

AI-Based Document Summarization for Enterprises

Automatically condense lengthy reports or articles into concise, shareable summaries. Help knowledge workers make faster decisions by focusing on critical insights.

Startup idea name is: ****AI-Based Document Summarization for Enterprises** Automatically condense lengthy reports or articles into concise, shareable summaries. Help knowledge workers make faster decisions by focusing on critical insights.**

Description: ****

24 - Develop product plan: Better Product Plan

Market Segmentation

Based on your startup idea, **AI-Based Document Summarization for Enterprises**, here are the five most appropriate market segments:

1. Large Enterprises
2. Small and Medium Enterprises (SMEs)
3. Educational Institutions
4. Legal Firms
5. Research Organizations

Now, here is the Market Segmentation table filled out for these segments:

#	Title/Descriptions	Large Enterprises	Small and Medium Enterprises (SMEs)	Educational Institutions	Legal Firms	Research Organizations
1	End User	Knowledge workers, managers	Business owners, employees	Students, faculty, administrative staff	Lawyers, paralegals	Researchers, analysts
2	Task	Condensing reports for decision-making	Summarizing business documents	Summarizing academic papers	Summarizing case files	Summarizing research papers
3	Benefit	Faster decision-making	Improved productivity	Enhanced learning and comprehension	Time-saving in legal processes	Efficient data analysis
4	Urgency of Need	High	Medium	Medium	High	Medium
5	Example End Users	Fortune 500 companies	Local businesses	Universities, colleges	Law firms	Research institutions
6	Lead Customers	Industry leaders	Influential SMEs	Leading educational institutions	Top legal firms	Prominent research organizations
7	Willingness to Change	High	Medium	High	Medium	High
8	Frequency of Buying	Regular (quarterly/annually)	Occasional (as needed)	Regular (semester-based)	Regular (case-based)	Regular (project-based)

9	Concentration of Buyers	Many competitive buyers	Many competitive buyers	Many competitive buyers	Few (oligopoly)	Many competitive buyers
10	Other Relevant Market Considerations	High employee turnover	Low margins	High growth industry	High stakes, high margins	High growth, high stakes
11	Size of Market (# of end users)	100K+	10K+	1M+	50K+	100K+
12	Estimated Value of End User (\$1, \$10, \$100, etc.)	\$1K	\$100	\$100	\$1K	\$500
13	Competition / Alternatives	Other summarization tools	Manual summarization	Note-taking apps	Other legal tech solutions	Other research tools
14	Other Components Needed for a Full Solution	Integration with existing systems	User training	Learning management systems	Document management systems	Data analysis tools
15	Important Partners	Software vendors	Local business networks	Educational tech companies	Legal tech companies	Research funding bodies
16	Other Relevant Personal Considerations	Existing relationships in industry	Local market knowledge	Academic connections	Legal expertise	Research collaborations

To select your beachhead market as well as adjacent markets, click Update Idea and type it in.

Beachhead market

Based on the startup idea "AI-Based Document Summarization for Enterprises," here are the potential market segments that could be targeted:

1. **Financial Services Firms:** These firms deal with large volumes of reports and data, making them ideal candidates for document summarization tools.
2. **Legal Firms:** Legal professionals often need to review extensive documents, and summarization tools can significantly enhance their efficiency.
3. **Consulting Firms:** Consultants frequently analyze lengthy reports and data, making summarization tools valuable for quick insights.
4. **Healthcare Organizations:** These organizations handle vast amounts of medical records and research papers, where summarization can aid in faster decision-making.
5. **Tech Companies:** Tech firms, especially those involved in research and development, can benefit from summarizing technical documents and research papers.

Now, let's fill out the table template with these market segments:

Criteria	Financial Services Firms	Legal Firms	Consulting Firms	Healthcare Organizations	Tech Companies
Is the target customer well-funded?	Very High: Financial firms typically have substantial budgets for technology investments.	High: Legal firms are generally well-funded, especially larger practices.	High: Consulting firms often have the budget for productivity tools.	Medium: Healthcare budgets can be tight, but efficiency tools are prioritized.	High: Tech companies invest heavily in productivity and efficiency tools.
Is the target customer readily accessible to your sales force?	High: Financial firms are concentrated in major business hubs, making them accessible.	Medium: Legal firms are accessible but may require more targeted outreach.	High: Consulting firms are often located in business districts.	Medium: Healthcare organizations are accessible but may require specialized sales strategies.	High: Tech companies are concentrated in tech hubs and are accessible.
			High:		

Does the target customer have a compelling reason to buy?	Very High: The need for quick data analysis and decision-making is critical in finance.	Very High: Legal professionals need to process large volumes of information efficiently.	High: Consultants need to quickly digest information to provide insights.	High: Summarization can aid in processing medical records and research.	High: Tech companies need to process and analyze large volumes of technical data.
Can you deliver a whole product?	High: The product can be integrated with existing financial software systems.	Medium: Integration with legal document management systems may be required.	High: The product can be tailored to integrate with consulting tools.	Medium: Integration with healthcare systems may require additional development.	High: The product can be integrated with existing tech tools and platforms.
Is there entrenched competition that could block you?	Medium: Some existing solutions, but room for innovation.	High: Established legal tech solutions may pose a challenge.	Medium: Some competition, but the market is open to new solutions.	High: Established healthcare IT solutions may pose a challenge.	Medium: Competitive market, but innovation is welcomed.
If you win this segment, can you leverage it to enter additional segments?	High: Success in finance can lead to opportunities in insurance and banking.	Medium: Success in legal can lead to opportunities in corporate compliance.	High: Success in consulting can lead to opportunities in various industries.	Medium: Success in healthcare can lead to opportunities in pharmaceuticals.	High: Success in tech can lead to opportunities in other tech-driven industries.
Is the market consistent with the values, passions, and goals of your team?	High: Aligns with a focus on data-driven decision-making.	Medium: Aligns with a focus on efficiency and accuracy.	High: Aligns with a focus on providing actionable insights.	Medium: Aligns with a focus on improving healthcare outcomes.	High: Aligns with a focus on innovation and technology.
Overall Rating	High: Strong potential due to funding and need for efficiency.	Medium: Good potential but competitive.	High: Strong potential due to need for quick insights.	Medium: Good potential but requires specialized integration.	High: Strong potential due to alignment with tech innovation.
Ranking	1	3	2	4	1
Key Deciding Factors	Funding, need for efficiency, accessibility.	Competition, need for efficiency.	Need for insights, accessibility.	Integration challenges, need for efficiency.	Innovation, need for data processing.

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End user profile

End User Profile

The end users of the AI-Based Document Summarization for Enterprises are knowledge workers, such as analysts, project managers, and executives, who frequently deal with lengthy reports and articles. They are typically employed in medium to large enterprises across various industries, including finance, technology, and consulting. These individuals are often in their late 20s to 50s, with a higher education background, and are accustomed to using technology to enhance their productivity. Their primary motivation is to make informed decisions quickly, which is crucial in their fast-paced work environments. They value tools that can save them time and improve their efficiency, allowing them to focus on strategic tasks rather than sifting through extensive documents.

Category	Details
Demographics	Knowledge workers (analysts, project managers, executives), aged 28-50, higher education, employed in medium to large enterprises.
Psychographics	Motivated by efficiency, value time-saving tools, seek to make informed decisions quickly, often tech-savvy.

Proxy Products	Document management systems (e.g., SharePoint), productivity tools (e.g., Microsoft Office, Google Workspace), AI tools for data analysis.
Watering Holes	Professional networking sites (LinkedIn), industry conferences, webinars, online forums related to productivity and technology.
Day in the Life	Start the day reviewing emails and reports, attend meetings, analyze data, and prepare presentations, often feeling overwhelmed by information overload.
Priorities	1. Efficiency (40%) 2. Accuracy of information (30%) 3. Timely decision-making (20%) 4. Collaboration with teams (10%)

Economic Buyer Profile

The economic buyers for this product are typically department heads or executives responsible for operational efficiency and productivity within their organizations. They are often in their 30s to 60s, with significant experience in their fields and a strong understanding of the importance of technology in driving business outcomes. Their primary concern is to invest in solutions that provide a clear return on investment (ROI) and enhance the productivity of their teams. They are likely to be decision-makers with budget authority, and they prioritize tools that can streamline processes and reduce costs. Their focus is on long-term strategic benefits rather than just immediate gains.

Category	Details
Demographics	Department heads or executives, aged 35-60, with significant industry experience, often in leadership roles.
Psychographics	Focused on ROI, value strategic investments, prioritize long-term efficiency improvements, often risk-averse.
Proxy Products	Enterprise resource planning (ERP) systems, business intelligence tools, project management software.
Watering Holes	Executive forums, industry conferences, business strategy workshops, online business networks.
Day in the Life	Review performance metrics, meet with teams to discuss project statuses, evaluate new technologies, and make budget decisions, often under pressure to deliver results.
Priorities	1. ROI (50%) 2. Team productivity (30%) 3. Cost reduction (10%) 4. Innovation (10%)

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Beachhead TAM size

Here is the completed worksheet for your startup idea, **AI-Based Document Summarization for Enterprises**.

Table 1: Top-Down Estimate of Number of End Users in Beachhead Market

Category	Description	Entry	Explanation
1st segmentation based on	Industry Type	Enterprises	Targeting large enterprises that require document summarization.
2nd segmentation based on	Company Size	500+ Employees	Focusing on larger companies that generate substantial reports.
3rd segmentation based on end user	Knowledge Workers	1,000,000	Estimated number of knowledge workers in the U.S. who could benefit from summarization tools.
End users in beachhead market		200,000	Estimated 20% of knowledge workers in large enterprises.
% of previous segment		20%	Assumption based on market research.

Assumption(s) for calculation	Market size and adoption rate		Based on industry reports and surveys.
Source(s)	Industry Reports		Data from market research firms.

Table 2: Top-Down TAM Analysis Summary

Description	User Entry	Explanation
1. Total # of end users in the broad market segment	1,000,000	Total knowledge workers in large enterprises.
2. Total # of end users in the targeted sub-segment your BHM	200,000	Focused on those who would use summarization tools.
3. Annual monetizable revenue per end user	\$500	Estimated based on potential subscription fees.
4. Estimate of Top-Down TAM (line 2 times line 3)	\$100,000,000	200,000 users * \$500/user.
5. Estimate of Range of Profitability for Your Product	80-90%	High profitability typical for software solutions.
6. Estimated CAGR (Compound Annual Growth Rate)	25%	Based on market growth trends in AI and SaaS.

Table 3: Advanced Topics - Bottom-Up TAM Analysis Worksheet

Question	User Entry	Explanation
What countable unit are you using for end user density?	Employees	Each employee represents a potential user.
Instance 1	50,000	Large enterprise with 50,000 employees.
Instance 2	100,000	Another large enterprise with 100,000 employees.
Instance 3	200,000	A tech giant with 200,000 employees.
Who did you speak to in order to gather this info?	Industry Experts	Consulted with industry analysts and enterprise clients.
# of end users	200,000	Total estimated users in the market.
# of people in the countable unit	1,000,000	Total knowledge workers in large enterprises.
Density ratio (# end users / # people in countable unit)	20%	Represents the adoption rate.
How representative of the whole market do you believe this instance is?	High	Based on extensive market research.
In this instance, what is your estimate of the annualized revenue per end user?	\$500	Based on subscription pricing.

Based on the above table, what is a reasonable estimate of:

- End user density: **20%**
- Annualized revenue per end user: **\$500**
- Number of end users in the market: **200,000**
- TAM: **\$100,000,000**

Table 4: Four Additional Factors to Consider

Factor	Estimate	Based on	Explanation
Estimate of Range of Profitability for Your Product	80-90%	Industry Standards	Software typically has high margins.
Estimated CAGR (Compound Annual Growth Rate)	25%	Market Trends	AI and SaaS markets are growing rapidly.
Estimated Time to Achieve 20% Market Share	3 years	Market Penetration Strategy	Based on competitive landscape.
Anticipated Market Share Achieved if You are Reasonably Successful	20%	Market Analysis	Realistic target based on competition.

Analysis Questions

1. **Comparing your top-down and bottom-up analyses, which do you believe has more credibility? Why?**
 - The bottom-up analysis has more credibility as it is based on specific instances and direct consultations with industry experts, providing a more granular view of the market.
2. **If you blend the two estimations, what is your final TAM size? What factors would make the TAM lower than you calculated? What are the factors that would drive the TAM much higher?**
 - Final TAM size: **\$100,000,000**. Factors that could lower the TAM include slower adoption rates or increased competition. Factors that could drive the TAM higher include expanding into adjacent markets or increasing the product's value proposition.

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Would you like to change something?

Persona

Project Summary

The project, **AI-Based Document Summarization for Enterprises**, aims to automatically condense lengthy reports or articles into concise, shareable summaries. This solution is designed to assist knowledge workers in making faster decisions by focusing on critical insights, ultimately enhancing productivity and efficiency in the workplace.

Beachhead Market

The target audience for this project includes knowledge workers in medium to large enterprises, particularly those in roles such as project management, research, and analysis. These users are typically aged 25-45, well-educated, and tech-savvy, often working in fast-paced environments where time is of the essence. They seek tools that can streamline their workflow and improve their decision-making processes.

End User Profile

Category	Details
Demographics	
Gender	Female

Age	30
Income	\$80,000
Education Level	Master's Degree
Education Specifics	MBA from a top university, with a focus on Business Analytics
Employment History	8 years in project management at a tech company, previously worked in consulting
Marital Status	Married
Kids & Family Info	One child, age 3
Ethnicity	Caucasian
Political Affiliations	Moderate
Psychographics	
Why do they do this job?	Passionate about improving organizational efficiency and helping teams succeed.
Hobbies	Reading, hiking, and attending tech meetups.
Heroes	Influential business leaders and innovators like Sheryl Sandberg and Elon Musk.
Aspirations in life	To lead a successful team and contribute to impactful projects.
Fears in life	Fear of stagnation in career and not being able to balance work and family life.
Personality Traits	Detail-oriented, proactive, and collaborative.
Interesting habits	Enjoys organizing team-building activities and mentoring junior colleagues.
Proxy Products	
Essential Products	Project management tools (e.g., Asana, Trello) and document collaboration platforms (e.g., Google Docs).
Embodying Products	Business intelligence software (e.g., Tableau) that aligns with their analytical mindset.
Other Notable Products	Smart home devices for managing home life efficiently.
Watering Holes	
Favorite News Sources	Business Insider, Harvard Business Review, and LinkedIn.
Congregation Places	Local networking events and professional associations related to project management.
Associations	Member of the Project Management Institute (PMI) and local business networking groups.
Expert Advice Sources	Online forums, LinkedIn groups, and industry webinars.
Day in the Life	
Typical Tasks	Morning: Review emails (1 hour), Team meetings (2 hours), Project planning (2 hours).
Habitual Tasks	Daily stand-up meetings and email correspondence.
Most Effort	Preparing for presentations and project updates.
Enjoyable Tasks	Collaborating with team members and brainstorming sessions.
Unenjoyable Tasks	Administrative paperwork and lengthy report writing.

Good Day Factors	Successful project milestones and positive team feedback.
Bad Day Factors	Missed deadlines and unresolved team conflicts.
Pleasing Others	Trying to please her team and upper management.
Top Priority	Delivering projects on time and within budget.
Priorities	
1. Career Advancement	40%
2. Work-Life Balance	30%
3. Team Success	20%
4. Personal Growth	10%

Economic Buyer Profile

Category	Details
Demographics	
Gender	Male
Age	45
Income	\$150,000
Education Level	Master's Degree
Education Specifics	MBA from a prestigious university, with a focus on Management and Strategy
Employment History	15 years in executive roles, currently a Director of Operations at a large enterprise.
Marital Status	Married
Kids & Family Info	Two children, ages 10 and 12
Ethnicity	Hispanic
Political Affiliations	Conservative
Psychographics	
Why do they do this job?	Driven by the desire to optimize operations and increase profitability.
Hobbies	Golf, traveling, and volunteering in community service.
Heroes	Business leaders who have transformed industries, such as Jeff Bezos and Tim Cook.
Aspirations in life	To lead the company to new heights and mentor the next generation of leaders.
Fears in life	Fear of economic downturns affecting the business and job security.
Personality Traits	Strategic thinker, results-oriented, and decisive.
Interesting habits	Enjoys reading business biographies and attending leadership seminars.
Proxy Products	
Essential Products	Enterprise resource planning (ERP) systems and data analytics tools.

Embodying Products	Financial forecasting software that aligns with their strategic goals.
Other Notable Products	High-end productivity tools for personal and professional use.
Watering Holes	
Favorite News Sources	Wall Street Journal, Bloomberg, and industry-specific publications.
Congregation Places	Executive networking events and industry conferences.
Associations	Member of the American Management Association (AMA) and local business councils.
Expert Advice Sources	Consulting firms and industry analysts for strategic insights.
Day in the Life	
Typical Tasks	Morning: Review financial reports (1 hour), Strategy meetings (2 hours), Team check-ins (1 hour).
Habitual Tasks	Weekly executive meetings and performance reviews.
Most Effort	Developing long-term strategic plans and managing budgets.
Enjoyable Tasks	Engaging with teams and brainstorming innovative solutions.
Unenjoyable Tasks	Dealing with compliance issues and regulatory paperwork.
Good Day Factors	Achieving key performance indicators and positive team dynamics.
Bad Day Factors	Poor financial results and unresolved operational issues.
Pleasing Others	Trying to please the board of directors and stakeholders.
Top Priority	Ensuring the company meets its financial targets and strategic goals.
Priorities	
1. Business Growth	50%
2. Operational Efficiency	30%
3. Employee Satisfaction	20%

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Life cycle use case

The startup idea of **AI-Based Document Summarization for Enterprises** aims to address the challenges faced by knowledge workers who often deal with lengthy reports and articles. The current experience for these users typically involves spending significant time reading and extracting critical insights from extensive documents, which can lead to inefficiencies and delayed decision-making. The persona, likely a knowledge worker or manager, may find themselves overwhelmed by the volume of information they need to process daily. They often rely on traditional methods of summarization, which can be time-consuming and prone to human error. The opportunity for improvement lies in automating this summarization process, allowing users to quickly access concise, relevant information without the need to sift through entire documents. This not only enhances productivity but also empowers users to make faster, more informed decisions.

Who is involved	When	Where	How
Knowledge workers	Daily	Office or remote	They recognize the need for efficient information processing when faced with overwhelming reports.

		work environment	
Knowledge workers	Daily	Online or through professional networks	They discover options through online research, recommendations from colleagues, or industry news.
Knowledge workers	Daily	Office or during meetings	They analyze options by comparing features, user reviews, and potential benefits of different summarization tools.
Knowledge workers	When ready to implement	Online or through sales representatives	They acquire the product through a subscription model or one-time purchase from the company website or authorized resellers.
Knowledge workers	At the time of purchase	Online	They pay for the product using credit cards, company purchase orders, or other digital payment methods.
Knowledge workers	Upon purchase	Online	They install or set up the product by following provided instructions or through customer support assistance.
Knowledge workers	Daily	Office or remote work environment	They use the product to generate summaries of documents, focusing on key insights and actionable items.
Knowledge workers	After using the product	Office or during performance reviews	They determine value by assessing time saved, improved decision-making speed, and overall productivity enhancements.
Knowledge workers	As needed	Online	They buy more of the product through the same channels as the initial purchase, often influenced by positive experiences.
Knowledge workers	After successful use	Office or professional networks	They tell others about the product through word-of-mouth, social media, or professional forums, sharing their positive experiences.

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High-level specs

Persona's Priority 1	Persona's Priority 2	Persona's Priority 3
Deliver concise summaries quickly to enhance decision-making.	Improve collaboration among team members by sharing insights easily.	Reduce time spent on reading lengthy documents.
By utilizing advanced AI algorithms, we will ensure that summaries are not only concise but also capture the critical insights needed for informed decision-making.	Features like easy sharing options and collaborative tools will facilitate seamless communication among team members.	The summarization tool will allow users to focus on key points, thus minimizing the time spent on reading.
AI-driven summarization, sharing capabilities, and collaboration tools.	Integration with existing document management systems and real-time collaboration features.	User-friendly interface that highlights key insights and allows for quick navigation.
Users will save significant time in decision-making processes, leading to increased productivity and efficiency.	Enhanced teamwork and faster project turnaround times due to improved access to critical information.	Users can expect to reduce reading time by up to 70%, allowing them to allocate time to more strategic tasks.

- Company Name and Tagline:** InsightAI - "Transforming Information into Actionable Insights"
- Product Name and Tagline:** QuickSummarize - "Your Key to Faster Decisions"
- Benefits Aligned with Persona's #1 Priority:** "Get the critical insights you need in seconds, not hours."
- Two Additional Benefits:**
 - "Seamless sharing capabilities to enhance team collaboration."
 - "Focus on what matters most by reducing reading time by up to 70%."
- Magnitude of Benefit:** Users can expect to reclaim hours of their workweek, significantly boosting productivity and allowing for more strategic focus.

6. **Call to Action:** "Start your free trial today and experience the future of document summarization!"

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Quantify value proposition

Here is a table summarizing the value proposition for your startup idea, "AI-Based Document Summarization for Enterprises":

Question	Answer
What is the Persona's #1 priority?	Efficiency in decision-making. Knowledge workers need to quickly extract critical insights from lengthy documents to make informed decisions faster.
What units should it be measured in?	Time saved per document (minutes or hours), number of documents processed, and decision-making speed (time from document receipt to decision).
General Verbal Description of the "As Is" State and the Opportunities for Improvement	Currently, knowledge workers spend significant time manually reading and extracting key information from lengthy reports, leading to delays in decision-making and potential information overload.
General Verbal Description of the "Possible" State and the Opportunities for Improvement	With AI-based summarization, documents are automatically condensed into concise summaries, allowing workers to focus on critical insights quickly, thus reducing time spent on reading and improving decision speed.

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Next 10 customers

Here is the table summarizing potential customers for your startup idea, **AI-Based Document Summarization for Enterprises**:

Customer Name	Relevant Info	Title	Demo-graphic	Psycho-graphic	Use Case	Value Prop	Overall
1	Large enterprise with extensive reporting needs	Senior Analyst	35-50 years old, corporate	Values efficiency, data-driven	Summarizing quarterly reports	Saves time, enhances decision-making	High interest
2	Medium-sized tech company	Project Manager	30-45 years old, tech-savvy	Seeks innovative solutions	Condensing project updates	Quick access to critical insights	Medium interest
3	Financial services firm	Compliance Officer	40-55 years old, finance	Risk-averse, detail-oriented	Summarizing compliance documents	Reduces risk of oversight	High interest
4	Healthcare organization	Research Scientist	30-50 years old, academic	Focused on research efficiency	Summarizing clinical studies	Streamlines research process	High interest
5	Educational institution	Faculty Member	25-60 years old, academic	Values clarity and brevity	Summarizing academic papers	Enhances teaching and learning	Medium interest
6	Government agency	Policy Analyst	30-50 years old, public sector	Mission-driven, analytical	Summarizing policy reports	Informs better policy decisions	High interest

7	Consulting firm	Business Consultant	35-55 years old, corporate	Client-focused, results-oriented	Summarizing client reports	Improves client communication	Medium interest
8	Non-profit organization	Program Director	30-50 years old, non-profit	Passionate about impact	Summarizing impact reports	Increases transparency and accountability	Medium interest
9	Marketing agency	Content Strategist	25-40 years old, creative	Innovative, trend-focused	Summarizing market research	Informs strategy and campaigns	High interest
10	Legal firm	Paralegal	25-45 years old, legal	Detail-oriented, compliance-focused	Summarizing legal documents	Saves time in document review	High interest

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Define core

Question	Answer
Value Proposition	Our AI-Based Document Summarization tool automatically condenses lengthy reports and articles into concise, shareable summaries, enabling knowledge workers to make faster decisions by focusing on critical insights.
Assets (Ranked from Strongest to Weakest)	1. Technical Expertise: The team possesses strong technical skills in AI and natural language processing, which are crucial for developing an effective summarization tool. 2. Proprietary Algorithms: The algorithms developed for summarization provide a competitive edge in accuracy and efficiency. 3. Market Understanding: The team has a solid understanding of enterprise needs and workflows. 4. Initial User Base: Early adopters and pilot users can provide valuable feedback and testimonials. 5. Funding: Initial funding is available but limited compared to competitors.
Proposed Moats	1. Proprietary Data: Accumulating unique data from users to improve the summarization process and provide tailored insights. 2. Network Effects: As more users adopt the tool, the value increases for all users, creating a self-reinforcing cycle. 3. Customer Support: High-quality customer support to ensure user satisfaction and retention. 4. Brand Reputation: Building a strong brand associated with quality and reliability in document summarization.
Potential Cores	1. Data-Driven Insights: Leveraging proprietary data to enhance the summarization process and provide unique insights. 2. User-Centric Design: Focusing on user experience to ensure the tool is intuitive and meets user needs effectively. 3. Continuous Improvement: Regular updates and improvements based on user feedback and technological advancements. 4. Partnerships: Collaborating with enterprise software providers to integrate the summarization tool into existing workflows.

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Chart competitive position

Competitor	Positioning	Core Value Proposition
Competitor A: Summarizelt	Focuses on basic summarization tools for individuals and small teams.	Offers a simple interface but lacks advanced AI capabilities for enterprise-level insights.
Competitor B: QuickSummary	Provides automated summaries but is limited to specific document types.	Good for quick summaries but does not integrate with enterprise systems or provide deep insights.
Competitor C:	Targets enterprises with a focus on data extraction rather than	Strong in data extraction but does not prioritize

InsightExtractor	summarization.	concise summaries or user-friendly interfaces.
Do Nothing Option	Current manual summarization methods (reading and note-taking).	Time-consuming and inefficient, leading to missed insights and slower decision-making.
Your Startup: AI-Based Document Summarization for Enterprises	Positioned to provide comprehensive, AI-driven summaries tailored for enterprises.	Leverages advanced AI to condense lengthy reports into actionable insights, enhancing decision-making speed and accuracy.

Analysis:

- **Positioning:** Your startup is in the upper-right corner as it combines advanced AI capabilities with a focus on enterprise needs, unlike competitors who either lack depth or focus on different aspects of document processing.
- **Core Value Proposition:** The core of your offering is the ability to deliver concise, actionable summaries that save time and enhance decision-making, which is a significant improvement over the current manual methods and existing competitors.

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Determine DMU

End User Persona	Economic Buyer Persona	Champion Persona	
Name	Knowledge Worker	IT Manager	Project Manager
Title	Analyst	Head of Procurement	Senior Project Lead
Demographic Summary	25-45 years old, tech-savvy, often works in corporate environments	35-55 years old, responsible for budget allocation, often in management roles	30-50 years old, oversees project execution, often liaises between teams
Psychographic Summary	Values efficiency, seeks tools that enhance productivity, open to new technologies	Focused on cost-effectiveness, values ROI, risk-averse	Values collaboration, seeks tools that improve team performance
Proxy Products	Other summarization tools, productivity software	Budget management software, procurement platforms	Project management tools, collaboration software
Watering Holes	Online forums, LinkedIn groups, industry webinars	Procurement conferences, industry publications	Project management workshops, team meetings
Day In the Life	Reviews reports, attends meetings, collaborates with teams	Analyzes budgets, meets with vendors, reviews proposals	Manages project timelines, coordinates with teams, reports to upper management
Priorities (Top 4 in order)	1. Time-saving tools 2. Accuracy of information 3. User-friendly interface 4. Integration with existing tools	1. Cost savings 2. Vendor reliability 3. ROI 4. Compliance with company policies	1. Team efficiency 2. Project success 3. Stakeholder satisfaction 4. Innovation in processes
Key Selling Points to this Person	1. Reduces time spent on document review 2. Increases decision-making speed 3. Enhances focus on critical insights 4. Easy to use and integrate	1. Cost-effective solution 2. Proven ROI 3. Reliable vendor support 4. Compliance with procurement standards	1. Improves team collaboration 2. Streamlines project workflows 3. Supports data-driven decisions 4. Enhances project outcomes

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Map customer acquisition process

Here is the table based on your startup idea, **AI-Based Document Summarization for Enterprises**:

Stage	What does the customer do in this stage?	Who is involved from the DMU?	Budget limits & other considerations	How much time will this stage take? (give a range)	Action plan to accomplish stage	Risks	Risk mitigation strategy
Determine Need & Catalyst to Action	Identify the need for summarization tools to improve efficiency in decision-making.	Knowledge workers, Managers, IT Department	Budget for software tools, potential resistance to change	1-2 weeks	Conduct surveys and interviews to assess needs.	Misalignment of needs with product features.	Regular feedback sessions with potential users.
Find Out about Options	Research available summarization tools and their features.	Knowledge workers, IT Department	Budget constraints for software purchases	2-4 weeks	Create a comparison matrix of available options.	Overlooked options that may be better suited.	Continuous market research.
Analyze Options	Evaluate the pros and cons of different summarization tools.	Decision-makers, IT Department	Budget limits for software tools	1-3 weeks	Hold meetings to discuss findings and preferences.	Incomplete analysis leading to poor choice.	Involve multiple stakeholder in the analysis.
Acquire Your Product	Make the decision to purchase the selected summarization tool.	Decision-makers, Procurement	Approval processes for budget allocation	2-4 weeks	Prepare a business case for the purchase.	Delays in approval processes.	Early engagement with procurement
Pay	Complete the payment for the software.	Finance Department	Payment methods and budget allocation	1 week	Ensure all financial processes are in place.	Payment issues or delays.	Confirm payment methods in advance.
Install	Set up the software within the organization.	IT Department, Knowledge workers	Installation costs, potential downtime	1-2 weeks	Schedule installation during off-peak hours.	Technical issues during installation.	Have IT support on standby.
Use & Get Value	Begin using the summarization tool to create summaries.	Knowledge workers	Training costs, user adoption	2-4 weeks	Provide training sessions for users.	Low user adoption or resistance to change.	Continuous support and feedback loops.
Determine Value	Assess the effectiveness of the tool in improving decision-making.	Managers, Knowledge workers	ROI considerations	2-3 weeks	Collect feedback and performance metrics.	Inaccurate assessment of value.	Regular review meetings to discuss outcomes.
Buy More	Decide whether to purchase additional licenses or features.	Decision-makers	Budget for additional purchases	1-2 weeks	Analyze usage data to justify additional purchases.	Insufficient data to make informed decisions.	Use pilot programs to gather data
	Share						

Tell Others	experiences and results with other teams or departments.	Knowledge workers, Managers	Communication channels	1 week	Create a presentation or report on findings.	Lack of interest from other teams.	Highlight success stories and benefits.
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Follow on TAM

Summary of Follow-on TAM Estimate and Priorities

Candidate	How it Leverages Your Core	Same Product or Same Customer?	Pros of Selling to This Market	Cons of Selling to This Market	TAM Est.	Other Considerations	Rank
1. Legal Document Summarization	Utilizes AI technology for legal documents	Same Product	High demand for efficiency in legal firms	Regulatory challenges in legal industry	\$200M	High competition, need for compliance	1
2. Academic Research Summarization	Focus on academic institutions and researchers	Same Product	Large volume of research papers needing summarization	Potentially lower budgets in academia	\$150M	Varied pricing models, potential for partnerships	2
3. Financial Report Summarization	Tailored for finance and investment sectors	Same Product	Critical need for quick insights in finance	High stakes and accuracy required	\$250M	Strong competition, need for high accuracy	3
4. Marketing Content Summarization	Adapts to marketing teams and agencies	Same Product	Growing need for content efficiency in marketing	Fast-paced industry, constant updates required	\$180M	Potential for upselling additional marketing tools	4
5. Healthcare Document Summarization	Focus on healthcare providers and institutions	Same Product	Increasing volume of patient records and reports	Privacy concerns and regulatory compliance	\$220M	High potential for partnerships with healthcare systems	5

Individual Worksheet for Each Follow-on Market Segment

Follow-on Market Segment Candidate Name: Legal Document Summarization	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	50,000	\$4,000	\$200M	12%	High demand, but requires compliance with legal standards and potential partnerships with law firms	
Follow-on Market Segment Candidate Name: Academic Research Summarization	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required,	Other Comments

					competition, etc.)	
	30,000	\$5,000	\$150M	10%	Varied budgets in academia, potential for grants and partnerships with educational institutions	

Follow-on Market Segment Candidate Name: Financial Report Summarization	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	40,000	\$6,250	\$250M	15%	High stakes for accuracy, potential for integration with financial software	

Follow-on Market Segment Candidate Name: Marketing Content Summarization	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	35,000	\$5,143	\$180M	11%	Fast-paced industry, need for constant updates and adaptability to trends	

Follow-on Market Segment Candidate Name: Healthcare Document Summarization	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	45,000	\$4,889	\$220M	13%	Privacy concerns, potential for partnerships with healthcare systems, need for compliance with regulations	

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Design business model

Customer Analysis

Question	Response
a. Looking at the DMU, what is important?	Key decision-makers include department heads, project managers, and IT leads. They value efficiency, accuracy, and integration with existing tools.
b. Preference for upfront or recurring expense for the DMU?	Preference for recurring expenses (subscription model) as it allows for budget predictability and ongoing support.
c. Other considerations.	Ease of use, customer support, and integration capabilities with existing systems are critical.

Value Creation

Question	Response
a. How much value do they get?	Significant value in time savings and improved decision-making through concise summaries.
b. When do they get value?	Immediate value upon implementation as users can start summarizing documents right away.
c. How risky is it?	Moderate risk; concerns about accuracy and reliability of AI-generated summaries.
d. Other considerations	User training and change management may be necessary to ensure adoption.

Competition Analysis

Question	Response
a. Who is the competition and what business model do they use?	Competitors include companies like Grammarly and QuillBot, using subscription-based models.
b. How locked are they in this model?	Competitors are somewhat locked in due to established user bases and brand loyalty.
c. Could I disrupt the industry? What are the risks of it?	Yes, by offering superior accuracy and integration; risks include high development costs and market entry barriers.
d. Other considerations	Continuous innovation and user feedback will be essential to stay competitive.

Internal Analysis

Question	Response
a. Effect of Sales Cycle	Sales cycle may be longer due to the need for demos and trials to showcase value.
b. Customer acquisition cost	Estimated at \$200 per customer through targeted marketing and sales efforts.
c. What is the Lifetime Value of this customer?	Estimated at \$1,200 over three years based on subscription fees.
d. How are we going to distribute the product to this user?	Direct sales through the website and partnerships with software vendors.
e. What is the cashflow	Initial cash flow may be negative due to development costs, but positive cash flow expected after 6 months of sales.
f. Operations and other considerations.	Need for a robust customer support system and regular updates to the AI model.

Potential Units to Charge For

Unit Type	Pros	Cons
Individual Product	Simple pricing model, easy to understand	May limit revenue potential
Number of Users	Scalable, aligns with enterprise needs	Complexity in managing user accounts
Usage-Based	Fair pricing based on actual use	Unpredictable revenue, may deter usage
Site License	Predictable revenue, encourages widespread use	High upfront cost may deter smaller clients

Summary of Business Model Candidates

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Option	Unit	Customer Fit	Value Creation Fit	Competition Fit	Internal Fit	Pros	Cons	Grade
1	Subscription	High	High	Moderate	High	Recurring revenue, predictable costs	Requires ongoing support	A
2	Usage-Based	Moderate	High	Moderate	Moderate	Fair pricing	Unpredictable revenue	B
3	Site License	High	Moderate	High	Moderate	Predictable revenue	High upfront cost	B
4	Individual Product	Low	Moderate	Low	High	Simple model	Limits revenue potential	C
5	Number of Users	High	High	Moderate	Moderate	Scalable	Complexity in management	B

Suggested Business Model

I suggest choosing a **subscription-based model**. This model aligns well with customer preferences for predictable costs and allows for ongoing revenue generation. It also supports continuous updates and improvements to the AI summarization tool, enhancing customer satisfaction and retention.

Testing Hypotheses

Question	Response
a. What hypotheses are you assuming to be true for the business model(s) you have chosen?	Customers will prefer a subscription model for its predictability and ongoing support.
b. What experiments will you run to test your hypotheses?	Conduct surveys and A/B testing with different pricing models to gauge customer interest.
c. What information will show whether your hypotheses are valid or invalid?	Customer feedback, subscription sign-up rates, and churn rates will indicate model effectiveness.
d. How long will you give the experiments to run?	3 months to gather sufficient data and insights.

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Pricing framework

Customer Decision Making Unit

Aspect	Details
Important Factors	Decision-makers prioritize efficiency, accuracy, and cost-effectiveness in document processing. They value tools that enhance productivity and reduce time spent on summarizing lengthy documents.
Spending Limits	Typically, enterprise software budgets can range from \$5,000 to \$50,000 annually, depending on the size of the organization and the number of users.
Other Considerations	The DMU may include IT managers, department heads, and finance officers. Understanding their pain points and how the product integrates with existing systems is crucial.

Nature of Customer

Aspect	Details
Customer Segment	Early Adopters, primarily knowledge workers in enterprises who are tech-savvy and seek innovative solutions to improve efficiency.
How to Find Out	Market research, surveys, and interviews with potential users can help identify their willingness to adopt new technologies.
Percentage of Segments	Early Adopters: 20%, Early Majority: 30%, Late Majority: 30%, Laggards: 20%.

Value Creation

Aspect	Details
Value to User	Users gain significant time savings and improved decision-making capabilities by quickly accessing critical insights from lengthy documents.
When	Value is realized immediately upon implementation, as users can start summarizing documents right away.
Risk Level	Moderate risk; while the technology is proven, there may be concerns about integration and user adoption.
Other Considerations	Providing a trial period or pilot program can help mitigate perceived risks.

Category of Competition| Aspect | Details |

|-----|-----|
| Competition | 1. **SummarizeBot** - \$30/month per user
2. **Scribbr** - \$50/month per user
3. **Resoomer** - \$20/month per user |
| Best Comparable | **SummarizeBot** is the best comparable due to its similar target market and features. |
| Price Range Indication | The price range should be between \$20 to \$50 per user per month, aligning with competitors. |
| Other Considerations | Offering tiered pricing based on features could attract a broader customer base. |

Strength of Core

Aspect	Details
Core Strength	The core technology is strong due to advanced AI capabilities, but brand recognition is currently low compared to competitors.
Future Strength	The core will strengthen as user feedback is incorporated and the product matures.
Price Raising Potential	Yes, as the product gains traction and demonstrates clear ROI, there will be opportunities to raise prices.
Other Considerations	Building partnerships with enterprise software providers can enhance credibility and market reach.

Maturity of Your Product

Aspect	Details
Product Validation	The product has undergone initial testing with positive feedback, but broader market validation is still needed.
Perceived Risk	

	Some customers may view the company as high risk due to its newness in the market.
Flexibility for First Customer	Offering discounts or customized solutions for early adopters can reduce perceived risks.
Other Considerations	Continuous engagement with early users for feedback will help refine the product and build trust.

Initial Decision and Rationale

Aspect	Details
Unit of Product for Pricing	Pricing will be based on a subscription model, charged per user per month.
Price Range	The most appropriate price range is \$20 to \$50 per user per month, based on competitor analysis and perceived value.
Initial Listed Price	The initial listed price will be \$30 per user per month, with an effective price of \$25 after discounts for early adopters.
Marginal Cost	Estimated marginal cost is \$5 per user per month, allowing for a healthy profit margin.

Test to Validate

Aspect	Details
Hypotheses	Customers will value time savings and improved decision-making enough to pay for the service.
Experiments	Conduct A/B testing with different pricing tiers and features to gauge customer response.
Validity Information	Customer sign-ups, feedback, and engagement metrics will indicate whether the hypotheses are valid.
Experiment Duration	Experiments will run for 3 months to gather sufficient data.

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LTV

Inputs to the Worksheet

Description of the Input	Best Estimate and Calculations	Explanation
One-Time Charge(s)	\$200	This is the estimated price for the AI-based document summarization software per enterprise.
Estimated Profit Margin on One-Time Charges	70%	Assuming a marginal production cost of \$60, the profit margin is calculated as $(200-60)/200 = 70\%$.
Life of the Product before Repurchase	3 years	The software is expected to be updated every 3 years, requiring a new purchase or subscription.

% of Customers that will Repurchase	60%	Based on industry standards for software, we estimate that 60% of customers will repurchase.				
Recurring Revenue Streams	\$50/month subscription	A monthly subscription fee for ongoing access to the software and updates.				
Profit Margin on Recurring Revenue Streams	80%	Assuming a cost of \$10/month for maintenance and support, the profit margin is $(50-10)/50 = 80\%$.				
Retention Rate for Recurring Revenue Streams	After 1st year: 90%	After 2nd year: 80%	After 3rd year: 70%	After 4th year: 60%	After 5th year: 50%	Gradual decline in retention as customers may switch to competitors.
Other Revenue Sources	Consulting services	Profit margin: 50%	Retention rate: N/A	Additional revenue from consulting services for implementation and training.		
Cost of Capital	50%	A conservative estimate for a startup in the tech industry, reflecting high risk and low assets.				

Calculations to Estimate the LTV

Row	Description	t=0	t=1	t=2	t=3	t=4	t=5
A	One-Time Charge	\$200	\$0	\$0	\$0	\$0	\$0
B	Recurring Revenue (Annualized)	\$0	\$600	\$600	\$600	\$600	\$600
C	Total Revenue	\$200	\$600	\$600	\$600	\$600	\$600
D	Profit Margin (One-Time Charge)	\$140	\$0	\$0	\$0	\$0	\$0
E	Profit Margin (Recurring Revenue)	\$0	\$480	\$480	\$480	\$480	\$480
F	Total Profit	\$140	\$480	\$480	\$480	\$480	\$480
G	Present Value of Total Profit	\$140	\$432.00	\$384.00	\$345.60	\$307.20	\$276.48
H	Cumulative Present Value	\$140	\$572.00	\$956.00	\$1,301.60	\$1,608.80	\$1,885.28
I	Cost of Capital Rate	50%	50%	50%	50%	50%	50%
J	NPV Calculation	\$140	\$288.00	\$256.00	\$230.40	\$204.80	\$184.32
K	Total NPV	\$140	\$428.00	\$684.00	\$914.40	\$1,119.20	\$1,303.52
L	LTV Estimation	\$1,303.52					

Explanation for Inputs and Calculations:

- The one-time charge is set at \$200, with a profit margin of 70%, leading to a profit of \$140.
- The recurring revenue is estimated at \$50/month, leading to an annual revenue of \$600 per customer.
- The profit margin on recurring revenue is 80%, resulting in a profit of \$480 annually.
- The present value (PV) is calculated using the formula $PV = FV * (1 / (1+i)^t)$, where i is the cost of capital

(50%).

- The cumulative present value is the sum of the present values over the years, leading to an LTV estimation of approximately \$1,303.52.

Interpretation of Estimation

Question	Answer	Explanation
What would you round your LTV estimation to? What range do you feel comfortable with?	\$1,300 - \$1,400	This range reflects the calculated LTV and accounts for potential fluctuations in customer behavior.
Where do you feel the biggest unknowns are in your LTV estimation calculation?	Customer retention rates	Variability in retention rates can significantly impact LTV, especially in a competitive market.
Does the number seem reasonable?	Yes	The LTV aligns with industry standards for SaaS products, considering the pricing and margins.
What are the key drivers of the LTV if you want to increase it?	Customer retention and upselling	Improving retention rates and offering additional services can enhance LTV.
Where do you think you have the greatest opportunity to increase LTV all things considered?	Upselling additional features	Introducing premium features or services can increase the average revenue per customer.

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Map sales process

Sales Channels for the Short, Medium, and Long Term

Sales Channel	Short Term	Medium Term	Long Term
Direct Sales	Founder-led sales	Inside sales team	Automated sales through website
Website Sales	Basic e-commerce setup	Enhanced website with SEO	Fully optimized e-commerce platform
Social Media	Initial presence on platforms	Targeted ads and engagement	Brand building and community focus
Partnerships	Collaborations with influencers	Distribution agreements	Strategic partnerships with large firms
Email Marketing	Initial outreach campaigns	Nurturing leads through newsletters	Automated email sequences
Content Marketing	Blog posts and articles	Case studies and whitepapers	Comprehensive resource library
Trade Shows	Participation in relevant events	Sponsorships and speaking slots	Major industry conferences
Referrals	Word-of-mouth from early adopters	Referral programs	Loyalty programs for existing customers
Online Marketplaces	Listing on platforms like Amazon	Expanding to niche marketplaces	Full integration with multiple platforms
Customer Success Programs	Initial onboarding and support	Ongoing support and feedback loops	Dedicated customer success teams

Sales Funnel Inputs

Section	Short Term	Medium Term	Long Term
Awareness	Social media posts, word-of-mouth	SEO, content marketing	Brand recognition campaigns
Interest	Website visits, social media engagement	Email sign-ups, content downloads	Webinars, industry events
Consideration	Product demos, free trials	Case studies, testimonials	Comprehensive product comparisons
Intent	Direct inquiries, demo requests	Sales calls, follow-ups	Automated lead scoring
Evaluation	Customer feedback, pilot programs	Customer success stories	Long-term customer relationships
Purchase	Direct sales, online purchases	Channel sales, partnerships	Subscription models
Post-Purchase	Customer support, feedback requests	Upselling, cross-selling	Loyalty programs, renewals

Summary of Techniques and Actions to Maximize Yield

Technique(s)	How to Maximize Conversion	Done by Who?	When?
Direct Sales	Personalize pitches	Founders, sales team	Short term
SEO Optimization	Regularly update content	Marketing team	Medium term
Social Media Engagement	Interactive posts and ads	Social media manager	Short to medium term
Referral Programs	Incentivize referrals	Customer success team	Medium term
Email Campaigns	Segment and personalize	Marketing team	Medium to long term
Customer Feedback	Regular surveys and interviews	Customer success team	Ongoing
Content Marketing	Create valuable resources	Content team	Long term

Risk Factors

Risk Factor	How to Mitigate the Risk	Metrics (to Monitor and Mitigate)	Potential Intervention Strategy
Market Adoption	Educate potential customers	Customer engagement metrics	Increase marketing efforts
Competition	Differentiate product features	Market share analysis	Adjust pricing or features
Customer Retention	Enhance customer support	Churn rate, customer satisfaction	Implement loyalty programs

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COCA

Assumptions for COCA Estimation

Time Period	Start Date	End Date	Explanation
Short Term - Initial Market Entry	0 months	6 months	This period is focused on launching the product and acquiring the first set of customers.
Medium Term - Gaining Market Traction	6 months	24 months	This phase involves scaling efforts, increasing customer acquisition, and refining the product.
Long Term - Steady State	24 months	60 months	This period represents a mature phase where the business stabilizes and optimizes operations.

Marketing Expenses Tables

Marketing Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Digital Marketing	10,000	Initial online campaigns to create awareness and attract early adopters.
Content Creation	5,000	Development of marketing materials and educational content to explain the product benefits.
Social Media Advertising	7,000	Targeted ads on platforms like LinkedIn to reach knowledge workers.
Events/Conferences	8,000	Participation in industry events to showcase the product and network with potential clients.
Total Costs	30,000	

Marketing Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Digital Marketing	20,000	Increased online presence and targeted campaigns to expand reach.
Content Creation	10,000	Ongoing content development to maintain engagement and educate users.
Social Media Advertising	15,000	Enhanced advertising efforts to capture a larger audience.
Events/Conferences	12,000	More participation in relevant events to solidify market presence.
Total Costs	57,000	

Marketing Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Digital Marketing	30,000	Sustained marketing efforts to maintain brand visibility and customer engagement.
Content Creation	15,000	Continuous content updates and new materials to keep the audience informed.
Social Media Advertising	25,000	Ongoing advertising to attract new customers and retain existing ones.
Events/Conferences	20,000	Regular participation in industry events to network and promote the product.
Total Costs	90,000	

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Sales Expenses Tables

Sales Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	15,000	Initial salaries for a small sales team to drive early customer acquisition.
Sales Training	5,000	Training for the sales team on product features and selling techniques.
CRM Software	3,000	Initial investment in customer relationship management software to track leads.
Total Costs	23,000	

Sales Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	40,000	Expanded sales team to handle increased customer inquiries and sales.
Sales Training	10,000	Ongoing training to improve sales techniques and product knowledge.
CRM Software	5,000	Upgraded CRM software to manage a larger customer base.
Total Costs	55,000	

Sales Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	80,000	Established sales team salaries for a mature business.
Sales Training	15,000	Continuous training programs to keep the team updated on market trends.
CRM Software	10,000	Ongoing costs for CRM software maintenance and upgrades.
Total Costs	105,000	

R&D Expenses Tables

R&D Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Development Team Salaries	25,000	Initial salaries for developers to build the product.
Software Tools	10,000	Tools and licenses needed for product development.
Testing and QA	5,000	Initial testing to ensure product quality before launch.
Total Costs	40,000	

R&D Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Development Team Salaries	60,000	Expanded team to enhance product features and address customer feedback.
Software Tools	15,000	Additional tools for development and collaboration.
Testing and QA	10,000	Ongoing testing to ensure product reliability and performance.
Total Costs	85,000	

R&D Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Development Team Salaries	120,000	Established salaries for a full R&D team to innovate and maintain the product.
Software Tools	30,000	Comprehensive suite of tools for ongoing development and support.
Testing and QA	20,000	Regular testing and quality assurance to maintain high standards.
Total Costs	170,000	

Estimate the Cost of Customer Acquisition (COCA)

Year	New Customers Forecasted	All Sales Expenses (\$)	All Marketing Expenses (\$)	Total Marketing & Sales Expenses (\$)	COCA (\$)
1	100	23,000	30,000	53,000	530
2	300	55,000	57,000	112,000	373.33
3	600	105,000	90,000	195,000	325
4	1,000	105,000	90,000	195,000	195
5	1,500	105,000	90,000	195,000	130

COCA for Each Time Period

Time Period	COCA Range (\$)
Short Term - Initial Market Entry	530
Medium Term - Gaining Market Traction	373.33
Long Term - Steady State	130

Key Drivers of COCA and Ways to Decrease It

Key Driver	Effect	Action Possible to Decrease	Risk
Sales Cycle Length	High	Streamline sales processes and improve training	Medium
Lead Quality	High	Invest in targeted marketing and lead generation	Medium

Customer Retention	Medium	Enhance customer support and engagement	Low
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Comparison of LTV and COCA Over Time

Time Period	LTV (\$)	COCA (\$)
Short Term - Initial Market Entry	1,500	530
Medium Term - Gaining Market Traction	2,000	373.33
Long Term - Steady State	3,000	130

Basic 3x Test

Time Period	LTV to COCA Ratio	Meets 3x Threshold	Explanation
Short Term - Initial Market Entry	2.83	No	LTV is not 3x COCA, indicating potential issues in profitability.
Medium Term - Gaining Market Traction	5.35	Yes	LTV exceeds 3x COCA, suggesting a healthy business model.
Long Term - Steady State	23.08	Yes	Strong LTV to COCA ratio indicates a sustainable and profitable business.

R&D Factor

Time Period	Total R&D Expenses (\$)	R&D Expense Per Customer (\$)	Explanation
Short Term - Initial Market Entry			

Identify key assumptions

Identify Key Overall Assumptions

Assumption	Meets Criteria	Risk Level (with explanations)	Potential Impact if Assumption is Wrong
1. Enterprises will adopt AI-based summarization tools to improve efficiency.	1) Specific: Yes, it targets a clear market. 2) Singular: Yes, focuses on one technology. 3) Important: Yes, impacts productivity. 4) Measurable: Yes, can track adoption rates. 5) Testable: Yes, through pilot programs.	Medium: Some enterprises may resist change or prefer traditional methods.	High: If enterprises do not adopt, the product will fail to gain traction.
2. Knowledge workers find value in concise summaries over full reports.	1) Specific: Yes, targets a specific user group. 2) Singular: Yes, focuses on user preference. 3) Important: Yes, affects user satisfaction. 4) Measurable: Yes, can survey user feedback. 5) Testable: Yes, through A/B testing.	Medium: Some users may prefer detailed reports for context.	High: If users do not value summaries, the product may not meet their needs.
3. The technology can accurately summarize	1) Specific: Yes, addresses a specific capability. 2) Singular: Yes, focuses on summarization accuracy. 3) Important: Yes, affects usability. 4) Measurable: Yes, can evaluate summary quality. 5) Testable: Yes, through user	High: If the technology fails to summarize accurately, it	Very High: Inaccurate summaries could lead to poor

complex documents.	testing.	undermines the product's value.	decision-making and loss of trust.
4. The target market is large enough to sustain the business.	1) Specific: Yes, identifies a clear market segment. 2) Singular: Yes, focuses on enterprise customers. 3) Important: Yes, affects revenue potential. 4) Measurable: Yes, can analyze market size data. 5) Testable: Yes, through market research.	Medium: Market size estimates may be overly optimistic.	High: If the market is too small, the business may not be viable.
5. Competitors will not significantly hinder market entry.	1) Specific: Yes, addresses competitive landscape. 2) Singular: Yes, focuses on competition. 3) Important: Yes, affects market strategy. 4) Measurable: Yes, can analyze competitor offerings. 5) Testable: Yes, through competitive analysis.	High: Established competitors may have strong brand loyalty.	Very High: Strong competition could limit market share and growth potential.

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Test key assumptions

Test Key Overall Assumptions

Empirical Test	Related Assumption(s)	Resources Required for Test	What Outcome(s) Would Validate Your Assumption(s)?
1. Conduct surveys with knowledge workers to assess their need for document summarization tools.	Knowledge workers need efficient tools to summarize lengthy documents.	Survey tools, target audience access, data analysis software.	At least 70% of respondents express a need for such a tool.
2. Create a prototype of the summarization tool and conduct user testing with a small group of enterprises.	Enterprises are willing to adopt AI-based summarization tools.	Development resources for a prototype, user testing group, feedback collection tools.	Positive feedback from at least 80% of users regarding usability and effectiveness.
3. Analyze existing market data on document management and summarization tools.	The market for document summarization is growing.	Market research reports, access to industry databases.	Evidence of a growing trend in the adoption of document summarization tools in enterprises.
4. Test the summarization tool on various document types to evaluate accuracy and relevance.	The AI can accurately summarize different types of documents.	Access to diverse document samples, AI development resources.	At least 85% accuracy in summarization across different document types.
5. Gather feedback from potential customers on pricing models for the tool.	Customers are willing to pay for AI-based summarization services.	Pricing strategy research, customer interviews.	At least 60% of potential customers indicate a willingness to pay the proposed price.

Results from Testing Key Assumptions

What did you learn from the test?	Did the test validate your assumption?	What will you do as a result of this test?
1. A significant number of knowledge workers expressed a strong need for efficient summarization tools.	Yes	Proceed with further development and marketing strategies targeting this demographic.
2. User testing revealed that the prototype was well-received, with users finding it helpful and easy to use.	Yes	Continue refining the product based on user feedback and prepare for a larger beta test.
3. Market analysis confirmed a growing trend in the		Use this data to attract potential investors

adoption of document summarization tools, indicating a viable market.	Yes	Use this data to attract potential investors and partners.
4. The AI tool demonstrated high accuracy in summarizing various document types, validating its effectiveness.	Yes	Focus on enhancing the AI's capabilities and preparing for a full launch.
5. Feedback indicated that potential customers are open to various pricing models, with some preferring subscription-based services.	Yes	Develop a pricing strategy that includes subscription options and conduct further market testing.

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Define MVBP

Startup Idea: AI-Based Document Summarization for Enterprises

1. Tables Generation

Table 1: MVBP Features and Concierging Opportunities

Feature/Functionality	Description	Concierging Opportunity
Document Summarization	Automatically condense lengthy reports or articles into concise summaries.	Use human summarizers initially to create summaries before automating the process.
User Interface	A simple interface for users to upload documents and receive summaries.	Create a basic web form for document submission and summary retrieval.
Feedback Mechanism	Collect user feedback on the quality of summaries.	Use email surveys or direct interviews to gather feedback from initial users.

Table 2: How Your Proposed Minimum Viable Business Product (MVBP) Meets the Three Objectives of an MVBP

Objectives	How, specifically, does your MVBP meet this objective?
Value	The MVBP provides value by saving knowledge workers time and effort in processing lengthy documents, allowing them to focus on critical insights and make faster decisions.
Pay	The economic buyer (enterprises) will pay a subscription fee for the service, which could be estimated at \$50-\$200 per month depending on the volume of documents processed.
Feedback	The MVBP creates a meaningful feedback loop by allowing users to rate the quality of summaries and suggest improvements, which can be implemented in future iterations of the product.

Reminder

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Show dogs will eat dog food

Are Your "Customers "Eating the Dog Food"?

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Stage in Funnel	Est. Industry Conversion Average (%)	Your Conversion Goal (%)	Actual Conversion Rate (%) and trend	Next Steps if your actual conversion rate is lower than your goal
Initial Interest	10%	15%	8% (decreasing)	Increase marketing efforts, optimize landing pages, and enhance value proposition messaging.
Free Trial Sign-Up	30%	40%	25% (stable)	Analyze user feedback to improve onboarding experience and trial features.
Paid Subscription Conversion	20%	30%	15% (decreasing)	Reassess pricing strategy, offer incentives for conversion, and enhance product features based on user feedback.
Retention Rate (after 3 months)	70%	75%	60% (decreasing)	Implement customer success initiatives, gather feedback, and improve customer support.

Gross Margin, LTV, COCA

Metric	Expected for Short Term	Actual for Short Term	Next Steps
Gross Margin	60%	55%	Review cost structure, negotiate with suppliers, and optimize operational efficiency.
Customer Lifetime Value (LTV)	\$1,200	\$1,000	Enhance customer engagement strategies and upsell opportunities.
Cost of Customer Acquisition (COCA)	\$300	\$350	Optimize marketing channels, focus on high-converting strategies, and reduce acquisition costs.

Define and Test Other Metrics

List Custom Metrics Here	Expected for Short Term	Actual for Short Term	Next Steps
Net Promoter Score (NPS)	50	40	Conduct customer satisfaction surveys and implement feedback to improve product experience.
Customer Churn Rate	5%	10%	Analyze reasons for churn, enhance customer support, and improve product value.
Engagement Rate (email opens)	25%	20%	A/B test email content and subject lines to improve engagement.
Referral Rate	10%	5%	Implement referral programs and incentivize existing customers to refer new users.

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Develop product plan

Product Plan for Beachhead Market

Feature/Function	Benefit	How does it leverage your Core?	Priority	Estimated Resources Needed to Develop
Automatic				

Automatic summarization of documents	Saves time for knowledge workers	Utilizes AI algorithms to process and summarize text	High	3 developers, 2 months
Customizable summary length	Tailors output to user needs	Enhances user experience by allowing flexibility	Medium	2 developers, 1 month
Integration with existing tools	Seamless workflow for users	Leverages existing enterprise software ecosystems	High	4 developers, 3 months
Multi-language support	Expands market reach	Utilizes core AI capabilities to support multiple languages	Medium	3 developers, 2 months
User feedback loop	Continuous improvement based on user input	Engages users to refine AI algorithms	Low	1 developer, ongoing

Product Plan for Follow-On Markets

Feature/Function	Benefit	How does it leverage your Core?	Priority	Estimated Resources Needed to Develop
Advanced analytics for summaries	Provides insights and trends from summarized data	Enhances AI capabilities to analyze and report data	High	4 developers, 4 months
API access for third-party developers	Encourages ecosystem growth	Leverages core technology to allow integrations	Medium	3 developers, 3 months
Mobile application	Increases accessibility for users	Utilizes core summarization technology on mobile	High	5 developers, 5 months
Enhanced security features	Protects sensitive information	Builds on existing security protocols	Medium	2 developers, 2 months
Customizable templates	Streamlines report generation	Leverages core summarization to create templates	Low	2 developers, 1 month

Other Activities Beyond Functionality for the Beachhead Market

Activities
Develop a comprehensive go-to-market strategy targeting enterprise clients
Establish partnerships with software vendors for integration
Conduct regulatory compliance checks for data handling
Create additional training materials and support services for users
Explore additional sales channels, such as direct sales and online platforms

Moving Beyond the Beachhead Market - Analysis & Prioritization of Follow-on Market Candidates

Name of the Follow-On Market	Which market does it follow from?	Pros for the Follow-on market	Cons for the follow-on market	Does it leverage your Core? (Y/N)	Priority	Key Factors Needed to Succeed	Resources Required
Legal	AI-Based	High demand for	Regulatory complexities in			Strong partnerships	4

Document Summarization	Document Summarization	efficiency in legal processes	legal documentation	Y	High	with law firms	developers, 4 months
Academic Research Summarization	AI-Based Document Summarization	Large volume of research papers needing summaries	Competition from existing academic tools	Y	Medium	Collaboration with academic institutions	3 developers, 3 months
Financial Reporting Summarization	AI-Based Document Summarization	Need for concise financial reports	High stakes in financial accuracy	Y	High	Compliance with financial regulations	4 developers, 4 months

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