

Problem	Solution	Unique value proposition	Unfair advantage	Customer Segments
<p>-School “Q&A” sites are designed to do too much (organize classes, ask questions, post announcements)</p> <p>-Sometimes I just have a small question that anyone could answer, but Piazza sends out a notification to everyone</p> <p>-Difficult to integrate clubs and other student run clubs onto current platforms</p>	<p>-Lightweight, mobile-first platform that allows students to ask questions or post announcements quickly for any class or activity they want</p>	<p>ClassChat is the future of student to class communication. We will provide a quick way to answer small but relevant questions on a platform that can also be used for announcements.</p>	<p>Larger competitors have enormous platforms that come with a lot of features students don’t need. We will remain lightweight so that using our app is as easy as logging in through your school email.</p>	<p>College undergraduate students at first. Eventually we could move to high schools.</p> <p>College students will be the fastest to adapt to using a smart phone to ask questions to their class.</p>
	<p>Key metrics</p> <p>-Entirely based on users at a specific school</p> <p>-We need to hit critical mass at a school so that students will tell each other to download and contribute to the product</p> <p>-Getting lots of users at different schools won’t be as helpful as getting a lot of users at one school</p>	<p>ClassChat is able to remain easy to use in a way that other similar platforms fail to because of the simplicity of its goal: to provide students with an easy channel of communication to their classes.</p>	<p>Channels</p> <p>Word of mouth through students will be the main way we bring in users.</p> <p>Initially we will have to spread word through campus reps.</p> <p>Ideally, once one student in a class joins, he or she will convince the rest to join</p>	
<p>Cost Structure</p> <p>-Hiring campus reps to distribute information about the app</p> <p>-Pay teachers to suggest using the app (This may not be legal)</p> <p>-Server costs will go up as more users join</p>			<p>Revenue Streams</p> <p>We have an app made up entirely of college students, a very sought after demographic for advertisers. It shouldn’t be hard to rack up advertising revenue</p> <p>We could also get bought out by an existing company in the space (BlackBoard/Piazza)</p>	