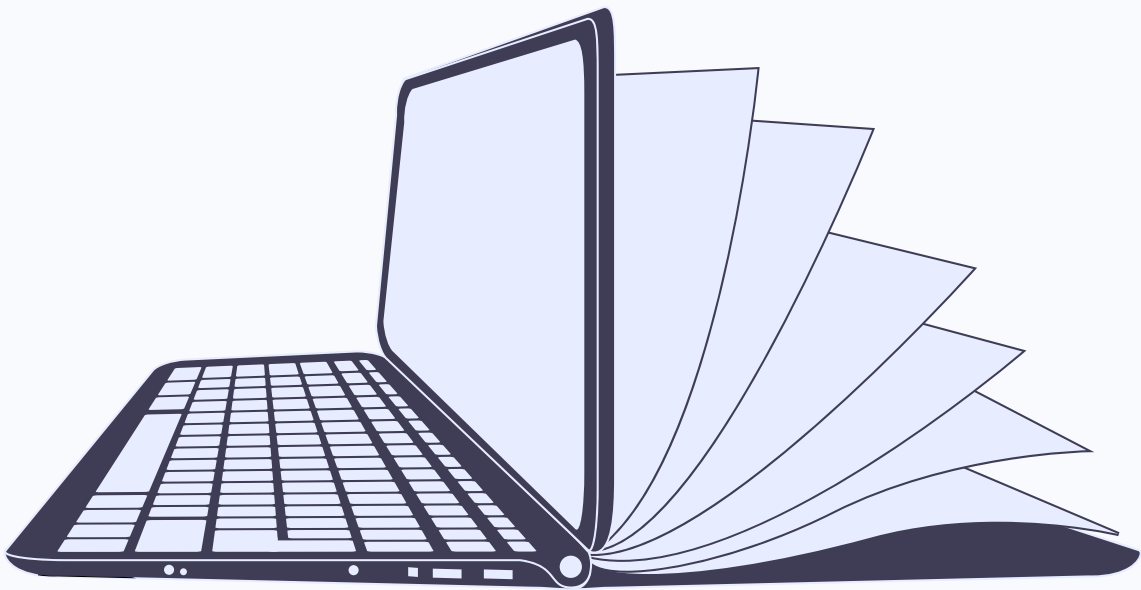




# Paper Push App Product Plan

BY ROHAN SOMJI

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# THE PRODUCT

## **SCENARIO 1**

Rosario Velasquez is a 24-year-old graduate student at NYU. She has many classes across the campus, and each week she has new readings assigned and papers to submit. She receives her digital reading materials from emails by her professors, Canvas (the online software the university uses for students and teachers), and links present on the class PowerPoint. Moreover, her fellow students also exchange good reading material now and then. She downloads the content into a folder on her computer, but sometimes she misplaces them by downloading it into the wrong folder. When she finishes her assignment, she has to turn in a pdf on the university learning management system or email it. As a result of the many locations that she has to search for the material and the many locations she needs to drop her submissions in, she ends up not finishing some of her reading and misplacing her submissions.

## **SCENARIO 2**

Helen McNamara is a professor of philosophy at Rutgers University. Professor McNamara has 2 undergraduate classes that they teach on the weekdays and spend most of their time mentoring Ph.D. students. They are an advisor to 4 students and a co-advisor to 5 other graduate students.

students and a co-advisor to 5 other graduate students.

Their Mondays begin by going through submissions they receive via the university's learning portal (Canvas). They download all the submissions into one folder to read them. After they are done reading them, they go back and log into Canvas again to open speed grader, a tool used by the university to grade papers. They then go through the papers one by one to assign them grades.

Between traveling back to New York, where they live with their family, Prof McNamara spends most of their time sitting in the teacher's lounge, going through reading materials to assign to students every week. Before heading back to the city on the weekend, Helen likes to send out all the reading materials to their students with an instructive email.

### **SCENARIO 3**

Suren Thiroomurthy is a business analyst working for the Honeywell conglomerate in the safety and productivity services department. His routine consists of doing onsite visits and preparing monthly, quarterly, and annual reports on the 4-5 businesses assigned to each year. Every week, he collaborates with 7-8 teammates to exchange information gathered and generate new insights.

At the beginning of every week, Suren has too many documents that he must go through and condense the information into a concise report with the help of a 3 person team. Then he has to present them in weekly meetings; at the end, he has to share the report with numerous company divisions and gather feedback from them.

Suren is disciplined, organized, and likes to plan his week before he comes to work on Monday. Every Friday, he spends an hour organizing all his documents, preparing templates for the coming week, and sending out updated documents via email before the close of the workweek.

### **SHARED NEEDS**

The three personas above need a more straightforward way to organize and send files to large and small groups of people. To delve deeper into these shared needs, we need to understand how these user groups exchange



papers/reading materials and submit/receive documents. To understand what components constitute this shared need, we must interview 5-6 members from each of the 3 user groups: Professors, Students, and Working Professionals. This, combined with a study of what their routines look like, task analysis of their day-to-day activities should give us a clear picture of the hurdles they face and a scope to improve certain activities they do.

## **THE PRODUCT**

A single touch document sharing application with an A.I. (machine learning) based self-organizing library so that no documents are lost no matter how long ago the transfer was. This app will be offered on Android and the Apple App store for free. It will also be available as a desktop app for Mac OS and Windows OS. Moreover, it would also be available as a web portal. This way, one could access their documents anytime, anywhere using any portal.

The unit of sale will be the yearly subscription service. It will be based on a tiered pricing model, offering – "Educational" subscription & an "Enterprise" subscription with different features and prices. We will offer monthly, quarterly and yearly subscriptions.

The documents will be shared and stored in the cloud, and our unique configuration of settings in the app will make the exchange of documents a transparent process.

## **IMPLEMENTATION**

The following requirements must be met to launch Paper Push.

1. Cloud Infrastructure – Everything from a cloud database to networking and content delivery services will be using Amazon Web Services (AWS). This will ensure data encryption, identity safeguarding, and uninterrupted services without the hassle of an in-house cloud services web development team. (1)

2. Back End services – Similarly, other backend services will also be outsourced to AWS

4. Front End developers– With the back end services taken care of, we can focus on the front-facing User Interfaces. Since it is the design process that will enable a more straightforward one-touch way of sending files, front-end developers and UI/UX designers will have to work closely to guide and constrain each other as the project evolves.

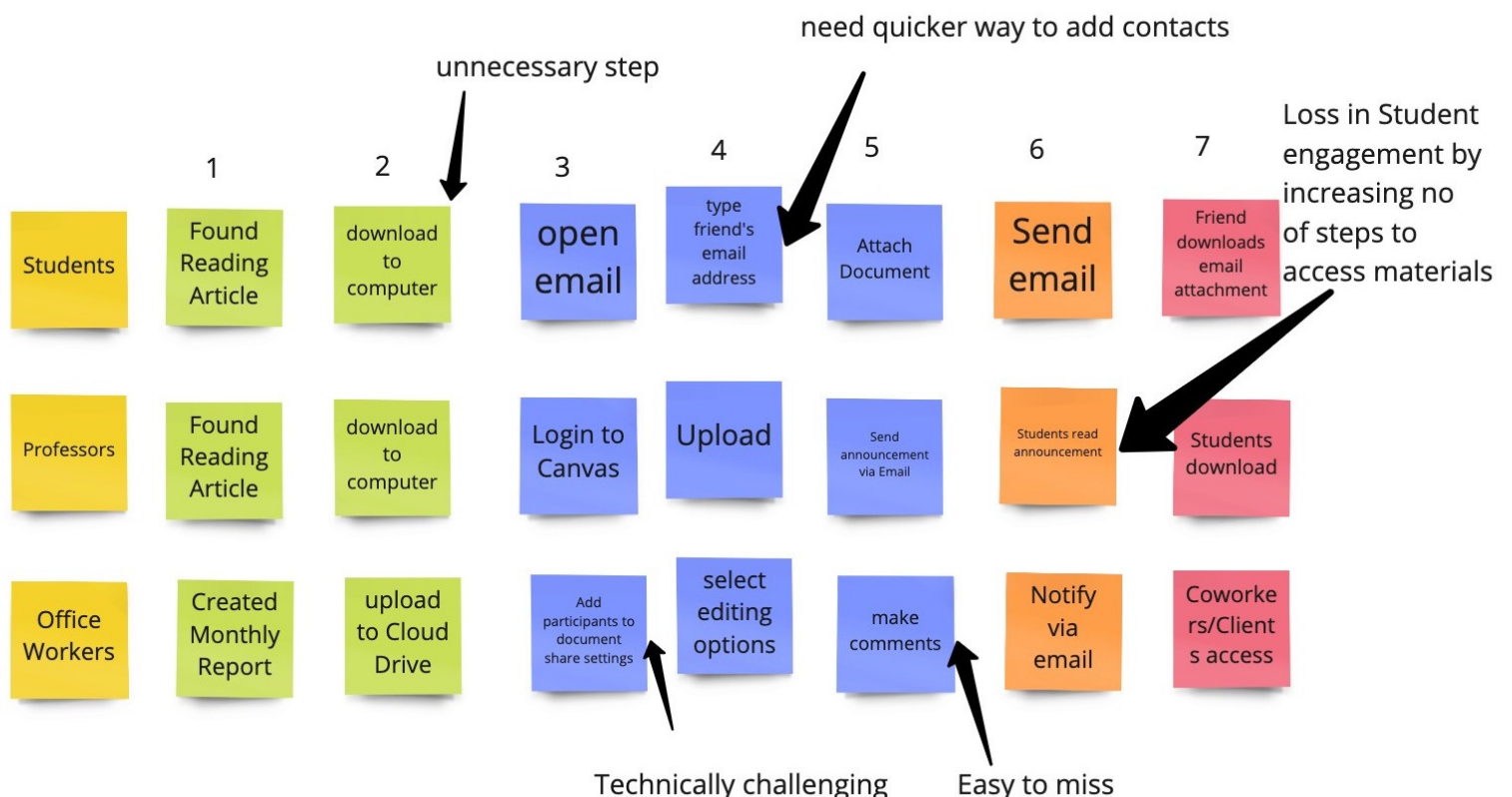
5. Sales and Marketing Team – We will need a robust team of sales and marketing people to reach out to institutions and offices to offer them demos and trials to sell them subscriptions to the app.(2)

6. Customer Service team – Similarly, we will also need customer service agents to resolve any issues customers face while using the app.

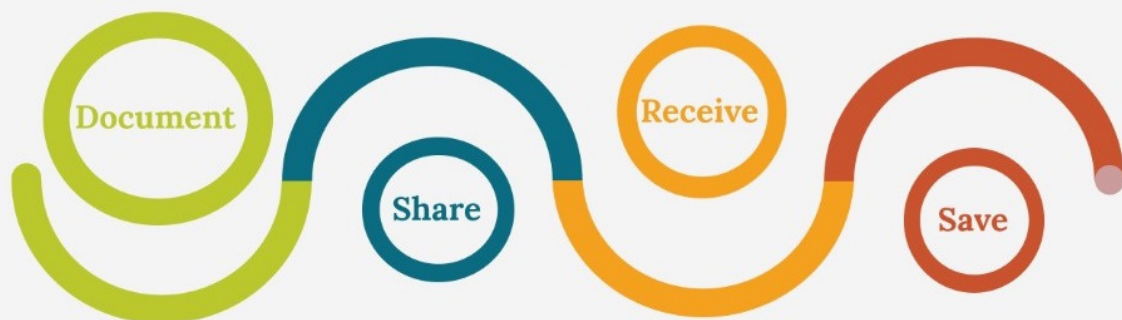
7. App Store and validation– The app will have to undergo validation to ensure it adheres with the apple guidelines. (3)

# STORY MAPS

The user story map for each of the three personas outlines their journey to accomplish their tasks. During this journey, they have encountered issues, are slowed down, or sometimes go through unnecessary hoops without even knowing about them.



## V 1.0



### Select Doc

right click to share/open in "Paper Push" app

Doc loads

### Contact List pops up

selecting contact sends the doc immediately

### Doc Received

Receive files directly from people in contact list

Doc downloads

### Auto Categorised and Saved

File gets tagged and auto saved in a labelled folder according to past saving habits

Doc options presented to open in reader

## V 2.0



### Select Doc

right click to share/open in "Paper Push" app

Doc loads

### Contact list pops up

selecting contact sends the doc immediately

### Doc Received

Receive files directly from people in contact list

Doc downloads

### Auto Categorised and Saved

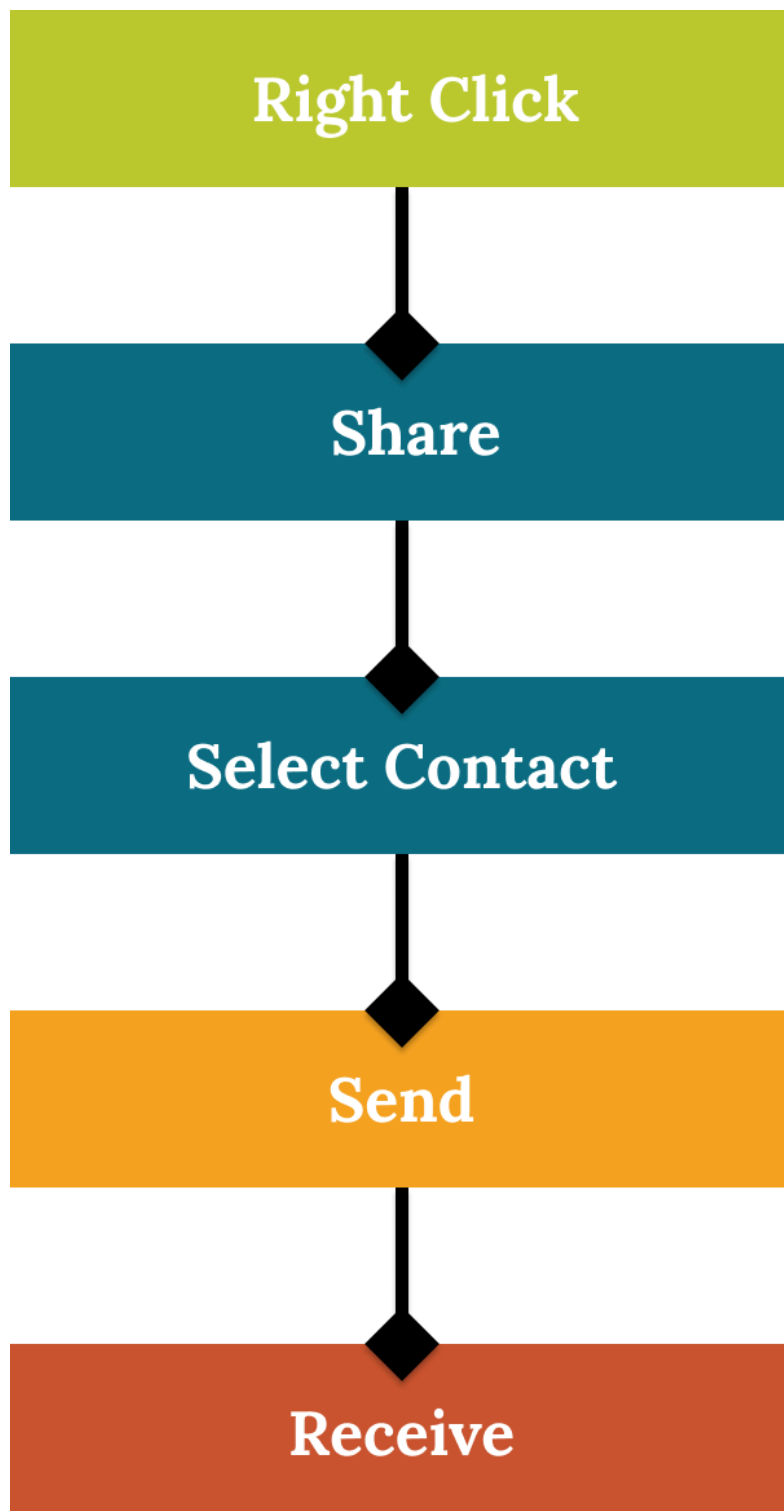
File gets tagged and auto saved in a labelled folder according to past saving habits

Doc options presented to open in reader

### In built Reader

Read and sign files

The second half of the user story map outlines how these issues are addressed via the story map of our app. Delivering on our mission to make document transfer and storage more straightforward, we reduce the number of steps in the user's story from 7 to 4. 4 simple sections are enough to capture the user journey of sending files to receiving them via 5 simple actions:







# TARGET MARKET & VALUE PROPOSITION

## OVERVIEW OF THE INDUSTRY

The global file-sharing market is highly lucrative and predicted to witness significant growth at a healthy 26.1% CAGR over the forecast period (2020-2026), reveals the Market Research Future's (MRFR) file-sharing market forecast report.(4) This includes both the enterprise-related user segment and the consumer segment of the total file-sharing market.

Ease of using cloud accessibility, more 4G and 5G networks, and the ability to scale operations have led to industry growth. Increasing BYOD (Bring Your Device) users have prompted this growth. The top competitors in this market are –

- Citrix Systems Inc. (U.S.)
- IBM Corporation (U.S.)
- Securedocs Inc. (U.S.)
- Tresorit (Hungary)
- Owncloud GmbH (Germany)

The global cloud storage market, on the other hand, is also set to gain traction from the rising adoption of autonomous systems and machine learning. This information is provided by Fortune Business Insights™ in a recent study titled, "Cloud Storage Market, 2021-2028." The study further mentions that the market size is projected to grow from USD 76.43 billion in 2021 to USD 390.33 billion in 2028 at a CAGR of 26.2% in the forecast period. It stood at USD 61.15 billion in 2020.

## List of Key Players in Cloud Storage Market:

- Alibaba Cloud (Hangzhou, China)
- Amazon Web Services, Inc. (Washington, United States)
- Dell Technologies Inc. (Texas, United States)
- Dropbox (California, United States)
- Fujitsu Ltd, Inc. (Tokyo, Japan)
- Google, Inc. (California, United States)

As you can see, cloud storage does have file-sharing as a feature within the system; it is not very prominent, and so many companies in this list do not make it to the top file-sharing company list necessarily.

In this regard, our direct competitors are the key players in the file-sharing market. Yet, the top 5 competitors in the file-sharing market provide their services primarily to enterprises.(5)(6)(7)(8) The education market is still wide open for these tools, and currently, the typical consumer tools like Google Drive, Box, and Dropbox are the dominant ways of sharing documents.(9)(10)

Our product will compete in the file-sharing and the cloud markets, as two major market segments (Students and Professors) use applications that are critical players in the cloud market rather than the file-sharing market.

This analysis indicates that the file-sharing market has not focused on this user segment in the education sector at all (except for Box and Dropbox).(11) Cloud storage service offering companies like Google, Microsoft, and Dropbox have taken advantage of this situation and provided file-sharing, collaborating, and storage services to these market segments yet have not improved upon this use case. With the increasing reliance on digital documents, online submissions, and exchange of digital materials remotely, accelerated by the Pandemic in 2020, Paper push will be entering at an opportune moment. The overall industry-based market size is USD 4033 million to USD 76.43 billion. (12)(13)

## YEAR 0

Our **unit of sale** will be "**yearly subscriptions.**" Yearly subscriptions also cover monthly, quarterly subscriptions as 1/12th of a yearly subscription and 1/4th of a yearly subscription, respectively, for the simplicity of our yearly financials model.

Since our product will be targeted at students, college professors, and working professionals in the United States, the estimated total population of these market segments in 2021 is

$$20,012,232 + 1,506,921 + 63,644,000 = 85,163,153.(14)(15)(16)$$

|                                           | Year 0     | Year 1     |
|-------------------------------------------|------------|------------|
| <b>Total Market (no of subscriptions)</b> | 85,163,153 | 85588969   |
| <b>Growth Rate (% per year)</b>           | 0.5%       | 0.5%       |
| <b>Total Market by Segment</b>            |            |            |
| <b>Segment 1 (Students)</b>               |            | 20,012,232 |
| <b>Segment 2 (Professors)</b>             |            | 1,506,921  |
| <b>Segment 3 (Working Professionals)</b>  |            | 63,644,000 |
| <b>Remainder</b>                          |            | 425,816    |
| <b>Desired Market Share</b>               |            |            |
| <b>Segment 1 (Students)</b>               |            | 0.02%      |
| <b>Segment 2 (Professors)</b>             |            | 0.04%      |
| <b>Segment 3 (Working Professionals)</b>  |            | 0.01%      |
| <b>Expected Sales by Target Segment</b>   |            |            |
| <b>Segment 1 (Students)</b>               |            | 4002       |
| <b>Segment 2 (Professors)</b>             |            | 603        |
| <b>Segment 3 (Working Professionals)</b>  |            | 6364       |
| <b>Total no of subscriptions</b>          |            | 10970      |



Most startups and small businesses can expect to access between 1% and 5% of their target market over time . We can expect about 120,000 downloads in the first year since downloads are free, and a reasonable rate of download per day is between 300 – 500 downloads.(18) Of 100,000 downloads, 75% of users never return to the app after day 1, and by day 30, only 8 % are retained. We assume that the 8% retained users are retained via our subscriptions.(19)

So with our approx. conservative estimate around 0.003% applied on each of our segments we get:

**4002 + 603 + 6364 = 10970 active subscribers.**

There are 2.56 million apps available on the Google store, 1.85 million on the app store in 2021. 86.7 billion apps are downloaded each year, of which 13.3 billion downloads happen in the U.S.(20)

We will offer yearly subscriptions at \$100 for educational use and \$200 for enterprise use.

The labor force is going through an average annual growth rate of 0.5 percent in the 2014-24 period.(21) Total employment is projected to grow from 153.5 million to 165.4 million, increasing 11.9 million jobs over the 2020–30 decade, i.e., ~7% per decade.(22) College enrollment rate decreased by 5% over the past decade.(23) Adjusting for population growth, college enrollments have stayed the same in the last few years. Overall employment of postsecondary teachers is projected to grow 12 percent from 2020 to 2030.

Of our total market size, 74% are working professionals, 24% are students, and 1.8% are professors. If we apply the exact percentages as weights to the growth rates above, we can assume a **growth rate of 0.5%.**

## **TARGET SEGMENTS**

Turn to next page.

## Savvy Students Market Segment

### Rosario



#design #tecnology #nature

#### Demographics

- 1 Age 17 - 36, single, 20 million students
- 2 Digitally equipped, mobile users, w/wo desktop computer or laptop
- 3 On-campus/ off-campus living with/ without roommates
- 4 Earn under \$50k per year

#### Geographics

- 1 United States
- 2 On-Campus dwellers/ Off-campus dwellers
- 3 College towns

#### Psychographics

- 1 Tech Savvy
- 2 Stressed by classes
- 3 Constantly sharing via social media
- 4 Last-minute studies
- 5 Beware of data privacy and hacking

#### Behaviours

- 1 Influenced by peers
- 2 Adopt a new technology to try
- 3 Discard at a fast pace
- 4 Accustomed to subscriptions
- 5 Use free trials rather than paying

## Preppy Professors Market Segment

### Prof Mcnamara



#books #music #mountain

#### Demographics

- 1 Age 25 - 70, single/married,
- 2 1.5M Professors
- 3 Middle aged or older/Live with a family
- 4 Generally have a laptop
- 5 \$70k- \$140k per year

#### Geographics

- 1 United States
- 2 College towns
- 3 Major cities
- 4 Travel for conferences/adjunct faculty

#### Psychographics

- 1 Not Tech Savvy
- 2 Tight Schedule
- 3 Brainstorm at home for class next day
- 4 Looking for ways to engage the class
- 5 Careful about data privacy and ethical practices

#### Behaviour

- 1 Take advice from fellow teachers
- 2 Stick to certain institution-based learning technologies
- 3 Use premium versions subscribed via the university

## Tech Powered Working Professionals Market Segment

### Suren



#social #cinema #beach

#### Demographics

- 1 Age 20 - 65, single/married, 63M Working Professionals
- 2 Young interns, middle aged employees & senior management
- 3 Use office computer, Fast paced, corporate & 9-5 workers
- 4 \$30k- \$200k per year

#### Geographics

- 1 United States
- 2 Small cities/Major cities
- 3 Travel for work
- 4 Frequent Flyer

#### Psychographics

- 1 Tech Savvy
- 2 Work Fatigued
- 3 Mental pressure from work varying month to month
- 4 Competitive

#### Behaviours

- 1 Have drinks with coworkers
- 2 Office gossip
- 3 Stick to industry norms and enterprise related technologies
- 4 Use premium versions that are part of the company software packages

## MARKET SHARE & 5-YEAR FORECAST

|                                    | Year 0     | Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|------------------------------------|------------|------------|------------|------------|------------|------------|
| Total Market (no of subscriptions) | 85,163,153 | 85588969   | 86016914   | 86446998   | 86879233   | 87313629   |
| Growth Rate (% per year)           | 0.5%       | 0.5%       | 0.5%       | 0.5%       | 0.5%       |            |
| Total Market by Segment            |            |            |            |            |            |            |
| Segment 1 (Students)               |            | 20,012,232 | 20,112,293 | 20,112,293 | 20,112,293 | 20,112,293 |
| Segment 2 (Professors)             |            | 1,506,921  | 1,514,456  | 1,522,028  | 1,529,638  | 1,537,286  |
| Segment 3 (Working Professionals)  |            | 63,644,000 | 63,962,220 | 64,282,031 | 64,603,441 | 64,926,458 |
| Remainder                          |            | 425,816    | 427,945    | 530,646    | 633,861    | 737,591    |
| Desired Market Share               |            |            |            |            |            |            |
| Segment 1 (Students)               |            | 0.02%      | 0.06%      | 0.12%      | 0.40%      | 0.60%      |
| Segment 2 (Professors)             |            | 0.04%      | 0.08%      | 0.24%      | 0.40%      | 0.50%      |
| Segment 3 (Working Professionals)  |            | 0.01%      | 0.02%      | 0.08%      | 0.20%      | 0.24%      |
| Expected Sales by Target Segment   |            |            |            |            |            |            |
| Segment 1 (Students)               |            | 4002       | 12067      | 24135      | 80449      | 120674     |
| Segment 2 (Professors)             |            | 603        | 1212       | 3653       | 6119       | 7686       |
| Segment 3 (Working Professionals)  |            | 6364       | 12792      | 51426      | 129207     | 155824     |
| Total no of subscriptions          |            | 10970      | 26071      | 79213      | 215775     | 284184     |

As we said before, most startups and small businesses can expect to access somewhere between **1% and 5% of their target market** over time.(24) Since we are entering a market already dominated by big tech companies like Google, Citrix, and Box, the desired market share in the first 5 years is conservative yet aggressive growth. Given a surge in the market due to the Pandemic, we also know that many sectors had to cut down on their workforce, reducing no working professionals.(25) College enrollment nos have been slipping or stagnant for a decade.(26)

In this market, we are aiming for a meager percentage of subscriptions in the first year, and each year we are doubling/tripling our percentage shares. The increase is almost exponential, which is congruent with the strategy of paper push spreading via social networks as it onboards more users that spread the word through their networks. As its smaller-sized targets are met, we see an avalanching market that snowballs with each successfully onboarded subscriber. By year five, we expect **3M downloads** and **284,184 active paying subscribers** with a **retention rate of 8%** (from total downloads).



# ENVIRONMENTAL ANALYSIS

## PEST

### POLITICAL

Since we are launching only in the U.S. during the first 5 years, we must consider the current political regime. U.S. Political stability compared to other countries in 2021 is average.(27) (The latest value from 2020 is -0.02 points on a scale of -2.5 to +2.5). The U.S.'s multiple trade relations with other countries would allow us to maintain offshore business affiliations for exchanging documents across countries. California has already enacted the **California Consumer Privacy Act of 2018** (CCPA), which has triggered other states to begin introducing data privacy legislation.(28) These legislations might gather **momentum for federal legislation**, drastically reducing our capabilities to wield consumer data and might limit our document exchange capacities. Educational institutes and companies are either private or government entities but have considerable autonomy, and so apart from large-scale political unrest, we can safely say that document exchange applications do face a significant political threat. In this scenario, we can **reduce our reliance on storing consumer data** and instead build more robust A.I. systems that can learn user attributes, convert them to metadata that can be used only within the parameters of our product's services. Separately, the adoption of superior encryption technologies such as those used by blockchain can be integrated into the file-sharing services to ensure secure access and data privacy.

## ECONOMIC

U.S. economy is decelerating, albeit attributed to the delta variant of the Coronavirus and the disruption of the supply chain. While this would significantly affect our 3rd market segment of working professionals in terms of work output (which translates into less document exchange), we also know more work has become online rather than offline. Moreover, the unemployment rate returned to 4.2 %, close to the pre-pandemic level.(29) **Job growth is widespread**, with notable gains in leisure and hospitality, professional and business services, manufacturing, transportation, and warehousing. Moreover, graduate enrollment increased despite the Pandemic; a typical pattern found even among Ph.D. students during economic recessions.(30) This situation might functionally translate into our market segment of working professionals reducing inversely to an increase in our student market segment as we see more people leaving jobs and going back to school.

At the end of 2021, we are entering a market where **student enrollment is increasing**, offices are opening up for in-person work, remote working has led to an increase in hiring and more significant job flexibility. As we are transitioning from a pandemic to a post-pandemic world, the economic situation seems to be stabilizing after the turmoil of 2020, which means the three market segments are already in an upward surge. Due to the sudden changing nature of the Pandemic, we must be prepared to roll out features that address specific Pandemic related worries and concerns like **remote work, zoom fatigue**, etc. By involving accessibility design and doing continuous UX design work through interviews and surveys with consumers, we can ensure we understand the experience of the consumers while using the app in this complicated time.

## SOCIO-CULTURAL

There are two counteracting forces in the cultural sphere right now. One is technological fatigue, and the other is technological dependence. Both are in varied proportions in different age brackets, but we can safely say that young American students are increasingly relying on digital sharing methods. For working professionals in rural areas, there is **a lack of iBT related education**, which makes them feel less empowered even though they are as likely to use and be well disposed toward computer technologies as their nonrural counterparts, regardless of age income, and employment.(31)(32)

The self-learning trend has also increased, meaning more adults are now learning to use apps and cloud storage without formal training. **Data privacy scares** because of leaks, cyber-attacks, and the threat of surveillance have induced some fear in the American population. This means that many of our users will see sensitive documents and sharing of personal information as a risky act. New trends and technologies also build a hype that creates a cultural force in the younger population and tech enthusiasts. Trends like Bitcoin, Blockchain, NFTs, A.I., Metaverse, etc., will continue to distract many of our younger users towards other apps that might promise to wield these new technologies over cloud computing and simple transfers.

One way to mitigate these issues is to actively **involve the product image** in these upcoming contexts to become part of the new sophisticated tech culture. We can pursue this directly or indirectly by using technologies like advanced A.I. systems, blockchains, etc. Or by **advertising with companies and social media influencers** associated with high tech concepts and products like NFT creators, A.I. enthusiasts, etc.

## TECHNOLOGICAL

The vast majority of Americans – 85% – own a smartphone. About three-quarters of U.S. adults now own a desktop or laptop computer, while roughly half own a tablet computer. Yet, there has been a steady decline in recent years of smartphones as their primary means of online access at home. This brings about uncertainty in how accessible online documents remain for these adults, and we should be careful of this trend and make strategic choices accordingly. For example, reliance on smartphones for online access is widespread among younger adults, lower-income Americans, and those with a high school education or less.(33) Some adults may still fit our two market segments (working professionals and undergraduate students).

With **increasing cyber-attacks and hacker sophistication**, the need for file encryption is rising. Blockchain technologies are another peer-to-peer system that might either be embraced or become a competition depending on our data management strategy in 2021. The trend of **moving from Hard Disk Drive (HDD) to Cloud Drives** is increasingly common,(34) and the cloud storage market is set to grow at a CAGR of 24.74% over the forecast period (2021 - 2026).(35) With the Pandemic, schools and companies had to rely on cloud computing technologies to enable remote learning and remote working.



During the Pandemic, they got the chance to get acquainted with these storage spaces and document transfer methods, which means the learning curve for using paper push has been shortened. Moreover, the use of ML-based A.I. for the self-organizing library in paper push can be advertised to attract users who would love to try an intelligent and self-learning feature.



## COMPETITOR ANALYSIS



## Direct Competitor –

### Google Drive

|                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths</b><br><br>Widespread use<br><br>Integrated with other google applications<br><br>Auto save feature<br><br>Can collaborate on drive<br><br>15 <u>gb</u> free storage<br><br>Folders to segregate                                                         | <b>Weaknesses</b><br><br>Requires Gmail account<br><br>Can share only via emails<br><br>Unclear to user how to synchronize files from desktop to web to application<br><br>Multiple google accounts create problems with accessing the drive<br><br>Can't drag and drop like one can in desktop OSs |
| <b>Opportunities</b><br><br>Digital Signature and exchange of documents increased during pandemic<br><br>Internet connectivity is improving<br><br>Increasing smartphone usage makes users stay logged into the drive all the time<br><br>More usage of cloud storage | <b>Threats</b><br><br>Collaboration and sharing requires more than 5-6 steps<br><br>Docs in other file types don't get saved in the correct format<br><br>Download/upload user errors<br><br>Hackers/data leaks expose user data                                                                    |

## Indirect Competitor:

### Canvas

|                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths</b><br><br>Is an Exhaustive Learning resource<br><br>Integrated with University/Office systems<br><br>Custom built for course management, delivering and receiving learning materials<br><br>OTP, university specific passwords and two factor authentication make it very secure                                                 | <b>Weaknesses</b><br><br>Focused on course management than student user experience<br><br>Difficult to upload documents through portals<br><br>Time taken from login to secure browsing is high<br><br>Simple activities like finding the inbuilt pdf reader takes a long time<br><br>Focused on formal learning |
| <b>Opportunities</b><br><br>Universities embracing online learning tend to go for established systems<br><br>Investments pouring into the e-learning sector<br><br>Trending towards building learner centric systems rather than centralized course delivery systems<br><br>Growth in cloud computing, leading to better upload/download times | <b>Threats</b><br><br>Data Privacy issues related to leaks<br><br>Visually appealing applications that can do what Canvas does<br><br>Information overload and proliferation of documents<br><br>Market fragmentation will lead to more competing systems                                                        |

## Our Product:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strength</b><br><br>Direct transfer (one touch transfer like Venmo)<br><br>Single function – transfer and organize received files<br><br>Contacts available for direct sending and receiving like airdrop<br><br>Front facing UI will be an organized library (AI based)<br><br>Integrated reader                                                                                                                                                                                                                            | <b>Weakness</b><br><br>Less secure since files can be sent with one touch instead of multi-step process<br><br>Not a lot of free storage<br><br>Can't use as only a cloud storage system<br><br>Not integrated with other apps or accounts                                                                                                                                                                                                                                  |
| <b>Opportunities</b><br><br>Increasingly easy sign ins/ single sign-ons (any email, phone no or third party sign in)<br><br>Proliferation of file types (docx, .pages, ppt, .svg, etc) which cause issues with certain native systems<br><br>User Experience is becoming more important as there are too many options to choose from in the app store<br><br>Consistent service on mobile app vs desktop vs web<br><br>More online and social media presence of users makes them more open to trying a trending new application | <b>Threats</b><br><br>Universities embrace formal online learning management systems with their own file sharing systems<br><br>Hacking and data leaks are on the rise threatening data privacy<br><br>Integrated applications with a single account in Google, Facebook, or apple makes users less likely to move to another ecosystem<br><br>Increasing customizability in cloud storage services provides less incentive for existing user base to move to a new product |

## MITIGATION STRATEGIES FOR THREATS & WEAKNESSES

Between access and security, there will always be a compromise involved. What we can do for those looking for more secure systems is provide a two-factor sign-on process as an option to switch on in the settings, and that way, users who are concerned can make it more secure by adding a layer of security.

Since it is primarily a document transfer application, cloud storage is not the driving force. Nevertheless, many users will want more space, and so we will allow unlimited storage in the first 3 years since no of subscribers will be relatively low. In the next 2 years, we can **enable priced storage options**.

Similarly, from year 3 we can start investing time and money in integrations with other third-party apps to allow ease of accessibility, such as google sign in, apple sign in, etc.

A **strong sales and marketing team** can ensure that we can convince universities that it is better to have a third-party system dedicated to creating a file transfer and storage solution instead of trying to build something in-house. Similarly, we can demonstrate how our mission of simplifying file transfers fits well with the student population trying to keep up with more accessible ways of submitting and receiving study materials.

Updating monthly versions to fix bugs can ensure no leaks in the system.

By building, updating, and staying focused on a **minimalist U.I.**, we can ensure that users remain interested in an app outside the google/apple ecosystems. They will tend to look at our app as a one-stop way of transferring files that doesn't keep them entirely outside their respective ecosystems for too long.





# MARKETING STRATEGY

## BRANDING

Our marketing strategy will be a combination of strategies our direct and indirect competitors use since our application has a market segment (students) that falls under the LMS or learning management systems market. In contrast, file transfers generally fall in the enterprise market. For this purpose, our SG&A is set at 68%, of which a **significant portion will be spent on sales** and marketing.

Google drive markets itself as free for all products, even though it does have subscription-based charges based on a tiered model of cloud storage allotment. Free for all image is an integral part of our brand identity, so paper push will be marketed as free to download to initiate interest in downloading our app. Subscription rates are directly proportional to download rates, and so we shall see an increase in unit sales via this strategy.

Canvas, on the other hand, spend most of their budget on sales teams. This model we will also have to follow heavily, as students' adoption of our file transfer app can be **propelled if institutions adopt this system**. This would be converting professors and students, one university at a time.

Google creates a conversational culture as part of its brand identity. Paper Push's

**Mission:** "To make file transfers simple."

**Vision:** "Seemless file transfers for everyone."

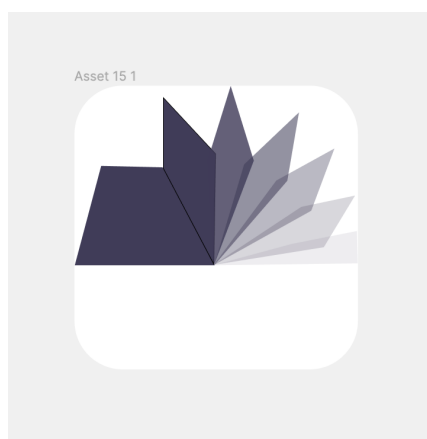
**Value:** "Simplicity, Minimalism, Hassle-free"

**Our Brand personality** is "to-the-point." We do one job, and we do it well. Our colors are very light blue and very light purple, both signifying ink stains washed by water. It reminds one of the simple days of ink and paper when one could just pick an ink-stained paper and hand it over. Simplicity is a running motif in the app design, the website design, and the logo.

**Our logo** is paper coming out of the end of a laptop screen:

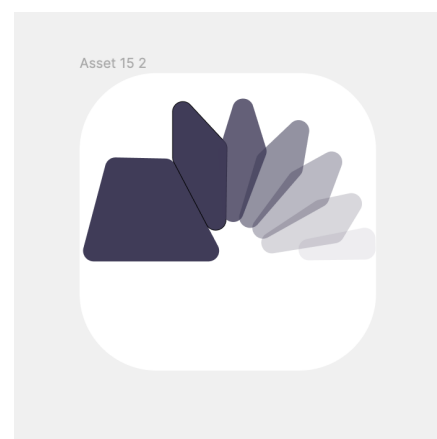


V 1.0 Icon



Logo

V 2.0 Icon



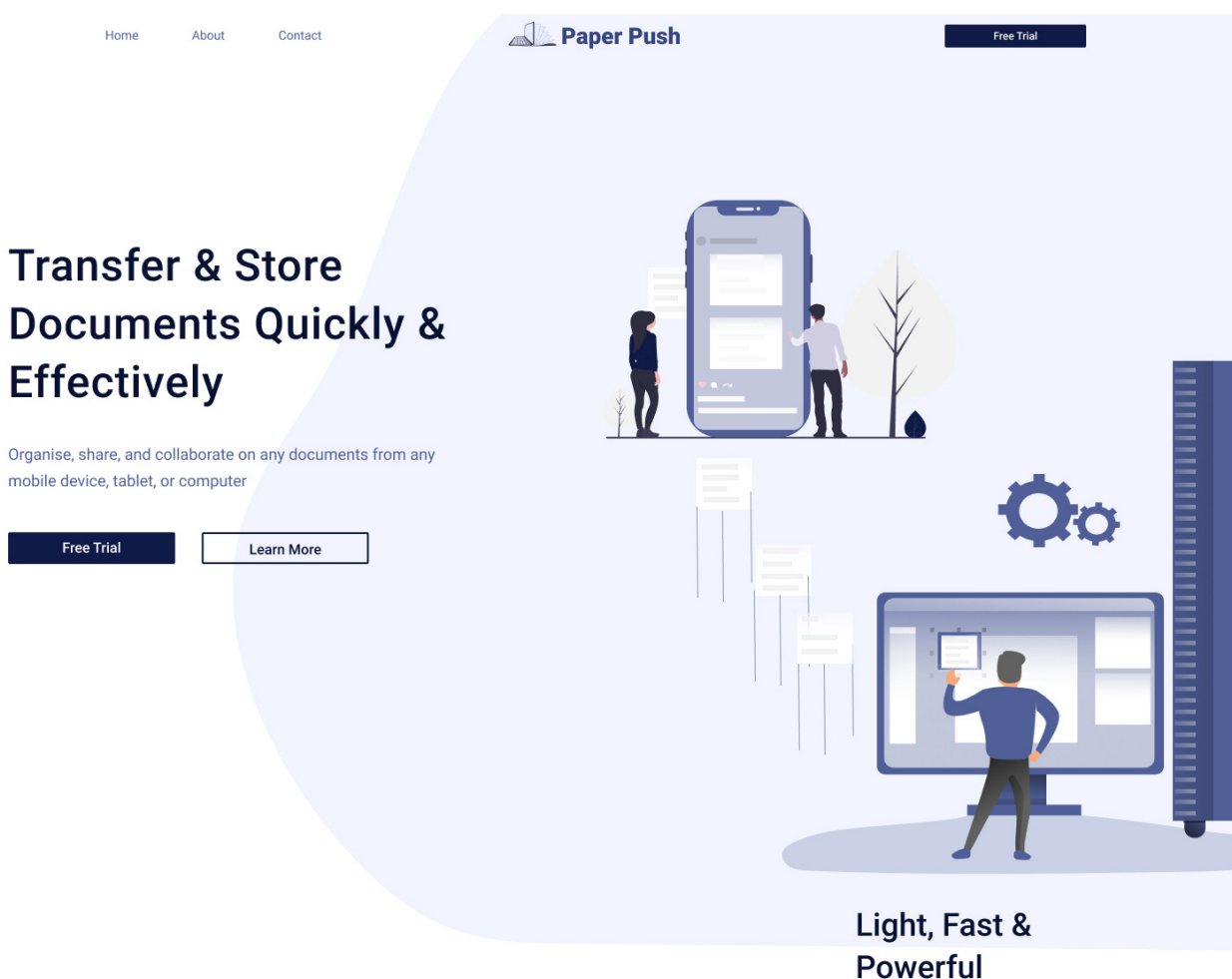
Over the years, as we go through a re-design process, this logo will be simplified to basic elements of just a perpendicular line in the center with a horizontal line on the left and 6 angled lines on the right.



Finally, Canvas and Google both have established themselves as an authority. (39) This image helps put a historical tradition behind them, gives them a sense of solidity and reliability. **Reliability** that translates into "your files will not be lost and are secure with us." Since our brand is fresh, we will need testimonials, videos, and our image to appear on billboards and T.V. to establish brand legitimacy. But more than this, if we deliver precisely what we promise and are consistent in our performance, the same image can be generated.

Our primary approach will use sales teams to approach universities and integrate as many universities as possible using sales pitches and live demos.

## WEBPAGE



## Light, Fast & Powerful

Hold and Swipe gesture now allows you to instantly send a document



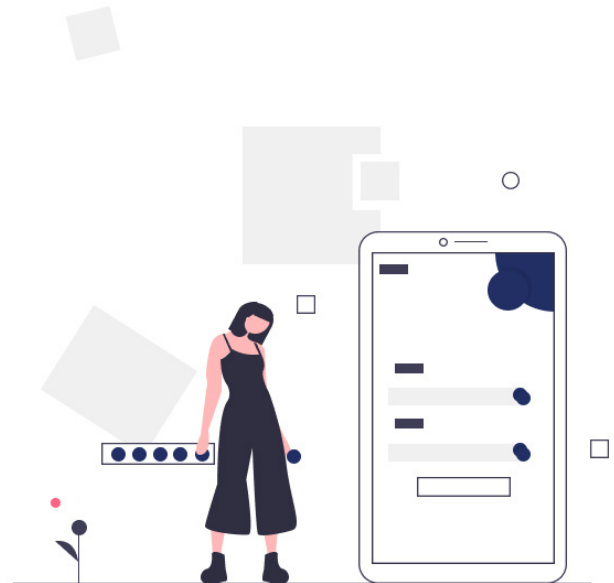
### Syncs Contact list

Be it email or phone no, hold and



### Hold and Swipe

Using the Hold and Swipe gesture, you can bring up the list of contacts to send to. Click and send the document instantly.



## Secure & Reliable

All files are encrypted and access is secure. File transfer occurs via our native cloud eliminating the chances of a big file being lost or slowed down during transfer.



## Across all Devices

Transfer files from your computer to a friend's iPhone or a colleague's Linux tablet or your student's Microsoft desktop. Paper push provides a seamless experience across all platforms.



## Across all Devices

Transfer files from your computer to a friend's iPhone or a colleague's Linux tablet or your student's Microsoft desktop. Paper Push provides a seamless experience across all platforms.



## Organised Library

No more email attachments lost in the inbox! All your files are AI organised based on label and content using custom categories you create.

[Learn about AI organising](#)

## Educational Free Trial

Professors and Students get a 3 month Free trial of the full version!  
Register through your institution email id

### 3 Months

[Try Now](#)

[Yearly Pricing](#)

## Enterprise Free Trial

Full Access to your entire team. Take work efficiency to the next level!

### 1 Month

[Try Now](#)

[Yearly Pricing](#)

## BRAND ARCHETYPE

**Innocence:** We have a single problem: File transfers and storage are a mess. We have one solution: one-touch send and receive. We come straight to the point, are not interested in being innovative or futuristic. We are just providing a solution to a problem that exists for many. Our answer is also rooted in a **nostalgia for the "pen and paper days"** when one could just write a note and pass it and make changes by handing over things. Today even if we are sitting next to each other, sending a file from one computer to the other is not as simple as **passing a sheet of paper**. Paper push is nostalgic about this past and understands that the problems we face now have to be solved differently. We do not wish to be like other applications like Citrix, Google Drive, or Box, which try to do too much and cannot solve this fundamental problem.



# SALES STRATEGY

## RETAIL VS. WHOLESALE

We are selling to students and professors first, then to working professionals. Though our app is available for retail pricing, i.e., yearly subscriptions via our website or app store, our sales team will be approaching universities to deliver the app wholesale. This would mean the university would bulk purchase 1000+ subscriptions and then offer them to students significantly discounted prices. The same applies to Enterprise solutions where sales teams will approach corporations to make wholesale offers. We plan to use **50% retail and 50% wholesale strategy** to sell the subscriptions to working professionals. Meanwhile, our approach will be more 20% retail and 80% wholesale for students and professors to aggressively invade the student/professor market currently dominated by cloud drives and learning management systems.

## CHANNEL STRATEGY

Onsite visiting Sales teams will drive the wholesale offers and phone operating sales teams to provide support. Equal in number will be web agents that will set up zoom meetings with prospective clients (Education and Enterprise). After the presentations, demos and meetings, if the client is happy, we will provide them with **a yearly subscription at discounted rates** depending on how many subscriptions they wish to buy.



# PRICING



## PRICING STRATEGY

Our pricing strategy is competitor-based. We opted for this pricing strategy because the market is currently dominated by giants like Google, Box, Dropbox, Citrix, and Canvas. Our price is \$99 per year for Education, \$199 for Enterprise, which translates to **\$8.25 per month and \$16.5 per month**. At prices lower than many industry competitors, and our brand image of being straight to the point, our consumers will perceive this as getting a bargain. We aim to build recognition in this market for the first five years, and competitive pricing is our strategy of creating value.

Over time, the price will go up to increase profitability and reach our competitors' price range. The users will be compensated by releasing new features such as the e-reader feature in year 3. Also, as the design gets refined, information architecture gets efficient, and the security is tightened, our app will be valuable for the money users pay. Even at this **higher price point in year 3 (\$199 - Education and \$299 - Enterprise)**, we will still be priced slightly lower than most of our competitors except Google. Over time the cost will reduce as we spend SG&A costs reduce.

With more popularity, we can reduce our reliance on onsite sales, door-to-door sales, and other taxing sales strategies. Most of the money will be spent in the early development, testing, and UX design phase. Later, adding new features will be possible at the same scale as earlier stages with a more streamlined process with less leakage.

## Choose the right Dropbox for you

Bill yearly ☒ Bill monthly

|         | Basic                       | Plus                        | Family                      |
|---------|-----------------------------|-----------------------------|-----------------------------|
|         | Free                        | \$9.99 / mo                 | \$16.99 / mo                |
|         | <a href="#">Get started</a> | <a href="#">Get started</a> | <a href="#">Get started</a> |
| Storage | 2 GB                        | 2 TB (2,000 GB)             | Share 2 TB (2,000 GB)       |



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Business Plans

Monthly ☒ Annually (Save 25%\*)

|                                                                                                                                                      |                                                                                                                                                                               |                                                                                                                                                        |                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <p>Business</p> <p><del>\$20</del> \$15</p> <p>per user/month<br/>minimum of 3 users</p> <p><a href="#">Buy It</a></p> <p><a href="#">Try It</a></p> | <p>MOST POPULAR</p> <p>Business Plus</p> <p><del>\$33</del> \$25</p> <p>per user/month<br/>minimum of 3 users</p> <p><a href="#">Buy It</a></p> <p><a href="#">Try It</a></p> | <p>Enterprise</p> <p><del>\$47</del> \$35</p> <p>per user/month<br/>minimum of 3 users</p> <p><a href="#">Buy It</a></p> <p><a href="#">Try It</a></p> | <p>NEW PLAN</p> <p>Enterprise Plus</p> <p>Custom</p> <p><a href="#">Contact us</a></p> <p><a href="#">Learn more</a></p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|

Leader

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|-------------------|-------------------|--------------------|---------------------------------------|
| \$16<br>per month | \$60<br>per month | \$100<br>per month | Contact for Pricing<br>1.855.216.4330 |



## WHOLESALE PRICES:

For teams of 10 and student batches of 100, we will offer a **10% discount**.

For teams of 20 and student batches of 200, we will offer a **20% discount**.

For teams of 30+ and student batches of 300+, we will offer a **30% discount**.

Our Wholesale price < Retail price but still with the margin of our cost price.



# FINANCIALS

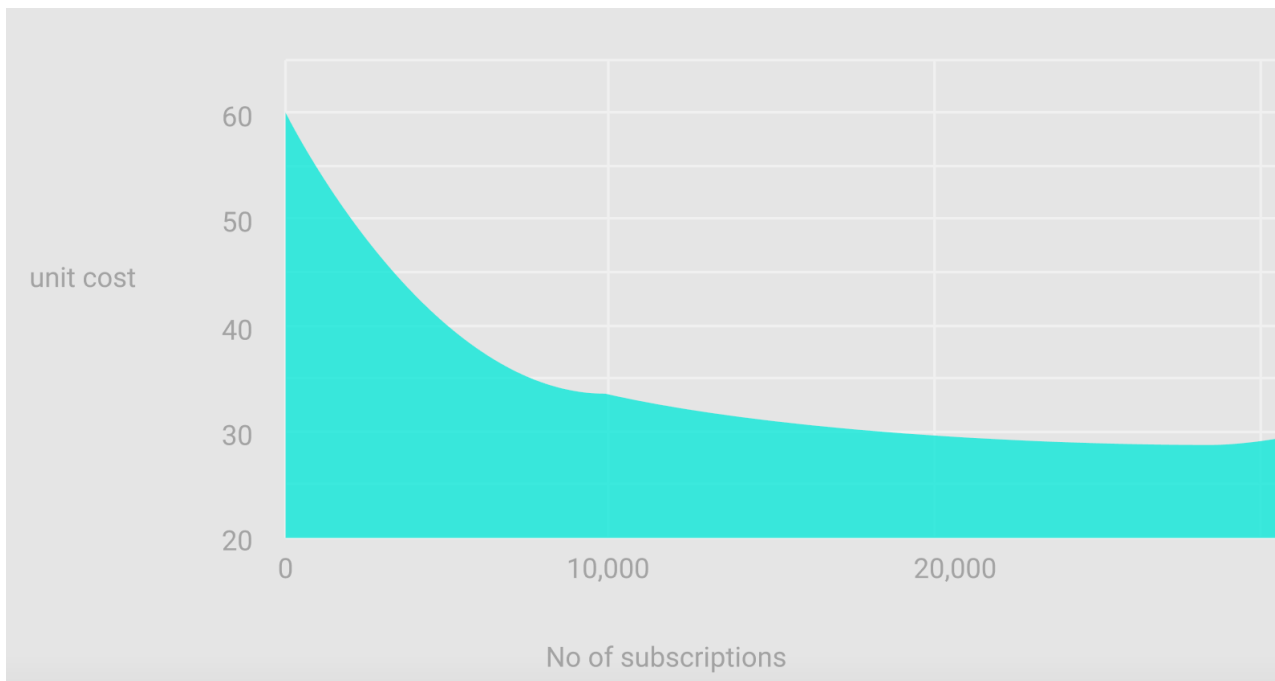
## UNIT COSTS:

Unit cost will only include the app commission fees (30%) paid to the Android store and Apple App Store. Since our app is free, but our subscription is priced at \$99 and \$199, we will be paying the stores \$30 and \$60, respectively.

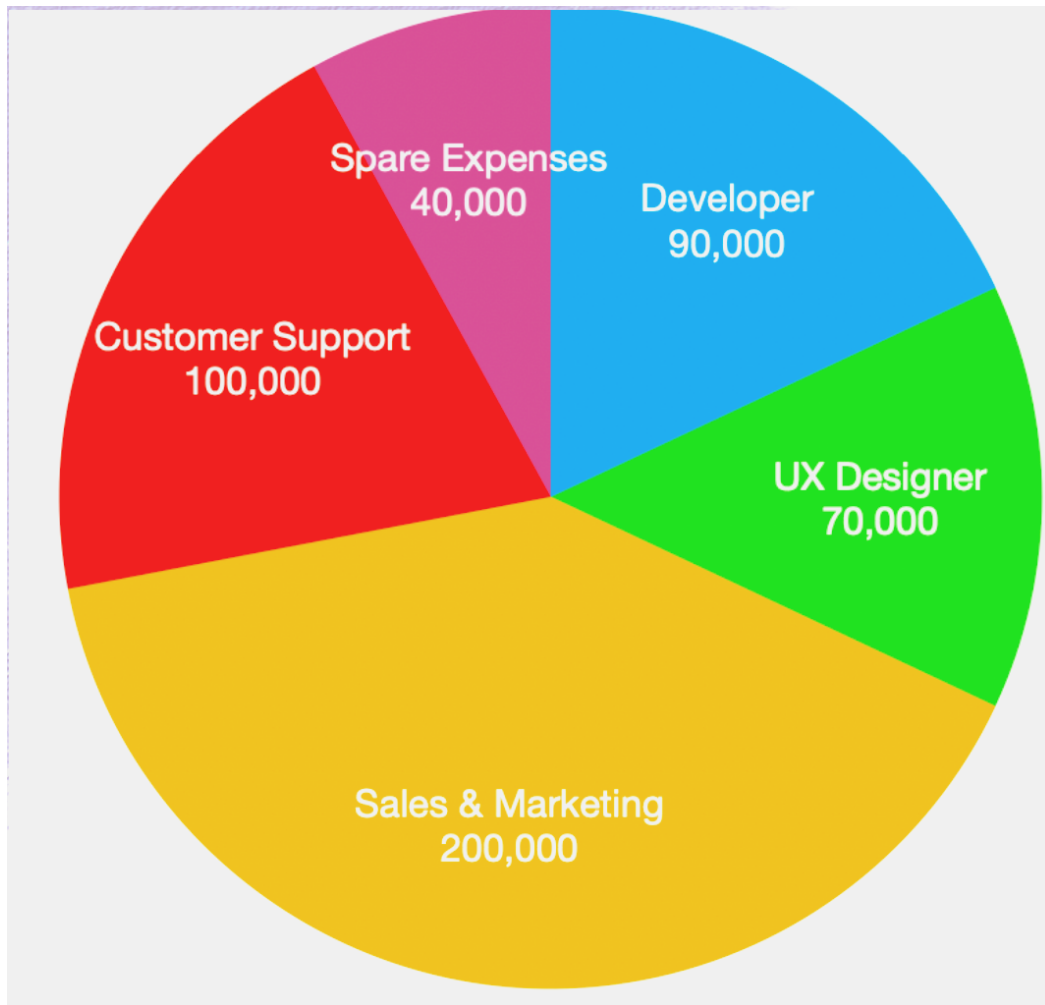
The impact of the experience curve ensures that as operations become smoother, the cost of updating the app, security fixes, and fixing bugs will reduce over time. Similarly, a streamlined R&D process by year 3 will ensure that introducing new features will not be as cost-heavy as in the initial years.

|                           | Year 0    | Year 1    | Year 2    | Year 3      | Year 4       | Year 5       |
|---------------------------|-----------|-----------|-----------|-------------|--------------|--------------|
| <b>Costs</b>              |           |           |           |             |              |              |
| <b>Initial Investment</b> | \$500,000 |           |           |             |              |              |
| <b>Unit Cost</b>          |           | \$30      | \$30      | \$30        | \$60         | \$60         |
| <b>Units Sold</b>         |           | 10970     | 26071     | 79213       | 215775       | 284184       |
| <b>Cost of Goods Sold</b> |           | \$329,088 | \$782,142 | \$2,376,397 | \$12,946,476 | \$17,051,021 |

## THE EXPERIENCE CURVE:



## INVESTMENT DETAILS:



The app can be developed in 1 year with an **initial investment** of **\$5,00,000**. The first \$160,000 will be spent hiring a developer and a UX designer to begin building and iterative testing of the paper push prototype.

The second significant investment will be in hiring a sales and marketing team. The marketing team will be hired in year 0 while the sales team will be hired at the end of year 0. After launch day, we will employ a customer support crew, and we will have spare expenses of 40,000 to pay for app developer fees in the app store, purchasing software for creating the app. We will also be spending this money on buying cloud services from AWS or Google Azure for cloud storage and processing of our file transfers via Paper Push.

**SG&A**= 68% based on a review of 3 subscription-based application services and 4 of our competitors, which led us to believe that SG&A for digital services is between 52% to 70% of total revenue.(40)(41)(42)(43) We opted for 68% to stay slightly shy of 70% and focus more on sales and marketing costs.

**TAXES:** 21%. We will be based in Texas, which does not levy an additional state-mandated corporate tax. This means federal corporate tax will be only 21% for pre-seed startups like a paper push.(44)(45)

|                                   | Year 0      | Year 1                               | Year 2      | Year 3       | Year 4        | Year 5        |                              |     |
|-----------------------------------|-------------|--------------------------------------|-------------|--------------|---------------|---------------|------------------------------|-----|
| Initial Investment                | (\$500,000) |                                      |             |              |               |               |                              |     |
| Revenue                           |             | \$1,722,432                          | \$3,860,311 | \$20,905,998 | \$55,859,835  | \$72,134,904  |                              |     |
| Cost of Goods Sold                |             | (329,088)                            | (782,142)   | (2,376,397)  | (12,946,476)  | (17,051,021)  |                              |     |
| Gross Margin                      |             | \$1,393,343                          | \$3,078,170 | \$18,529,601 | \$42,913,359  | \$55,083,883  |                              |     |
| Depreciation                      |             | (100,000)                            | (100,000)   | (100,000)    | (100,000)     | (100,000)     | Depreciation Term (years)    | 5   |
| Sales, General and Administration |             | (1,171,254)                          | (2,625,012) | (14,216,079) | (37,984,688)  | (49,051,735)  | SG&A (% of Gross Revenue)    | 68% |
| Net Operating Profit              |             | 122,090                              | 353,158     | 4,213,522    | 4,828,671     | 5,932,148     |                              |     |
| Other Expenses (list)             |             | \$0                                  | \$0         | \$0          | \$0           | \$0           |                              |     |
| Profit before Tax                 |             | \$122,090                            | \$353,158   | \$4,213,522  | \$4,828,671   | \$5,932,148   |                              |     |
| Taxes                             |             | (\$25,456)                           | (\$73,633)  | (\$878,519)  | (\$1,006,778) | (\$1,236,853) | Tax (% of Profit before Tax) | 21% |
| Profit                            | (\$500,000) | \$96,634                             | \$279,525   | \$3,335,003  | \$3,821,893   | \$4,695,295   |                              |     |
| Cost of Capital                   | 5%          | Expressed as an Annual Interest Rate |             |              |               |               |                              |     |
| Net Present Value                 |             | \$9,549,638                          |             |              |               |               |                              |     |
| Internal Rate of Return           |             | 141%                                 |             |              |               |               |                              |     |

**NPV** is positive and priced around \$9.5 Million. Our internal rate of return is a significant 141% over 5 years.

## SENSITIVITY ANALYSIS

### 1. App store fees

The only way unit cost could go up is if apple or google increase their app store fee. If app store fees suddenly change from 30% to 40%, our IRR and NPV will drop significantly.

|                         |    |                                      |         |          |           |           |           |
|-------------------------|----|--------------------------------------|---------|----------|-----------|-----------|-----------|
| Profit                  |    | (\$500,000)                          | \$9,810 | \$73,170 | \$200,139 | \$406,181 | \$196,667 |
| Cost of Capital         | 5% | Expressed as an Annual Interest Rate |         |          |           |           |           |
| Net Present Value       |    | \$236,857                            |         |          |           |           |           |
| Internal Rate of Return |    | 17%                                  |         |          |           |           |           |

## 2. Volatile SG&A

Our Business is dependent on a volatile SG&A. A drop of 10% increases NPV from \$9.5M to 19.5M, while an increase of 10% makes IRR and our net operating profit negative. This is because SG&A is already very high at 68%. To compensate for this, we will make sure that the majority expenditure in SG&A flows into sales and marketing to have a quality sales team and build customer loyalty. SG&A investment will be worth it in the long run. Finally, we can increase the prices by the third year to make up for any losses that a high SG&A costs us.

|                                   |    |                                      |             |               |               |               |                              |     |
|-----------------------------------|----|--------------------------------------|-------------|---------------|---------------|---------------|------------------------------|-----|
| Sales, General and Administration |    | (999,010)                            | (2,238,981) | (12,125,479)  | (32,398,704)  | (41,838,245)  | SG&A (% of Gross Revenue)    | 58% |
| Net Operating Profit              |    | 294,333                              | 739,189     | 6,304,122     | 10,414,654    | 13,145,638    |                              |     |
| Other Expenses (list)             |    | \$0                                  | \$0         | \$0           | \$0           | \$0           |                              |     |
| Profit before Tax                 |    | \$294,333                            | \$739,189   | \$6,304,122   | \$10,414,654  | \$13,145,638  |                              |     |
| Taxes                             |    | (\$61,368)                           | (\$154,121) | (\$1,314,409) | (\$2,171,455) | (\$2,740,866) | Tax (% of Profit before Tax) | 21% |
| Profit                            |    | (\$500,000)                          | \$232,965   | \$585,068     | \$4,989,712   | \$8,243,199   |                              |     |
| Cost of Capital                   | 5% | Expressed as an Annual Interest Rate |             |               |               |               |                              |     |
| Net Present Value                 |    | \$19,496,958                         |             |               |               |               |                              |     |
| Internal Rate of Return           |    | 194%                                 |             |               |               |               |                              |     |

|                                   |    |                                      |             |              |              |               |                              |     |
|-----------------------------------|----|--------------------------------------|-------------|--------------|--------------|---------------|------------------------------|-----|
| Sales, General and Administration |    | (1,343,497)                          | (3,011,043) | (16,306,678) | (43,570,671) | (56,265,225)  | SG&A (% of Gross Revenue)    | 78% |
| Net Operating Profit              |    | -50,153                              | -32,873     | 2,122,922    | -757,313     | -1,281,342    |                              |     |
| Other Expenses (list)             |    | \$0                                  | \$0         | \$0          | \$0          | \$0           |                              |     |
| Profit before Tax                 |    | (\$50,153)                           | (\$32,873)  | \$2,122,922  | (\$757,313)  | (\$1,281,342) |                              |     |
| Taxes                             |    | \$10,457                             | \$6,854     | (\$442,629)  | \$157,900    | \$267,160     | Tax (% of Profit before Tax) | 21% |
| Profit                            |    | (\$500,000)                          | (\$39,696)  | (\$26,019)   | \$1,680,293  | (\$599,413)   |                              |     |
| Cost of Capital                   | 5% | Expressed as an Annual Interest Rate |             |              |              |               |                              |     |
| Net Present Value                 |    | (\$397,683)                          |             |              |              |               |                              |     |
| Internal Rate of Return           |    | #NUM!                                |             |              |              |               |                              |     |

### 3. Student market & working professionals

Since our product is unique in serving students with a file transfer system, we rely on students to purchase it. But in case students don't purchase it because of it not being "cool" or "trendy" and the working professionals don't purchase it because of existing big companies fulfilling their need, then our IRR drops to a mere 34%. We will still be profitable but not very much.

|                                         |                                         |            |            |            |             |
|-----------------------------------------|-----------------------------------------|------------|------------|------------|-------------|
| <b>Desired Market Share</b>             |                                         |            |            |            |             |
| Segment 1 (Students)                    | 0.00%                                   | 0.01%      | 0.01%      | 0.04%      | 0.06%       |
| Segment 2 (Professors)                  | 0.04%                                   | 0.08%      | 0.24%      | 0.40%      | 0.50%       |
| Segment 3 (Working Professionals)       | 0.00%                                   | 0.00%      | 0.01%      | 0.02%      | 0.02%       |
| <b>Expected Sales by Target Segment</b> |                                         |            |            |            |             |
| Segment 1 (Students)                    | 400                                     | 1207       | 2413       | 8045       | 12067       |
| Segment 2 (Professors)                  | 603                                     | 1212       | 3653       | 6119       | 7686        |
| Segment 3 (Working Professionals)       | 636                                     | 1279       | 5143       | 12921      | 15582       |
| Total no of subscriptions               | 1639                                    | 3698       | 11209      | 27084      | 35336       |
| <b>Net Operating Profit</b>             |                                         |            |            |            |             |
|                                         | -76,880                                 | -52,852    | 442,078    | 413,132    | 528,672     |
| Other Expenses (list)                   | \$0                                     | \$0        | \$0        | \$0        | \$0         |
| Profit before Tax                       | (\$76,880)                              | (\$52,852) | \$442,078  | \$413,132  | \$528,672   |
| Taxes                                   | \$16,029                                | \$11,020   | (\$92,173) | (\$86,138) | (\$110,228) |
| Profit                                  | (\$500,000)                             | (\$60,850) | (\$41,833) | \$349,905  | \$326,994   |
| Cost of Capital                         | 5% Expressed as an Annual Interest Rate |            |            |            |             |
| Net Present Value                       | \$303,245                               |            |            |            |             |
| Internal Rate of Return                 | 17%                                     |            |            |            |             |

The solution to this is focusing on institutions and getting professors to purchase. The institutions will see that they offer the students the platform at a discounted price, ensuring that this volatility does not occur.





# EXIT STRATEGY

## **1. Bundling with existing cloud applications providers**

We can pose a significant threat to existing cloud services since the service we offer is unique and UX-driven towards students. Microsoft is one company that is notorious for bundling cloud applications that disallow users from using other applications.(47) Most cloud services are not built according to students' needs. Bundling with our product provides them access to an additional market segment that is underserved. Our one-touch file transfer can be bundled with other cloud services they provide.

## **2. Expansion into an international market**

South Korea, Singapore, and India are the new hubs for tech startups as the governments provide benefits from investment opportunities to tax cuts. With a booming Asian market and growing smartphone users, a file transfer app will be an excellent fit for this market. After year 5, having proven its worth in the American market, Paper push can move towards the international by opening one of its offices in one of the three countries mentioned and targeting the Asian market.

## **3. Integrate with LMS software**

Having recognized the unique potential in student buyers and their need for instant file transfer, Learning Management Systems can benefit by having paper push as one of its apps plugged into their LMS systems. This way, they can make use of the paper push one-touch file transfer system and do not have to compete with us. This deal will be mutually beneficial as we get to penetrate the student market much deeper with universities having existing tie-ups with certain LMS software companies.



# END NOTES

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[5] See taglines on <https://www.citrix.com/>

[6] See taglines on <https://www.securedocs.com/>

[7] See <https://tresorit.com/>

[8] The most essential productivity tool since email Store. Share. Work. <https://owncloud.com/>

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