Propositum Proposal

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Business Problem

The professional development and mental health market faces a critical gap: the **high cost and inaccessibility** of traditional guidance methodologies and the **insufficient methodological rigor** of mass digital tools. Today, individuals transitioning from career or in pursuit of purpose (our B2C segment) rely on two imperfect options:

1. **Human Consulting (Psychologists/Coaches):** Extremely effective, but with a high cost of entry and a slow process (2-4 initial sessions missed) to map out the client's purpose and core values.
2. **Generic Vocational Tests/Chatbots:** Fast and accessible, but lack **methodological rigor** and **ethical oversight**, resulting in superficial *insights* that fail to transpose the "what" (the test result) to the "how" (the strategic action plan).

Consequently, companies and universities (our B2B segment) suffer from high *turnover* rates and low engagement of their talents, as they lack scalable and ethically robust tools for an accurate *pre-diagnosis* of the vocational and emotional alignment of employees.

Propositum exists to solve this inefficiency, acting as the **Therapy Accelerator** that provides deep, structured and methodologically validated data, reducing the cost and time of the initial phase of self-knowledge and ensuring that the investment in development generates immediate practical results.

Project Overview

Propositum is an AI-powered **Initial Sense Screening** platform that uses **Logotherapy (Victor Frankl)** as its central theoretical framework. Our product is a conversational chatbot designed to lead the user to a deep introspection about their values, fears, aspirations and other topics of interest to the user.

The result is not a diagnosis, but rather a **"Dossier of Meaning"** – a set of subjective data organized and validated by psychological parameters, which:

1. **Accelerates Processes:** Reduces the time and cost of the first human therapy/consulting sessions.
2. **Empowers Professionals:** Provides HR and Pedagogy teams with strategic data to intervene proactively, focusing human intervention on the highest risk cases.

Industry Analysis

Propositum operates at the intersection of three high-growth markets: **HR Tech**, **EdTech**, and **Mental Health Tech**. Our value proposition addresses the failure of these sectors to diagnose and solve the **"crisis of meaning and purpose"** that leads to *business turnover* and university dropout. We are a **Screening and Purpose Mapping service** with methodological rigor (Logotherapy).

Competitor Analysis

Generic Vocational Test

Strengths	• Great reach and online visibility (SEO and Traffic). • Speed in the delivery of results. • Very low acquisition cost (often free). • Perceived credibility because they are traditional tools.
Weaknesses	• Superficiality: Static results based on multiple choice. • It does not address emotional issues or the "crisis of meaning". • Failure to contextualize the result in the user's dynamic reality.

	• Lack of ethical/clinical rigor (no psychological supervision).
Opportunities	Integration with *e-learning* and talent management (LMS) platforms. • Use of Big Data to refine the accuracy of tests. • Selling premium drill-down reports.
Threats	• Direct competition and replacement by generalist conversational AIs (ChatGPT). • Emergence of specialized and methodologically rigorous tools (such as Propositum). • Data regulation and ethics in health (LGPD/GDPR) that affects massive data collection.
The Context of Innovation and Purpose	Propositum is strategically positioned at the intersection of the Career **Alignment Technologies**, **HR Tech** and **Mental Health Tech** market, a high-growth global ecosystem driven by the digitalization of human resources and education services. Globally, the HR Tech sector has a projected market value that exceeds tens of billions of dollars in the coming years, reflecting the demand for solutions that optimize talent management. Our initial performance is focused on the **Brazilian market**, where the clear regulation of the LGPD and the high rate of professional disengagement and university dropout (the "crisis of meaning") create an environment conducive to innovation. Despite the large number of participants, the market is highly fragmented and **is not dominated by a single organization** that solves the problem of the *crisis of meaning* with the depth and rigor that we propose. Key

players include major HR Tech players (such as Workday and SuccessFactors, which focus on performance management), corporate wellness platforms (such as BetterUp or Gympass, which focus on overall health), and static testing providers (such as 16Personalities, focused on traits, not existential purpose). Our competitors, based on the services offered, can be divided into: **Direct Competitors**, which are online vocational testing platforms, and **Indirect Competitors**, which are generalist AI chatbots (for conversational capacity) and traditional career consultancies (for the value of targeting).

Propositum seeks to capitalize precisely on the failure of these competitors to provide a **scalable Sense Screening, methodologically validated by Logotherapy and ethically safe**.

Value Proposition

"Turn the Crisis of Meaning into Strategic Direction."

Propositum offers the first **Sense Screening based on Artificial Intelligence and Logotherapy**, converting subjective introspection into actionable data.

1. End-User (B2C) Value Proposition

Audience: Young Adults and Transitioning Professionals (seeking purpose and direction).

Gains	Pain Relievers	Products and Services
Clarity and Immediate Direction: Get a map of your values and purpose in minutes, not weeks of sessions.	**Eliminates Superficiality**: Replaces generic vocational tests with deep, conversational introspection.	**Meaning Dossier**: Detailed and structured report (ready for action) of values, motivations and blockages.
Ethical Accessibility: Have a rigorous self-knowledge tool, based on Psychology (Logotherapy), at a fraction of the cost of a human consultancy.	**Reduces Transition Anxiety**: Offers a safe, non-judgmental first step to making career decisions.	**Logotherapy Chatbot**: Conversational interaction guided by the Socratic method – specific and safe psychological framework.
Preparation for Action: Arrive at your first therapy session with the groundwork already done, saving you time and money.	**Maximum Confidentiality**: Data security guarantee (LGPD) and an ethical Notice Protocol in cases of imminent risk.	**Personalized Action Plan**: Templates and *frameworks* to turn insights into concrete career goals.

2. Value Proposition for the Institutional Client (B2B)

Audience: HR of Companies and Pedagogy/Orientation Teams of Universities.

Gains	Pain Relievers	Products and Services
Talent Retention (HR): Identify misaligned employees before *turnover*, acting on the root cause: lack of purpose.	**Combating Dropout (Universities):** Provides predictive data for the pedagogical team to intervene strategically with students at risk of dropping out.	**B2B License / API Module**: *White-label* integration of Sense Screening into the talent or student management system.
Efficiency of the Support Team: Transform reactive action (putting out fires) into proactive and strategic intervention, focusing the time of the consultant/pedagogue on the most critical cases.	**Rigor and Ethics**: Minimize the risk of legal and bias, using a methodologically validated tool and with a commitment to the LGPD.	**Alignment Dashboard**: Aggregated and anonymized reports of purpose trends and emotional health of the workforce or student body.
Cost Optimization: Reduce investment in the first orientation sessions by replacing them with AI's scalable screening.	**Scalable Solution**: Implement a screening service for hundreds of employees/students without increasing operational costs in a linear fashion.	**Support and Methodological Audit**: Ensuring that the Logotherapy framework is being applied correctly.

MVP Solution: Functionality, Differential and Market Positioning

I. Minimum Viable Product (MVP) Description and Functionality

Propositum's MVP is the **Conversational Sense Screening Chatbot**. It was developed to be fast, engaging and, fundamentally, ethically oriented.

Key Features of MVP:

The user interacts with the *chatbot* through open-ended prompts. AI uses Logotherapy (Victor Frankl) as a base *framework* to guide dialogue, focusing on issues of values, responsibility, sources of meaning, and existential blocks.

The user's subjective responses are processed by a system of rules and *prompts* that encode them in structured *data points* (e.g., High Family Value Index, Low Alignment with Career Purpose).

The final product is the "Dossier of Meaning". This report is not a diagnosis, but a strategic organization of user information. It serves as the ideal starting point for the client or the human professional they consult.

II. Non-Negotiable Differential: Rigor and Methodology

Our differentiator is not only the AI technology, but the **theoretical paradigm** under which it operates.

Aspect	Propositum (Logotherapy)	Competitors (Generic/Big 5 Tests)
Analysis Focus	**Meaning, Purpose and Values** (The Why).	Personality Traits and Abilities (What).
Base Methodology	Logotherapy (Victor Frankl), Positive Psychology.	Static Psychometrics, Multiple Choice Statistics.
Delivery	Structured Data Dossier (Ready for Human Action).	Static and Superficial Report.
Ethical Rigor	Commitment to the LGPD and **Supervision of the Ethical Advisory Council**.	Generally focused only on sales, with little methodological auditing.

III. What Resolves What Already Exists

Propositum solves the time and cost inefficiencies in the early stages of self-knowledge:

- It delivers in minutes the work that would take a human professional 2-4 sessions to extract, saving valuable time for both.

- It transforms the static fill experience into a deep conversational journey, ensuring that the information generated is richer and more actionable.
- It offers universities and HRs a scalable tool for proactive intervention, allowing their support teams to act before disengagement (turnover) materializes.

IV. Market Positioning: Navigating the Blue Ocean

Propositum is creating a Blue Ocean by merging the benefits of two markets that have historically not mixed:

- Low cost and high speed (Chatbot Attribute)
- High methodological and ethical rigor (Attribute of Psychological Clinic)

Our position in the market is not to compete directly with vocational tests (Red Ocean), but rather to create the category of "Sense Screening as a Service" (TSS). By incorporating a specific psychological framework and ethical rigor from the MVP, Propositum fundamentally distinguishes itself, positioning itself as an essential tool for the support professional and for the user in search of clarity.

Validation strategy (stages and status)

The validation of Propositum is structured in two phases. We recognize that the initial phase focused on technical feasibility (MVP), and now the focus moves to **utility validation (Methodology and Market).**

I. Validation Already Performed: Proof of Concept (Technical MVP)

Step	Status	Result
Conversational MVP	Completed	Demonstration of a fast and functional chatbot, capable of conducting a 5–7 minute dialogue about values and aspirations.
Speed/UX Test	Completed	Internal validation that AI processes and returns *insights* in an agile way, demonstrating that Propositum is faster than human alternatives.
LGPD Architecture	**Ongoing**	Definition of the encryption architecture and the use of __app_id and __user_id to ensure data separation and security, meeting initial ethical requirements.

element.II. Ongoing Validation: Thesis and Market Validation

This is the current phase, designed to directly address feedback on lack of data and methodological rigor.

Step	Objective	Success Metric (KPI)
B2B Validation of Problem	Confirm the pain of HR/Universities in relation to the "crisis of meaning" and the ineffectiveness of current tools.	80% of respondents confirm that current tests are superficial; 60% indicate *turnover* or evasion linked to a lack of purpose.
Clinical/Methodological Validation	Obtain *feedback* from psychologists/pedagogues on the usability and safety of the "**Dossier of Meaning**" (The final product of AI).	70% of the experts agree that the Dossier accelerates screening in at least 2 initial sessions.
Usability Testing (B2C)	Test the MVP with a group of 50 *early adopters*	90% chatbot

	(young adults) to measure the depth of the *Dossier* and engagement.	completion rate; Net Promoter Score (NPS) > 40 for the Dossier.
Structure and Costs (Financial Modeling)	Finalize the financial modeling, defining B2C price and B2B Licensing price.	LTV/CAC projection > 3 in the realistic scenario and clear definition of the *break-even point* .

Conclusion on Validation

The current validation phase is focused on **transforming the functional prototype into a product validated by experts**. Steps 1 and 2 (B2B and Methodological Validation) are crucial to reinforce our credibility and will be the basis of the data to be presented in the next step of the trail. What was once a market "thesis" will now become a "fact" validated by numbers and experts.

Market Overview and Target Audience

Propositum is strategically located at the intersection of three high-growth markets – **HR Tech, EdTech and Mental Health Tech** – whose global market value is continuously expanding. This ecosystem is driven by the demand for corporate wellness solutions and for more personalized career guidance tools. However, the market suffers from a critical gap: the absence of scalable solutions that solve the "**crisis of meaning and purpose**" with the necessary methodological and ethical rigor. Existing options are polarized, being either high-cost (human consulting) or superficial (static testing), which creates the ideal space for our **Logotherapy-based Sense Screening**.

We have adopted a dual *go-to-market* strategy to ensure both initial traction and long-term scalability.

Our **B2C Audience** is primarily composed **of young adults (18-28 years old) and professionals in career transition**. This audience faces career anxiety and a lack of purpose, but is hesitant to invest in expensive consulting. For them, our value proposition is the **accessibility, speed and depth** of the **Sense Dossier**, which offers them a clear map of their values in minutes, acting as an effective substitute for the slow initial screening sessions. The B2C acquisition will be made via digital channels and monetized through a **monthly subscription** model, focusing on proof of concept and variable cost recovery (CAC).

In parallel, **Público B2B** focuses on **scalability and recurring revenue** through the annual licensing model. We targeted two main segments: **Human Resources (HR) Departments of SMEs** and **University Pedagogy/Guidance Teams**. For HR, the primary need is to reduce high *turnover* and disengagement; Propositum provides a **Predictive Diagnosis of Purpose Alignment**, allowing for strategic intervention before the employee decides to leave. For universities, the tool solves the problem of **high student dropout** due to

vocational disorientation, empowering pedagogues to focus human intervention on the cases of greatest risk, using the strategic data generated by AI's Sense Screening.

Propositum's success lies in serving the end user with deep self-knowledge (B2C) while solving the efficiency and cost problem of large institutions (B2B), using the same technological core of Logotherapy.

Propositum's scaling and evolution strategy

The evolution of Propositum is planned in a three-phase roadmap, ensuring that scalability is built on a solid foundation of methodological and ethical validation. This plan aims to mitigate risks and position Propositum as a leader in the **Sense Screening as a Service (TSS) category**.

Phase 1: Traction, Validation and Rigor (0 – 12 Months)

In this initial phase, the focus is on **the validation of the Product-Market (PMF)** and the **establishment of ethical rigor**. The primary market is **B2C (Young Adults),** using a low-cost **monthly subscription** model to prove the usefulness and depth of the *Dossier of Meaning*. The product evolves with the finalization of the *main chatbot* and the implementation of the **Ethical Notice Protocol** and full compliance with the LGPD. Success will be measured by B2C traction and by the formalization and performance of the **Ethical Advisory Council (CCE),** which will clinically validate the Logotherapeutic framework. It is at this stage that we seek the first **B2B Proofs of Value (PoV)** with universities and HRs, at cost price, to collect real *feedback* from the institutional client.

Phase 2: B2B Scalability and Product Expansion (13 – 24 Months)

The second phase marks the strategic transition to the **B2B Annual Licensing model**, the main source of recurring revenue. The market expansion is aggressive, aiming at consolidation in the HR segment of SMEs and educational institutions. The product evolves significantly with the launch of the **B2B Dashboard Module**, a crucial interface that provides HR and Pedagogy professionals with anonymous and aggregated reports, containing **predictive indicators of** dropout and *turnover* risk. This transforms Propositum from a stand-alone tool into a **strategic talent management solution**. In addition, we started geographic expansion through **localization and multilingualism**, adapting the methodology to new cultures, with an initial focus on markets in Latin America and Spain.

Phase 3: Leadership, Diversification and Ethical Reference (25 – 36 Months)

The final phase focuses on consolidating Propositum as the main *player* in Sense Screening in Brazil and product diversification. Our goal is to establish Propositum as the **benchmark in AI ethics and methodology** for purpose, culminating in the publication of *whitepapers* and articles in conjunction with CCE. The product goes deeper with the **Suggested Intervention Module**, providing the human practitioner with immediate exercise suggestions and logotherapeutic prompts aligned to the AI Dossier. The scale strategy is completed through the exploration of **strategic partnerships** with large consultancies and the introduction of new LLM models to deliver an even more contextualized and personalized purpose experience, ensuring sustainability and market leadership.

Propositum Success KPIs

KPIs (Key Performance Indicators) were selected to measure success in three crucial dimensions: **Methodological Rigor**, **B2C Traction**, and **B2B Scalability**.

I. Methodology and Rigor KPIs (Core Credibility)

These KPIs measure the success of our Unique Value Proposition (Logotherapy and Ethics).

Metric	Objective	Horizon (12 Months)
Acceptance of the Dossier by the CCE	Percentage of validation of the Meaning Dossier by the Ethical Advisory Council, ensuring the absence of biases and methodological safety.	100% Methodological Approval in the initial audit.
Conversational Depth Rate	Average dialogue turns per user session before Dossier generation, ensuring that the AI is not shallow.	Average of 10 to 15 turns (in-depth conversations).

| Risk Level of Bias | Internal metric that evaluates the frequency of flags of biases or potentially diagnostic language in the output of the AI. | Keep the risk score below 5%. |

II. B2C Traction KPIs (Product Validation)

These KPIs measure the effectiveness of our subscription model and end-user engagement.

Metric	Objective	Horizon (12 Months)
Chatbot Completion Rate	Percentage of users who start the screening and complete the dialogue until the generation of the Dossier.	Minimum of 85%.
Net Promoter Score (NPS)	It measures the satisfaction and probability of recommendation of the Meaning Dossier	NPS > 40 (Indicator of "Promoters" fortes).

	by users.	
Churn B2C (Cancellation)	Percentage of subscription users who cancel after the first month.	Keep churn below 10%.
Customer Acquisition Cost (CAC)	Average cost to acquire a new B2C subscriber.	Keep the CAC below R$ 20.00.

III. B2B Scalability KPIs (Focus on Revenue)

These KPIs measure institutional market penetration and the success of our SaaS licensing.

Metric	Objective	Horizon (24 Months)
Number of PoVs B2B Converted	Amount of B2B Proofs of Value (PoV) that convert into Annual Licensing (SaaS) agreements.	Minimum of 3 contracts closed in the first year of B2B operation.
Support Time Savings	Average time saved by the HR/Pedagogy team due to the	20% reduction in initial screening time for human staff.

	previous screening of Propositum.	
Reduced Dropout/Turnover	Measured impact of Propositum in reducing dropout rates (University) or *turnover* (Company) in B2B customers.	Reduction of 5% to 10% in risk rates.

IV. Financial and Sustainability KPIs

These KPIs measure the overall financial health of the project.

Metric	Objective	Horizon (24 Months)
Lifetime Value / CAC (LTV/CAC)	Ratio between customer lifetime value and acquisition cost.	LTV/CAC > 3 (Each real invested generates three or more returns).
Gross Margin (B2B)	Profitability of licensing agreements after deducting direct costs (e.g., use of the LLM API).	B2B gross margin > 70%.

Break-Even Point (Ponto de Equilíbrio)	Month in which total revenue exceeds operating costs (fixed and variable).	Achieve *break-even* within 18 months.

Risks

Despite the market potential and methodological clarity, Propositum faces risks inherent in AI innovation and the manipulation of sensitive data. Proactive management of these risks is essential for the sustainability and credibility of the project.

Methodological and Ethical Risks (Credibility Risk)

This is the most critical risk, as it directly affects confidence in Propositum's methodology and market differentiation. The main challenge is **Artificial Intelligence Bias**, where the LLM (Large Language Model) can generate biases or language that seems diagnostic, violating the promise of non-diagnosis. Another risk is **Failure in Adherence to Logotherapy**, where the *chatbot* can deviate from Victor Frankl's framework, making the result superficial, similar to generic competitors. To mitigate this, the **Ethical Advisory Board (ECC)** and the **Dossier Acceptance** metric (100% methodological approval) are crucial, ensuring ongoing auditing of the AI output.

Technological and Operational Risks (Execution Risk)

The success of the solution depends on the stability and accuracy of the technology. The risk of **Third-Party Dependency (API)** is high, as the core of the processing depends on the API of an LLM provider (such as Gemini). Any change in the price or availability of the API

directly impacts the Gross Margin (B2B). There is also the risk of **Technical Scalability**, where the *cloud* infrastructure can fail to support a high volume of concurrent interactions (especially after the first large B2B contracts are closed). Mitigation involves strict monitoring of API costs and allocating a robust budget for *cloud* infrastructure, as detailed in the budget plan.

Market and Financial Risks (Sustainability Risk)

On the market side, the most significant risk is **Generic Competitor Substitution**. If the target audience perceives that a generic, free chatbot (e.g., ChatGPT) delivers similar value, the B2C subscription model may fail. This risk is mitigated by our emphasis on **methodological rigor (Logotherapy)** and guaranteed data security (LGPD). Financially, the risk of **High CAC B2C** is a threat, especially if competition for keywords in ads is high, which would prevent Propositum from keeping the cost of acquisition below $20. The **dual approach strategy (B2B/B2C)** mitigates this risk, as the scalability of B2B revenue, with higher margin, will compensate for the initial fluctuations in the B2C market. Finally, the **Risk of Delay in B2B Conversion** can impact the *Break-Even Point*, and it is vital that Proofs of Value (PoV) are completed and converted into contracts within the 24-month horizon.

Economic Value

Propositum represents a solution of high economic value for higher education institutions by combining technological innovation, support for vocational guidance and personal development of students. The platform allows universities to offer a scalable one-on-one follow-up service, increasing student engagement, retention, and satisfaction.

In addition to the direct impact on institutional metrics, Propositum generates strategic value by providing aggregated data on student interests and behavior, which can inform academic policies and continuous improvement actions. This combination of operational and strategic benefit justifies the initial investment and underpins the projected revenue model.

Revenue Model (Costs)

Model Rationale:
 Propositum adopts a revenue model based on institutional licensing per student, as universities and higher education institutions have greater investment capacity than individual customers. This ensures **financial predictability**, scalability, and ease of trading in annual packages. The price range of R$ 15.00 to R$ 25.00/month per student was defined considering:

- Perceived value of the solution in terms of **personal development, vocational guidance, and introduction to artificial intelligence**.
- Competitiveness compared to other edtech solutions or individual coaching services.
- Ability to cover operating costs and enable operating margin even in conservative startup scenarios.

Recurring Costs:

- Cloud infrastructure (hosting, storage, backups, security).
- Natural language processing APIs (Groq + LLMs).
- Technical maintenance, system monitoring and basic support.
- Estimate for up to 300 concurrent active users: **R$ 1,200.00 to R$ 2,000.00/month**. These costs grow slowly in relation to revenue, favoring scalability without requiring heavy reinvestments.

Break-Even Point and ROI:

- Achieved with **a single mid-sized contract**, fully covering monthly costs.
- The growth of the user base generates a direct increase in the operating margin.
- Positive ROI already in the **first year**, especially after the stabilization of the technological infrastructure, as the reuse of the system reduces additional costs per new customer.

Initial Investment:

- Estimate: **R$ 20,000.00 to R$ 30,000.00**, including:
  - MVP development and tests in university environment.
  - Architectural adjustments for **security, scalability, and stability**.
  - Cloud deployment with **public availability**.
- Choice justified by compatibility with applied innovation projects and controlled risk profile in view of the potential economic and institutional return.

Revenue Model (Profits)

Model Rationale:
Per-user pricing allows for **linear revenue growth** commensurate with adoption, ensuring that each new institution or student added contributes directly to net income. The model also opens up the possibility of implementing **premium modules** or additional services, increasing the average ticket and diversifying revenue.

Revenue and Profit Projection:

- Initial scenario (university with 300–500 students):
  - Monthly revenue: **R$ 4,500.00 to R$ 12,500.00**
  - Annual revenue: **R$ 54,000.00 to R$ 150,000.00**
- Monthly costs: **R$ 1,200.00 to R$ 2,000.00**

- Estimated operating profit: **R$ 3,300.00 to R$ 10,500.00/month**, depending on the size of the institution.

Scalability and ROI:

- With each new institution, profit grows directly, without the need for a proportional increase in cost.
- Ability to simultaneously serve **multiple institutions** with 300–500 students each.
- High **ROI potential in the first year**, with increasing operating margin as the user base expands.

Future Potential Indicators:

- Predictable and scalable recurring revenue.
- Possibility to increase average ticket with **premium modules, advanced reports or personalized consulting**.
- Growing operating margin with the expansion of the customer base.
- Flexibility for price adjustments and international expansion in the medium term.

Future plans

Propositum's initial market entry will be done through pilots at medium or small universities, selected for their openness to educational innovation and interest in vocational support for students. This phase aims to validate institutional acceptance, test integration flows with existing academic systems, and obtain direct feedback on market results. It is expected to start with a base of 40 to 100 active users, monitoring engagement, effectiveness of interactions and technical stability of the system.

With the data collected in this pilot stage, it will be possible to adjust prices, resources, and onboarding strategies, ensuring sustainable

scalability and minimizing risks. In parallel, presentation materials will be prepared for other institutions, highlighting the results of the pilot and the added value of Propositum, paving the way for gradual expansion in higher education and the future introduction of premium modules and customized reports. The focus continues to be on personal guidance based on logotherapy, ensuring pedagogical relevance and measurable impact.

PROPOSITUM