Revenue Streams New/Adapted Hypothesis

Hypothesis Fo	orm	Model leadteam		Version 1.0	
Component: Rev	enue Streams		Code:		RS02
Hypothesis	Universities are \	willing to pay a mo	onthly	fee of 800€.	
Test		ca IT department a ed on the informa		•	
Validation	60% responded a	above our thresho	old.		

Hypothesis Form		
	m leadteam	1.0
Component: Revenue Streams		Code: RS01
Hypothesis	University Students are willing pay yearly a fee to access to premium version.	yearly a fee to access to
Test	100 surveys giving options of yearly fee or fixed initial price (5xyearly fee).	y fee or fixed initial price
Validation	70% say they prefer yearly fee.	

Model Version Orm leadteam 3.0	venue Streams Code: RS01	Students are willing to pay for these features: Templates for planning; Additional storage; References Organizer (Bibliography tool); Reminders; Research Organizer; Assistant (Adviser).	20 interviews and 100 surveys.	70% of them included these features in their answers.
Hypothesis Form	Component: Revenue	Hypothesis	Test	Validation

Version	3.0
Model	leadteam
	Hypothesis Form

	≥	Model		version
Hypothesis Form	ırm	leadteam		3.0
Component: Revenue Streams	enue Streams		Code:	RS01
Hypothesis	University Students aget the premium verwere willing to pay).	s are willing to presion (features)/).	oay 1€ k they ch	versity Students are willing to pay 1€ per year in order to the premium version (features they chose they already re 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 1€ and 2€.	iews. dents survey. te one page in w e the percentage	hich th e of visi	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€.	the features they higher for 1€.	y were v	willing to pay.