

Eunoia Business Model

Who are we?

We are two graduate students from Carnegie Mellon and the University of Washington. After going through the painful process of grad school application, we aim to build a product to make the process of grad school search enjoyable rather than painful.

What does our business do?

Eunoia is a company that leverages artificial intelligence to simplify and optimize the graduate school application process for aspiring students.

Our use of AI

1. AI as interface

We employ Large Language Models (LLMs) as the core of our user interface.

Advantages: This approach offers users flexible and intuitive ways to interact with our platform, supporting natural language inputs and understanding fuzzy queries. It makes the search for the right graduate program as seamless as talking about one's aspirations and interests.

2. AI as database

AI plays a crucial role in our data acquisition and processing strategy.

Advantage: Unlike traditional methods, our AI-driven approach excels in aggregating and interpreting data from a diverse array of academic websites and databases. This capability ensures robustness and adaptability, even in the face of complex or unconventional data structures, making our database not only comprehensive but also highly accurate and up-to-date.

Go to market strategy

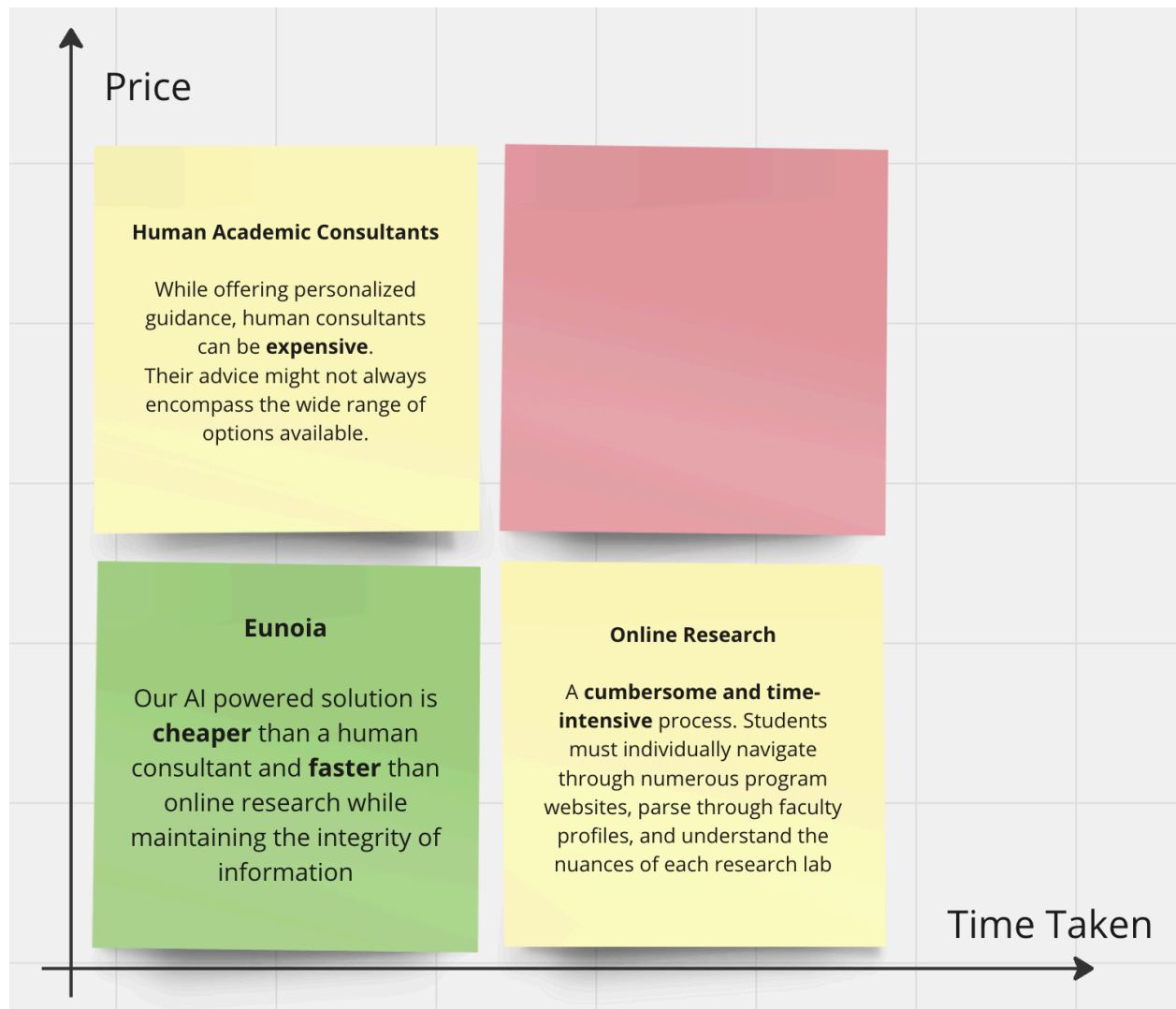
1. Customer persona

- a. Background: An undergraduate senior at Georgia Tech majoring in Computer Science planning to continue their education by applying to a graduate school.

- b. Goal/wish: The student is interested in the area of human computer interface. The student wishes to conduct research in graduate school and eventually become a HCI researcher at a major tech company. The student want to find the most suitable program
- c. Challenges: Many universities have HCI labs, and each has a different direction. The student wishes to find a lab that is looking for new students and has a good record of publishing quality papers.

2. Value Matrix

- a. Pain point: research lab information is distributed across multiple institutions' and individual webpages. The search filters on such websites contain general tags like "HCI" or "Security," but many research directions are multidisciplinary, others have diverse niches, making these tags less precise and helpful. Students would not want to miss a single potential advisor, so filtering and finding a relevant lab is an exhaustive process that is difficult and very time-consuming to find. Students not only need to find labs where their general research interests align, but also need to demonstrate a degree of expertise and familiarity with the said lab/ Professor. This requires finding specific paper or even methods in the paper relevant to the student's past work or proposed research direction. The vastly distributed state of data and amount of details required make finding an ideal lab difficult, not to mention that the student needs ~2 labs for every school he/she applies to, which accumulates to ~20 labs.
- b. Product Value: 1. The algorithm aggregates distributed information into a consolidated data format, enabling the students to easily find information about the labs and the latest publications. 2. The strong search capacity of the algorithm enables it to be detail-oriented and gives detailed explanations on how the student might fit the lab.
- c. Competitors



3. Pricing Strategy

Our pricing strategy begins with a meticulous calculation of the cost of goods (COG), which lays the foundational baseline for our product pricing. This approach ensures that all production, operation, and development costs are covered, establishing a minimum price point that guarantees sustainability and profitability.

To find the optimal pricing point that reflects the perceived value while staying competitive and accessible, we will employ A/B testing methodologies. By analyzing consumer responses to various price points, we can identify the price that maximizes both sales volume and profit margins, ensuring we offer our customers great value while achieving our business objectives.

4. Distribution channel

Starting with universities as our primary channel for user acquisition. We will target specific majors within these academic institutions, beginning with a highly specialized area such as computer vision. This focus facilitates deeper engagement and allows us to gather valuable feedback directly from a dedicated cohort of users.

Our primary objective in this initial phase is to achieve a robust product-market fit. This means our product must not only meet the needs of our target users but also exceed their expectations, encouraging organic growth through word-of-mouth and high user satisfaction.

Once we've established a strong foothold and confirmed product-market fit within the computer vision niche, we will methodically expand our services to include other subjects and majors.

Business Model Canvas

