



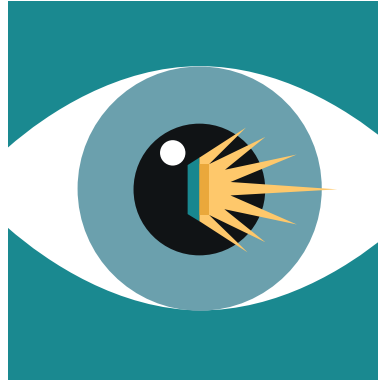
Validation Strategy



Prepared by Glenn Greenhill
1st January 2018

Version 2.3

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OBJECTIVES

The purpose of this document is to define a strategy to validate fundamental aspects of Selfsuite, with the objective of securing seed-funding in the shortest possible time.

Selfsuite has been conceived, structured and designed to provide a comprehensive, all-encompassing and holistic solution to the challenges faced by a young person in planning their education journey between the ages of 13 and 24. The very essence of Selfsuite's proposed offering - and intrinsic to its positioning as a brand - is that it provides a one-stop and comprehensive platform to meet the complex and multifaceted needs of its target market.

The long-term vision for Selfsuite is for it to be fully A.I. enabled. Our intention is to leverage the most sophisticated levels of machine-learning as a vehicle to captivate and engage the user in a meaningful relationship; the Selfsuite platform will provide a unique environment as a completely private and totally secure online space. The ultimate development objective is to deliver this experience to users through the combination of interactive data-driven software applications and a chatbot which performs at a level which makes it capable of being perceived as a virtual companion, mentor, coach, surrogate parent, friend and confidante. These attributes may evolve to become core to Selfsuite's appeal.

It is essential to acknowledge that a meaningful user experience cannot be delivered without three datasets, which must be as rich in detail and as comprehensive as possible:

- data concerning the external landscape;
- data concerning the individual;
- data concerning other individuals (who are relevant to the user in terms of age, education as well as information regarding siblings, cousins, parents, classmates, friends, etc.)

Therefore, any notion of commercial success is entirely predicated on Selfsuite's effectiveness both to provide data to users and to extract data from users.

This dual requirement could be seen as a virtuous cycle if the proposition is instilled in the user's mind that the more they tell the system about themselves and their experiences, the better the insights the system can provide to them - and to others. Crowd-sourcing data in this manner is already proven* in the marketplace.

A reasonable estimate of the time it would take to gather meaningful levels of data on an individual is between 12 - 24 months. This estimate is geared to the academic cycle (September to July) and to levels of activity on the platform; the greater the levels of engagement the shorter the time to enabling the desired level of A.I. functionality. **The focus of the validation process must therefore first address user engagement.**

In practical terms, user engagement is achieved through a combination of affordance, functionality, design, enjoyment and rewards. These elements constitute the user-experience. Fundamentally, a positive user-experience will depend upon the insights and outcomes the user gains as a direct result of the time they devote to feeding information into the application.

The user-experience can be enhanced through techniques such as gamification, incentivisation, feedback, brand perceptions and peer group approval; all specifically designed to give the user a sense of empowerment.

* www.quora.com/stats

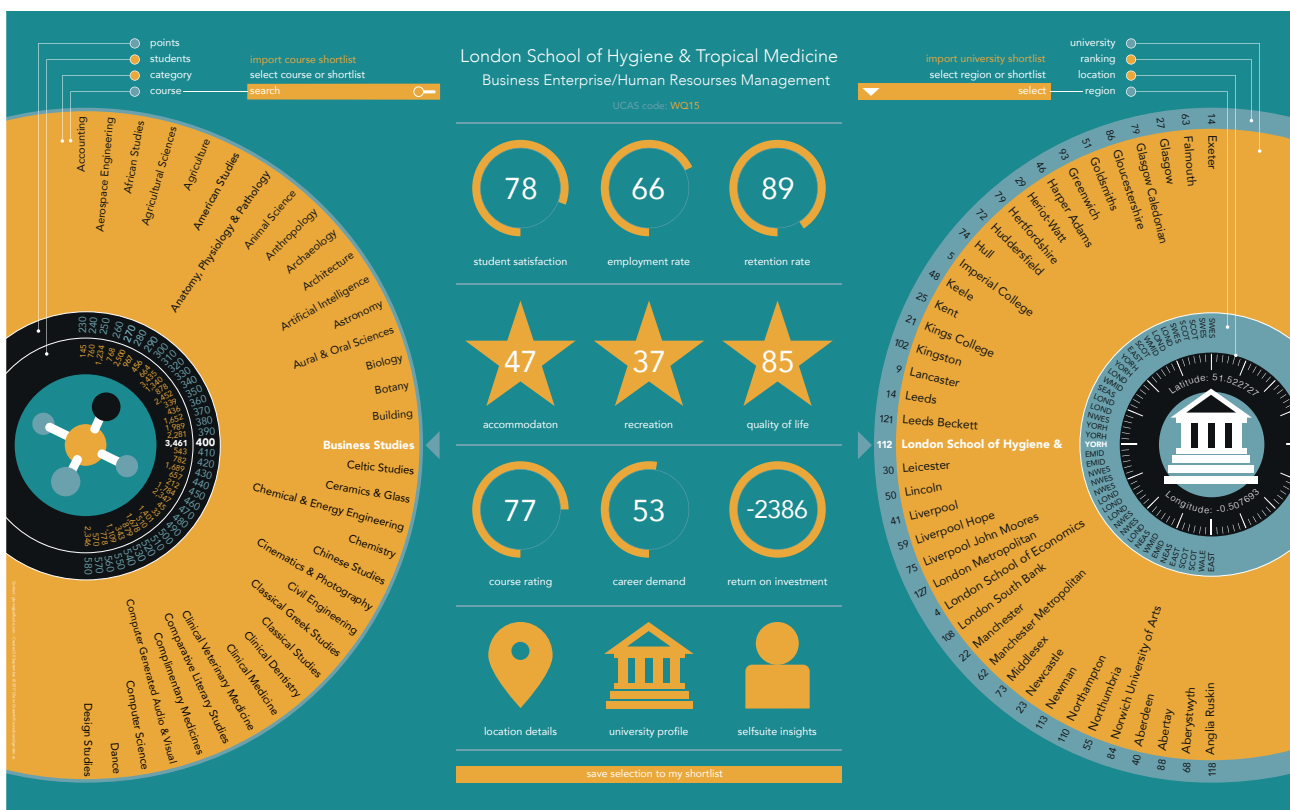


USER EXPERIENCE

At the present stage of development the Selfsuite user-experience is best exemplified by the two-wheel interface.

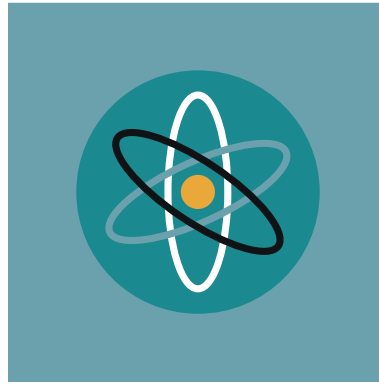
Existing systems assume the user knows what they want and need to find it. **By contrast, the Selfsuite system is predicated on the belief that a user DOES NOT KNOW what they want.** Presenting data in this manner facilitates intuitive use and encourages engagement and a sense of empowerment.

This GUI was first developed for the University Module and was conceived as an alternative approach to what is currently provided by The Complete University Guide and UCAS.



The design approach is based on a number of assumptions and it incorporates several innovative techniques. Most essentially, unlike other systems, this method of presenting information allows the user to 'play' with data and to explore it in a completely unique way.

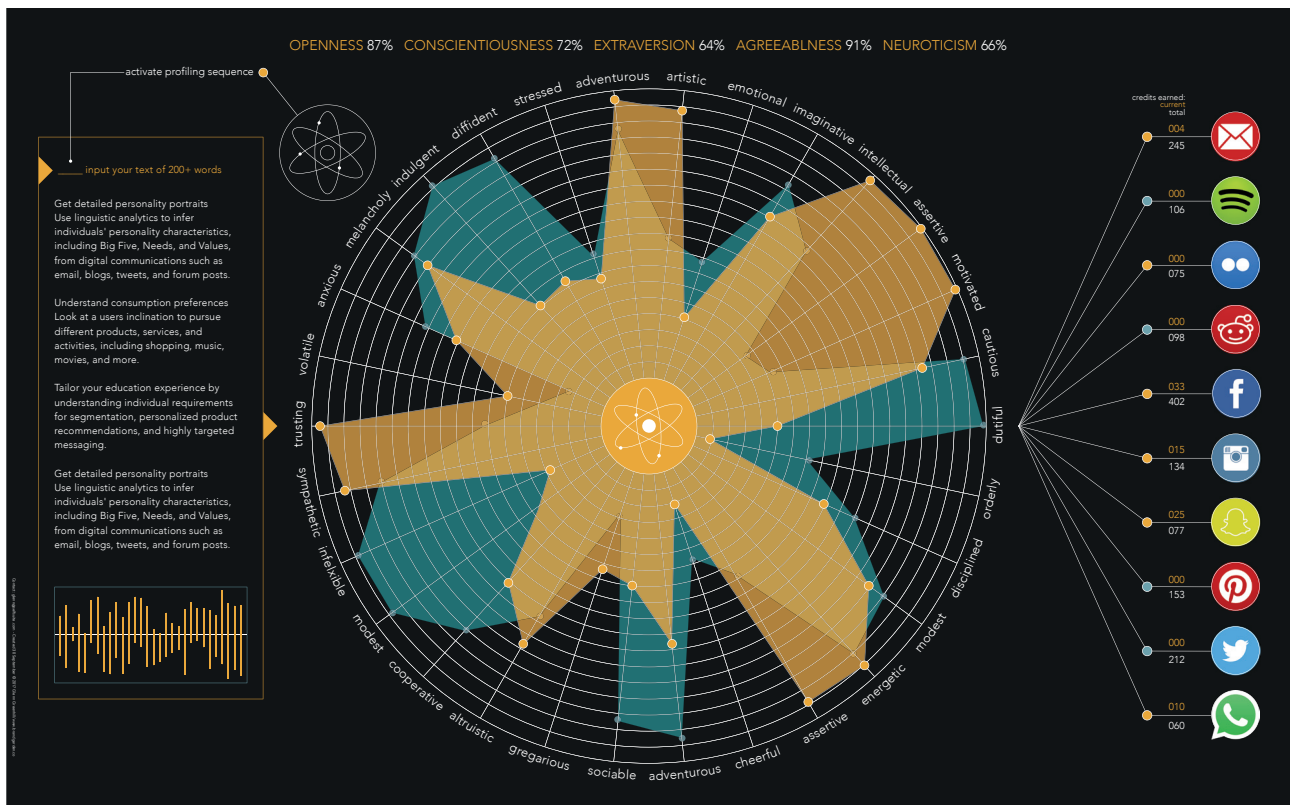
To evaluate this design, two different prototypes have been built in HTML5-Canvas. Also, a complete and up-to-date (2016-17) database has been compiled and structured. At time of writing the latest database has not been connected to the prototypes. **Therefore, at present, we can only speculate as to what the complete and 'real' user experience will be; validation of this interface is highly desirable.**



ENGAGEMENT

We propose that using advanced psychometrics will provide the user with an additional dimension through which they can evaluate the suitability of any given education or career option.

Currently, the Prospects website provides a compatibility test that matches an individual with suggested careers. The test requires the user to complete an extensive questionnaire which is presented in drop-down boxes. This system does not take into account personality traits but only education details.



The approach proposed by Selfsuite utilises the Watson personality profiling system. When presented in the manner of this GUI, personality profiling has the potential to provide a level of engagement - and a relevant facility - which is absent from all other online utilities. At time of writing, it is not known if Watson has been deployed within the student/education sector. Integration between the output of the Profiling Module and the University Modules would be based on credible academic research.

The above development rationale contains a number of assumptions and innovations which require validation before further development can confidently be pursued. To further enhance engagement, the profiling facility could be extended to incorporate feeds from users' other writing activity; on social media, email correspondence etc. The captured data would be used to enhance the core analysis capabilities and perhaps to even provide a day-to-day assessment of mood and frame-of-mind, which the user would find interesting or valuable.



INFORMATION COLLECTION

The design and approach of the Identity module advocates an alternative method to data collection. Inducing and facilitating the collection of personal data - in volume - is critical to the both the initial success of Selfsuite and to the realisation of its long-term vision for the utilisation of A.I. capabilities.

for every completed line of data you earn 1 credit

GLENN
GREENHILL
MALE
15
6 IVER LODGE
BANGORS ROAD SOUTH
IVER
SOUTH BUCKINGHAMSHIRE
SL0 0AW
glenngreenhill@gmail.com
07834 601 595
BRITISH
ANGLO-ASIAN
BEVERLEY BOYS SCHOOL
COLLEGE GARDENS
NEW MALDEN
SURREY
KT3 6NU

build your identity

what school do you attend?

this is your unique Selfsuite personal identification code
7715 - 9789 - 2342 - 8787 - 9017

SELF SUITE STATISTICS:
134 MEMBERS ARE NAMED GLENN_
124,651 ARE AGED 15_
1,231 SHARE THE SAME BIRTHDAY AS YOU_
3,776 ARE OF ANGLO-ASIAN DESCENT_

avatar generator V.1.2
create your personal and unique avatar

engage personality profile

COLOUR
red
green
blue
contrast
intensity

RANDOMISER

engage identification code

SHAPE
level 1
level 2
level 3
level 4
level 5

SAVE & UPLOAD

transmit to identity verification

CREDITS EARNED: 0018

you earn 20 credits for every additional completed sphere of data

education qualifications qualifications education
career career
dad mum
you
brother brother
home
school college
school

0018: CREDITS EARNED

There are multiple aspects of this GUI design that require validation: its 'single box' data-capture facility, its underlying data-processing systems, its data-security systems.

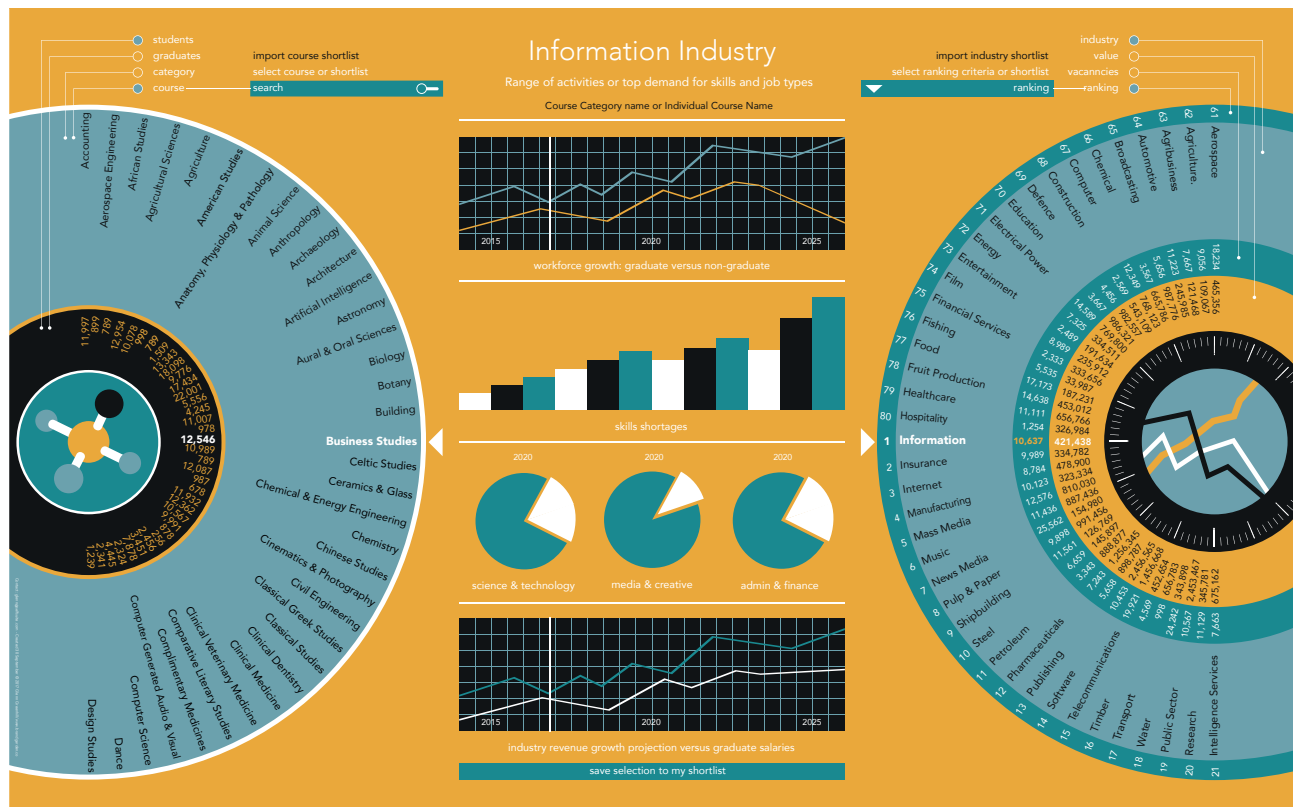
Other key considerations include evaluating the kind of user-experience the interface provides and the amount of information users can be reasonably expected to provide. It would be valuable to gauge the appeal of the overall approach of gamification and the incorporation of a 'kaleidoscope' application through which a user can generate their avatar.

From a purely legal perspective, validation of the Identity Module would also include full and future-proofed compliance and market acceptability checks.



DELIVERING INSIGHTS

The cost of higher education is currently around £60,000 per university student and student loan interest rates are now 6%. Therefore, evaluating outcomes, assessing graduate employment opportunities and exploring career path options are all essential considerations within the education decision-making process. The Complete University Guide, UCAS, Unistats and Prospects websites all attempt, with varying levels of success, to address this market need. Selfsuite addresses the requirement from a completely different perspective by integrating and merging education data with employment market data.



The challenge will be to secure the best quality data. After limited evaluation of what is available, we believe that free data will be inadequate to provide the level of functionality envisioned.

A significant amount of work is required to validate the feasibility of this application and to estimate the cost of delivering this data analysis capability, as part of a commercial package.

Full development of this module extends into the areas of demand and trend analysis and also into the highly sophisticated area of predictive analytics.



VALIDATION STRATEGY

To secure start-up funding it is necessary to minimise financial exposure and reduce risk.

At the same time as meeting these requirements, any strategy which incorporates the development of a Minimum Viable Product and adopts a Lean Development approach must also maximise the potential for success of the venture.

The key to identifying the paths to success - and the route to further funding - is to validate all of the fundamental assumptions that were made during the first phases of concept design and development.

However, there is a fine balance to be struck between providing proof-of-concept and deconstructing a concept to the point at which it is destroyed or utterly debased. The essential comprehensive nature of Selfsuite and its intrinsic complexity present such a challenge.

If the development and perceptions of Selfsuite are not to be undermined, a Minimum Viable Product of Selfsuite must include all 40 modules. Yet in the context of securing seed-funding this would be completely unrealistic, impractical and is in reality completely undesirable.

As detailed on the previous pages, a means must be found to validate many aspects of the University, Profiling and Identity modules.

It is therefore proposed to implement an independent Market Validation Initiative and to keep it completely separate from the continued development of Selfsuite. The two would proceed in parallel.

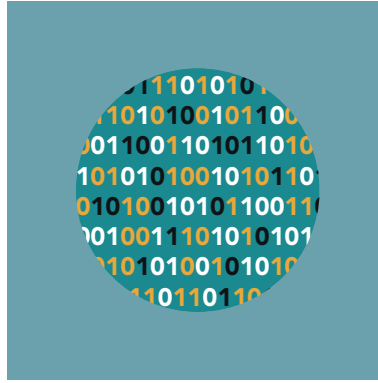
The Market Validation Initiative would contain all the requirements of a Minimum Viable Product and be positioned as a direct alternative and competitor to The Complete University Guide, UCAS, Unistats and Prospects in such a way that it would look and feel like a complete, self-contained entity.

At an absolute minimum, the MVI would comprise the applications for Identity, Profiling, University and Employment.

However, there is a case for considering a bundle of up to eight applications. The potential benefit of doing this would be considerable whilst the additional cost would be minimal.

The target audience would be restricted to 17 - 24 year olds; those planning their higher education.

The initiative would NOT be presented to the public under the Selfsuite brand name.



DATA ACQUISITION & INFOGRAPHICS

To ensure the Market Validation Initiative is developed to the optimum level of performance it will be necessary to conduct a thorough and comprehensive audit of all UK data sources.

DATA SOURCES

Both public sources of free data and private sources of paid data must be evaluated within the context of the business model, potential revenues and time-to-market considerations.

Within the context of the Market Validation Initiative, the standard of service provision is an essential component of commercial viability. Therefore, cost alone cannot be the deciding factor.

A cost/benefit analysis set against time/quality must be conducted to strike the right balance and to make the most appropriate provision when calculating development budgets.

Inadequate data upon which to provide meaningful analysis risks potential damage to the credibility of the service. In some areas, a lack of data coverage may be inconsequential, whilst in other more specialist areas it could be critical to providing meaningful insights. The rigorous and imaginative utilisation of data is critical to success and to engendering high levels of engagement.

DATA INDEPENDENCE

Looking beyond the MVI, during the launch phase of Selfsuite, the full offering will remain highly dependent on the quality of source data, until such a time when full data independence is achieved. Full data independence is our ultimate commercial objective and is the ONLY way to assure Selfsuite's long-term stability and security as a credible and profitable business.

INFOGRAPHICS

In addition, the effective presentation of data, through the use of infographics, is critical to delivering a positive user experience and to aid the user's understanding of the information being presented. How data is communicated is an art in itself, when infographics are well conceived and crafted the user derives the greatest benefit and the highest speed of comprehension.

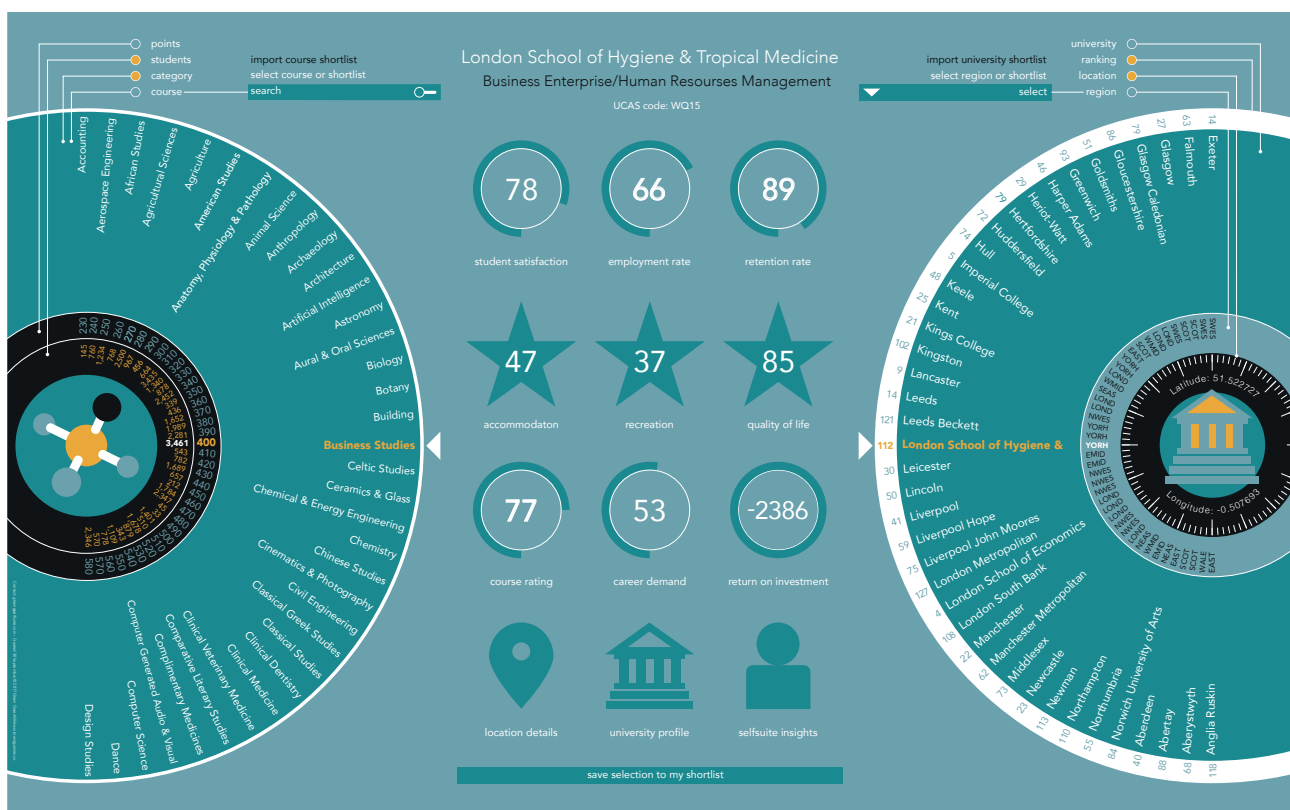


MARKET COVERAGE

To prevent perceptions that the Market Validation Initiative is elitist, and to differentiate it from the CUG, USAC and Unistats brands, it is worth considering the inclusion of the available options for Further Education.

Inclusion of the College and Courses modules would extend market coverage to include those individuals interested in vocational learning, technical qualifications, training and apprenticeships.

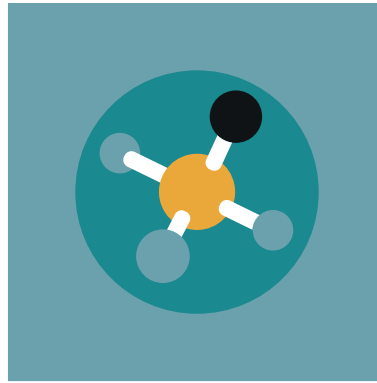
This can be achieved at minimum cost and development time by using the two-wheel interface to present information about the courses that Colleges have to offer.



Inclusion of this sphere of data would also enhance the Employment module, address issues around skills gaps and provide users with a more complete understanding of the labour market, its needs and trends.

One might argue that through a process of 'academic inflation' the value of a degree has decreased in terms of employability while the price and the financial liability of higher education has increased significantly.

Further education, technical qualifications and apprenticeships offer an alternative and less expensive route to employment. In the final analysis, the inclusion of the College module fulfills the need to provide users with the awareness of all the education choices available.



COMPETITIVE CHALLENGE

The Hot Courses site was recently acquired (2017) by an Australian owned education group for £30 million.

It is important to evaluate the potential of including the Courses module within the Market Validation Initiative to challenge directly the service provided by Hot Courses.

It will be essential to study and understand their business model and to deliver a far superior service to education providers and users.

To facilitate the delivery of this module, an eBay type approach will be adopted; simply put, course providers will be invited to list their courses free of charge, via a template entry listing system. It is proposed to undertake a digital marketing campaign to attract listings and to build up course coverage as quickly as possible. It is proposed this is done on a 'free listing' basis.



It is worthwhile to do this for the future benefit of Selfsuite and to accelerate the data acquisition required to deliver a credible competitive challenge to Hot Courses. Currently Hot Courses has revenues of £7.5m in the UK.

Once a sizeable audience and comprehensive course coverage has been achieved the service can be incorporated into Selfsuite and subsequently monetised.

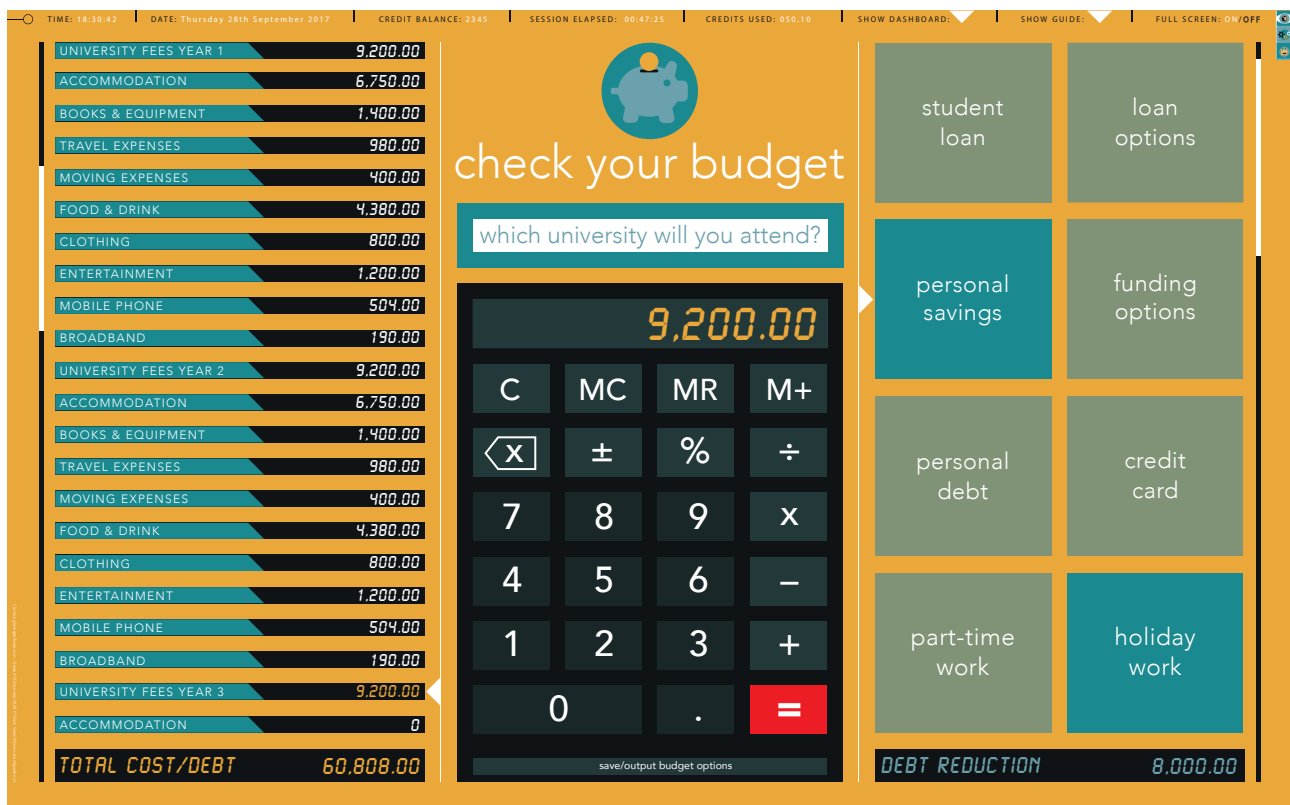


BUDGETING

Truly informed choices about one's education must include a clear understanding of the costs and the consequential debt liability.

At a time when housing costs in the rental sector are extremely high and salaries are barely keeping up with inflation, the negative impacts on the individual's financial wellbeing and security are substantial.

By providing a dedicated and fully-tailored budgeting application, users will be provided with the tools they need to calculate and access the full cost of their chosen education path in the complete knowledge that by and large it is comparable to any other commercial/business investment or financing agreement.



It is predicted that the value of outstanding student loans will reach £100-billion by 2018 and that two-thirds of loans will never be repaid.

Budgeting is the basic requirement in all business practices and in the context of higher and further education is one of three core considerations: what to study, what career to pursue and the cost.



PORTFOLIO

The process of selecting a course, choosing an institution, evaluating the career opportunities and assessing the cost might be dealt with by a user over a period of 4 - 16 weeks between the months of June and January each year.

It is necessary therefore - for the other 36 - 48 weeks of the year - to provide users with an appealing and perhaps practical reason to regularly visit and interact with the site.



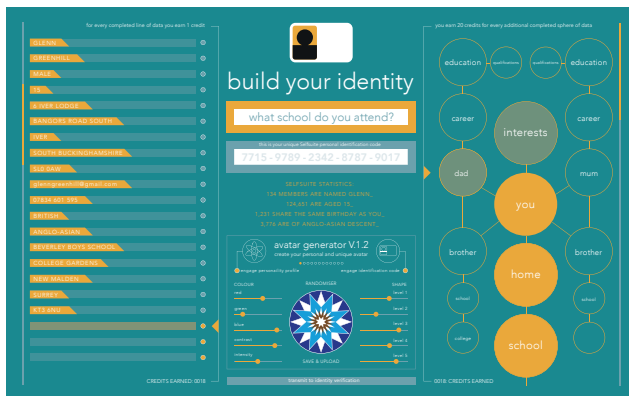
The Portfolio module will provide users with a combination of a DropBox-like repository and Pinterest scrapbook, which can be used for whatever material is of any significance to them: work, school projects, writing, music, art, photography, cutting, weblinks etc.

The collection of this content will provide a wealth of material or analysis, which will help inform the refinement and development of Selfsuite and deepen understanding of users across many different perspectives.

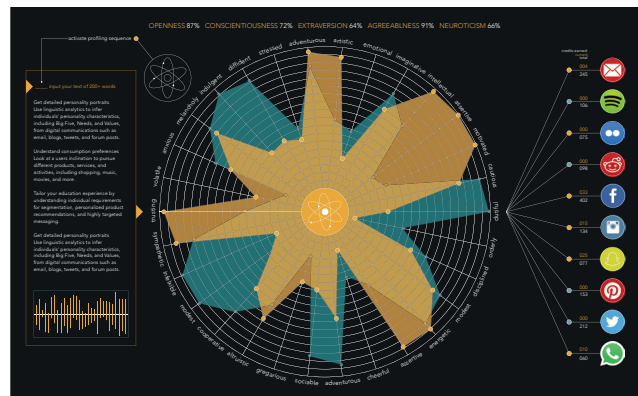
PROPOSED STRUCTURE

In summary, the Market Validation Initiative would comprise a bundle of eight applications; three of which utilise one interface template, and two utilise another. This bundle meets the criteria of a Minimum Viable Product.

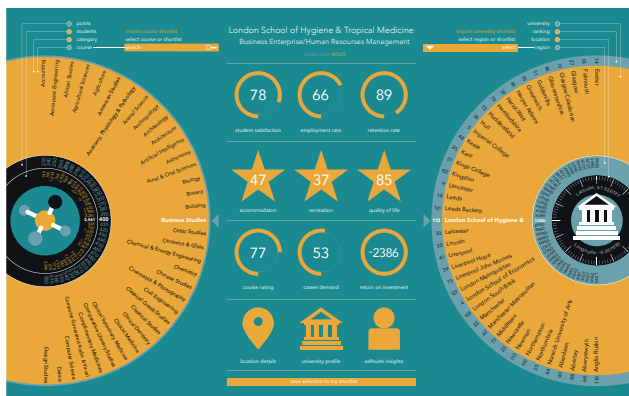
This MVI will provide a self-contained and meaningful market offering. It includes a large number of assumptions, innovations, techniques and data-dependent capabilities that all require proof-of-concept.



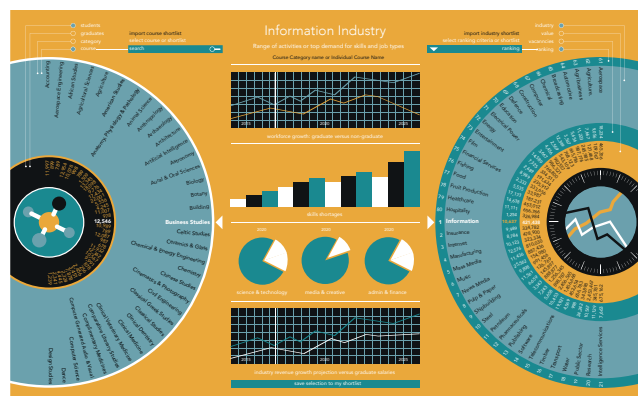
IDENTITY



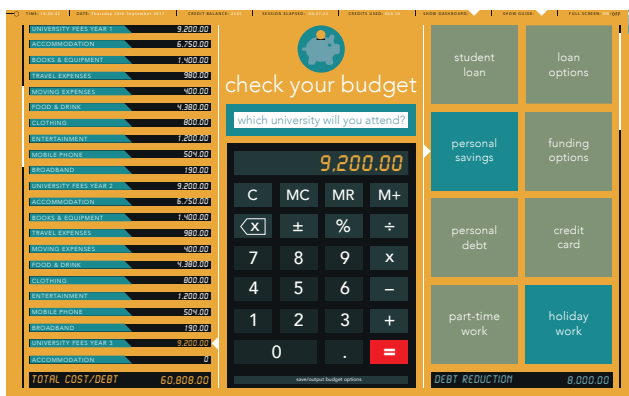
PROFILING



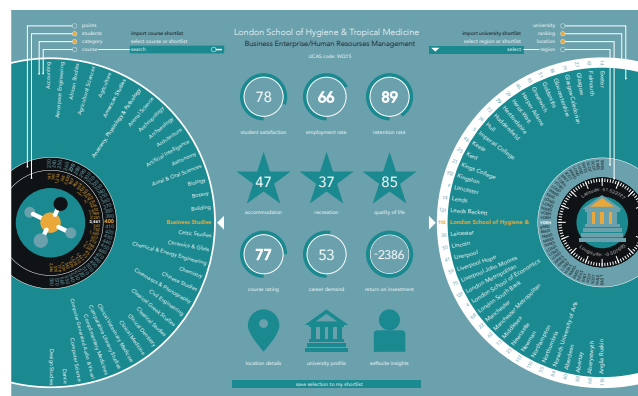
UNIVERSITY



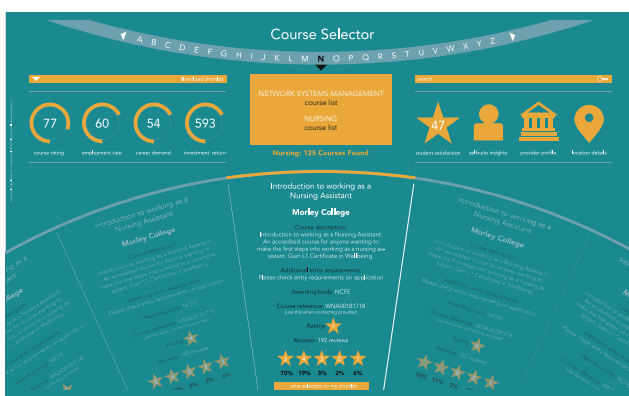
EMPLOYMENT



BUDGETING



COLLEGE



COURSES



PORTFOLIO



TARGETING & MARKETING

A new name has been devised, specifically for the purposes of the Market Validation Initiative.

This brand identity accurately and honestly reflect the limited scope of the functionality being provided. And in image, style and branding terms it can be perceived as a 'sister' brand to Selfuite; except that no-one will at the time of its release be aware of the existence of Selfuite.



The restricted view provided by the Prefuture offering will hopefully give competitors a false view of our future commercial and development intentions. If a competitive market response were to be developed it would be made obsolete by the subsequent release of Selfsuite.

The two greatest challenges faced by the MVI are time-to market to meet peak seasonal demand (June) and speed of customer acquisition. The first challenge can be addressed through combination of concurrent development, adequate budget and precise product specifications. The second challenge can be addressed through a combination of direct marketing - perhaps utilising existing schools and careers advice infrastructure - contact pupils directly through promotions, direct marketing, digital marketing and public relations.

The objective is to create 100% awareness within a highly defined group of potential users.



TIME TO MARKET

At time of writing, all eight modules which make-up the MVI application bundle have been designed and are ready to take into full production.

A recent estimating exercise with a software development company based in Minsk, indicated that the time to build the two-wheel application module would be three to four weeks.

BUILD TIME

With four different designs of interface to build, and without concurrent development, the build phase would therefore (allowing for some slippage) take 12 - 16 weeks from initial briefing and commencement of work, to the commencement of testing, and the required cross-module integration and cross-browser compatibility.

For the scale and scope of what is proposed, all back-end development and security systems could also be completed within a period of 12 - 16 weeks.

TESTING, INFRASTRUCTURE & DEPLOYMENT

A test phase of between 4 - 8 weeks would be sufficient.

Overall time-to-market is estimated at between 16 - 24 weeks.

Development of promotion and marketing collateral would be implemented concurrently.

The peak period for student demand is June to September.

LAUNCH WINDOW

May 2018 provides the optimum launch window for the Market Validation Initiative.

This would require that £200k funding is secured by end of January 2018 or at the latest end of February.



REVENUE POTENTIAL

It will be extremely valuable if the Market Viability Initiative could be used to gauge revenue potential. If the service is provided to users completely free of charge - even though this is sure to maximise the rate and volume of user take-up - it will just as certainly give an unrealistic estimation of market appeal.

BUSINESS MODEL

Therefore, it is proposed to charge users a one-off subscription fee of £10. Comparable services currently charge £15. The UK's university intake is around 275,000 students per annum [that's 18 year-olds from the UK in 2017].

(<https://www.ucas.com/corporate/news-and-key-documents/news/applicants-uk-higher-education-down-5-uk-students-and-7-eu-students>).

On the basis of achieving rapid market penetration, to capture 100,000 subscribers.

Each user paying between £5 - £10 to access the new service.

The revenue generated is between £500k and £1m.

COSTS

The cost of building the Market Viability Initiative software is probably around £50k - £100k.

The cost of marketing, promotion and advertising to achieve accelerated customer acquisition is likely to be between £100k - £150k.

Other product, data, service and legal expenses will be around £50k.

Total costs are between £200k - £300k

OUTCOME

The Market Viability Initiative will have a useful life of between 12 - 24 months, by which time its primary purpose will have been served. Whatever the lessons learned from the initiative, these will all have been incorporated into Selfsuite.

The potential income from the initiative is between £200k - £800k



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