

2021

BUSINESS MODEL
OUTLINE

THE MASTERCLASS

PROPOSED FOR:
Non-Dues Revenue

ORGANISED BY:
Alchemy Agency Ltd.

WWW.WEALCHEMISTS.COM

THE MASTERCLASS

Leverage the knowledge, insights, ideas, and expertise of your members, sponsors and industry partners. By creating pre-recorded "classes" divided into easily digestible lessons; build a library of content and monetize in various ways.

OVERVIEW OF THE MODEL

To see how we're modelling this initiatives, please check out [Masterclass.com](https://www.masterclass.com). There is more to this initiative than what you might first expect. In fact, a Masterclass program can be transitioned to an in-person format beyond the pandemic, so this is a great long-term offering. Cash flows can also be structured to continue over time, rather than lumpy payments.

A number of variations can be created, depending on your organization's resources and capacity.

GOALS & OBJECTIVES

01

Unlock value by sharing stakeholder knowledge

03

Position contributors as subject-matter-experts

02

Structure a program that provides regular cash flows

04

Create engagement opportunities (virtual & in-person)

RESOURCES REQUIRED

- Video or Audio recording capabilities (in-house or outsourced)
- Website or extension of existing website to host the Masterclasses
- Subject-matter-experts to present course material
- Video or Audio editing capabilities

THE FORMAT

Masterclasses are pre-recorded '**classes**' that are made up of various '**lessons**'. The overall class can run approximately 60 minutes to 90 minutes, with each lesson in the class running 2 minutes in length to 20 minutes.

Masterclasses can be pre-recorded in video or audio formats. Video format is ideal, but can be more costly. You'll need a reliable videographer/editor and flexible studio to shoot the classes. Alternatively, the classes can be recorded in audio format with the use of a laptop and microphone.

Whichever the medium, we advocate for high-quality recordings. Using webcams for video recordings or cell phones for audio recordings may diminish quality and limit the revenue potential. At the very least, investing in a quality microphone for a professional audio recording is suggested.

We recommend the following course outline:

1. Introduction (1 minute or less)
2. Meet the Instructor (5 minutes or less)
3. Lesson One - Establishes the Instructor's expertise (7 minutes or less)
4. Lessons Two onwards (as many lessons as required)
5. Conclusion (2 minutes or less)

Total Run Time: 60 minutes to 90 minutes

The masterclass will require editing to include a branded introduction, as well as break up the lessons into separate videos (or audio chapters).



THE BUSINESS MODEL

Your organization can create an overarching theme or brand that hosts the Masterclasses and additional content. For example, you could create a theme (example "School of Business") or perhaps a sub-brand, (example "MasterSeries").

This brand is what will house the Masterclasses and subsequent content - case studies, follow up webinars, surveys, white papers, etc. Positioning this brand is important in capturing value as it incorporates all features into one business model. It also helps distinguish the program from a library of recorded webinars.

The content for the Masterclasses can come from sponsors (or associate members) who benefit from the exposure by being positioned as subject-matter-experts. Members gain the benefit of their knowledge and insights and enjoy the high-quality production conveniently on-demand.

In this scenario, the sponsor can be charged a fee for recording, marketing, and hosting their Masterclass on your organization's platform. As you amass more content, the 'brand' becomes more valuable and you'll be able to demonstrate more value. You can also earn revenues by charging members (and non-members) for access to the program.

You may also consider giving access to members complimentary, which adds the benefit of more viewership increasing the value to sponsors.

Alternatively, if you have members with expertise, you can also have them deliver content. Instead of charging them, you can find sponsors for each class, or have a sponsor as the primary sponsor for the program, or both. The sponsor can then add features, such as follow-up webinars, an interview with the instructor, or even downloads, hyper-links and other offerings.

PRICING

Pricing is dependent on a variety of factors. However, one approach might be to aim for a 25% to 50% margin if producing video (factoring all costs). This margin can be increased as your library of content grows. If the price is nominally high, consider offering a monthly payment plan and emphasize the campaign is spread out over a number of months, so the benefits and payments are, likewise, spread out over time.

Please contact us if you need more guidance on pricing strategy.

SEE THE BIG PICTURE

It is important to see the big picture opportunities this program affords.

If your organization has other assets, such as a newsletter, blog, quarterly publication, webinars, or other events (virtual or in-person), consider offering your sponsor a more holistic campaign.

For example, if they are investing in a professionally recorded Masterclass, they may also appreciate leveraging your newsletter and quarterly publication to promote their class. This represents more reason to buy ad space or a sponsored article, as it not only promotes their brand, but also has the benefit of promoting their Masterclass.

Consider also, that if we've gone through the trouble of producing a professional video recording, we could also create edited versions for their own use - perhaps they want to record a little extra material for their social media, website or corporate promotion. You could offer them additional recording/editing for a nominal fee - cheaper than what they'd have to pay on their own, but enough to cover more of your costs (thus magnifying margins).

When you see the bigger picture, you can leverage the platform to realize and capture more value.

