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Revenue Models

Freemium	Subscription Based	Bait & Switch
<ul style="list-style-type: none">• Sustainable course bundles funded by ad revenue.• Introduction content is free, but to finish the course, you need to buy the course.• Course/bundle waivers for people who qualify for them.	<ul style="list-style-type: none">• Partnering with schools, libraries and interested organizations.• They can subsidize the cost of the platform and pass on the benefits to patrons and students.	<ul style="list-style-type: none">• Courses/bundles that resonate with user interest will be advertised.• After purchasing, related content will be advertised.

Justifications

Freemium

- Free content enables users to get invested in course content
 - This simplifies the process of translating their engagement into related or bundled content at a cost

Subscription Based

- Opens the platform to people who otherwise would go without it due to cost

Bait & Switch

- A lower initial price for courses/bundles is more attractive to our target audience
 - Elementary school students, working professionals, and etc.
- Creates a pipeline towards additional purchases as customers become loyal
- It is easy to bundle related course content together or market them as supplemental add-ons

Pricing

Per Course	Subscription per month	Subscription per year
\$20*	\$25	\$275
<ul style="list-style-type: none">• Purchase individual courses if you need infrequent access• Subscribe for learning on a long-term basis to save money		

* = need based courses waivers are available

Competitor Revenue Models

Product	Subscription Based	Non-Profit	Freemium	Customer Data Monetization	Bait & Hook
Udemy				✓	✓
Khan Academy		✓			
YouTube	✓		✓		✓
edX			✓	✓	✓
Today at Apple		✓	✓		✓
University Backed Online Courses	✓			✓	✓
Mastree	✓		✓		✓