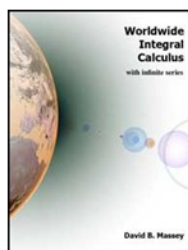


Pricing Models

It's Your Choice!

We want to give you options so that you can select the model that best works for your school & students



Home of the \$10 Textbook!

Home of the \$10 Textbook!

Student Choice

The "Student Choice" model is designed to offer students different purchasing options which will allow them to select whichever one best suits their learning/financial needs

Pricing and Features

1) Basic PDF (Free):

This read-only version of the PDF will be offered to students for free and it will contain the full video lectures.

2) Premium PDF (\$10.00)

This version of the PDF will be offered to students for \$10.00. It will have additional features including video solutions to select problems, more interactive, animated graphs, and much more.

3) Traditional Textbook (\$29.95)

For students that wish to have a physical copy of the textbook, we offer B&W, perfect-bound copies for \$29.95.

4) DVD (\$25.00)

The DVDs will contain the premium PDF textbooks, solution manuals, and the study guides for \$25.00.

Benefits

- Maintains more traditional textbook model while still saving students money
- Eliminates the need to charge exorbitant prices for new editions
- Integrates new technology to help students learn in whichever way best suits them

Textbooks as a Service

"TaaS" is our revolutionary model that is designed to create a more sustainable textbook industry while also creating better learning opportunities for students

Pricing and Features

Universities, schools, or departments would pay \$5 per student per book for every semester (or academic year for high schools) to gain access to the premium PDF textbooks, solution manuals, and study guides. The premium PDF textbooks would include:

- Σ **Full-length video lectures**
- Σ **Video solutions to select problems**
- Σ **Interactive, animated graphs**
- Σ **Links to additional resources on the Internet**

We also would provide institutions/students with inexpensive printed textbooks should they be wanted (\$15-\$25).

Benefits

- Eliminates the three year "new edition" cycle so that updates to books can occur when they are truly necessary and at almost no cost to the student/school
- Universities, schools, and students only pay for what they use, reducing costs and waste
- Integrates new technology to help students learn in whichever way best suits them

Customize It!

The "Customize It!" model is designed to allow faculty to alter the textbook however they want to create a book that covers exactly what they want to address in their classes

Pricing and Features

Universities, schools, or departments would pay \$5 per student per book for every semester (or academic year for high schools) to gain access to the premium PDF textbooks, solution manuals, and study guides, and a \$300 fee to license the sources files of the textbook. Faculty could then alter the textbook as they saw fit for their courses. The premium PDF textbooks would include:

- Σ **Full-length video lectures**
- Σ **Video solutions to select problems**
- Σ **Interactive, animated graphs**
- Σ **Links to additional resources on the Internet**

We also could print the customized textbooks for the schools at wholesale cost.

Benefits

- Allows faculty to truly customize what they want their textbooks to cover in their courses
- Eliminates the three year "new edition" cycle so that updates to books can occur whenever the faculty want them to
- Universities, schools, and students only pay for what they use, reducing costs and waste
- Integrates new technology to help students learn in whichever way best suits them