Revenue Streams
New/Adapted Hypothesis

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.		

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.	

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.	

Hypothesis Form

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€.	