



**Academia.Rocks!**



## Revenue

### Knowledge Pass

10-20% of DAU's projected to spend money on Knowledge Pass first year of launch  
Say 5 dollars per month per spending user \* 8 months (two semesters) = 40

### InstaTut

5-10% of DAU's projected to spend money on InstaTut first year of launch  
Say four 15 minute sessions at 25/hr rate = 25

### Help Desk

10-20% of DAU's projected to spend money on Help Desk first year of launch  
Say four questions 5/question = 20

So every spending DAU annual revenue is 85

## Expenses

### Fixed costs

#### Developers:

CTO 125k 3-5% equity  
full time iOS engineer 90k 1-2% equity  
full time Android engineer 90k 1-2% equity  
full time full stack web app developer 90k 1-2% equity

#### Marketing:

CMO 90k 1-2% equity  
Director of Marketing 60k 0.5-1% equity

CEO (me) 125k

CFO 90k 1-2% equity

#### Hosting Infrastructure:

EC2 m4 1,450/month + \$0.03/GB/month + managed cloud hosting through Rack Space  
~100k

#### Variable Costs

Campus Director 1k + 1/user  
Campus Ambassadors 500 + 1/user  
Swagger gear 1k per school 10k+ students  
Digital Marketing Campaigns 5-10k per school

Campus Parties for schools that get 25%+ of students to sign up 1k

## Raise

Goal is to acquire 250,000 users

Fixed 8 core employee's annual salary = 860k

Variable go to market campaign to acquire users first year 1M

Year 1 Revenue

Say 15% of DAU's spend money  $250,000 * 0.15 = 37,500$

$37,500 * 85 = 3,187,500!!!$