

Project Aristotle - Business Plan

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Vision

Project Aristotle serves the goal to innovate the future of studying, learning, and productivity.

High stress levels, boredom with the content, difficulty, time management, and the inability to focus all makes the current learning process costly and inefficient. Highschoolers continue to drop out, citing reasons such as boredom. To solve this, the answer isn't to make the content easier, it's to change the way we learn.

Have you ever picked up a video game and instantly got hooked to it? The reward mechanisms behind a game design is rigged to keep the player playing the game for as long as possible. We want to take this same mechanism and bring it towards the greater good: in facilitating success and turning it like a video game.

We hope for a future where learning is no longer a boring, stressful, and tedious chore that takes a toll on a student's mental health. When students enjoy learning as much as their favorite video game, they will be willing to wake up early just to study in an enjoyable and effective manner.

Business Model

We hope to mimic the quizlet business model, where each student can use it for free. However, there will be a freemium - for educators and teachers who want to bring full functionality and have the ability to build their curriculum around the game, they only have to pay around \$29 per year for a subscription. This subscription unlocks features such as classrooms and the general features that come with it, all surrounding a game concept.

General students can use it for free with small banner ads just to be able to sustain server costs - once we become cash-flow positive, we can remove ads to better the general experience.

Stages

The first stage is prototyping. This is where our Hackdemonium prototype model comes in - we are testing a very simple version to see how this business tycoon

game-reward model holds up towards our general productivity. To keep it simple, the content they review is self-procured; the player inserts the set of tasks they want to get done, then they have the ability to make “cash” after each completion, and then upgrade for even more cash.

We have noted different elements of top video games, including:

- Multiplayer and a social communication system
- Creativity or an element of variety and “new things”
- Some scoring system with reward that can be spent

Some successful game models, continued:

- Minecraft: with creativity / hypixel: multiplayer and scoring + creativity
- Clash of Clans model: multiplayer, tower defense, creativity, army building, etc.
- Tower Defense - BTD5, scoring, etc
- First person shooters - scoring system, multiplayer, instant reward on kill
- World of Warcraft - MMORPG / Massive multiplayer online roleplaying game
- League of Legends - Multiplayer, reward

Once we find a game model that strikes it perfectly - making learning, studying, and being productive as fun and addictive game rather than a chore - we can move on to the next stages.

#2: Production

At this level, we are producing a release version of this game for the public. We will tune up the code, model out an advertising plan, add some monetary functionality to pay for server costs, develop accounts, multiplayer, and other game elements. Once we have this complex network created, we can move onto the next stage.

Here, we want to begin to make the learning side more like Quizlet’s model, too, where others can create study sets or materials for the public. People can also use our game design to study for a test, practice for an olympiad, and more.

#3 Educational Model Design

Here, we want to add in features for educators where they can have their own classroom with a paid subscription. We want enough functionality so that someone could base materials and pretty much all resources around this - making this the primary format for class.

This model will require months of coding to get right.

#4 Testing

This is the stage where we want to show results; we would allow teachers to have a free trial of this program, then track student learning and results. Then, if we see an evident increase in student learning, progress, and test scores among students who use the game rather than a normal curriculum, it would be confirmed that our model did live up to improving results.

With this in mind, we can use this as a basis for advertising and growing the company.

#5 Release

After the testing phase is over and if we produce effective results, we can finalize details in a final education version build where we will start to invest heavily into marketing in order to lead and innovate this field.