Propositum — Business Plan

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EXECUTIVE SUMMARY

Propositum is a university-targeted SaaS platform that provides an AI-powered Initial Meaning Screening based on Logotherapy. The product is a conversational chatbot that produces a structured, actionable Meaning Dossier for each student and aggregated dashboards for institutional staff (career centers, pedagogy teams, student support). The primary objective is to reduce time and cost of initial counseling, enable proactive interventions that reduce dropout and improve student retention, and provide universities with ethically-audited, LGPD-compliant data to inform policy and support programs.

Key commercial assumptions and guidance taken from validated project materials:

- Primary market: universities (career centers, pedagogy, student support).
- Suggested per-student pricing range: R$ 15 – R$ 25 per month.
- Initial investment estimate: R$ 20,000 – R$ 30,000 for MVP stabilization and pilot deployment.
- Example 1-year revenue scenarios (used in financial modeling): Conservative, Realistic, Aggressive (figures in BRL).

1. BUSINESS PROBLEM

Universities lack scalable, methodologically robust, ethically sound tools to detect students at risk due to misalignment of purpose or vocational confusion.

Existing options:

- Human consulting (psychologists/coaches): high cost, slow (2–4 initial sessions needed for mapping).
- Generic vocational tests/chatbots: fast but superficial, lack ethical oversight and actionable guidance.

Consequences: higher dropout/attrition, lower student engagement, inefficient allocation of counselling resources.

Propositum positions itself as a "Therapy Accelerator" that produces validated data for targeted human intervention and institutional decision-making.

2. PROJECT OVERVIEW

Core product: Conversational chatbot using Logotherapy as theoretical base, producing a Meaning Dossier per user.

Outputs:

- Individual Meaning Dossier (exportable: PDF/CSV/JSON), not a clinical diagnosis but a structured basis for human follow-up.
- Institutional Dashboard: aggregated anonymized indicators, heatmaps, flags, cohort analytics.
- API / Integration modules for LMS / SIS (LTI / SSO).
- Governance modules: consent management, DPO panel, audit logs, risk escalation workflow.

Primary benefits: quicker triage, focused human intervention, measurable institutional impact.

3. INDUSTRY ANALYSIS

Sector intersection: HR Tech, EdTech and Mental Health Tech all show robust growth and demand for scalable, evidence-based interventions.

Market context (Brazil): LGPD provides clear data-protection frameworks; universities are seeking tools to reduce dropout and improve student support services.

Competitive landscape:

- Direct: online vocational testing platforms (static, cheap, wide reach).
- Indirect: general-purpose conversational AI (GPT-like) and traditional counseling services.
- Propositum's differentiator: methodological rigor (Logotherapy), clinical oversight (Ethics/Advisory Council), institutional integration, LGPD compliance.

4. VALUE PROPOSITION (UNIVERSITY FOCUS)

Headline: Turn the crisis of meaning into measurable institutional action.

Benefits for universities / career centers / pedagogy teams:

- Early identification of students at risk of disengagement; data to prioritize interventions.
- Reduced cost per case for initial assessment; more efficient allocation of counseling resources.
- Aggregated, anonymized insights to inform curriculum changes, student services and institutional policy.

- Compliance-ready deployment (DPA, consent flows, audit logs) to satisfy legal and governance requirements.

5. MVP — FUNCTIONALITY, DIFFERENTIATION, POSITIONING

MVP Core:

- 5–15 minute conversational flow per student guided by Logotherapy prompts.
- Rule-based + NLP encoding engine converts free-text responses into datapoints (values, blockages, risk markers).

Differentiation:

- Focus on purpose/meaning (why) rather than only traits/skills (what).
- Supervised methodological pipeline, Ethical Advisory Council (CCE) oversight, LGPD-oriented architecture.
- Institutional dashboard with cohort analytics (not present in consumer tests).

Positioning:

- Category creation: "Meaning Screening as a Service (MSS)" for higher education.
- Blue-ocean strategy: combine speed/low cost of chatbots with clinical rigor and institutional applicability.

6. VALIDATION STRATEGY (STAGES & CURRENT STATUS)

Completed / Technical Proofs:

- Conversational MVP implemented and usability-tested internally (10 minute sessions).
- Speed/UX validation: processing and dossier-generation confirmed.
- Basic LGPD architecture defined (data separation, encryption tokens such as __app_id and __user_id).

Ongoing / Market & Methodological Validation:

- B2B problem validation with stakeholders (target KPI: ≥80% acknowledge superficiality of existing tests; ≥60% link dropout/turnover to lack of purpose).
- Clinical validation with psychologists/pedagogues (target KPI: ≥70% confirm Dossier accelerates initial triage by ≥2 sessions).
- Pilot usability with students (target: completion ≥85–90%; NPS > 40).
- Financial modeling finalization (target: LTV/CAC > 3; break-even within 12–18 months in a realistic scenario).

7. MARKET OVERVIEW & TARGET AUDIENCE

Primary market: Universities (public and private), university career centers, student support and pedagogy departments.

Buyer personas:

- Executive sponsor: Dean, Pro-Rector for Student Affairs, Director of Student Support.
- Operational user: Career center coordinator, university psychologist, pedagogy team.
- Procurement influencers: Legal/Compliance office (DPO), IT/SIS administrators.

Purchase cycle: 3–9 months (POC → legal/contract → integration → pilot → decision).

8. SCALING & EVOLUTION STRATEGY

Phase 1 — Validation & Traction (0–12 months):

- Deploy pilots (small/medium universities), complete methodological audit by CCE.
- Confirm integration flows (SSO/LTI), finalize DPA and privacy templates.

Phase 2 — B2B Scale & Product Expansion (13–24 months):

- Launch institutional licensing and dashboard.
- Implement mass onboarding playbook, scale support & CS.
- Localization & multilingual support for LATAM/EU expansion.

Phase 3 — Leadership & Diversification (25–36 months):

- Introduce Intervention Suggestion Module for counselors (exercise prompts aligned to dossiers).
- Publish whitepapers, consolidate CCE as an external validation body.
- Strategic partnerships with large LMS/SIS providers, consultancies.

9. KPIs (UNIVERSITY-FOCUSED)

Methodology & Rigor:

- CCE dossier approval rate: target 100% on initial audit.
- Average dialogue turns per session: 10–15.
- Bias flag rate: <5%.

Product Traction / Operational:

- Pilot completion rate: ≥85%.
- Institutional NPS: > 40.

- Pilot-to-contract conversion: target $\geq$ 50% for engaged pilots.

Impact:

- Time saved for counseling teams: target 20% reduction in initial triage time.
- Reduction in dropout/attrition attributable to interventions: target 5–10% relative improvement for participating cohorts.

Financial/Business:

- LTV/CAC > 3.
- Break-even: $\leq$ 12–18 months in realistic adoption scenario.
- Gross margin (B2B licensing): target >70%.

10. PRICING & REVENUE MODEL (CONSIDERING EXISTING DOCUMENT NUMBERS)

Primary pricing approach: per-student institutional licensing (monthly per-student rate), with optional professional services (setup, integration, training) and premium deliverables (custom reports, additional audits).

Suggested per-student price bands (monthly):

- Conservative: R$ 15 / month / student (R$ 180 / year)
- Standard: R$ 20 / month / student (R$ 240 / year)
- Premium: R$ 25 / month / student (R$ 300 / year)

Example institutional annual pricing (calculated from per-student bands):

- Small (300 students): R$ 54,000 / 72,000 / 90,000
- Medium (500 students): R$ 90,000 / 120,000 / 150,000
- Large (1,000 students): R$ 180,000 / 240,000 / 300,000
- Very large (5,000 students): R$ 900,000 / 1,200,000 / 1,500,000

Negotiated institutional packages (examples for sales negotiations):

- Up to 500 students: fixed annual license (negotiated) approx R$ 75k – R$ 130k depending on services and SLA.
- 501–2,000 students: tiered bundle pricing with volume discount and setup fee.
- 2,000 students / multi-campus: custom enterprise pricing, single-tenant option available.

Professional services (one-time fees):

- Pilot / PoV package (12 weeks, up to 500 students): setup + training + report: R$ 10,000 – R$ 30,000 depending on customization.
- Integration & SSO/LTI setup: R$ 5,000 – R$ 25,000.

- Ongoing support / CA: optional annual fee or included in premium tiers.

Revenue mix (initial target):

- Licenses: ~70% of revenue
- Professional services: ~20%
- Grants / research contracts / institutional projects: ~10%

11. FINANCIAL PROJECTIONS & COST ESTIMATES (BRL)

Year 1 Scenarios:

- Conservative: 5 universities, 500 avg students = 2,500 students, R$ 550,000 revenue, R$ 520,000 costs, R$ 30,000 net.
- Realistic: 10 universities, 800 avg students = 8,000 students, R$ 1,640,000 revenue, R$ 910,000 costs, R$ 730,000 net.
- Aggressive: 25 universities, 1,200 avg students = 30,000 students, R$ 5,900,000 revenue, R$ 1,870,000 costs, R$ 4,030,000 net.

Estimated cost breakdown:

- Development & product (incl. LLM costs): R$ 300,000
- Infrastructure (cloud, storage, backups, monitoring): R$ 80,000
- Salaries / contractors (core team): R$ 400,000
- Marketing & Sales: R$ 100,000
- Legal / compliance (LGPD / DPO / audits): R$ 30,000
- Miscellaneous & contingency: R$ 0–50,000

Unit economics:

- CAC (institution): depends on sales channel; target reduce via pilots and referrals.
- LTV: lifetime revenue per institution dependent on contract length; target LTV/CAC > 3.

Initial investment requirement:

- Aim: R$ 500,000 to fund 12–18 months runway for product maturity, commercial expansion and compliance.
- Suggested allocation: 40% product & infra, 30% hires, 15% sales & marketing, 10% legal/compliance, 5% working capital.

12. OPERATIONAL PLAN & PILOT PROCEDURE

Standard 12-week pilot program

- Week 0–1: Kickoff, KPI alignment, legal & DPA signature.
- Week 2–3: Tenant configuration, SSO/LTI integration, staff training.
- Week 4–8: Pilot execution with up to 500 students; daily monitoring.
- Week 9: Preliminary analysis and workshop with stakeholders.
- Week 10–11: Final analysis; deliver Meaning Dossier samples and aggregated report.
- Week 12: Executive presentation and proposed contract.

Onboarding checklist

- Signed contract & DPA
- Tenant configuration + SSO/LTI
- Data mapping & user roster
- Consent flows implemented
- Load testing & security checks
- Staff training and support channel activation

SLA (suggested)

- Availability: 99.9% monthly
- Response for critical incidents: < 1 hour
- RTO (recovery objective): < 4 hours
- Scheduled maintenance windows with prior notice

13. TECHNICAL ARCHITECTURE & DATA GOVERNANCE

Future Architecture Preview

- Frontend SPA (React) with accessible UI
- Backend microservices (Node/Python), API layer (REST/GraphQL)
- Storage: relational DB for transactional data, analytic store for logs
- Conversational engine: rule-based flows + LLM for open text with controlled prompts
- Monitoring: observability stack (Prometheus/Grafana), error tracking

Security & privacy

- Encryption in transit and at rest; KMS-managed keys
- Pseudonymization and anonymization for aggregated reporting
- Consent management and data subject request endpoints
- DPIA, DPA templates, subprocessors list, retention policies

Clinical safety

- Human-in-the-loop escalation for flagged risk items
- Clear non-diagnostic terms in Dossier
- Escalation flow integration with university support services

14. RISK ANALYSIS & MITIGATION

Methodological / ethical risk

- Risk: LLM output drift or diagnostic-like language
- Mitigation: CCE oversight, prompt/version control, human audit, escalation thresholds

Privacy / regulatory risk

- Risk: Data breach or non-compliance with LGPD
- Mitigation: DPO, DPIA, contractual DPA clauses, encryption, limited retention

Technical risk

- Risk: Dependency on third-party LLM APIs and scaling costs
- Mitigation: Multi-provider strategy, caching, rule-based fallbacks for critical functions

Market risk

- Risk: Perceived substitute by free generic chatbots
- Mitigation: Emphasize methodology, certifications, integration, and contractual guarantees

Financial risk

- Risk: High CAC or slow B2B conversion
- Mitigation: Structured pilot program, case studies, grant funding to reduce burn

15. GOVERNANCE, ETHICS & ADVISORY

- Establish an Ethical Advisory Council (CCE) composed of psychologists, pedagogues, data privacy experts
- Quarterly audits of methodological output; public whitepaper summarizing validation results
- Transparent documentation of Dossier generation logic and limitations for institutional partners

16. ROADMAP (0–36 MONTHS)

- 0–3 months: MVP stabilization, 1–2 pilots, legal templates (DPA), CCE formation
- 3–9 months: Product improvements, dashboard v1, 5–10 paying institutions
- 9–18 months: Automation of sales & onboarding, multilingual support, 10–30 institutions
- 18–36 months: Regional expansion, intervention module, partnerships with LMS/SIS vendors, publication of validation studies

17. IMPACT EVALUATION & MONITORING FRAMEWORK

- Establish baseline measures for cohorts (retention, time-to-intervention)
- Use quasi-experimental pilot designs or matched cohorts to evaluate impact on dropout/retention over 6–12 months
- Deliver institutional impact reports: executive summary, methods, results, recommendations

18. ANNEXES & DELIVERABLES (TO ATTACH WITH SUBMISSION)

- Business Model Canvas (filled)
- Financial spreadsheets (conservative / realistic / aggressive scenarios)
- Pilot templates: consent form, questionnaire, post-pilot survey
- Legal templates: DPA, SLA, license agreement
- CCE charter & validation checklist
- Technical architecture diagram and security checklist

19. ACTIONS RECOMMENDED (NEXT 90 DAYS)

- Finalize CCE membership and first audit plan
- Sign 1–2 PoV pilot agreements with willing universities (prefer smaller/medium institutions to accelerate feedback)
- Finalize DPA, privacy policy and consent templates
- Prepare pilot implementation kit (onboarding playbook, KPI dashboard)
- Prepare investor / grant applications using the "Realistic" scenario financial model