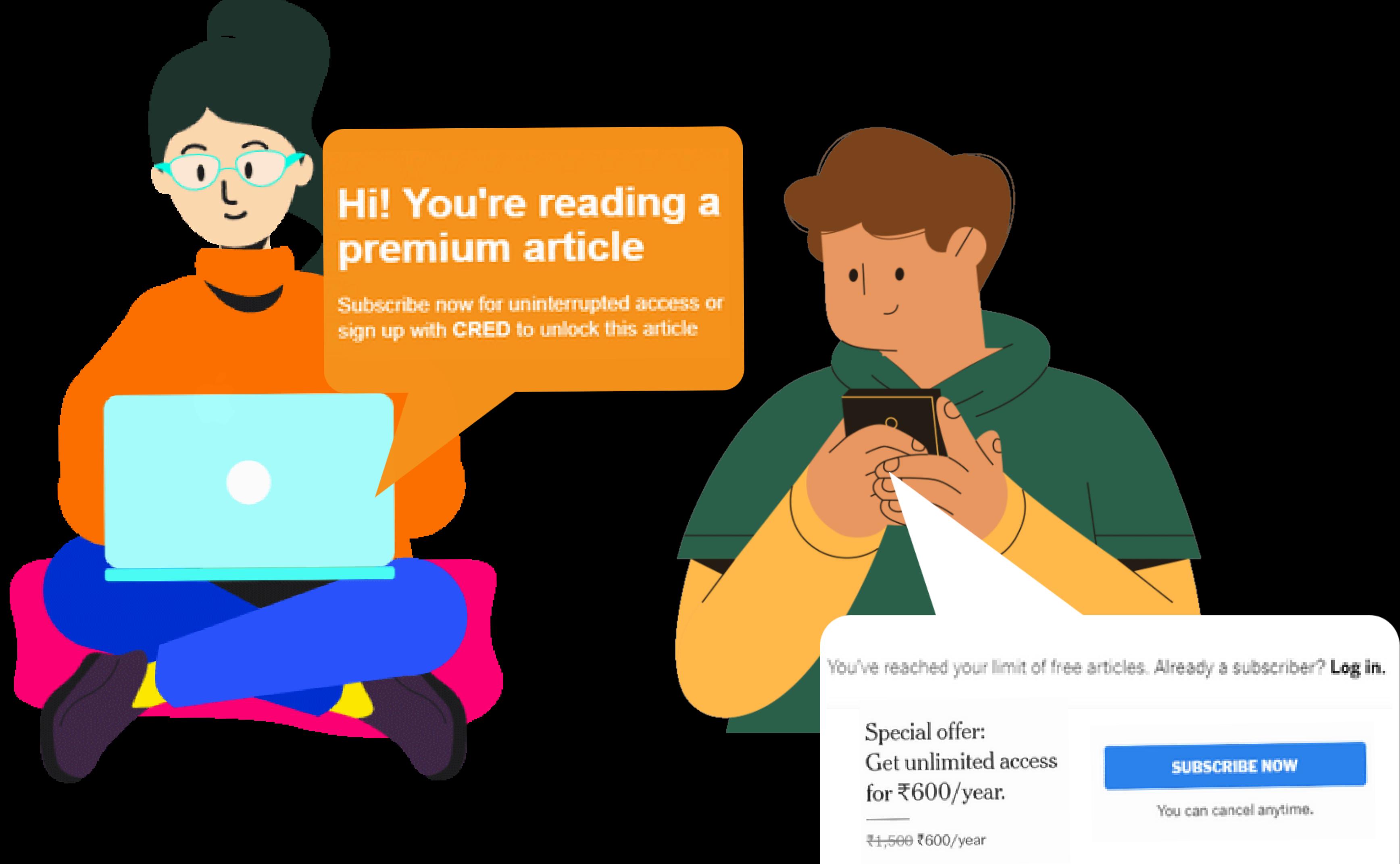




KEY



**YOU ARE
NOT ALONE!**

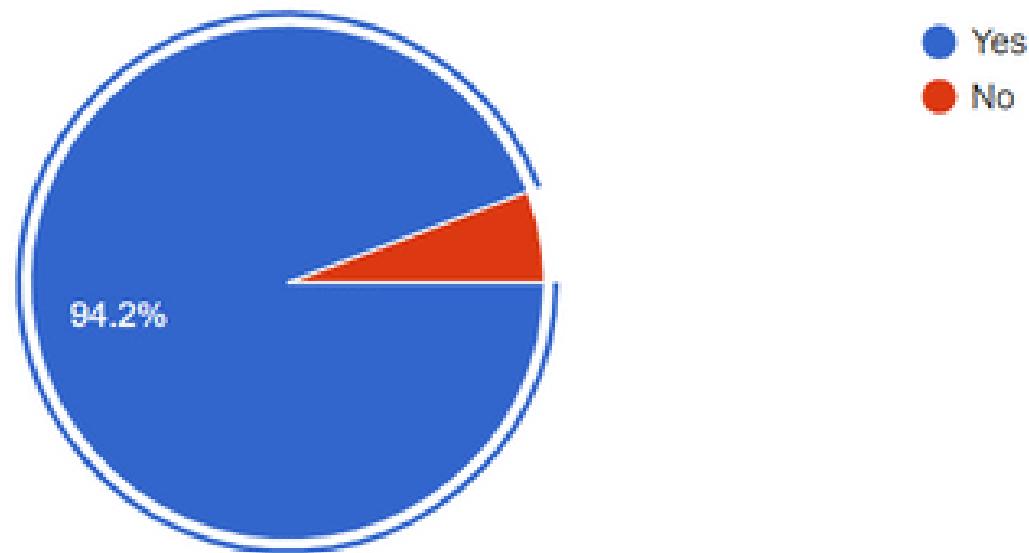


THE PROBLEM

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



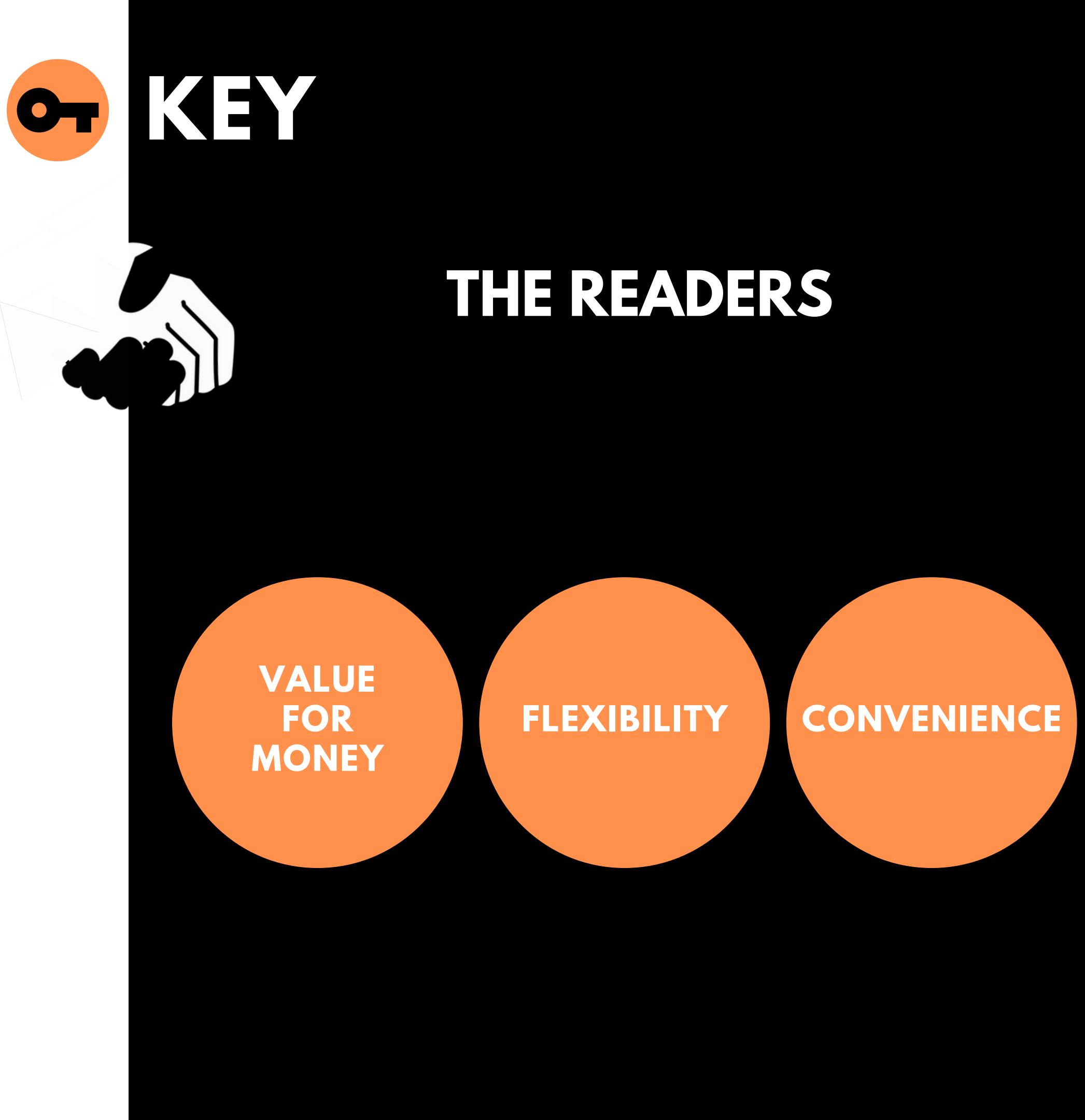
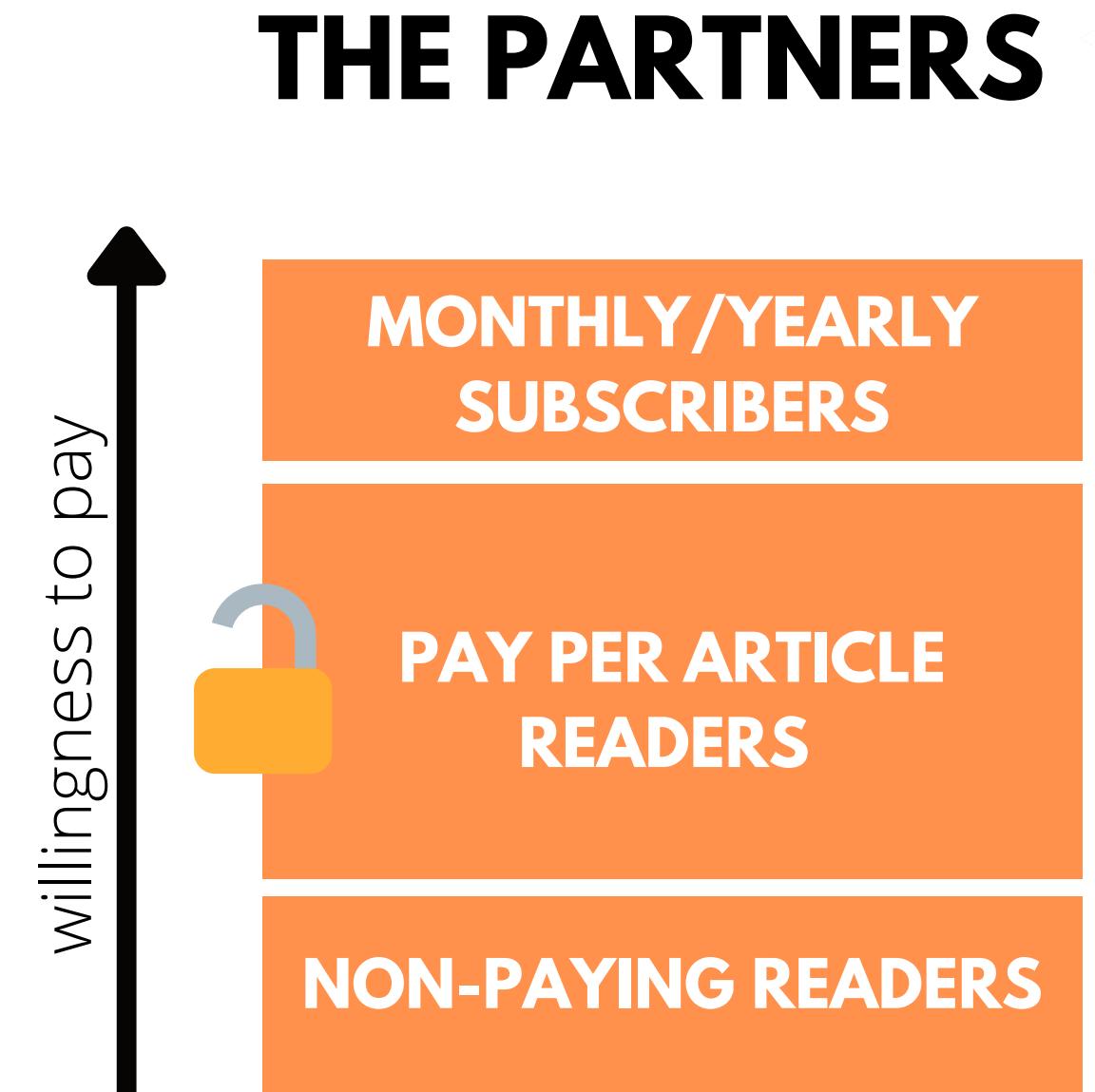
Source: Key Primary Research

KEY

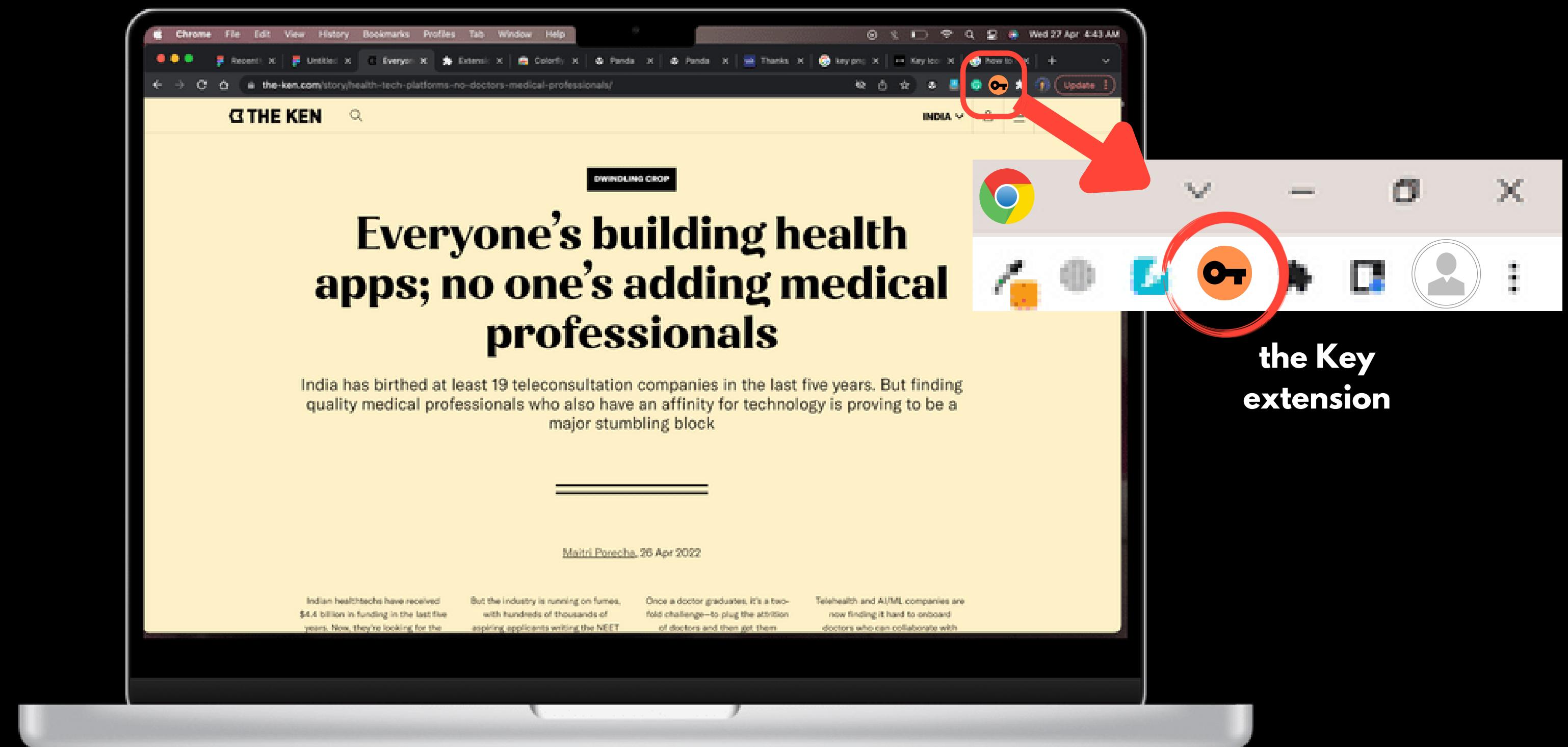
THE SOLUTION

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

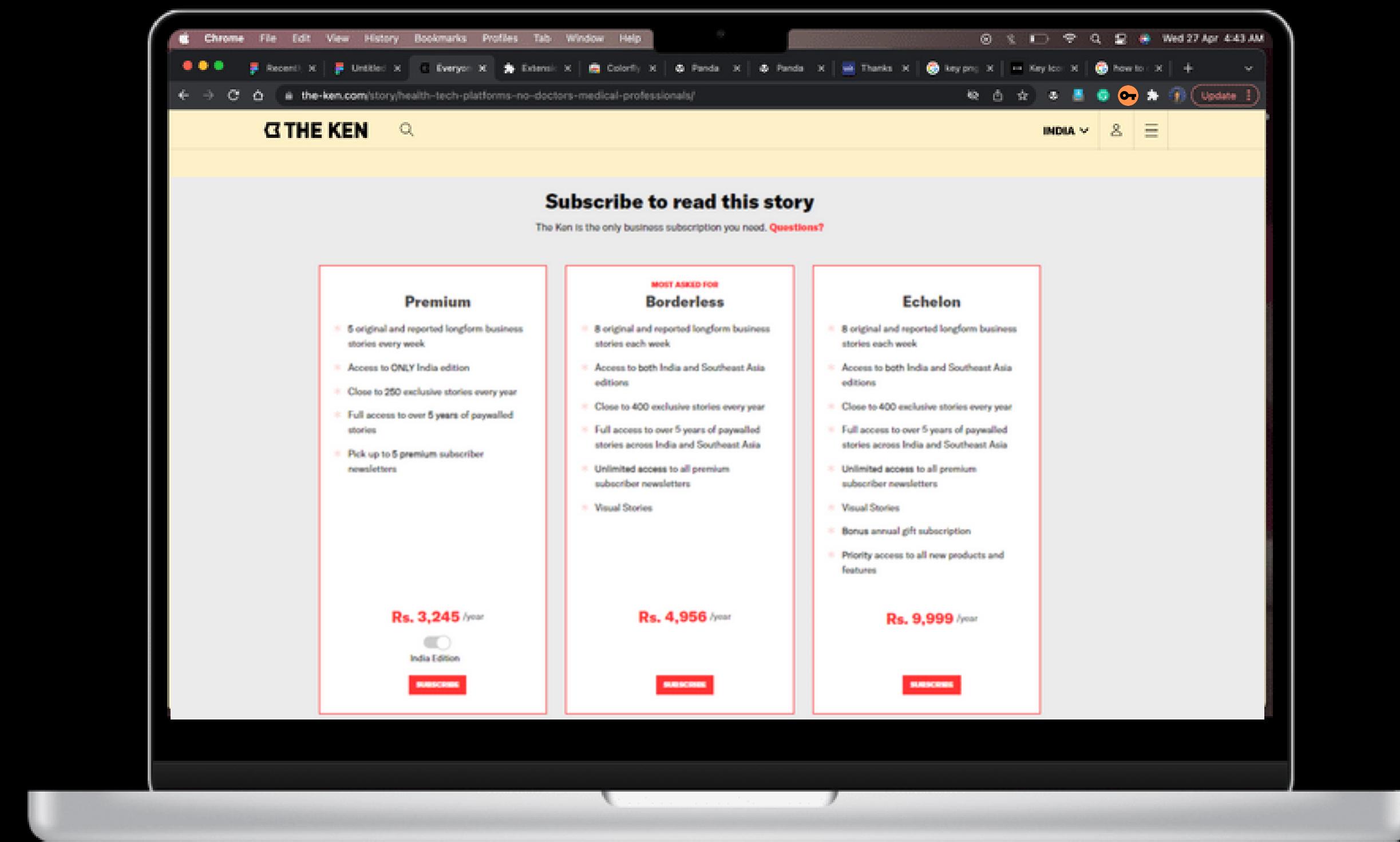




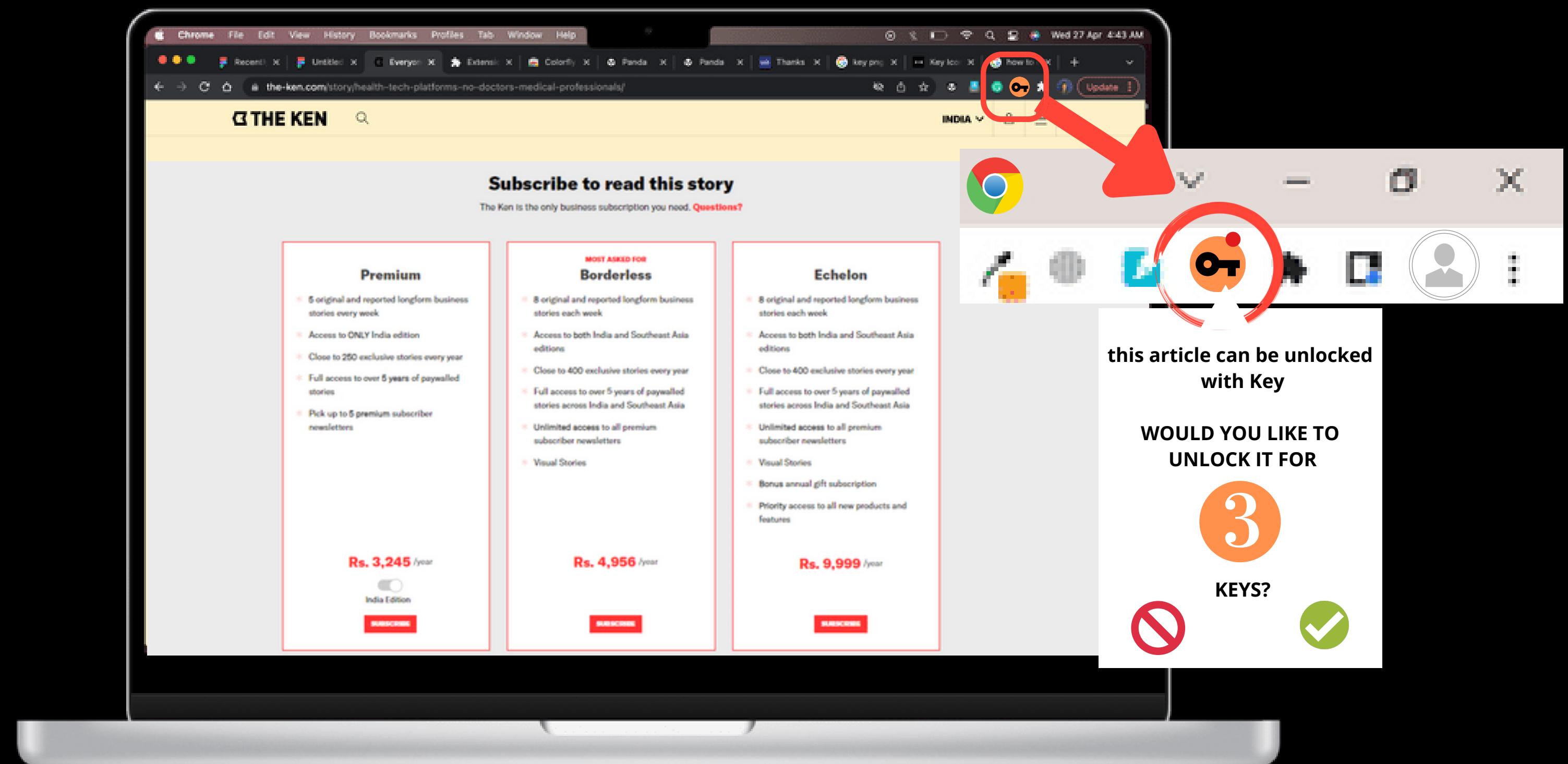
THE CUSTOMER EXPERIENCE



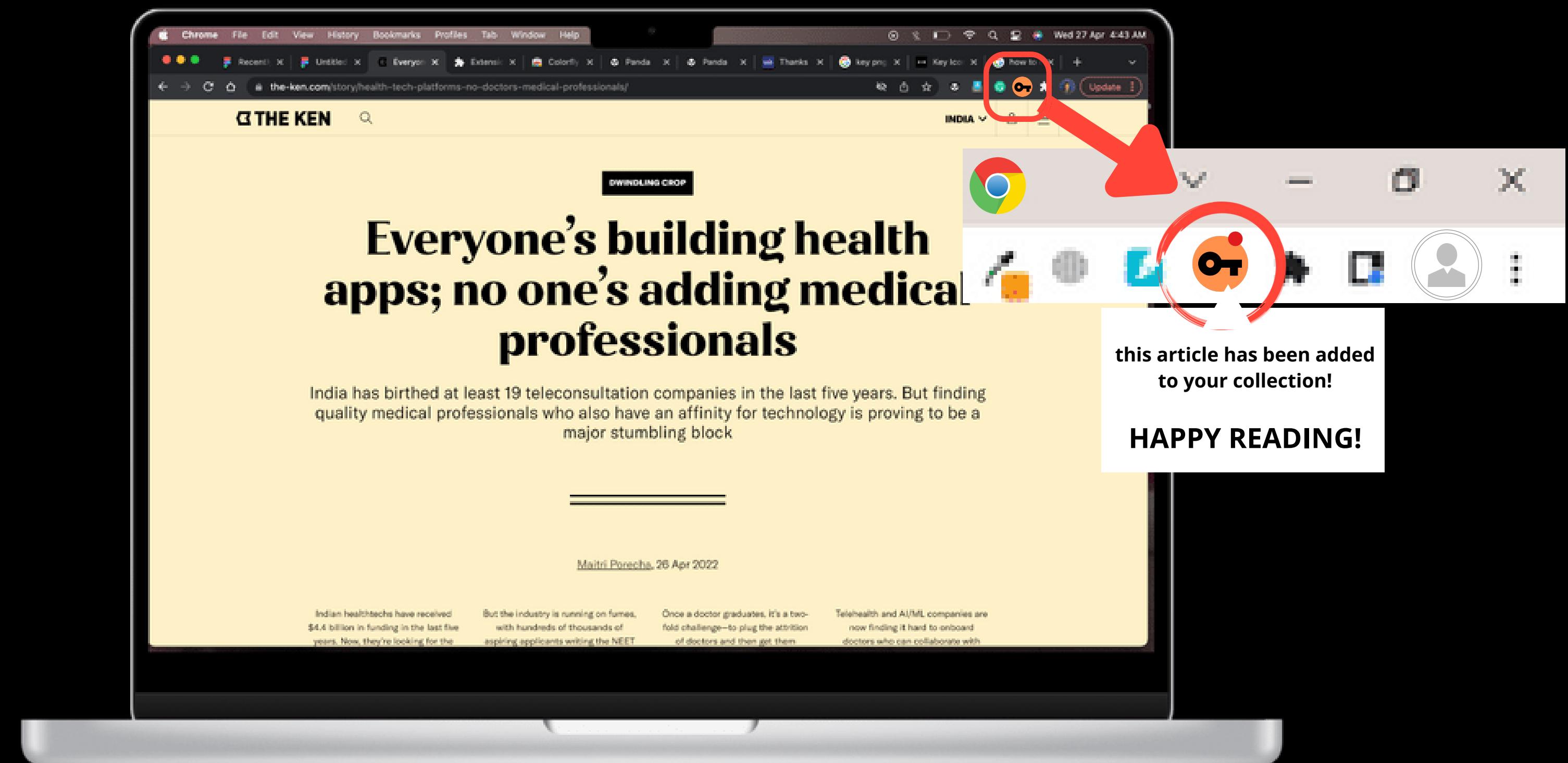
THE CUSTOMER EXPERIENCE



THE CUSTOMER EXPERIENCE



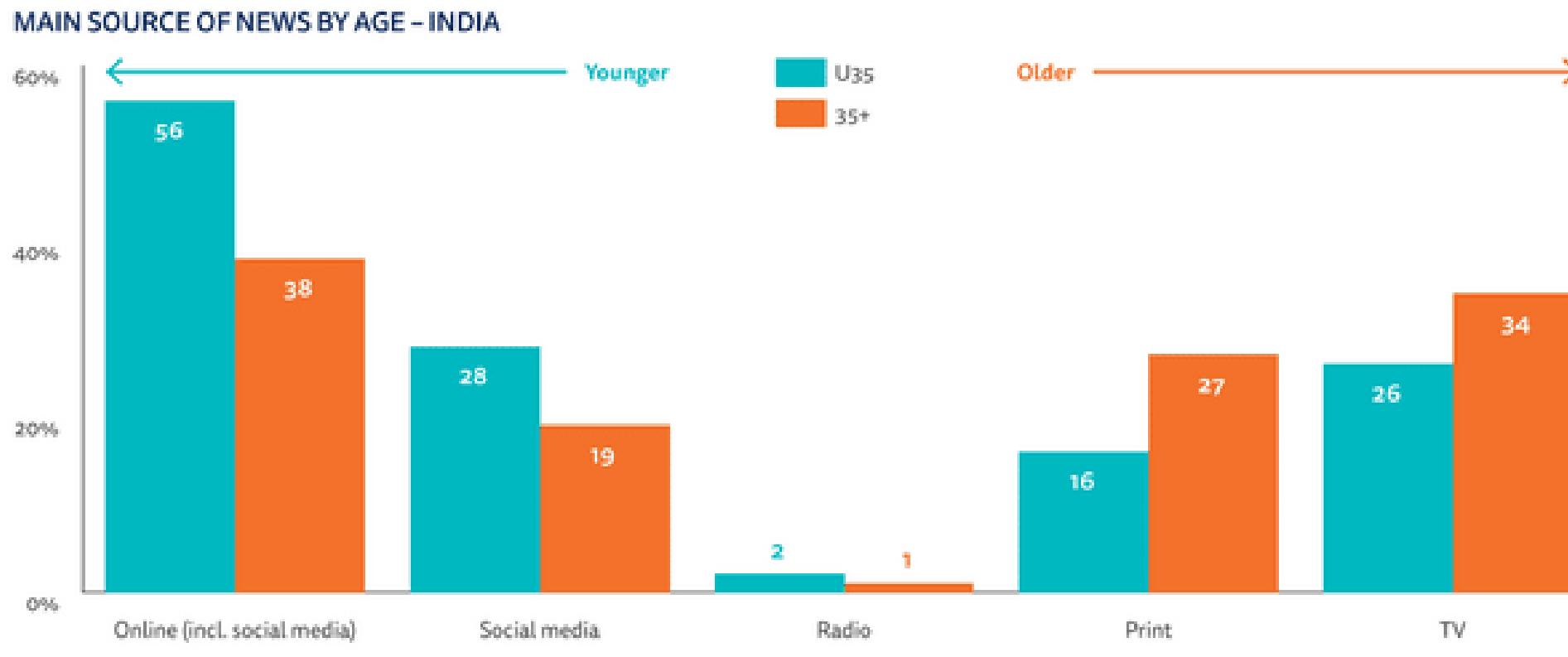
THE CUSTOMER EXPERIENCE



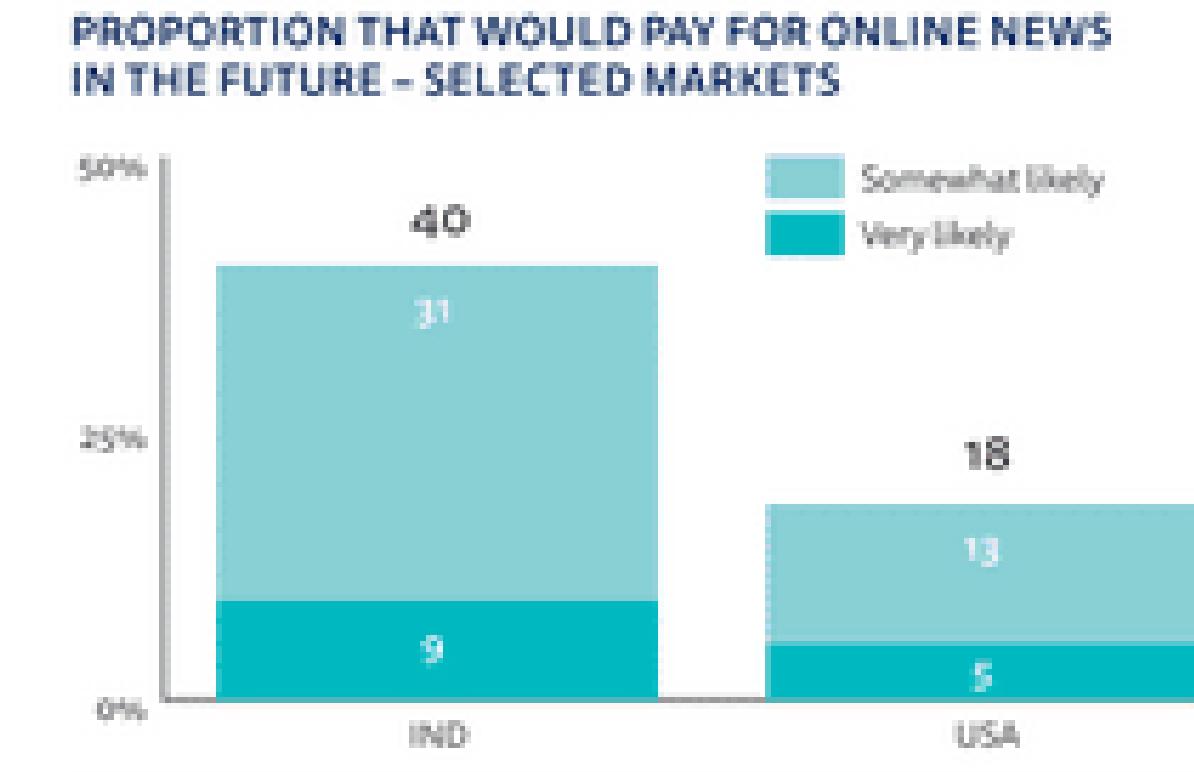
INDUSTRY BACKGROUND

EMERGING TRENDS

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



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 = 608; 35+ = 313



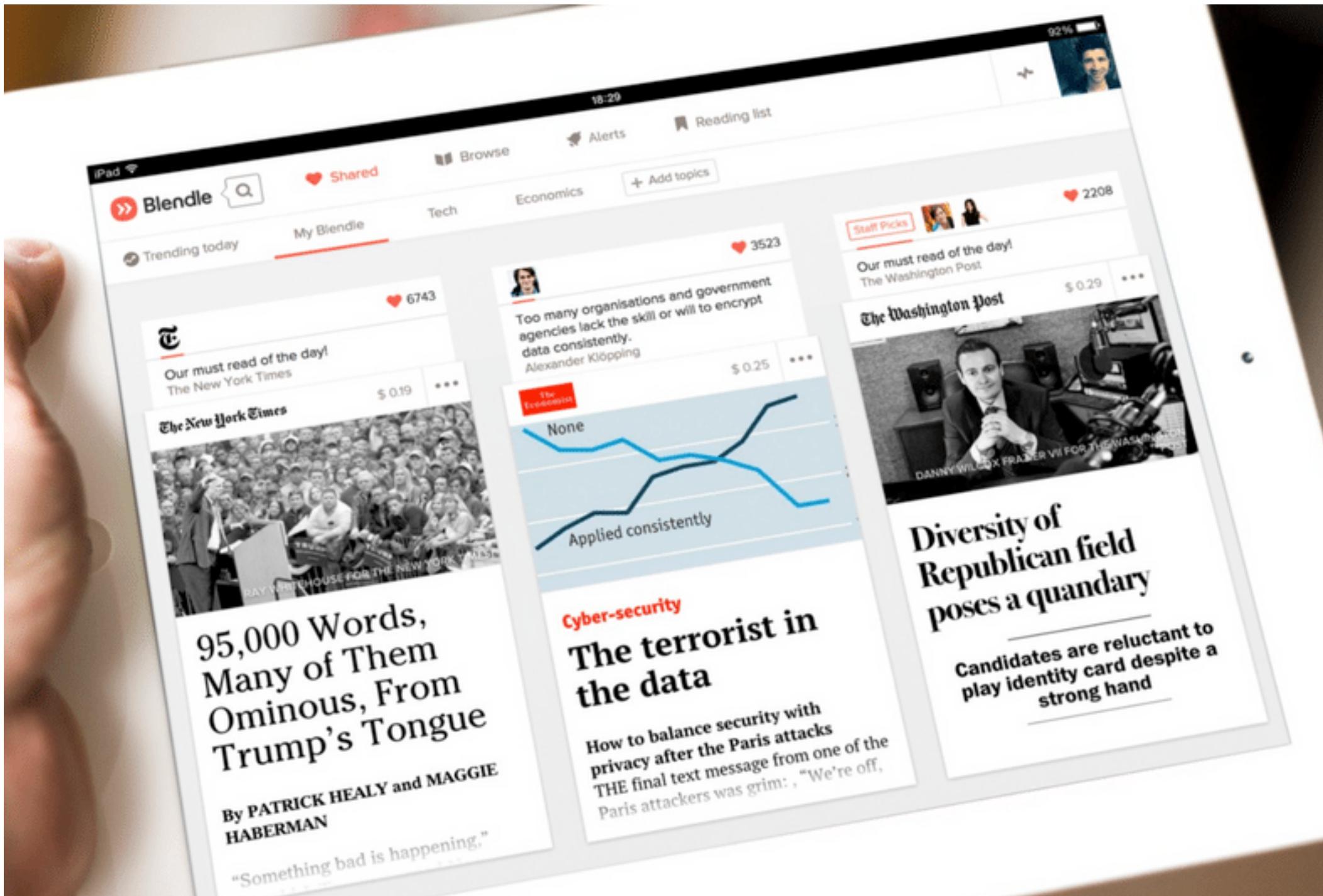
Q5a. You said you have not paid for online digital content in the last year. How likely or

COMPETITIVE LANDSCAPE

Subscription/Service Aggregators



Blendle



- 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?

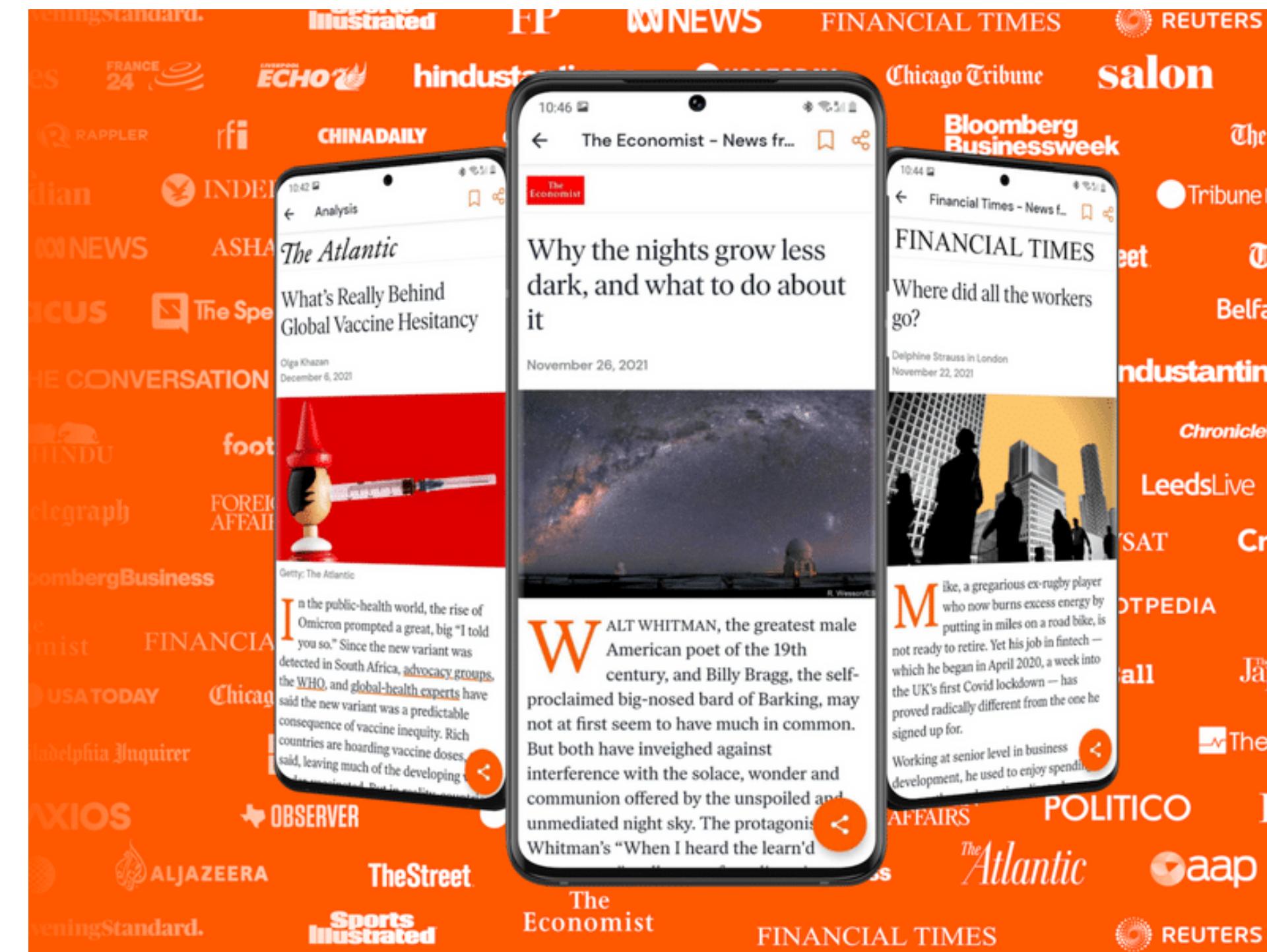
- 1) Region
- 2) Exist as a service/extension, not a standalone platform

COMPETITIVE LANDSCAPE

Subscription/Service Aggregators



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



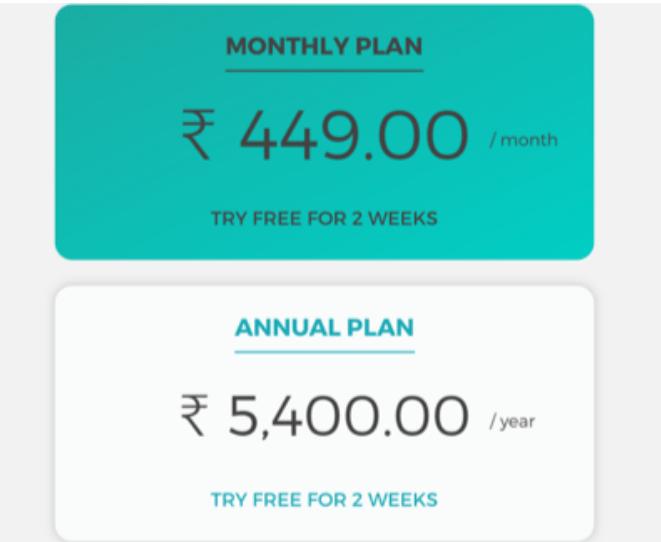
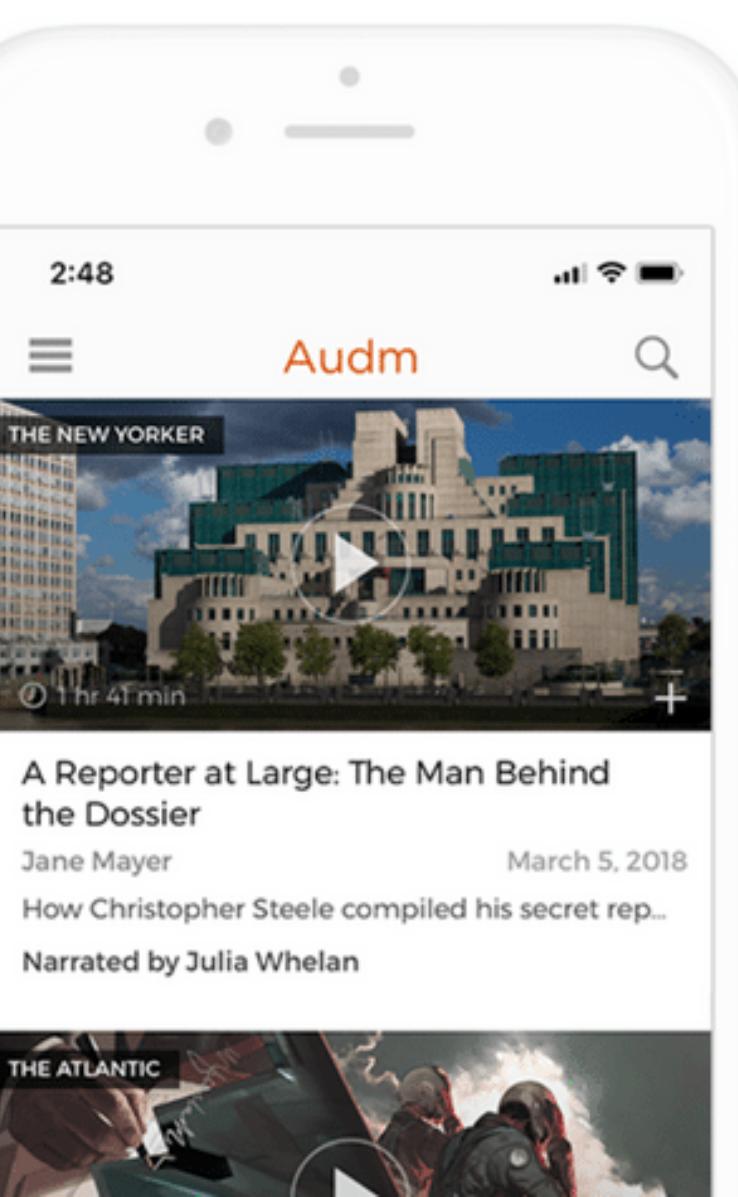
Audm

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

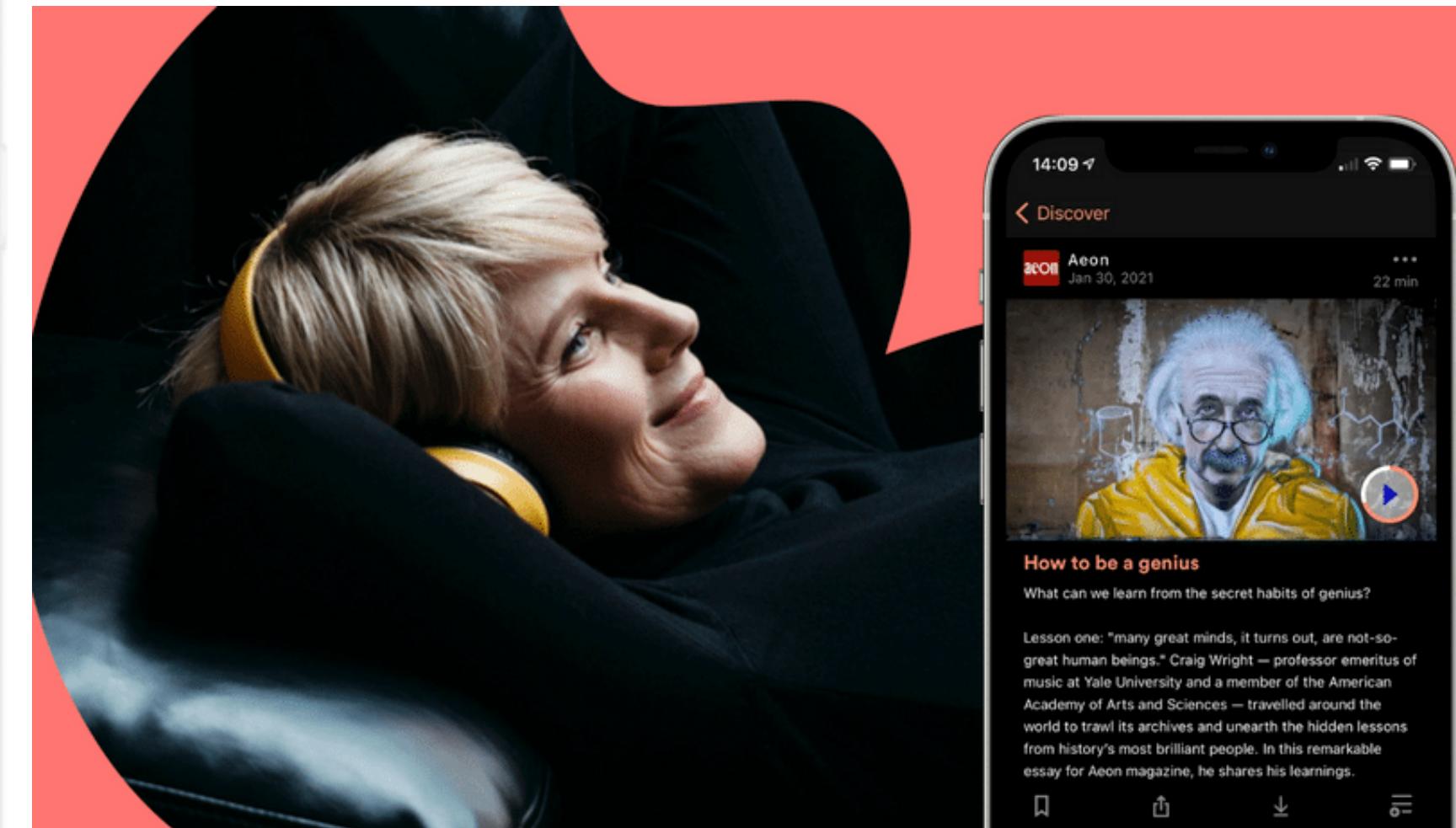
Get access to stories from dozens of top publishers. Read by world-class narrators.

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CURIO

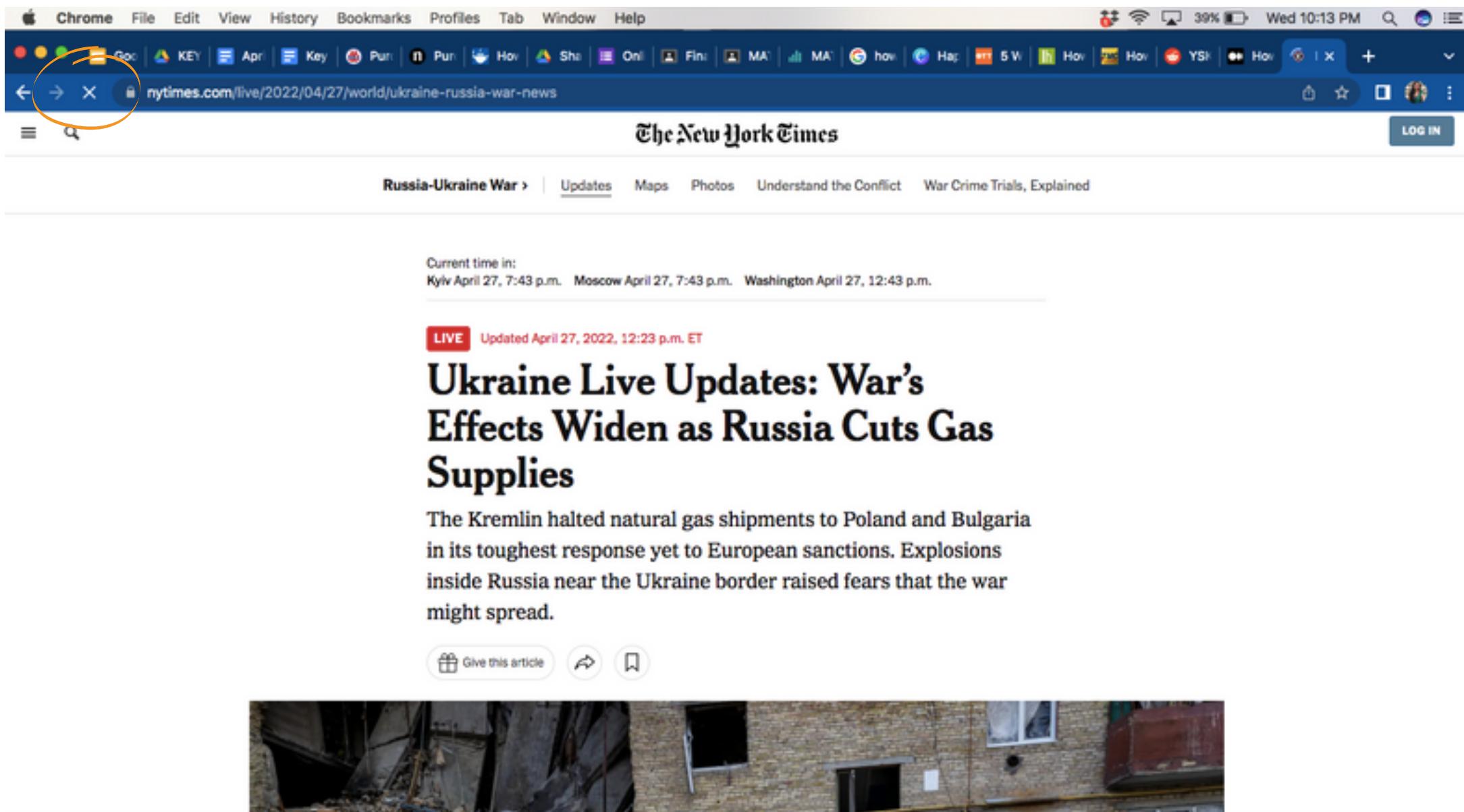


Yearly Save 37%
\$59.99/year
Monthly
\$7.99/month

COMPETITIVE LANDSCAPE

Workarounds

1. Stop Loading the Page



The New York Times

Russia-Ukraine War > | Updates Maps Photos Understand the Conflict War Crime Trials, Explained

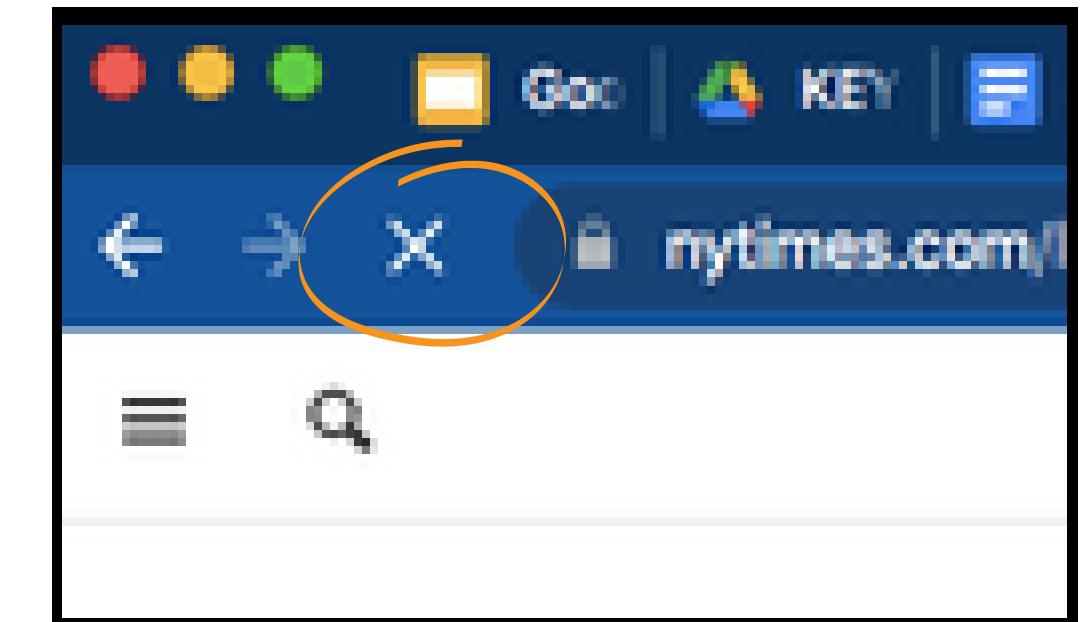
Current time in:
Kyiv April 27, 7:43 p.m. Moscow April 27, 7:43 p.m. Washington April 27, 12:43 p.m.

LIVE Updated April 27, 2022, 12:23 p.m. ET

Ukraine Live Updates: War's Effects Widen as Russia Cuts Gas Supplies

The Kremlin halted natural gas shipments to Poland and Bulgaria in its toughest response yet to European sanctions. Explosions inside Russia near the Ukraine border raised fears that the war might spread.

Give this article



X

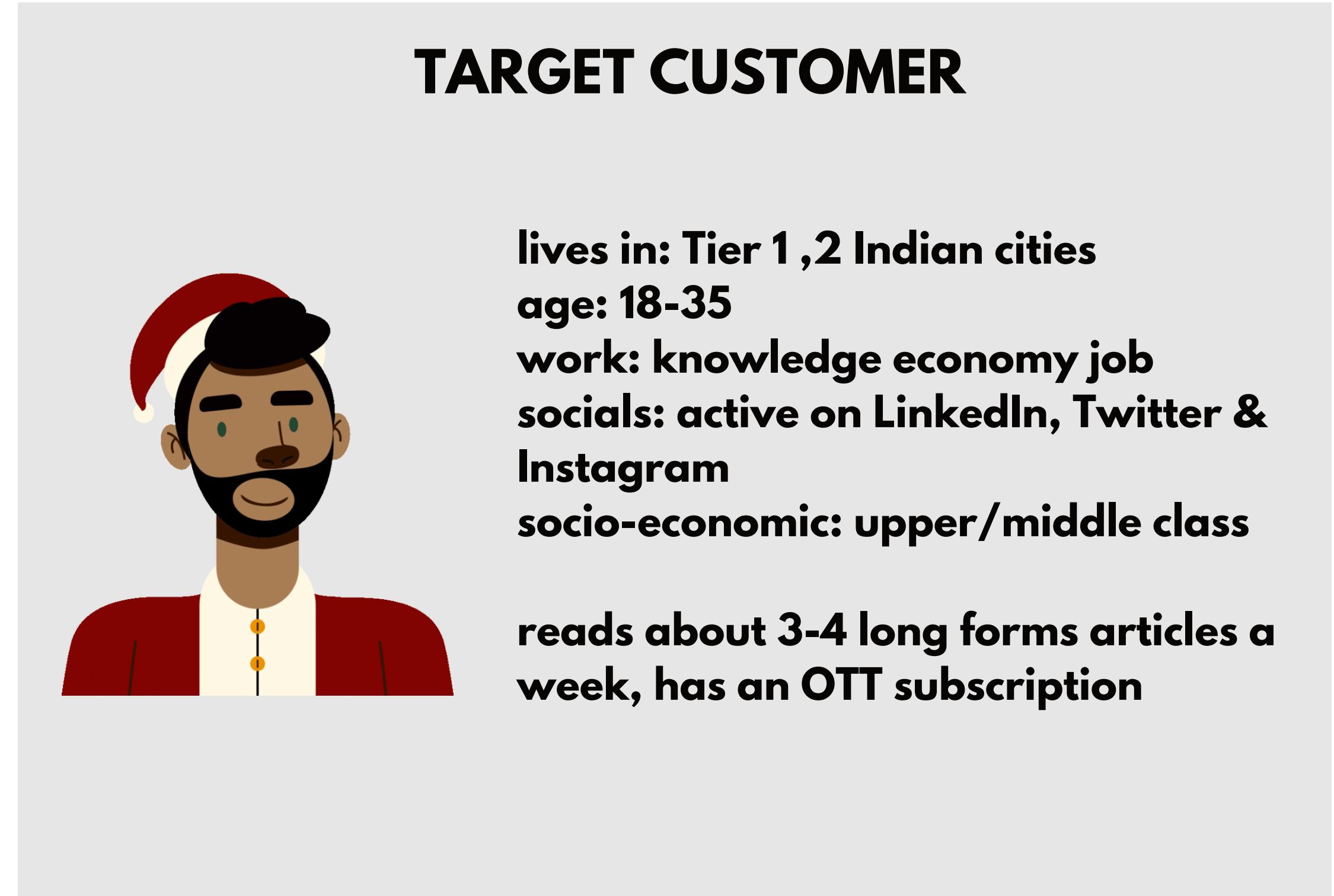
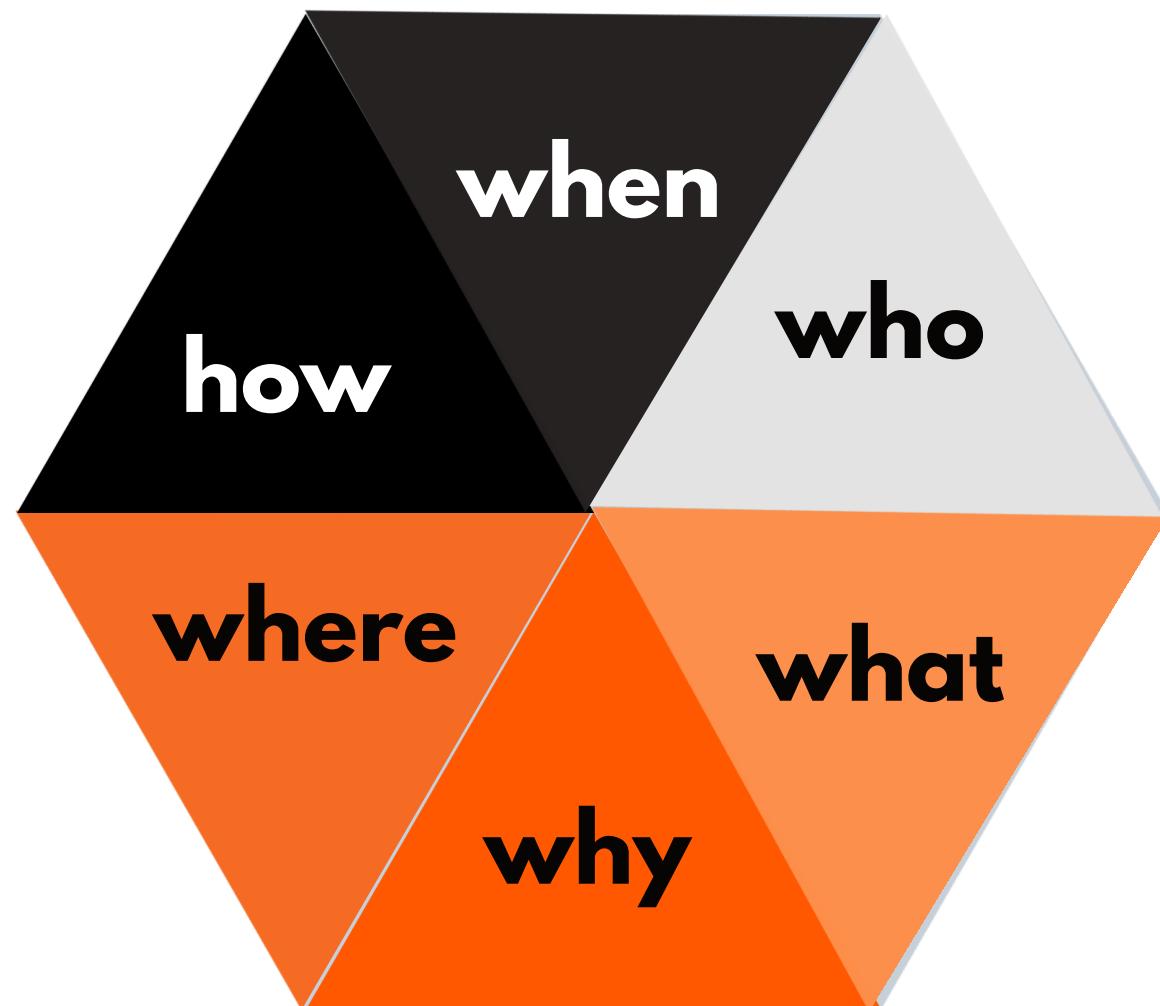
COMPETITIVE LANDSCAPE

Workarounds

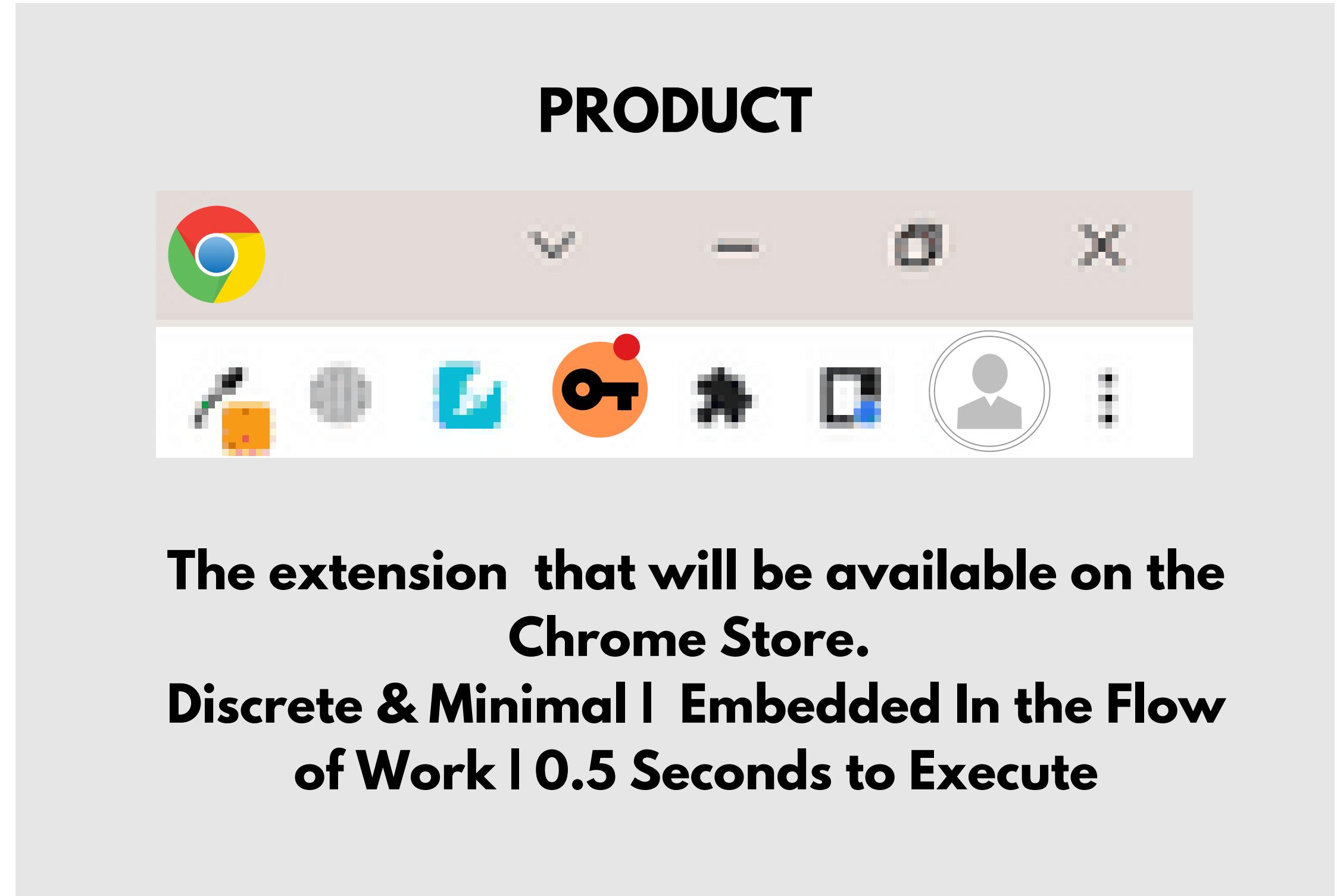
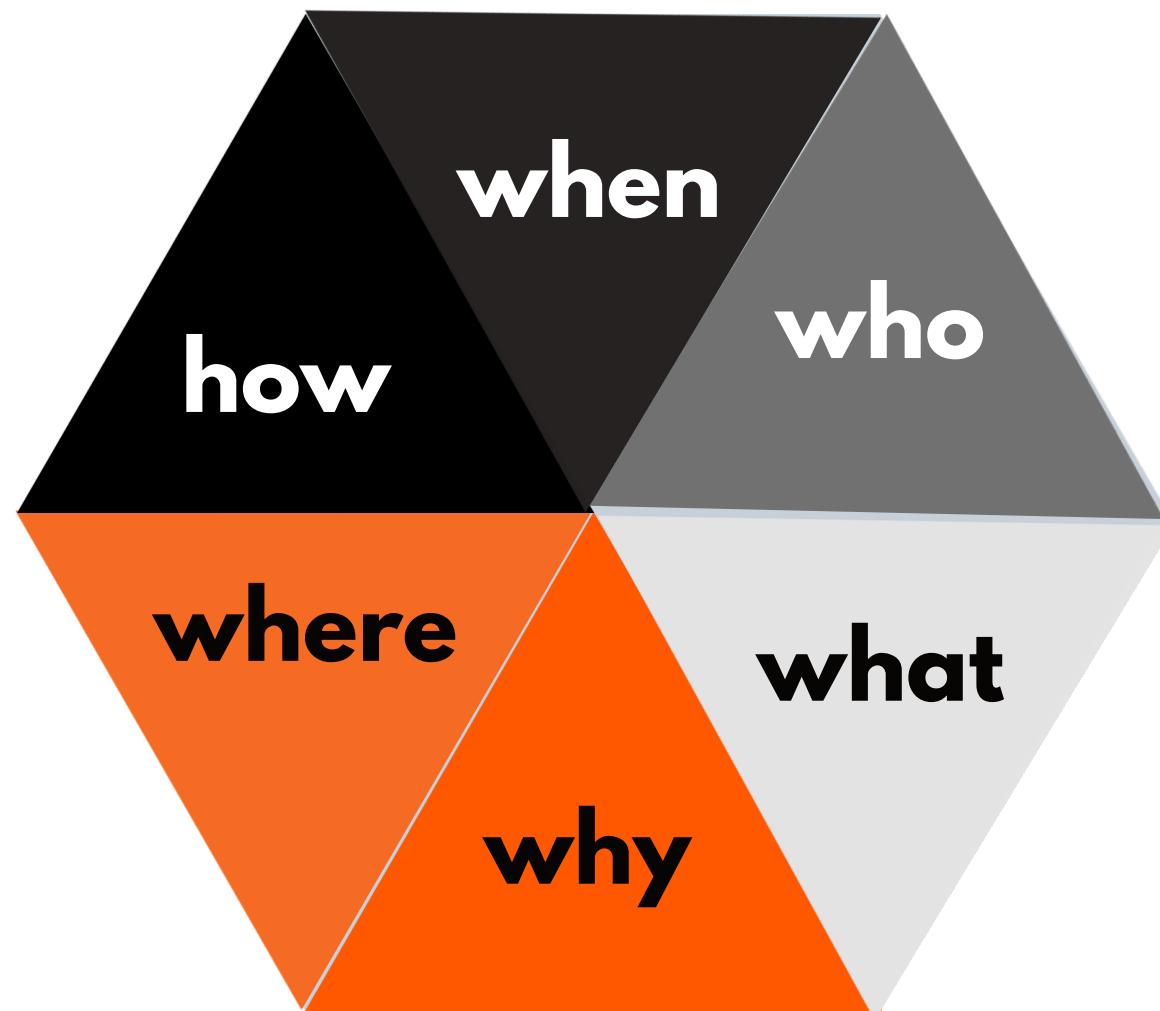
- 2. Delete the Page Cookies**
- 3. Try the Incognito Mode Hack**
- 4. Use Archive Websites as a Backdoor**
- 5. Use Paywall Removal Extensions**
- 6. Disable JavaScript in your browser**
- 7. Use a VPN Service**



GO-TO-MARKET



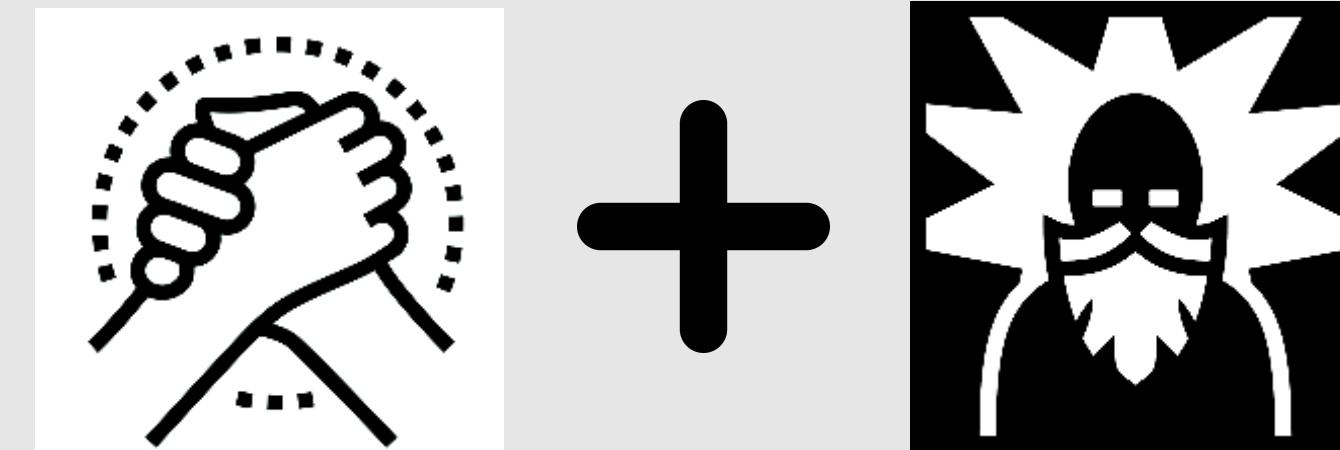
GO-TO-MARKET



GO-TO-MARKET



BRAND POSITIONING

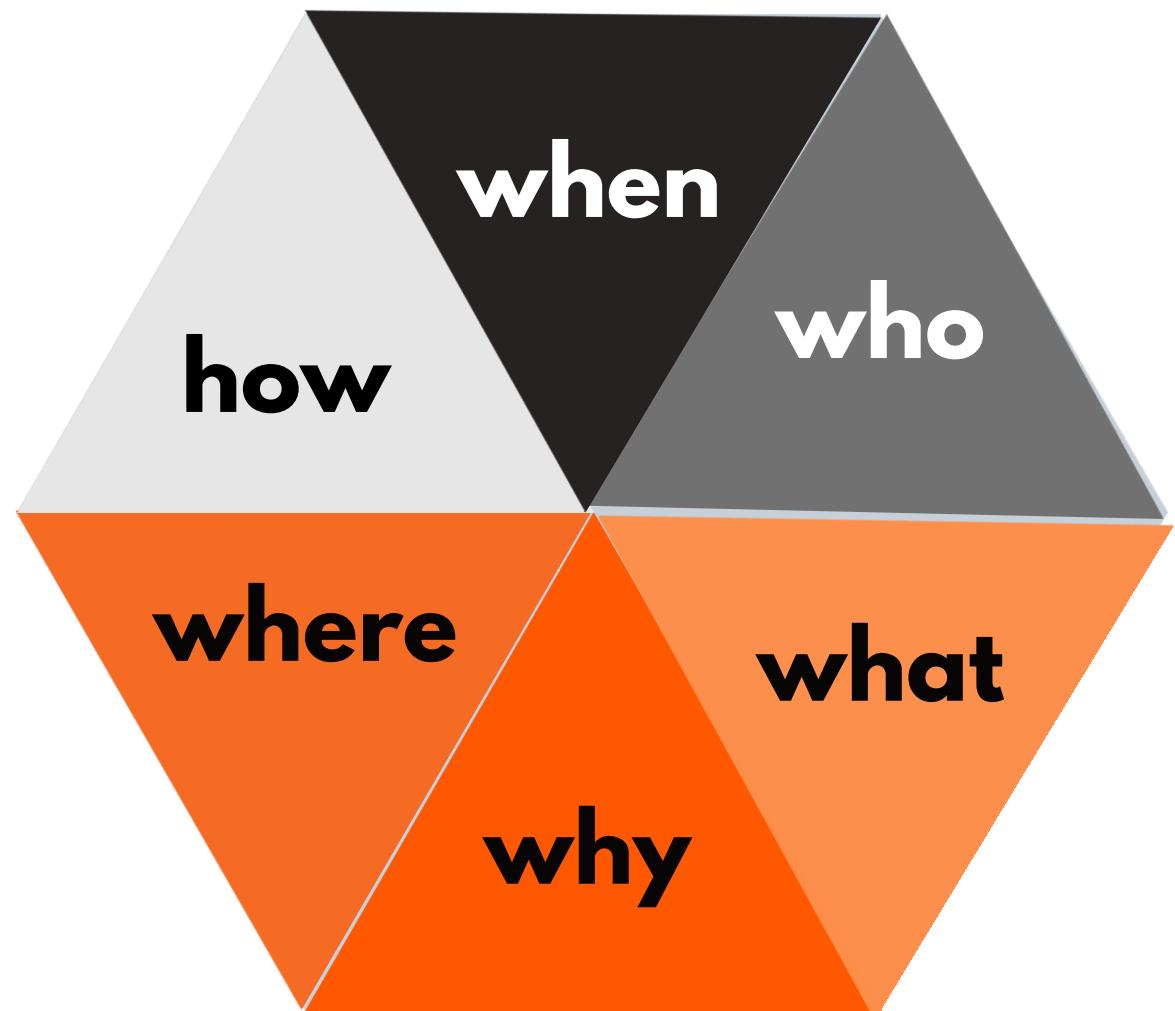


Combining the helper & the sage brand archetype, Key is positioned as your helper in the quest for knowledge, "unlocking" doors for you along your way

GO-TO-MARKET



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**

Add a little bit of body text

Market Sizing Calculations (In Million)

English Speaking Population

English Speaking Popular = 125 Million

125 Million

Access to News Digitally

Access to News Digitally = 75 Million

(based on survey and Indian Digital News Trend)

75 Million

Willingness to Pay (Total Addressable Market)

20% - based on Survey

15 Million

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

35%

40%

Serviceable Addressable Market (SAM)

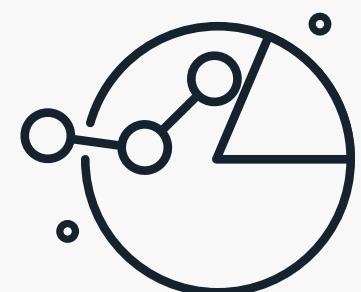
This is total available market segmented according to the specific niche we want to target

2.1 Million

Obtainable Serviceable Market

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

1.05 Mn



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 Times	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



YASHRAJ NANDA



ADITI TIBAREWAL

PARTNERSHIPS

Thank You!