

New product development




Kaufman Wills Fusting & Company
Consulting and services for scholarly publishers since 2000

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Council of Science Editors 2016



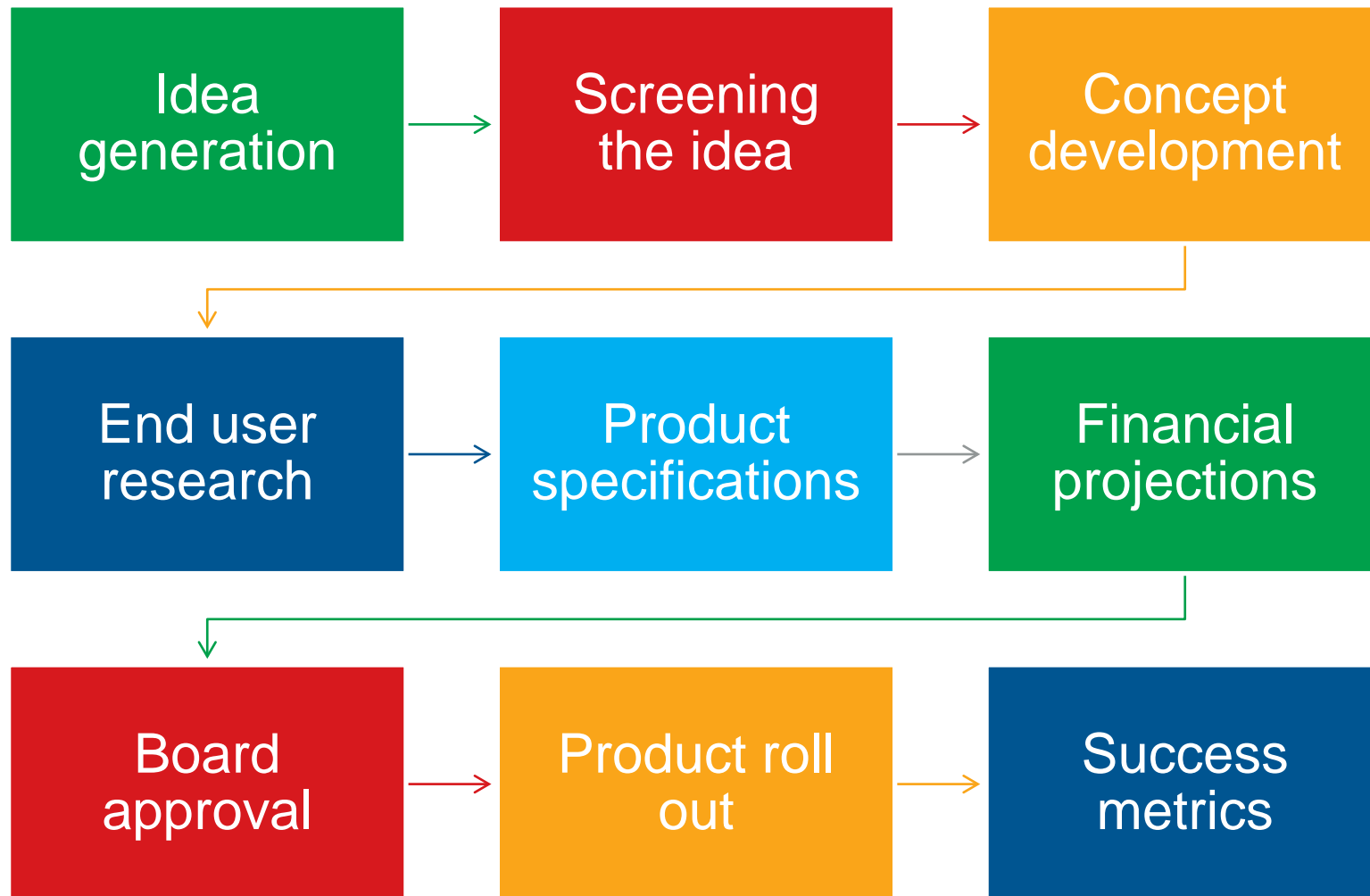
At Apple, we come at everything asking, “How easy is this going to be for the user? How great is it going to be for the user?”

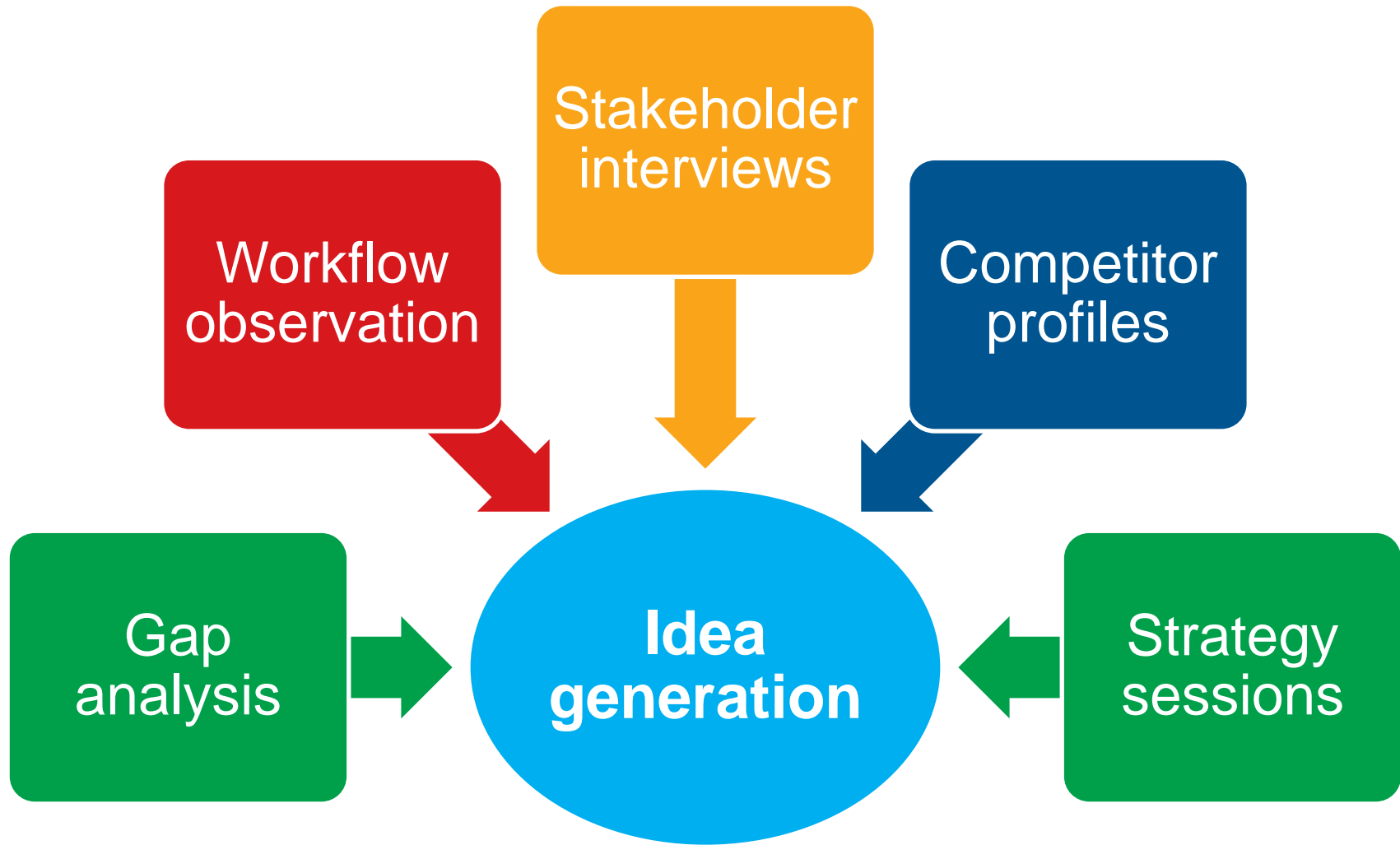
Steve Jobs

Fortune Magazine

21 Feb 2005

New product development cycle





Screening the idea

Opinion leaders

Contributors

Readers

Institutions

Funders

Industry

Concept development



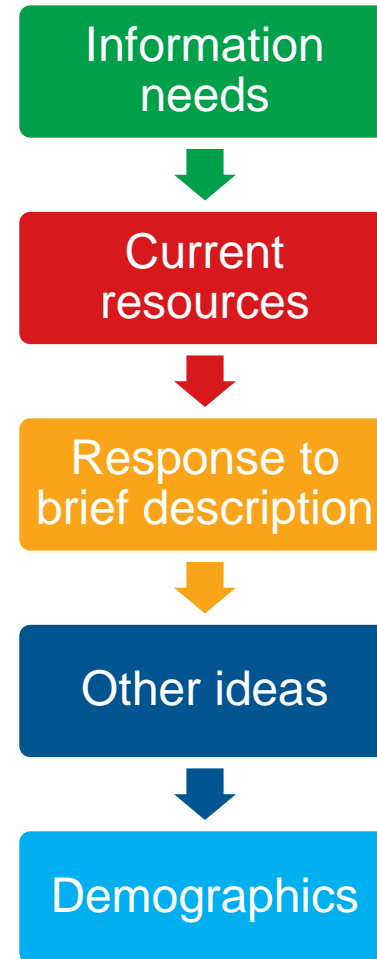
Editorial

Production

Marketing

Financial

End user research



Refine concept and specifications

New journal development questionnaire (sampling)

Editorial

- Title
- Aims-scope
- Content
- Size
- Organization
- Peer review
- Copyediting

Production

- Specifications
- Formats/platforms
- Data analysis

Marketing

- Market position
- SEO/usage
- Calls for papers

Financial

- Overheads
- Business model
- Pricing

Financial projections

	Start up 2015	2016	2017	2018	2019	Total
Content revenue						
Article processing charges		168,000	336,000	504,000	756,000	1,764,000
Grants		0	0	0	0	0
Institutional memberships		0	0	0	0	0
Total content	0	168,000	336,000	504,000	756,000	1,764,000
Industry revenue						
Display/banner			15,000	25,000	35,000	75,000
Classified						0
Total advertising	0	0	15,000	25,000	35,000	75,000
Total sales	0	168,000	351,000	529,000	791,000	1,839,000
Production/editorial costs						
Composition	-	48,000	98,880	152,770	236,029	535,679
Online edition	35,000	36,000	37,080	38,192	39,338	185,611
Manuscript management	10,000	18,000	18,540	19,096	19,669	85,305
Editorial allowance	35,000	68,500	74,800	86,500	104,500	369,300
Editorial board meeting	2,000	2,000	2,000	2,000	2,000	10,000
Editorial assistant	29,250	60,255	62,063	63,925	65,842	281,334
Journal management	22,400	16,900	17,095	17,296	17,537	91,228
Total Production/editorial	133,650	249,655	310,458	379,779	484,916	1,558,457
Sales & distribution						
Selling expense/commissions	-	-	-	-	-	-
Content marketing	30,000	10,000	10,000	10,000	10,000	70,000
Advertising marketing						-
Total Sales & distribution	30,000	10,000	10,000	10,000	10,000	70,000
General & Admin costs		19,289	35,100	52,900	79,100	186,389
% sales		10%	10%	10%	10%	10%
Total costs	163,650	278,944	355,558	442,679	574,016	1,814,846
% sales		166%	101%	84%	73%	99%

Bottom line

Scenarios 1-3

Scenario 1—projected	2015	2016	2017	2018	2019	Total
Operating income	-163,650	-110,944	-4,558	86,321	216,984	24,154
% sales		-66%	-1%	16%	27%	1%
<i>Accumulated deficit</i>		(274,594)	(279,151)	(192,830)	24,154	

Scenario 2—lower APCs	2015	2016	2017	2018	2019	Total
Operating income	-163,650	-161,344	-95,278	-49,759	12,864	-457,166
% sales		-137%	-38%	-13%	2%	-35%
<i>Accumulated deficit</i>		(324,994)	(420,271)	(470,030)	(457,166)	

Scenario 3—Higher submissions	2015	2016	2017	2018	2019	Total
Operating income	-163,650	-80,944	46,322	161,529	328,077	291,334
% sales		-39%	11%	25%	33%	13%
<i>Accumulated deficit</i>		(244,594)	(198,271)	(36,743)	291,334	

Assumptions

Size

Issues

Text pages

APC articles per year

Average pages/article

Manuscripts

Manuscripts submitted

Acceptance rate

Rapidly rejected

Manuscripts reviewed

EIC assignments

AE assignments

Editorial

Editor in chief stipend

Editor Honorarium

Associated editor stipend

Total editorial allowance

AE stipend per manuscript

EA salary and benefits

Editorial assistants

Total editorial assistant

APCs

Nonmember

Member discount

Member

% member articles

% nonmember articles

% waived APC articles

Nonmember articles

Member articles

Waived APC articles

Board approval



Product roll out

Partial list

Product champion

Project manager

Key events timeline

Title and trademark search

Editor in chief recruitment

Editorial board established

Logo/cover/text design

Website development

Market announcement

Editorial office set up

Invite manuscripts

Production schedule

Sales and marketing

Launch at meeting

Thank you

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KWF Editorial Services provides **managing editor services** on a contractual basis.