Revenue Streams

University Students

Type of Revenue Streams: Freemium with fee per year.

This concept consists in providing a service for free and to propose an additional paying version. It is a supposed to be an efficient source of income. Although the free version needs to be good enough to first acquire the customer, and our additional features must be also enough attractive so that the students will be interested in purchasing it. Unfortunately, it usually takes a while before people convert to the premium version once they have the free one. There is a risk that our conversion rate remains too low, in this case we will have to rethink the price and/or the features. This is why it is crucial to test our hypothesis.

Hypothesis Form	Model	Version
	leadteam	1.0

Component: Revenue Streams	Code: RS01
Hypothesis	University Students are willing pay yearly a fee to access to premium version.
Test	100 surveys giving options of yearly fee or fixed initial price (5xyearly fee).
Validation	70% say they prefer yearly fee.

We will propose a free version including Cloud service, Chat with easy tracking, Task allocation, Scheduling-Calendar, Find people, Students profile (under testing). The students will be able to pay for a premium version if they wish to, in order to have some additional features: templates for planning, some additional storage, a references organizer, a reminder tool, a research organizer, and a virtual assistant.

Hypothesis Form

Model	Version
leadteam	3.0

Component: Revenue Streams — Code: **RS01**

Hypothesis	Students are willing to pay for these features: Templates for planning; Additional storage; References Organizer (Bibliography tool); Reminders; Research Organizer; Assistant (Adviser).
Test	20 interviews and 100 surveys.
Validation	70% of them included these features in their answers.

Pricing: 1€ would be the yearly fee charged to Universities Students.

Hypothesis Form

Model	Version
leadteam	3.0

Component: Revenue Streams — Code: **RS01**

Hypothesis	University Students are willing to pay 1€ per year in order to get the premium version (features they chose they already were willing to pay).
Test	20 students interviews. 100 University Students survey. A/B testing – create one page in which the price is 1€ and another for 2€. See the percentage of visitors that clicked in 1€ and 2€.
Validation	75% chose 1€ for the features they were willing to pay. The percentage is higher for 1€.

Universities

Type of Revenue Stream: Yearly subscription with monthly fee.

The subscription will also be a source of revenue from both students and universities. The students will have to renew yearly their subscription to the premium version of the platform. Concerning the universities, they will be paying a yearly fee for their students and teachers platform, which they will be able to pay every 3 months. This revenue stream should guarantee us a stabilized cash flow.

Pricing: 800€ - redirect to TAM SAM SOM

Hypothesis Form

Model	Version
leadteam	1.0

Component: Revenue Streams	Code: RS02
Hypothesis	Universities are willing to pay a monthly fee of 800€.
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.
Validation	60% responded above our threshold.

Advertisers

In exchange for a fee, we would provide a space for advertisers on our platform. We will have advertisings of the company that mainly target students Pricing type:

Pricing: CPM (Cost per Thousand Impressions) $0,56 for 1000 impressions – Social Network benchmark (please refer to our TAM SAM SOM).

We will have 3 adverts in the main page