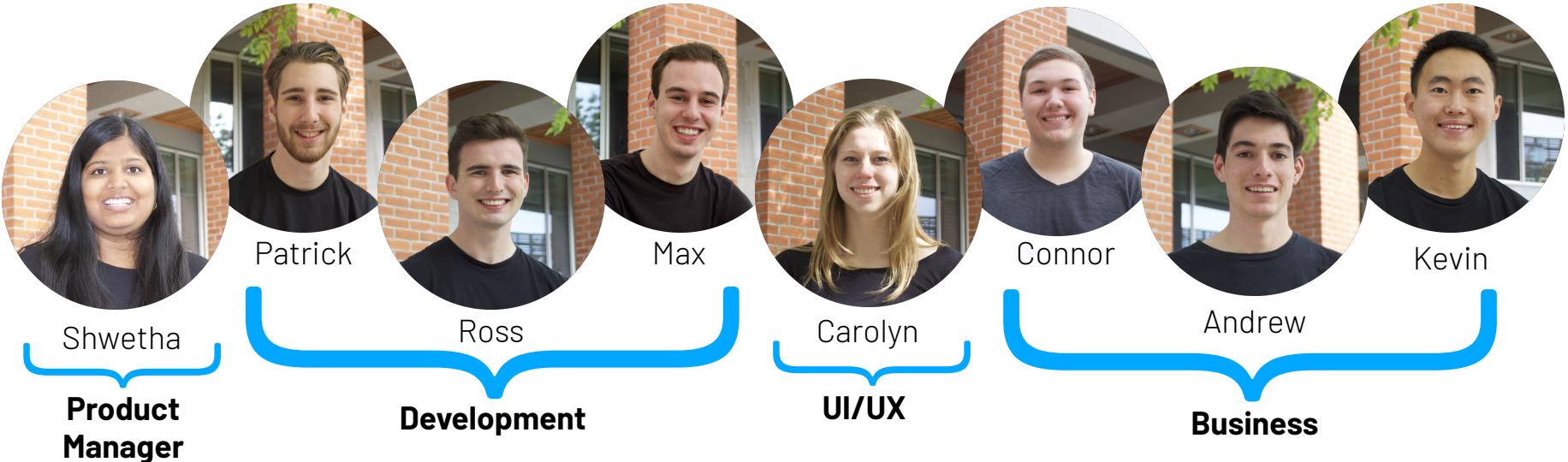


Studii

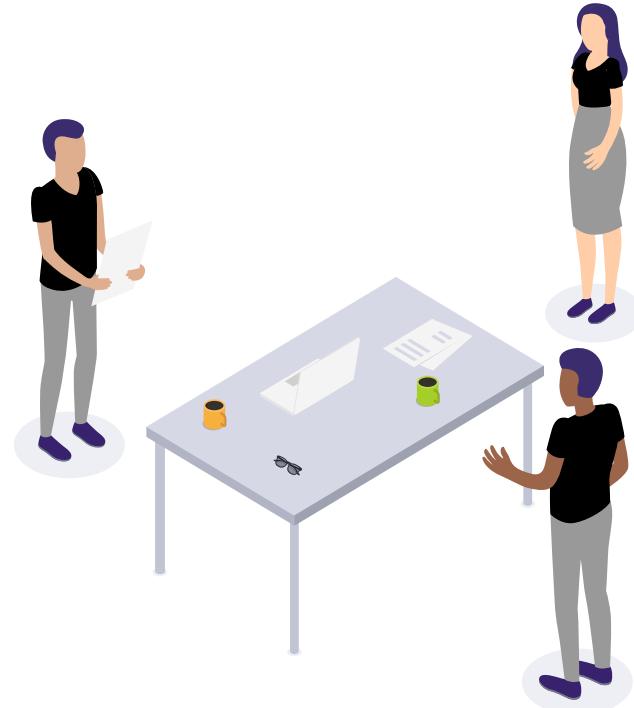


Meet the Team



Problem Overview

Tired of paying expensive prices for ineffective and professional academic help?



Value Proposition

For your course questions, Studii offers real-time, affordable, peer and tutor support through a tailored forum



Core Features

Forum

- ▶ Open and closed **subforums** to get answers to any question you have
- ▶ Course-specific **tags** ensure that your questions reach the right people



Expert Answers

- ▶ Prioritize questions using **bounty system**
- ▶ Build up your reputation so you can become a **verified** contributor



Tutor Database

- ▶ Find a **tutor** that suits your needs
- ▶ Access **contact info** for tutors who can help you succeed in whatever you study



Vision Statement

"To harness the knowledge of students and academic experts on a nationwide study platform to improve the performance of Canadian university students"

Studii

Demo

Studii

A collaborative study space for students



Market

Positioning & Sizing

1.4 Million

Canadian undergraduate students.

99.7%

Internet penetration rate among 18-24 gives 1.39M students.

87%

Of students who regularly use a digital study tool gives 1.21M students.

Need Assessment

Specialized

- ▶ Assistance with **specific** topics and concepts
- ▶ **72.7%** experienced ineffective studying sessions due to differing needs



Timely

- ▶ Getting the answers they need **quickly**
- ▶ **76.4%** access external resources before exam/assignment deadline



Compatible

- ▶ A service that is **compatible** with their study habits
- ▶ **99%** of university students have crammed previously
- ▶ **26%** cram regularly



Customer Profile



Gen Z: The digital native

- ▶ “Communaholic”
- ▶ Spends 6+ hours online daily
- ▶ “Social butterfly”

Competitors Analysis

Evaluation of competitors based on selected core features

Key Competitors

Global Competitors

Benefits

Weaknesses

- Established Brand
- Easy to search
- Low cost access to large database of notes

- Lack collaborative element
- No mechanism to incentive quality notes



Course Hero



stackoverflow



- Collaborative peer to peer academic forum
- Focused on programming

- Very specialized
- Users can be rude and unhelpful

- Large amount of high quality content
- Easy to use
- Established brand

- Answers are sometimes wrong
- Tutor feature doesn't build understanding of academic subject

Key Competitors

Local Competitors



Benefits

- Tutors highly knowledgeable on the subject matter
- Relatively cheap
- Tutors highly knowledgeable on the subject matter
- Relatively cheap

Weaknesses

- Tutors may not be skilled at teaching
- Only commerce courses
- Offline so low accessibility
- Tutors may not be skilled at teaching
- Only engineering courses
- Offline so low accessibility

Strategies

Monetization & Customer Acquisition

Monetization Strategy

On-Site Advertising

- ▶ Google AdSense
- ▷ **\$1 - 1.5** per 1k impressions
- ▶ Paid promotion from tutors for prioritization
- ▷ Dynamic pricing model; average of **\$10/month**

Bounty System

- ▶ Tokens for question prioritization sold in bundles; Convertible to cash
- ▷ **65.9%** willing to pay for the prioritization feature at **\$4.61** /question.

Study Data

- ▶ Data including popular course topics, difficult course concepts
- ▶ Partnership with education providers
- ▶ **In the future**

Partnerships

Student Organizations						
Priority	Student Organizations	Faculty / School Resources	External Organizations	Study-aid Publishers	Independent Partners	External Educators
Stage 1		<ul style="list-style-type: none">• TAs• Professors			<ul style="list-style-type: none">• Tutors• Student-users	
Stage 2	 	 FACULTY OF ENGINEERING AND APPLIED SCIENCE  FACULTY OF ARTS AND SCIENCE  FACULTY OF ARTS AND SCIENCE	 			
Stage 3		Future expansion into other Canadian institutions		 Pearson 		  

Customer Acquisition Strategy

Digital Marketing

- ▶ Target Queen's students with **posts** on key Facebook groups
- ▶ **SEO** based on keywords



Student Ambassadors

- ▶ **Tour classes** at Queen's pitching Studii to students
- ▶ Promoting through **word of mouth**

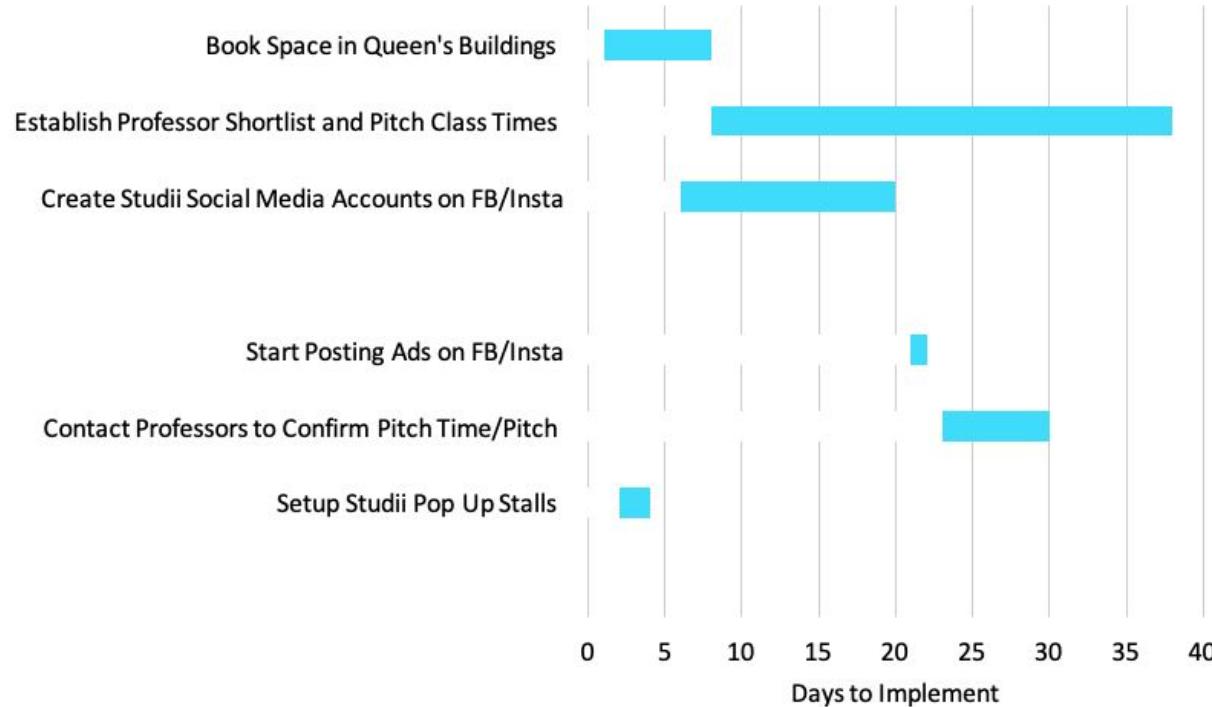


Pop Up Stalls

- ▶ Setup **booths** across campus and hand out informational **ads** for Studii



Short Term Timeline



Implementation Plan

Test launch Studii for 10 pilot courses at Queen's University

Expand presence at other Ontario Institutions

Fully implement all planned features and secure all planned strategic partnerships on campus

Leverage existing data to diversify revenue streams and further expansion into Canadian institutions

2020

2021

2022

2023

Risks and Mitigation

Risks	Mitigations
We fail to achieve critical user mass fast enough to make this a viable product	<ul style="list-style-type: none">▶ Phased rollout on course by course basis to focus resources
Users may provide incorrect or bad quality answers	<ul style="list-style-type: none">▶ Upvote and downvote system▶ Report button
The web application crashes due to bugs	<ul style="list-style-type: none">▶ Automated testing prior to launch and after launch▶ <u>Sentry</u> tool for bug monitoring after launch

Product Goals & Metrics

Measuring the success of the product

Product Level Metrics

- ▶ Want to show that people will pay for Studii
- ▶ Ratings about product pricing and user satisfaction
 - ▷ Collected from user surveys



Feature Level Metrics

	Metric	Methods
Forum	<ul style="list-style-type: none">▷ Number of active users▷ Number of posts▷ Number of comments per post	<ul style="list-style-type: none">▷ Data on <u>user activity</u>
Bounty system	<ul style="list-style-type: none">▷ Number of token sales	<ul style="list-style-type: none">▷ Data on <u>user purchases</u>

Feature Level Metrics

	Metric	Methods
Tutor search/advertising	<ul style="list-style-type: none">▷ Tutor satisfaction feedback	<ul style="list-style-type: none">▷ <u>Metric surveys</u> by tutors
Feature usage	<ul style="list-style-type: none">▷ Key actions per session▷ Feature sets▷ Most engaged features▷ Do users get stuck and abandon the product?	<ul style="list-style-type: none">▷ <u>Hotjar</u> tool<ul style="list-style-type: none">▷ User heatmaps▷ Usage videos

Feature Level Goals

By June 2020...

100

Registered
users

50

Posts

1

Responses
per post

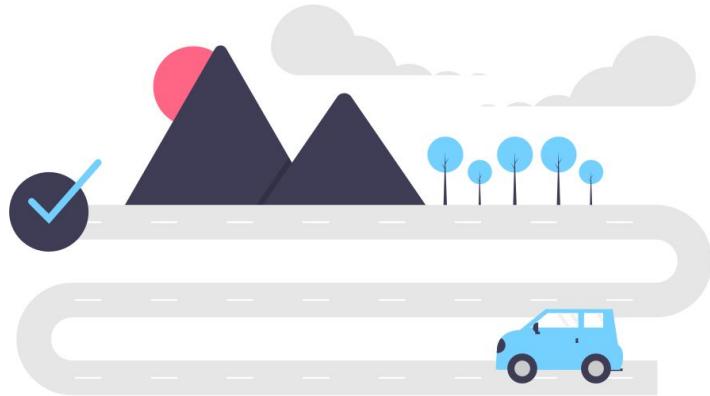
Performance Level Metrics

- ▶ Bugs found by software team vs. bugs found by users
- ▶ Unplanned downtime
- ▶ Loading time to access pages



Future Product Roadmap

- ▶ Functional payment system
- ▶ Study buddy matching system
- ▶ Robust tutor advertising tools



Questions



Appendix Overview

Product Overview

1. [Tech Stack](#)
2. [UI Wireframes](#)
3. [User Survey Questions](#)

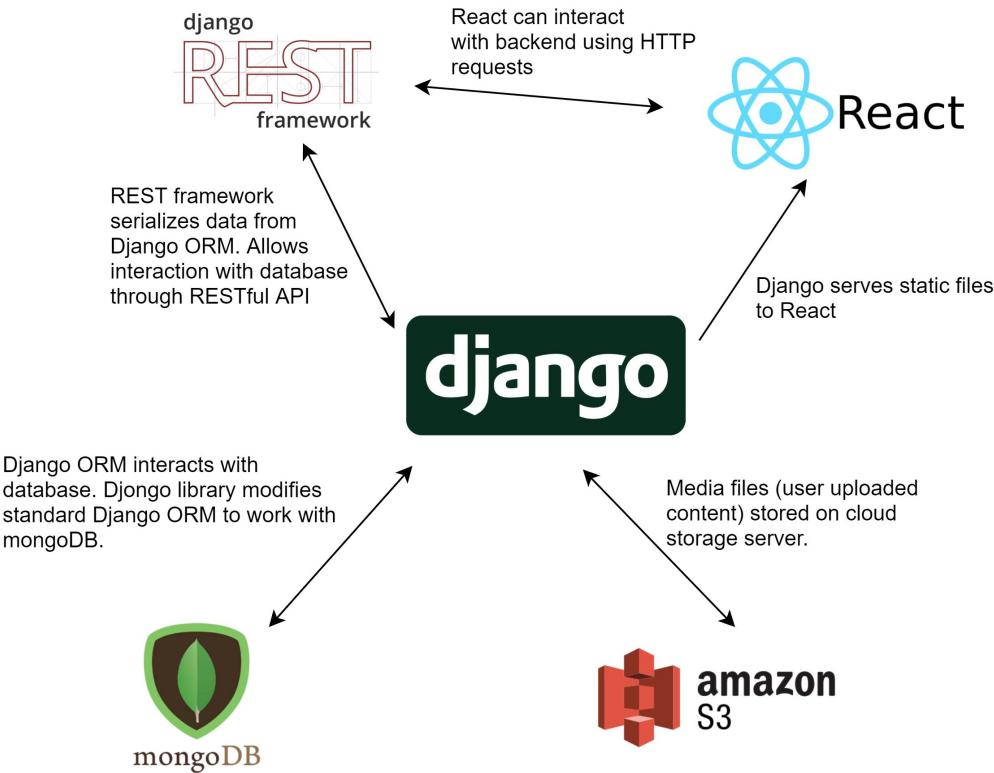
Competition

1. [Industry Outlook](#)
2. [Competition](#)
- [Segmentation Grid](#)

Go-To-Market Strategy

1. [User Survey Response](#)
2. [Financial Model](#)
3. [Financial Projection](#)
4. [Implementation Plan \(Prep\)](#)
5. [Implementation Plan \(Launch\)](#)

Tech Stack



Sample User Survey Questions

- ▶ Would you use Studii based on the displayed features ?
- ▶ Would you be willing to pay for token bundles for question prioritization?
- ▶ How much are you willing to pay for token bundles for question prioritization? (Range is \$0 - \$10)

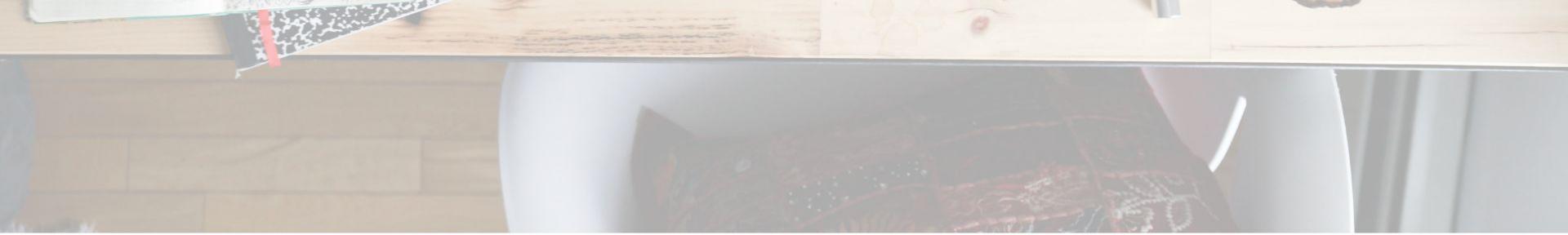
Wireframes

Final plans for the UI design

Studii

A collaborative study space for students





A study space made by students, for students.

Use this paragraph to explain about Studii. Should discuss the study body pairing, making quizzes, posting notes, and having online students. Can search for course-related content, or search by content

An emphasis on collaborative learning

Use this paragraph to explain about Studii. Should discuss the study body pairing, making quizzes, posting notes, and having online students. Can search for course-related content, or search by content



[Login](#) | [Sign Up](#)

Login to Studii

Email

Password

[Login](#) | [Sign Up](#)

Type of account

Are you a student or a tutor?

Student

Tutor

[Login](#) | [Sign Up](#)

Create a tutor account

* First Name

* Last Name

* Email

* New Password

* Confirm Password

* School

* Program

SEARCH RESULTS

* School

* Program

* Level of Degree

Affiliation

Upload Profile Photo



Browse Computer

Select Courses

The courses you select are the courses that you want to tutor.

Course Code

Sign Up

[Login](#) | [Sign Up](#)

Create a student account

* First Name

* Last Name

* Email

* New Password

* Confirm Password

School

* Program

SCHOOL

* Program

* Level of Degree

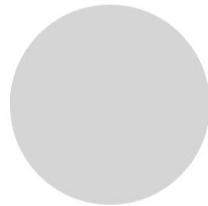
--

Expected Graduation Date

--

Upload Profile Photo

Browse Computer



Select Courses

The courses you select are the courses that you will follow.

Course Code

X CMPE 352

X CMPE 421

Sign Up



Jane Doe

Tutor Search

Discussion Forum

Past Activity

My Feed

Ask a question

Title

Course

--

\$ Bounty

Content

Post

Jane Doe to CMPE 452

November 3rd, 2019

5 \$

Should I do PCA analysis for my MLP?

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Connor Frosh to ARTH 101

November 3rd, 2019

7 \$



Jane Doe

Tutor Search

Discussion Forum

Past Activity

My Feed

Ask a question

Title

Course

--

\$ Bounty

Content

Post

Jane Doe to CMPE 452

November 3rd, 2019

5 \$

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Connor Frosh to ARTH 101

November 3rd, 2019

7 \$



Jane Doe

Account Settings

Preferences

Log Out

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Connor Frosh to ARTH 101

November 3rd, 2019

7 \$

Why were the Florentine Medici family important to Renaissance?

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.

Carol Lin to BIOL 221

November 3rd, 2019

3 \$

Isn't evolution just a theory that remains unproven?

I understand that evolution is a theory and that it explains how humans developed to be how they are today. What I don't understand is if it is unproven, then why is it so valuable?

Sponsored

EngLinks Tutoring

Tutors and resources for Engineering students.

Connor Frosh to CMPE 457

November 3rd, 2019

5 \$

Huffman Coding vs. LZM for compression?

I am trying to determine what the most efficient method of image compression is for my image processing assignment. Which one is more efficient and why?

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Connor Frosh to ARTH 101

November 3rd, 2019

7 \$

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Connor Frosh
Computer Science, BSc'23
Student at Queen's University

Email: connor.frosh@queensu.ca

Courses: CISC 101, CISC 204, CMPE 457

Connor Frosh to CMPE 457

November 3rd, 2019

5 \$

Huffman Coding vs. LZM for compression?

I am trying to determine what the most efficient method of image compression is for my image processing assignment. Which one is more efficient and why?



User123

Tutor Search

Discussion Forum

Past Activity

Discussion Post

Connor Frosh to CMPE 123

5 \$



17

How do you do Q5. on page 123?

November 3rd, 2019



This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.



Reply



Saved



James Doe to Connor Frosh

Best Response • 1 hour ago



6

This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.



Reply



Save



May White to James Doe

Verified User • November 3rd, 2019



10

This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.



Reply



Save

Reply to Student135



Add Bounty

Cancel

Reply



User123

Tutor Search

Discussion Forum

Past Activity

Discussion Post

Connor Frosh to CMPE 123

5 \$



17



1



Reply



This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.



6



1



Reply



This is where the student will write a reply to a post . They can explain what the lecture was about, or enter nothing at all.



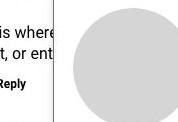
10



1



Reply



May White

Computer Science, BSc'20

Tutor for Englinks at Queen's University

4.5 ★

November 3rd, 2019

at the lecture was

Response • 1 hour ago

the lecture was

Email: connor.frosh@queensu.ca

Courses: CISC 101, CISC 204, CMPE 457

Verified User

• November 3rd, 2019

Reply to Student135



Add Bounty

Cancel

Reply



User123

Tutor Search

Discussion Forum

Past Activity

Past Activity

Post to CMPE 452

NetworkMan to CMPE 452

November 3rd, 2019

0 \$

Should I do PCA analysis for my MLP?

I am working on a project where I need to build my own multi-layer perceptron neural network, and I need some help. I want to improve my accuracy, and was wondering if it makes sense to do PCA or another ...

Commented on post in ARTH 101

ConnorFrosh to ARTH 101

November 3rd, 2019

1 \$

Why were the Florentine Medici family important to Renaissance?

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.

Post to in BIOL 221

EvolutionIsntReal to BIOL 221

November 3rd, 2019

4 \$

Isn't evolution just a theory that remains unproven?

This is where the student will write a description of their post. They can explain what the lecture was about, or enter nothing at all.



User123

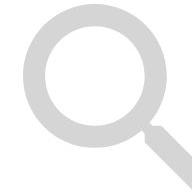
Tutor Search

Discussion Forum

Past Activity

Find a Tutor

Course



Studii



User123

Tutor Search

Discussion Forum

Past Activity

Find a Tutor



CISC480



Results

Name	Courses	
 Ross Hill	CISC204, CISC101	 Contact
 May White	CISC204, CISC457, CISC210	 Contact

Industry Outlook

1.1%

Annualized growth in
Canadian post-secondary
enrollment

18% vs. 33%

Adoption of post-secondary
classroom e-learning,
Canada vs. U.S.

15%

Increase in online
class offerings,
2018

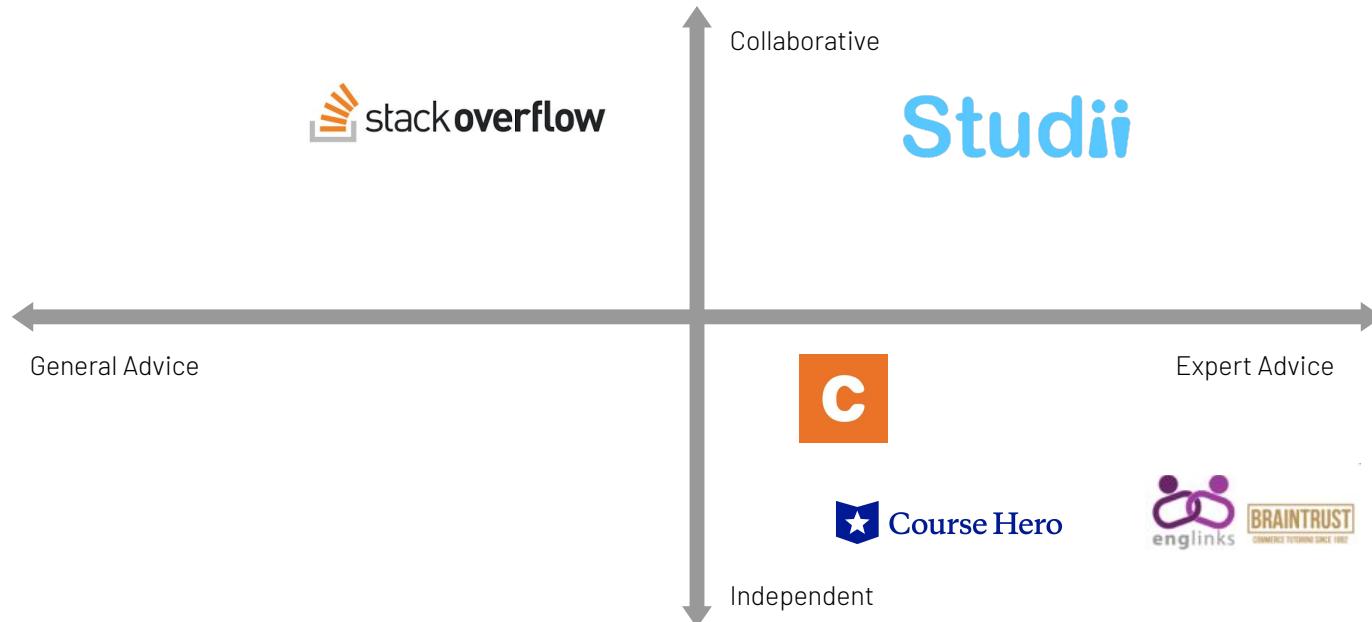


- ▶ Est. 2005
- ▶ 38% YoY in 2018



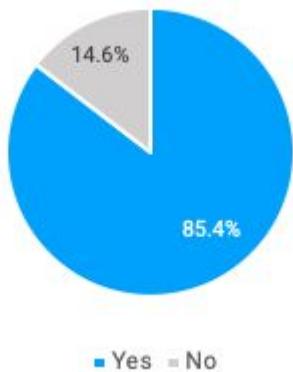
- ▶ Est. 2006
- ▶ 55% YoY in 2017

Segmentation Grid

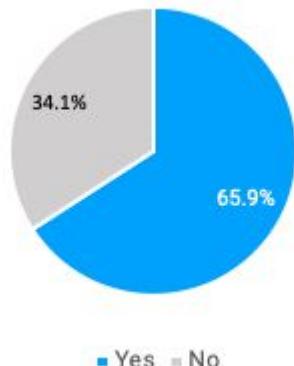


User Survey Response

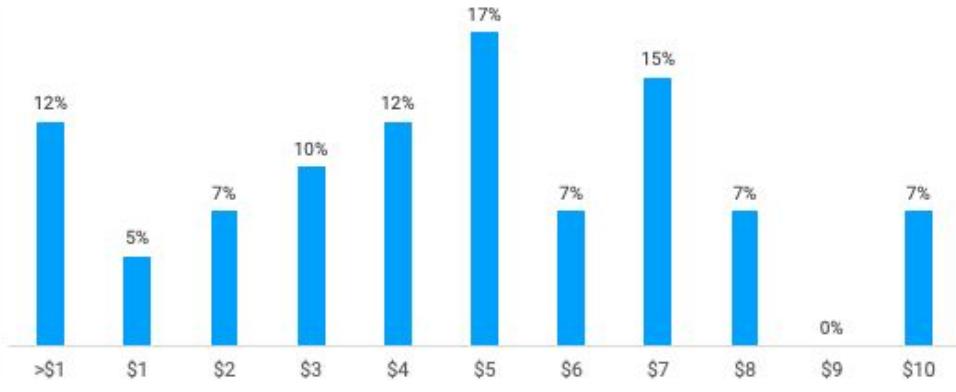
Willing to use Studii
(n=132)



Willing to pay for
question prioritization
(n=132)



Amount willing to pay for question
prioritization (n=87)



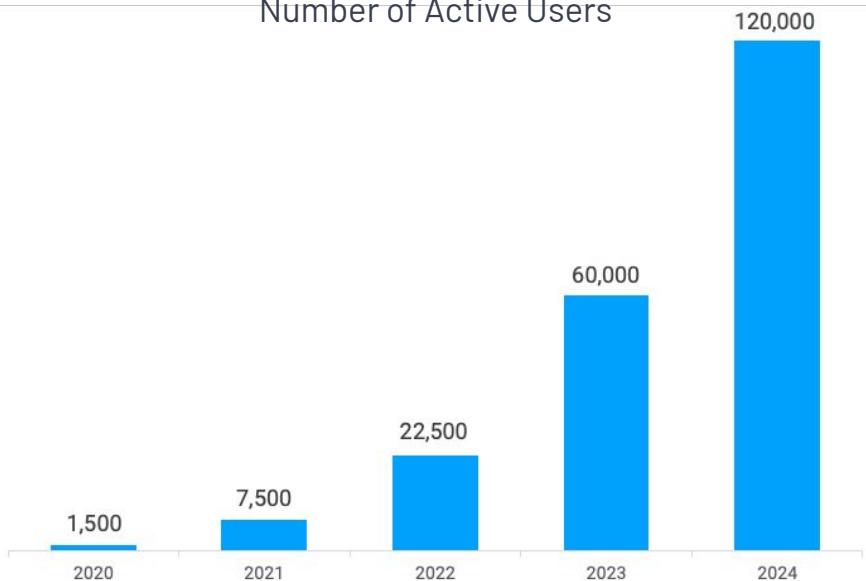
Financial Model

	2020	2021	2022	2023	2024
Number of Active Users	1500	7500	22500	60000	120000
Number of Courses Offered	10	50	150	400	800
Weekly Impressions	7500	37500	112500	300000	600000
Revenue Streams					
On-site Advertising					
Google Adsence	\$1,575	\$7,875	\$23,625	\$63,000	\$126,000
Tutor Advertising	\$1,350	\$6,750	\$20,250	\$54,000	\$108,000
Advertising Revenue	\$2,925	\$14,625	\$43,875	\$117,000	\$234,000
Question Tokens	\$45,000	\$225,000	\$675,000	\$1,800,000	\$3,600,000
Total Revenue	\$47,925	\$239,625	\$718,875	\$1,917,000	\$3,834,000
Expenses					
Digital Marketing	\$11,250	\$56,250	\$202,500	\$720,000	\$1,530,000
Advertising Growth	50%	50%	60%	80%	85%
Web Hosting and Maintenance	\$242	\$392	\$767	\$1,704	\$3,204
Operational Expenses	\$4,793	\$23,963	\$71,888	\$191,700	\$383,400
Total Expenses	\$16,284	\$80,604	\$275,154	\$913,404	\$1,916,604
Net Income	\$31,641	\$159,021	\$443,721	\$1,003,596	\$1,917,396

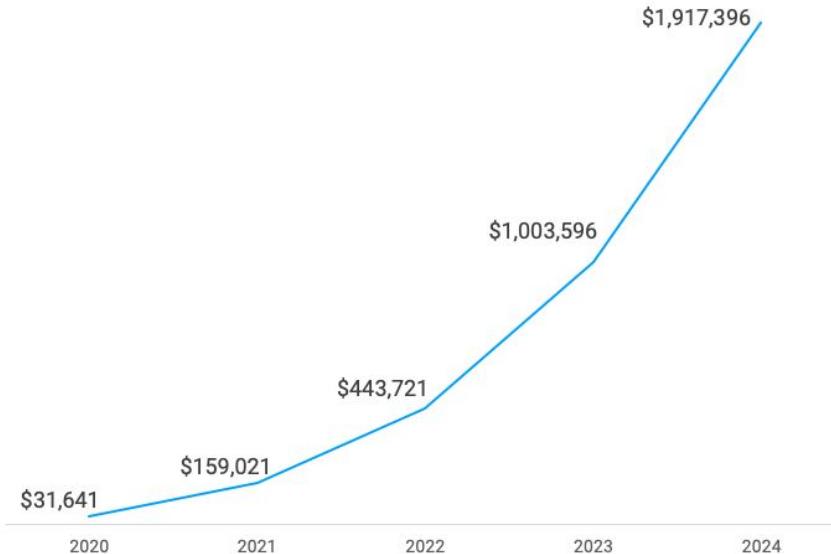
Pilot Courses at Queen's	10
Average Enrollment Per Course	250
Average RPM	\$7
Market Penetration	60%
Students Demand for Tutors	15%
Students Per Tutor	5
Tutors Using Ad	10%
Cost Per Tutor Ad	\$10
Users Purchasing Tokens	5%
Cost Per Token	\$4
CAC (Digital Ad)	\$15

Financial Projection

Number of Active Users



Net Income



Implementation Plan

Phase	Time	Action
Prep	1 week	Book space in buildings across Queen's
Prep	4 weeks	Establish a short list of professors who will accept Studii classroom tours and setup class pitch times
Prep	2 weeks	Create a Studii account on Facebook/Instagram and establish a basic following

Implementation Plan

Phase	Time	Action
Launch	1 day	Start posting ads on FB/Instagram
Launch	1 week	Contact professors to confirm pitch time and then deliver the pitch
Launch	2 days	Setup Studii pop up stalls in buildings previously arranged