

# Study Quest



**FIND YOUR IDEAL STUDY SPOT AND UNLOCK YOUR ACADEMIC  
POTENTIAL!**



# FOUNDERS OF STUDYQUEST



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NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY



CONCLUSION



# VALUE PROPOSITION

**OFFERING** App that allows students to find available study spots in **real-time**

**CUSTOMERS RECEIVING** 3D map view of university library showing **vacant** spots  
Option to **share** their study spots to other students

**TAKING AWAY** Student's **struggle** to locate available study spots

**Improving productivity** of students thus **increasing** academic standards and reputation of the universities in the **long term**<sup>1</sup>

## NEW VENTURE SUMMARY



## DESIRABILITY



## FEASIBILITY



## VIABILITY



## CONCLUSION



|   |  |   |  |  |
|---|--|---|--|--|
| KEY PARTNERS  | KEY ACTIVITIES   | VALUE PROPOSITION   | CUSTOMER RELATIONSHIPS   | CUSTOMER SEGMENTS  |
| Who are your key partners?  | What are the activities you plan to carry out to achieve your value proposition? | What is the value you deliver to your customer segments?                | How do you maintain long-term relationships with your customers?       | Who are your customer segments?  |
| KEY RESOURCES   | CHARMS   | CHALLENGES  | CHARACTERISTICS  | CHARACTERISTICS  |
| What are the critical resources you need to achieve your value proposition? | What are the unique features of your product or service?                         | What are the challenges you face in maintaining customer relationships? | What are the characteristics of your customer segments?                | What are the characteristics of your customer segments?                |
| GROWTH STRATEGY   | REVENUE STREAMS  | GOALS   | GOALS  | GOALS  |
| How will you grow your business to achieve the value proposition?           | What are the revenue streams for the value proposition?                          | What are the short-term and long-term goals for the value proposition?  | What are the short-term and long-term goals for the value proposition? | What are the short-term and long-term goals for the value proposition? |

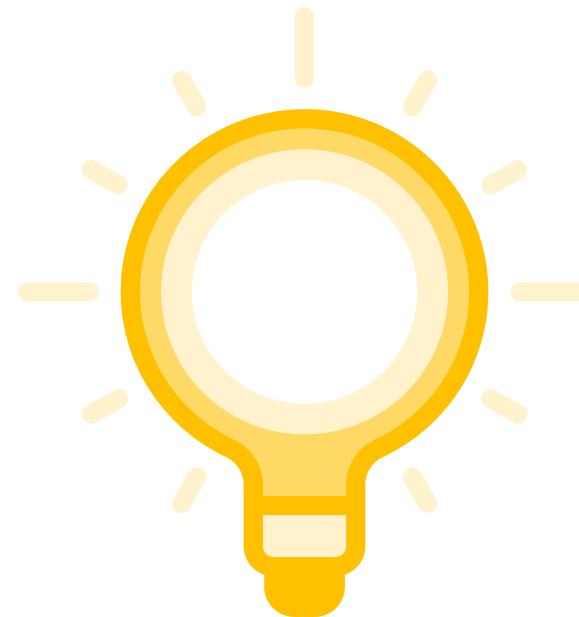
# HOW ARE WE DIFFERENT?

## CURRENT SOLUTIONS

- University Websites
- U of T Scarborough App

## FLAWS

- Inaccurate Information
- Technical Issues



## OUR SOLUTION

- Real-time seating availability
- Visual representation of the Library
- Increasing student productivity

NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



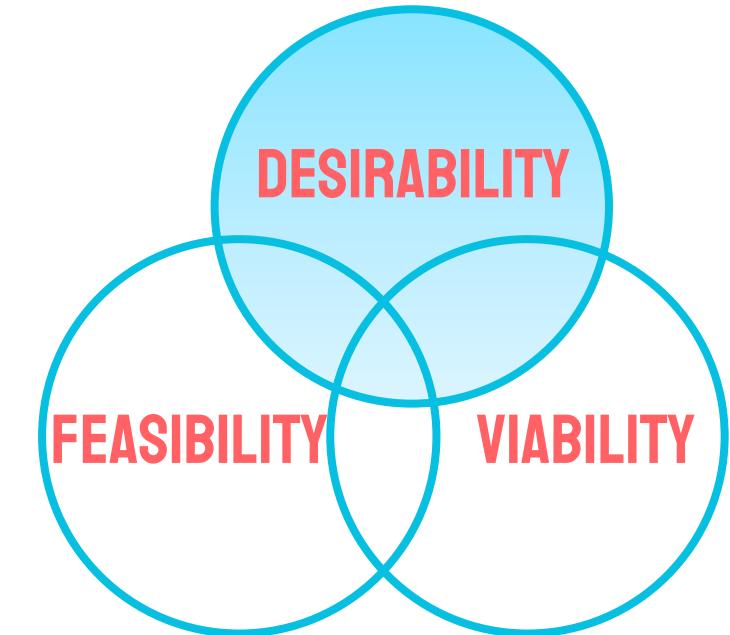
VIABILITY



CONCLUSION



# DESIRABILITY



NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY



CONCLUSION



# CUSTOMER SEGMENTS



## Proactive Penelope

Price: \$7-9

Service Score: 80



## Studious Sally

Price: \$3-4

Service Score: 50



## Social Sara

Price: \$0

Service Score: 20

### NEW VENTURE SUMMARY



### DESIRABILITY



### FEASIBILITY



### VIABILITY



### CONCLUSION



|                |  |                |   |                   |  |                    |  |                   |
|----------------|--|----------------|---|-------------------|--|--------------------|--|-------------------|
| GOALS          | What are your key personal goals?                                      | KEY ACTIVITIES | What are the activities you plan to take to achieve your goals? | VALUE PROPOSITION | What is the value proposition for your product or service? | GOVERNANCE & RISKS | What are the risks involved in launching and managing? | CUSTOMER SEGMENTS |
| GOLD STRUCTURE | What is the core structure you want to have for the value proposition? | CHANNELS       | How will you engage with your target market?                    | REVENUE STREAMS   | What are the revenue streams for the value proposition?    | GOVERNANCE & RISKS | What are the governance and risk management processes? | CUSTOMER SEGMENTS |

# SELECTION OF TARGET MARKET



**PROACTIVE PENELOPE**

Price: \$7-9

Service Score: 80

## Why?

- There is no competition in our market
- Penelope has the most need for our service
- Penelope is willing to pay the most for our service

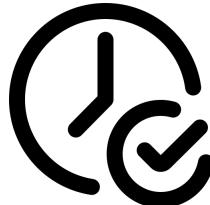
# CUSTOMER RELATIONSHIPS

How will we develop customer relationships?

## SELF-SERVICE



Gen Z prefers self-service<sup>2</sup>



Convenience of accurate, real-time updates



Technicians are always monitoring the app to improve user-experience

### NEW VENTURE SUMMARY



### DESIRABILITY



### FEASIBILITY



### VIABILITY



### CONCLUSION

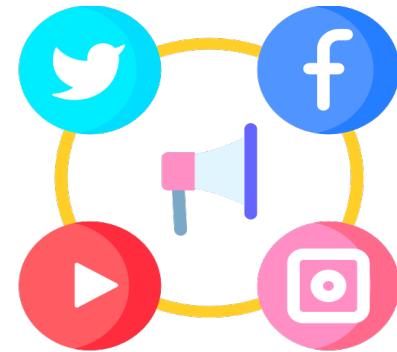


| KEY PARTNER | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER SEGMENTS |
|-------------|----------------|-------------------|-------------------|
| ●           | ●              | ●                 | ●                 |
| ●           | ●              | ●                 | ●                 |
| ●           | ●              | ●                 | ●                 |
| ●           | ●              | ●                 | ●                 |

# CHANNELS

How will we reach our customers?

## SOCIAL MEDIA MARKETING



Utilize university social media accounts

## CONTENT MARKETING



Create videos, blogs, and infographics

## EMAIL MARKETING



Reach out to customers directly

## NEW VENTURE SUMMARY



## DESIRABILITY



## FEASIBILITY



## VIABILITY



## CONCLUSION

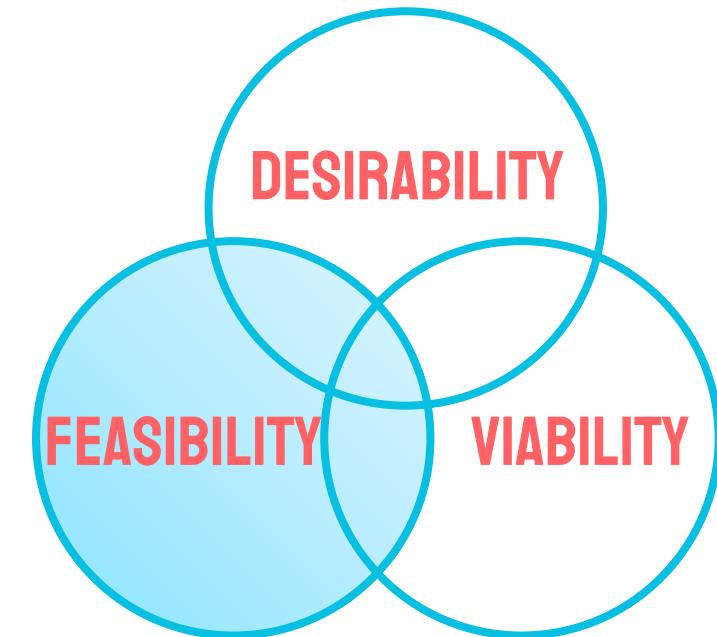


|  |   |   |  |                                 |
|--|---|---|--|---------------------------------|
| KEY PARTNERS   | KEY ACTIVITIES  | KEY PROPOSITION   | CUSTOMER RELATIONSHIPS                             | CUSTOMER SEGMENTS               |
| Who are your key partners?   | What are the activities you perform to support your business? | What is the value proposition of your product or service? | What relationship do you have with your customers? | Who are your customer segments? |
| KEY RESOURCES  | KEY ACTIVITIES  | KEY PROPOSITION   | CUSTOMER RELATIONSHIPS                             | CUSTOMER SEGMENTS               |
| What are the resources you need to support your business?                | What are the activities you perform to support your business? | What is the value proposition of your product or service? | What relationship do you have with your customers? | Who are your customer segments? |
| CHANNELS   | KEY ACTIVITIES  | KEY PROPOSITION   | CUSTOMER RELATIONSHIPS                             | CUSTOMER SEGMENTS               |
| How do you communicate with your customers?                              | What are the activities you perform to support your business? | What is the value proposition of your product or service? | What relationship do you have with your customers? | Who are your customer segments? |
| COST STRUCTURE   | KEY ACTIVITIES  | KEY PROPOSITION   | CUSTOMER RELATIONSHIPS                             | CUSTOMER SEGMENTS               |
| Costs are the most important costs you face.                             | What are the activities you perform to support your business? | What is the value proposition of your product or service? | What relationship do you have with your customers? | Who are your customer segments? |
| REVENUE STREAMS  | KEY ACTIVITIES  | KEY PROPOSITION   | CUSTOMER RELATIONSHIPS                             | CUSTOMER SEGMENTS               |
| How do you generate revenue from the sales of your products or services? | What are the activities you perform to support your business? | What is the value proposition of your product or service? | What relationship do you have with your customers? | Who are your customer segments? |

## Key Takeaway:

StudyQuest will **deliver value** by targeting proactive students through social media channels to **achieve desirability**

# FEASIBILITY



NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY



CONCLUSION



# KEY PARTNERS



## UNIVERSITIES AND COLLEGES

Implement our motion sensors into university libraries

### NEW VENTURE SUMMARY



### DESIRABILITY



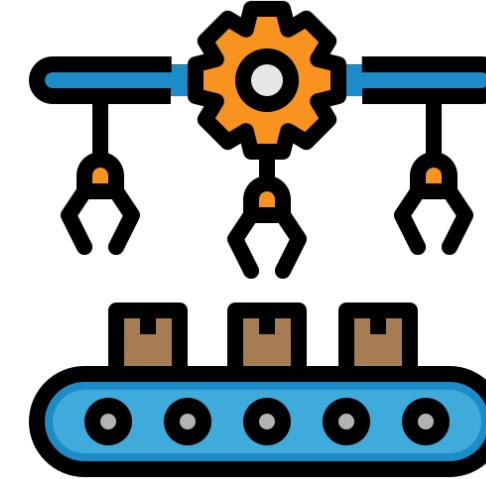
### FEASIBILITY



### VIABILITY



### CONCLUSION



## SENSOR MANUFACTURER

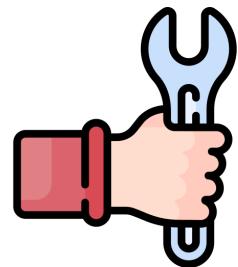
Constant purchases of sensors in bulk

| KEY PARTNERS    | KEY ACTIVITIES  | VALUE PROPOSITION                          | CUSTOMER RELATIONSHIPS                 | CUSTOMER SEGMENTS                         |
|-----------------|---|--|--|---|
| KEY PARTNERS    | What do you do every day to deliver your value proposition? | What value can you offer to your customer? | How do you keep your customer engaged? | Who are the people in your target market? |
| KEY ACTIVITIES  | What do you do every day to deliver your value proposition? | What value can you offer to your customer? | How do you keep your customer engaged? | Who are the people in your target market? |
| KEY REQUIRED    | What do you need to do to deliver your value proposition?   | What value can you offer to your customer? | How do you keep your customer engaged? | Who are the people in your target market? |
| COST STRUCTURE  | What costs does your business have?                         | What value can you offer to your customer? | How do you keep your customer engaged? | Who are the people in your target market? |
| REVENUE STREAMS | What revenue streams does your business have?               | What value can you offer to your customer? | How do you keep your customer engaged? | Who are the people in your target market? |

# KEY ACTIVITIES



## PURSUING PARTNERSHIPS WITH UNIVERSITIES



## SENSOR INSTALLATION



## SENSOR AND APP CONFIGURATION

NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY

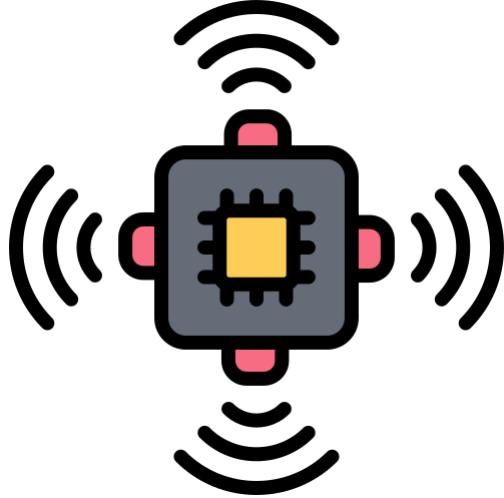


CONCLUSION



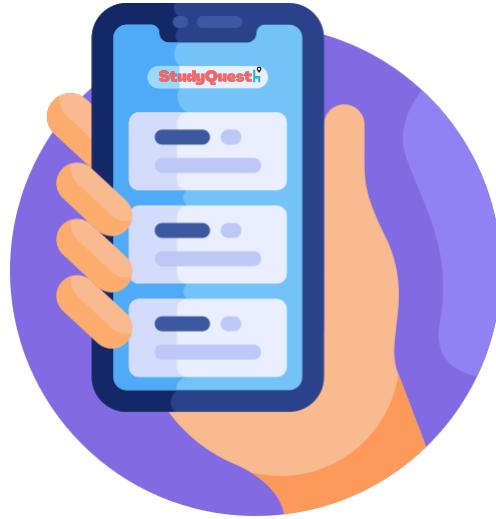
| NEW VENTURE | KEY ACTIVITIES | VAL PROPOSITION | CUSTOMER RELATIONSHIP | GOALS & MILESTONES |
|-------------|----------------|-----------------|-----------------------|--------------------|
| • • •       | • • • • •      | • • • • •       | • • • • •             | • • • • •          |

# KEY RESOURCES



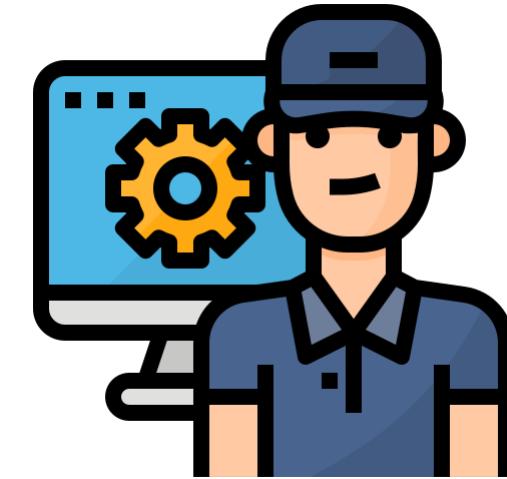
## MOTION SENSORS

Implemented underneath study spaces to establish seating availability



## APP PLATFORM

Allows users to view number of available seating and helps them locate it



## APP DEVELOPERS

Develop app platform and software for app and sensor configuration

### NEW VENTURE SUMMARY



### DESIRABILITY



### FEASIBILITY



### VIABILITY



### CONCLUSION

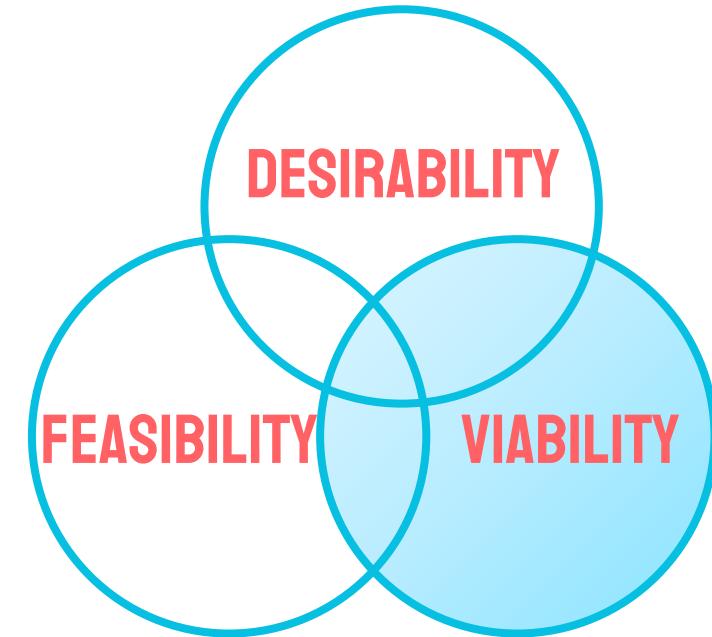


|               |                |                   |   |                          |
|---------------|----------------|-------------------|---|--------------------------|
| KEY PARTNERS  | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER RELATIONSHIPS                      | CUSTOMER SEGMENTS        |
| KEY RESOURCES | CHANNELS       | REVENUE STREAMS   | Market analysis and competitive positioning | Target customer segments |

## Key Takeaway:

StudyQuest will **deliver value** using high-quality sensors and software through successful partnerships with universities to **achieve feasibility**

# VIABILITY



NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY



CONCLUSION



# REVENUE STREAM



UNIVERSITY STUDENTS

NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY

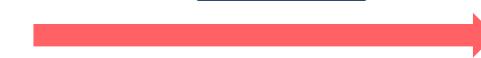


CONCLUSION



UNIVERSITY

1. Universities pay us for 4 months
2. Collect money from students at the end of 4 months through invoices



STUDYQUEST TEAM



Month 1: 15% of Net Sales



Month 2: 15% of Net Sales



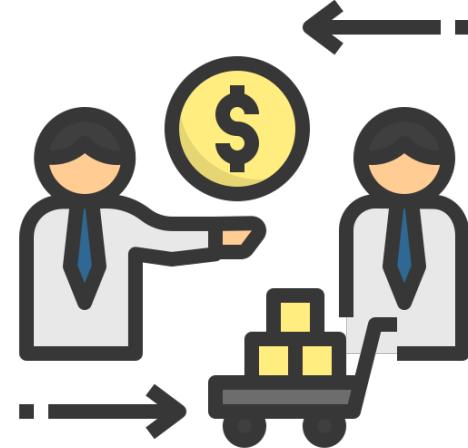
Month 3: 15% of Net Sales



Month 4: 55% of Net Sales

|  |  |  |   |   |
|--|--|--|---|---|
| KEY PARTNERS   | KEY ACTIVITIES   | VALUE PROPOSITION  | CUSTOMER RELATIONSHIPS  | CUSTOMER SEGMENTS   |
| (Who are they? Why are they important?)  | (What are the key activities that your organization needs to perform to achieve its mission? Who are the key partners involved?) | (What are the value propositions that you offer to your customers? How do you differentiate your organization from the competition?) | (How do you manage customer relationships? What are the channels used to communicate with customers?) | (Who are your customer segments? How do you segment your market?) |
| KEY RESOURCES  | KEY ACTIVITIES   | VALUE PROPOSITION  | CUSTOMER RELATIONSHIPS  | CUSTOMER SEGMENTS   |
| (What are the resources you need to support your organization's mission? What are the key resources required for success?) | (What are the key activities that your organization needs to perform to achieve its mission? Who are the key partners involved?) | (What are the value propositions that you offer to your customers? How do you differentiate your organization from the competition?) | (How do you manage customer relationships? What are the channels used to communicate with customers?) | (Who are your customer segments? How do you segment your market?) |
| COST STRUCTURE   | KEY ACTIVITIES   | VALUE PROPOSITION  | CUSTOMER RELATIONSHIPS  | CUSTOMER SEGMENTS   |
| (How do you define your cost structure? What are the major cost components?)   | (What are the key activities that your organization needs to perform to achieve its mission? Who are the key partners involved?) | (What are the value propositions that you offer to your customers? How do you differentiate your organization from the competition?) | (How do you manage customer relationships? What are the channels used to communicate with customers?) | (Who are your customer segments? How do you segment your market?) |
| REVENUE STREAMS  | KEY ACTIVITIES   | VALUE PROPOSITION  | CUSTOMER RELATIONSHIPS  | CUSTOMER SEGMENTS   |
| (How do you generate revenue streams? What are the revenue streams for your organization?)                                 | (What are the key activities that your organization needs to perform to achieve its mission? Who are the key partners involved?) | (What are the value propositions that you offer to your customers? How do you differentiate your organization from the competition?) | (How do you manage customer relationships? What are the channels used to communicate with customers?) | (Who are your customer segments? How do you segment your market?) |

# COST STRUCTURE



## SENSOR PURCHASES

\$31,000 MONTHLY



## SENSOR INSTALLATION

\$11,077 MONTHLY



## APP DEVELOPER SALARIES

\$16,641 MONTHLY

### NEW VENTURE SUMMARY



### DESIRABILITY



### FEASIBILITY



### VIABILITY



### CONCLUSION



| KEY PARTNERS   | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER SEGMENTS |
|----------------|----------------|-------------------|-------------------|
| COST STRUCTURE | KEY RESOURCES  | REVENUE STREAMS   | CUSTOMER SEGMENTS |

# BREAK EVEN POINT

**FIXED COSTS (AVERAGE): \$ 66,748.44**

**CONTRIBUTION MARGIN (AVERAGE): 80%**

**BREAK EVEN SALES: \$ 83,435.55**

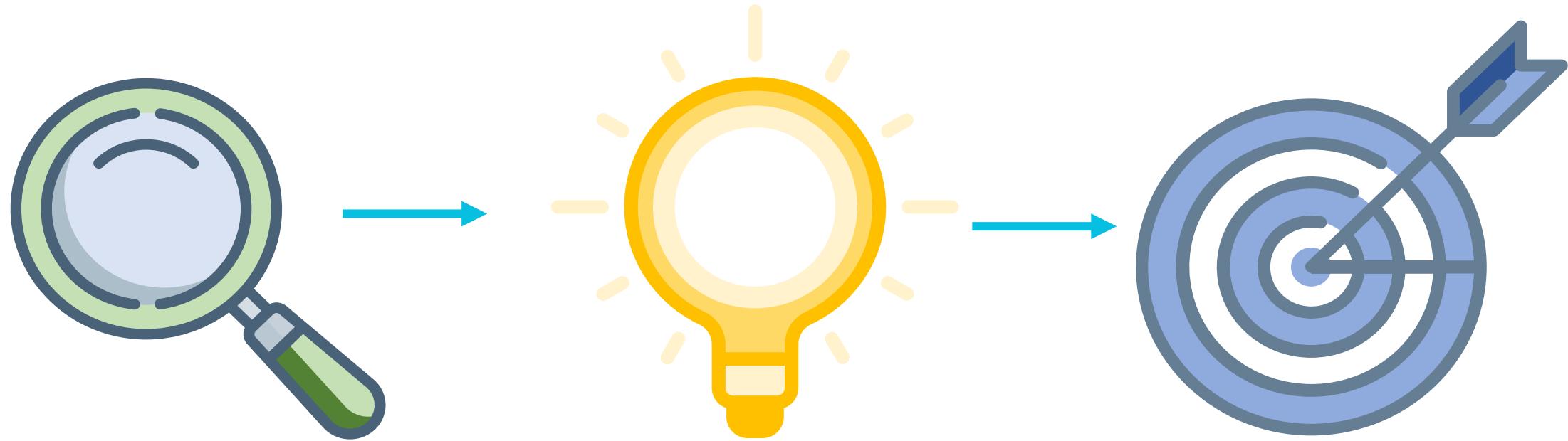
**BREAK EVEN USERS: 83,435**



## Key Takeaway:

StudyQuest will **capture value** by earning a constant revenue through student subscriptions to **achieve viability**.

# CONCLUSION



NEW VENTURE SUMMARY



DESIRABILITY



FEASIBILITY



VIABILITY



CONCLUSION



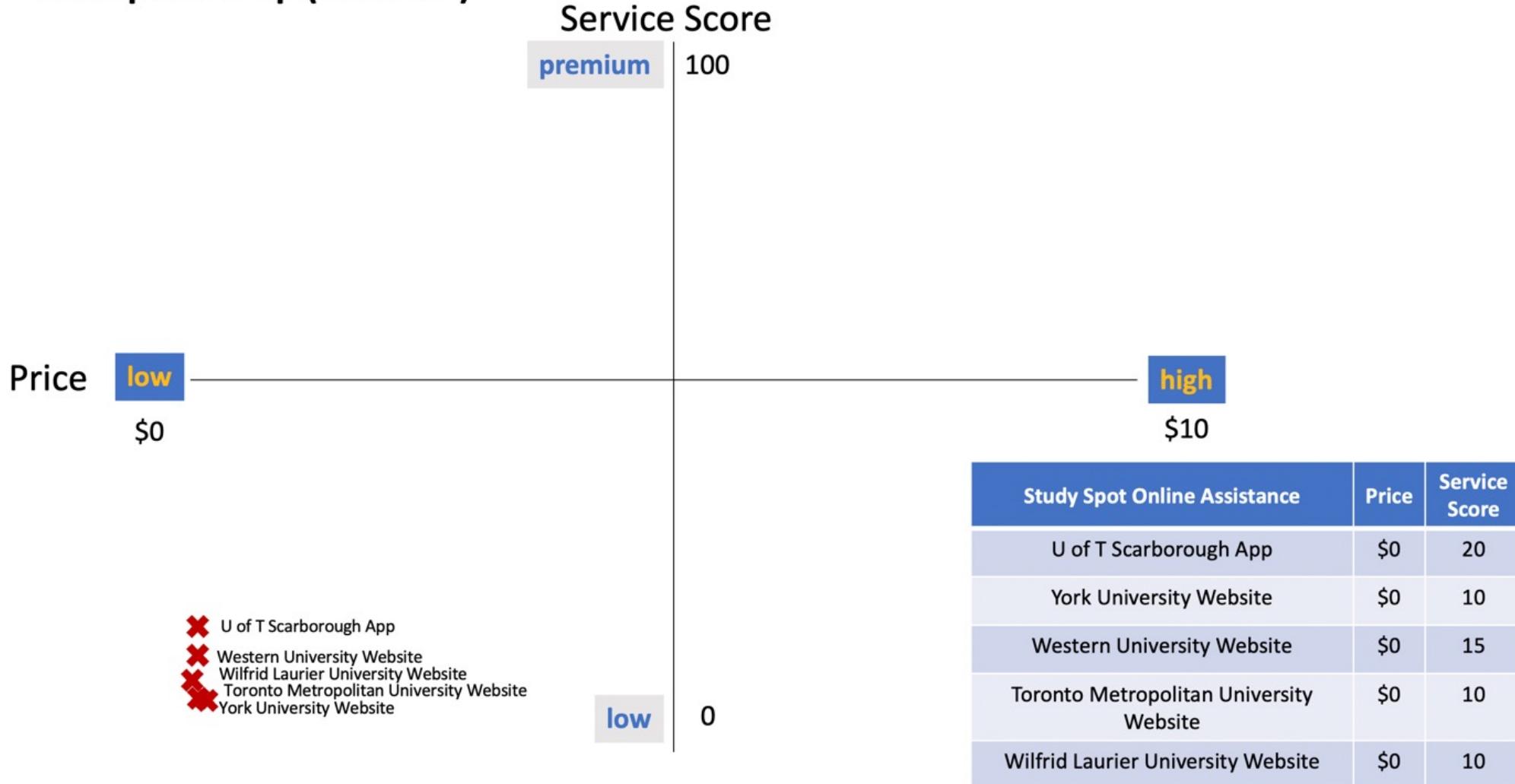
# APPENDIX

# EXHIBIT I: SEGMENTATION CHART

|                 | Market 1<br>Proactive Penelope  | Market 2<br>Studious Sally   | Market 3<br>Social Sara   |
|-----------------|---|--|---|
| Benefits Sought | Convenience   | Study places with individuals with similar level of education                                | Socialization   |
| Geo-Demographic | Undergraduate students in Canada. Generation Z. Aged 18– 22.          | Individuals pursuing further education and specializing in a field of interest. Millennials. | Students who are visiting their friends' universities to study. Generation Z & Millennials. |
| Psychographic   | Tech-savvy, Achievement-oriented, Socially Active, Diverse interests. | Career-orientated, Research-focused, Time management, Professional networking                | Socially Active, Curiosity, Dependent   |
| Product Usage   | Heavy   | Medium   | Low   |

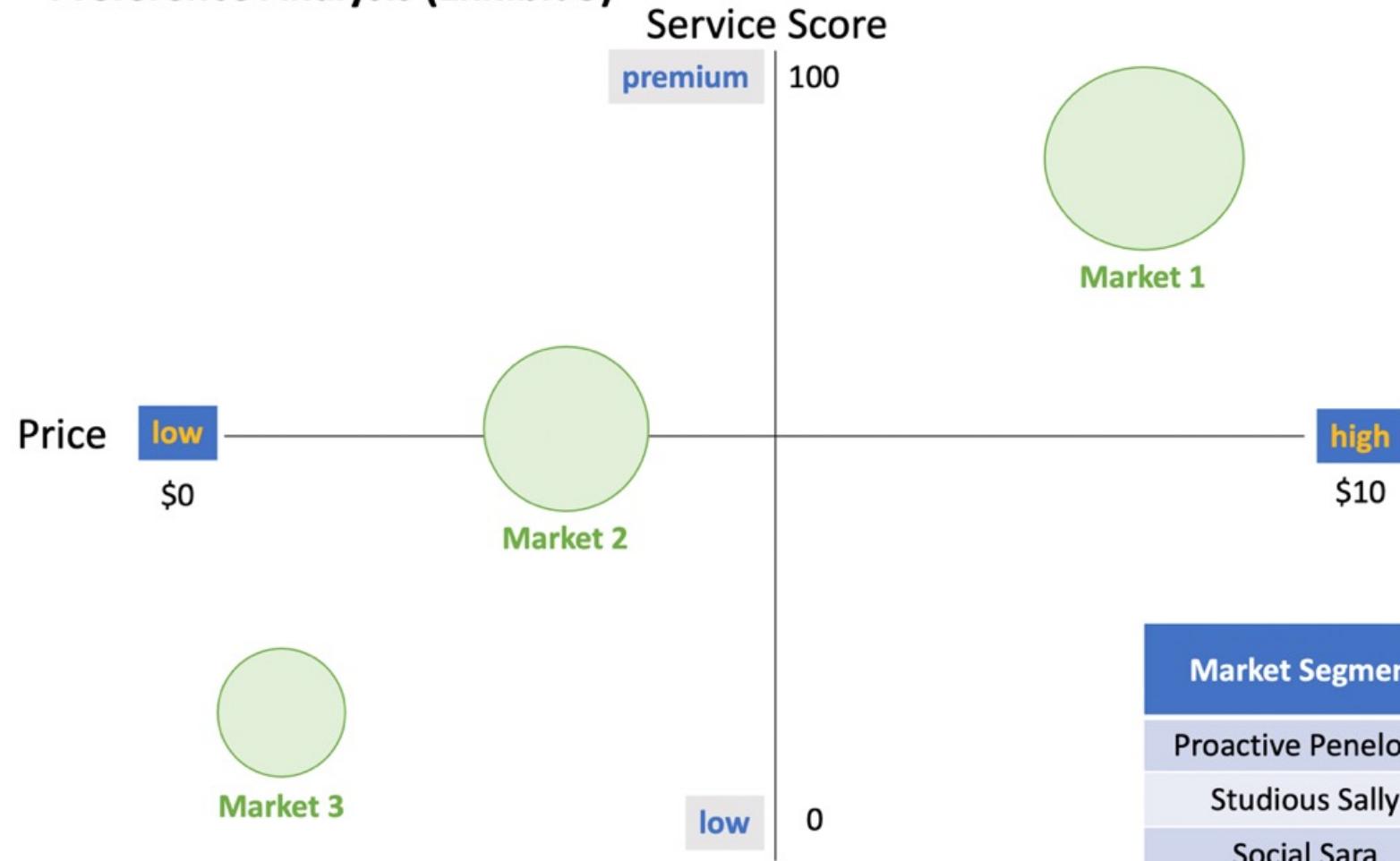
# EXHIBIT 2: PERCEPTUAL MAP

Perceptual Map (Exhibit 2)



# EXHIBIT 3: PREFERENCE ANALYSIS

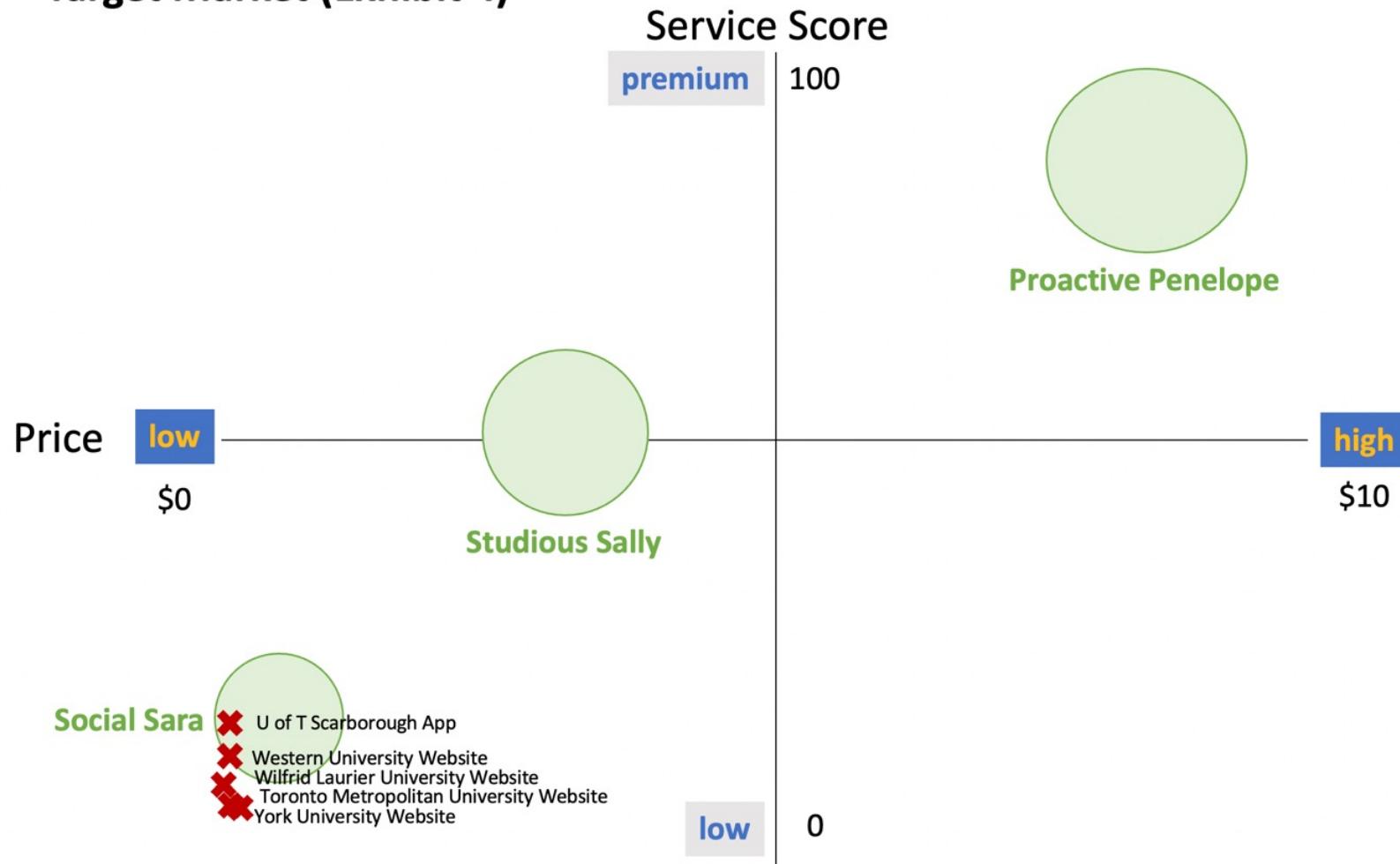
Preference Analysis (Exhibit 3)



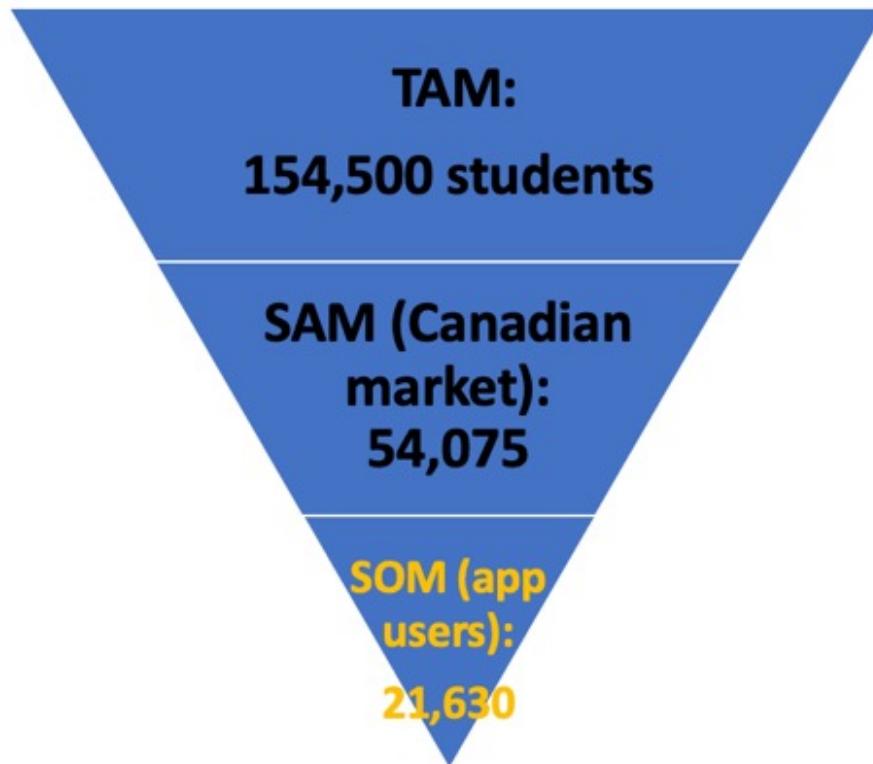
| Market Segment     | Price | Service Score |
|--------------------|-------|---------------|
| Proactive Penelope | \$7-9 | 80            |
| Studious Sally     | \$3-4 | 50            |
| Social Sara        | \$0   | 20            |

# EXHIBIT 4: TARGET MARKET

Target Market (Exhibit 4)



# EXHIBIT 5: TOP-DOWN SALES FORECAST DATA POINTS



|   |
|---|
| <b>TAM</b><br>Geographical Reach<br>- Year 1 target – 6 Universities across Canada  |
| Avg university/college size: approx. 25750 students<br>- $25750 \times 6 = 154,500$   |
| <b>SAM</b><br>Type of Client: University Students who use the library<br>- 70% of students use the library<br>- $70\% \text{ of } 154,500 = 108,150 \text{ students}$<br>- 50% of those students actively go to the library to study<br>- $50\% \text{ of } 108,150 = 54,075$ |
| <b>SOM Data Point</b><br>Adoption Rate<br>- 40% adoption rate = 21,630  |

<https://www.univcan.ca/universities/facts-and-stats/enrolment-by-university/>

<https://ocul.on.ca/populations>

file:///Users/user/Downloads/16541-19742-1-PB.pdf (pg. 7)

[https://www.researchgate.net/publication/240448179\\_The\\_library\\_use\\_habits\\_of\\_student\\_teachers#pf4](https://www.researchgate.net/publication/240448179_The_library_use_habits_of_student_teachers#pf4)

# EXHIBIT 6: BOTTOM-UP SALES FORECAST DATA POINTS (12 MONTHS)



## Marketing Budget Capacity Calculation

How many customers will become active users of the app = 60% engagement rate

## Marketing Budget Data Points

Assuming we spend our full marketing budget on digital marketing, how many customers will realistically install our app?

Average Cost per app install (North America) = \$3.60

## Marketing Budget Data Points

How much of your marketing budget have you set aside to draw in customers? = \$60,000

<https://www.bdc.ca/en/articles-tools/marketing-sales-export/marketing/what-average-marketing-budget-for-small-business>

<https://www.appsflyer.com/glossary/cost-per-install/>

# EXHIBIT 7: BOTTOM-UP SALES FORECAST DATA POINTS (24 MONTHS)



## Marketing Budget Capacity Calculation

How many customers will become active users of the app = 60% engagement rate

## Marketing Budget Data Points

Assuming we spend our full marketing budget on digital marketing, how many customers will realistically install our app?

Average Cost per app install (North America) = \$3.60

## Marketing Budget Data Points

How much of your marketing budget have you set aside to draw in customers? = \$160,000

(See Exhibit 6 for References)

# EXHIBIT 8: CASH BUDGET AND RECEIPTS WORKSHEET

| Cash Budget - Year 1                       |  |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |  |
|--|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|--|
|  | Month 1, Month 2, Month 3, Month 4, Month 5, Month 6, Month 7, Month 8, Month 9, Month 10, Month 11, Month 12          |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |  |
|  | Month 1  | Month 2              | Month 3              | Month 4              | Month 5              | Month 6              | Month 7              | Month 8              | Month 9              | Month 10             | Month 11             | Month 12               |  |
| Beginning Cash Balance <sup>1</sup>        | \$ 30,980.00   | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00           |  |
| Add: Receipts                              | \$ 2,896.88  | \$ 5,793.75          | \$ 11,587.50         | \$ 25,106.25         | \$ 30,900.00         | \$ 44,418.75         | \$ 50,212.50         | \$ 63,731.25         | \$ 69,525.00         | \$ 83,043.75         | \$ 88,837.50         | \$ 102,356.25          |  |
| <b>Total Cash Available</b>                | <b>\$ 33,876.88</b>  | <b>\$ 40,793.75</b>  | <b>\$ 46,587.50</b>  | <b>\$ 60,106.25</b>  | <b>\$ 65,900.00</b>  | <b>\$ 79,418.75</b>  | <b>\$ 85,212.50</b>  | <b>\$ 98,731.25</b>  | <b>\$ 104,525.00</b> | <b>\$ 118,043.75</b> | <b>\$ 123,837.50</b> | <b>\$ 137,356.25</b>   |  |
| <b>Less: Total Purchase Disbursements</b>  |  |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |  |
| Mobile App Developer Salaries <sup>2</sup> | \$ 16,641.00   | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00           |  |
| Sensor Maintenance Expense <sup>3</sup>    | -  | -                    | -                    | -                    | -                    | -                    | \$ 6,154.00          | -                    | -                    | -                    | -                    | \$ 6,154.00            |  |
| Headquarters Rent <sup>4</sup>             | \$ 4,250.00  | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00            |  |
| R&D (5% of net sales) <sup>5</sup>         | \$ 965.63  | \$ 965.63            | \$ 1,931.25          | \$ 1,931.25          | \$ 2,896.88          | \$ 2,896.88          | \$ 3,862.50          | \$ 3,862.50          | \$ 4,828.13          | \$ 4,828.13          | \$ 5,793.75          | \$ 5,793.75            |  |
| Insurance <sup>6</sup>                     | \$ 83.30   | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30               |  |
| Advertising (2% of revenue) <sup>7</sup>   | \$ 386.25  | \$ 386.25            | \$ 772.50            | \$ 772.50            | \$ 1,158.75          | \$ 1,158.75          | \$ 1,545.00          | \$ 1,545.00          | \$ 1,931.25          | \$ 1,931.25          | \$ 2,317.50          | \$ 2,317.50            |  |
| Utilities <sup>8</sup>                     | \$ 1,750.00  | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00            |  |
| Sensor Costs <sup>9</sup>                  | \$ 31,000.00   | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00           |  |
| Installation Costs <sup>10</sup>           | \$ 11,077.00   | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00           |  |
| App Publishing <sup>11</sup>               | \$ 99.00   | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      |  |
| 7% Interest on loan payment <sup>12</sup>  | -  | \$ 393.02            | \$ 747.41            | \$ 1,077.96          | \$ 1,331.57          | \$ 1,560.75          | \$ 1,748.31          | \$ 1,875.16          | \$ 1,923.88          | \$ 1,946.98          | \$ 1,891.35          | \$ 1,809.49            |  |
| <b>Total Disbursements</b>                 | <b>\$ 66,252.18</b>  | <b>\$ 66,546.20</b>  | <b>\$ 68,252.46</b>  | <b>\$ 68,583.01</b>  | <b>\$ 70,188.50</b>  | <b>\$ 76,571.68</b>  | <b>\$ 71,957.11</b>  | <b>\$ 72,083.96</b>  | <b>\$ 73,484.56</b>  | <b>\$ 73,507.65</b>  | <b>\$ 74,803.90</b>  | <b>\$ 80,876.04</b>    |  |
| Cash Excess / (Deficiency)                 | \$ (32,375.30)   | \$ (25,752.45)       | \$ (21,664.96)       | \$ (8,476.76)        | \$ (4,288.50)        | \$ 2,847.07          | \$ 13,255.39         | \$ 26,647.29         | \$ 31,040.44         | \$ 44,536.10         | \$ 49,033.60         | \$ 56,480.21           |  |
| Target Cash Balance <sup>13</sup>          | \$ 35,000.00   | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00           |  |
| Financing Required                         | \$ 67,375.30   | \$ 60,752.45         | \$ 56,664.96         | \$ 43,476.76         | \$ 39,288.50         | \$ 32,152.93         | \$ 21,744.61         | \$ 8,352.71          | \$ 3,959.56          | -                    | -                    | -                      |  |
| Surplus Cash                               | -  | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | \$ 9,536.10          | \$ 14,033.60         | \$ 21,480.21           |  |
| Financing Repaid                           | -  | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | \$ 9,536.10          | \$ 14,033.60         | \$ 21,480.21           |  |
| Financing Balance                          | \$ 67,375.30   | \$ 128,127.75        | \$ 184,792.71        | \$ 228,269.47        | \$ 267,557.96        | \$ 299,710.89        | \$ 321,455.51        | \$ 329,808.21        | \$ 333,767.77        | \$ 324,231.67        | \$ 310,198.08        | \$ 288,717.86          |  |
| <b>Ending Cash Balance</b>                 | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>    |  |
| Cash Budget - Year 2                       |  |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |  |
|  | Month 13, Month 14, Month 15, Month 16, Month 17, Month 18, Month 19, Month 20, Month 21, Month 22, Month 23, Month 24 |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |  |
|  | Month 13   | Month 14             | Month 15             | Month 16             | Month 17             | Month 18             | Month 19             | Month 20             | Month 21             | Month 22             | Month 23             | Month 24               |  |
| Beginning Cash Balance <sup>1</sup>        | \$ 35,000.00   | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 56,826.10         | \$ 153,747.93        | \$ 261,857.88        | \$ 385,289.08        | \$ 513,754.40        | \$ 657,540.98        | \$ 806,361.68          |  |
| Add: Receipts                              | \$ 110,853.75  | \$ 127,076.25        | \$ 135,960.00        | \$ 159,778.75        | \$ 166,345.00        | \$ 181,666.25        | \$ 188,232.50        | \$ 203,553.75        | \$ 210,120.00        | \$ 225,441.25        | \$ 232,007.50        | \$ 247,328.75          |  |
| <b>Total Cash Available</b>                | <b>\$ 145,853.75</b>   | <b>\$ 162,076.25</b> | <b>\$ 170,960.00</b> | <b>\$ 194,778.75</b> | <b>\$ 201,345.00</b> | <b>\$ 238,492.35</b> | <b>\$ 341,980.43</b> | <b>\$ 465,411.63</b> | <b>\$ 595,409.08</b> | <b>\$ 739,195.65</b> | <b>\$ 889,548.48</b> | <b>\$ 1,053,690.43</b> |  |
| <b>Less: Total Purchase Disbursements</b>  |  |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |  |
| Mobile App Developer Salaries <sup>2</sup> | \$ 16,641.00   | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00         | \$ 16,641.00           |  |
| Sensor Maintenance Expense <sup>3</sup>    | -  | -                    | -                    | -                    | -                    | \$ 6,154.00          | -                    | -                    | -                    | -                    | -                    | \$ 6,154.00            |  |
| Headquarters Rent <sup>4</sup>             | \$ 4,250.00  | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00          | \$ 4,250.00            |  |
| R&D (5% of net sales) <sup>5</sup>         | \$ 7,660.63  | \$ 7,660.63          | \$ 8,755.00          | \$ 8,755.00          | \$ 9,849.38          | \$ 9,849.38          | \$ 10,943.75         | \$ 10,943.75         | \$ 12,038.13         | \$ 12,038.13         | \$ 13,132.50         | \$ 13,132.50           |  |
| Insurance <sup>6</sup>                     | \$ 83.30   | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30             | \$ 83.30               |  |
| Advertising (2% of revenue) <sup>7</sup>   | \$ 3,064.25  | \$ 3,064.25          | \$ 3,502.00          | \$ 3,502.00          | \$ 3,939.75          | \$ 3,939.75          | \$ 4,377.50          | \$ 4,377.50          | \$ 4,815.25          | \$ 4,815.25          | \$ 5,253.00          | \$ 5,253.00            |  |
| Utilities <sup>8</sup>                     | \$ 1,750.00  | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00          | \$ 1,750.00            |  |
| Sensor Costs <sup>9</sup>                  | \$ 31,000.00   | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00         | \$ 31,000.00           |  |
| Installation Costs <sup>10</sup>           | \$ 11,077.00   | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00         | \$ 11,077.00           |  |
| App Publishing <sup>11</sup>               | \$ 99.00   | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      |  |
| 7% Interest on loan payment <sup>12</sup>  | \$ 1,684.19  | \$ 1,488.51          | \$ 1,196.49          | \$ 859.87            | \$ 382.35            | -                    | -                    | -                    | -                    | -                    | -                    | -                      |  |
| <b>Total Disbursements</b>                 | <b>\$ 77,309.36</b>  | <b>\$ 77,014.69</b>  | <b>\$ 78,254.79</b>  | <b>\$ 77,918.17</b>  | <b>\$ 78,972.78</b>  | <b>\$ 84,744.43</b>  | <b>\$ 80,122.55</b>  | <b>\$ 80,122.55</b>  | <b>\$ 81,654.68</b>  | <b>\$ 81,654.68</b>  | <b>\$ 83,186.80</b>  | <b>\$ 89,340.80</b>    |  |
| Cash Excess / (Deficiency)                 | \$ 68,544.39   | \$ 85,061.56         | \$ 92,705.21         | \$ 116,860.58        | \$ 122,372.22        | \$ 153,747.93        | \$ 261,857.88        | \$ 385,289.08        | \$ 513,754.40        | \$ 657,540.98        | \$ 806,361.68        | \$ 964,349.63          |  |
| Target Cash Balance <sup>13</sup>          | \$ 35,000.00   | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00         | \$ 35,000.00           |  |
| Financing Required                         | -  | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      |  |
| Surplus Cash                               | \$ 33,544.39   | \$ 50,061.56         | \$ 57,705.21         | \$ 81,860.58         | \$ 87,372.22         | \$ 118,747.93        | \$ 226,857.88        | \$ 350,289.08        | \$ 478,754.40        | \$ 622,540.98        | \$ 771,361.68        | \$ 929,349.63          |  |
| Financing Repaid                           | \$ 33,544.39   | \$ 50,061.56         | \$ 57,705.21         | \$ 81,860.58         | \$ 65,546.12         | -                    | -                    | -                    | -                    | -                    | -                    | -                      |  |
| Financing Balance                          | \$ 255,173.48  | \$ 205,111.91        | \$ 147,406.70        | \$ 65,546.12         | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      |  |
| <b>Ending Cash Balance</b>                 | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 35,000.00</b>  | <b>\$ 56,826.10</b>  | <b>\$ 153,747.93</b> | <b>\$ 261,857.88</b> | <b>\$ 385,289.08</b> | <b>\$ 513,754.40</b> | <b>\$ 657,540.98</b> | <b>\$ 806,361.68</b> | <b>\$ 964,349.63</b>   |  |

# EXHIBIT 8: CASH BUDGET AND RECEIPTS WORKSHEET CONTINUED

|   | Month 1            | Month 2            | Month 3             | Month 4             | Month 5             | Month 6             | Month 7             | Month 8             | Month 9             | Month 10            | Month 11            | Month 12             |
|---|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
| <b>Net Sales</b>                                  | \$ 19,312.50       | \$ 19,312.50       | \$ 38,625.00        | \$ 38,625.00        | \$ 57,937.50        | \$ 57,937.50        | \$ 77,250.00        | \$ 77,250.00        | \$ 96,562.50        | \$ 96,562.50        | \$ 115,875.00       | \$ 115,875.00        |
| <b>Projected Collections Pattern<sup>14</sup></b> |                    |                    |                     |                     |                     |                     |                     |                     |                     |                     |                     |                      |
| 15% during month of sale                          | \$ 2,896.88        | \$ 2,896.88        | \$ 5,793.75         | \$ 5,793.75         | \$ 8,690.63         | \$ 8,690.63         | \$ 11,587.50        | \$ 11,587.50        | \$ 14,484.38        | \$ 14,484.38        | \$ 17,381.25        | \$ 17,381.25         |
| 15% following month of sale                       |                    | \$ 2,896.88        | \$ 2,896.88         | \$ 5,793.75         | \$ 5,793.75         | \$ 8,690.63         | \$ 8,690.63         | \$ 11,587.50        | \$ 11,587.50        | \$ 14,484.38        | \$ 14,484.38        | \$ 17,381.25         |
| 15% 2nd month following month of sale             |                    |                    | \$ 2,896.88         | \$ 2,896.88         | \$ 5,793.75         | \$ 5,793.75         | \$ 8,690.63         | \$ 8,690.63         | \$ 11,587.50        | \$ 11,587.50        | \$ 14,484.38        | \$ 14,484.38         |
| 55% 3rd month following month of sale             |                    |                    |                     | \$ 10,621.88        | \$ 10,621.88        | \$ 21,243.75        | \$ 21,243.75        | \$ 31,865.63        | \$ 31,865.63        | \$ 42,487.50        | \$ 42,487.50        | \$ 53,109.38         |
| <b>Total Receipts</b>                             | <b>\$ 2,896.88</b> | <b>\$ 5,793.75</b> | <b>\$ 11,587.50</b> | <b>\$ 25,106.25</b> | <b>\$ 30,900.00</b> | <b>\$ 44,418.75</b> | <b>\$ 50,212.50</b> | <b>\$ 63,731.25</b> | <b>\$ 69,525.00</b> | <b>\$ 83,043.75</b> | <b>\$ 88,837.50</b> | <b>\$ 102,356.25</b> |

|   | Month 13             | Month 14             | Month 15             | Month 16             | Month 17             | Month 18             | Month 19             | Month 20             | Month 21             | Month 22             | Month 23             | Month 24             |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <b>Net Sales</b>                                  | \$ 153,212.50        | \$ 153,212.50        | \$ 175,100.00        | \$ 175,100.00        | \$ 196,987.50        | \$ 196,987.50        | \$ 218,875.00        | \$ 218,875.00        | \$ 240,762.50        | \$ 240,762.50        | \$ 262,650.00        | \$ 262,650.00        |
| <b>Projected Collections Pattern<sup>14</sup></b> |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| 15% during month of sale                          | \$ 22,981.88         | \$ 22,981.88         | \$ 26,265.00         | \$ 26,265.00         | \$ 29,548.13         | \$ 29,548.13         | \$ 32,831.25         | \$ 32,831.25         | \$ 36,114.38         | \$ 36,114.38         | \$ 39,397.50         | \$ 39,397.50         |
| 15% following month of sale                       | \$ 17,381.25         | \$ 22,981.88         | \$ 22,981.88         | \$ 26,265.00         | \$ 26,265.00         | \$ 29,548.13         | \$ 29,548.13         | \$ 32,831.25         | \$ 32,831.25         | \$ 36,114.38         | \$ 36,114.38         | \$ 39,397.50         |
| 15% 2nd month following month of sale             | \$ 17,381.25         | \$ 17,381.25         | \$ 22,981.88         | \$ 22,981.88         | \$ 26,265.00         | \$ 26,265.00         | \$ 29,548.13         | \$ 29,548.13         | \$ 32,831.25         | \$ 32,831.25         | \$ 36,114.38         | \$ 39,397.50         |
| 55% 3rd month following month of sale             | \$ 53,109.38         | \$ 63,731.25         | \$ 63,731.25         | \$ 84,266.88         | \$ 84,266.88         | \$ 96,305.00         | \$ 96,305.00         | \$ 108,343.13        | \$ 108,343.13        | \$ 120,381.25        | \$ 120,381.25        | \$ 132,419.38        |
| <b>Total Receipts</b>                             | <b>\$ 110,853.75</b> | <b>\$ 127,076.25</b> | <b>\$ 135,960.00</b> | <b>\$ 159,778.75</b> | <b>\$ 166,345.00</b> | <b>\$ 181,666.25</b> | <b>\$ 188,232.50</b> | <b>\$ 203,553.75</b> | <b>\$ 210,120.00</b> | <b>\$ 225,441.25</b> | <b>\$ 232,007.50</b> | <b>\$ 247,328.75</b> |

# EXHIBIT 9: NET SALES FORECAST

| Net Sales Forecast (Top-Down)              |           |           |           |           |            |             |             |             |             |             |             |             |
|--|-----------|-----------|-----------|-----------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|  | Month 1-2 | Month 3-4 | Month 5-6 | Month 7-8 | Month 9-10 | Month 11-12 | Month 13-14 | Month 15-16 | Month 17-18 | Month 19-20 | Month 21-22 | Month 23-24 |
| Universities                               | 1         | 2         | 3         | 4         | 5          | 6           | 7           | 8           | 9           | 10          | 11          | 12          |
| Students <sup>15</sup>                     | 25750     | 51500     | 77250     | 103000    | 128750     | 154500      | 180250      | 206000      | 231750      | 257500      | 283250      | 309000      |
| App Revenue                                | \$51,500  | \$103,000 | \$154,500 | \$206,000 | \$257,500  | \$309,000   | \$360,500   | \$412,000   | \$463,500   | \$515,000   | \$566,500   | \$618,000   |
| University Revenue (15-25% of app revenue) | \$12,875  | \$25,750  | \$38,625  | \$51,500  | \$64,375   | \$77,250    | \$54,075    | \$61,800    | \$69,525    | \$77,250    | \$84,975    | \$92,700    |
| Net Sales                                  | \$38,625  | \$77,250  | \$115,875 | \$154,500 | \$193,125  | \$231,750   | \$306,425   | \$350,200   | \$393,975   | \$437,750   | \$481,525   | \$525,300   |

## EXHIBIT 10: BREAK EVEN POINT

| Breakeven Point and Calculation |             |
|---------------------------------|-------------|
| Fixed Costs (Average)           | \$66,748.44 |
| Contribution Margin (Average)   | 80%         |
| Breakeven Sales                 | \$83,435.55 |
| Breakeven Users                 | 83,435.55   |

Break-even point was calculated using the average fixed costs per month, adding up all the fixed costs for the two years, and dividing by 24 months. The contribution margin was calculated using an average of the 75% contribution margin in the first year and the 85% contribution in the second year. The break-even sales were calculated dividing the fixed cost average by the contribution margin average, and the break-even users was calculated dividing that number by one (because we charge each student one dollar per month).

## EXHIBIT II: VARIABLE AND FIXED COSTS

| Fixed Costs                   | Variable Costs           |
|-------------------------------|--------------------------|
| Mobile App Developer Salaries | Advertising              |
| Sensor Maintenance Expense    | Research and Development |
| Headquarters Rent             |                          |
| Insurance                     |                          |
| Utilities                     |                          |
| Sensor Costs                  |                          |
| Installation Costs            |                          |
| App Publishing                |                          |
| Interest on loan payment      |                          |

# EXHIBIT I2: ASSUMPTIONS

Assumption 1: Beginning Cash Balance of \$30,980

<https://www150.statcan.gc.ca/n1/pub/75-001-x/2010109/article/11341-eng.htm>

<https://www.canada.ca/en/employment-social-development/news/2023/03/federal-minimum-wage-rising-to-1665-on-april-1.html>

<https://www.wealthsimple.com/en-ca/learn/tax-brackets-canada>

On average, 43% of students in either college or university have some sort of part time job working as a clerk, cashier, stock merchandiser, or receptionist etc. Hence, taking the average salary of \$16.65 and assuming he/she works for 8 months out of the 12 the individual is enrolled into university for, we assume that their total pay will be

$$\$16.65 \times 4 \text{ hours/day} = \$66.6 / \text{day}$$

$$\$66.6 / \text{day} \times 4 \text{ days / week} = \$266.4 / \text{week}$$

$$\$266.4 / \text{week} \times 4 \text{ weeks} = \$1065.6 / \text{month}$$

$$\$1065.6 / \text{months} \times 8 \text{ months} = \$8524.8 / 8 \text{ months}$$

Now assuming a 15% tax rate, they pay almost \$1280 in taxes hence an average student working part time for 4 hours a day for 4 days a week for 8 months in a year, we can assume that they earn \$8524.8 - \$1280 = \$7245 (after tax). They might need around \$1000 during the 8 months at university for food, expenses, etc. hence \$7245 - \$1000 = \$6245. Assuming they also receive some serious support from their parents, we can almost assume that they realistically be able to invest \$6245 + \$1500 = \$7745. Since we are assuming that everyone in our group would earn around the same, we can estimate our beginning cash balance to be around \$7745 x 4 = \$30,980.

Assumption 2: \$16,641 per month in salaries for mobile app developers

<https://grabjobs.co/canada/salary-guide/mobile-app-developer>

We are assuming the salary of an entry level mobile app developer is around \$5547 per month in Canada and since we have 3 mobile app developers, we will need to pay  $\$5547 \times 3 = \$16,641$  per month in salaries for mobile app developers

Assumption 3: Sensor Maintenance Expense is around \$6,154 every 6 months

<https://blog.herzing.ca/trades/ontario-electrician-salaries-how-much-can-you-make#:~:text=This%20role%20involves%20installing%20and,much%20as%20%2447.50%20per%20hour.>

Assuming technicians get paid \$30.77 per hour, we are estimating that we will need sensor inspections every 6 months. We also estimate that we will need a team of 10 technicians who will work 20 hours total for inspection hence we have  $\$30.77/\text{hour} \times 10 \text{ technicians} \times 20 \text{ hours} = \$6,154$  every 6 months

Assumption 4: Headquarters Rent is approximately \$4,250 every month

<https://www.wh1.com/warehouse-square-footage-tips/>

<https://www.prologis.com/what-we-do/resources/how-much-does-it-cost-to-rent-warehouse>

Assuming we only need a warehouse of size 5000 square feet and using the fact that the average cost per square feet per month of a warehouse is \$0.85, we have  $\$0.85 \times 5000 = \$4,250$  monthly headquarters rent

Assumption 5: 5-15% of net sales is spent on R&D

<https://www.entrepreneur.com/en-in/growth-strategies/why-rd-can-be-every-startups-not-so-secret-formula-to/439881#:~:text=Most%20innovative%20companies%20budget%205,plan%20to%20go%20about%20it.>

From the source above, it is said that most companies spend around 5-15% of their net sales on R&D hence since we are a start-up, we are assuming that not much research and development needs to happen the first two years as we are just testing the functionality of the app hence, we are assuming 5% of our net sales is spent on R&D.

# EXHIBIT I2: ASSUMPTIONS

Assumption 6: Insurance is \$1000 annually

<https://kbdinsurance.com/blog/business-insurance-cost-ontario/>

We are assuming that this source is accurate for most Ontario start-ups hence \$1000 is the cost for insurance annually. Therefore, monthly, the insurance cost is \$83.30.

Assumption 7: Spending 2% of our net sales on Advertising and marketing

<https://www.bdc.ca/en/articles-tools/marketing-sales-export/marketing/what-average-marketing-budget-for-small-business#:~:text=In%20the%20simplest%20terms%2C%20your,%E2%80%94between%205%20and%2010%25.>

Common rule is to spend 2-5% of our net sales on advertising but since we are a start-up, we are assuming that we can only afford 2% of our net sales on advertising hence  $2\% \times \text{monthly net sales} = \text{advertising costs for each month}$

Assumption 8: \$4000 per month in utilities

<https://www.hechtgroup.com/the-cost-of-utilities-for-a-warehouse/>

For an 8000 square feet warehouse, the utilities range from \$2000-\$4000 monthly. We will have a 5000 square feet warehouse hence we are assuming we will pay around \$1,750 per month in utilities

Assumption 9: Sensors will cost \$31,000

<https://www.digikey.ca/en/products/detail/marktech-optoelectronics/MTD6013D3-PD/10281113?s=N4IgTCBcDaIIBUAIa2ADARgMxKwWgAUkQBdAXyA>

We are assuming we will install 2000 sensors per month and our supplier is charging us \$15.50 / sensor for ordering 1000 sensors which comes to a total of \$15,500 hence 2000 sensors would cost us \$31,000

Assumption 10: team of 10 working technicians and installation will take 36 working hours per university

<https://blog.herzing.ca/trades/ontario-electrician-salaries-how-much-can-you-make#:~:text=This%20role%20involves%20installing%20and,much%20as%20%2447.50%20per%20hour.>

We are assuming that a team of 10 working technicians will install the sensors per month and will take 36 hours in total for installation per university. Hence, from the source above, we know that technicians charge \$30.77 per hour hence we have  $\$30.77/\text{hour} \times 36 \text{ working hours} \times 10 \text{ technicians} = \$11,077$

Assumption 11: Apple charges \$99 to host app on apple store

<https://www.spaceotechnologies.com/blog/cost-to-put-app-on-app-store/>

Hence every 12 months (1 year), we endure a fixed cost of \$99 to host the app on the apple store

Assumption 12: Interest is 7%

Assumption 13: Target Cash Balance of \$35,000

Assumption 14: 15% in month of sale, 15% following month of sale, 15% second month following month of sale, and 55% 3<sup>rd</sup> month following month of sale

Assumption 15: To find average students per university, took total University Students in Ontario and divided by number of universities

<https://ocul.on.ca/populations>

# EXHIBIT I3: BUSINESS MODEL CANVAS

|   |  |  |  |   |
|---|--|--|--|---|
| <p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>Universities</li> <li>Sensor Manufacturer</li> </ul>                                    | <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>Sensor Installation</li> <li>Sensor to app configuration</li> <li>Hosting an app platform</li> <li>Pursuing Partnerships with Universities</li> <li>Improving app performance</li> </ul> | <p><b>Value Proposition</b></p> <p>Focus on improving students' studying habits</p> <p>Free app available to apple and android users</p>   | <p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>Self – Service</li> <li>Automated Service</li> </ul>                      | <p><b>Customer Segments</b></p> <p>Main Segment</p> <ul style="list-style-type: none"> <li>University Students</li> </ul> <p>Market Segments</p> <ul style="list-style-type: none"> <li>Proactive Penelope           <ul style="list-style-type: none"> <li>Undergraduate</li> </ul> </li> <li>Studious Sally           <ul style="list-style-type: none"> <li>Graduates</li> </ul> </li> <li>Social Sara           <ul style="list-style-type: none"> <li>Visitors</li> </ul> </li> </ul> <p>Target Market</p> <ul style="list-style-type: none"> <li>Proactive Penelope</li> </ul>  |
| <p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>Sensor</li> <li>Sensor Installation</li> <li>App Developer Salaries</li> <li>Sensor Maintenance Expense</li> <li>Research and Development</li> <li>Insurance</li> </ul> | <p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>Sensors</li> <li>App Development Team</li> <li>Technician Team</li> <li>Online App Platform</li> <li>Library Floor Plans</li> </ul>   | <p>Enhancing students studying time by providing them with a tool that can be used to optimize their time</p>  | <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>Social Media Platforms</li> <li>Content Marketing</li> <li>Email Marketing</li> </ul>  |   |
|   |    | <p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>App revenue</li> <li>Contribution margin of 75% first year and 85% second year</li> <li>\$1/student/month charged through student invoice</li> <li>25750 students per university per month</li> </ul>  |  |   |

# REFERENCES

# REFERENCES

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2. Bowker, S. (2022, February 16). Addressing Australia's customer service generation gap. ServiceNow. Retrieved March 24, 2023, from <https://www.servicenow.com/blogs/2022/australia-customer-service-generation-gap.html>