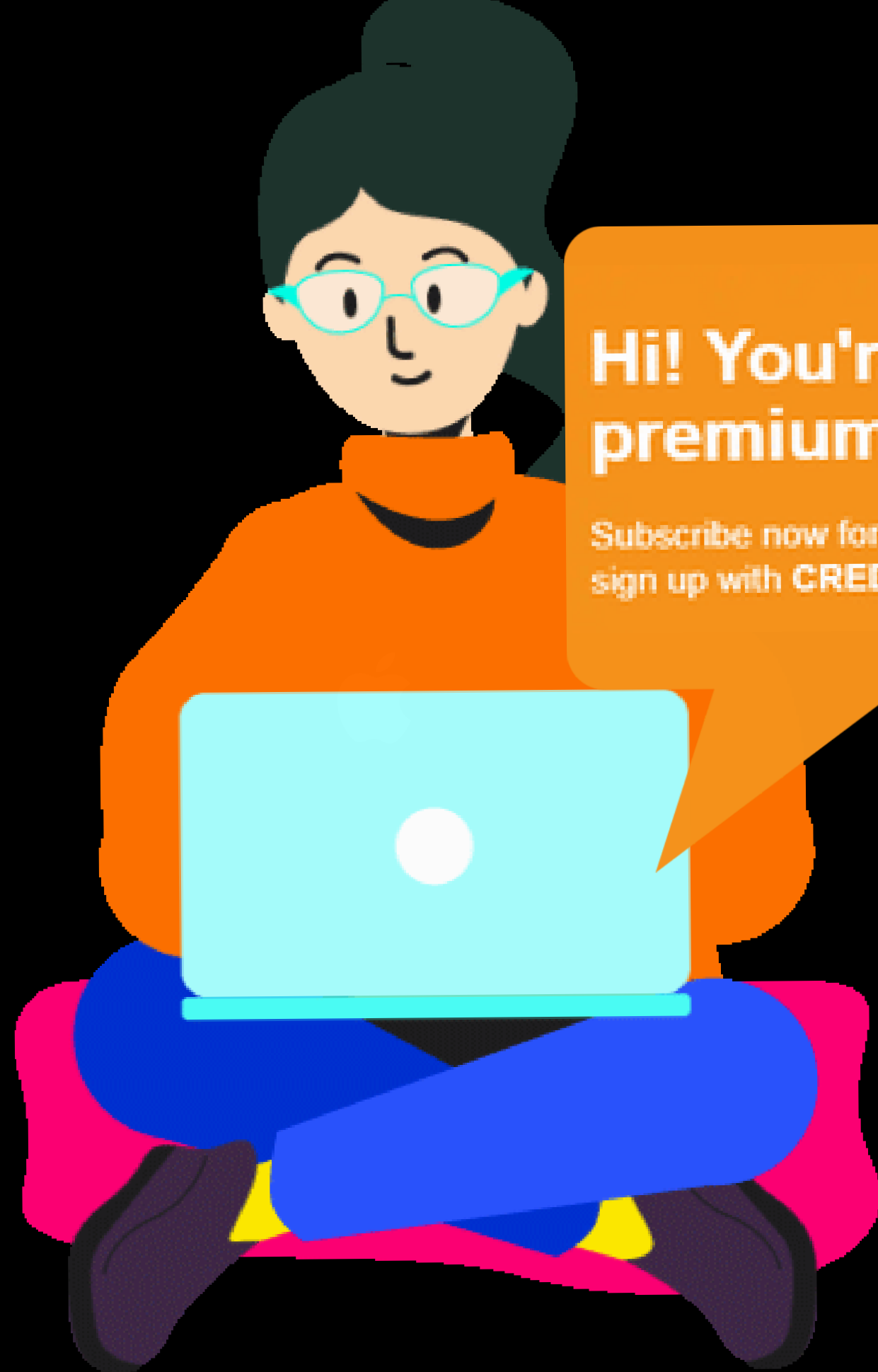


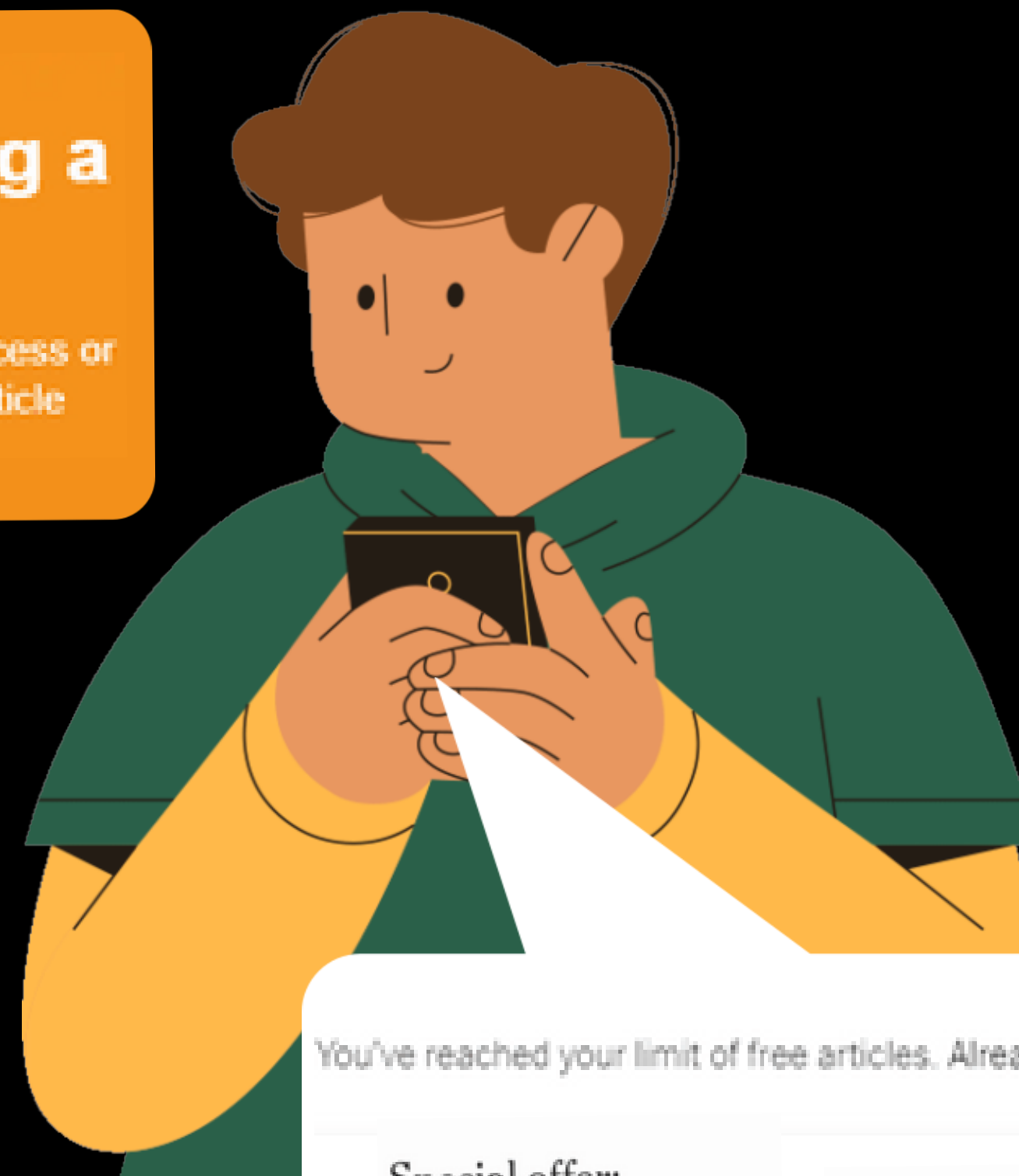


KEY



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Get unlimited access
for ₹600/year.

~~₹1,500~~ ₹600/year

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You can cancel anytime.

**YOU ARE
NOT ALONE!**

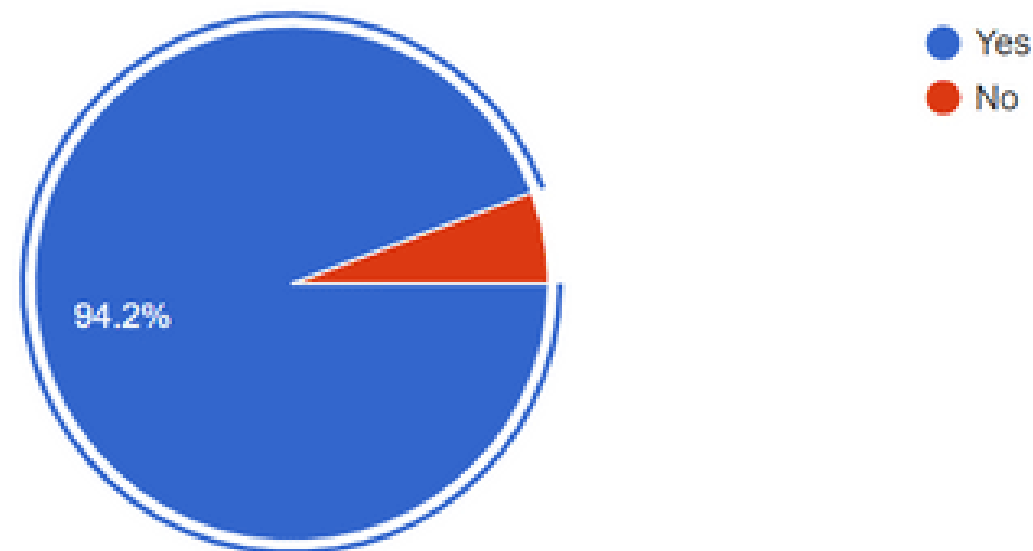


THE PROBLEM

Quality journalism is locked behind too many different paywalls

Do you sometimes find yourself in a situation where you want/need to read an article but it is behind a monthly subscription paywall?

52 responses



Source: Key Primary Research

KEY

THE SOLUTION

One token-based, pay-per-article service that unlocks them all.





KEY

THE PARTNERS

THE READERS

willingness to pay ↑

**MONTHLY/YEARLY
SUBSCRIBERS**



**PAY PER ARTICLE
READERS**

NON-PAYING READERS

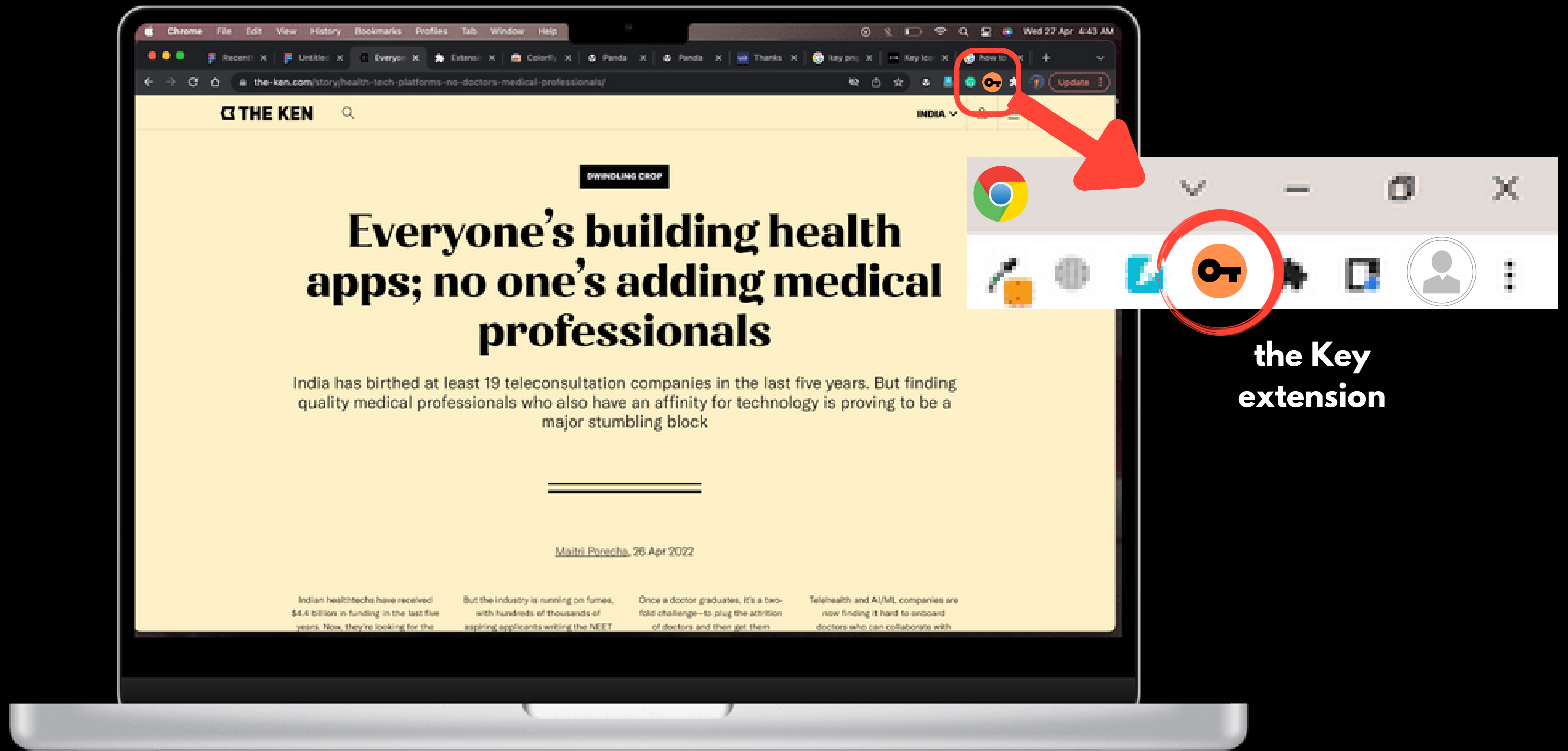


**VALUE
FOR
MONEY**

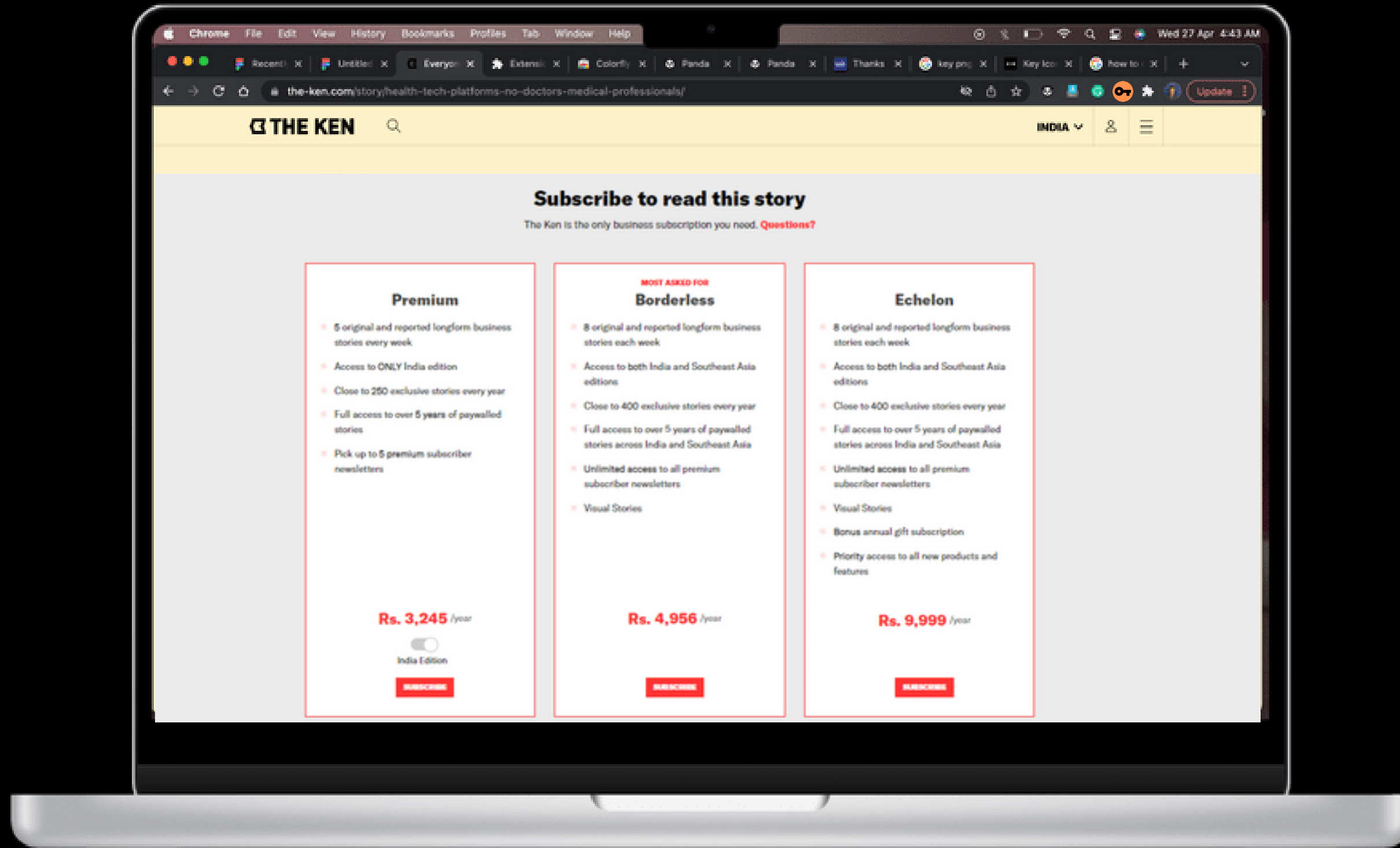
FLEXIBILITY

CONVENIENCE

THE CUSTOMER EXPERIENCE



THE CUSTOMER EXPERIENCE



THE CUSTOMER EXPERIENCE

The image shows a laptop screen displaying the The Ken website. The browser's address bar shows the URL `the-ken.com/story/health-tech-platforms-no-doctors-medical-professionals/`. The website header includes the 'THE KEN' logo and a search bar. The main content area is a subscription prompt: 'Subscribe to read this story' with the tagline 'The Ken is the only business subscription you need. Questions?'. Below this, three subscription tiers are listed: Premium (Rs. 3,245/year), Borderless (Rs. 4,956/year), and Echelon (Rs. 9,999/year). Each tier lists its benefits, such as access to original stories, paywalled content, and newsletters. A red box highlights the 'Key' icon in the browser's extension bar, with a red arrow pointing to a separate overlay on the right. This overlay contains the text 'this article can be unlocked with Key', 'WOULD YOU LIKE TO UNLOCK IT FOR 3 KEYS?', and a green checkmark icon.

THE KEN

Subscribe to read this story
The Ken is the only business subscription you need. [Questions?](#)



Premium	<small>MOST ASKED FOR</small> Borderless	Echelon
<ul style="list-style-type: none">5 original and reported longform business stories every weekAccess to ONLY India editionClose to 250 exclusive stories every yearFull access to over 5 years of paywalled storiesPick up to 5 premium subscriber newsletters	<ul style="list-style-type: none">8 original and reported longform business stories each weekAccess to both India and Southeast Asia editionsClose to 400 exclusive stories every yearFull access to over 5 years of paywalled stories across India and Southeast AsiaUnlimited access to all premium subscriber newslettersVisual Stories	<ul style="list-style-type: none">8 original and reported longform business stories each weekAccess to both India and Southeast Asia editionsClose to 400 exclusive stories every yearFull access to over 5 years of paywalled stories across India and Southeast AsiaUnlimited access to all premium subscriber newslettersVisual StoriesBonus annual gift subscriptionPriority access to all new products and features
Rs. 3,245 /year	Rs. 4,956 /year	Rs. 9,999 /year
<input type="checkbox"/> India Edition		
SUBSCRIBE	SUBSCRIBE	SUBSCRIBE

this article can be unlocked with Key

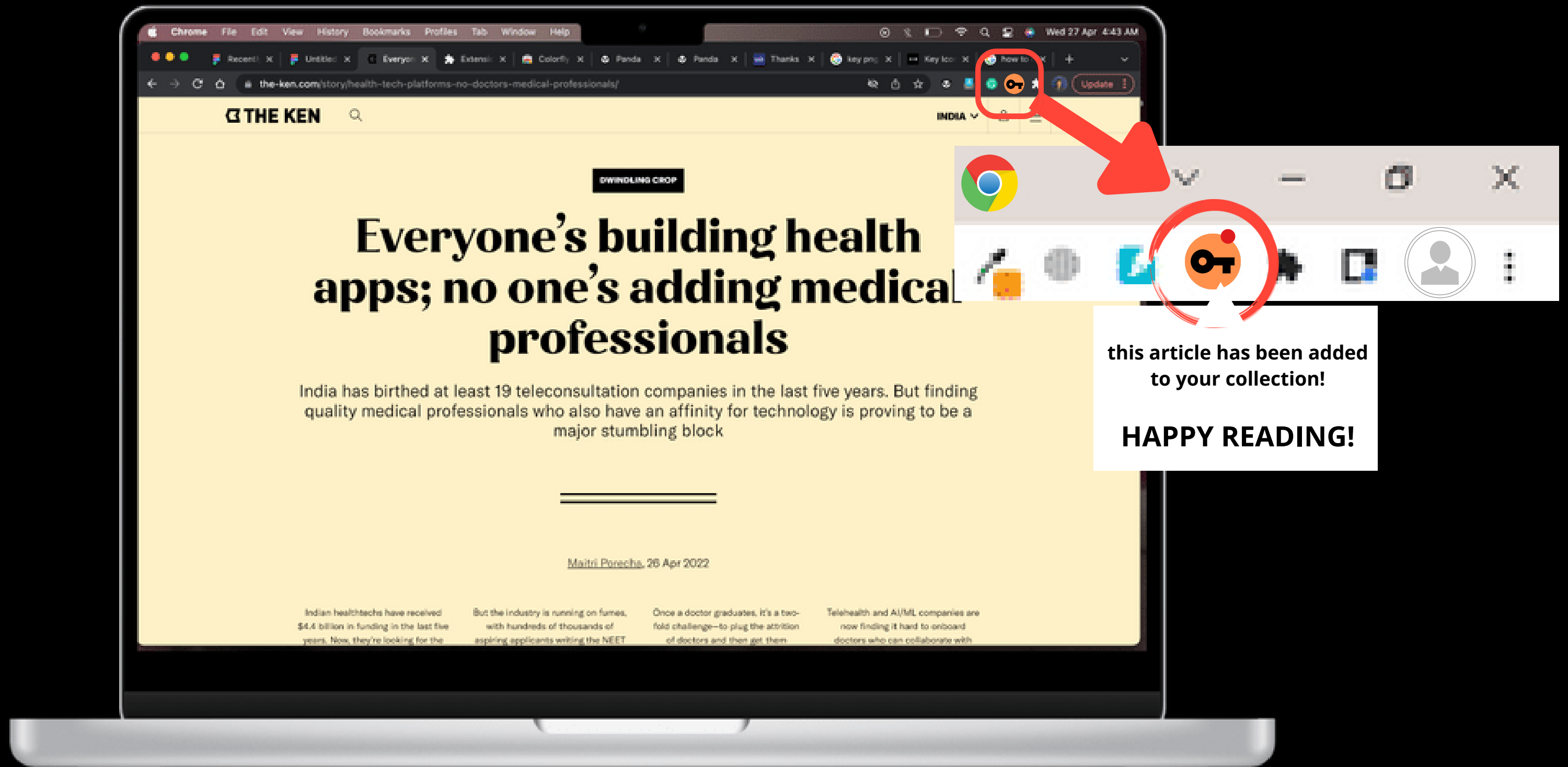
WOULD YOU LIKE TO UNLOCK IT FOR

3

KEYS?

THE CUSTOMER EXPERIENCE

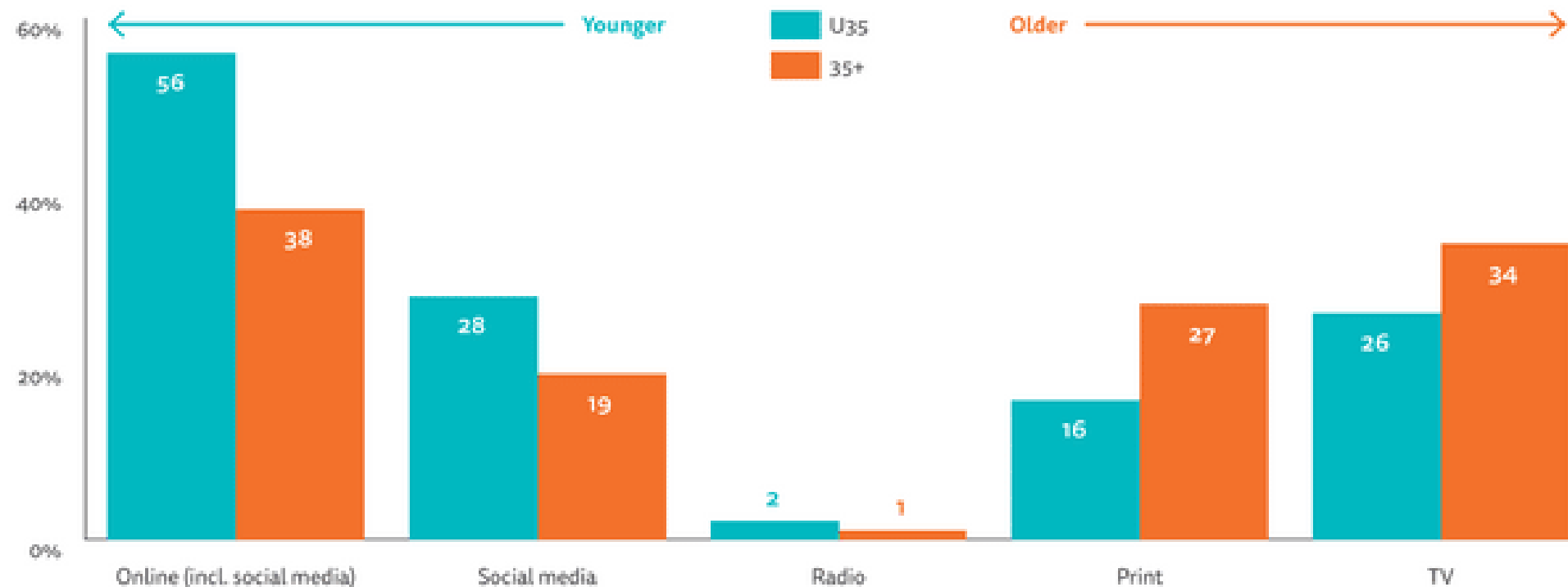


INDUSTRY BACKGROUND

EMERGING TRENDS

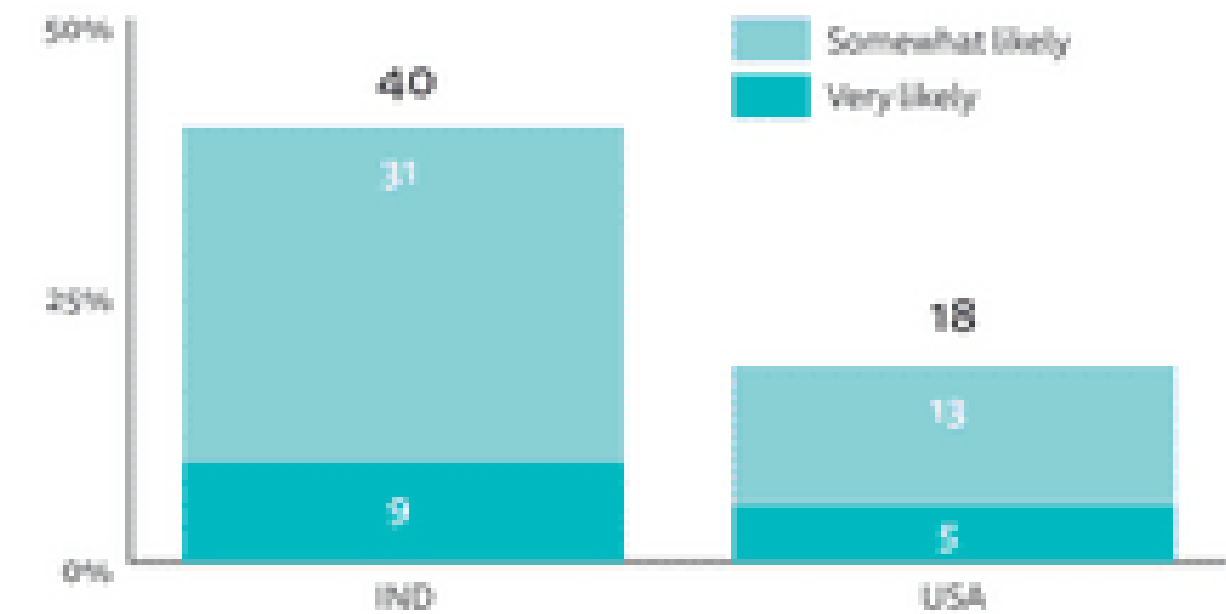
Subscription Fatigue | Dominance of Digital
Heightened Information Inequalities | Increasing Willingness to Pay

MAIN SOURCE OF NEWS BY AGE - INDIA



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news? Base: Under 35 = 668; 35+ = 313

PROPORTION THAT WOULD PAY FOR ONLINE NEWS IN THE FUTURE - SELECTED MARKETS



Q7a. You said you have not paid for online/digital content in the last year. How likely or

COMPETITIVE LANDSCAPE

Subscription/Service Aggregators



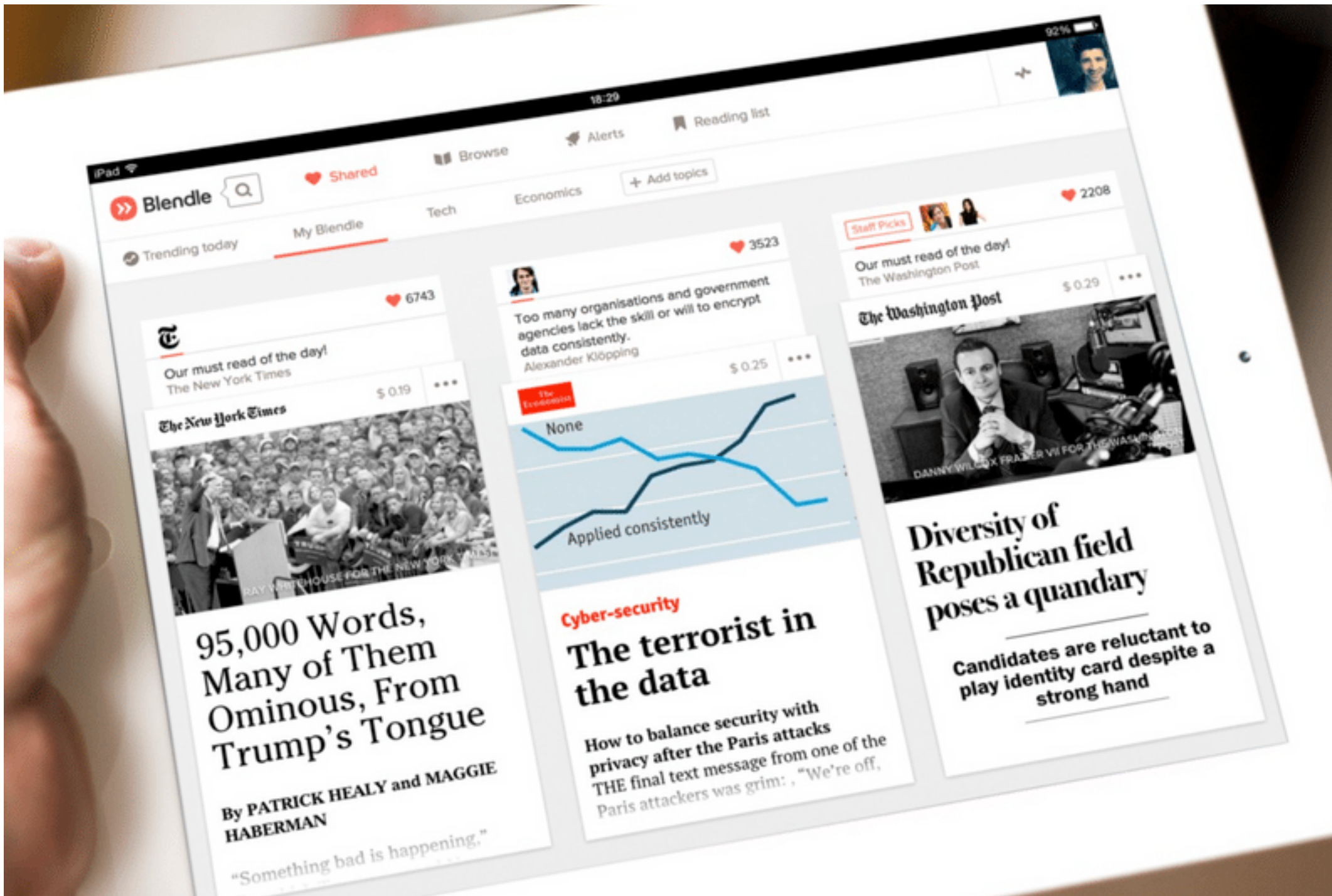
- Launched in Netherlands in 2014 as a curated selection of quality journalism with pay-per article
- Reached a million users but pivoted from micropayments
- Price range - \$0.09 to \$0.59 apiece

Showed that people are willing to pay for quality journalism

How are we different?

1) Region

2) Exist as a service/extension, not a standalone platform



COMPETITIVE LANDSCAPE

Subscription/Service Aggregators

inkl



1. We offer better value for your money
2. UX better aligned to customer needs



Monthly

₹249

- Unlock the world's best news
- Premium features: ad-free interface, deep dive, tags
- Renews each month



Yearly

₹2,490

- **Recommended option** (12 months for the cost of 10)
- Unlock the world's best news coverage for an entire year
- Premium features: ad-free interface, deep dive, tags
- Renews annually

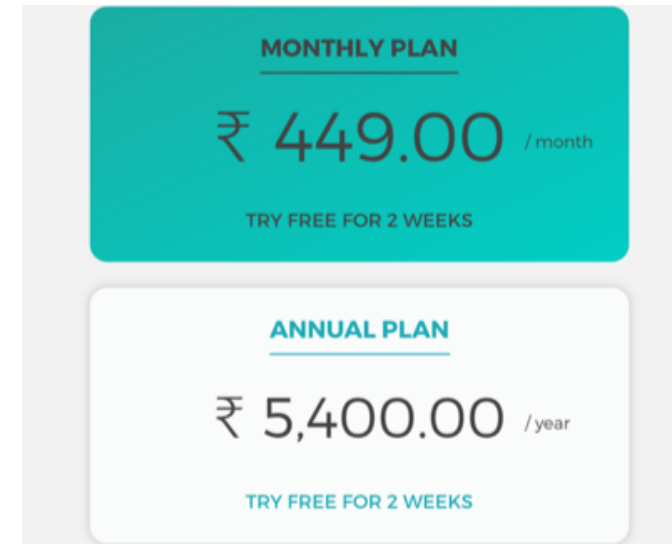
COMPETITIVE LANDSCAPE

Subscription/Service Aggregators



Listen to longform journalism you don't have time to read

Get access to stories from dozens of top publishers. Read by world-class narrators.



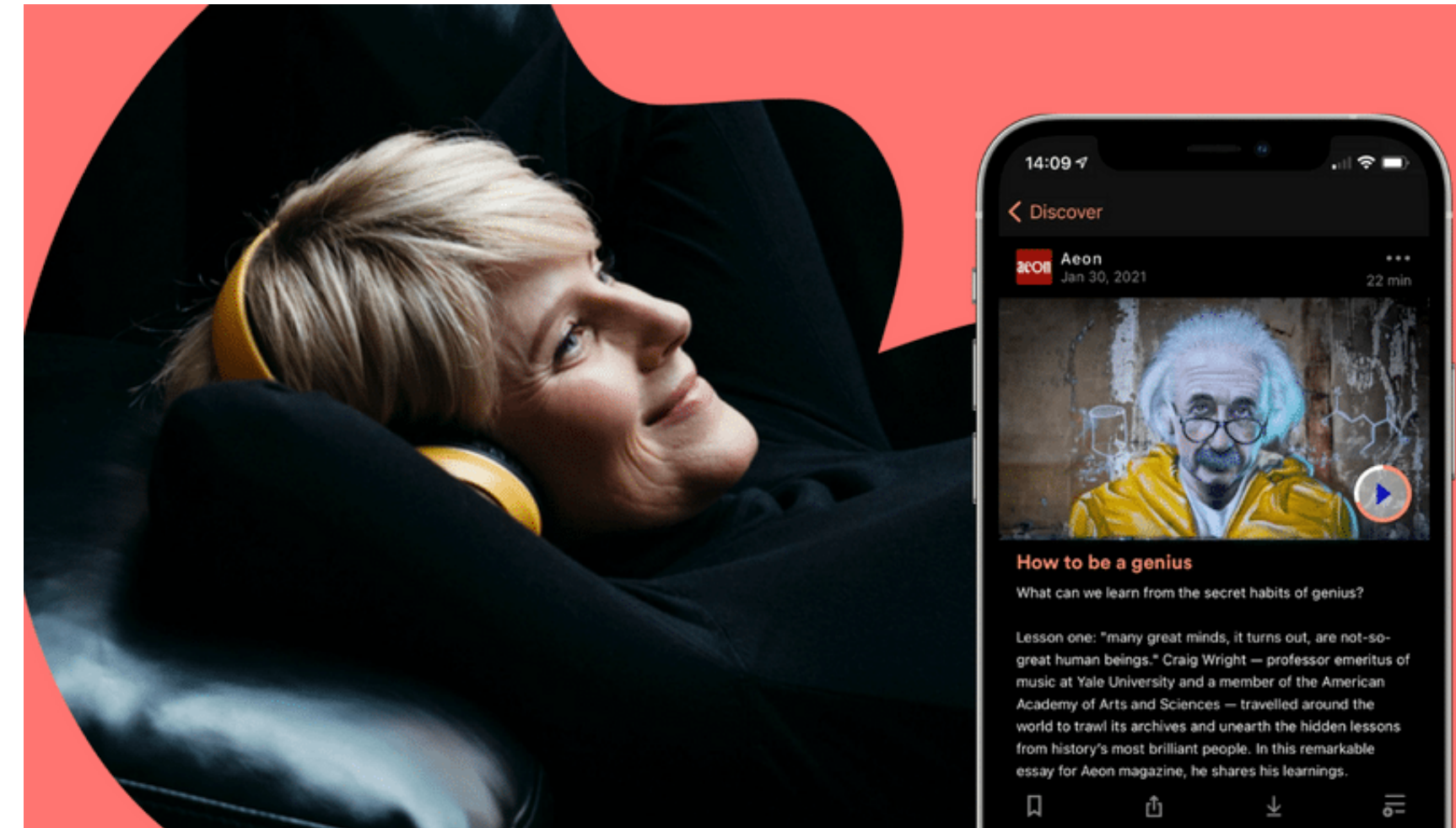
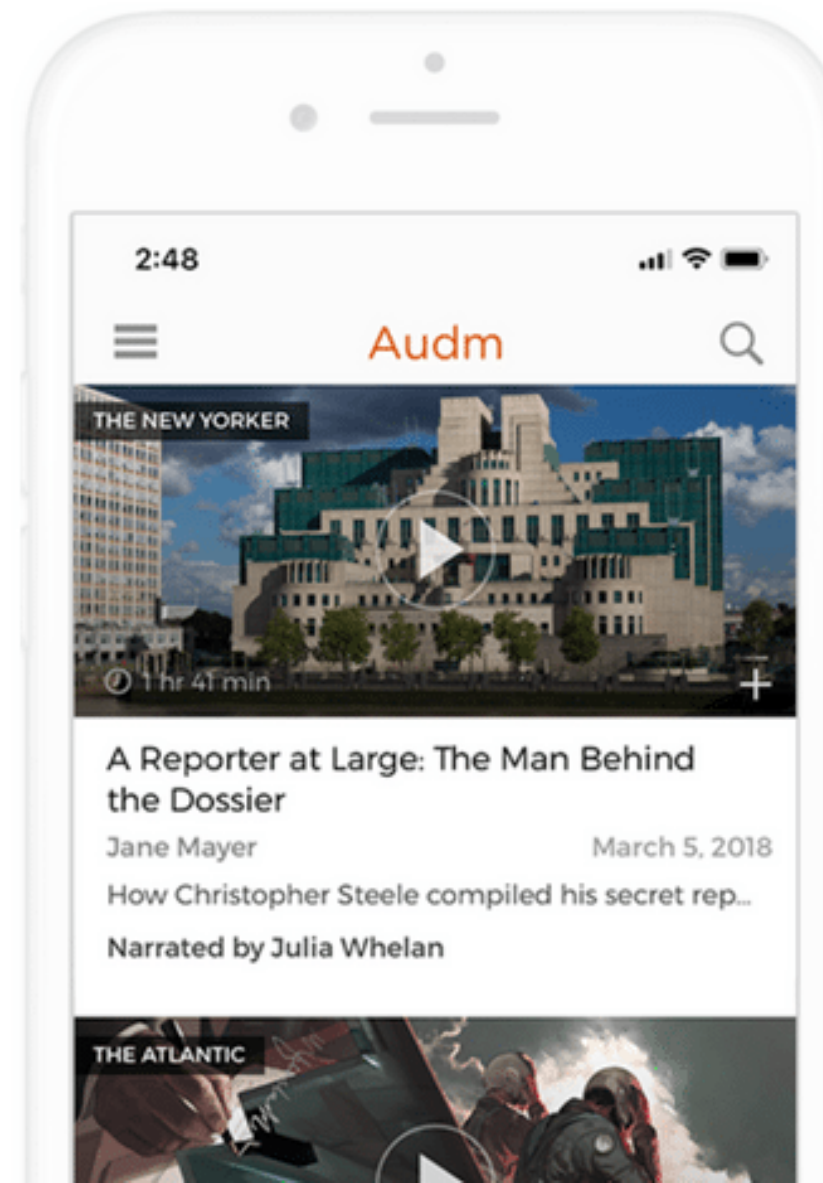
CURIO

Yearly **Save 37%**

\$59.99/year

Monthly

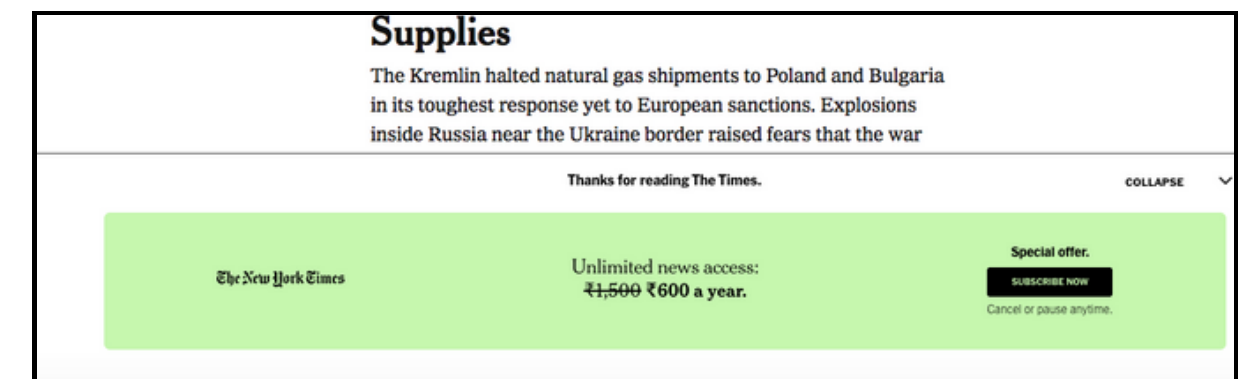
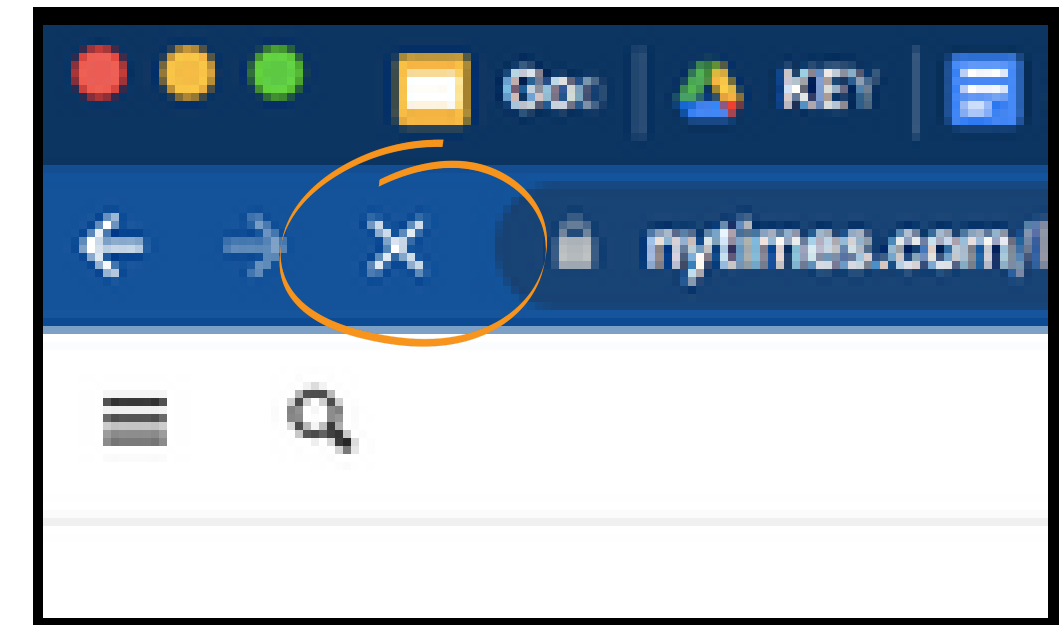
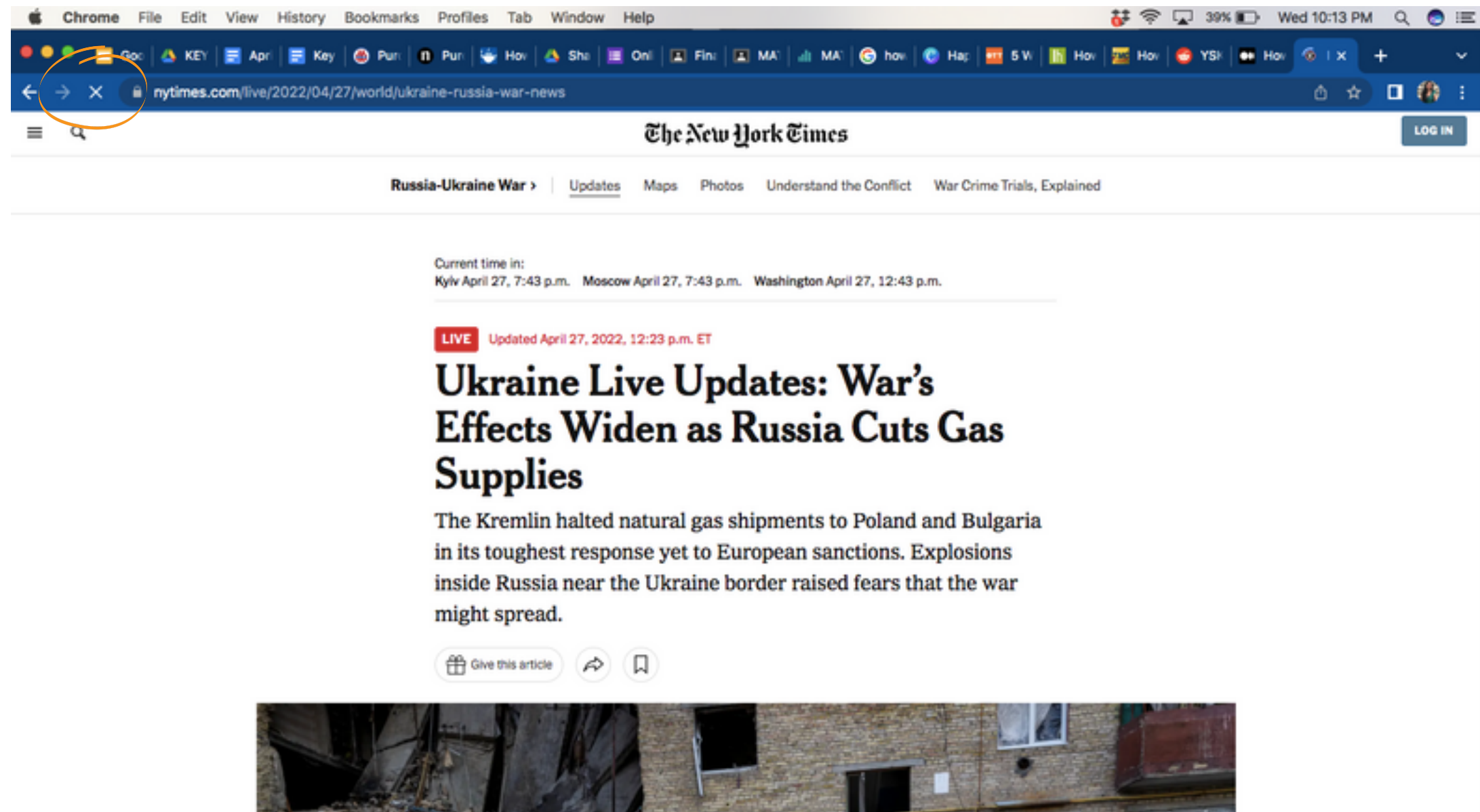
\$7.99/month



COMPETITIVE LANDSCAPE

Workarounds

1. Stop Loading the Page



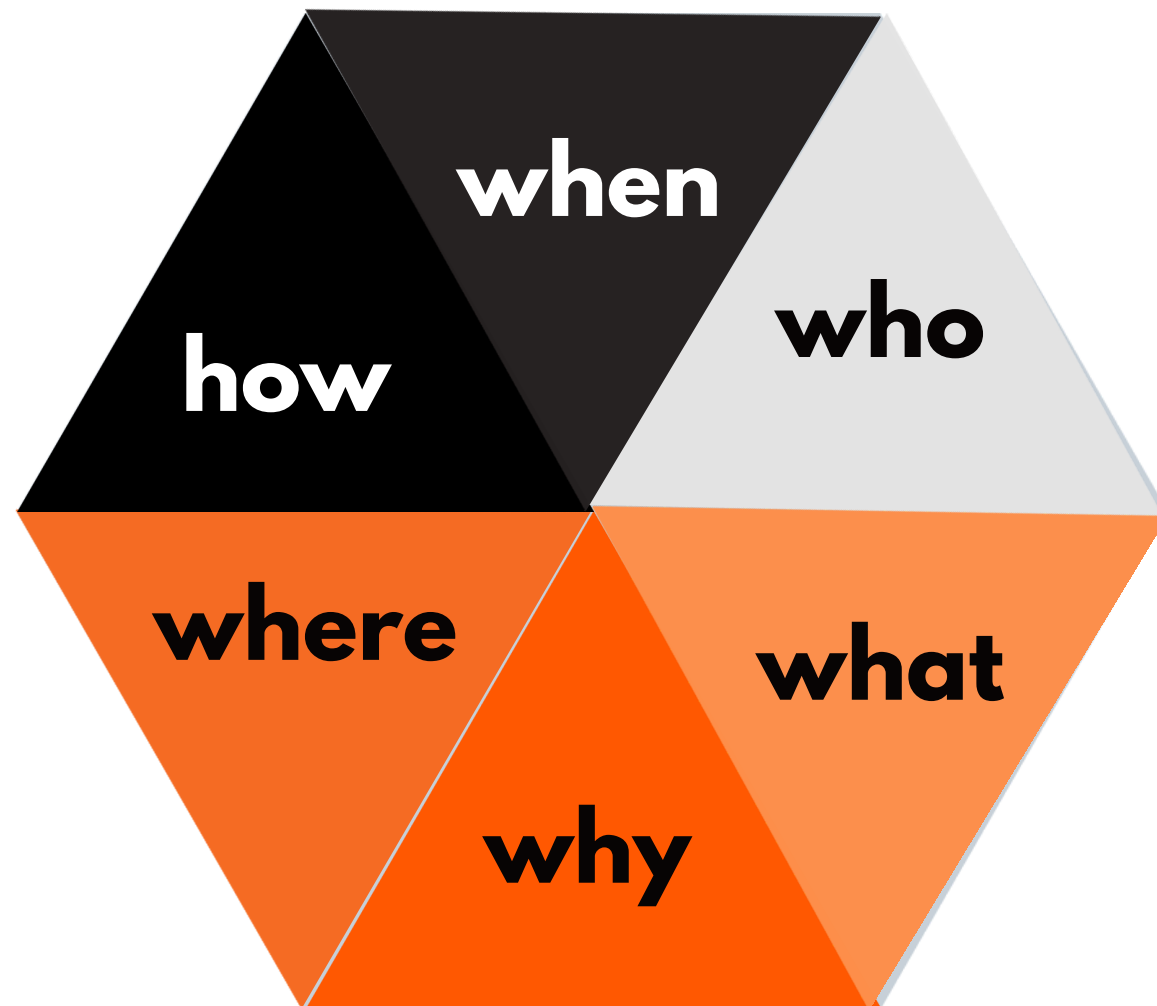
COMPETITIVE LANDSCAPE

Workarounds

- 2. Delete the Page Cookies**
- 3. Try the Incognito Mode Hack**
- 4. Use Archive Websites as a Backdoor**
- 5. Use Paywall Removal Extensions**
- 6. Disable JavaScript in your browser**
- 7. Use a VPN Service**



GO-TO-MARKET



TARGET CUSTOMER



lives in: Tier 1,2 Indian cities

age: 18-35

work: knowledge economy job

socials: active on LinkedIn, Twitter & Instagram

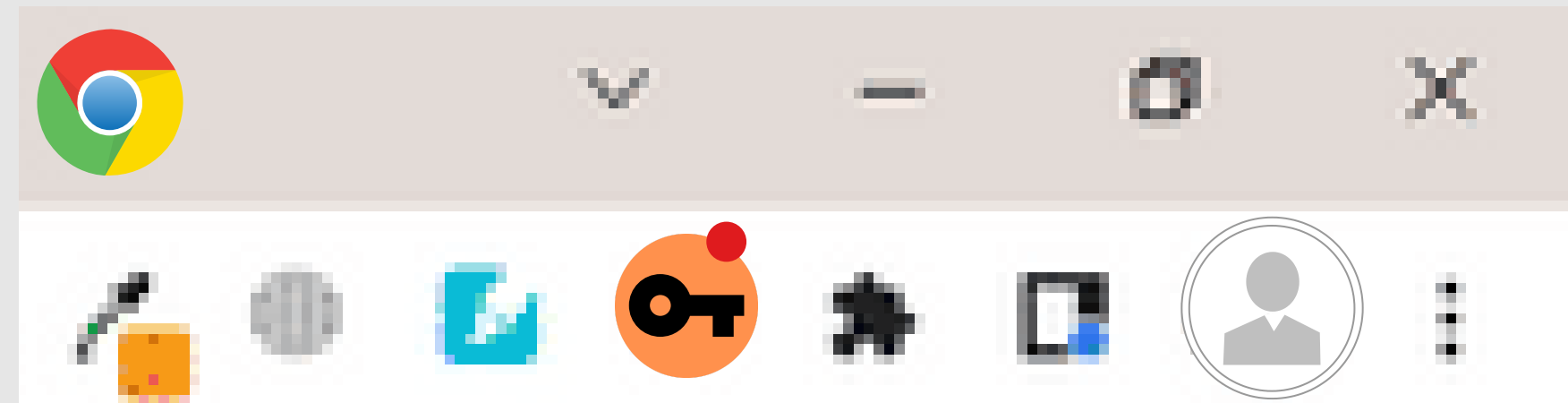
socio-economic: upper/middle class

reads about 3-4 long forms articles a week, has an OTT subscription

GO-TO-MARKET



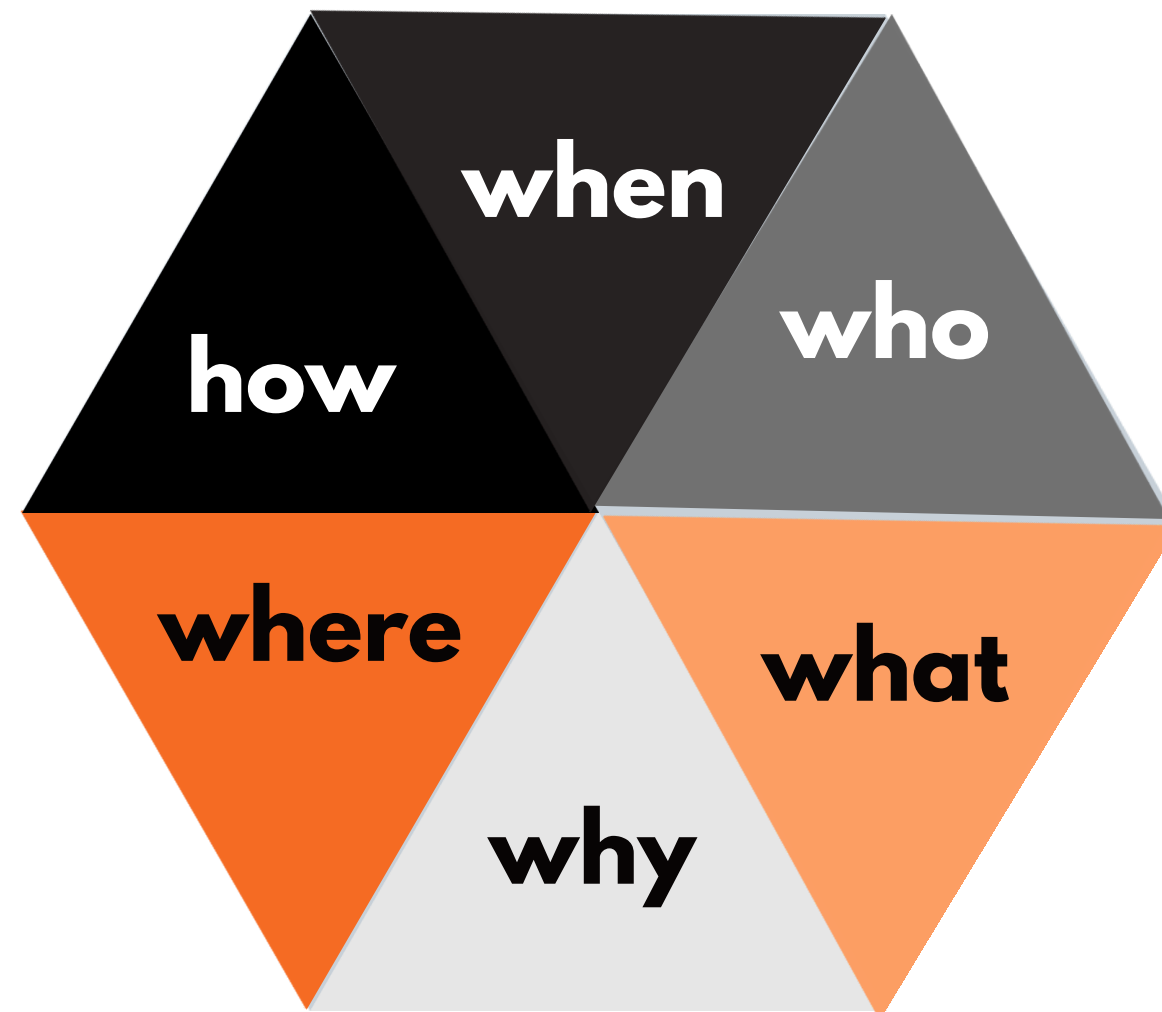
PRODUCT



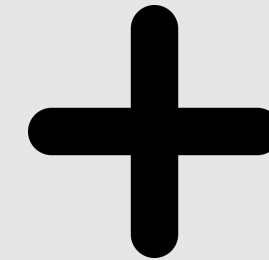
**The extension that will be available on the
Chrome Store.**

**Discrete & Minimal | Embedded In the Flow
of Work | 0.5 Seconds to Execute**

GO-TO-MARKET



BRAND POSITIONING



Combining the helper & the sage brand archetype, Key is positioned as your helper in the quest for knowledge, "unlocking" doors for you along your way

GO-TO-MARKET

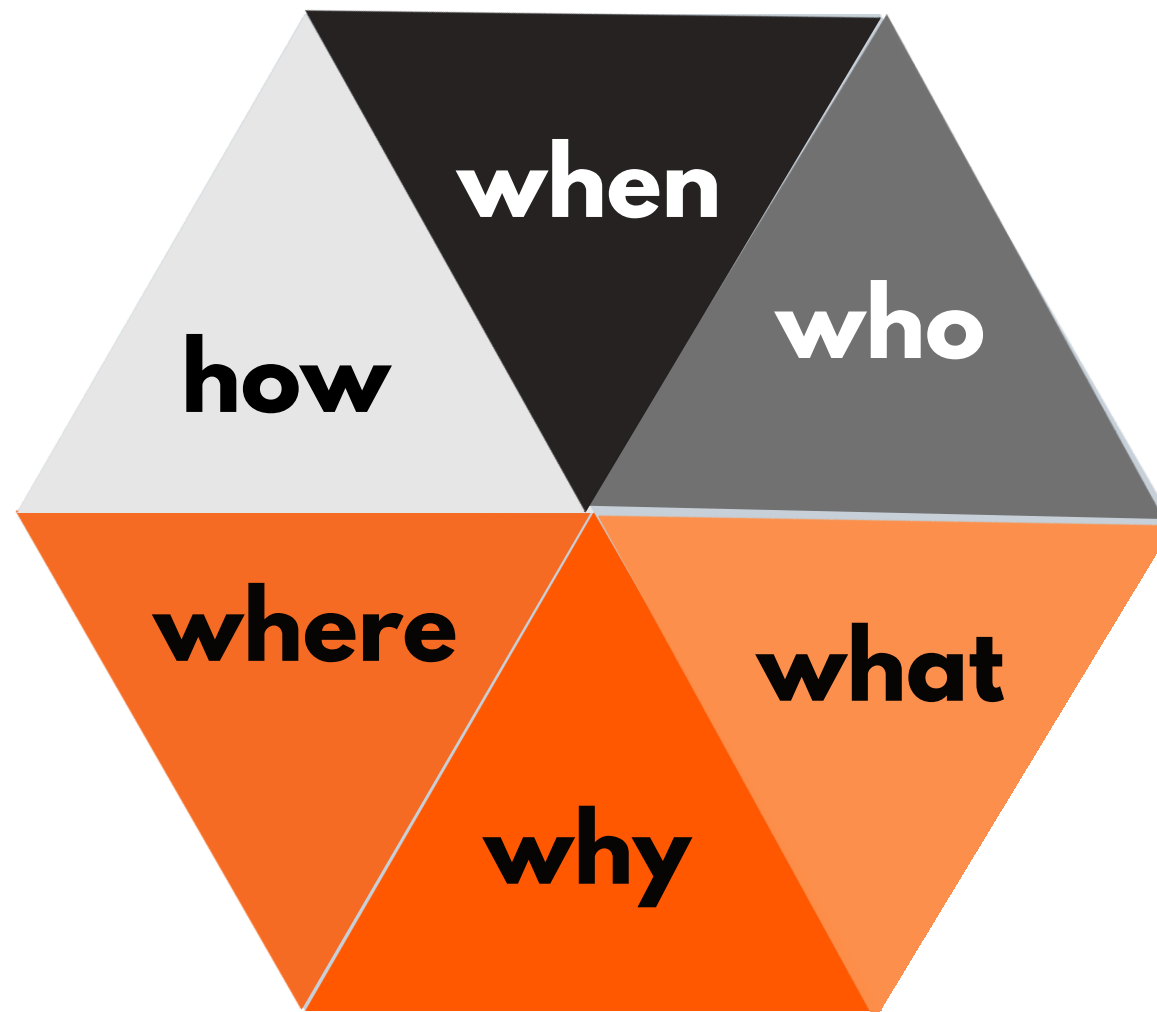


AVAILABILITY



Technically, Key will be available on the Chrome store globally. However, given that first Indian news partners will be onboarded, GTM will focus on acquisition in India

GO-TO-MARKET



DIGITAL MARKETING

Phase 1: Involve content around **How Key works**, what are the features etc.

Phase 2: will involve **testimonials** of users, positive feedback, addressing the problem etc.

Phase 3 : Call to action
Social marketing, YT ads google ads etc. as well for all 3 phases

THROUGH PARTNERS

- Position us on their website and ask to download the extension
- Make us known as a payment option
- **Suggest the Key feature for users who are not subscribing as a notification**

Market Sizing Calculations (In Million)

English Speaking Population

English Speaking Popular = 125 Million

Access to News Digitally

Access to News Digitally = 75 Million

(based on survey and Indian Digital News Trend)

Willingness to Pay (Total Addressable Market)

20% - based on Survey

Demographic and Geographic Filter

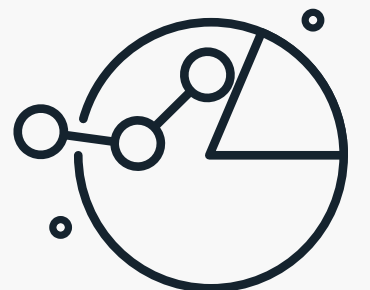
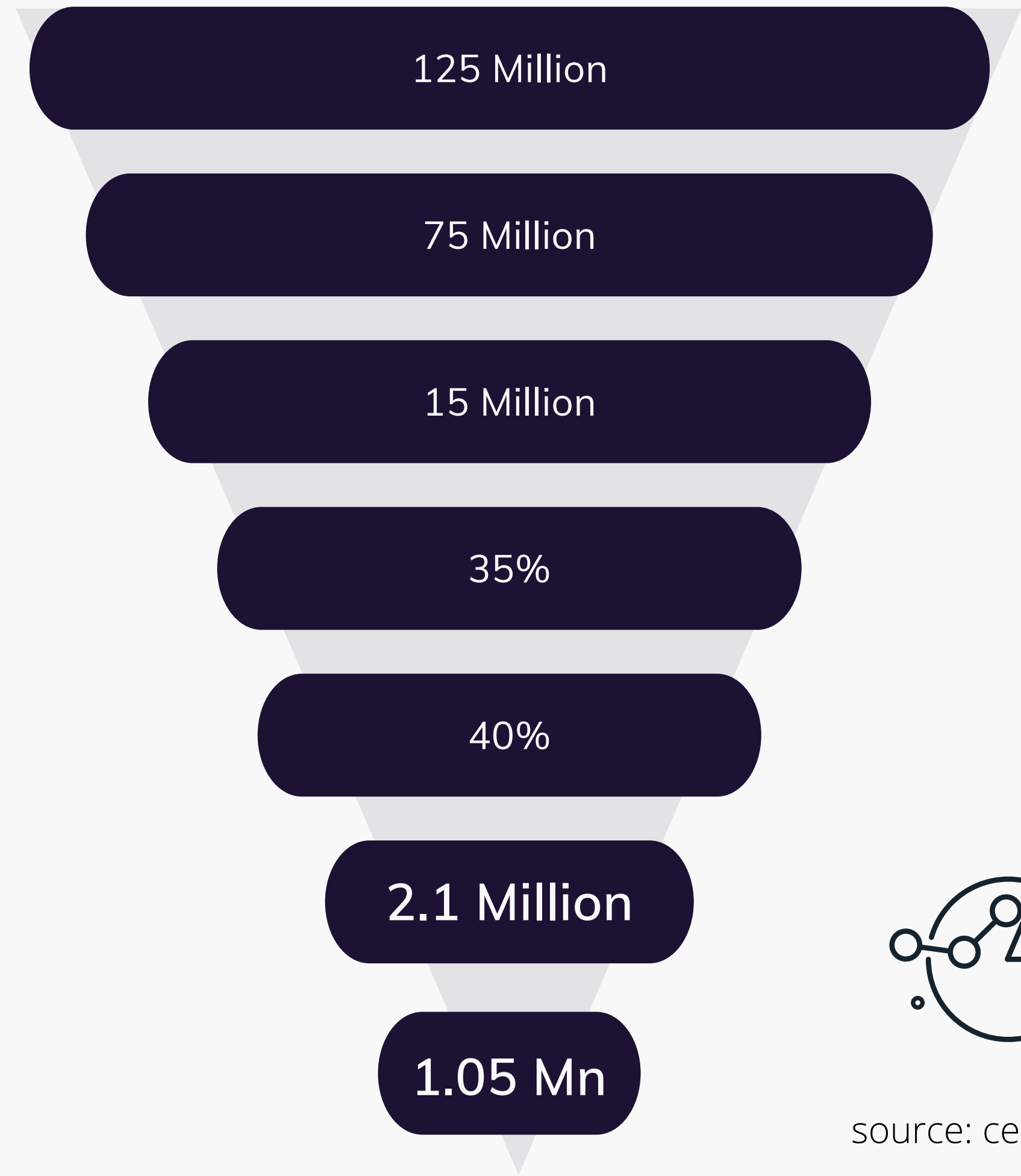
Assume that 35% of the people belong to the age category we want to target and 40% live in cities we want to target

Serviceable Addressable Market (SAM)

This is total available market segmented according to the specific niche we want to target

Obtainable Serviceable Market

From our surveys, we found 50% people would be interested in our product



source: census 2011

SUBSCRIPTIONS OFFERED

Provider	Price
The Federal	365
Money Control	399
Times of India	599
The Hindu Business Line	899
Frontline digital	899
The Hindu	999
Scroll.in	999
India Today	1560
The Indian Express	1699
Business Standard	1799
Economic Tmes	2499
Bloomberg Quint	2999
The Ken	3245
The Quint	1800

Provider	Price
Mint	2249
Wall Street Journal	4309
The Economist	9699
The New York Times	600
The Washington Post	500
Financial Times	28571
The Guardian	13200
Business Insider	3723
AVERAGE	3800

REVENUE MODEL

Model	Who Pays?	With What?	For What?	How?	How Much?
Money-Model	end-user	money	per article	top-up payments on our website	Bands of 50, 20, 10 i.e. 5, 2, or 1 token
Ad-Model	end-user	attention	per article	watching an advertisement	Bands per time

COSTS

Fixed Costs	Platform set-up cost	-	-	-
Variable Costs	Marketing	Server Costs	SEO team	Integration of AI and tools to process data collected

/	Light User (n-7)	Moderate User (n)	Heavy User (n+7)
Paid articles consumed per week	2	9	16
Effective spending through Key per WEEK (in INR)	20	90	160
Effective spending through Key per MONTH (in INR)	80	360	640

9 paid articles per week

₹10 per article

1 Key = Rs. 5

Emphasis is on **PAID** articles. We consume many articles a week, but few of those are firewall restricted ones.

Priced in packs of 10, 20, 50 and 100, viz. Rs. 50, 100, 250 and 500 respectively.

KEY METRICS

1. Total number of people using Key (per month)
2. Number of times each individual unlocks an article using Key (per month)
3. Amount spend on buying Keys per month
4. Number of Keys bought per transaction
5. Percentage of times people come across a paid article but don't use Key

REVENUE SHARING

50% of value of Keys used by a user per article go to the News Service provider.



MANAGEMENT SUMMARY

PRODUCT



NATASHA LOPEZ



SAHAJ KHANDELWAL

TECH



ADITYA AGARWAL



SAHIL VERMA

MARKETING



SWARNA AJJAMPUR

PARTNERSHIPS



YASHRAJ NANDA



ADITI TIBAREWAL

Thank You!