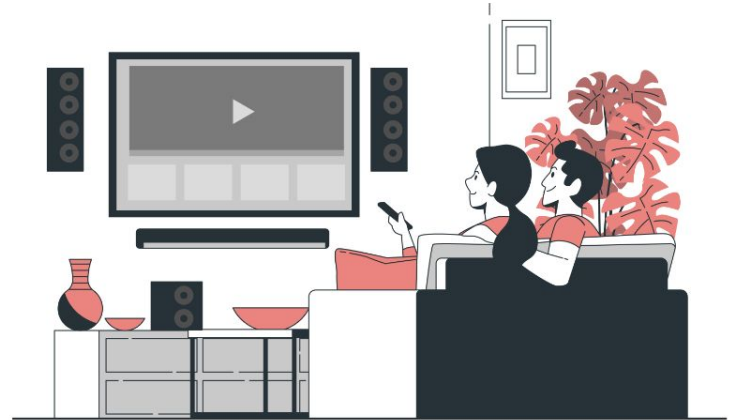


E2AC x Net Impact

Jessica Wang, Pheem Intarakumthonchai, Jacobo Nonay Jordi



AGENDA

- ① Recommendation
- ② Rationale
- ③ Implementation
- ④ Risks & Mitigation

Recommendation

We suggest E2AC implement partnerships, package deals and 3 prices



Partner with high schools, universities & museums



Offer a package deal with museums & streaming platforms



Implement 3-Tier Pricing Model for individuals & organizations

Recommendation

Rationale

Implementation

Risks & Mitigation

Rationale

To increase customer base and target the “activist” demographic

Partnerships



- **Reach** social impact activists and **acquire** future producers and filmmakers
- **Increase public outreach** and **social awareness** in educational institutions

Package Deals



- **Offer a package with museums to tap into** the political and healthcare activism demographic
- **Offer a package with other media** platforms for **revenue-sharing** and **user acquisition** purposes

Recomendation

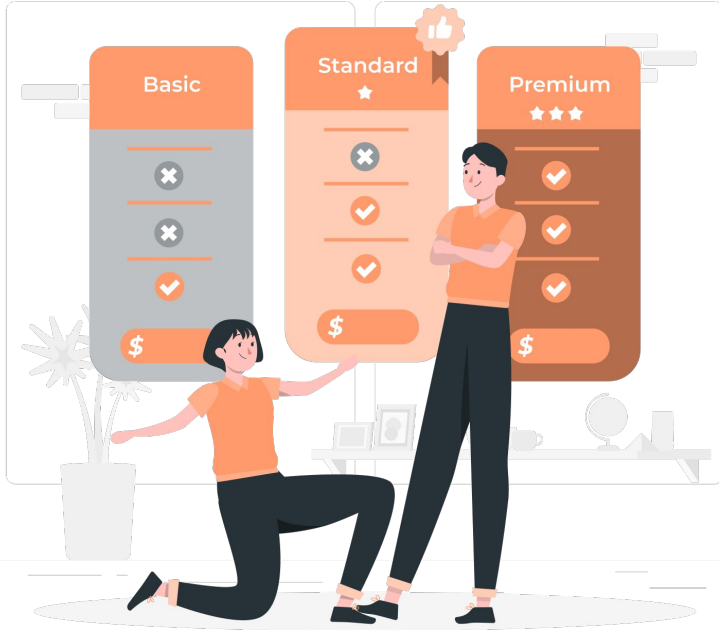
Rationale

Implementation

Risks & Mitigation

Rationale

Segmenting the pricing model into 3 groups will optimize new users



\$4.99/month

Individuals

- Tribeca Shortlist: \$4.99
- CuriosityStream: \$9.99
- Dekko: \$9.99
- Need **167** customers to break even

\$250/month

Schools

- Every additional student (>100) would be +\$2.50/month
- Kanopy has a similar recurring price model

\$3.99/month

Museum Members

- Need **208** customers to break even

Recomendation

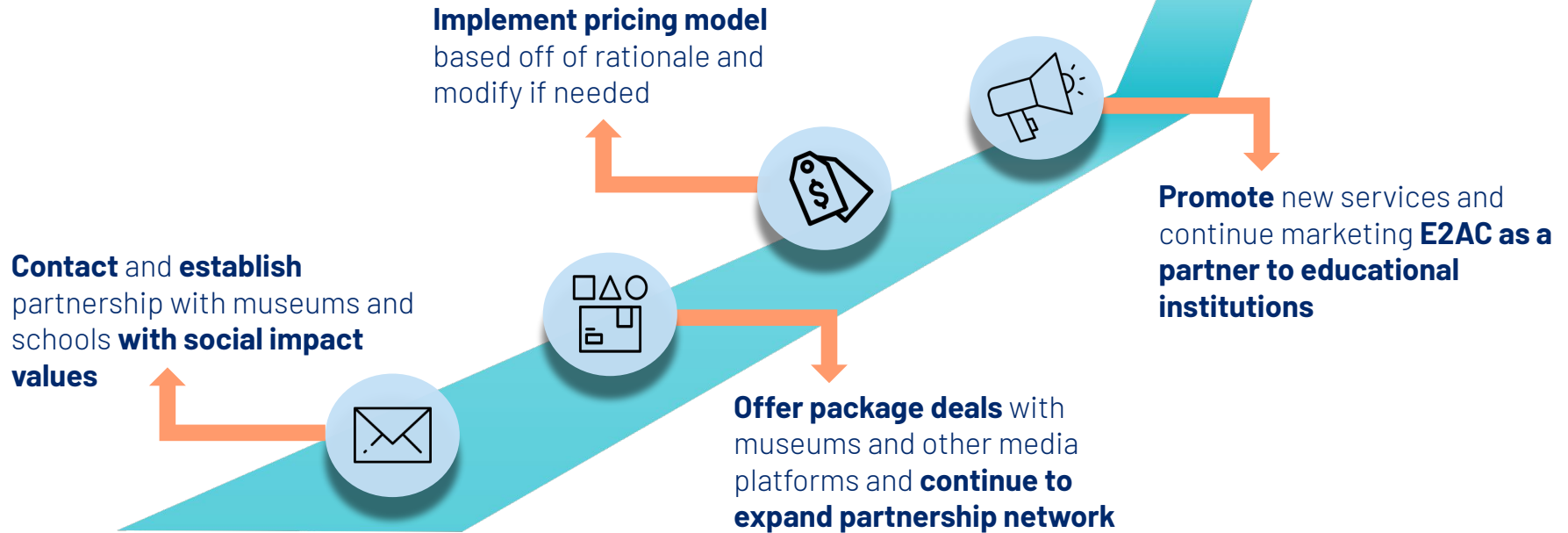
Rationale

Implementation

Risks & Mitigation

Implementation

Establishing and maintaining partnerships will be key



Recomendation

Rationale

Implementation

Risks & Mitigation

Risks & Mitigation

Subscription based pricing is subject to stakeholder responses

#1: Industry is competitive

Mitigation: **Emphasize on mission statement** and social impact

#2: Cultural fit with mission

Mitigation: Create partnerships with museums and schools which **share the same vision** (i.e. Museum of Social Justice)

#3: Stakeholder reaction

Mitigation: Clearly **communicate** to **consumers** where money is used



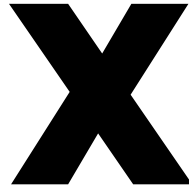
Recomendation

Rationale

Implementation

Risks & Mitigation

Thank You!



Contact Us:

jessica_wang@stern.nyu.edu

pheem.intarakumthonchai@stern.nyu.edu

jacobo.nonay@nyu.edu