

# Detox Dial

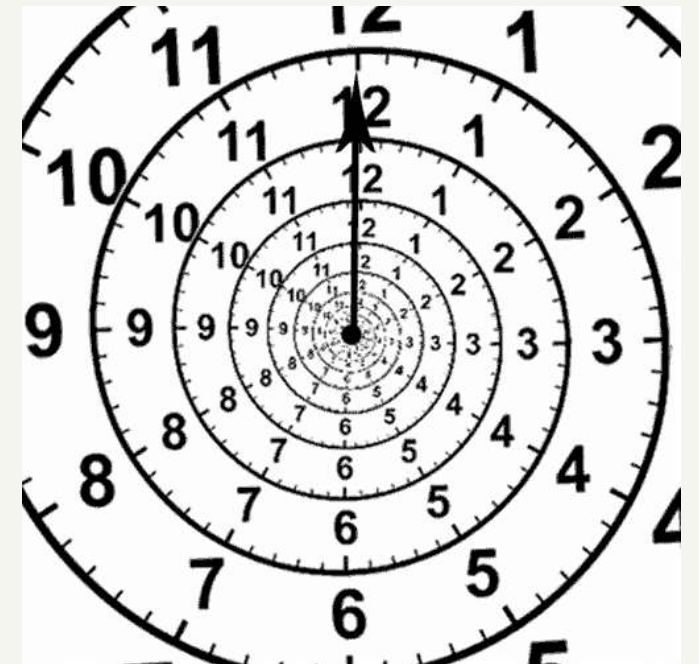
"Ditch Distractions, Dominate Your Day!"

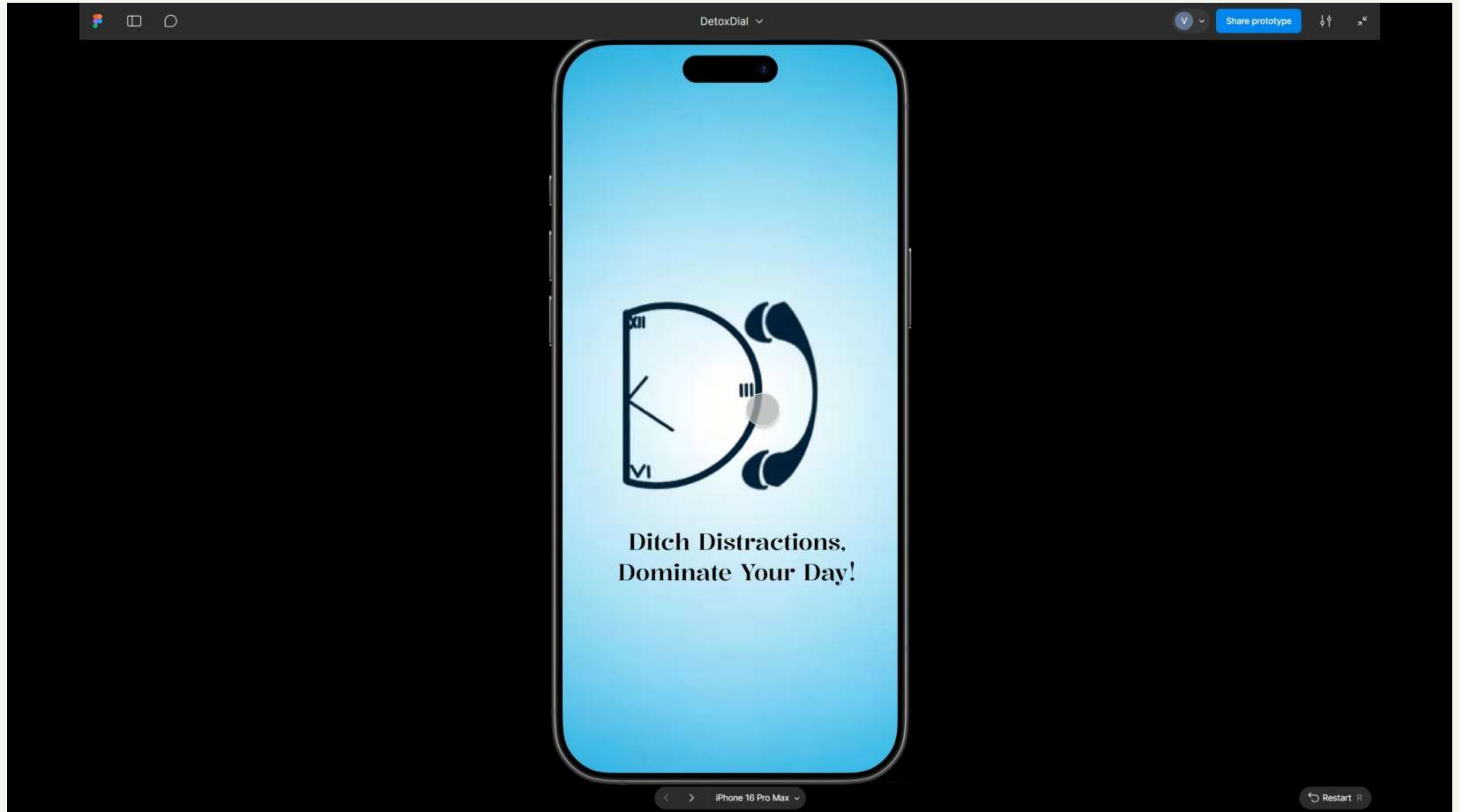


# ***PROBLEM STATEMENT:***



Modern social media platforms are engineered to maximize user engagement, often resulting in excessive screen time and compulsive usage habits. Traditional app blockers fall short by merely restricting access without offering personalized interventions or adapting to individual behaviors. Consequently, users struggle to overcome addiction, facing negative impacts on productivity, mental health, and personal goals.





*Ditch Distractions, Dominate Your Day!*

## *How is it different:*



## **Why Detox Dial Stands Out:**

- Multi-model interaction.
- AI-powered phone calls for personalized curated interactions.
- Adaptability of AI's tone based on the Briggs personality assessment results.
- Helps rewire neural pathways to break dopamine-driven app addiction, inculcating healthier digital habits.

# Business Model:



## How it generates revenue:

- **Free users** will have access to a limited chat and number of AI calls and a default AI persona, along with non-intrusive ads.
- **Subscribers** enjoy an ad-free experience, unlimited chat and AI calls, and a personalized AI assistant tailored to their personality for effective habit intervention.
- **Enterprises** can integrate the AI assistant into wellness programs, offering personalized interventions to reduce digital addiction and boost productivity.

Year	Free Users	Paid Users (5%)	Enterprise Users	Revenue (\$M)
Year1	100,000	5,000	2,000	\$1.2M
Year2	500,000	25,000	10,000	\$6.8M
Year3	2M	100,000	50,000	\$25M+



## ***Market Opportunity:***



## **Rising need for AI driven Solution:**

- There are **4.9 billion** internet users globally, with **210M** estimated to suffer from digital addiction.
- Adults aged 25-40 face significant challenges with digital addiction. Studies show that 37% in this age group report feeling addicted to social media. This demographic struggles to balance professional and personal life, often relying heavily on digital platforms.

## **Competitor Analysis:**

- Traditional App Blockers (e.g., Freedom, Forest)  
→ Too passive.
- AI Chatbots (e.g., Woebot) → Mental health focus, not habit intervention.

# Break-even Analysis:

Break-Even Fixed Costs Breakdown		
S.NO	Category	Cost(\$)
1	AI Model Development	500,000
2	Cloud & Server Costs	150,000
3	Marketing & User Acquisition	200,000
4	Salaries (Development & Support)	400,000

## How much initial funding:

- The break-even point for the AI-driven app Detox Dial is approximately 33,758 paid users on an annual subscription of \$49.99 per user. This means the app needs to acquire at least 33,758 paying users to cover its fixed and variable costs before turning a profit.



## ***Future Implementation:***

- Conversational AI.
- Notifications can be improved based on user data.
- Multiple Persona's.
- Custom Voice Cloning.
- Reward system (streaks, badges or anything).







## *Team Detox Dial 😊*



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***Thank you!***