

Talk Beta Business Requirements

Project Name	Talk Beta
Product Manger	Victor Richard Adekanle
Approved by	Enaikele Omoh Kelvin

Executive Summary	<ul style="list-style-type: none">Talk Beta is an AI-powered communication coach designed to make professional speaking accessible, affordable, and scalable. Traditional coaching is costly and limited, while existing language and learning tools fail to provide real-time, personalized feedback on delivery. Talk Beta addresses this gap by offering automated, on-demand speech analysis and growth plans for individuals and enterprises
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Core Business Rules

Rule ID	Description	Condition	Action/Outcome
BR-002	Free vs Premium tier	Free vs Premium tier	Limited features (basic analysis, recording, playback)
BR-003	Premium access	Subscription status = Paid (\$3/monthly /\$36 yearly	Unlock full AI analysis, growth plans, dashboard, simulations
BR-004	Recording validation	User records < 5 sec	Prompt re-record
BR-005	AI feedback generation	Recording completed	Analyze for fluency, pacing, pronunciation, filler words, confidence score

Business Objectives

Business Objectives	<p>Talk Beta aims to democratize access to communication coaching by providing an AI-powered, affordable, and scalable platform that empowers students, professionals, and enterprises to improve public speaking skills. Grounded in the product roadmap and growth strategy outlined in the pitch deck, the key business objectives are:</p> <p>Deliver an accessible MVP with speech recording, instant AI feedback, and progress tracking.</p> <p>Lower the cost of communication coaching while expanding reach globally.</p> <p>Scale the platform from individual users to enterprises and educational institutions.</p> <p>Align with UN SDGs 4 (Quality Education), 8 (Decent Work & Economic Growth), and 10 (Reduced Inequalities).</p>
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SMART Goals Talk Beta

SMART Element

Goals

Specific

Launch and scale Talk Beta to reach 3,500 paying users within 24 months, each paying \$3/month, generating \$10,500 in monthly recurring revenue.

Measurable

Maintain an average engagement of 60 minutes per user/month, achieve a gross margin of ~\$1,500/month at milestone (Revenue > Burn), and track growth via paying subscribers and monthly burn rate.

Achievable

With a \$260,000 funding ask, cover 24 months of operations (including Speech-to-Text API, infra, marketing, team, and ops), ensuring sufficient runway to reach profitability by the end of Year 2.

Relevant

Directly addresses the global need for affordable, accessible, AI-powered communication coaching, aligns with UN SDGs **4**, **8**, and **10**, and positions Talk Beta for scalable growth with a proven revenue model.

Time-Bound

- MVP & Pilot: within 6 months.
- 1,000 paying users: within 12 months.
- 3,500 paying users & profitability: within 24 months.

Needs Statement	<p>Traditional communication coaching remains expensive, inaccessible, and difficult to scale, leaving many without the tools to improve public speaking and presentation skills. Existing solutions fail to deliver real-time, personalized, and affordable feedback that meets the needs of diverse users worldwide. Meanwhile, demand is rising as students, professionals, and enterprises seek flexible, technology-driven approaches to skill development. Talk Beta addresses this by offering an AI-powered platform that delivers instant, actionable feedback, provides an affordable alternative to traditional coaching, and scales from individual users to enterprises through analytics and growth tracking. In doing so, Talk Beta not only fills a critical market gap but also advances UN SDGs 4, 8, and 10, promoting education, employability, and equality.</p>
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Project Scope

Phase	Timeline	Goals	Deliverables	Owner(s)
MVP	0–6 months	Build core Talk Beta features	Speech recording, transcription, AI feedback, progress dashboard	Product + Engineering
User Growth	6–12 months	Launch subscription & scale users	Paid plan (\$3/month), marketing campaigns, 1,000 paying users	Marketing + Ops
Scaling	12–24 months	Reach profitability & expand features	Analytics, simulations, 3,500 users, \$10,500 MRR	All Teams

Requirements – Talk Beta

ID	Requirement	Description	Priority	Milestone / Target
R1	Subscription System	implement seamless \$3/month subscription onboarding and billing	Critical	Live for all users by Month 3
R2	Scalable Infrastructure	Optimize API usage (AssemblyAI, Supabase, FastAPI) to maintain burn \leq \$9,000/month.	Critical	
R3	User Growth – 1K	Reach 1,000 paying users.	Critical	By Month 12
R4	User Growth – 3.5K	Scale to 3,500 paying users.	Critical	By Month 24
R5	Profitability Alignment	Achieve \$10,500 Monthly Recurring Revenue (MRR).	Critical	By Month 24
R6	Analytics Dashboard	Expand features with user progress analytics and growth tracking.	High	Delivered by Month 9
R7	Enterprise Pilot Readiness	Prepare pilot features (multi-user management, admin dashboards).	Medium	Explore in Year 3
R8	Advanced Simulations	Add practice simulations (e.g., interviews, presentations).	Medium	Explore in Year 3

Cost-Benefit Analysis – Talk Beta

Estimated Costs (24-Month Runway)

Total Costs = \$260,000 (includes 20% buffer on \$9,000 monthly burn)

Category	Details	24-Month Cost (USD)
Infrastructure & APIs	AssemblyAI (speech-to-text), Supabase (database), FastAPI, cloud hosting, monitoring tools	\$86,000
Product Development	Post-MVP feature expansion: analytics dashboard, progress tracking, simulations (later phase)	\$80,000
Marketing & Growth	Digital campaigns, referral programs, community outreach, B2B leads	\$60,000
Operations & Support	Team salaries (lean), customer support, admin, compliance	\$34,000