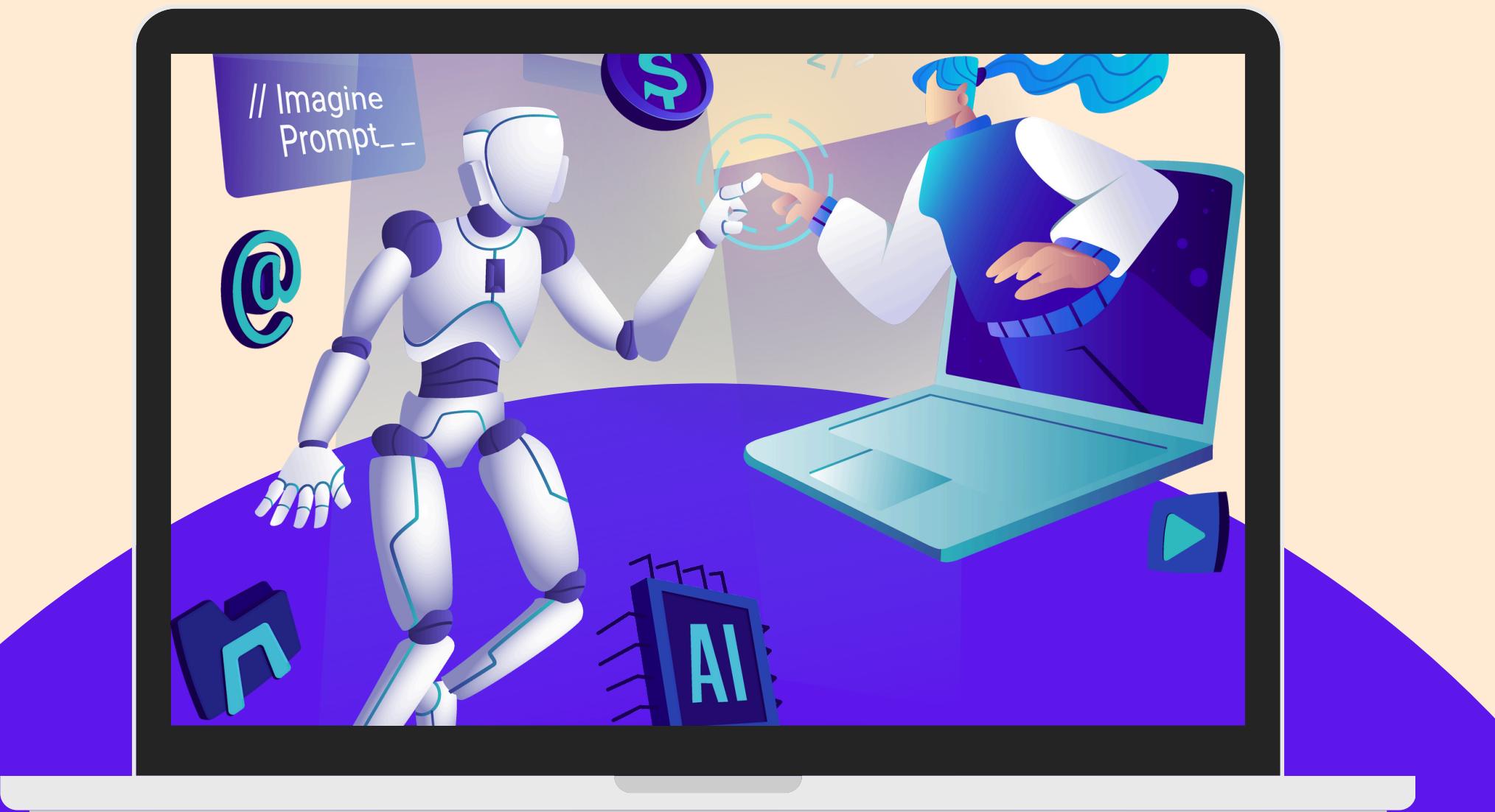




PickTop.AI

**Choose smarter.  
Powered by task-to-  
spec AI.  
Explain & validate  
with confidence.**

By TechWiz Team



# Problem Identification & Assessment



## Problem - Laptop Shopping is Broken

People Know What They Want to Do — Not What Specs They Need to Buy



## Why It Matters

Money wasted.  
Goals delayed.  
Users frustrated.



# PickTop.AI

Right tech, right time

## Why Now

The Timing Is Perfect.  
The pain is real.  
The market is massive.

# Target Audience

## B2C - The “Task-Savvy, Spec-Lost” Generation



**How can I just pick the right laptop on the FIRST try? I'm so tired of this.**

**Who They Are:**  
Students,  
Creators, Early-career professionals.

**Why Now:**  
Gen Z is entering compute-heavy fields faster than ever

## B2B - The “Bulk Buyers with Diverse Needs”



**Who They Are:**  
Engineering firms  
Software development agencies

**Why Now:**  
No current tools map job roles → laptop specs at scale with explainability

**How can I quickly help all my employees choose the laptops that best fit their needs?**

# Unique Selling Proposition

**Most tools only tell you what to buy.**

**We also tell you whether you bought right.**

**And we show you – with numbers, charts, and real AI logic – why**



**LLM + Logic  
Separation**



**Explainability at  
Core**



**Two Modes  
Recommendation +  
Decision Validation**

**Minimal Barriers to Adoption**

**Three Sustained Differentiation**

Unlike most AI recommenders that rely on pure LLM guesswork,  
PickTop.AI separates language from logic.



**LLM parses  
natural language**



**Ontology maps tasks  
to spec vectors**



**Matching engine  
scores devices**

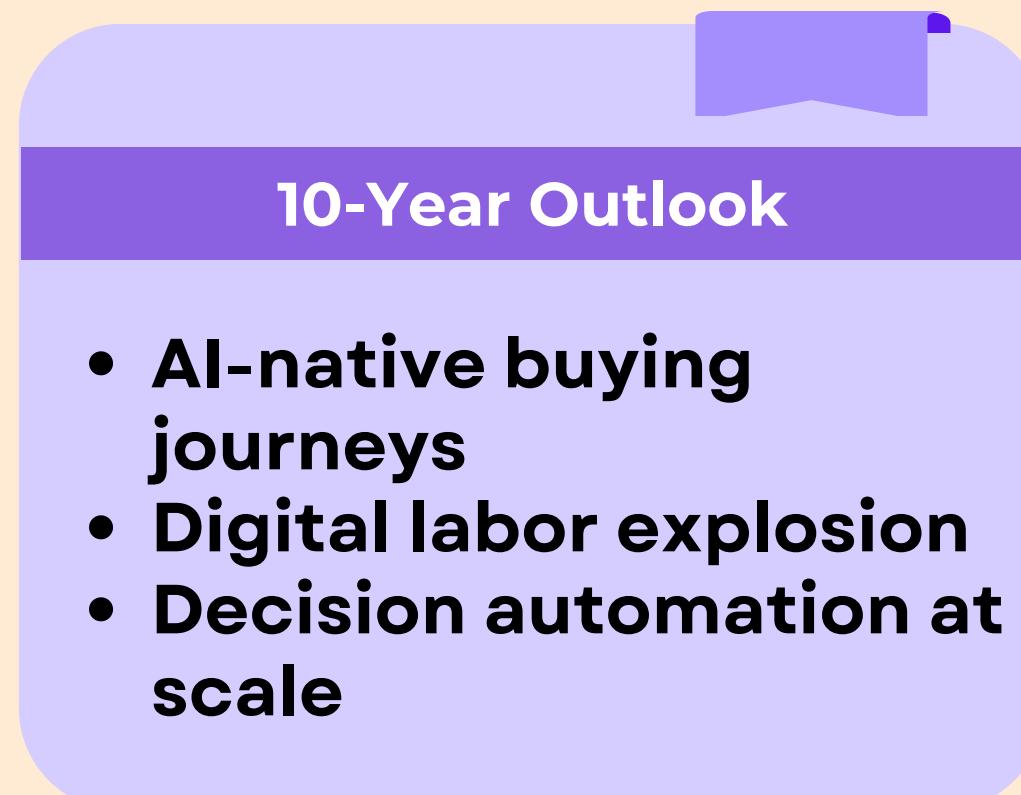
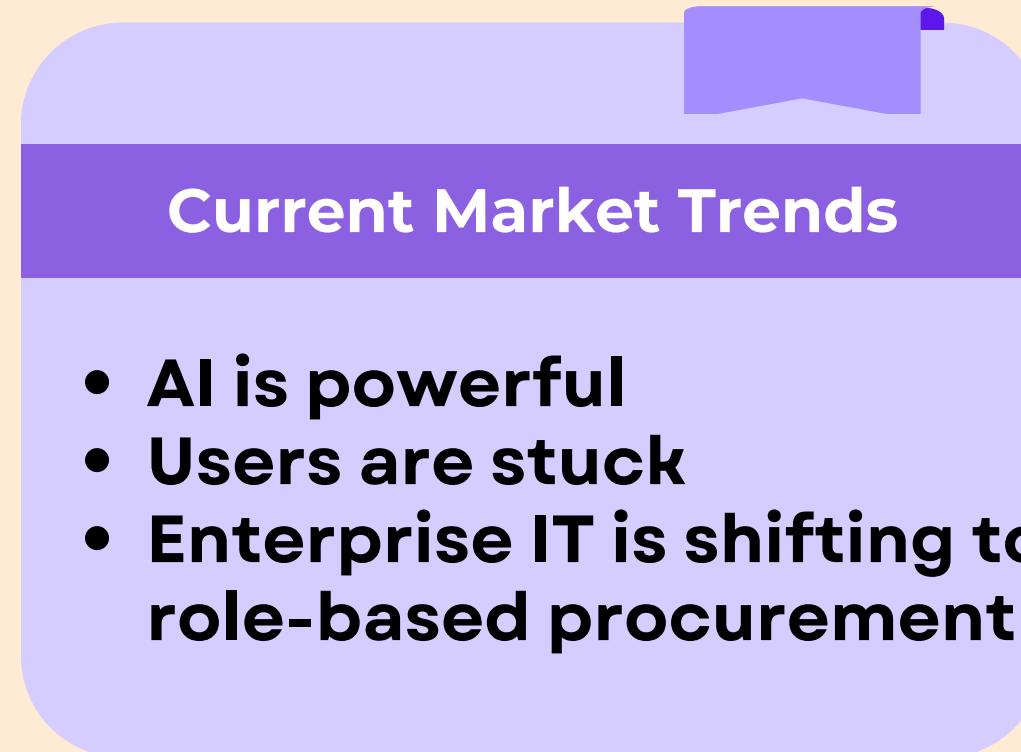


**LLM explains the  
result**

**Beats neural-only models  
(too costly to train)**

**Beats rule-only systems  
(too rigid to scale)**

**We're fast, adaptive, and explainable**



## Risks

Lack of user trust

Data freshness & coverage

Market education

## Strategic Responses

We offer radar charts + usage-fit scores + LLM explanations

Use a hybrid pipeline: scraping + APIs + user feedback

Decision Validation Tool first, then recommendation system



## INITIAL DEMAND VALIDATION

- 80% students search laptops by task, not specs, and 65% want tools that can validate their choice
- Reddit, GPT, YouTube all show rise of task-driven queries



## INITIAL ACQUISITION STRATEGY

🎯 Focus:  
University students  
(e.g. CS, Engineering, Design)

- 🗣️ Channels:
- Social Media like Reddit
  - Co-hosted events with student orgs
  - Decision Validation Tool as a hook

# Revenue Model & Financial Viability



Year	Recommendation-as-a-Service (RaaS) – API for Enterprise Use	OEM / Retailer API Integration – Smart Recommendation Engine	Analytics-as-a-Service – Actionable Usage Insights	Total Revenue
Year 1	10 clients x \$5K = \$50K	2 partners x \$15K = \$30K	5 reports x \$2K = \$10K	\$90K
Year 2	40 clients x \$8K = \$320K	5 partners x \$25K = \$125K	20 reports x \$2.5K = \$50K	\$495K
Year 3	120 clients x \$10K = \$1.2M	10 partners x \$40K = \$400K	50 reports x \$3K = \$150K	\$1.75M

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# Appendix I Comparative Analysis

Criteria	Traditional Retail Tools (e.g. JB Hi-Fi Laptop Finder)	LLM-based Assistants (e.g. ChatGPT, Gemini)	PickTop.AI
User Understanding	✗ No task intent capture – only filters	✓ Conversational understanding ✗ No structured task abstraction	✓ Natural language input + task-to-spec structured abstraction
Reasoning & Intelligence	✗ No reasoning, only rule-based sorting	⚠ Generative reasoning, no consistent logical framework	✓ Structured ontology + rule-based scoring logic
Product Awareness & Accuracy	✓ Full SKU access ✗ but no logic	✗ No grounding in real-world SKUs or specs	✓ Real-device matching + usage-fit scoring + post-decision validation
Trust & Explainability	✗ Black-box filters, no transparency	⚠ Fluent explanations, ✗ no verifiable reasoning	✓ Visual scoring, structured rationale, and decision validation loop

## Appendix II: Survey

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