AI-Based Startup Company Documentation

Company Name: Aura AI

Industry: Artificial Intelligence, EdTech, HR Tech

Business Model: AI-based Interview Practice Platform (SaaS)

1. Company Overview

Aura AI is an AI-powered interview practice platform designed to help students and job seekers prepare confidently for real-world interviews using intelligent mock interview simulations and unbiased feedback.

2. Problem Statement

Students face interview anxiety, lack real interview exposure, and receive limited feedback. Traditional mock interviews are expensive, inconsistent, and not scalable.

3. Solution

Aura AI provides AI-driven mock interviews with instant evaluation, performance reports, and improvement suggestions, accessible anytime and anywhere.

4. Services Offered

- AI Mock Interviews

- Placement Interview Practice

- Internship Interview Simulation

- Resume-based Interview Questions

- College-level Interview Training

5. Target Customers

Students, fresh graduates, colleges, training institutes, and placement cells.

6. Unique Value Proposition

24x7 AI interviews, unbiased evaluation, affordable pricing, and scalable solutions.

7. Business Model

Freemium model, student subscriptions, college licensing, and enterprise partnerships.

8. Technology Stack

Frontend: React / Next.js

Backend: Python (FastAPI / Flask)

AI: NLP, LLMs, Speech-to-Text

Cloud: AWS / GCP

9. Go-To-Market Strategy

LinkedIn community building, free mock interview campaigns, college partnerships, and founder branding.

10. Future Roadmap

Phase 1: MVP launch

Phase 2: Voice interviews & analytics

Phase 3: Mobile app & enterprise hiring tools

Conclusion

Aura AI aims to transform interview preparation using artificial intelligence, helping candidates build confidence, improve skills, and succeed in competitive job markets.