Aix Marseille University

JUN AI

Text rewriting and rewording

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Content

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Description

JUN AI is a solution based on GPT-4 for generating text and which differs from other products on the market on the following points:

01

Multi-platform and accessible from a phone. It is also available in several languages

02

Accessible to everyone at an affordable cost from a daily, weekly, monthly or annual subscription

03

Good value for money because it saves time and increases user productivity

04

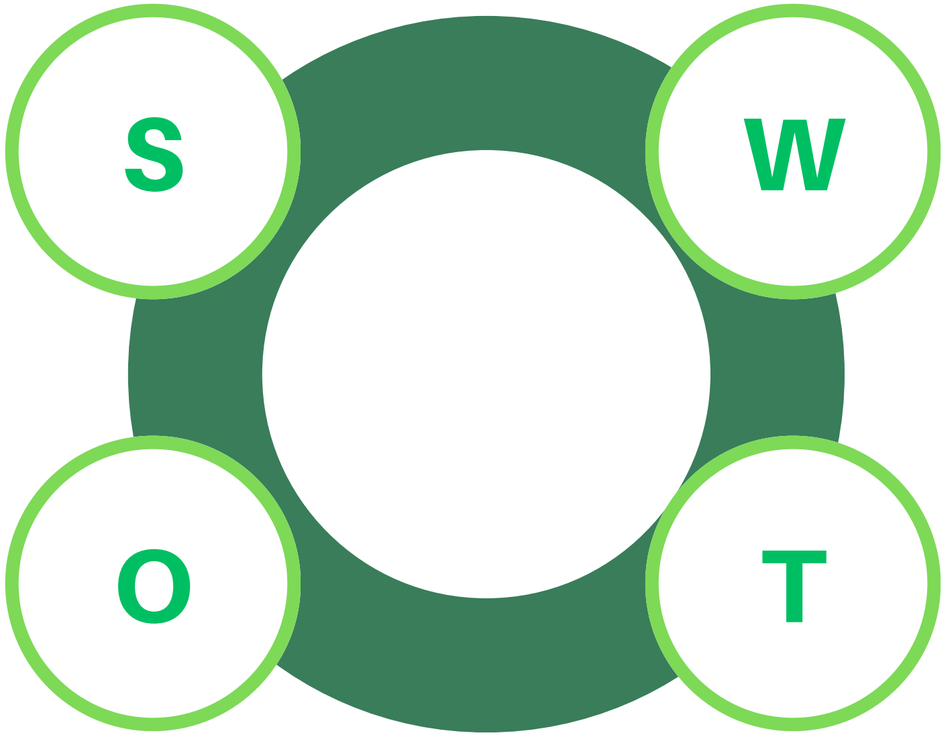
Offers several features such as a dialog box, plagiarism detection, etc.io.

STRENGTHS

Improved data quality
Increased productivity
Reduced risk of plagiarism
Versatility

WEAKNESSES

Accuracy
Creativity
Bias
Cost
Complexity



OPPORTUNITIES

Growing demand for content
Advances in AI technology
Integration with other marketing tools
New applications

THREATS

Competition
Regulation
Privacy concerns
Ethical concerns
Evolving data formats and content types

Target Audience

Content Creators

Content creators who need to create a YouTube video on a trending topic, or posts on the social networks linkedin, twitter, etc.

Marketing professionals

Marketing professionals who need to create a marketing campaign for a new product.

Students

Students who have to write an assignment on a subject and who need to reformulate or rewrite a text.

COMPETITION

Introduce the company's main competitors.

Lovo

Murf.ai

Copy.ai

QuillBot

Jasper

WriteSonic

Business Model

3

We will offer personalized customer service, such as advice and technical support.

Customer Relationships

4

We will need a team of developers, marketing manager, as well as a text database.

Key Resources

5

Partnership with Meta but also with companies that provide data such as Amazon, Boulanger, Fnac.

Key Partnerships

2

Businesses, marketing professionals or writers, content creators, and students.

Customer Segments

1

Machine translation, production of summaries according to the desired number of words, generation of plagiarism-free text.

Value propositions

6

Collection and processing data; training, improvement and deployment; Sell products and services

Key Activities

9

Revenus stream: Abonnements, Transaction fees, Licensing fees, Partnerships

Revenue Streams

8

Fixed Costs: Development costs, License costs, Hardware costs.
Variable Costs: Data cost, Labor costs, Marketing costs

Cost Structure

7

Multi-platform and accessible from a phone. Personalized support to respond to their concerns either by email or phone.

Channels

Marketing Mix

Product	Price	Place	Promotion
JUN AI :Rewords and paraphrases text in a natural and engaging way	• Premium pricing model: Offer a free basic plan with limited features and charge a premium for a plan with more features. • Enterprise pricing model: Offer custom pricing for large businesses that need a high volume of rewording	• Direct sales: Sell JUN AI directly to businesses • Partnerships: Partner with other businesses. • Online marketplaces: Sell Rewording AI on online marketplaces	• Content marketing • Social media marketing • Paid advertising • Public relations

GO-TO-MARKET STRATEGY

Phase 1: Closed beta
Phase 2: Soft launch
Phase 3: Full launch:

LAUNCH STRATEGY

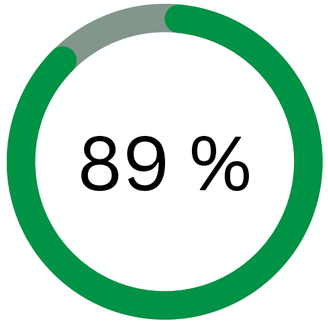
Analyze historical data and predict market trends; Track customer behavior and use data to optimize the product and pricing

PREDICTIVE ANALYTICS

Offer free trials or discounts to encourage businesses to try JUN AI; Promote JUN AI through content marketing; Partner with influencers; Track user acquisition metrics

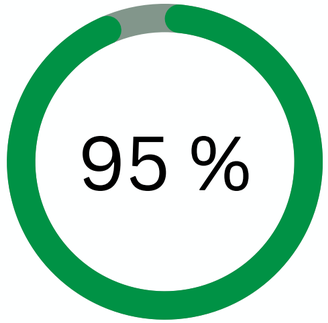
INITIAL USER ACQUISITION

Key Performance Indicators



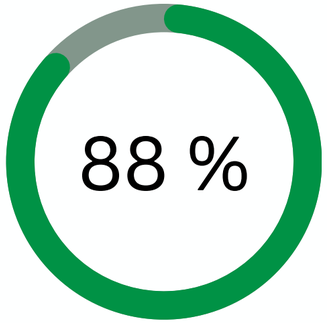
Number of users

Help to measure the overall adoption of the product



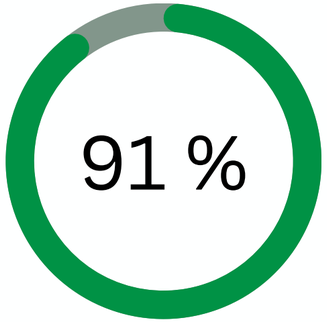
Usage

Identify which features are most popular



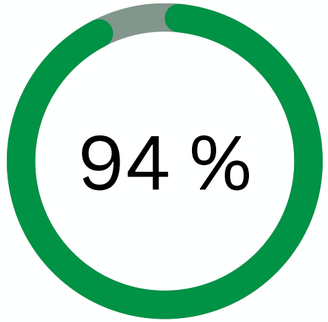
Engagement

Measured the time spent on the tool



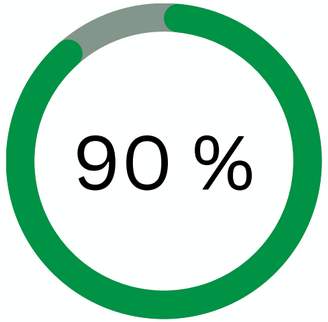
Satisfaction

Track user satisfaction



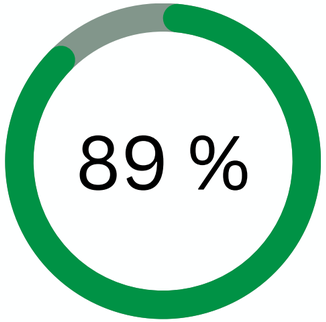
Conversions

measure the effectiveness of the pricing strategy



Content quality

Measure readability, clarity, and originality



Social media engagement

Measure likes, shares, and comments.

JUN AI

Thanks for your attention