

Business Model

- Subscription
- Web-based

Market research

- Survey - 300~400 Students in IIT Auburn University
- Interview - University Professors IIT, UIC, SAIC and Wayne

Target

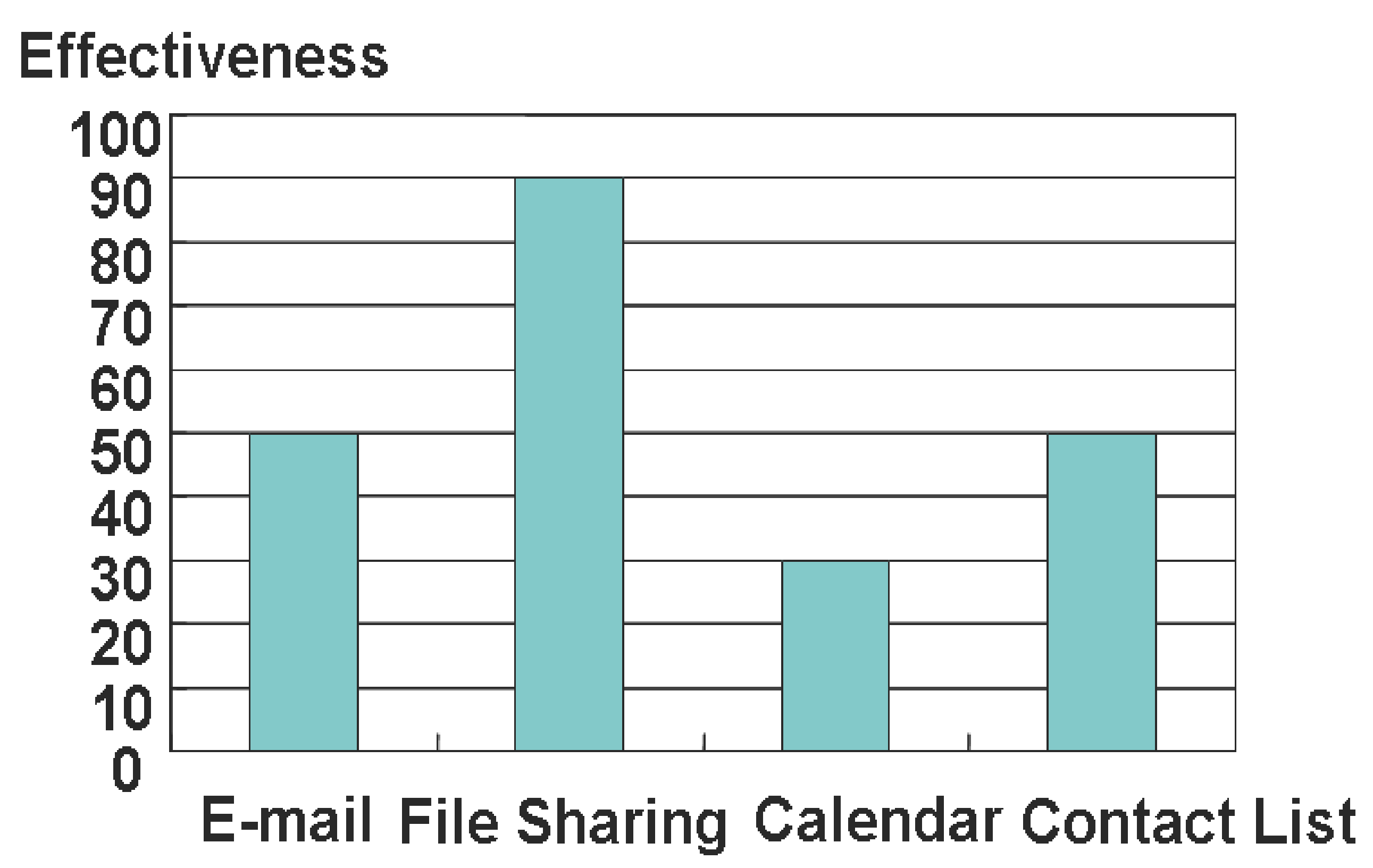
University Professors who use group projects as a teaching method



Competitors

	Price	Target market
Basecamp	\$149/mth	S-M business
Blackboard	\$45,000/year	Universities
Google, Yahoo Groups	Free	Small groups
iGroups	\$50-\$100/sem	University profs

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 Developed by IIT students



IIT Survey 2007

Marketing Strategy

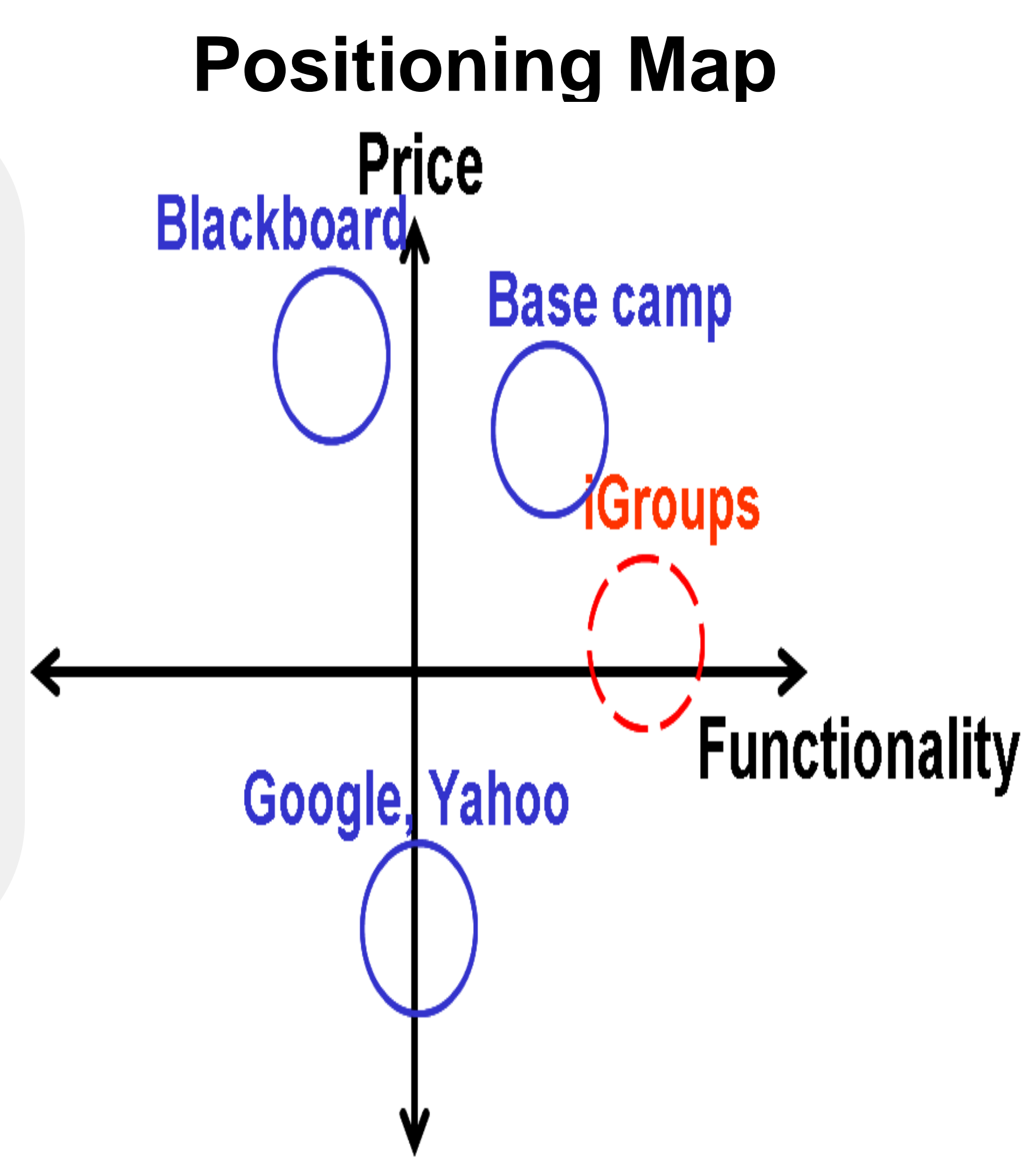
- Word of Mouth from Professors
- Blog & Website
- Beta testing
- Marketing Literature

Financial Model

- Scenario 1. IPRO team
- Scenario 2. Entrepreneur
- Scenario 3. Angel Investor

Risk

1. Technical Risks
2. Financial Risks
3. Organizational Risks
4. Competition Risks
5. Economic Risks



"The number of group courses is increasing significantly every year and students need better tools to collaborate"

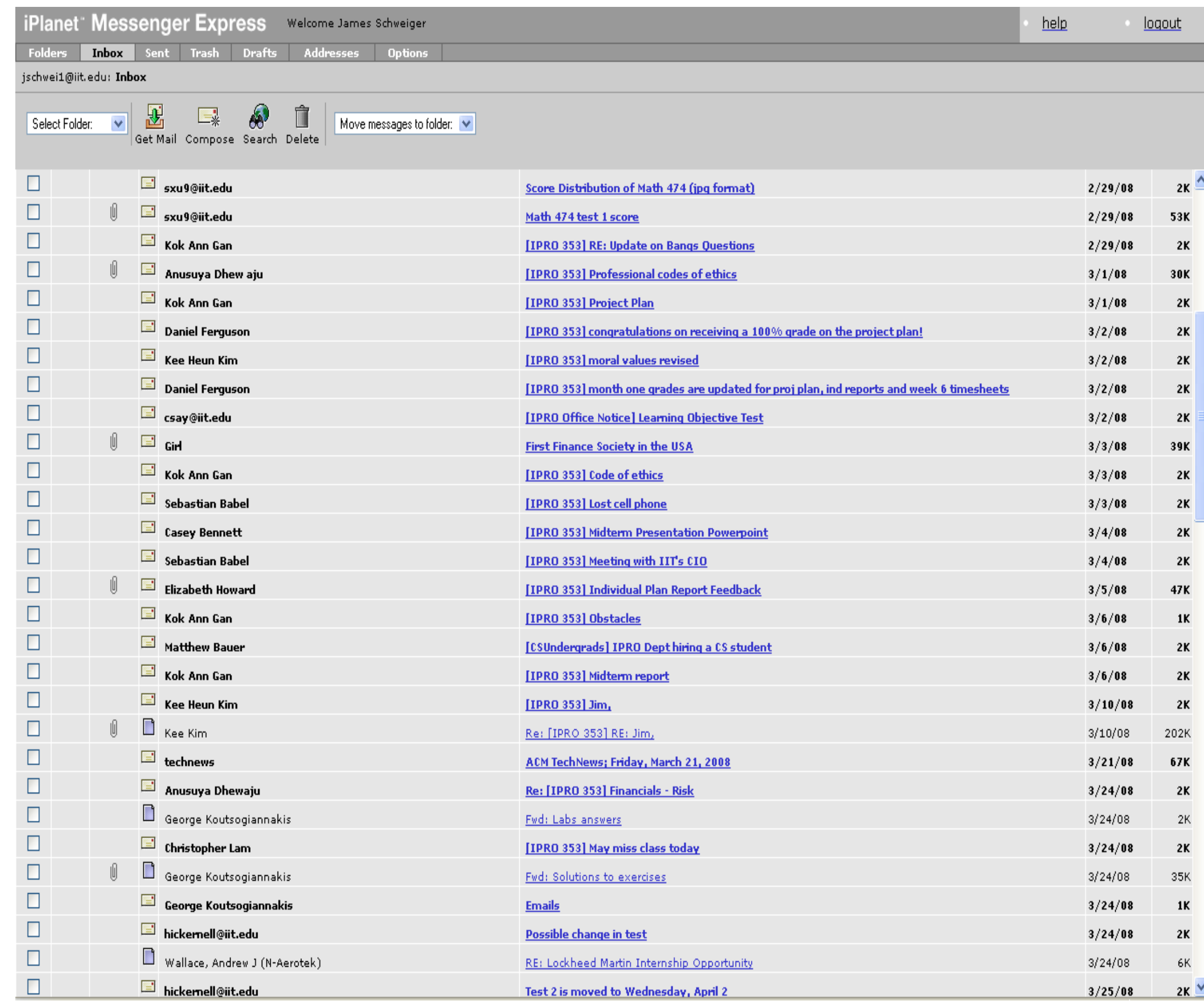
- Suzanne Mueller, Business Professor at IIT

"I would love to use iGroups to know the student's process in group projects"

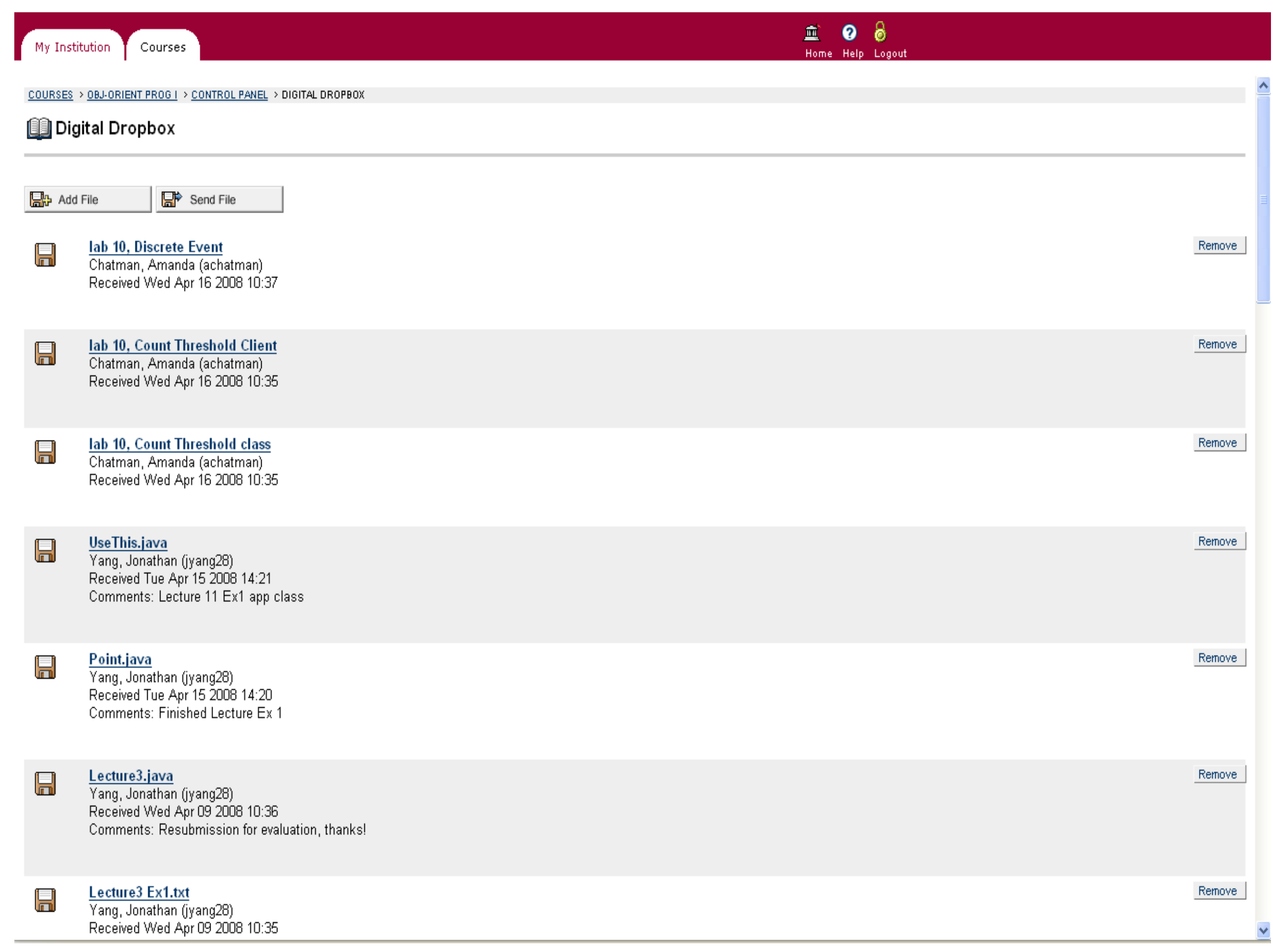
- Bob Footlik, INTM Professor at IIT

The Problem

Email



Blackboard

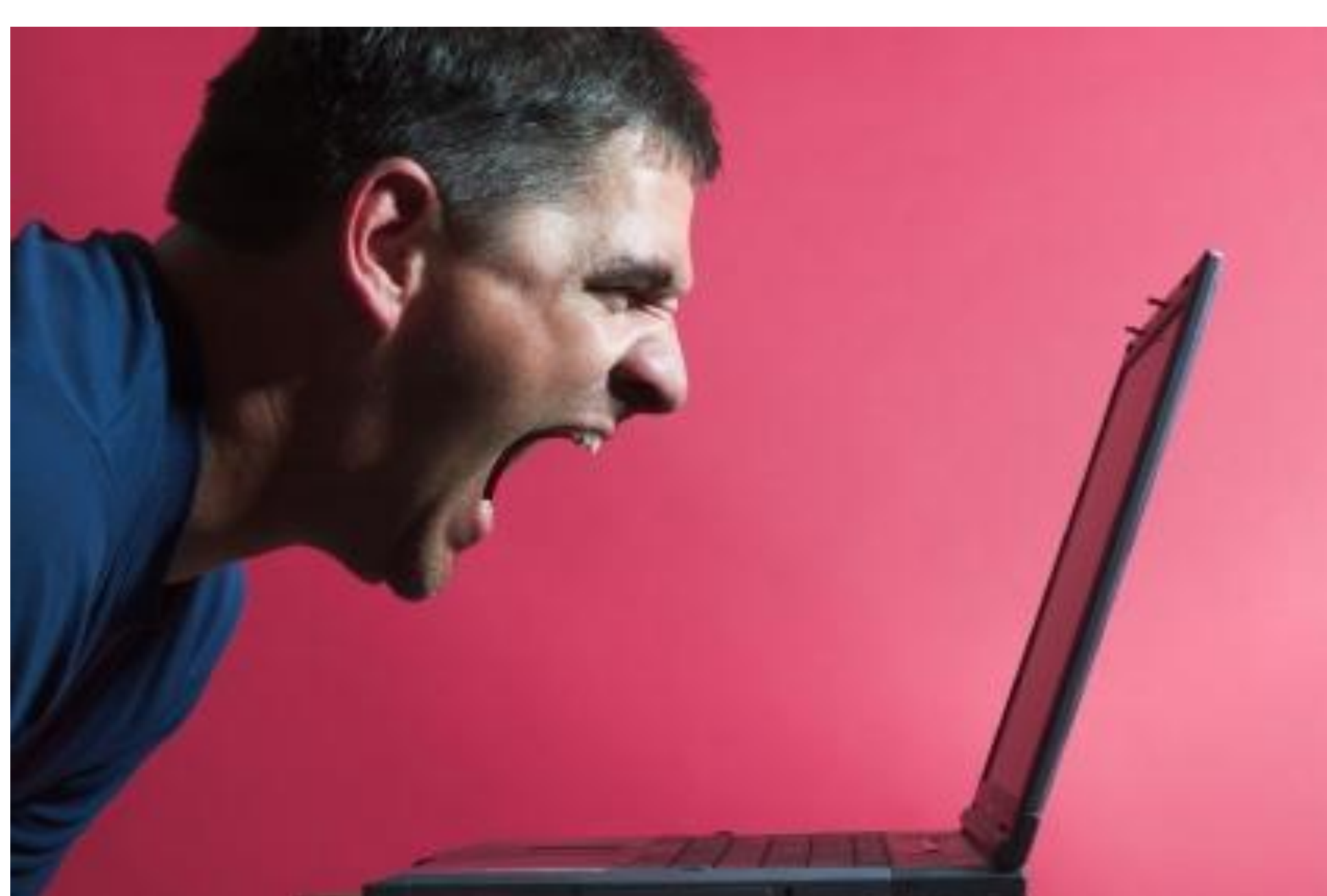


iGroups

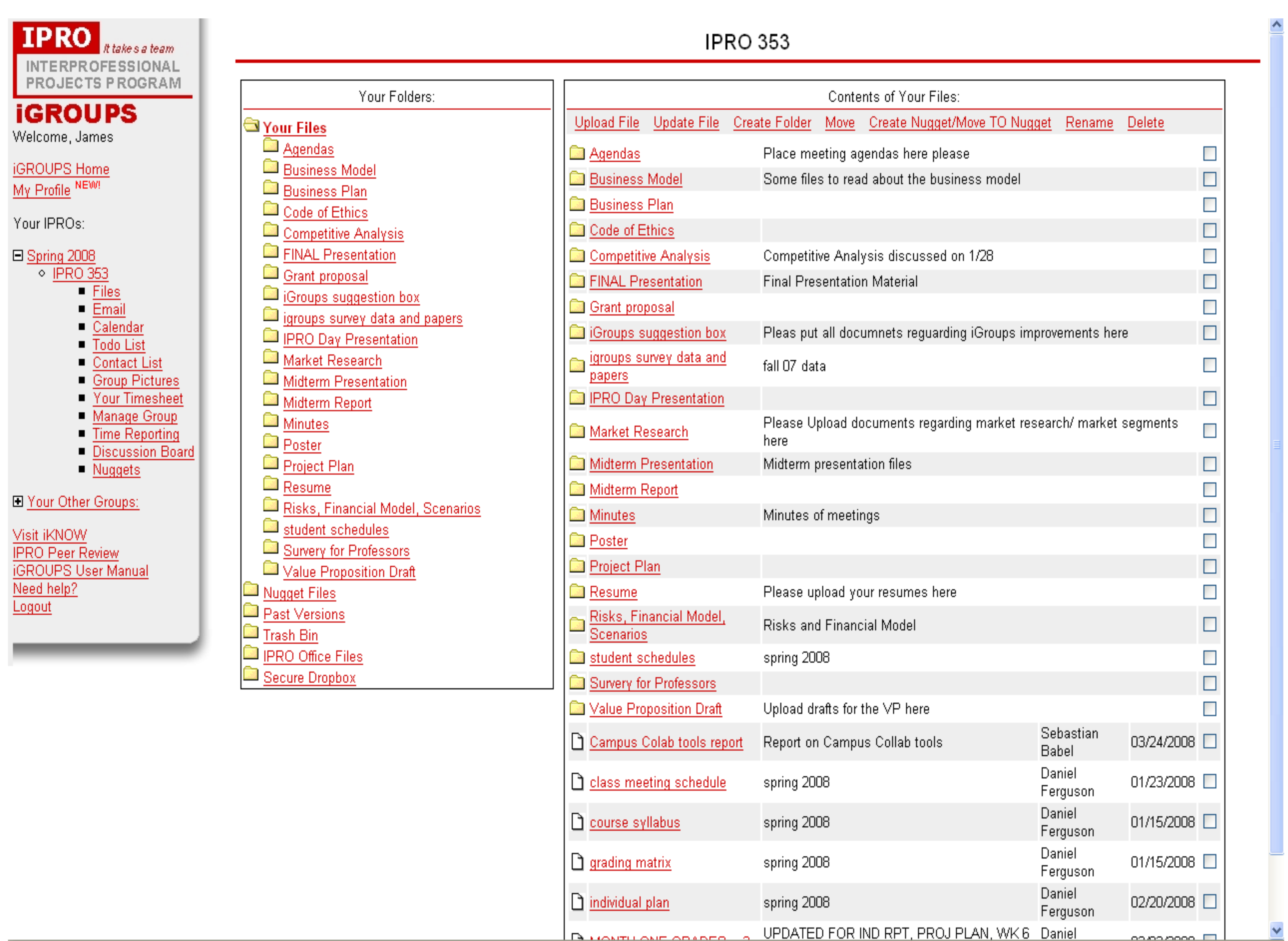
“Wow, that was simple and easy.”



“Who has the file I need?”
“Which version is the latest?”



“Why does the professor have to do everything?”



iGroups

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