

PROJECT NAME: ArgueRight
TEAM MEMBER: Cornei Eva-Cristina

IDEA IN SHORT: A self-improvement app aimed to improve critical thinking, public speaking and debating skills using Ai.

Hardcore entrepreneur hackathon 4.0

1.PRODUCT - PROBLEM WE SOLVE



ArgueRight addresses the widespread need for improved critical thinking, communication, and public speaking skills, by providing an AI-driven platform for rigorous debate practice, structured learning, and speech improvement. By providing tailored feedback with an easily usable user interface, it reduces the amount of effort users need to go to in order to have their public speaking and debating skills evaluated.

2. OUR TARGET GROUP



ArgueRight targets a wide audience, including students, professionals, and lifelong learners seeking to hone their skills. It appeals to educational institutions, debate clubs, and corporations looking to enhance employee capabilities in negotiation and public speaking. Our app serves individuals preparing for public roles or those simply striving to improve their daily interpersonal communications.

3. SMART OBJECTIVES



S: Launch ArgueRight on Android and iOS platforms. **M:** Acquire 500 users within three months post launch. **A:** Partner with three educational institutions for pilot testing in a year. **R:** Increase user debating skills by 30% in one month of use, measured by surveys. **T:** Achieve user retention rate of 40% over the first six months.

4. PRICE



The app monetization will be based on a Freemium subscription model, offering tiered pricing for individual users, educational institutions, and corporate clients. A free version of the app will be available to all users to try it out, but it will have limited educational content and AI interaction. All features would be unlocked with a subscription.

5. PROMOTION



We'll promote ArgueRight with focused social media posts on LinkedIn and Instagram to catch the eye of professionals and students. We will also team up with debate clubs and schools, offering workshops and free trials to spread the word as well as host webinars with famous speakers and debaters to show off our app's AI features.