

we are

InSiight





we've all experienced this pain before

Why ?

Because the current system sucks

I like USRIs but they only happen once per semester. I wish I had an opportunity to give my professors feedback during the term.

course feedback doesn't occur until the end of the semester. should be done much earlier.

USRIs are provided too late, and the occasional TopHat question regarding students' understanding of course material is insufficient.

select survey responses from the 49



's mission

To breakdown student-educator communication walls through the use of technology.

We are reinventing the classroom experience by facilitating feedback opportunities and creating meaningful, engaging learning environments.

We support tomorrow's leaders today.



is **NOT**

A place for professors to give students questions

A place for students to review professors

A forum based discussion board with replies

That software already **exists**



is

A place for students to leave ***anonymous*** feedback

A place for students to ***anonymously*** vote on comments

A place for professors to get ***automatically*** notified

That software (we think) **doesn't exist**

Solution Description

Feature List

as per basic and premium product

Have those two columns/boxes comparing the features





Video Demo

What's the Market?

Target Market: Universities

How do we reach

How do we reach that Market? (marketing strategy)

**Customer Segmentation: Benefits sought (free
vs premium version)**

Pricing Strategy:

Distribution:

Promotion:



Business Strategy

Entry Strategy:

Growth Strategy:



isn't focused on money but

may do so by...(business strategy)

Adopting a **freemium model** — users simply like free stuff and this ensures greatest market penetration

Offering deeper analytics for premium users

(Possibly) Considering advertising revenue once we have a large user base



Financial Growth



Forecast



The Ask

Specify evaluation (\$35000 for 15%?)

Where will that money be used - marketing firm, legal fees, consultation with institutions, development, server upkeep, etc.




wrap up

Future steps (if any)

What we learned

Acknowledgements





**Thank you,
you've been awesome**



Questions?