

BOOST LSAT Business Plan

Commercial view of a 1,000-customer LSAT prep model with community revenue, premium tutoring, and agentic student management.

1,000

paid entry customers

first commercial validation target

\$384K

working gross revenue case

planning case, not a forecast

\$15.5K-\$41.2K

setup range

before paid scale

\$39-\$59/mo

community core

challenge is an add-on

The business model is simple: entry, community, add-ons, premium.

Ranges keep the plan honest while conversion data is still missing.

Layer	Offer	Price range	Role
Public trust	Research pages, short lessons, free account	Free	Credibility
Entry product	Premium textbook or starter product	\$40-\$70	Paid trust
Recurring core	Private study community	\$39-\$59/mo	Retention
Add-on	Challenge or intensive sprint	\$25-\$40 extra	Motivation
Premium program	Small cohort or accelerator	\$3.5K-\$7.5K	Scalable premium
Private tutoring	Direct expert package	\$8K-\$18K	Highest touch

Operating rule

Community comes before the challenge. The challenge is a paid sprint for members, not the main product filter.

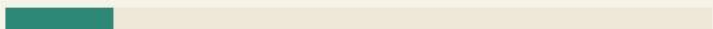
\$25-\$40

challenge add-on range

A 1,000-customer base can reach \$384K before broad scale.

The model should be judged by retention, premium conversion, AI tutoring cost, and customer acquisition cost.

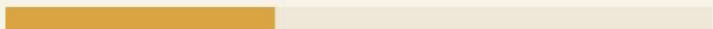
Conservative



300 community students | 100 add-on buyers | 15 accelerator, 3 tutoring

\$154K

Working



500 community students | 200 add-on buyers | 30 accelerator, 8 tutoring

\$384K

Upside



700 community students | 350 add-on buyers | 60 accelerator, 15 tutoring

\$1.01M

Working case mix

Entry \$50K

Community \$98K

Challenge \$6K

Accelerator \$150K

Tutoring \$80K

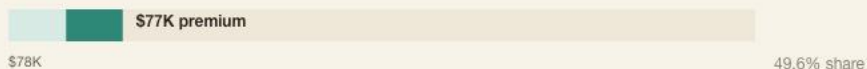
\$384K

gross revenue planning case

Accelerator and private tutoring carry the profit potential.

Low-ticket products create trust and volume; premium conversion creates the economic upside.

Conservative



Working



Upside



Premium offer ranges

\$3.5K-\$7.5K

accelerator

\$8K-\$18K

private tutoring package

Setup and monthly costs are measurable and can be capped during testing.

Advertising and AI tutoring usage are the main controllable cost risks.

\$15.5K-\$41.2K

one-time setup range before paid scale

~\$4K-\$17K/mo

controlled monthly burn during growth tests

3.0%-5.0%

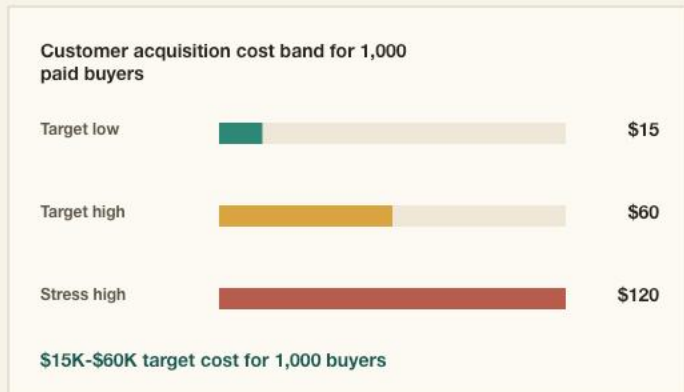
payment processing planning range

Setup Item	Range
Book production	\$4.5K-\$9K
Incorporation and admin	\$2K-\$3.2K
Legal and tax review	\$3K-\$10K
Brand and launch assets	\$1K-\$4K
Initial advertising test	\$5K-\$15K

Monthly or variable Item	Range
Core cloud hosting	\$75-\$250/mo
AI tutoring usage	\$250-\$1.5K/mo at 1,000 paid students
Email and automations	\$20-\$90/mo
Payments	3.0%-5.0% of revenue
Official-content access reserve	Up to \$40K/yr at 1,000 linked students
Sales tax compliance	\$100-\$250/mo early
Advertising	\$3K-\$10K/mo during growth tests

Paid acquisition needs a hard customer acquisition cost ceiling before spend scales.

Public research, short-form content, referrals, and email follow-up should lower blended acquisition cost.



Paid media planning item	Range
First 90-day paid test	\$9K-\$24K
Blended acquisition-cost target	\$15-\$60/buyer
Cost for 1,000 buyers	\$15K-\$60K
Paid-search stress case	\$60K-\$120K

Scale only after conversion and retention data support the next dollar of spend.

Current applicant data supports a serious, self-selecting LSAT market.

Law school is a high-cost professional path; serious applicants may pay for credible score improvement and scholarship leverage.

Signal	Current figure	Source period
Law-school applicants	78,272	as of May 13, 2026
Applicant growth	+9.5%	year over year
Application growth	+11.9%	year over year
170-174 high LSAT	+16.1%	year over year
175-180 high LSAT	+16.2%	year over year
LSAT registration fee	\$248	current LSAT registration fee

+16%

high-score growth;
law-school cost creates
serious buyers

\$248

LSAT registration fee

The LSAT now rewards reasoning, reading, and test-condition discipline.

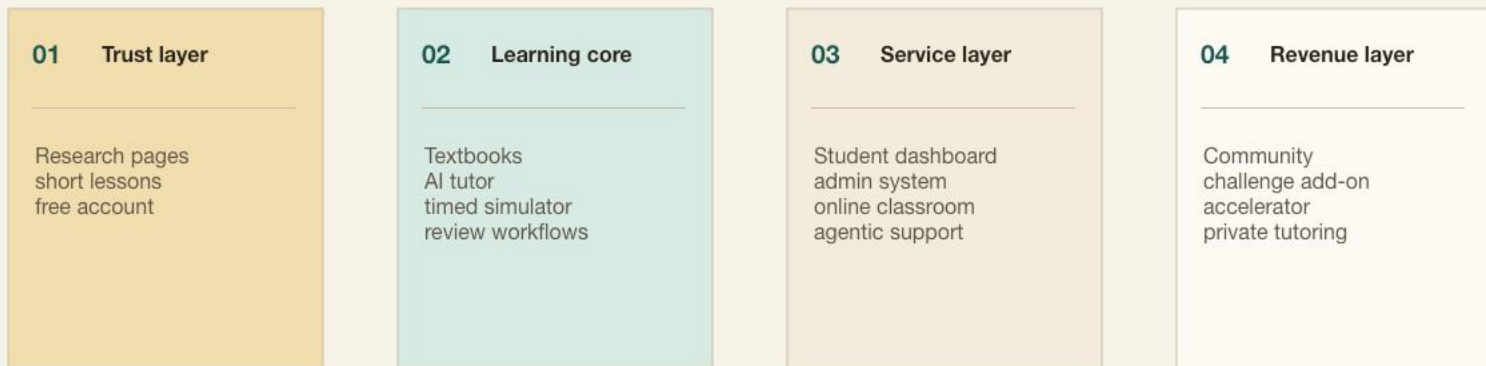
BOOST's Logical Reasoning and Reading Comprehension assets map directly to the current exam format and the 2026 testing shift.



Commercial implication: sell guided reasoning and reading improvement, not generic question volume.

BOOST already has the platform needed to support the model.

The next work is packaging, public proof, compliance review, and conversion testing.



Product-to-business link: trust converts entry purchases; learning and service layers retain students; premium offers monetize high-need students.

Smart agents can improve retention and premium service delivery.

The business value is better student management without a large staff.

Student signals

- Progress stalls
- Homework gaps
- Session history
- Question patterns

Supervised agents

- Monitor
- Recommend
- Brief tutors
- Follow up
- Triage support

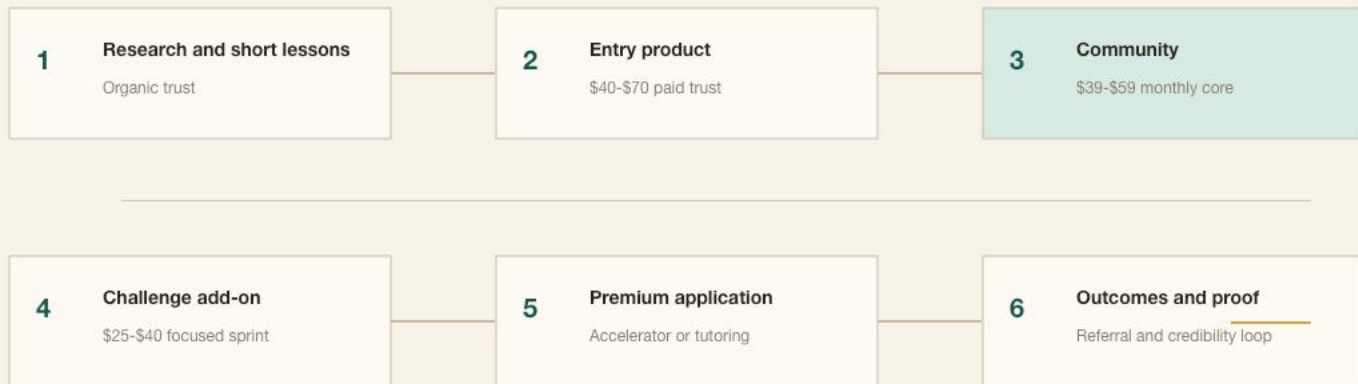
Business outcomes

- Lower churn risk
- Better study path
- Less manual prep
- Higher premium quality

Positioning language: agentic should mean student-success operations, not developer infrastructure.

The go-to-market motion should compound before paid spend scales.

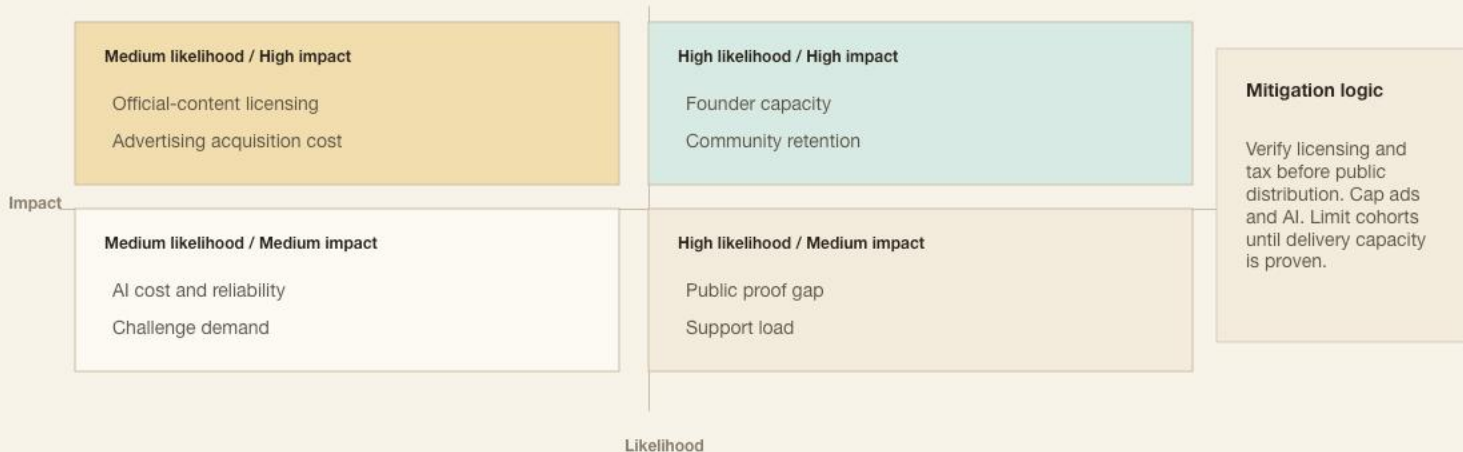
Use public proof and community retention to lower dependence on paid search.



Paid media is a test layer, not the story. Cap spend until acquisition cost and retention are measured.

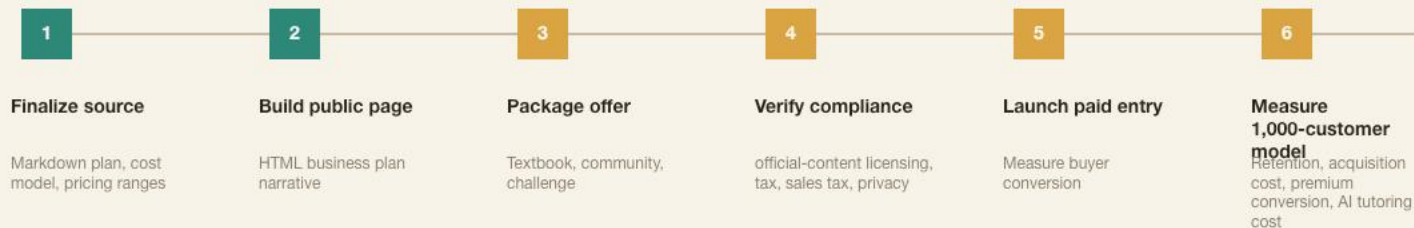
Four constraints should be measured early and reviewed before public launch.

The risk plan is mostly about verification, caps, and capacity discipline.



The next phase is packaging, publishing, testing, and measuring.

The deck can become public after legal review and after current traction data is added.



Missing before external use: actual traction, final public brand, and professional review of Official-content licensing, entity structure, sales tax, and privacy.