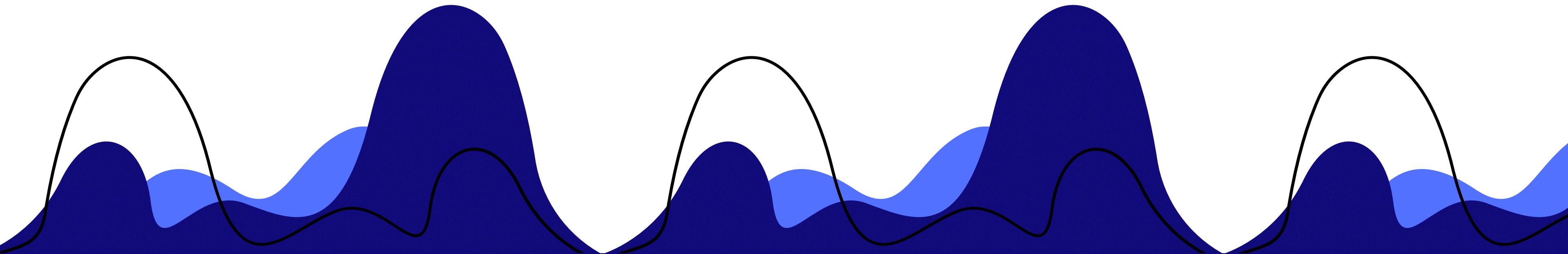




STUDENT.AI



Mariano Corso
2021/2022
Leadership & Innovation

The Team - Concretech



Michele Leone

Business and
Economics



Paola Macciocchi

Management Engineering



Jean-Valère Malleval

Management Engineering



Gabriele Morelli

Computer Science
Engineering



Lorenzo Neri

Management Engineering



Federica Nosenzo

Mathematical Engineering



Alessandro Pia

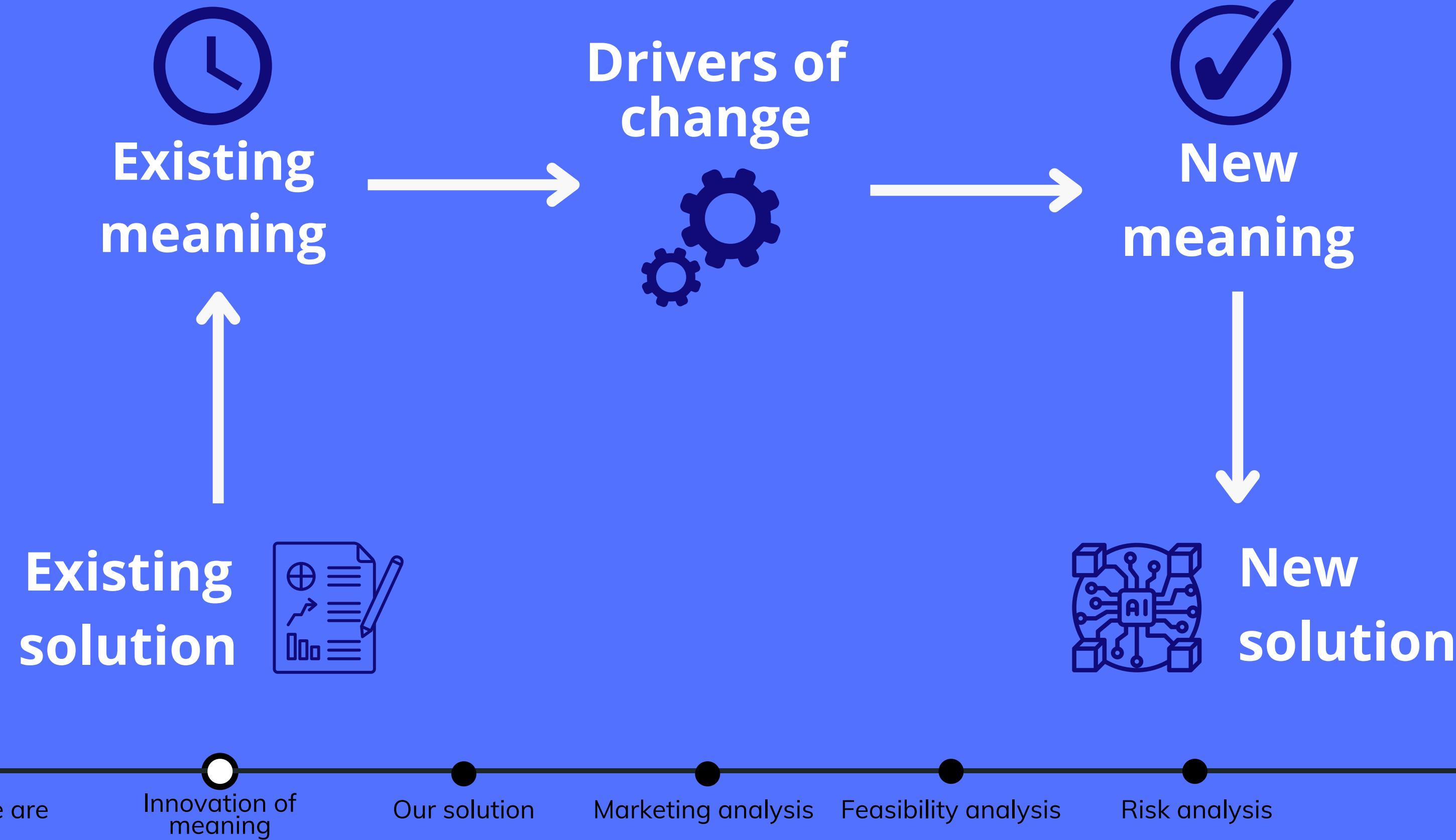
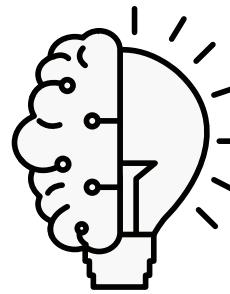
Management Engineering



Veronica Poloni

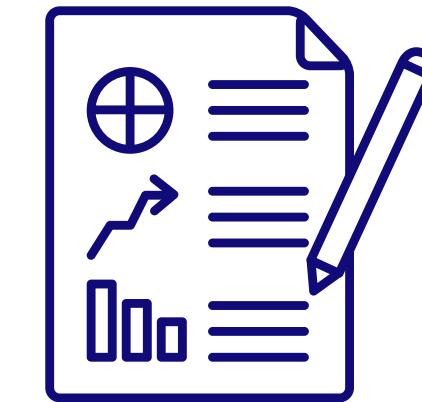
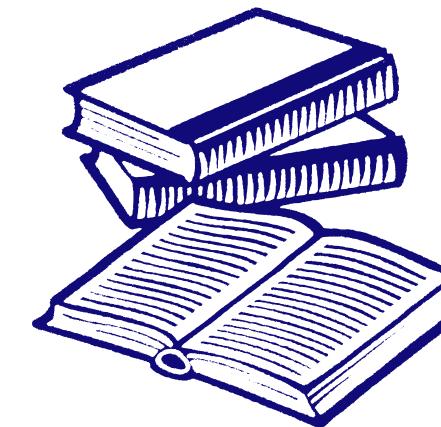
Management Engineering

INNOVATION OF MEANING

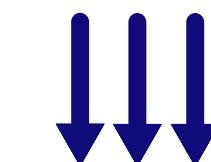


OLD MEANING

Students current habits



Trade-off



Low level of interaction

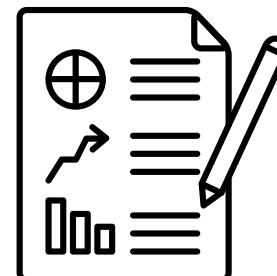


Attention and writing disabilities



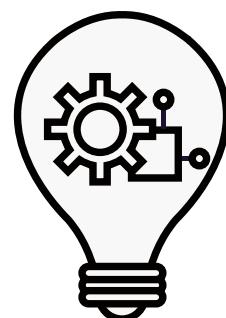
DRIVERS

Students issues and trends



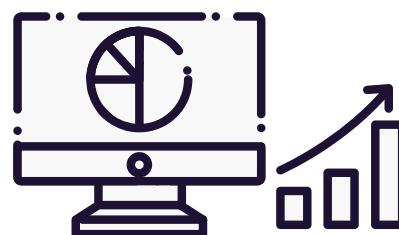
Taking notes

Lack of permanent learning vs withholding information



Loss of attention

Lecture vs discussion



Teaching approaches

Social interactions between the professor and the student

Who we are

Innovation of
meaning

Our solution

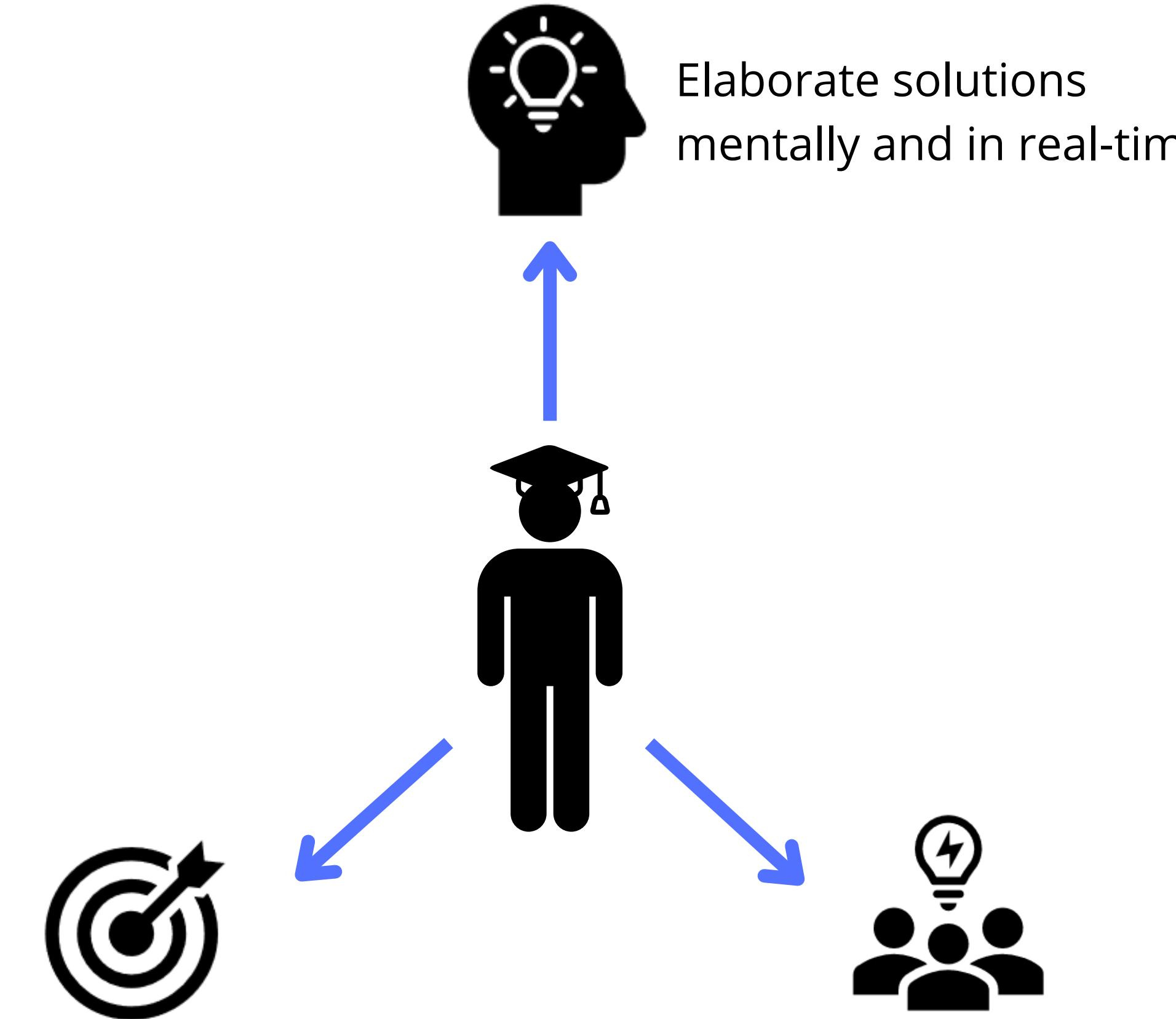
Marketing analysis

Feasibility analysis

Risk analysis

NEW MEANING

Students will be able to



Who we are

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Feasibility analysis

Risk analysis

OUR SOLUTION

Who we are

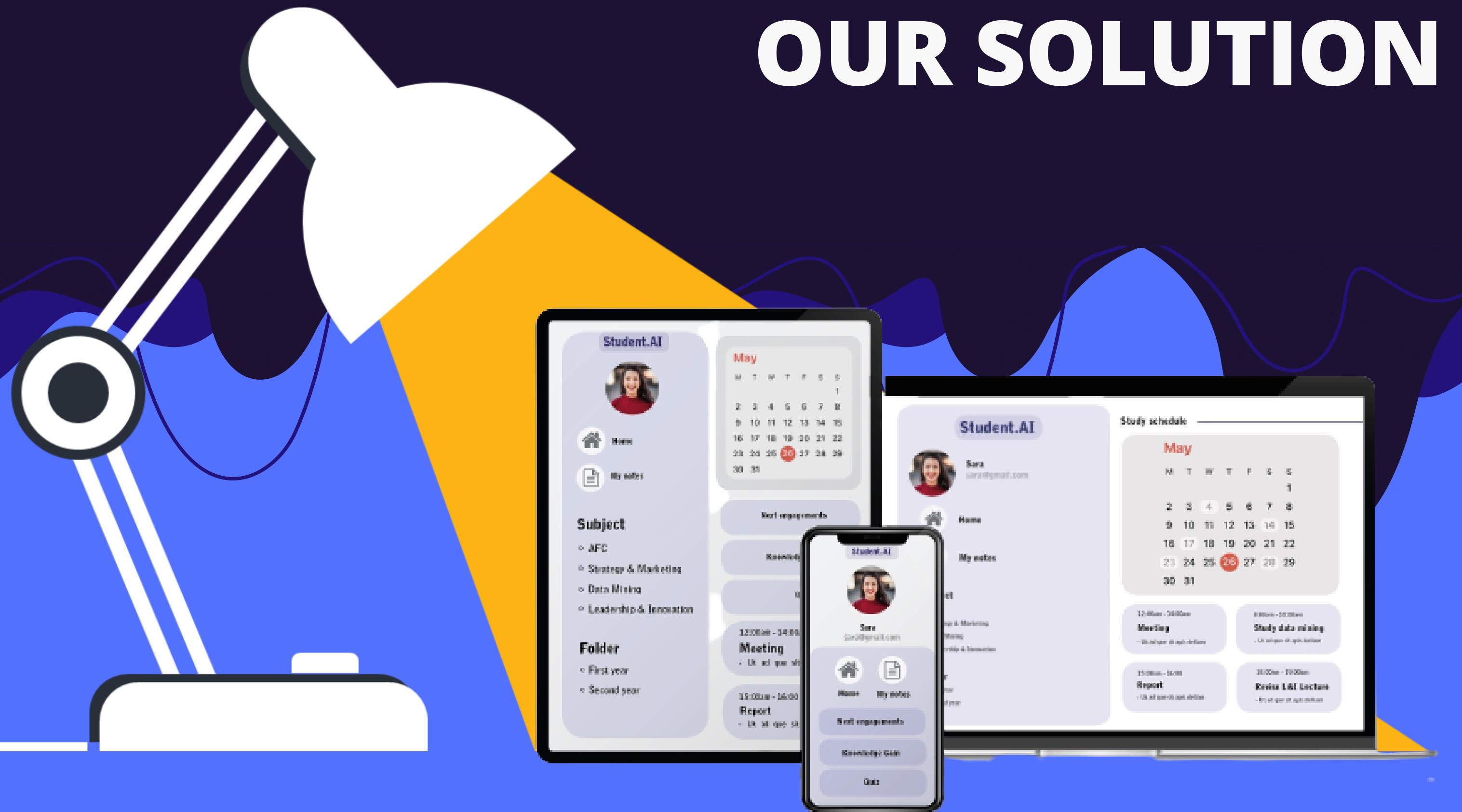
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Our solution

Marketing analysis

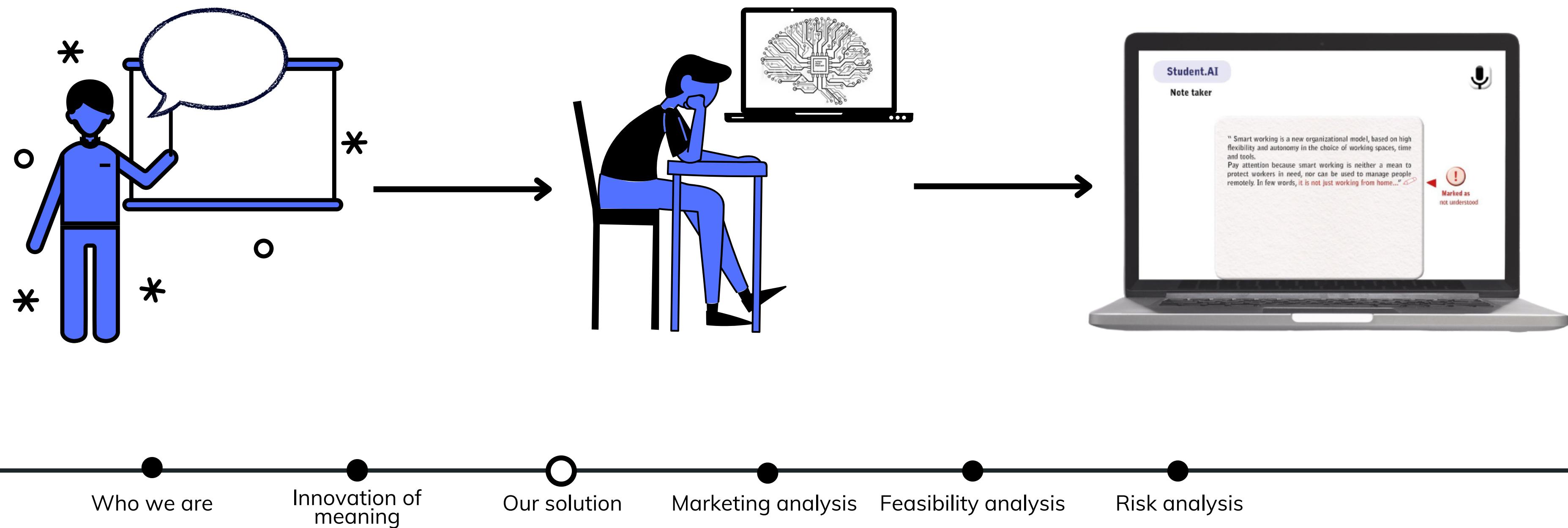
Feasibility analysis

Risk analysis



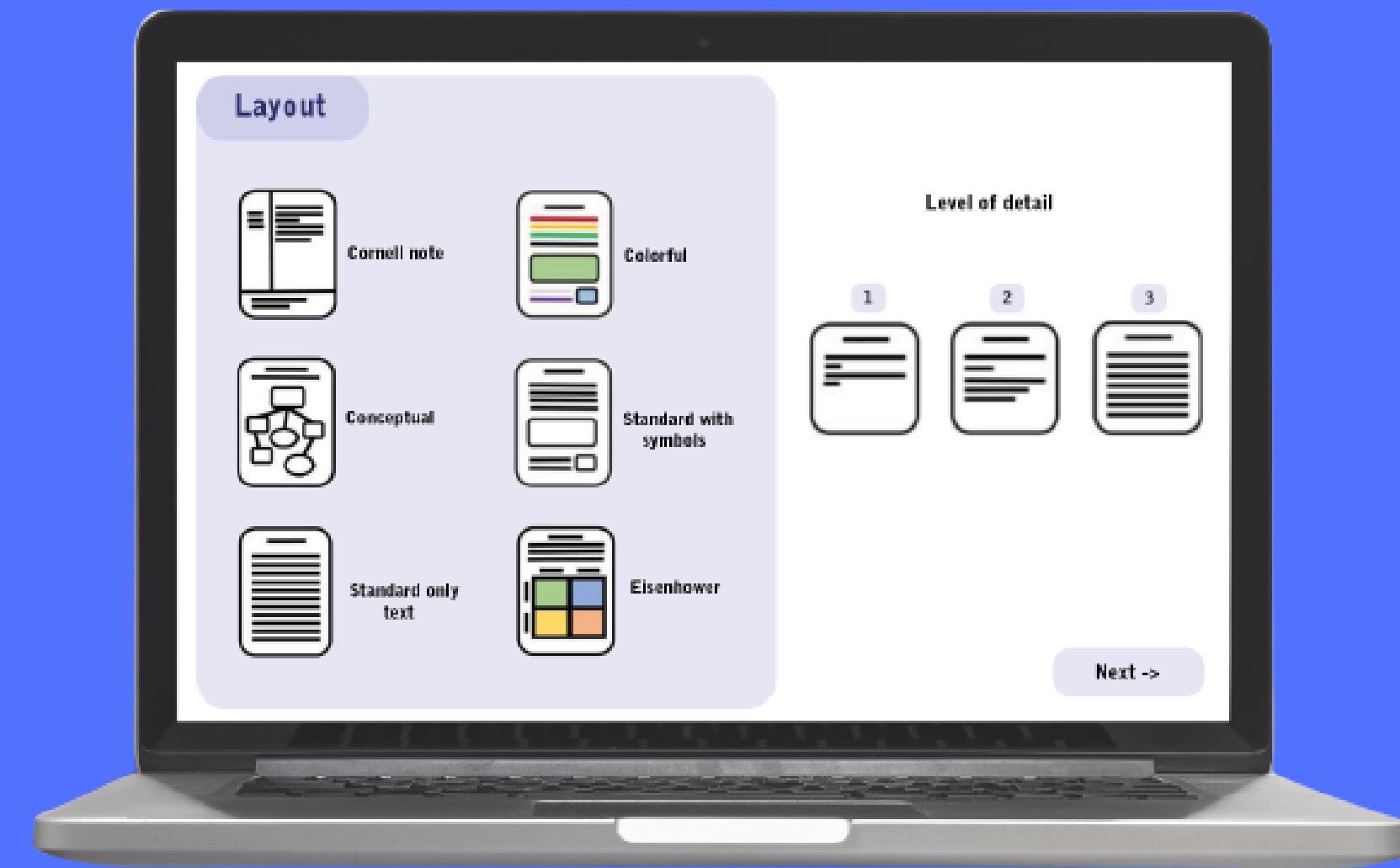
CUSTOMIZABLE NOTES

Note taker



CUSTOMIZABLE NOTES

Standard Layouts and preferences on taking notes



Who we are

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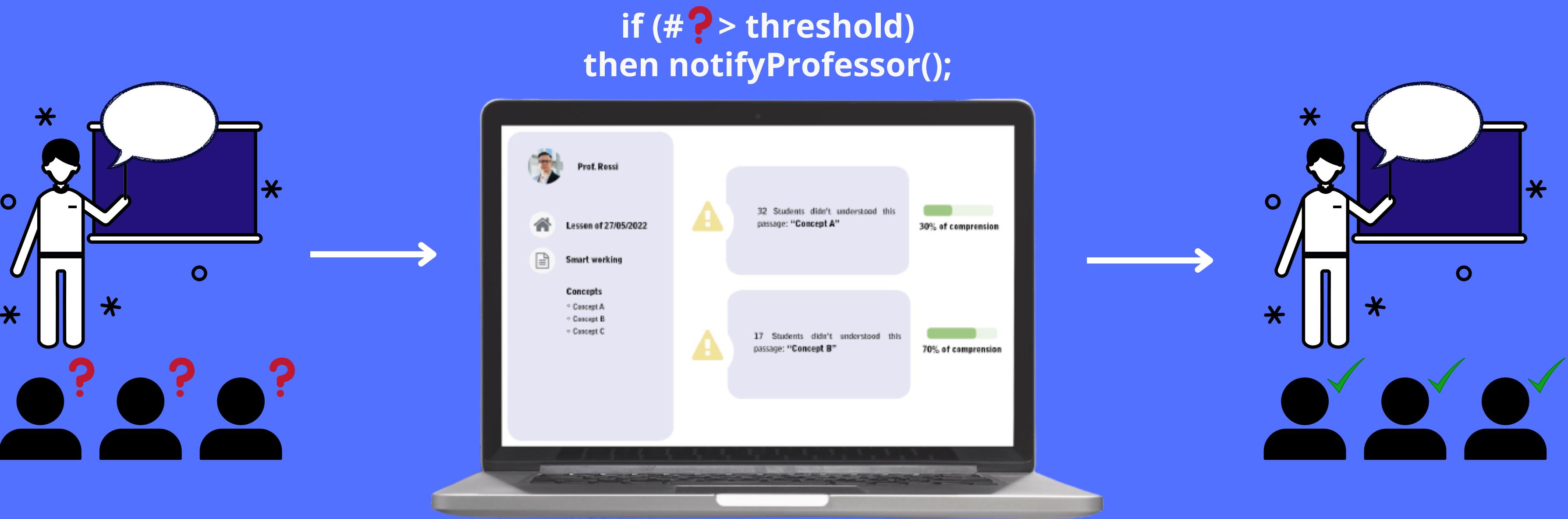
Marketing analysis

Feasibility analysis

Risk analysis

CUSTOMIZABLE NOTES

Immediate feedback to the professor



Who we are

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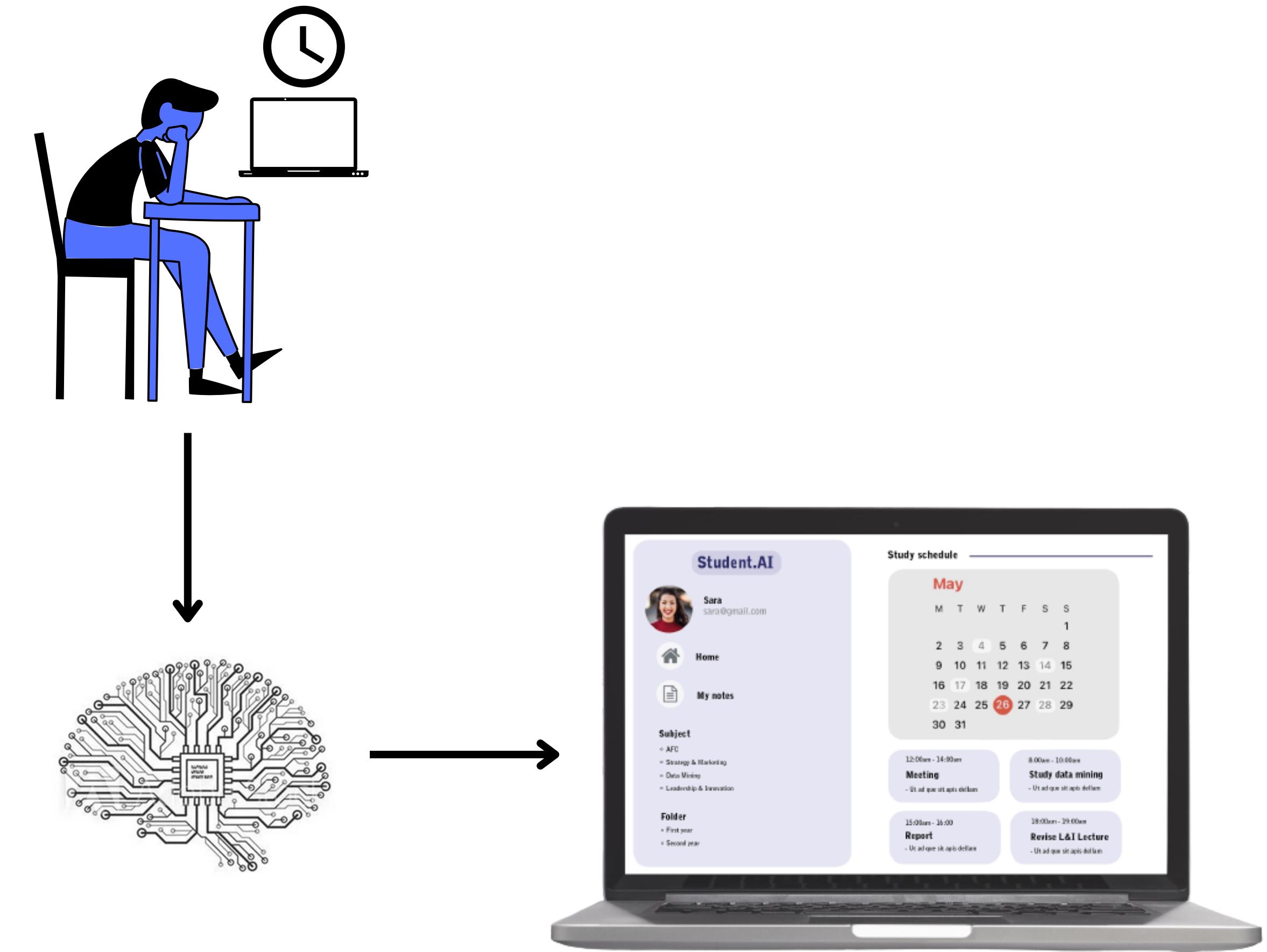
Marketing analysis

Feasibility analysis

Risk analysis

STUDY SUPPORT

Study scheduler



Who we are

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Marketing analysis

Feasibility analysis

Risk analysis

STUDY SUPPORT

Test your knowledge



Who we are

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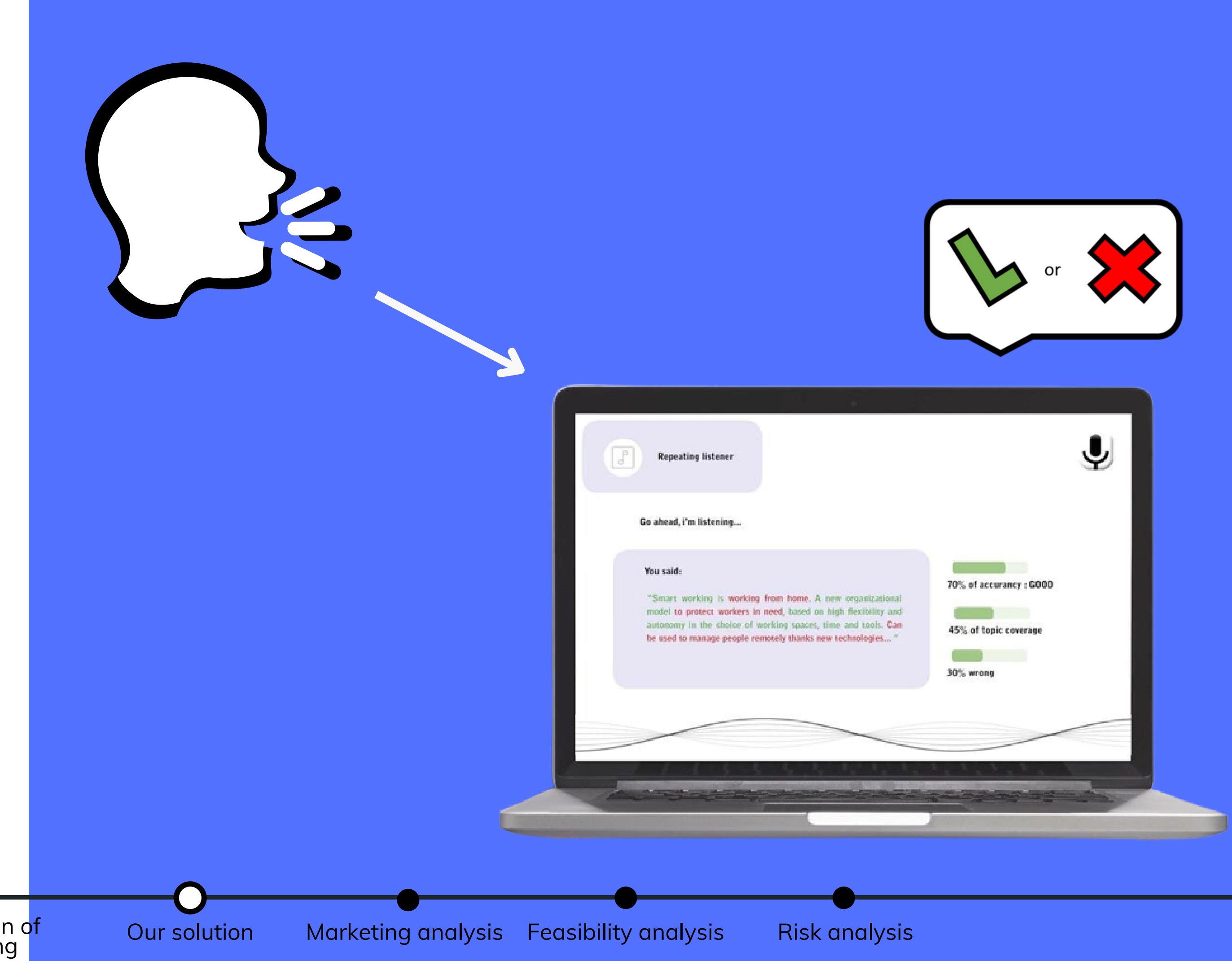
Marketing analysis

Feasibility analysis

Risk analysis

STUDY SUPPORT

Repeating listener



BENCHMARKING



BENCHMARKING

Similarity index

Who we are

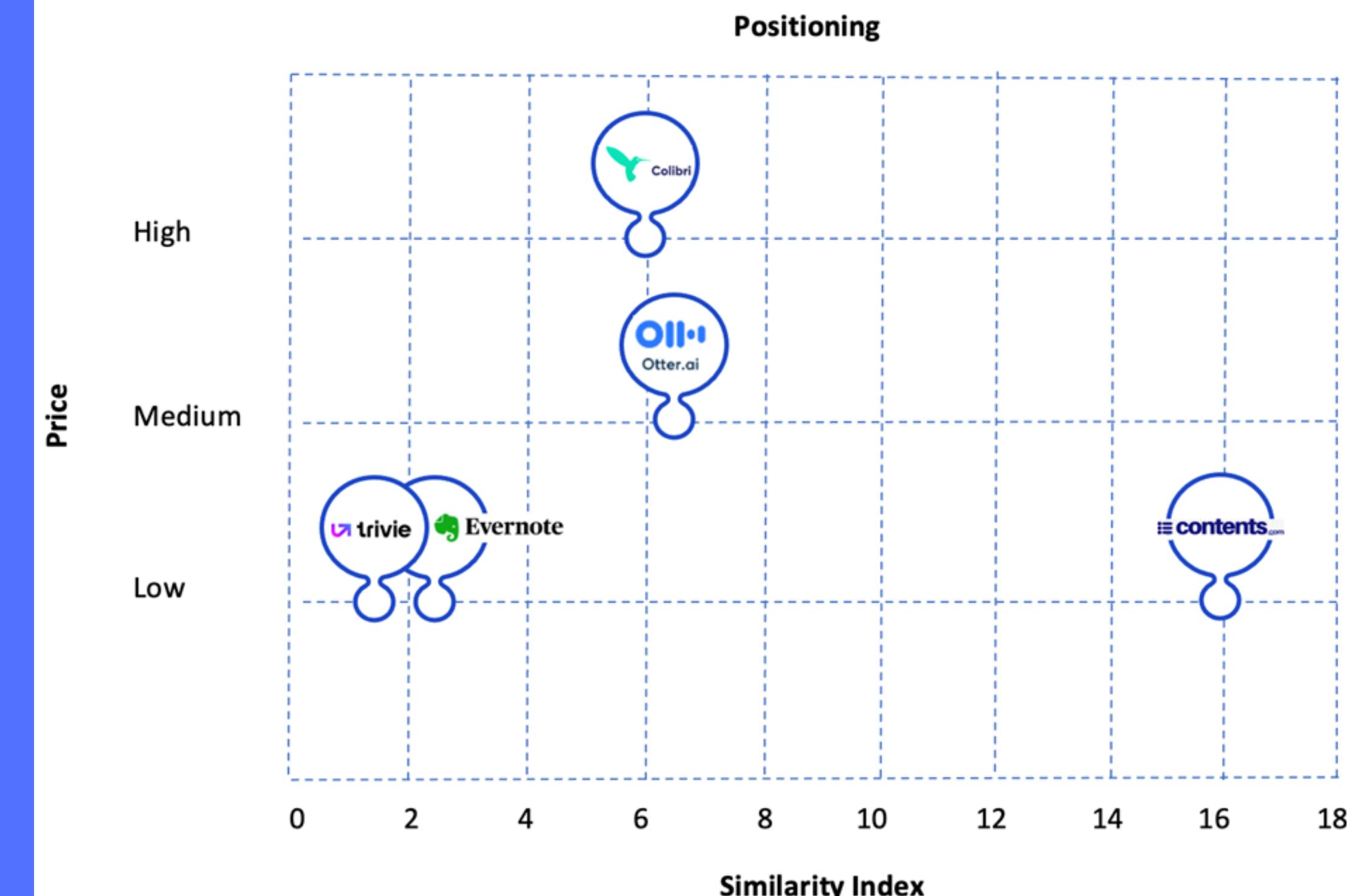
Innovation of
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Marketing analysis

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Risk analysis



Marketing analysis

Feasibility analysis

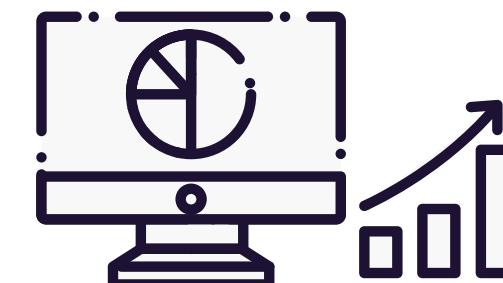
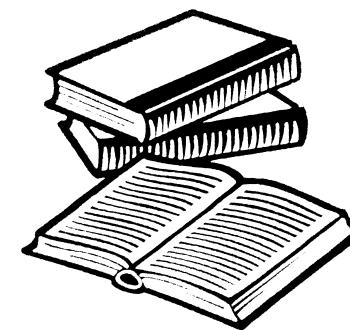
Risk analysis



MARKETING STRATEGY

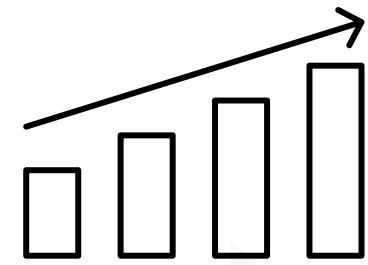
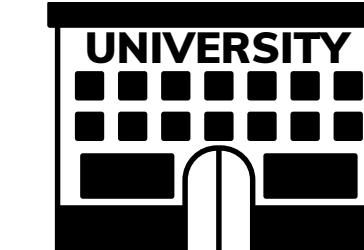
Why universities?

- Open to innovation
- Willingness to innovate the education system



Value for customer

- Rise of the QS Rankings
- Increase student enrollment



Who we are

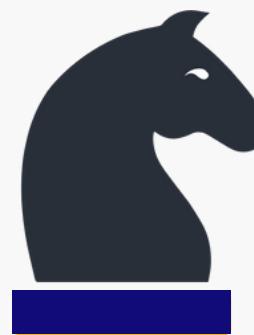
Innovation of
meaning

Our solution

Marketing analysis

Feasibility analysis

Risk analysis



MARKETING STRATEGY

Distribution channels

Politecnico di Milano for the first year

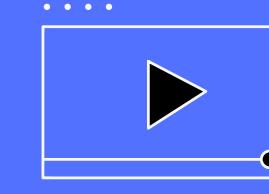


Promotion

Increase customer confidence:



AI innovation video



Tutorial



Create an example

Who we are

Innovation of meaning

Our solution

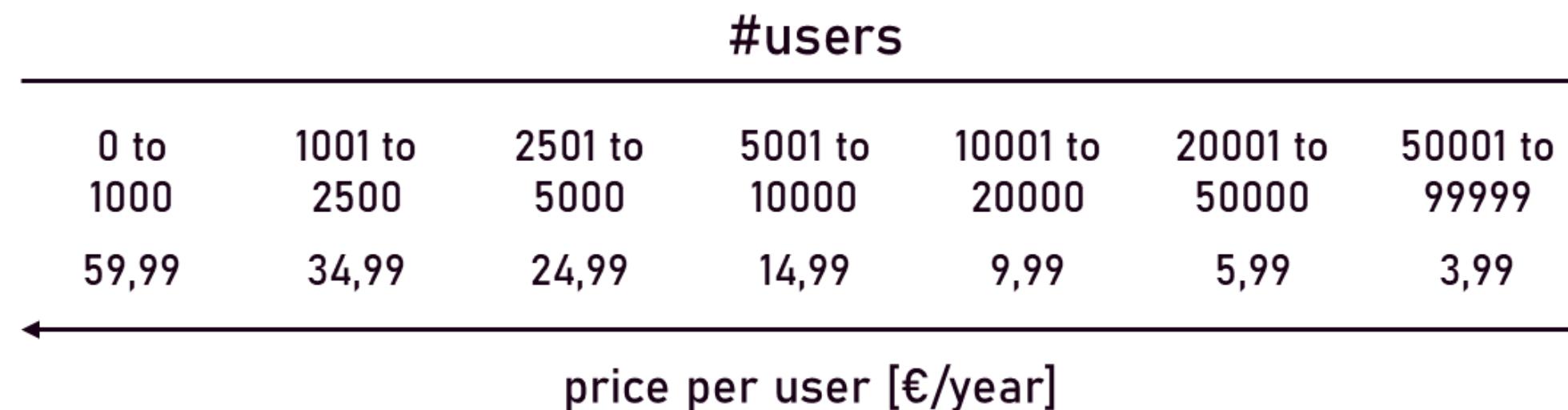
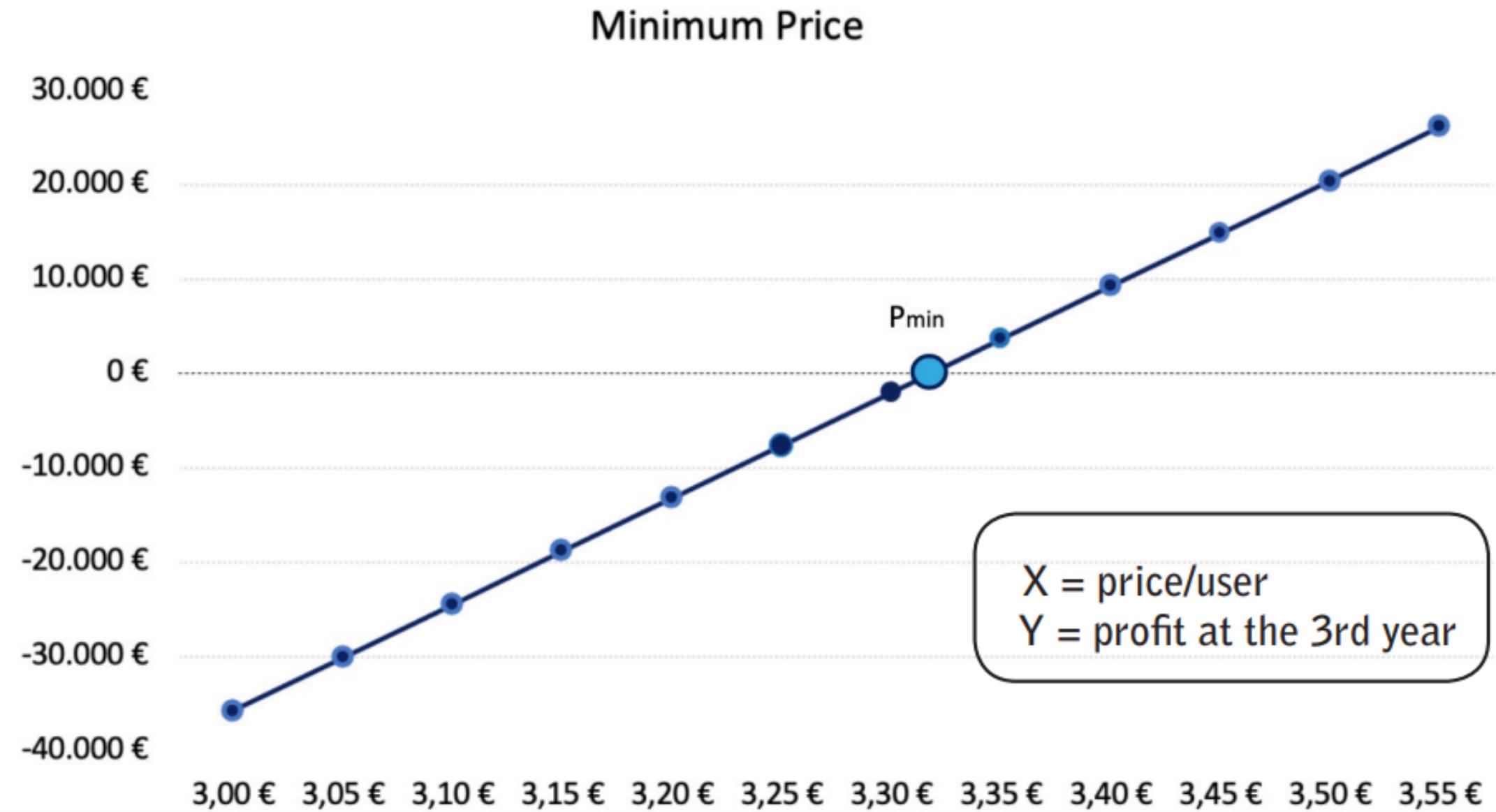
Marketing analysis

Feasibility analysis

Risk analysis

PRICE

Competitive price method



Who we are

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Marketing analysis

Feasibility analysis

Risk analysis

FEASIBILITY ANALYSIS

Cost

| | Services already provided by Contents | | |
|----------------------------|---------------------------------------|------------|----------------|
| Software's features | Audio-Text | Brainstorm | Brief a writer |
| Note-taker | x | | |
| Note generator | | | x |
| Standard Layouts | | | x |
| Preferences on note-taking | | | x |
| Study schedule | | | |
| Test your knowledge | | x | |
| Repeating listener | x | | |
| Immediate feedback | | | |



FEASIBILITY ANALYSIS

Revenues

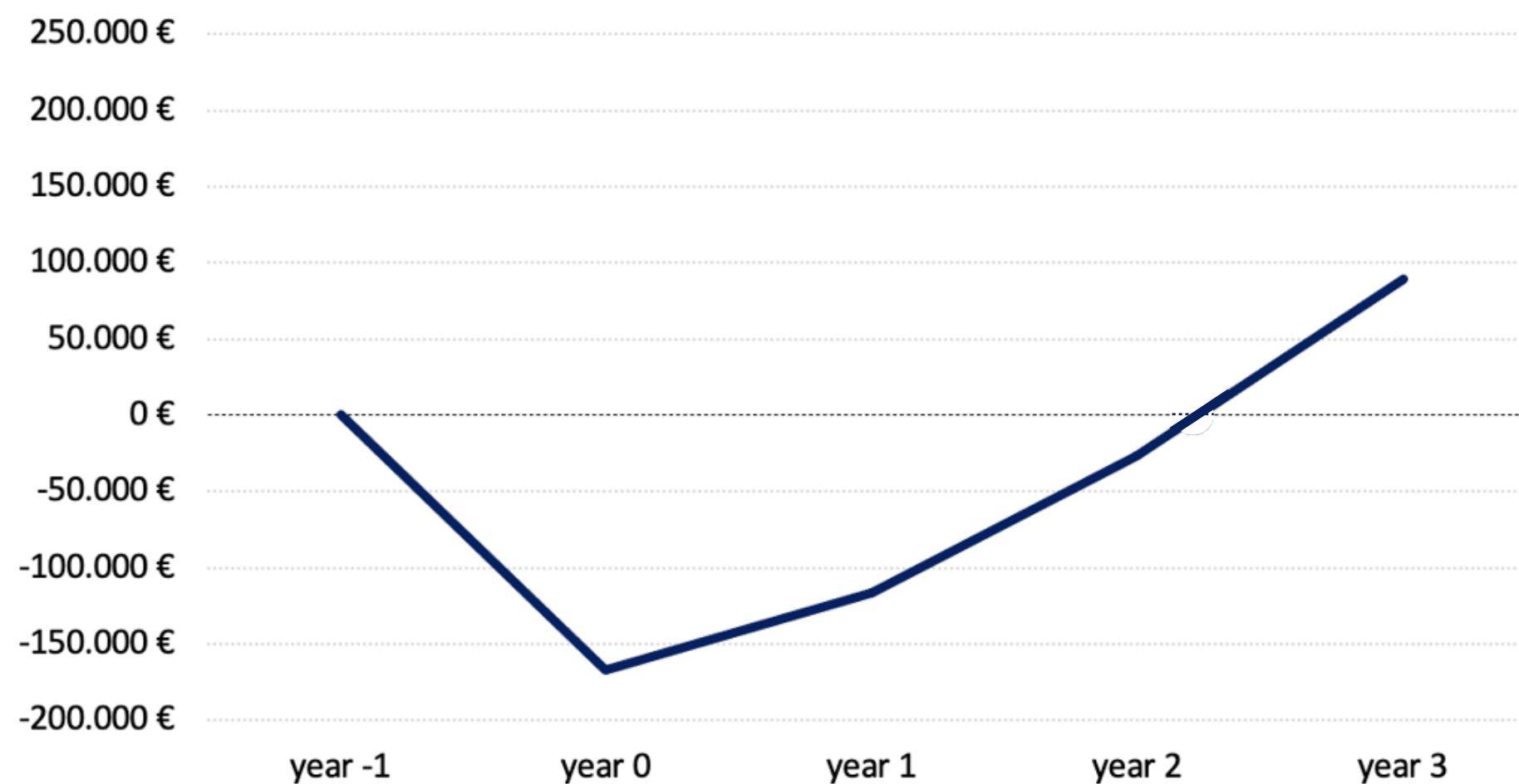
| | Year 1 Politecnico's Master students | Year 2 Politecnico's students | Year 3 Politecnico's students |
|---------------------------------------|--|-------------------------------------|-------------------------------------|
| Price per student [€/user*year] | 9,99 € | 5,99 € | 5,99 € |
| Total discount | 20% | 20% | 0% |
| # of students | 19427 | 46420 | 46420 |
| Total [€] | 155.260,58 € | 222.444,64 € | 278.055,80 € |



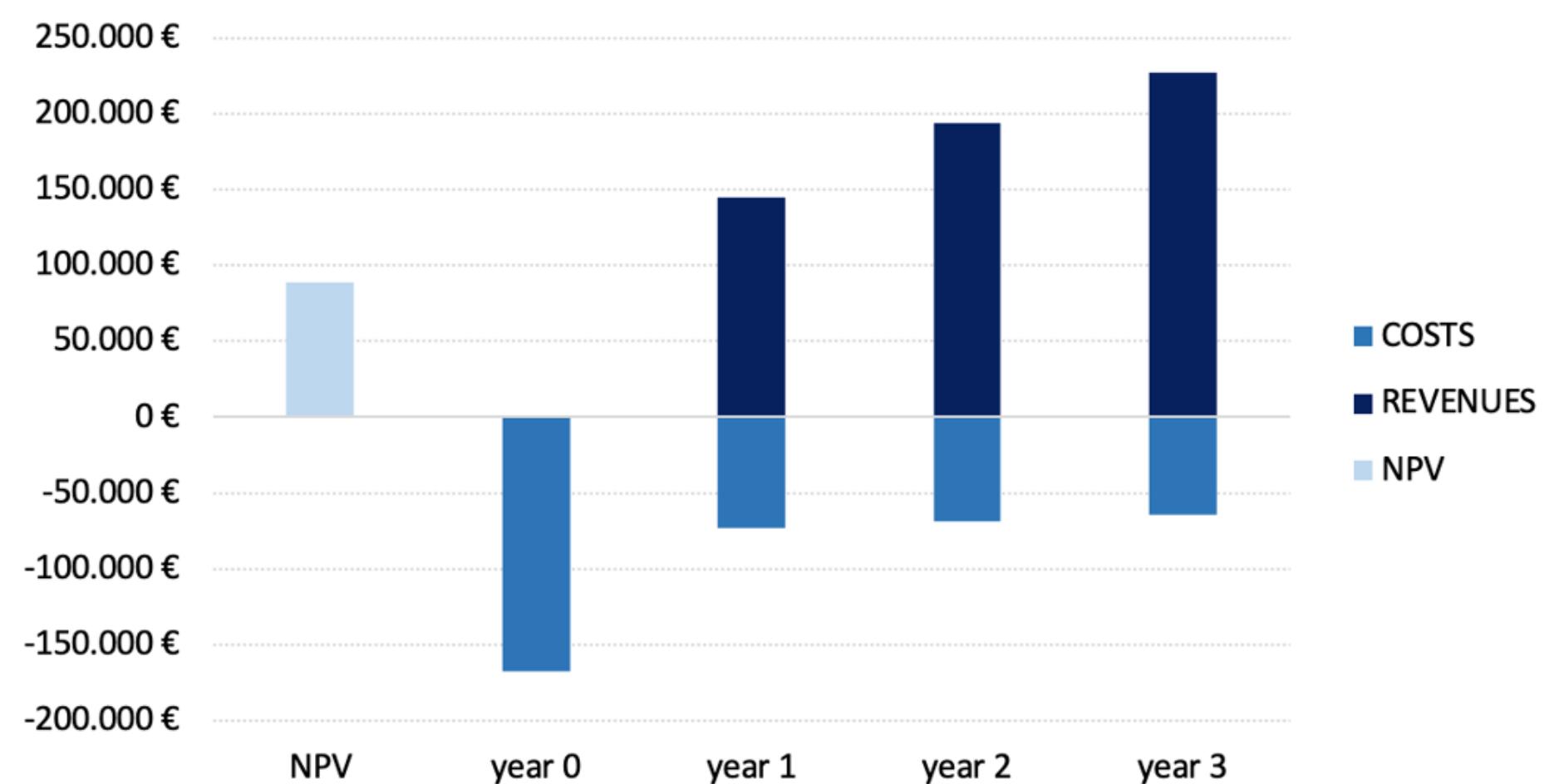
FEASIBILITY ANALYSIS

Revenues

Payback period



Net Present Value



RISK ANALYSIS

Who we are



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Our solution



Marketing analysis



Feasibility analysis



Risk analysis



Design or manufacturing costs in excess of estimates



Product development schedules not met



Product is not meeting user's expectations



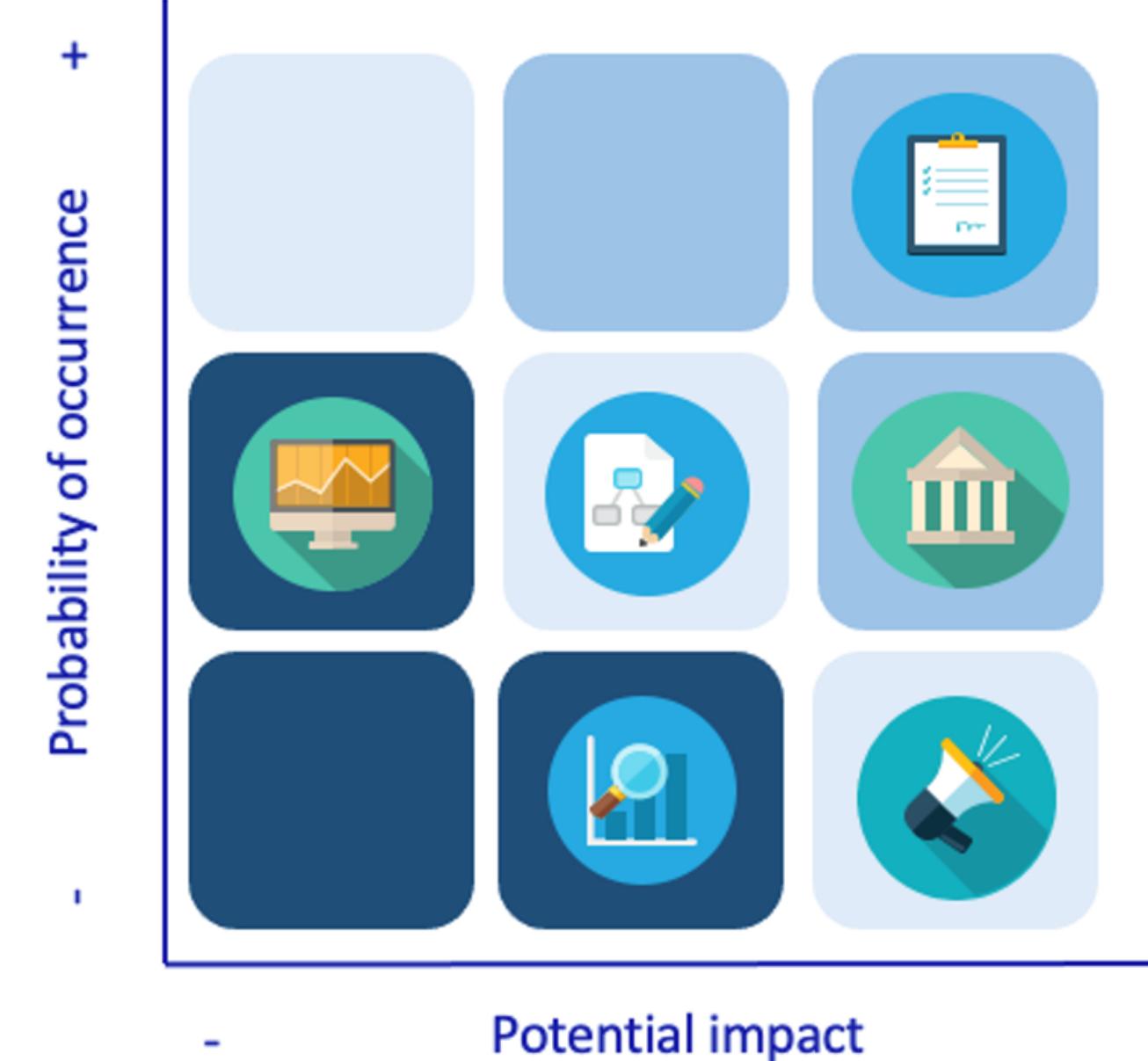
Sales projections not achieved



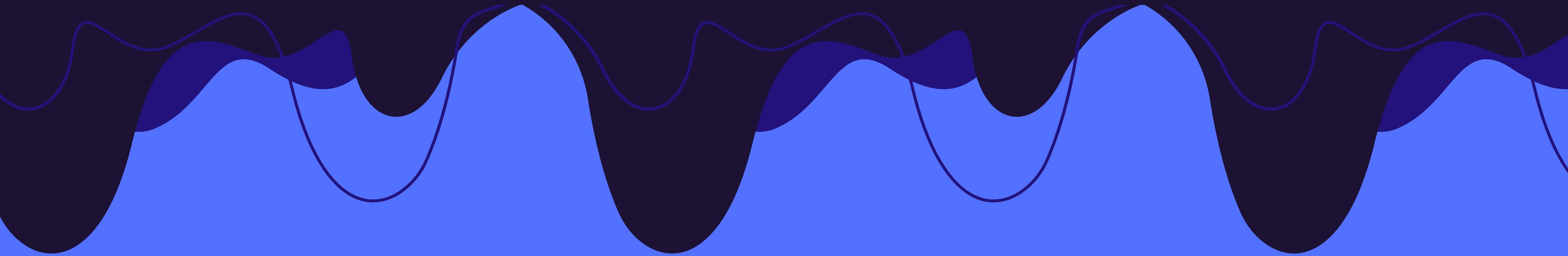
Low participation by universities



Competition



Thank you for your attention



**GROUP 29
CONCRETECH**