

Sky High Connections

Combining All the Resources a Student Needs into One Application



Jake Petersen
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<p>PROBLEM ?</p> <p>Procrastination Poor Time Management Poor teacher-to-student communication 🗑 Multiple web-pages</p> <p>EXISTING ALTERNATIVES</p> <p>Infinite Campus E-Mail</p> <p><small>Add Comment</small></p>	<p>SOLUTION</p> <p>Mobile Application with all needed features in one.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>An All-in-One mobile application for students made by students which has all the resources one needs.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Sky High Connections is like the Swiss Army Knife for High School</p>	<p>UNFAIR ADVANTAGE</p> <p>We are high school students that have to deal with all of the same stresses.s</p>	<p>CUSTOMER SEGMENTS</p> <p>High School Administrators High School Teachers High School Students</p>
	<p>KEY METRICS</p> <p># of students signed up # of schools</p>		<p>CHANNELS</p> <p>Online Distributed through the app-store License given through school</p>	<p>EARLY ADOPTERS</p> <p>Barrington High School (Easy Implementation)</p>
<p>COST STRUCTURE</p> <p>App Development Insurance Marketing</p>		<p>REVENUE STREAMS</p> <p>Schools Districts Possible Advertising</p>		

Term Sheet

Amount of Capital Required: \$57,640

Uses of Capital:

- Start Up Costs
 - Insurance- \$3,400
 - Patents- \$10,000
 - Technology/Computers- \$1,800
 - Marketing in teacher magazines- \$3,000
 - App Development- \$25,000
 - Start Up Total= \$43,200
 - Liquidity Cushion- \$10,000
 - **Total Sources of Capital = \$53,200**
 - **Founder Cash Equity = \$3,200**
 - **Amount of Capital Required = \$50,000**
- Proposed Structure
 - In exchange for \$50,000, the company is proposing 25% ownership in the business based on a post money valuation of \$425,558.80. Our pre-money valuation of Sky High Connections is \$367,918.80.
- Exit Strategy
 - The current plan is to achieve an exit for the Investor by selling Sky High Connections at the end of 5 years to a buyer like Infinite Campus or another large competitor.

Why We Should Get Funded

Dear Investors and Future Partners,

First of all, we would like to thank you for all you have done for the Incubator class and helping all of us throughout the year, this is by far our favorite class of the day. These past few months we have been hard at work on Sky High Connections which is an application that encompasses all the resources a student needs into one place. We believe that if we are able to get funded and begin creating a polished version of the app, we would be able to simplify the life of students everywhere. Both of us have gone through the struggle of trying to organize our lives and we see the need for an app like ours. We have also asked other students and teachers if they see the same types of issues as us and they agree, an application that would consolidate all of their needed resources would greatly improve their workflow. A problem that we ran into while trying to conduct our MVP was that it is hard to get people excited about a product that is still an idea, that is why we need funding so that we can get our engineer to design the software needed for the app.

In the month of February, Mr. Soulakian told all of the companies about an opportunity to work with Jonathan Soeder, an experienced app developer. Each of the companies that had the desire to work with Mr. Soeder was tasked with writing an email about their business and why Mr. Soeder should choose their group to work with. We were chosen by Mr. Soeder because he saw how useful this app could be to students. Mr. Soeder was one of the developers for BenchPrep which is an on-the-go test preparation website/application. Through working with Mr. Soeder, we know how we are going to implement our application with the schools that participate. With the money we would get from funding, Mr. Soeder would be able to design and code the application as well as the software that would make it easy to scale the application to all high schools.

Along with having the support of an experienced app developer, we are both very hard-working and dedicated individuals that really believe in this product and want to see it succeed. Both of us have gone through the problems that this app would solve and we want to see students use our product to simplify their lives. We should get funded because we would then be able to get a clean version of the app finished within months with the help of Mr. Soeder. Your funding would allow us to begin selling our app to schools and help students organize their academic lives, as well as put money into both of our pockets.

Thank you for your time and consideration,
Jake Petersen Co-Founder of Sky High Connections
Shanay Patel Co-Founder of Sky High Connections
www.skyhighconnections.com



Jake Petersen: Co-Founder and CFO/COO



Shanay Patel: Co-Founder and CEO/CIO

Appendices:

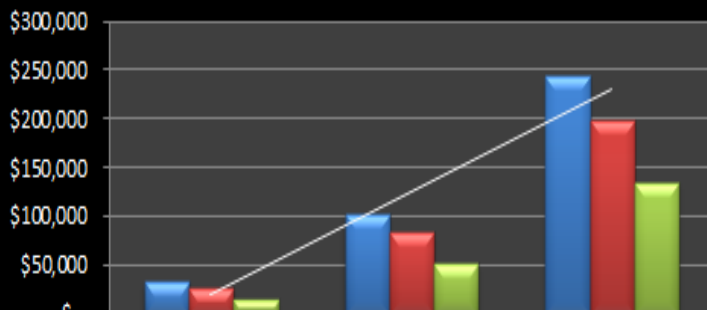
- Chosen for CBS morning news
- Currently using a basic beta in Mrs. Quinlan's Spanish class (BHS)
- Created our own website: www.skyhighconnections.com

Example of the email we have sent to multiple high school principals:

Hello _____,

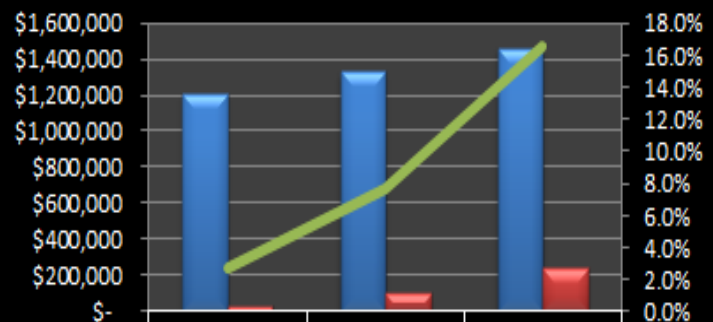
My name is Jake Petersen and I am with Sky High Connections from the Barrington High School Business Incubator class. My partner Shanay Patel and I came up with the idea of a mobile application that will allow high school students to access all of their school related resources in one single app. Our app will allow students to have a mobile planner, gradebook, and allow them to contact their teachers or fellow students. While we may not have an active application as of now, we are contacting you in hope that you email us back with your interest in a product like this, and help us better understand issues that high schools like _____ may have with the current gradebook and communication system in use. We believe that our idea for a mobile application is far better than any product that is currently being used by schools. Hopefully you can help us and we hope to stay in contact and possibly meet with you soon.

3 Year Revenue and Profit Growth



	Year 1	Year 2	Year 3
Revenue	\$32,972	\$101,865	\$242,862
Gross Profit	\$26,968	\$83,318	\$198,643
Income / Loss	\$15,743	\$51,190	\$134,570

Market Share SAM \$



	Year 1	Year 2	Year 3
SAM Revenue\$	\$1,210,000	1,331,000	\$1,464,100
Sky High	\$32,972	101,865	\$242,862
% Share	2.7%	7.7%	16.6%

Our three year revenue model is based off of selling our app directly to schools, where the school would obtain a school code to distribute to their students and become locked into a three year contract. We figured that about 3000 students per school at \$9.99, less than competitors, is a fair assumption. The revenue number shows our growth from one school, to three schools, to eight schools in three years which we believe we can achieve because of our extremely low percent share to our SAM. Our SAM is determined from the total amount of students in Lake County High Schools, which we believe is very reachable for us over time through referrals and getting our app into schools.