



Business Model

💡 We utilize a two-tier model. The Free Tier acts as a "Retention Engine" (maximizing educational watch time and ad inventory) while the Paid Tier acts as an "Efficiency Engine" (monetizing power users via YouTube premium)

💡 Tier 1: YouTube Study Workspace (Free)

- **Target:** The Price-Sensitive Student (Mass Market).
- **Revenue Source:** Ad Revenue (Protected by high engagement).

Feature Pillar	Free Capability	Business Rationale
Recommendation Filter	"Smart Adjacency" Filter (Logic: Watch Stock Market, Recommend Personal Finance. <i>Filters out Entertainment like MrBeast</i> .)	Keeps the user in a "Learning Loop" to maximize session duration, but keeps the scope broad enough to serve diverse ad inventory.
AI Model	Gemini Flash (Standard) Basic assistance, Summaries, View-Only Notes.	Low Compute Cost. Uses the cheapest model to provide value without destroying margins.
Usage Limits	Gemini 3 (Reasoning): 10 Prompts/Day, Audio Overview: Max 5 Mins	The "Teaser" Mechanism. Gives users a taste of the powerful features to create a habit, then hits a soft wall to trigger the upgrade.
Study Tools	Simple Mind Maps (NotebookLM) Personalized Quiz No Downloads (View Only)	Platform Lock-In. Users can see their notes but cannot take them. This forces them to return to YouTube to study (viewing more ads).

💡 Tier 2: Study Workspace Pro (Paid)

- **Target:** The Time-Sensitive Professional & Power Student.
- **Revenue Source:** Subscription (Anchored Bundle with YouTube Premium).

Feature Pillar	Paid Capability	Business Rationale
Recommendation Filter	"Precision Focus" Filter (Logic: Watch Stock Market, Recommend ONLY Stock Market).	Monetizing Control. Power users pay for the ability to strictly curate their feed and eliminate all noise.
AI Model	Gemini 3 (Unlimited) Advanced Reasoning, Tutor Mode, Code Execution.	High Value/High Cost. The subscription fee covers the expensive compute required for unlimited complex queries.
Visual Intelligence	Nano Banana Pro Generates High-fidelity Flowcharts & Technical Diagrams.	Efficiency Play. Solves the "Manual Labor" pain point. Visuals are premium assets that professionals are willing to pay for.
Ownership & Depth	Downloadable PDF NotesDeep Audio Overview (Extended) Ad-Free Experience	Ownership. Shifts the value prop from "Access" to "Possession." The user pays to take the knowledge offline and ad-free.

💡 Cost Control & Conversion Levers

- **Cost Control:** By limiting the Free Tier to Gemini Flash and capping Audio Overviews at 5 minutes, we prevent "Token Abuse" and ensure the free user remains profitable via Ad Revenue.
- **The Upgrade Trigger:** The "No Download" policy on the free tier is intentional friction. Serious learners eventually need to export their notes to study offline or print them. This is the single strongest lever for conversion.
- **Ad-Free Bundle:** By bundling this with YouTube Premium, we reduce Churn. A user might cancel a "Study App," but they are less likely to cancel their "Music + No Ads + Study Tools" bundle.