

StudentsPET

Business Plan

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Created on April 15, 2020

Executive Summary

Product:

StudentsPET is a personal electronic tablet that will be given to each student in a classroom. The tablets will be a LMS (learning management system) and aid for students. The functions of the tablet will be to:

- Take attendance
- Complete worksheets/ warm ups
- Quiz's
- Read/ access textbooks and audio books
- Share screen feature to link teacher laptop to tablets
- Alert button to send to the teacher when they don't understand the lecture.
(the button will be linked to a smart watch app that will notify the teacher)

*** Free product/free website that teachers can use** will be a **open source** module platform where teachers can lesson plan/ curriculum or slides. Other teachers can use their Modules/slides, quiz's, worksheets, tests and activities! Teachers can also customize their own modules (pick and choose which activities and tests to do) Similar to Amazon Inspire

Benefits of the product include:

- Saving paper/ money
- Less work for the teachers
- Saves time for the teachers and students
- Students will not lose track of paperwork
- Students who are too shy to ask questions during class can have a way to let the teacher know they don't understand the topic
- Students can start a worksheet in class, and finish it at home by logging in to the website.

Students are responsible for paying the damages for loss/ stolen tablets

V1: students keep the tablet for life! School must repurchase every year.

V2: Tablets will be mounted in to the classroom seats (students dont keep them and will use the app or website when they get home)

Customers:

The target market for StudentsPET is school districts. Specifically would want to target schools who are pro-technology such as Palo Alto, Cupertino, Los Gatos, etc. We will eventually branch out to all schools, when we are able to make the most affordable version of the tablet and low income schools can access it. We would want to reach out to administrative staff, the people who make executive decisions at schools such as principles, board of directors and even the secretary of education.

Future of the Company:

The education sector is one of the few industries that have been untapped by the technological revolution. StudentsPET is the most innovative company in the education sector that will use technology to better the education of our students.

To broaden our target customers, our company will eventually create a variety of enhanced learning technologies specifically designed for teachers, ESL students, students with disabilities, etc. StudentsPET is eager to modernize and simplify the educational experience for both the teacher and the students. It is our main objective to constantly create new products that will help students excel in their test scores and performances.

Our tablets will be in every classroom throughout America. Furthermore we hope to utilize Augmented Reality to better the experience for teachers.

Company Description

Mission Statement:

StudentsPET will use technology to better assist the unique learning styles of each individual student. As well as help teachers do their job a lot easier. We want to enable students across the country and the world to have access to the most advanced and efficient technologies to create a unique curriculum that adheres to their learning type. If we enable these students, we will create more Albert Einsteins and Richard Bransons (they both have dyslexia!) Imagine the utopia we can live in if we unlock each child's potential. Thomas Jefferson once said, that education is the key to having a civilized society.

Principal Members:

Mitchell Varian - Owner

Lywantin Piamonte - Chief Operating Officer/ HR

Legal Structure:

StudentsPET is a S- Corporation

Market Research

Industry:

StudentsPet will join the Learning Management and Education improvement industry. The company will work with local, state and federal agencies that can approve funding for the tablets. The education industry is rarely disrupted with recessions. With the recent epidemic, the product can be used to assist the education experience for teachers and students. The education industry is very much untapped and studies have shown that more bay area schools are investing more on technology and equipment to help students learn.

Descriptions of Customers:

The target customers for Students pet are school districts and school board of directors. More specifically, administrative staff, like principals. We can also make an angle towards teachers who can advocate and pitch Studentspet to their principals. The school districts we can target at first are in the bay area and is forward thinking about technology and how it can boost student performance.

Districts to focus on are High school districts like:

- Palo Alto Unified **School District**. ...
- Mountain View-Los Altos Union High **School District**. ...
- Fremont Union High **School District**. ...
- Campbell Union High **School District**. ...
- **Santa Clara** Unified **School District**. ...
- Milpitas Unified **School District**. ...
- San Jose Unified **School District**.
- Los Gatos-Saratoga Joint Union High **School District**. ...

Company Benefits:

Our advantage relies in our mission. The mission to educate our nations students. To change the paradigm of the classroom. If we were to take a time machine back to the 1900's teaching would be the same as it is today! The education sector is the only industry that has not changed during this technology revolution!

We want to better the student learning experiences and unlock their full potential. At the same time, we want to make teachers job easier!

Benefits of the product include:

- Saving paper/ money
- Less work for the teachers
- Saves time for the teachers and students
- Students will not lose track of paperwork
- Students who are too shy to ask questions during class can have a way to let the teacher know they don't understand the topic
- Students can start a worksheet in class, and finish it at home by logging in to the website.

Lean startup:

- We are starting small with no overhead yet
- We will start off with a prototype and refine the prototype by using it in class
- Hire engineers to build the prototype (one time payment)
- We will have a website and an app

Competitors:

Canvas:

NEO:

<https://www.betterbuys.com/lms/reviews/neo-cypher-learning/>

Moodle:

<https://www.betterbuys.com/lms/reviews/moodle/>

Schoology:

<https://www.betterbuys.com/lms/reviews/schoology-lms/>

Laptops and chromebooks are huge competitors. If the school already has them, we can just offer the service.

Regulations:

- * revisit

Service Line Product/Service:

Product Includes:

- Tablet
- Watches for teachers
- StudentsPet software

Services Include:

- Setting up tablets
- Training for teachers

Software Includes:

- Attendance Tracker
- Bathroom passes (sign out sheet)
- Access to work sheets and quiz's (uploaded by the teacher)
- Share screen feature to students
- Access to textbook PDFS
- Alert button to send teachers when they don't understand something.
Teachers paired watch will ring during the lectures
- Pre-made modules for teachers to follow! Modules will include textbook information, presentations, assignments and tests the teachers can follow.
- We will give these out to developing countries so they can have the most updated teaching curriculum that is on par to the united states.
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Pricing Structure:

Pricing will be offered in bundles (sets per each classroom) we will also charge a fee for setup, training and technician rates. Monthly fees for the software.

- Training: \$1,000
- Setup: \$1,000
- Monthly fee for software: \$1 per student
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- One class room set of 21 tablets: \$5,250 (based off of avg classroom size in CA) (\$250 per tablet)
- Entire school set: (based off of avg school size) 752 tablets: \$135,360 (\$180 per tablet)

Product Life Cycle

The life of the tablet is expected to last the student the entire length of their highschool career. For PETS students will be able to keep them

- We accept refunds if the teachers and students are not satisfied with the product

IP Rights

StudentsPET is not yet but will be trademarked.

- We own the domain name and parked relevant social media accounts for future use and to prevent the likelihood of bootleggers.
- * research if we can trademark or patent anything else

Research and Development

Students Pet will doing the following research and development:

- Create a platform that can be utilized for students and teachers to make curriculum better for both sides.
- We will test the platform in classrooms. Will troubleshoot problems and see what students like and dislikes about it

Marketing and Sales

Growth Strategy

To grow the company, we will do the following:

Network with teachers, principles, admin, board of directors, secretary of education personal at events (have a booth)

Establish a company website (live) studentsPET.com that explains the process, gets quotes and testimonials

Advertise on social media, email and cold calling marketing:

We will meet with one principle a week to stage a demo of the product

- We can also provide free tablets as test trials to certain schools. We will reach out to influential teachers/ admin who would be able to make a decision

*** Advertise free website that teachers can use** will be a **open source** module platform where teachers can lesson plan/ curriculum or slides. Other teachers can use their slides, quiz's, worksheets, tests and activities! Will have a search by course option *** This is beneficial for teachers in low budget schools that can't afford canvas or other LMS software

Communication with the Customer

Students Pet will communicate with customer by"

- Meeting with local school staff on their campus's
- Social media platforms: Twitter, youtube, FB and LinkedIn

- Provide contact information on our website

How to sell

Our sales team, will help schedule meeting with principles all across America.

- Once a meeting is setup, an associate will explain the benefits of StudentsPet and will offer a demo.
- We will offer the several different purchase plans and overcome objections
- Offer free trial and the use of our free website for their teachers!

Action Plan:

Step 1: Purchase a tablet; with a stylist

Step 2: Create a prototype for the website (find a software engineer)

Step 3: Test prototype on students

Step 4: research and development on our platform (Modules on Canvas)

Step 5: Once the software is refined (1 year timeframe) we can create a desktop/mobile/tablet app to be downloaded on tablets.

Step 6: Once app is developed we can begin the “go to market strategy” where we start marketing and selling to schools. Also we will launch or free teacher lesson plan builder

Step 7: when we receive an order, we will create it on demand (we will purchase the tablets for the school once we receive the order, and then install the necessary software) then we can set up a day to train and set up tablets at that school.

Step 8. Continue marketing and advertising (spend more on Costs per Leads) and repeat step 7:

Step 9: Give out tablets to 3rd world countries and help train their teachers.

Step 10: possible exit strategy is to sell to Microsoft, Amazon or Canvas

Lesson builder:

- Will save teachers time
- Have a common core Standard and California State State Standard feature

- Rating system
- Easy to use lesson plans (like modules section of Canvas)
- Lesson plans will contain: Slide decks, HW assignments, Worksheets, Activities, Quizzes, and Assessments

Similar lesson builders:

<https://thelessonbuilder.org/welcome>

4/21/20 meeting notes w/ Long H.

Different variety of teaching methods:

- Challenges because the research needs to be done w/ the different styles of learning and what is most effective

How do you distribute this among everyone?

Application vs. Hardware

Designing tablet - hardware, packaging

Functionalities app, website and people can use the platform on any type of hardware they already have

Social challenges of working w/ schools that don't use electronics

Pushback: parents belief that using a tablet/phones too much is detrimental

Action Items:

- Come Up with a list of responsibilities to hold each other accountable for

Administrative:

- Salary
- Shares
- Contracts

Technicalities:

Long:

- Prototype: Website: Student login > Attendance > Class selection > Modules
- ** textbook pdf integration, smart watch app to notify teacher in the futures

Mitchell:

- Admin: registering business name > S - Corporation > Business tax >
- Patents
- Salaries, Shares and contracts
- Creating curriculum for prototypes
- R and D with students