

# KeyEZ

*ease*

Unlocks the beauty of Khmer script  
with KeyEZ

**Presented by:** AstroAI



# PROBLEM

## The loss of our language Identity

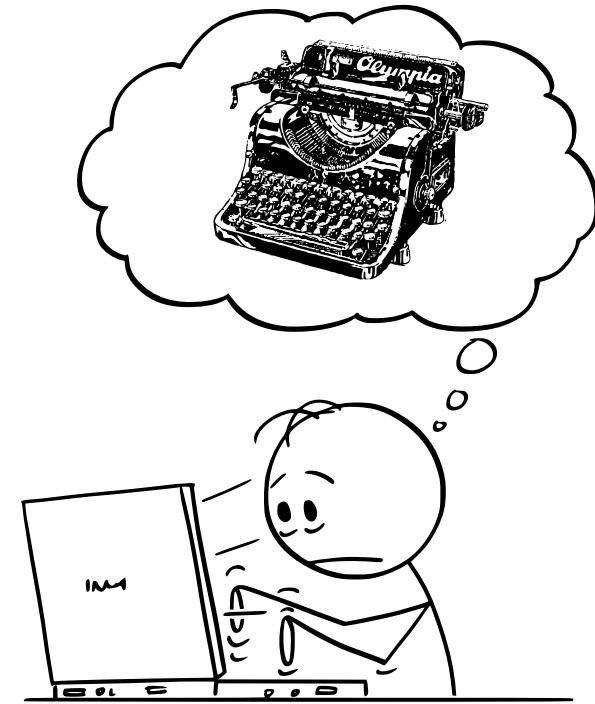
### Increased in SingKhmer

Hello guy! Nh mean rg jg yy nh skol mnus mneak yu hx hx nh kor sl him hx jab pderm jg ban him  
klang pel nhae him tbong kor merl dg tha him mnus jrerk mix dl tea doysa sl pek kit tha pel ban ke hx  
ach kae him ban hx kor ban him tver ss hx puk yg kor jrol jrus jmuy knea jrern dong dl hx tea him jea  
mnus bros him mean jrerk ngrk ngor khg rk rg doc mnus srey chlus knea Imom Imom ber nh ort janh  
him kor puk yg ort ban trv knea venh dl pel chlus mdg mdg him yy peak tha jg rk kdey sok bos him  
min men jg teh tea chlus knea rol dong kmean ey krav pi nh jg oy him kae rg sh drama hx note  
drama penh fb teh pel chlus knea nh kron tah jg oy him dg komhos hx rg klas nh ort ban tver ey sos  
him yy tha nh tver tam jit klun eng ort yol pi him nh khos krob pel hx nh jg sur b o tha ber puk yg jrol  
jrus jmuy knea hx him ort ach kae derm bei yg ban hx pel klas ke jg jenh pi yg tt yg kur tver mix tea  
pel ort chlus knea him kor sl nh dl rg klas kor tver ey tam jit yg dl tea kron tah jg dg tha yg kur btor  
ahrom dl kg jmuy knea jrern dong hx chlus knea ke denh yg oy jenh pi ke jun kal ke som bek  
ke yy tha ke jg rk kdey sok BoS ke nh jit ort dac cus mnus sl klang hx nerk see memories laor  
ke jrern tea rol ngai pibak jit tah rg dl ke jea mnus bros ke jg jnaes hx ke jes tah yy peak bek  
e krob pel hx nh jea mnus srey tam tro ke klangg hx tam p'korb jit ke tt tea ke tha nh joo!!  
vwnat so should I do b o???



# MARKET SURVEYS/INTERVIEWS

## User persona & pain points



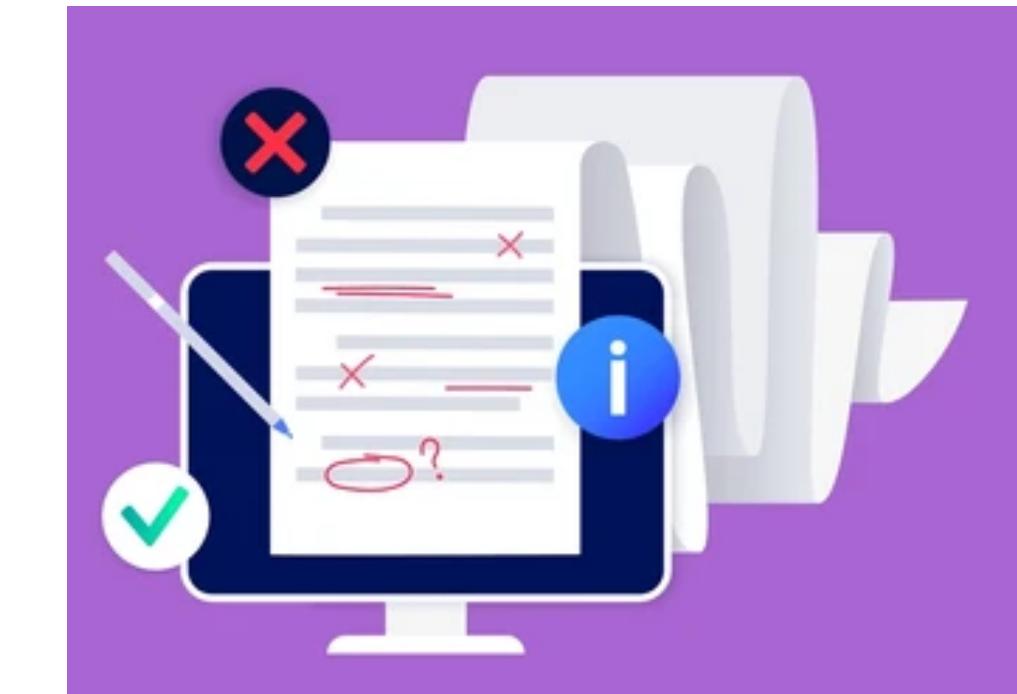
### Complexity of Khmer script

I find it difficult to find ស្រែ៖ and ព្យូរេះ of Khmer script (**12 respondent**)



### Khmer keyboard is time consuming

SingKhmer comes with english alphabet, I'm more used to it (**38 respondent**)



### Spelling and Grammatical errors

For professional uses, spelling & grammar can be hard to revise (**5 respondent**)

# SOLUTION

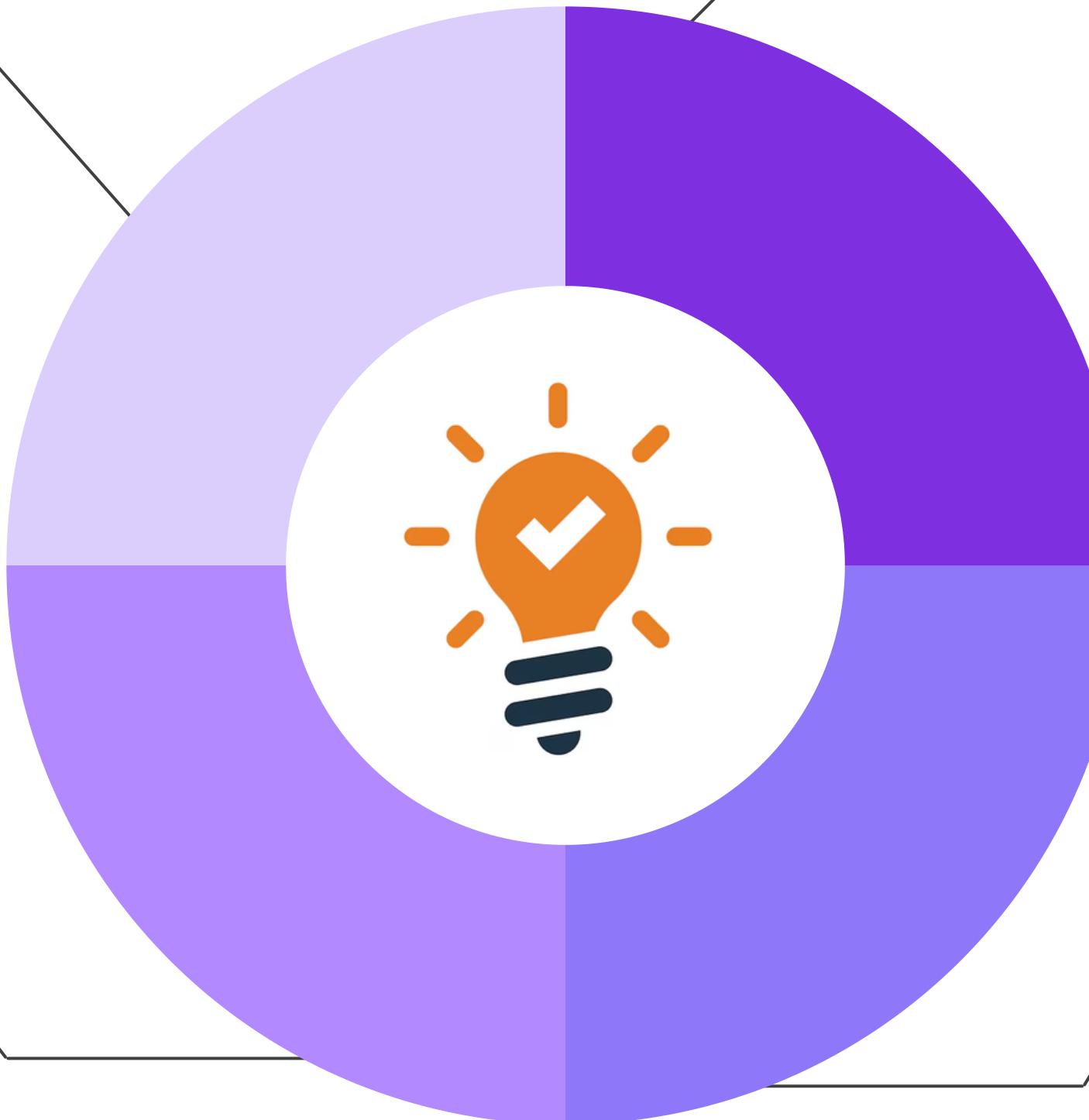
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Easier to use  
Khmer script

Faster way to revise  
vocabulary &  
grammatical errors

Replace SingKhmer  
with Khmer script

Promote Khmer  
Language identity



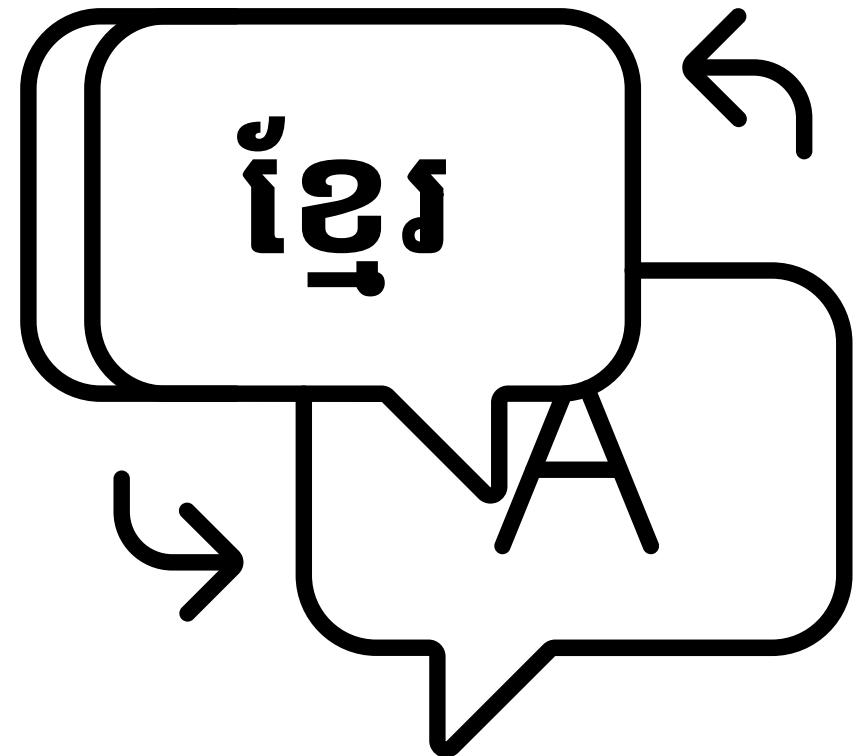
# SOLUTION

## KeyEZ

a smart AI-powered keyboard that make your typing faster with Khmer characters,  
supported with Khmer **grammar** and **Vocabulary Correction**



# CORE FEATURES



Singkhmer to khmer  
Translation



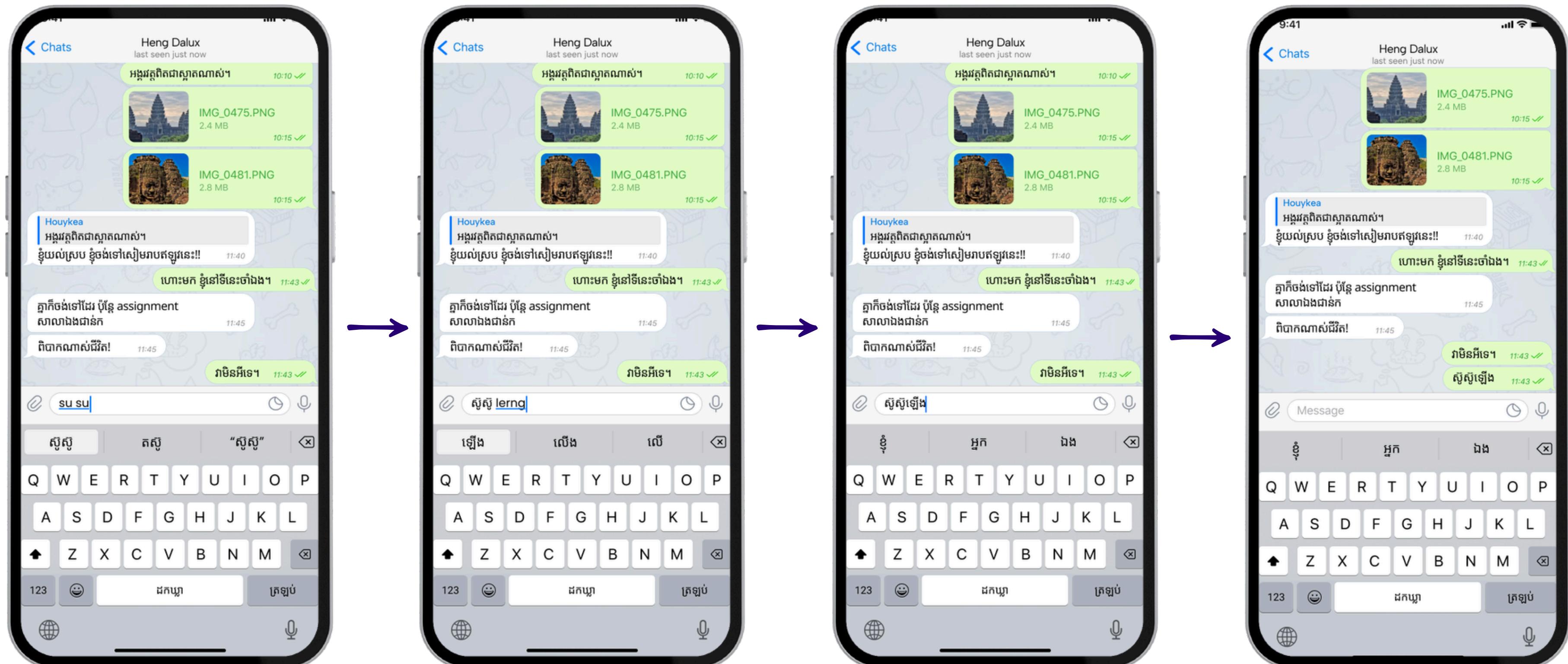
Hand-Writing canvas



Khmer grammar &  
vocabulary checker

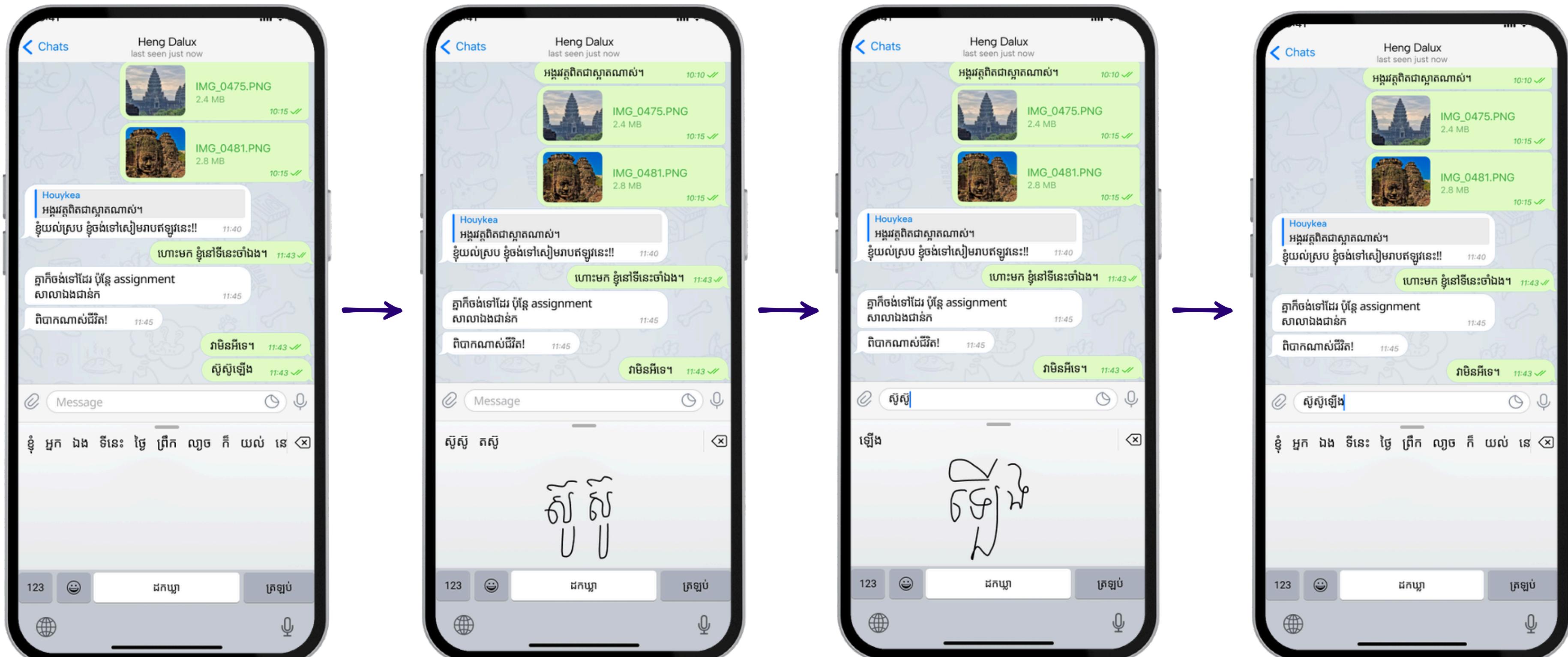
# HOW IT WORKS/Prototype

# SingKhmer to Khmer Script translation



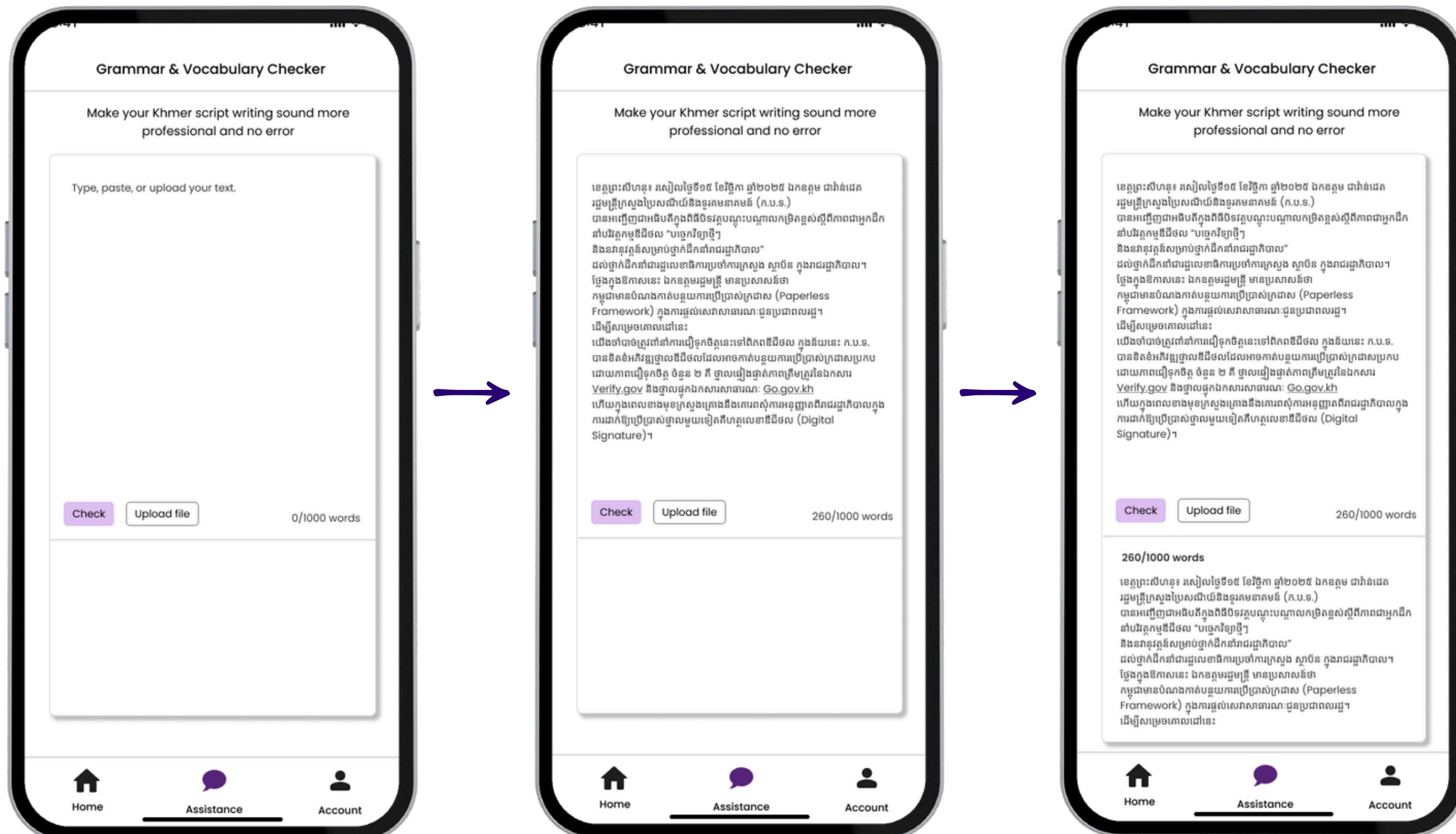
# HOW IT WORKS/Prototype

## Khmer hand-writing canvas



# HOW IT WORKS/Prototype

# Khmer grammar & vocabulary checker



# TARGET AUDIENCE



## Khmer Script user

(University students, Professional Khmer script users)



Ages: 16 - 50



Phnom Penh city, Cambodia

## IFL lecturer



### ▪ Key Demographics:

Occupation: Lecturer of Institute of Foreign Languages (IFL)

Geography: Phnom Penh (urban area)

Age: 50-53 years old

### ▪ Behaviors:

Uses Khmer script for professional uses daily, which include doing report, journal, articles, and thesis.

### ▪ Challenges:

- Revise the articles or reports again
- Time-consuming, long, grammatical and vocabulary errors
- Seek for help with article revision

# COMPETITOR ANALYSIS

Product	Transliteration	Handwriting Recognition	Grammar/Suggestions	Platforms
 KeyEZ				Android, iOS, Extension
 Kakvei				Web interface
 Lingvanex				Web/Desktop (API)
 Gboard				Android, iOS

# MVP TESTING

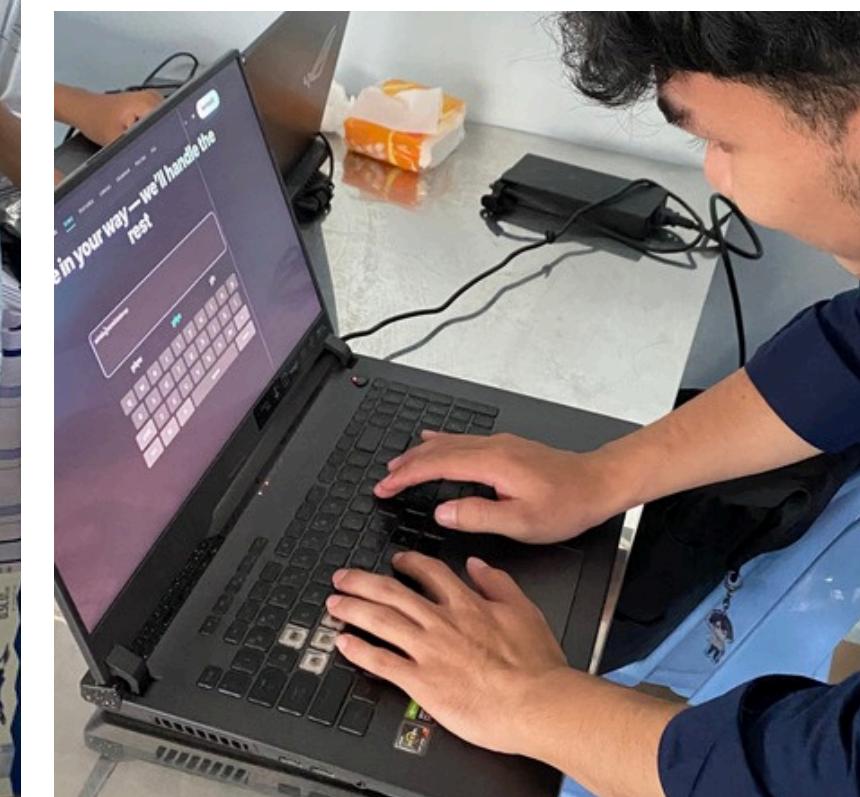
## Feedbacks:

- makes typing much faster and easier than using a traditional Khmer keyboard
- helps strengthen Khmer as a high-resource language.
- continue the development and make it happen

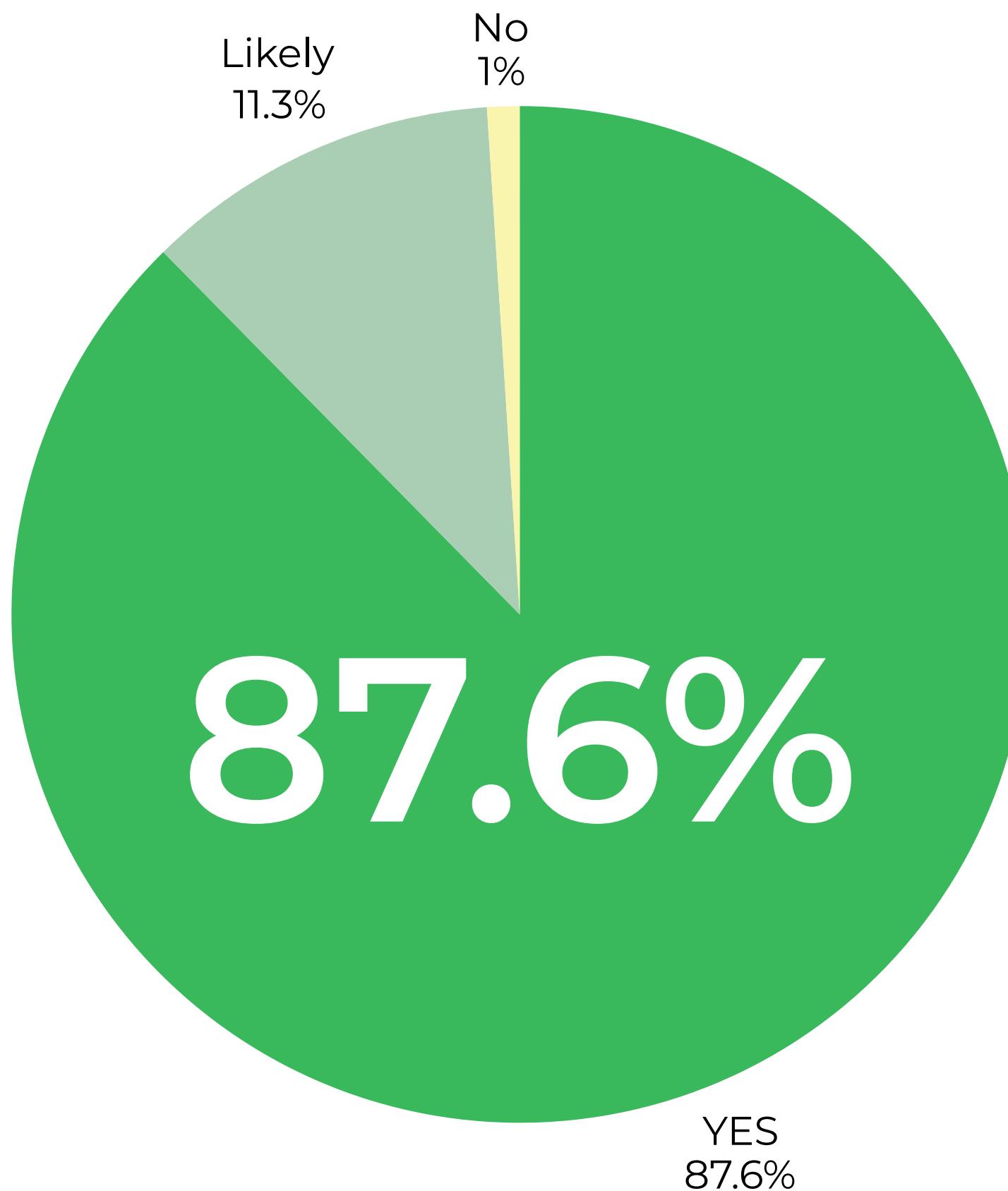


AUPP Professor, School of Digital Technologies

Professor & Students of Institute of Technology  
Cambodia ITC



# TRACTION



Are they willing to use it?

**YES!**

# BUSINESS ROADMAP

Q3 / 2025

Q4 / 2025

Q1 - Q2 / 2026

Q3 - Q4 /2026

## Idea & market research stage

- Tackle the right problem and solution
- Conducting market research
- Interviews and surveys
- Model evaluation
- Collecting dataset
- Model Training

## MVP Stage

- Initial funding
- Building prototype
- MVP Stage
- feedback and test with target audiences
- deepen Market research
- collecting dataset (60%)
- enhance user experience

## Launch to market

- Testing and seeking feedback
- Launch within January 2026
- Seek for partnership
- Seek for funding
- Expand market in Phnom Penh
- Promote within education field and universities

## Market Expansion

- Expand broader market in Phnom Penh
- Reaching professional uses
- Meet our break-even point
- Upgrade or add more feature

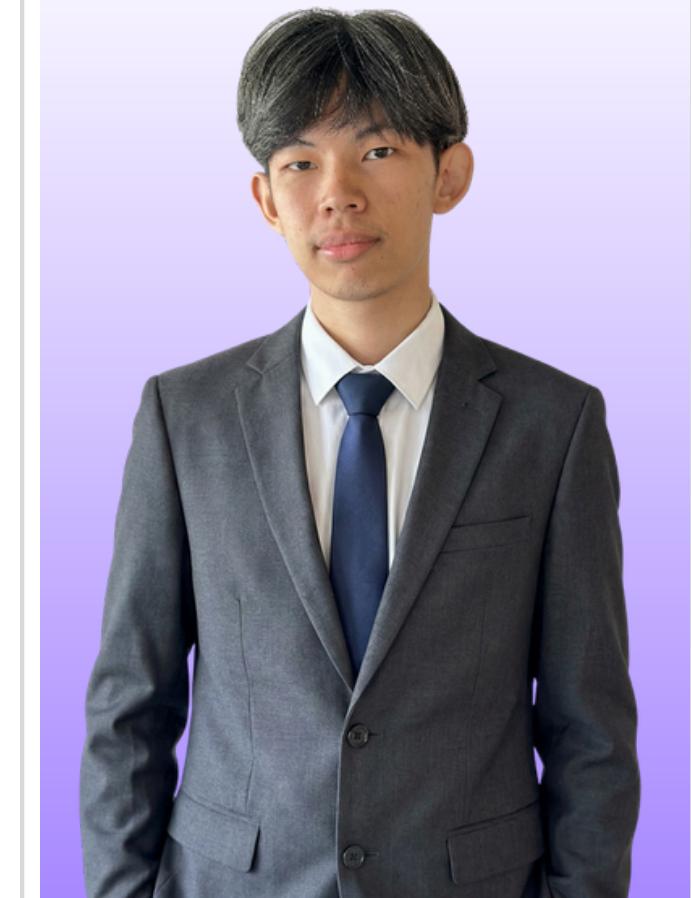
# ASTROAI TEAM



**Heng Menghong**

**Business Development Specialist**

- Market Research
- Partnership Development
- User Acquisition & Outreach



**Heng Dalux**

**Business Management**

- Business model
- Communicate across the team between technical and non-technical



**Lim Houykea**

**Team Lead, Fullstack developer**

- Project Management
- Web Development
- Task Manager
- Workflow Coordination



**Chou Kosol**

**Software engineer**

- Web Development
- AI Engineering
- Data Analyst



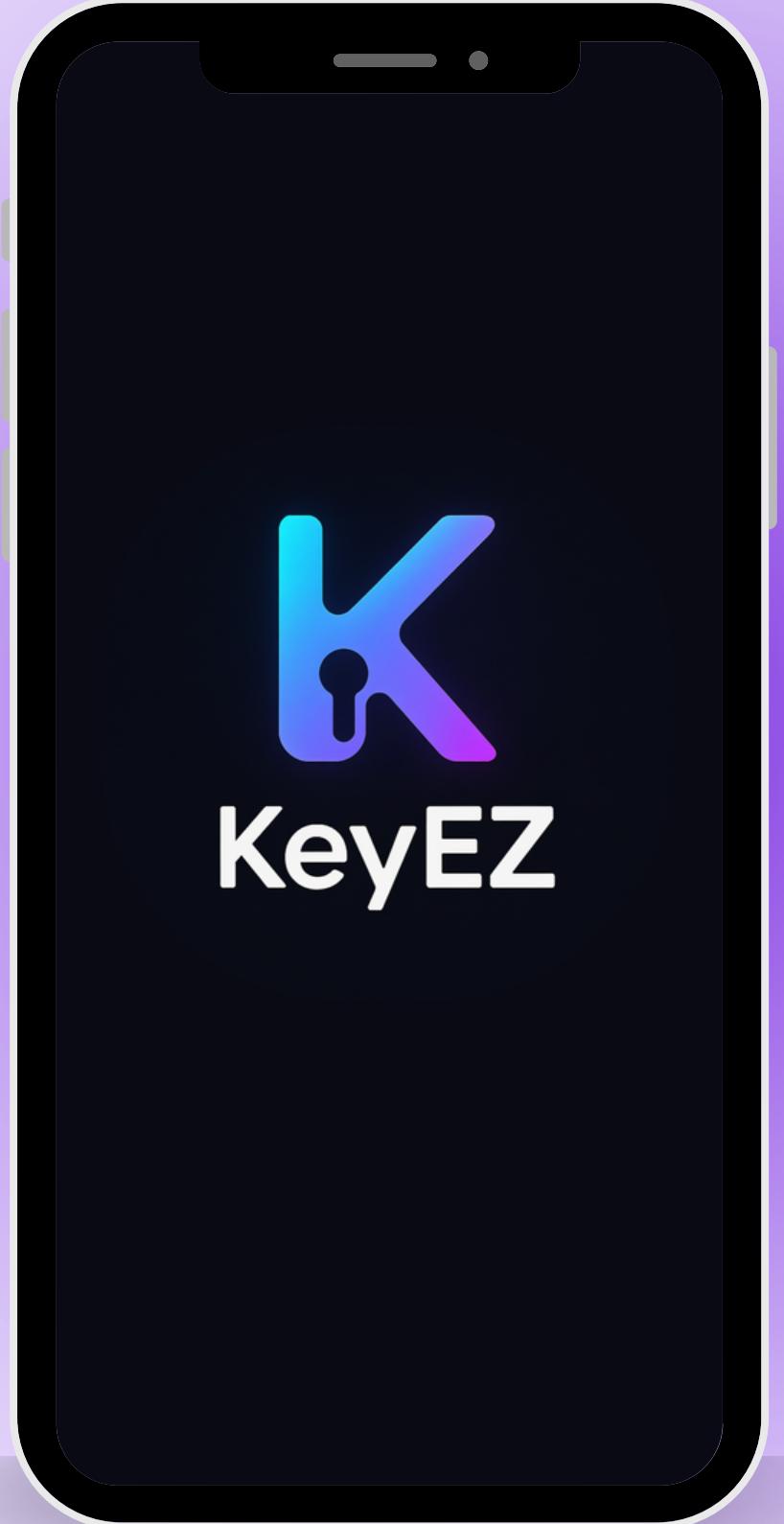
**Heam Visal**

**AI/Machine Learning Specialist**

- Developing AI Model
- Dataset collection

# Join us in transforming Khmer language education in Cambodia.

We need funding, resources, feedback, and Guidance support on business model for further growth



With AstroAI, we promote and preserve Khmer identity

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# APPENDIX

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# REVENUE STREAM

## FREEMIUM

- SingKhmer to Khmer script keyboard
- Khmer Hand-writing canvas
- Check grammar with limited characters usage (max 1,000 words)

FREE



## PREMIUM

- Access to all Freemium features
- Grammar checking integrate in keyboard
- Unlimited Grammar checking

1.50\$/MONTHS

## LICENSE & API KEY

- SingKhmer to Khmer script keyboard
- Khmer Hand-writing canvas
- Check grammar with limited characters usage (max 1,000 words)

CONTACT

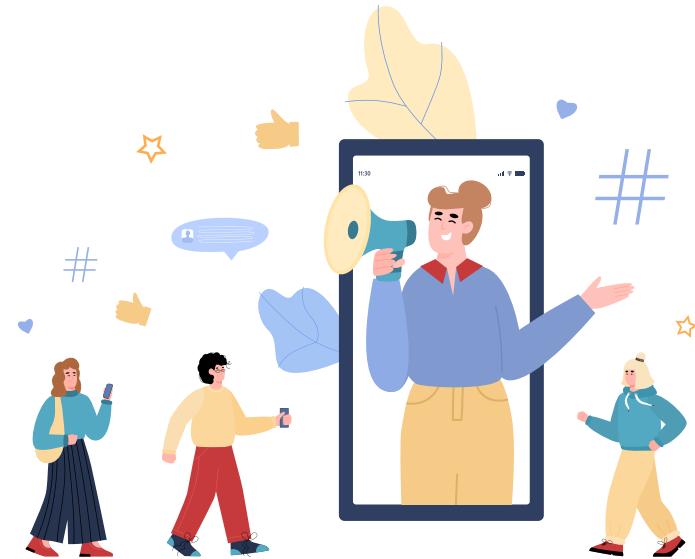
# GO-TO MARKET STRATEGIES

## Freemium On-Ramp



Attract a mass of users with a free, high-quality Khmer keyboard, then upsell advanced features

## Social & Influencer-Driven



Reach Gen Z where they are—TikTok (~93%) and Facebook (~97%)—with viral content and influencer campaigns.

## Education Alignment



Promote KeyEZ as a cultural and educational tool. Build grassroots momentum through schools, NGOs, and tech events.

# GO-TO-MARKET STRATEGIES

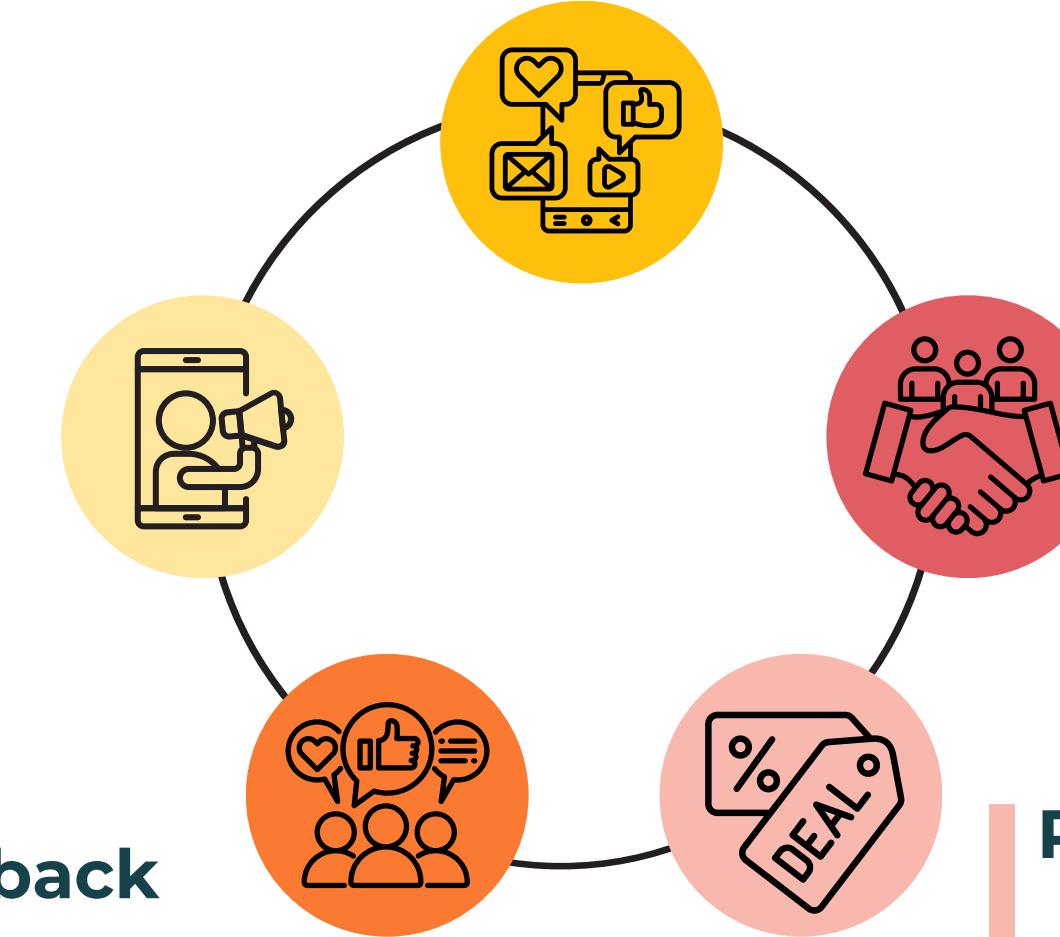
**Goal:** Achieve more than 10K customers and \$20K revenue in 1 year

## Digital Marketing Platform

- Facebook & TikTok posts, videos, and ads
- Boost posts to reach more customers

## Influencer Marketing

- Collaborate with cooking influencers  
Provide free Eco Charcoal for promotion in their videos



## Customer Engagement & Feedback

- Collect customer feedback & video reviews to improve marketing

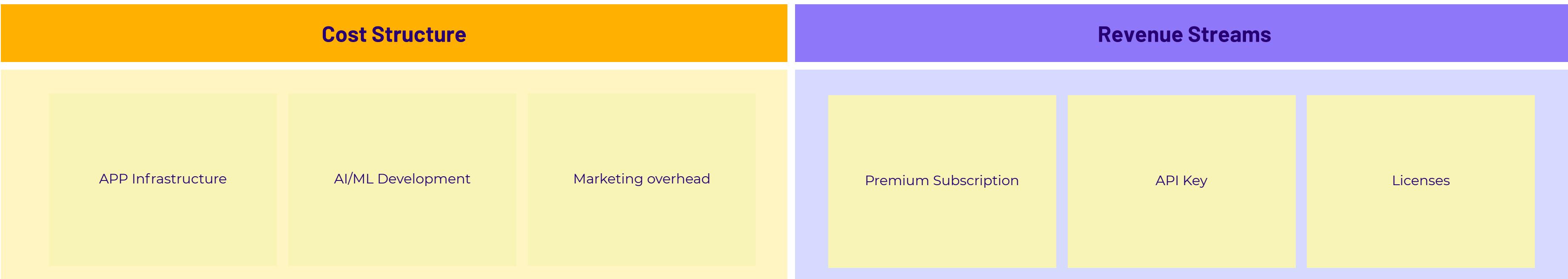
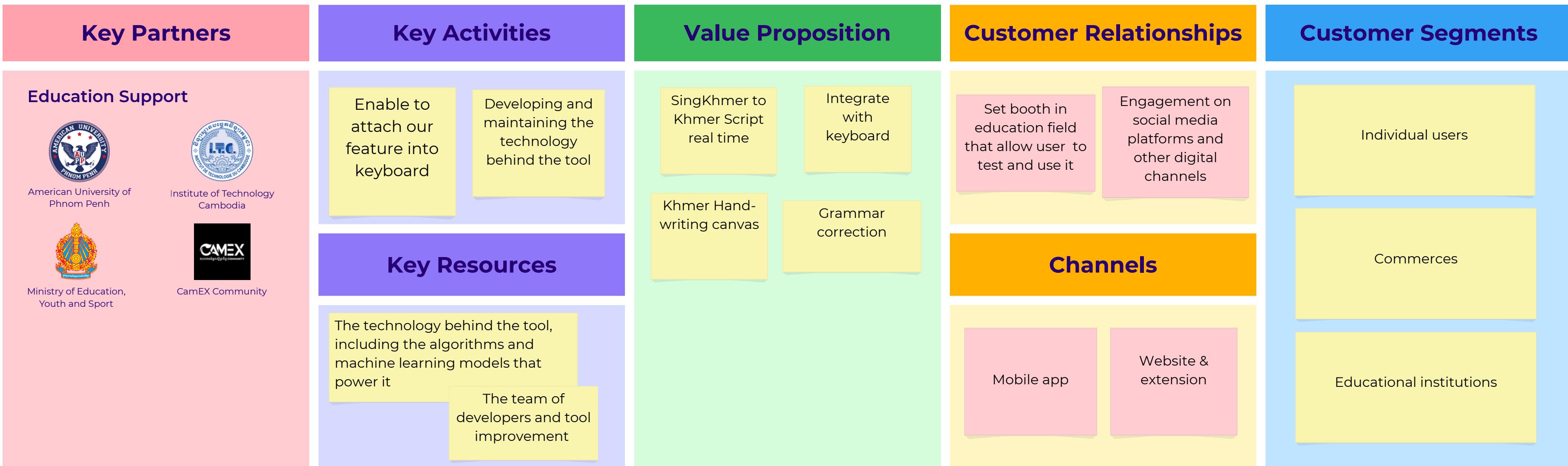
## Direct B2B Partnerships

- Sell at markets, street food areas & events
- Partner with supermarkets & small distributors

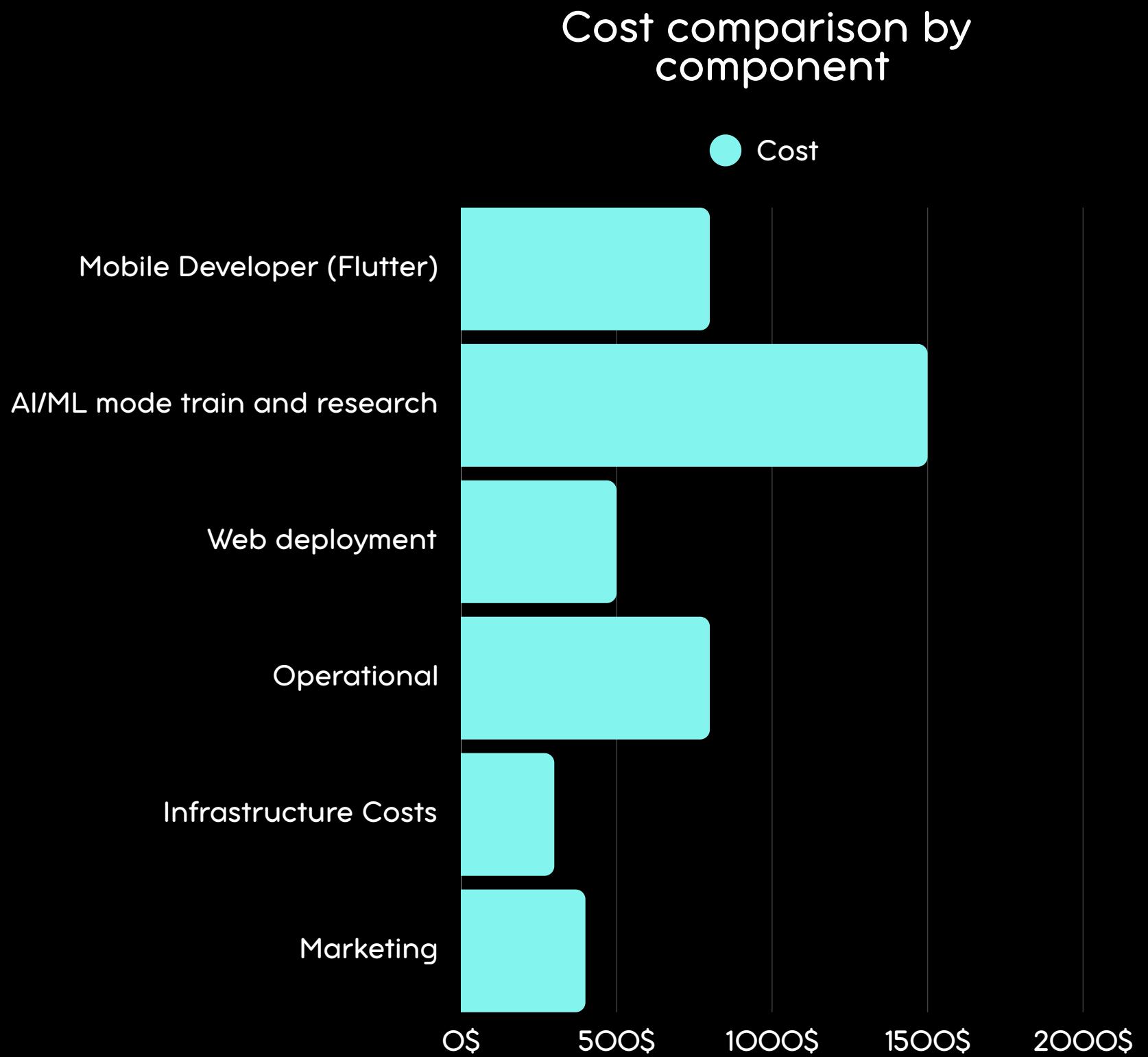
## Promotions & Deals

- Wholesale & bundle deals
- Seasonal discounts (Khmer New Year, Water Festival)

# BUSINESS MODEL CANVAS



# COST STRUCTURE



Mobile Developer (Flutter)	800-1000\$
AI/ML model train and research	1500\$
Web deployment	500\$
Operational	800\$
Infrastructure Costs	300-400\$
Marketing	300-500\$
<b>Total Overhead cost</b>	<b>4800\$</b>