

Agenda

- Context
- Analysis of opportunity
- Next steps

Context: deciding what course to launch next

Currently in 3 categories...

- Gmail
- Wordpress
- Evernote


...and seeking to enter one of these

- | | |
|-----------------|----------------|
| • Interviewing | • MS Excel |
| • Video editing | • Productivity |
| • Guitar | • Web coding |
| • Blogging | • Animation |
| • Speechmaking | • Design |
| • Dating | • Wireframing |
| • Nutrition | • Photography |
| • Startups | • Quilting |
| | • Sewing |

Approach: Opportunities evaluated on three dimensions

1. 2014 market size and growth

- 2013 market size estimated by doubling 2013 H1 actual revenue
- 2013-14 growth estimated based on past growth and survey of 100 users on in-demand categories

 Looking for large and fast growing categories


2. Competitiveness in each category

- Identified leading authors in each category
- Determined market share of top leading authors

 Looking for categories without entrenched leaders

3. Production costs for attractive courses

- Established fees charged by relevant authors
- Added average scripting, production and editing costs

 Looking for the most economical categories to produce in

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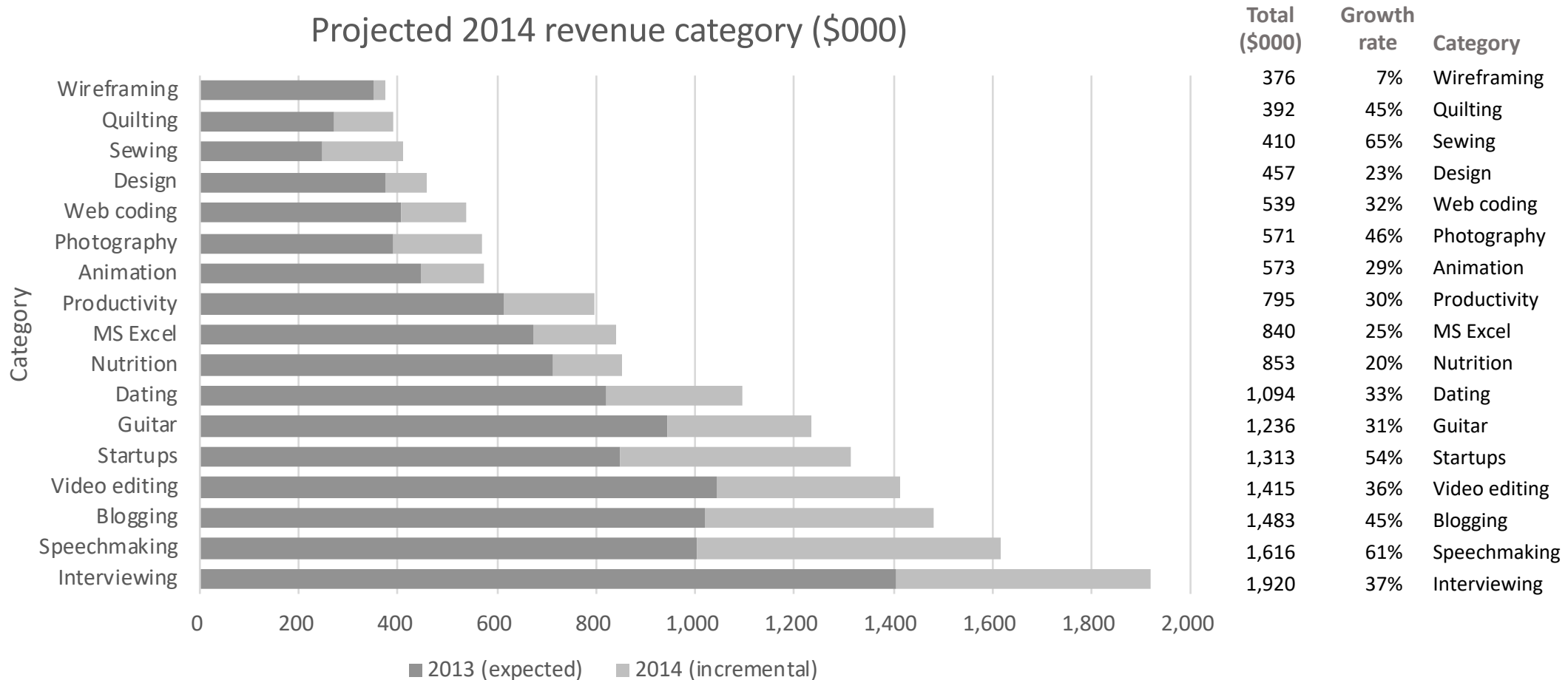
Looking for most economical categories to produce in

Largest 2014 category expected to be interviewing

Projected 2014 revenue by category

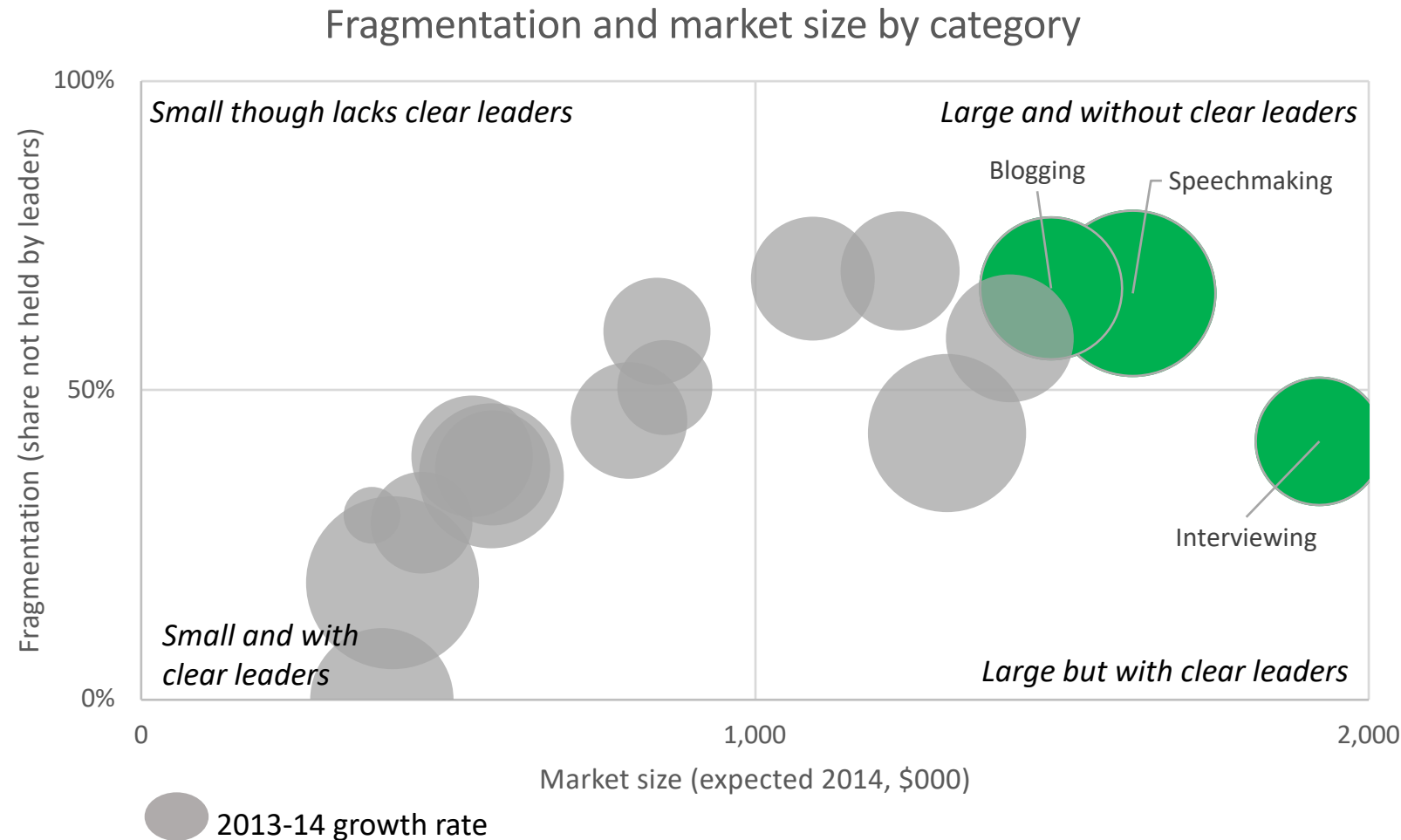
Category	2013 expected sales (\$000)	2014 projected		2013-14 growth rate
		growth (\$000)	2014 projected sales (\$000)	
Interviewing	1,406	514	1,920	37%
Speechmaking	1,003	613	1,616	61%
Blogging	1,020	462	1,483	45%
Video editing	1,044	371	1,415	36%
Startups	850	463	1,313	54%
Guitar	945	291	1,236	31%
Dating	820	274	1,094	33%
Nutrition	713	140	853	20%
MS Excel	672	168	840	25%
Productivity	613	181	795	30%
Animation	445	128	573	29%
Photography	391	179	571	46%
Web coding	408	131	539	32%
Design	373	84	457	23%
Sewing	248	162	410	65%
Quilting	271	121	392	45%
Wireframing	351	25	376	7%

Largest 2014 category expected to be interviewing



Speechmaking and blogging are large and fragmented

Interviewing largest but with clear leaders



Focus on
opportunities
to launch
courses in
blogging or
speechmaking

Blogging course costs 44% less than speechmaking

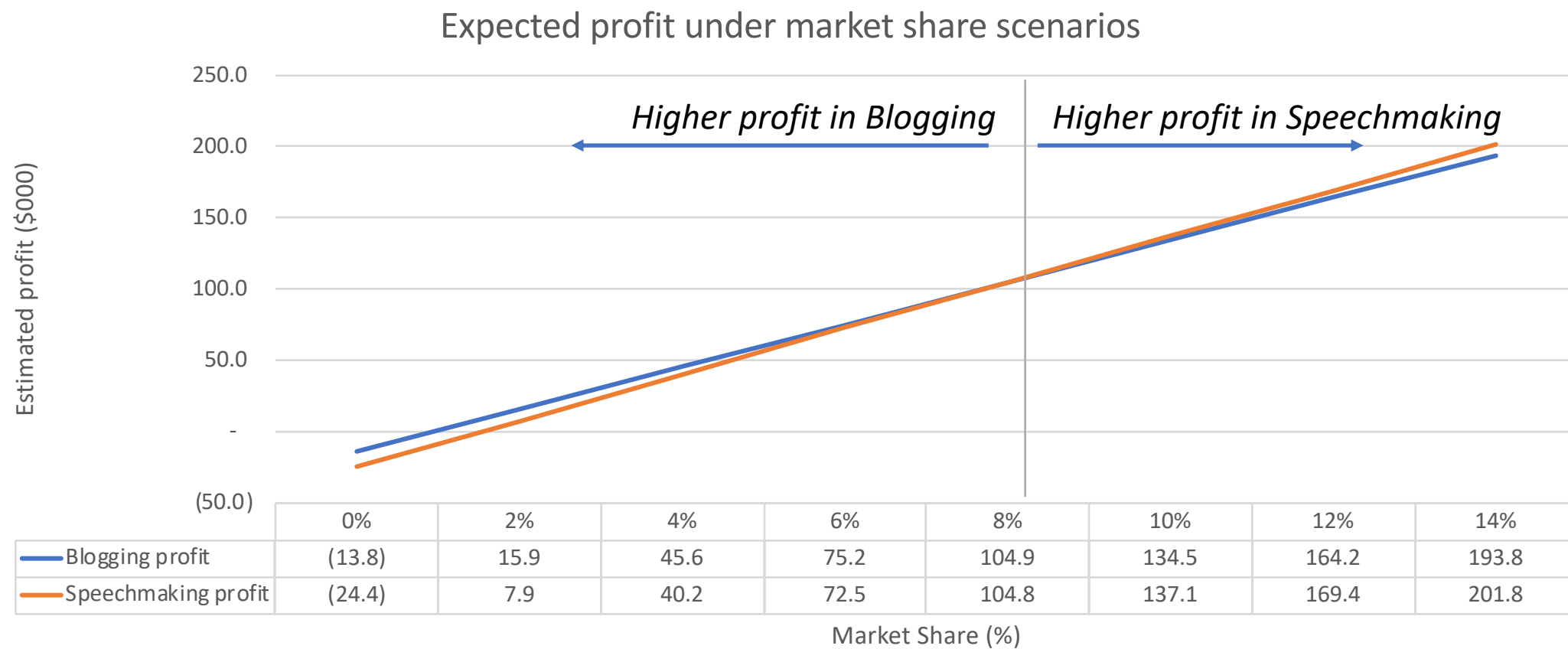
Estimated costs by category

Cost Item	Speechmaking	Blogging
Scripting	7,700	2,900
Recording	13,500	8,600
Post production	1,000	1,000
Subtotal	22,200	12,500
Cost contingency	10%	10%
Total	24,420	13,750

Speechmaking larger
and growing faster...

...but easier to recoup
the costs of launching
blogging course

Speechmaking more profitable if market share >8%



Source: ABC source data, user survey, cost estimates

Both authors experienced and capable

Roger Feinberg

Course

- Blogging

Reviews

- **Precise, succinct explanations**
- Good use of practice exercises
- A little dry at times
- Also: Minimal recording time, generally only needs a few takes

Genie Blanchard

- Speechmaking

- Engaging and entertaining
- Excellent tone and pacing
- Verbose at times
- Also: available in the next 4 weeks but then traveling for 3 months

Live poll: Which option would you support?

Next steps

- Complete further research as needed
- Develop course curriculum and digital assets
- Schedule production and post-editing time
- Develop course marketing materials