

OmniCommand

Venture Viability Analysis

VIT AP University, Amaravathi, India

OmniCommand

Our AI-powered app filters, prioritizes, and manages notifications via voice commands.

VIT AP University, Amaravathi, India



Name: Chetana Siva Durga
Major: B.Tech CSE



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Major: B.Tech CSE



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Major: B.Tech CSE

Context

60% find app navigation inefficient; 40% face frustration due to fragmented controls.

Problem Statement

Problem

Smartphone users struggle with app management, fragmented controls, and weak voice assistants, leading to frustration, wasted time

Impact

Smartphone users face frustration, professionals lose efficiency, elderly and disabled struggle with access, and developers face integration challenges

Problem Statement/Industry

Problem Being Solved

Smartphone users struggle with managing multiple apps and settings efficiently, leading to a fragmented and inconvenient experience. Manual navigation is time-consuming, especially for those with accessibility challenges. Elders and users who don't know typing face difficulties interacting with their devices, making smartphone usage frustrating.

Supporting Data

60% find app navigation inefficient; 40% face frustration due to fragmented controls.

Source: TechJury Mobile User Behavior Report, 2023 Statista Smartphone Usage Statistics, 2023



Area
Technology and Innovation



Industry
Mobile Applications and AI Solutions



Domain
Smartphone Automation and Voice Control

Problem Analysis



Affected Stakeholders

Professionals & businesses Elderly & disabled individuals Tech-savvy individuals



Impact on Stakeholders

Professionals & businesses – Face inefficiencies in multitasking and workflow. Elderly & disabled users – Experience difficulties in navigating smartphones. Tech-savvy individuals – Seek automation for a streamlined mobile experience.



Root Causes

Fragmented app and system controls Lack of seamless integration between apps and device settings Complex and time-consuming manual navigation Accessibility barriers for elderly and disabled users Absence of a centralized automation solution



Personal/Team Connect

Our team is passionate about technology and innovation, driven by the need for a smarter, more intuitive smartphone experience. We've faced the frustration of navigating multiple apps and settings manually, inspiring us to develop a seamless solution. With backgrounds in computer science and UX design, we aim to enhance efficiency, accessibility

Target Customer Segments

Primary

Tech-Savvy Adults and Professionals Seeking Efficient Smartphone Management

Secondary

Business Professionals and Organizations

Customer Segment & Persona

Primary Segment

Tech-Savvy Adults and Professionals Seeking Efficient Smartphone Management

Secondary Segment

Business Professionals and Organizations

Persona



James Miller

Age in years: 28

Location: Metropolitan
Organizational Role:
{Persona's primary role}

(if applicable)

Jobs-to-be-Done

Functional JTBD



As a software developer, James wants to streamline daily phone tasks like changing settings, making calls, or opening apps quickly without distractions. He struggles with wasting time navigating menus or multiple apps, preventing him from staying focused on his work, and losing valuable time for relaxation or productivity.

Emotional JTBD



James wants to feel efficient and in control of his phone, reducing the frustration of navigating multiple apps or settings. He wants to feel empowered by technology that adapts to his needs, boosting his productivity and reducing stress caused by time wasted on simple tasks, so he can focus on what truly matters.

Social JTBD



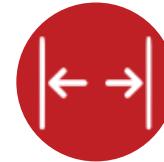
James wants to be seen as tech-savvy and innovative by his peers, particularly in the tech community. He desires recognition for being efficient and organized, using cutting-edge tools to stay ahead. He wants to impress colleagues and friends by showcasing how seamlessly he can manage his phone, demonstrating his expertise in technology.

Current Alternatives



Current Alternatives

James manually navigates menus, uses built-in shortcuts, widgets, and voice assistants like Siri or Google Assistant. He tries automation apps (Tasker, IFTTT) but finds setup complex. He relies on quick settings, gestures, and multitasking features but still faces inefficiencies, losing focus and productivity.



Gaps in Current Alternatives

James finds existing solutions inefficient. Manual navigation is slow, built-in shortcuts are limited, and voice assistants often misinterpret commands. Automation apps require complex setup, making them impractical. Quick settings and gestures help but lack deep customization, leading to frustration, wasted time, and disrupted focus.

Problem Validation (GOOTB)

Partial List of Potential Customers/Users Interviewed

Name: Priya Sharma

Occupation: Marketing manager

Name: Aarav Mehta

Occupation: Software engineer

Name: Rahul Verma

Occupation: Freelance graphic designer

Problem Validation

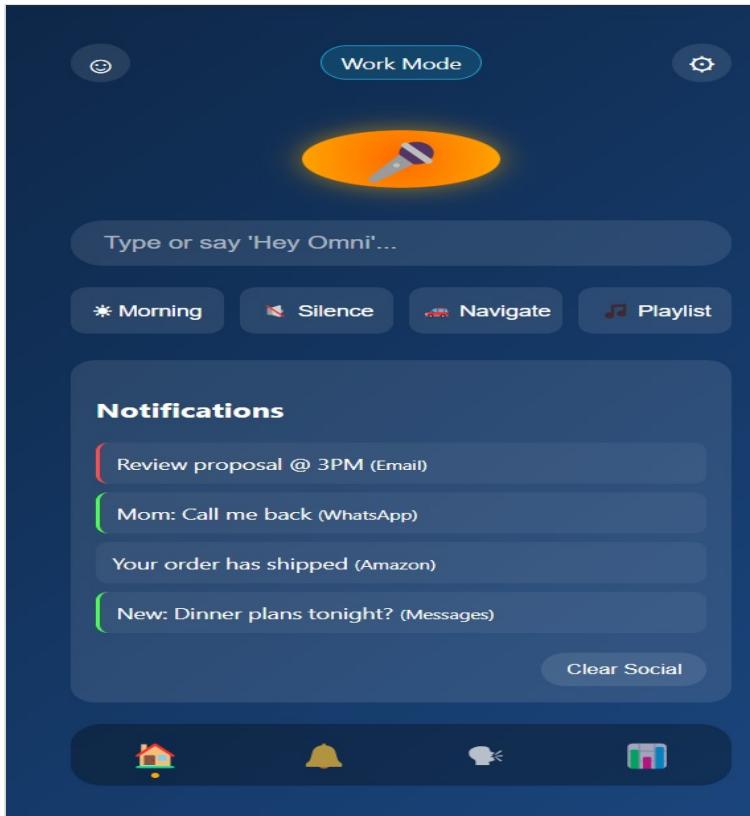
Total customers/users interviewed:

- In-person: 7
- Virtually: 3

Total customers/users for whom this problem is important to solve: 7

Total customers/users who are dissatisfied with the current alternatives: 6

Our Solution



Solution

OmniCommand simplifies smartphone use with AI-driven voice and text commands. It enhances accessibility, boosts efficiency, and streamlines tasks like messaging, media control, and settings management

Core Technologies/ Methodologies

1. AI & Machine Learning
2. Natural Language Processing (NLP)
3. Voice Recognition Technology
4. Mobile App Development
5. Cloud Computing

Solution Design



Our Solution

OmniCommand simplifies smartphone use with AI-driven voice and text commands. It enhances accessibility, boosts efficiency, and streamlines tasks like messaging, media control, and settings management.



Key Features

1. AI-Powered Smart Filtering – Prioritizes important notifications.
2. Voice-Controlled Management – Mute or customize alerts hands-free.
3. Cross-App Integration – Works with Gmail, WhatsApp, etc.



Uniqueness

This AI-driven app filters and prioritizes notifications intelligently, allowing voice-controlled customization. Unlike basic DND modes, it learns user behavior, integrates across apps.

Solution Format:

AI-driven app for voice notification control

Core Technologies/ Methodologies:

1. AI & Machine Learning
2. Natural Language Processing (NLP)
3. Voice Recognition Technology
4. Mobile App Development
5. Cloud Computing

Solution Benefits



Functional Benefits

1. Smart Notification Filtering – Prioritizes important alerts.
2. Voice-Controlled Management – Hands-free control.
3. Cross-App Integration – Works with multiple platforms



Emotional Benefits

1. Less Stress – No overwhelming notifications.
2. More Control – Users decide what matters.
3. Peace of Mind – No fear of missing important alerts.
4. Better Focus – Increased productivity.



Social Benefits

1. Better Communication – Never miss important messages.
2. Improved Work-Life Balance – Control after-hours notifications.
3. Increased Productivity – Fewer distractions in meetings.



Macro Benefits

Society: Enhances focus, reduces stress, and improves digital well-being. Economy: Boosts productivity, helping businesses and professionals manage time better. Ecology: Lowers screen time.

Competitors



Direct



Google(google assistant),Samsung(Bixby),Indus OS (AI-powered regional language assistants),Haptik Apple (Siri),Amazon (Alexa),Google (Google Assistant, Gemini AI),Samsung (Bixby),Microsoft (Copilot)

Indirect

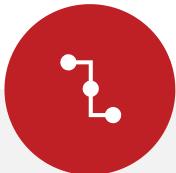


Jio Platforms (Jio Voice Assistant),Tata Consultancy Services (AI-driven),Koo(AI-powered) Meta (AI voice assistants), OpenAI (ChatGPT),Nuance Communications (AI-powered), PolyAI

Our UVP

Provides AI-powered voice control for notifications, apps, & settings, enhancing productivity.

Competitors



Direct Competitors

Google(google assistant),Samsung(Bixby),Ind OS (AI-powered regional language assistants),Haptik



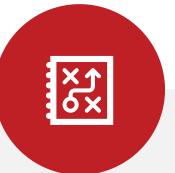
Indirect Competitors

Jio Platforms (Jio Voice Assistant),Tata Consultancy Services (AI-driven),Koo(AI-powered)



Direct Competitors Globally

Apple (Siri),Amazon (Alexa),Google (Google Assistant, Gemini AI),Samsung (Bixby),Microsoft (Copilot)



Indirect Competitors Globally

Meta (AI voice assistants), OpenAI (ChatGPT),Nuance Communications (AI-powered), PolyAI

Macro Analysis



Favourable Trends

AREA	DESCRIPTION
Technology	AI advancements improve voice assistants, enhancing NLP and user interactions.
Social	Rising digital accessibility demand boosts AI assistants for elderly and disabled users.

Unfavourable Trends

AREA	DESCRIPTION
Technology	AI privacy concerns and data security regulations may slow adoption and limit app capabilities.
Economy	Rising development and cloud service costs may increase barriers for AI-powered mobile apps.

Data Sources:

Gartner AI Market Report2024 -AI trends, challenges, and adoption rates; World Economic Forum AI & Jobs Report - AI's economic impact; Statista AI Cost Trends - rising AI development costs; McKinsey AI Adoption

Prototype

Prototype Format

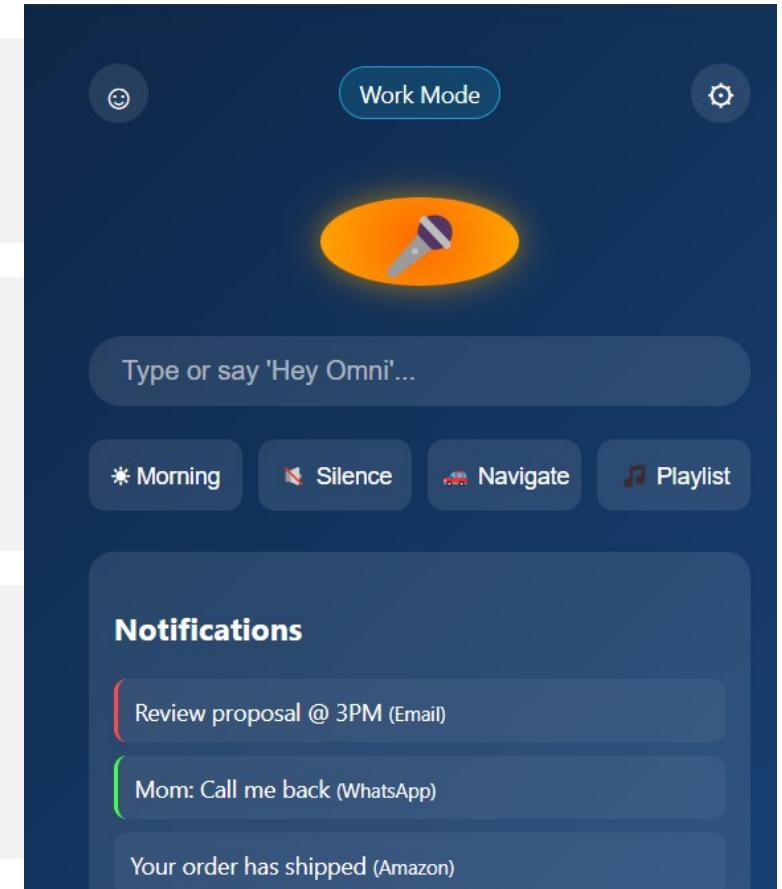
The prototype will be a digital app mockup, showcasing voice & text command interactions in Figma.

Functionality included in the Prototype

The prototype will include voice and text command execution, smart notification filtering, & hands-free control of apps and settings. It will also feature a user-friendly dashboard for managing tasks

Functionality NOT included in the Prototype

The prototype will exclude advanced AI personalization, deep app integrations, multi-language support, real-time voice processing, Payment handling & extensive customization settings .



Prototype Validation

Number of users engaged with?

20

How many people liked or loved the prototype?

16

How many people were either neutral or mostly unhappy with the prototype?

4

Prototype Feedback

What aspects of the prototype did the users LOVE?

Users loved the hands-free control and voice command features, making tasks effortless. They appreciated the smart notification filtering, which reduced distractions. The intuitive UI/UX made navigation smooth, and the seamless integration with multiple apps enhanced convenience, improving overall smartphone usability.

What aspects of the prototype were DISLIKED by the users?

Users were neutral or disliked the occasional inconsistencies in voice recognition accuracy. Some wanted deeper app integrations for more advanced controls. Limited customization options & the lack of multi-language support also impacted user experience, making it feel less personalized & inclusive for some users.

Competition Analysis

COMPETITOR NAME	TYPE	STRENGTHS	WEAKNESSES
Google Assistant	Direct	Advanced AI, deep integration.	Privacy , limited offline use.
Indus OS	Direct	Strong regional language support.	Limited AI, fewer app integrations.
Apple Siri	Direct	Seamless iOS integration, privacy	Limited third-party control,less AI
Amazon Alexa	Direct	Smart control,third-party support .	Privacy ,less mobile integrations.

Our Product/Service will be better than the competitors' solutions because:

OmniCommand offers seamless cross-app control, AI-powered smart notification filtering, & enhanced accessibility with multilingual voice & text support, making it user-friendly for elders and non-typers.

Market Size & GTM

GTM Channels

Digital

Smartphone users struggle with app management, fragmented controls, and weak voice assistants, leading to frustration, wasted time

Physical

Smartphone users face frustration, professionals lose efficiency, elderly and disabled struggle with access, and developers face integration challenges

Market Size

Globally:
TAM Estimate: \$30B AI voice assistant market(2024)

Growth Rate:
Annual Growth Rate: 22.5% CAGR (2024-2030)

Source: Statista, 2024, Fortune Business Insights, 2024

Market Size

Total Addressable Market (TAM)

TAM Estimate: \$30B AI voice assistant market(2024)

Serviceable Available Market (SAM)

SAM Estimate: \$10B across key target markets.

Serviceable Obtainable Market (SOM)

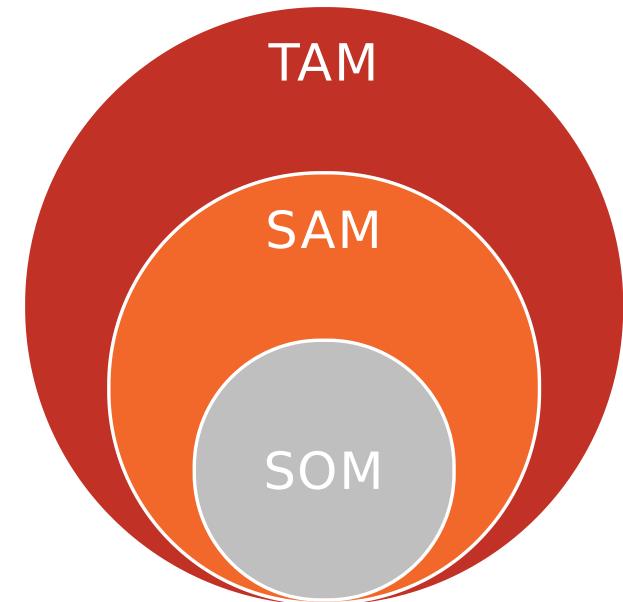
₹1,000 Cr (₹10 billion) in the first 2 years.

Assumptions

SAM Assumptions: Targeting India and English-speaking users, focusing on smartphone users needing hands-free control, with a special emphasis on elderly and accessibility-focused audiences to enhance 2000, 500000

Sources of Research

Statista, 2024, Fortune Business Insights, 2024



Revenue Models / Pricing

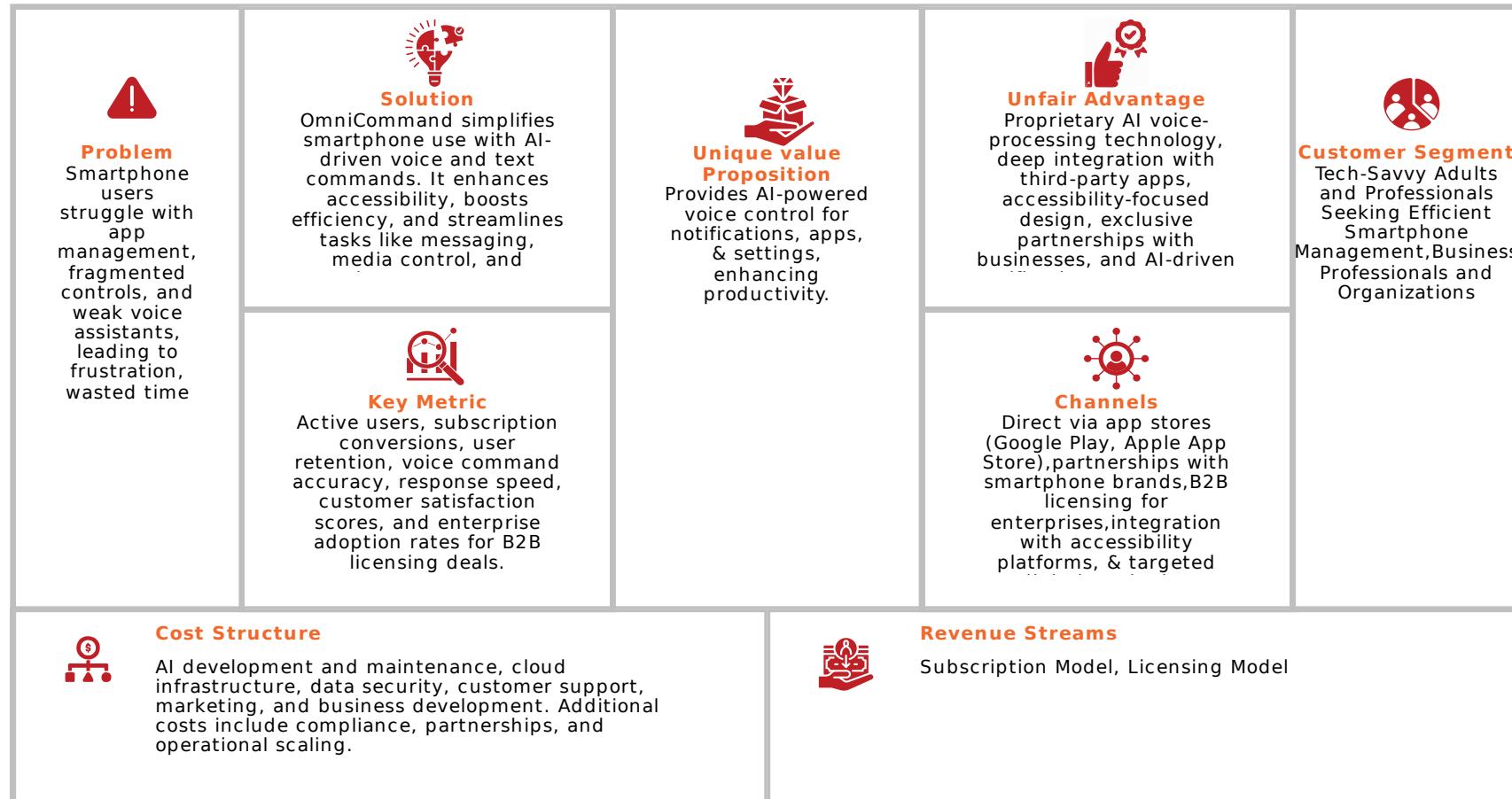
Revenue Model (Primary)

Subscription Model

Revenue Model (Secondary)

Licensing Model

Lean Canvas



Go-to-Market Approach

Geographic Focus

Focus on English-speaking markets like the US, UK, Canada, and Australia in year one—tech-savvy users, high smartphone adoption, and strong early-adopter communities ideal for voice-based apps.

Digital Marketing Channels

Promote omni-command app via social ads, SEO, content marketing, influencer outreach, email blasts, video content, app store optimization, and PR for voice notifications, and boosting digital reach!

Physical Marketing Channels

Use print ads, flyers, billboards, radio, TV spots, tech expos, word-of-mouth, public speaking, store demos, and direct mail to reach users and build buzz for the voice notification app.

PRIMARY CUSTOMER SEGMENT

Tech-Savvy Adults and Professionals Seeking Efficient Smartphone Management

UVP

Provides AI-powered voice control for notifications, apps, & settings, enhancing productivity.

Marketing KPIs

Track user acquisition rate, app downloads, active users, conversion rate, CAC, retention rate, CTR, social engagement, app store ratings, and customer feedback to measure GTM success.

Competitors' GTM

Key competitors use social media ads, SEO, influencer partnerships, YouTube demos, app store ads, and blogs. They also leverage PR, email marketing, and community building to drive user growth.

GTM Partners

Partner with tech influencers, content creators, voice tech bloggers, app review sites, digital agencies, and smart device brands to boost awareness, create content, and drive quality lead generation.

Sales & Customer Service

Customer Service

We will provide customer service through in-app chat support, email, dedicated helpline, FAQs on our website, and social media channels. We'll also offer chatbot assistance for quick query resolution.

Distribution Channels

Direct via app stores (Google Play, Apple App Store), partnerships with smartphone brands, B2B licensing for enterprises, integration with accessibility platforms, & targeted digital marketing

Digital Sales Channels

Our digital sales channels include the official website, Google Play Store, Apple App Store, social media platforms, email marketing, and partnerships with smart device manufacturers and resellers

Physical Sales Channels

Our offline sales channels include tech retail stores, electronics showrooms, mobile service providers, trade shows, tech expos, and collaborations with smartphone manufacturers and distributors

Sales KPIs

We will track sales success using key performance indicators (KPIs) such as app downloads, active users, conversion rates, customer retention, revenue growth, customer feedback, and engagement metrics

PRIMARY CUSTOMER SEGMENT

Tech-Savvy Adults and Professionals Seeking Efficient Smartphone Management

UVP:

Provides AI-powered voice control for notifications, apps, & settings, enhancing productivity.

GTM Partners

We will measure customer satisfaction through in-app surveys, Net Promoter Score (NPS), app store ratings and reviews, support ticket resolution times, user feedback forms, and social media sentiment

<https://srihari998.github.io/OmniCommand---AI-Powered-Mobile-Assistant/>

<https://1ed771e377cfd6743a7abcd76e18/EdUjjoWi8H5OndrLPQOKoYcBjC6VSbCzPS1OwmyJFdtul>

Financials

Revenue Models/Streams

- Subscription Model
- Licensing Model

Pricing

- **Unit of Sale:**
Monthly/Yearly Subscription
- **Selling price per unit:**
Subscription at ₹199 per

First Year Projections

Revenues: ₹8,00,000

Operating Profits:
₹1,20,000

Revenue Models / Pricing

Revenue Model (Primary)

Subscription Model

Unit of Sale

Monthly/Yearly Subscription

Sale Price per Unit

Subscription at ₹199 per month

Expected units to be sold in Year 1

500 subscriptions in 1 month

Expected growth in monthly sales

15 percent growth monthly

Costs & Revenues: Key Assumptions



ID	Feature/Component	Description	Status	Priority	Assigned To	Start Date	End Date	Notes
1	Voice Command Integration	Implement voice command feature for phone control.	In Progress	High	Developer 1	2025-04-01	2025-04-15	Working on accuracy of recognition
2	Notification Management	Filter and prioritize phone notifications through voice commands.	Not Started	High	Developer 2	2025-04-10	2025-04-20	Need design for UI
3	User Profiles	Create user profiles for personalized settings.	In Progress	Medium	Developer 3	2025-04-05	2025-04-25	Initial database structure created
4	Voice Feedback	Provide voice feedback to users after executing commands.	Not Started	Medium	Developer 1	2025-04-15	2025-04-30	Need to test speech synthesis
5	AI-based Notification Filter	AI-based filtering of notifications based on user preferences.	Not Started	High	Developer 4	2025-04-12	2025-05-01	Collecting training data
6	Payment Gateway Integration	Integrate payment gateway for purchases via the app.	Not Started	High	Developer 2	2025-04-18	2025-05-05	Waiting for API details

Profit & Loss Projections: Summary



Category	Amount (INR)	Notes
Total Revenue	₹8,00,000	From app sales, ads, and subscriptions
Costs of Goods Sold (COGS)	₹2,50,000	App development, third-party APIs, server costs
Gross Profit	₹5,50,000	Revenue - COGS
Operating Expenses	₹4,00,000	Marketing (₹1.5L), Salaries (₹2L), Overheads (₹0.5L)
Operating Income (EBIT)	₹1,50,000	Gross Profit - Operating Expenses
Net Income (After Tax)	₹1,20,000	Assuming 20% tax (₹30,000)

Performance & Break-Even Analysis



Year 1 Revenues	Gross Profits for Year 1
₹8,00,000	₹5,50,000
Net Profits for Year 1	Break-even Month
₹1,20,000	June

Metric	Value (INR)	Explanation
Customer Acquisition Cost (CAC)	₹120	Cost to acquire one user (ads, referral programs)
Customer Lifetime Value (LTV)	₹800	Total value earned from one user over time
Gross Margin per User	₹550	After COGS (e.g., server, API usage)
Contribution Margin per User	₹430	After CAC and variable costs
Payback Period	1.5 months	Time to recover CAC from customer revenue
Break-even Users (approx.)	1,000 users	Minimum users to cover fixed costs

Next Steps

Goals for Months 10-12

Expand user base, optimize features, seek funding.

Goals for Months 4-6

Goals: Beta launch, gather feedback, improve app .

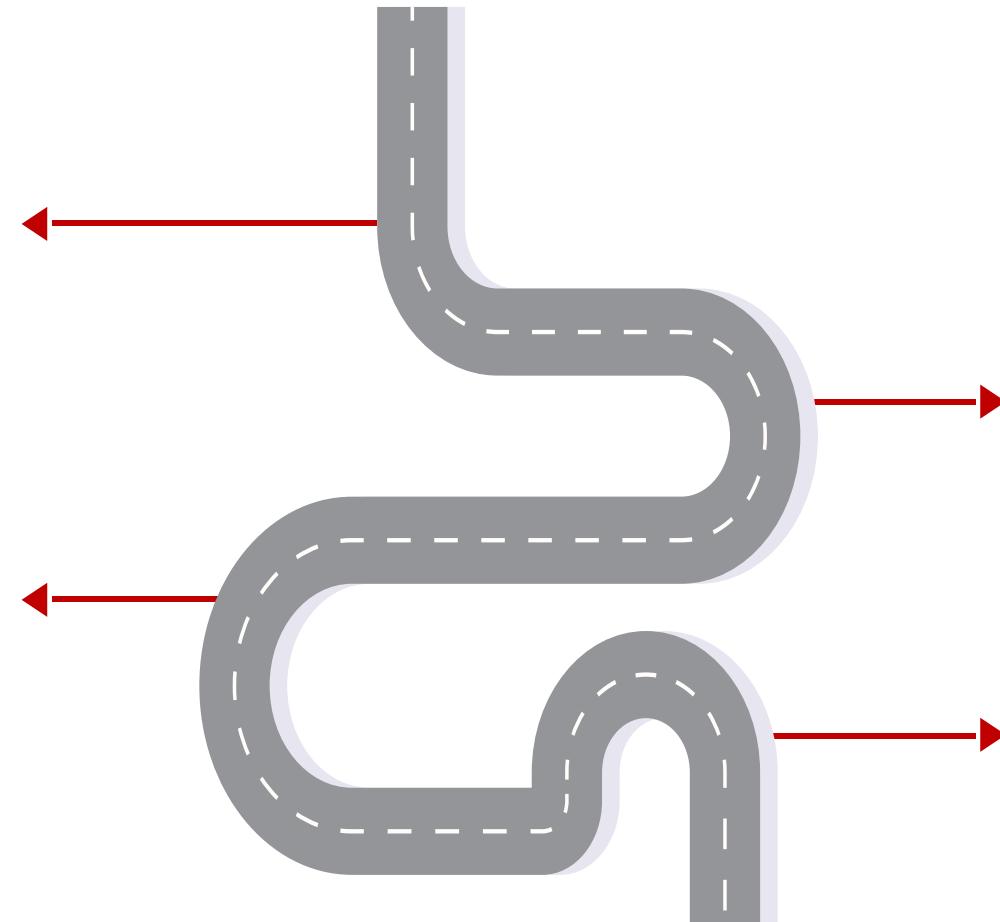
Venture Viability Index:
88.88%

Goals for Months 7-9

Full app launch, scale marketing, user growth.

Goals for Months 1-3

MVP, website, user testing, marketing.



Venture Viability Assessment



Venture Viability Index

88.88%

Strengths

Our venture's key strengths lie in a strong understanding of customer needs, a unique value proposition, and a committed, skilled team. Our pricing strategy supports sustainable revenue, and our marketing plan is effective in generating leads. The large, growing industry and functional prototype capability add to our confidence.

Areas of Improvement

Key areas for improvement include accelerating prototype development, enhancing differentiation from competitors, and refining financial projections. We also aim to strengthen technical infrastructure and streamline operations for scalability.

Next Steps



TIMELINE	GOALS	TEAM NEEDED	PHYSICAL RESOURCES NEEDED	FUNDS NEEDED
Months 1-3	MVP, website, user testing, marketing.	Four	Laptop	5 lakhs
Months 4-6	Goals: Beta launch, gather feedback, improve app .	4	Servers	4 lakhs
Months 7-9	Full app launch, scale marketing, user growth.	4	Tools	6 lakhs
Months 10-12	Expand user base, optimize features, seek funding.	3	Office	8 lakhs

Venture Team



Name: Chetana Siva Durga

University/College: Vellore Institute of Technology (VIT)

Major:B.Tech CSE

Key Skills: UX Design

Role in the Venture: Product Developmer

Keen on continuing with the venture:

Yes



Name: P.Meenakshi

University/College: Vellore Institute of Technology (VIT)

Major:B.Tech CSE

Key Skills: Cloud Integration

Role in the Venture: Backend Developme

Keen on continuing with the venture:

Yes



Name: P.Sneha

University/College: Vellore Institi Technology (VIT)

Major:B.Tech CSE

Key Skills: Frontend Development

Role in the Venture: Marketing S

Keen on continuing with the ventur

Yes

Current Mentors:

Prof. Karishma Bist

Mentors Needed in these Areas:

I seek guidance in strategy, sales

Venture Summary

OVERVIEW

Omni Command is an innovative voice-controlled app that empowers users to manage all smartphone notifications hands-free. Designed for convenience, accessibility, and productivity, it seamlessly integrates with various apps and devices, allowing users to respond, mute, or control alerts using simple voice commands. Our mission is to enhance digital well-being and inclusivity by simplifying notification management through intuitive, secure, and smart technology.

Mission

Our mission is to empower smartphone users with seamless voice control over all notifications, enhancing digital well-being and accessibility. We aim to create an intuitive, secure, and hands-free experience that simplifies interactions with technology and adapts to every user's unique needs.

Social/Economic Relevance

In today's fast-paced digital world, constant notifications cause distraction, stress, and reduced productivity. For people with disabilities, managing notifications can be even more challenging. By solving this problem, we promote digital well-being, inclusivity, and a healthier tech-life balance for all members of society.



Thank

You!

Our mission is to empower smartphone users with seamless voice control over all notifications, enhancing digital well-being and accessibility. We aim to create an intuitive, secure, and hands-free experience that simplifies interactions with technology and adapts to every user's unique needs.

