Afterug.com Financial Plan

Afterug.com is part of ExamFocus Learning Systems Pvt Ltd. As per the current plan. The product will be free for first two years after launch. We won’t be seeing any revenue for two years. The logic behind that is when a quality product which solves the imminent and long term problem of a Customer (UPSC Aspirants) it goes viral. So after two years the website will have huge number of visitors who will be ready to pay for a service which helps user and which is already proven for the two years by staying free.

Even though if we are finding pricing the product successfully We have the following options

1. Use AdSense kind of program to earn money using the website. After two years the website will make 10L annual revenue. Which means 1L profit.
2. Price will be only for features and the entire product will be free sans those life changing features. This way we will earn money and also retain the popularity of the product. This way the revenue projection is 25L to 50L per annum. Which would be 2L to 5L per month.

The options for a candidate are

1. Get 10K pay as cash. And another 15K worth of stocks every month (Every 3 months). We will buy back those shares for 10K
2. 3% of permanent stake in the company plus 10K cash every month. We will buy back the stake for 60K for 6 months.
3. Worst case if the company does not see any encouraging signs we will pay you 60K for 6 months at the end of 6 months.

In all the options 20K equivalent salary is assured, with 10K iimediate every month and 60K at the end of 6 months. It for the candidate to decide which option will work best for them.