

# Business Plan for the Venture — Propositum

## 1. Executive Summary

**Project name:** Purpose

**Mission:** To offer vocational support based on the principles of logotherapy, combining human guidance and AI-guided conversational interactions, to help young university students identify values, meaning, and practical career paths.

**Vision:** To be the leading vocational support and purpose development platform for universities, recognized for clinically supported effectiveness and compliance with data protection standards.

**Value proposition:** Vocational guidance focused on meaning and values, with content validated by experts, personalized conversational experience, and institutional integration (universities and career centers).

**Main sources of revenue:** B2B licenses for universities, paid training and workshops, consulting for educational programs, partnerships and grant applications.

**Financial summary:** Year 1 estimated revenue  $\approx$  USD 73,000, Year 2  $\approx$  USD 219,000, Year 3  $\approx$  USD 680,000.

**Current status:** Functional MVP delivered, usability tests completed, documentation and public reports consolidated (Modules 13–16).

## 2. Product and Service Description

**What is the Propositum:** A hybrid platform that combines a conversational chatbot based on logotherapy flows and vocational guidance techniques, interactive modules (assessments, values exercises, micro-tasks), a dashboard for supervisors/mentors (aggregated reports, progress indicators), educational resources (guides, short videos, career plan templates), and institutional integration (SIS, LMS, optional single sign-on).

**Main features:** Onboarding with assessment of values, interests, and context; guided dialogue with conditional decisions (adaptive logotherapy flows); recommendations for educational pathways and micro-activities; dashboard for supervisors with engagement and progress metrics; export tools (reports for theses/mentoring); security and privacy module (anonymization, granular consent, audit logs).

**Competitive advantages:** Focus on logotherapy, integration with university processes, academic validation and public documentation (final year project), design focused on accessibility and ethics (LGPD-ready).

## 3. Market Analysis

**Target market:** universities and university career centers.

**Market size and trends:**The global EdTech market is projected to reach USD 163–187 billion in 2024–2025 with significant annual growth; the digital mental health market is projected to reach USD ~24–28 billion in 2024–2025 with strong CAGR; and career guidance/counseling platforms are experiencing continuous growth, indicating a demand for digital career guidance solutions.

**Competition:**Direct: digital vocational guidance platforms for universities; Indirect: career consultants, in-person guidance centers, free tools; Competitive advantage: therapeutic approach, institutional integration, and academic validation.

## 4. Business Model

**Customer segments:**universities and career centers.

**Value proposition:**Career guidance focused on meaning; actionable reports for mentors; integration and privacy.

**Channels:**B2B direct sales, institutional website, academic partnerships, workshops.

**Customer relationship:**Dedicated institutional support, technical onboarding, training webinars.

**Revenue sources:**Annual B2B licenses, paid courses and workshops, consulting services, grants/grants.

**Key features:**Conversational model, validated content base, technical team, network of logotherapy experts, compliance with LGPD (Brazilian General Data Protection Law).

**Key activities:**Product development, academic validation, institutional sales, support and training, data security maintenance.

**Key partnerships:**Universities, psychology departments, educational associations, cloud infrastructure providers.

**Cost structure:**Development and maintenance, servers and AI, salaries, institutional marketing, legal compliance and security.

## 5. Go-to-market and Commercial Strategy

**B2B Segmentation:**Universities interested in pedagogical innovation and vocational guidance programs.

**Pilot proposal:**Free 3-month pilot for up to 500 users, metrics collection and case study; institutional conversion post-pilot.

**Sales process:**Institutional outreach, demonstration meetings, Proof of Concept with real data, commercial proposal (annual license + onboarding).

**Commercial materials:**Institutional kit containing thesis results, usability reports, contracts, and privacy policy.

## 6. Operations and Technical Structure

Responsive and accessible SPA (React/Vue) frontend, REST/GraphQL API backend with microservices for dialogue modules, conversational engine with rules + language model with controlled fallback, relational database and datastore storage for logs and analytics, cloud infrastructure with autoscaling, backups and monitoring, LMS integrations via LTI, SSO authentication, CSV/PDF export, security and

LGPD compliance with explicit consent, anonymization/pseudonymization, logs, auditing and retention policies.

## **7. Organizational Structure and Team**

CEO/Product Owner — vision and institutional partnerships; CTO/Lead Developer — backend, integrations, and scalability; UX/UI & Research — testing, validation, and accessibility; Content Specialist (Psychologist/Logotherapist) — clinical validation; Sales & Customer Success — B2B sales, customer management; Legal/Data Protection Officer — LGPD (Brazilian General Data Protection Law) and contracts.

## **8. Monetization Strategy**

Annual B2B license per university (up to 500 students USD 2,500; 501–2000 students USD 7,500; above 2000 to be negotiated), paid workshops and training for vocational guidance teams, consulting and customization for curriculum integration, grants and calls for proposals for expansion.

## **9. Financial Plan**

Year 1: 10 licenses \* USD 2,500 = 25,000; B2C pilot 1,000 users \* 4 \* 12 = 48,000 → total revenue ≈ 73,000

Year 2: Licenses 30 \* 2,500 = 75,000; B2C 3,000 \* 4 \* 12 = 144,000 → total revenue ≈ 219,000

Year 3: Licenses and B2C scaling → Total revenue ≈ 680,000

Estimated annual costs: development & infrastructure: Year 1 60,000; Year 2 80,000; Year 3 140,000; salaries/contracts: Year 1 40,000; Year 2 90,000; Year 3 180,000; marketing & sales: Year 1 15,000; Year 2 25,000; Year 3 40,000; legal/compliance: Year 1 10,000; Year 2 12,000; Year 3 15,000.

## **10. Risks and Mitigations**

Regulatory risk/LGPD: DPO, consent policies, data minimization; risk of low institutional adoption: documented pilot, proof of value, training; technical risk: human-in-the-loop, expert review, model audit; financial risk: annual contracts, grants, institutional partnerships; competitive risk: academic validation, institutional integration, therapeutic approach.

## **11. Roadmap and Milestones (12–36 months)**

0–3 months: kick-off and pilot 1–2 universities

3–9 months: post-pilot optimizations, small sales team, multilingual version

9–18 months: 10–30 universities, business automation, academic partnerships

18–36 months: regional expansion, certifications, corporate version

## **12. Key Performance Indicators (KPIs)**

CAC by channel, LTV by institution, MRR/ARR, B2B churn, pilot→contract conversion rate, NPS, user progress metrics, LGPD compliance.

## **13. Validation and Evidence**

Functional MVP delivered, integrated frontend-backend; public and consolidated reports (Modules 13-16); feedback from panels, user tests and summaries in Module 16 (updated storyboard and personas).

## **14. Implementation for University**

Institutional kickoff (1 week): technical alignment and integration  
Technical onboarding (2–4 weeks): setup, SSO/LTI, mentor training  
Pilot phase (8–12 weeks): usage data collection and evaluation, workshops  
Delivery of final report and contract proposal.

## **15. Conclusion**

Propositum offers a scalable and validated solution for university vocational guidance, combining technology, a therapeutic approach, and institutional integration, with a viable business model and regulatory compliance.