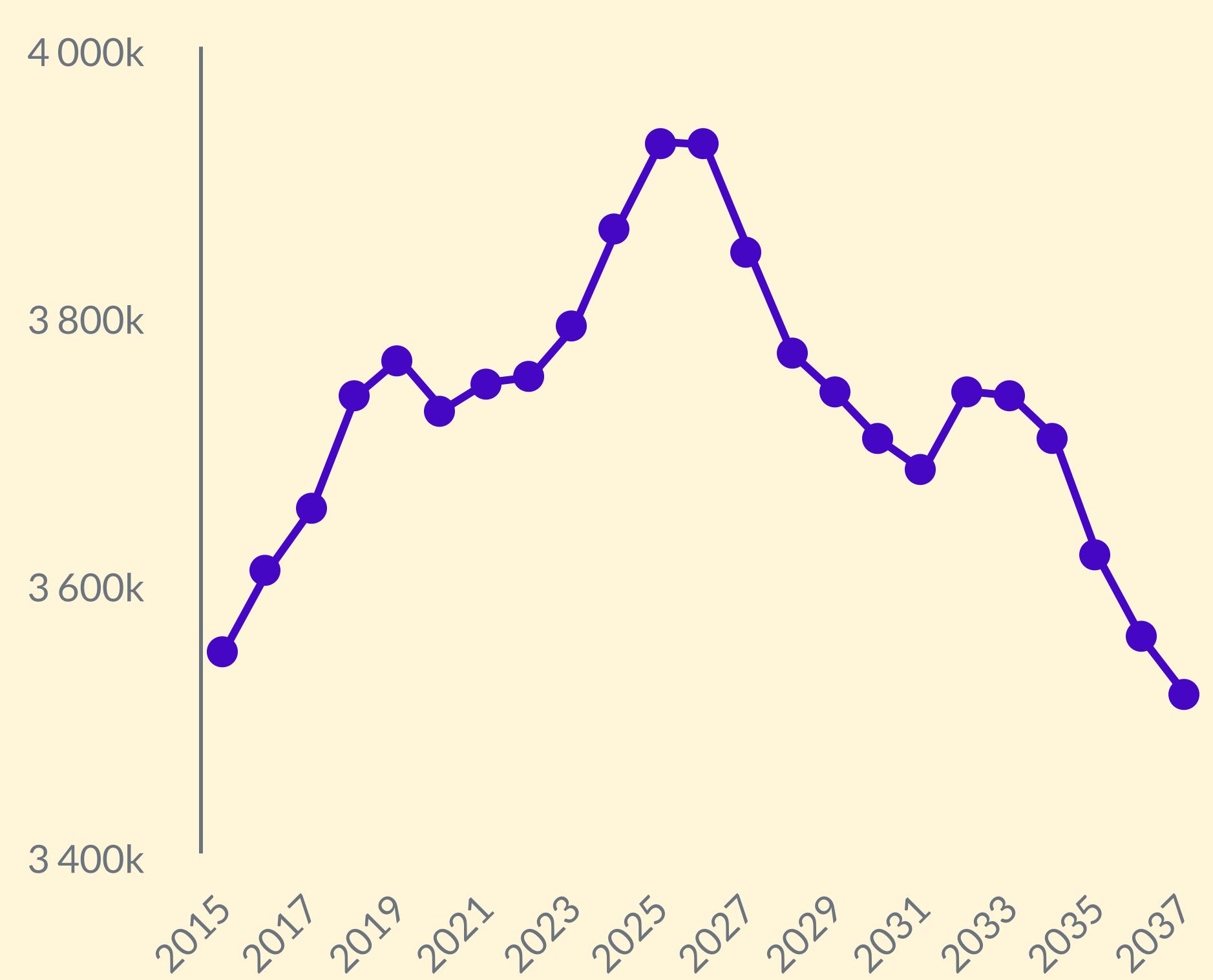
Higher education institutions experienced unexpected and extreme income losses during the COVID-19 pandemic. Declining enrollment stressed an already dire financial situation for many colleges and universities. These institutions will need to start thinking creatively to meet the challenges of shrinking budgets. Alexandr.ia is a public/private partnership solution to the academic budget crisis.

## Enrollment After COVID-19



## DECLINING HIGH SCHOOL GRADUATION RATES

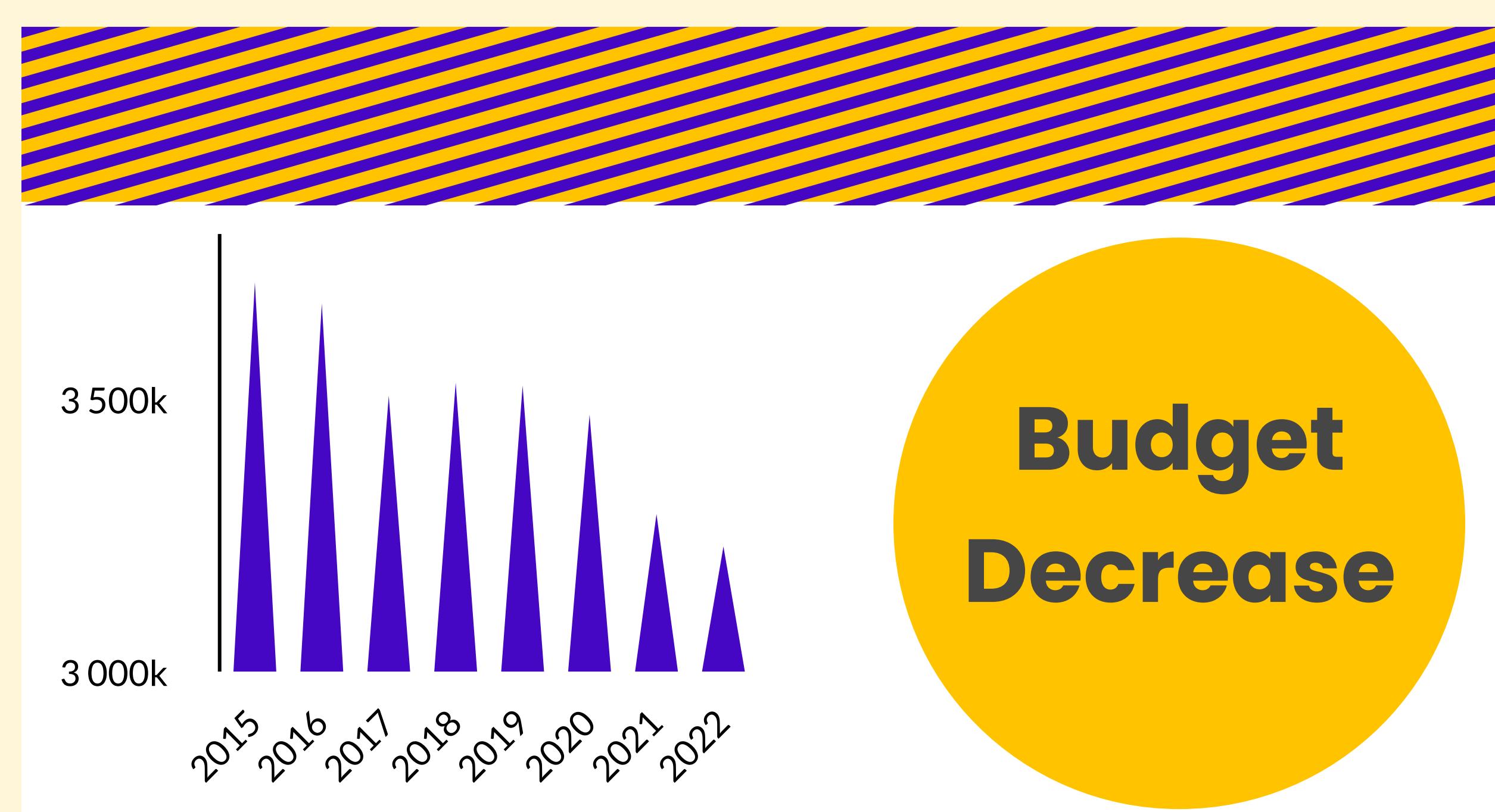
During the Great Recession, birth rates in the United States began to decline. The pandemic likewise saw birth rates fall. By the 2030s, US colleges and universities will be competing over a considerably smaller pool of potential applicants.



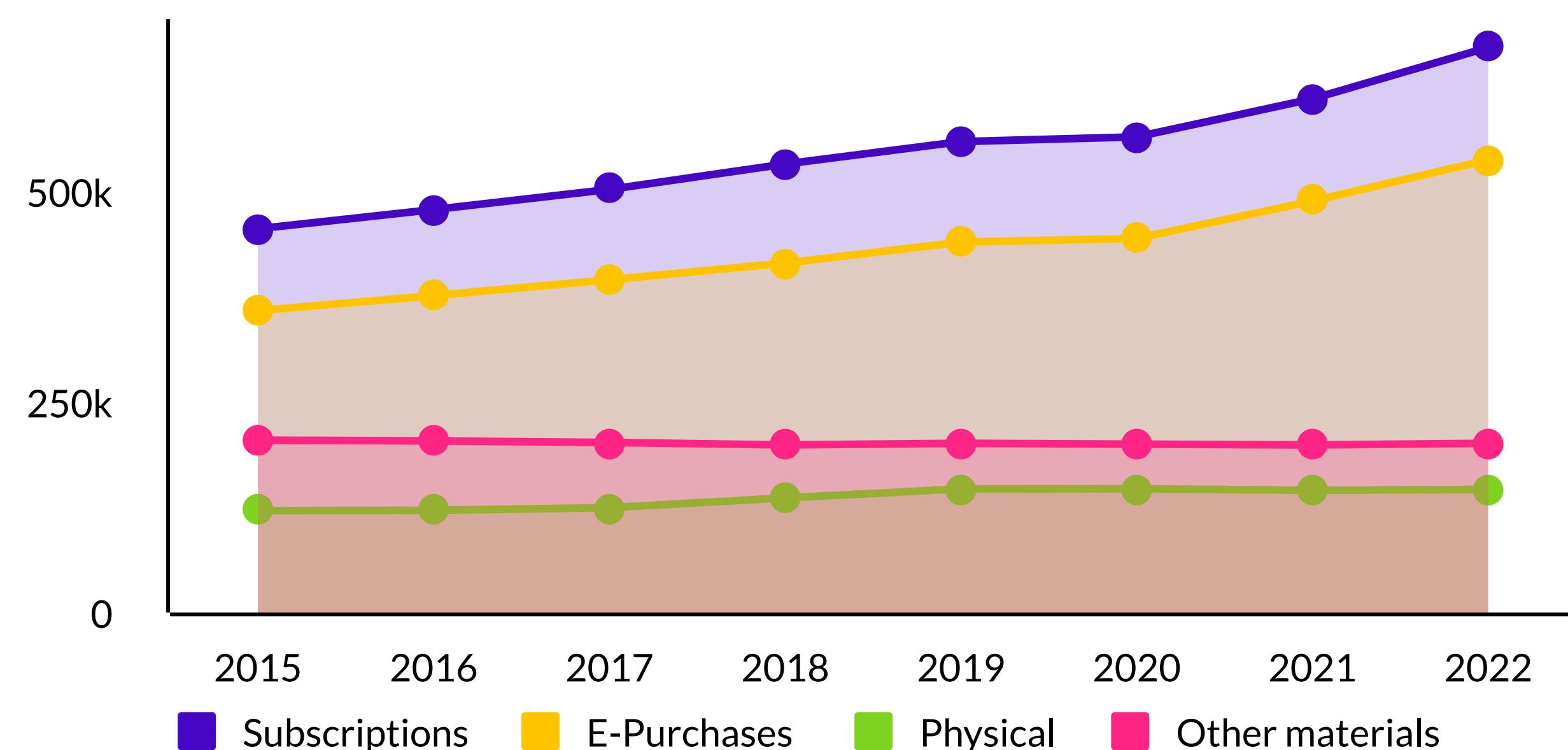
# Academic Libraries

Academic libraries are under seige. Budgets are projected to continue to decrease, while material costs skyrocket. Yet academic libraries continue to tie themselves to old and expensive staffing models that lack the flexibility to meet an increasingly dire financial situation.

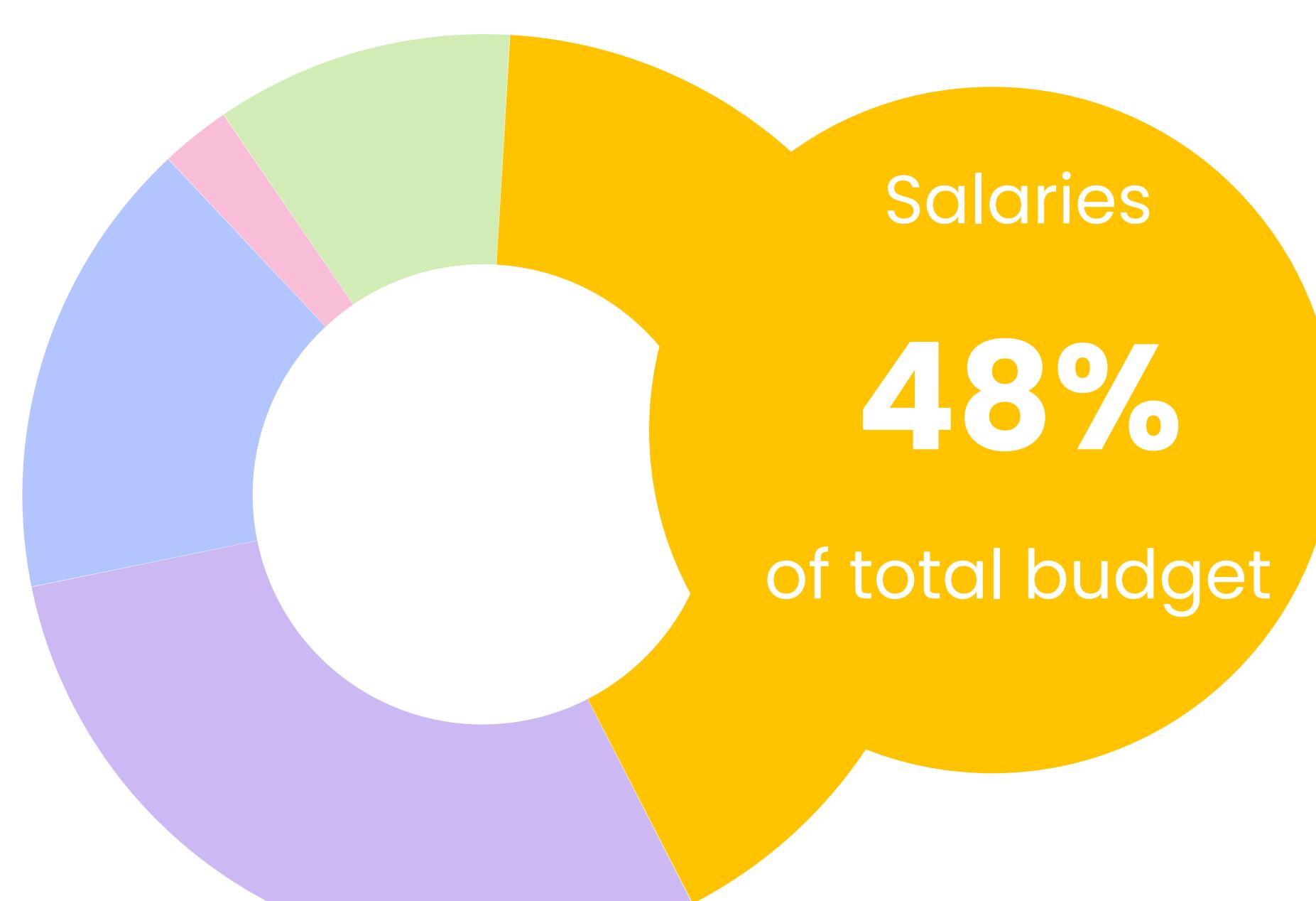
## Average US Academic Library Budgets\*



## Material Costs Increase



\*Projected - based on current trends resulting from Covid-19 Pandemic



## Salaries Remain constant

Library budgets face spiking material costs, but have trouble attracting and retaining talent due to flat salaries -- and even the funding for those salaries is drying up. This is a model that needs to be disrupted.



# THE MARKET

Higher education institutions need libraries for accreditation. That said, the current model is outdated, eating up too much of the budget while providing service well below libraries' potential.

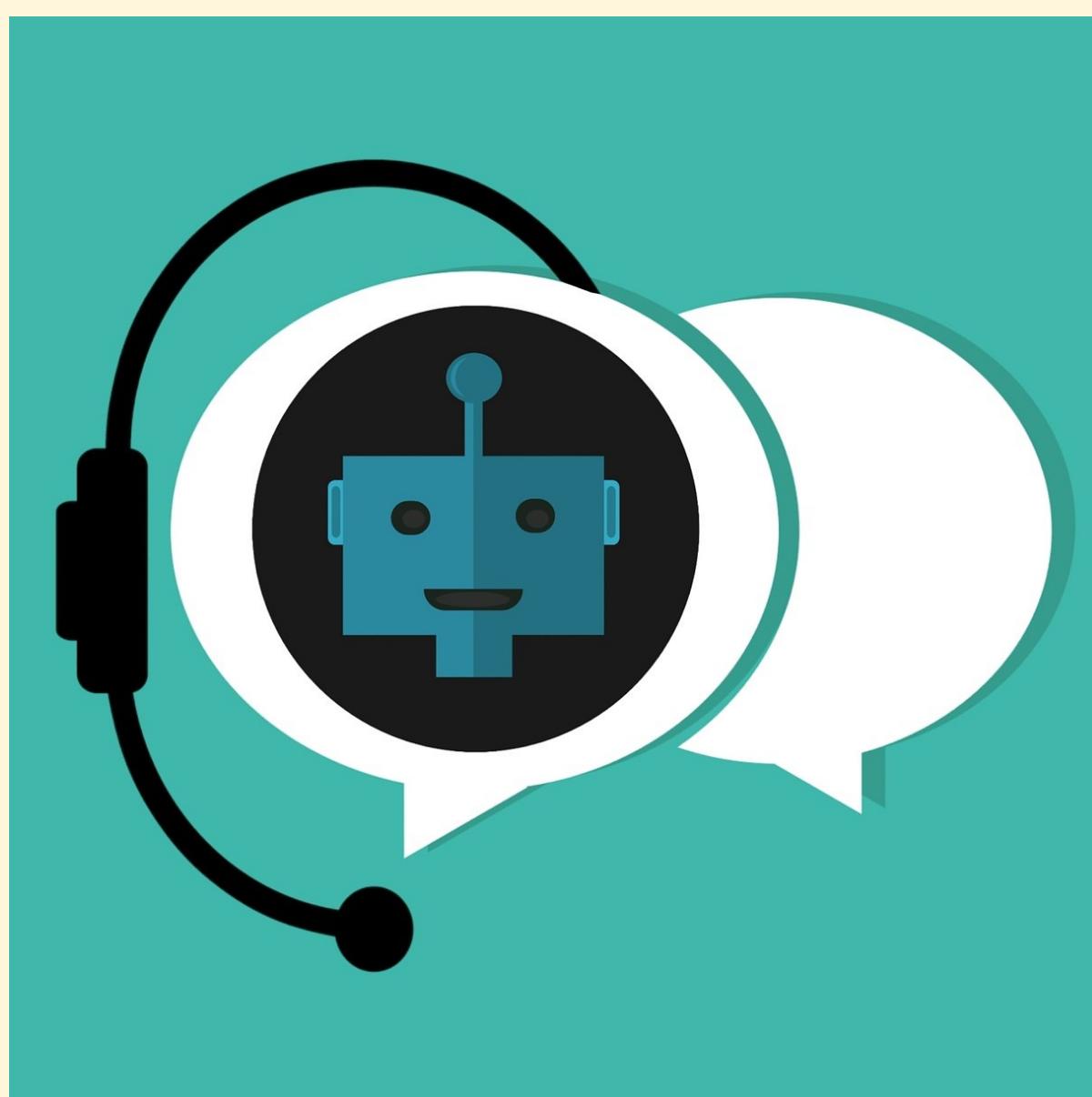
There are currently more than 5000 colleges and universities in the United States alone. In those colleges, there are nearly 20,000,000 students. Alexandr.ia can provide superior service to those millions of students at a better price for the colleges they attend.

# Competitors



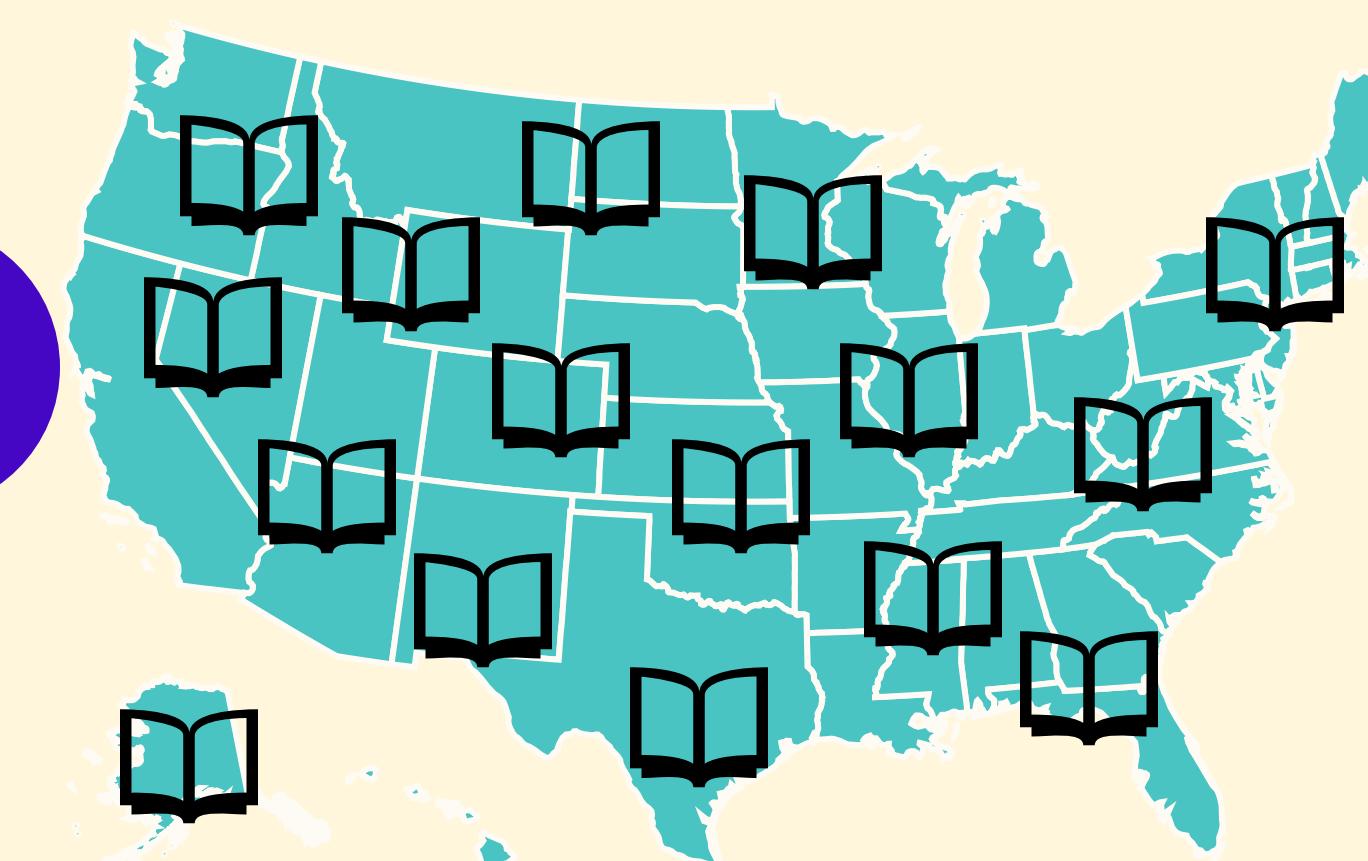
## IN-HOUSE REFERENCE

Libraries employ a combination of full-time and part-time professionals. Because this model is expensive and the hours are limited, libraries are often forced to use paraprofessionals and student workers to provide similar service at lower pay.



## CHATBOTS

Automated chatbots can provide limited support after the library is closed. That said, the technology is in its infancy. Alexandr.ia would like to work towards a true AI reference service in the future, but for now, chatbots are limited as a means of providing reference services.



## CONSORTIA MODEL

Alexandr.ia's biggest competition is in library consortium. These let libraries pool expertise and expand beyond salary and hour limitations. However, even the largest provider of shared online reference services, QuestionStar, averages a cost-per-question of \$19. We can offer a better deal.

# Library Feedback

## ELIZABETH STATE UNIVERSITY

### Excellent Service

Both parents and students liked the innovative, tech-forward solution to a classic problem. The 21st century library needs to be always available, always online, and effortlessly accessible -- and that's what the Library of Alexandr.ia brought to our students.



Questions

**31.1k**



Cost to the University

**\$42.7k**



Money saved

**\$129k**

## COLLEGE OF SAINT CALVIN'S



### Stable Staffing Model

Previously, we had to rely on high-turnover part-time reference librarians . This year has been more affordable and more stable!



Questions

**9.7k**



Cost to the University

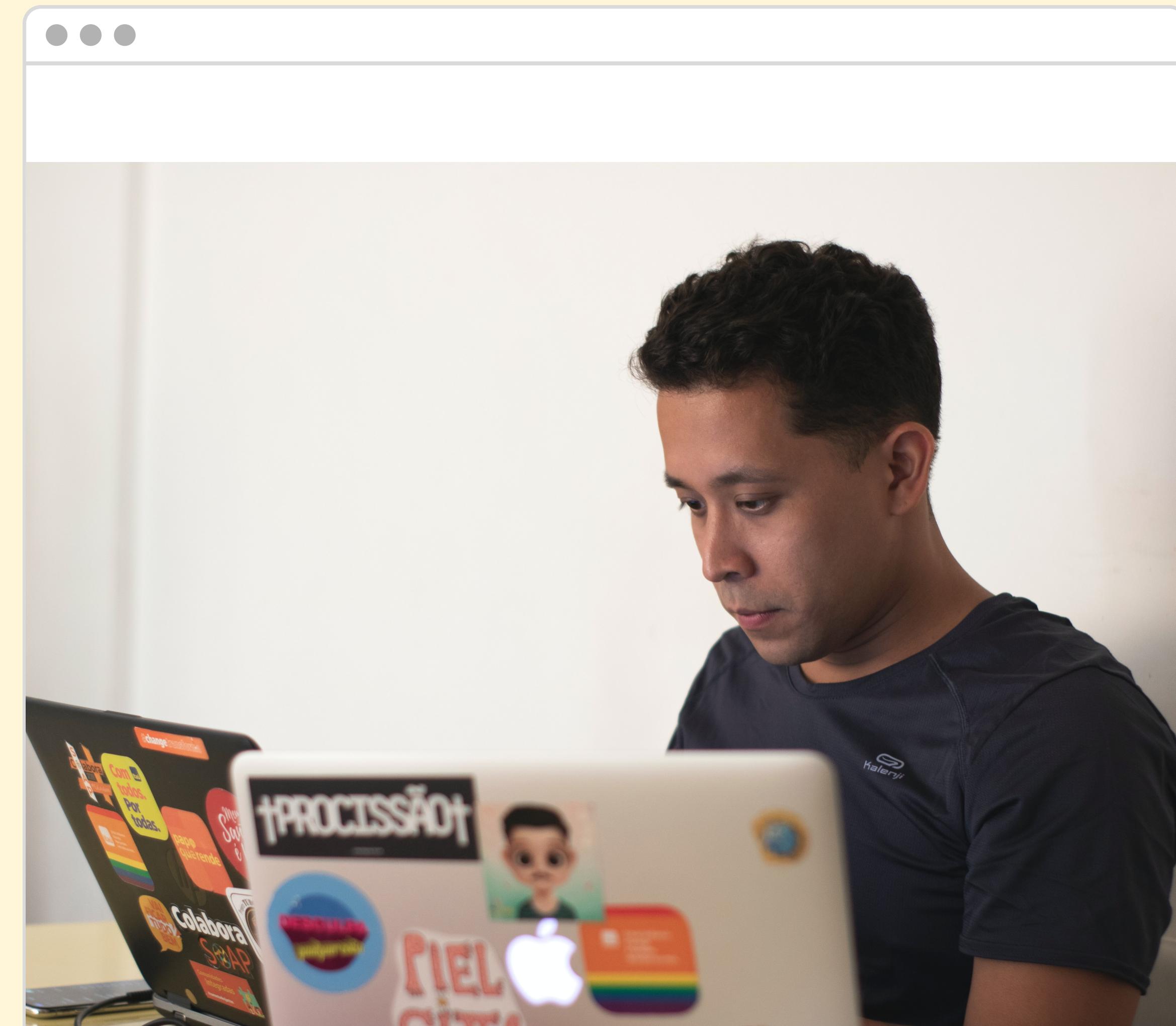
**11.3k**



Money saved

**41k**

# Liblite's Feedback



“

## Getting experience...

Getting experience as a librarian while I wait for a full-time position to open up has been great for building my resume, and it fits perfectly with my Instacart and Fiverr gigs!

”

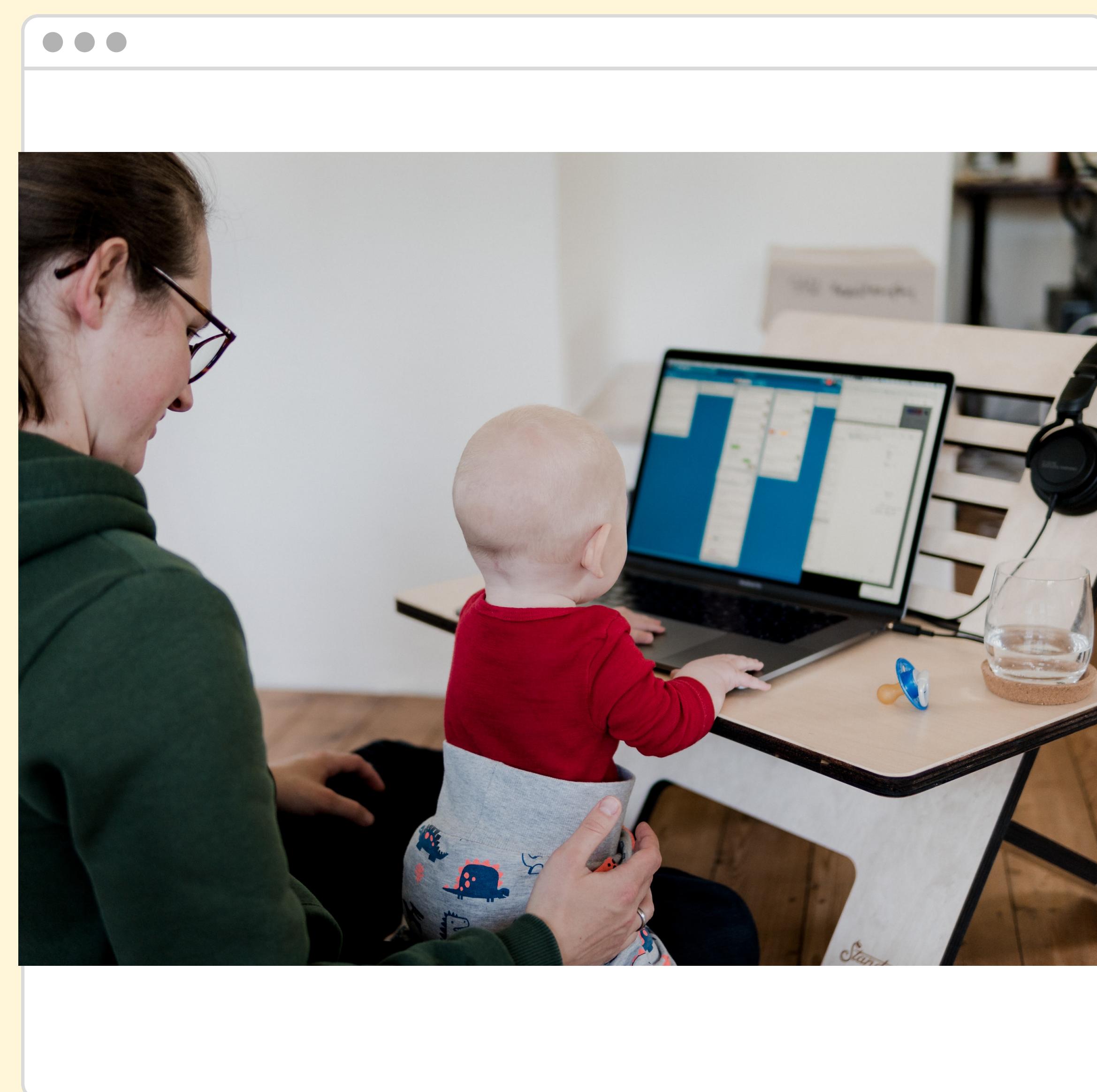
Ratings:

Questions  
answered

**769**

Rating

**4.95**



“

## Work from home!

This turned out to be a great way to stay current in my field and make some much-needed extra money while I'm at home on unpaid maternity leave!

”

Ratings:

Questions  
answered

**612**

Rating

**4.97**

# The Solution



Alexandr.ia

# Alexandr.ia Structure

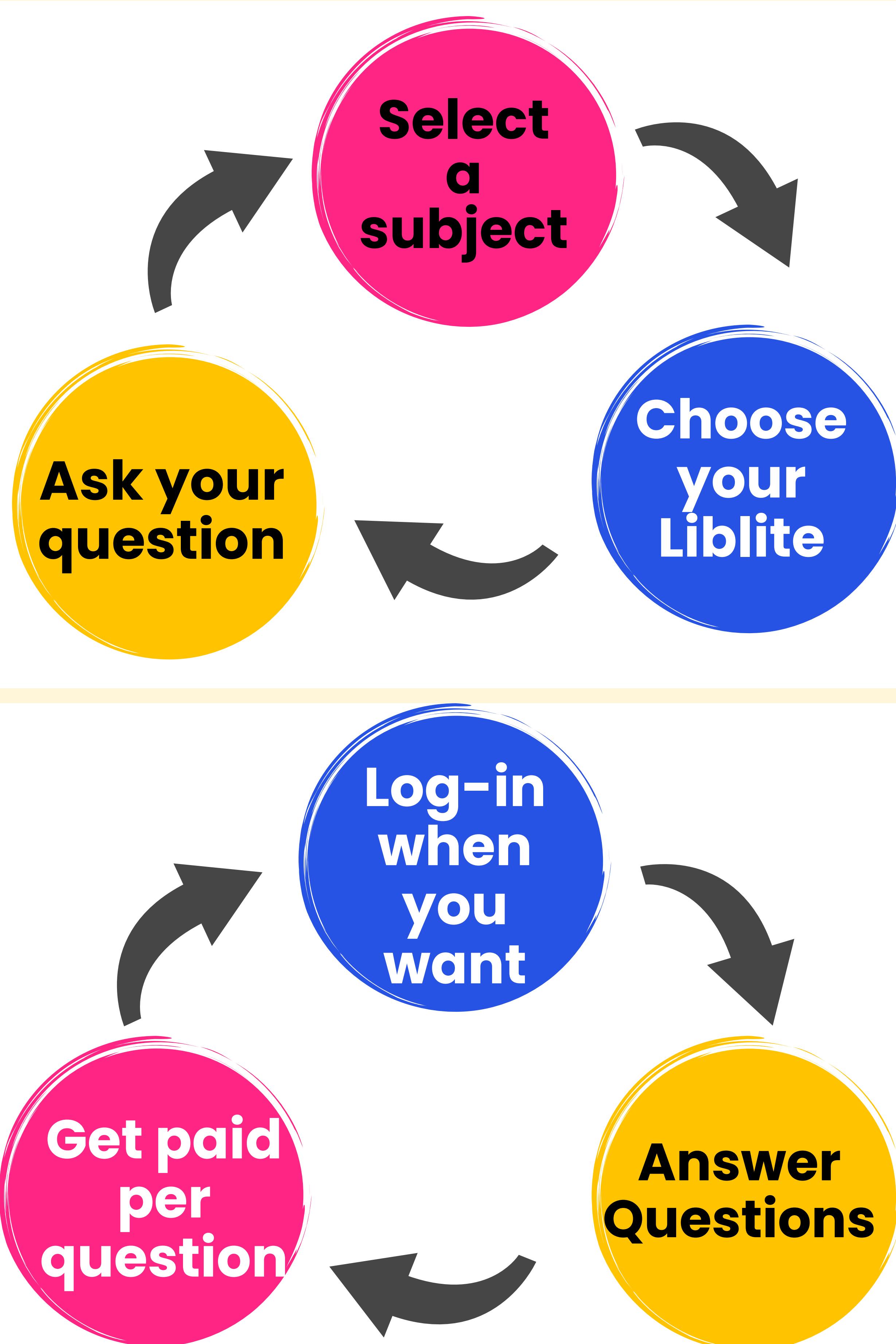
By moving reference services to a transactional model, we can best utilize our Liblites experts, while saving libraries money and allowing Liblites to work on their own terms.

## As a Patron

A seamless proxy server allows students to log-in using their already-existing school credentials and ask questions straight from an app on their phone or browser.

## As a Liblite

Alexandr.ia takes just 10% of the cash from each answer. This lets our "Liblites" make money on every question answered!



## Pricing Model

Alexandr.ia is currently free for institutional subscription. The institution only pays for questions asked from affiliated accounts.

That means libraries only pay for our Liblites when they are actually being used. They save money on staffing costs, while we make money on every question asked!



## Conclusion

Alexandr.ia is a creative solution to a drastic budget crisis for academic libraries.

Private funding will breathe new life into a moribund but long-running industry, and give investors multiple potential paths into higher education revenue.

