



keyEZ

ease

Unlocks the beauty of Khmer script
with KeyEZ

Presented by: AstroAI



PROBLEM

The loss of our language Identity

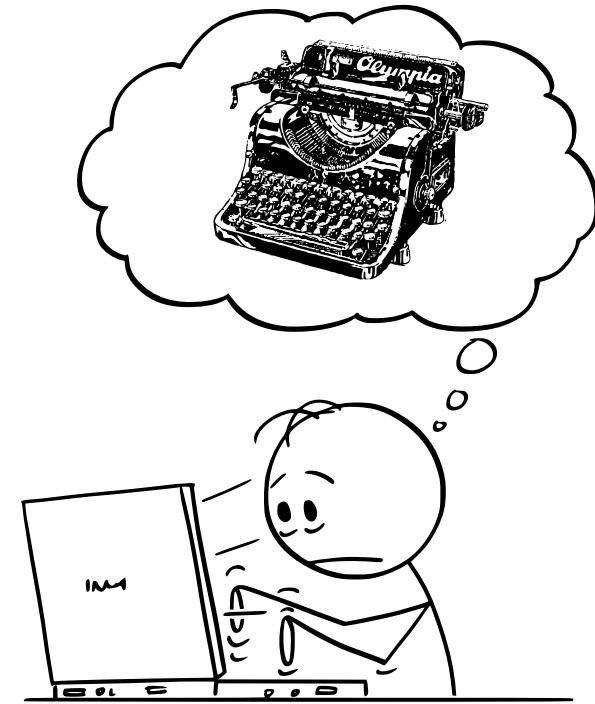
Increased in SingKhmer

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!!
What should I do b o???



MARKET SURVEYS/INTERVIEWS

User persona & pain points



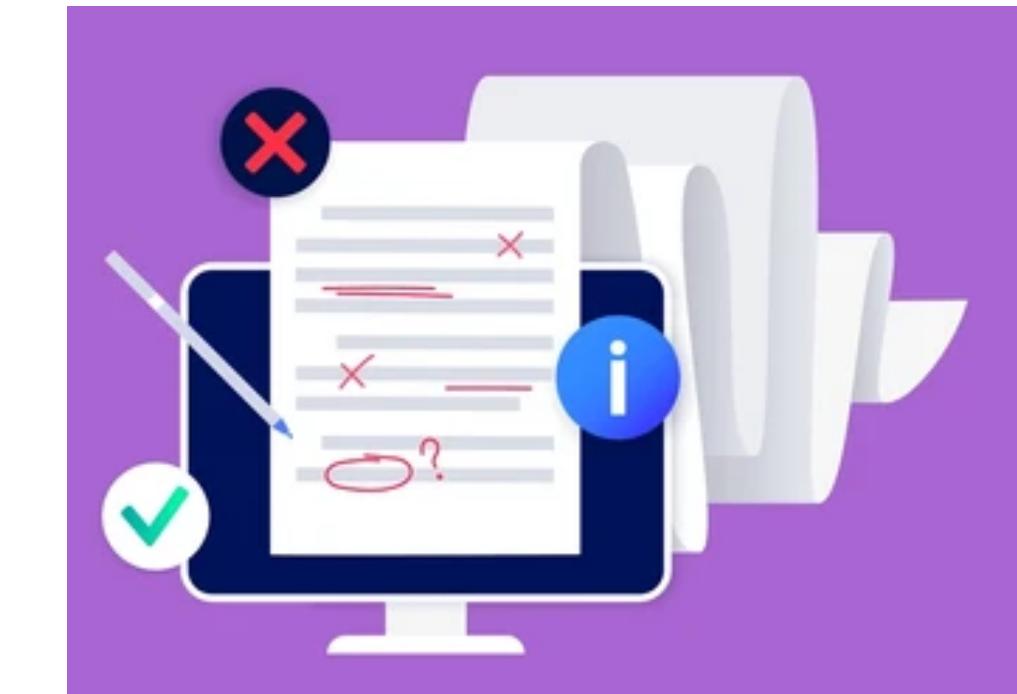
Complexity of Khmer script

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**)

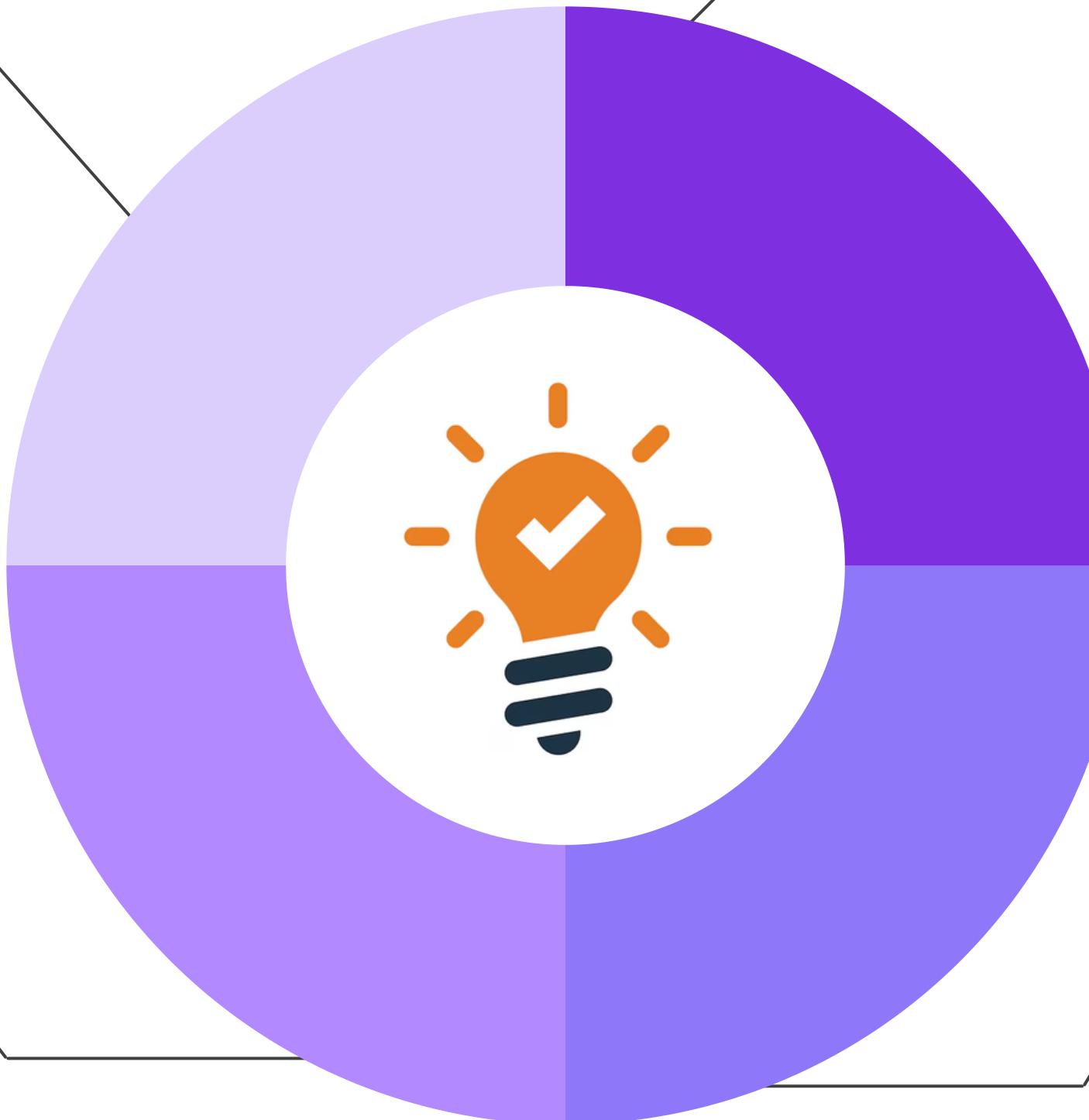
SOLUTION

Easier to use
Khmer script

Faster way to revise
vocabulary &
grammatical errors

Replace SingKhmer
with Khmer script

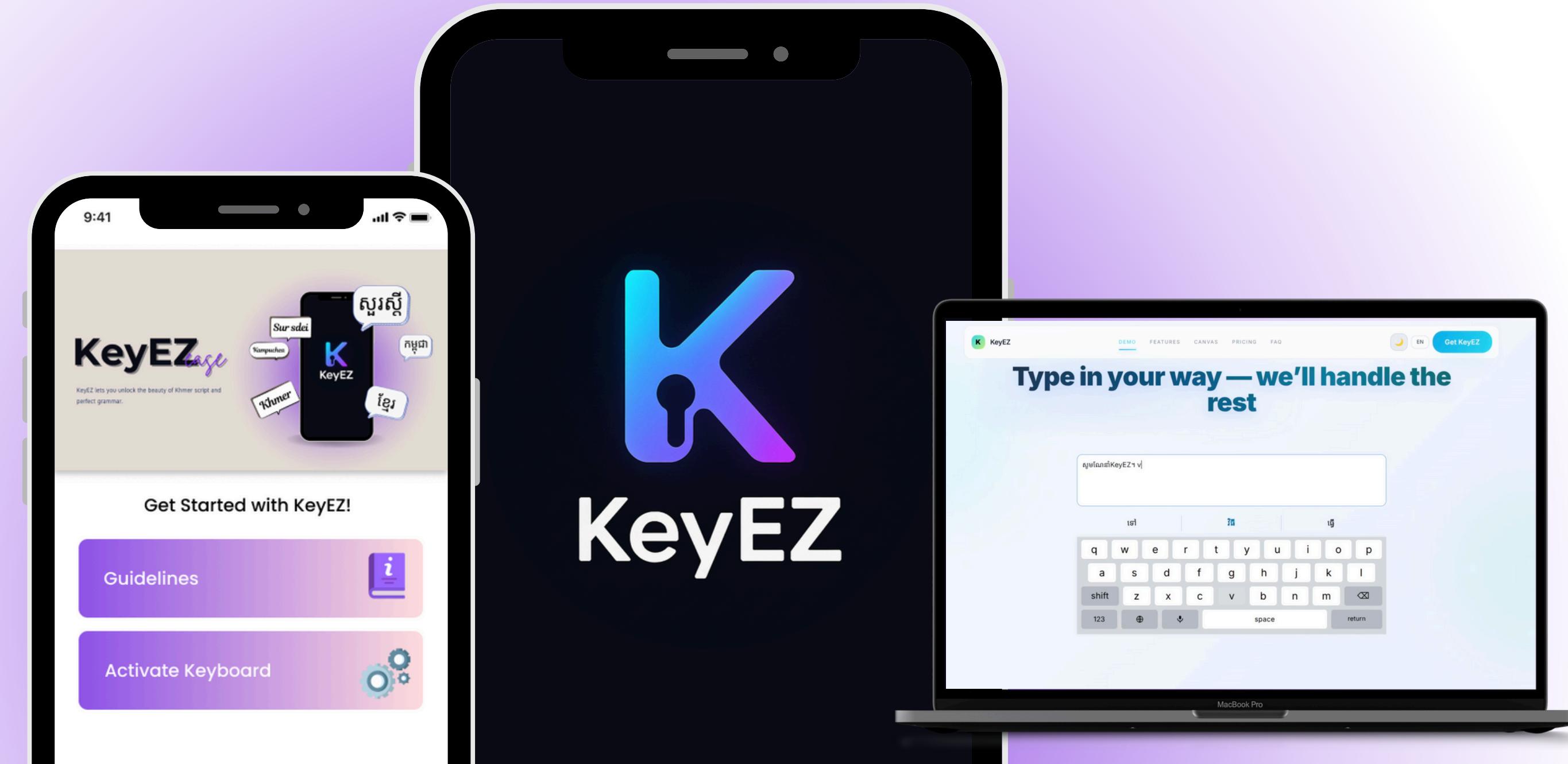
Promote Khmer
Language identity



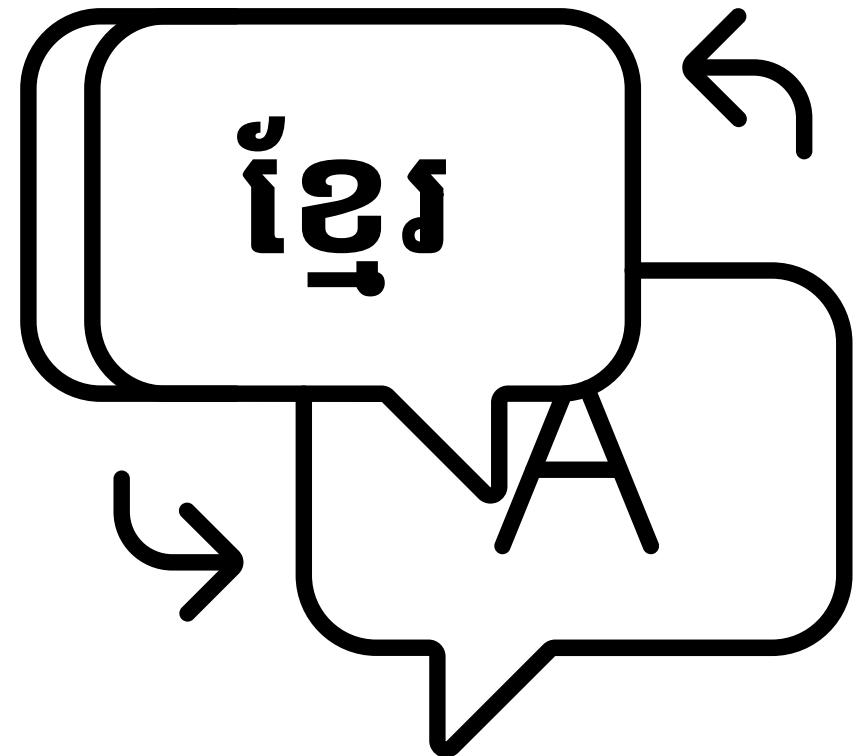
SOLUTION

KeyEZ

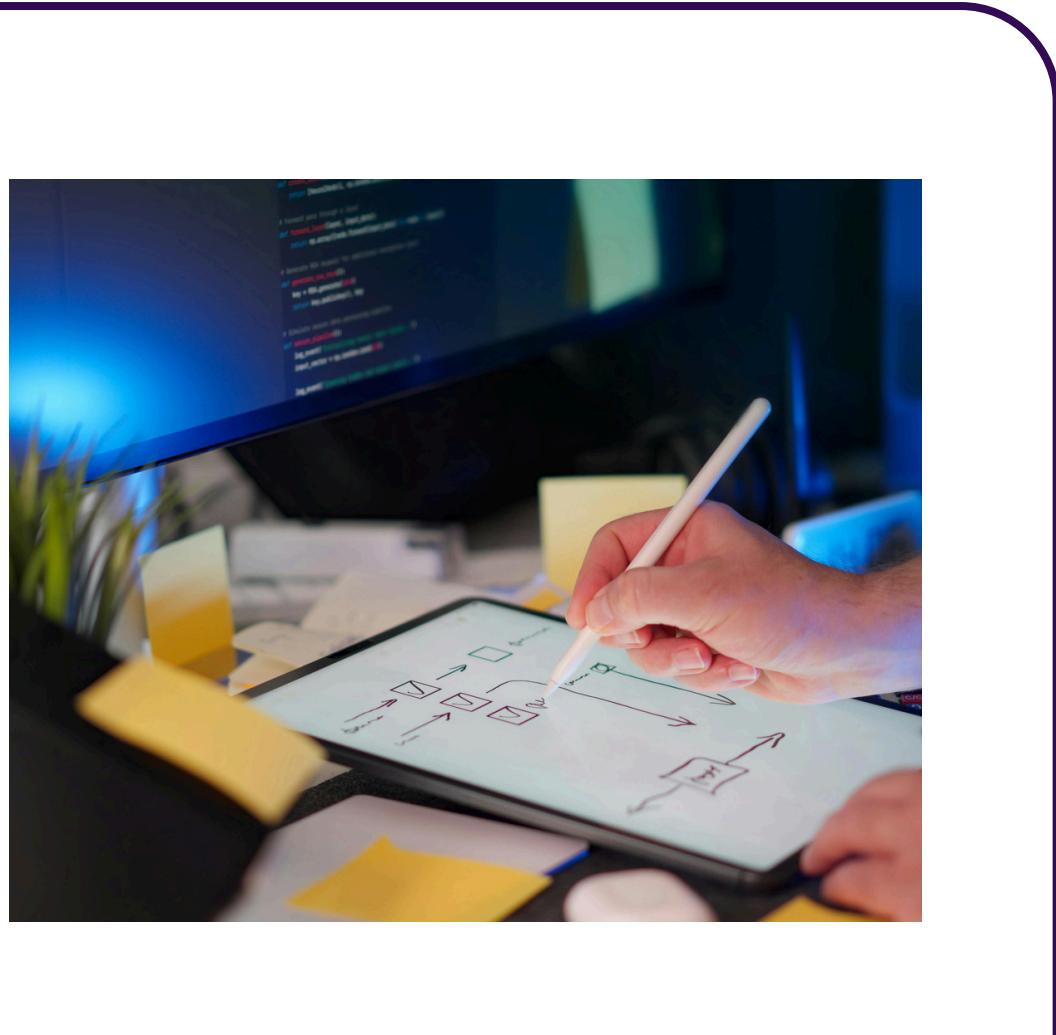
A smart application that make your typing faster with Khmer characters, supported with Khmer **grammar** and **Vocabulary Correction**



CORE FEATURES



Singkhmer to khmer
Translation



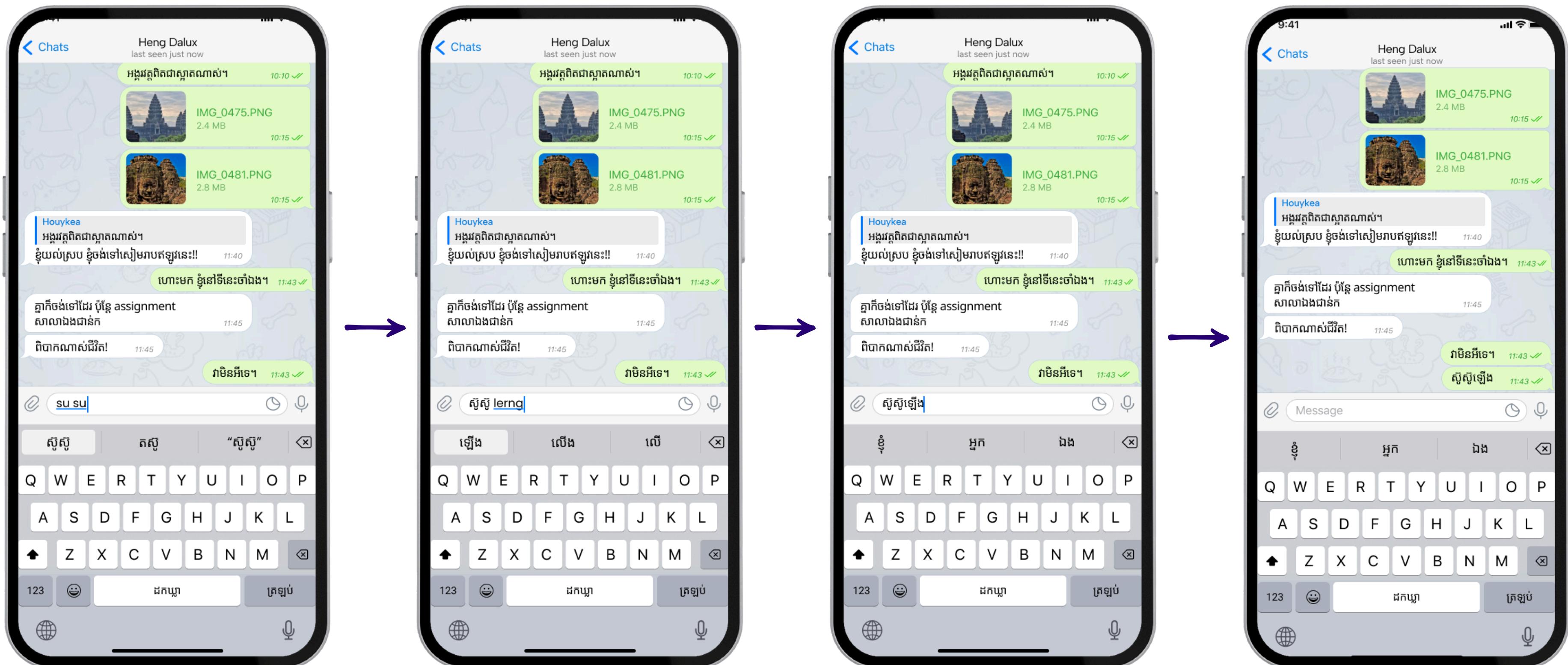
Khmer spelling
checker



Khmer grammar
checker

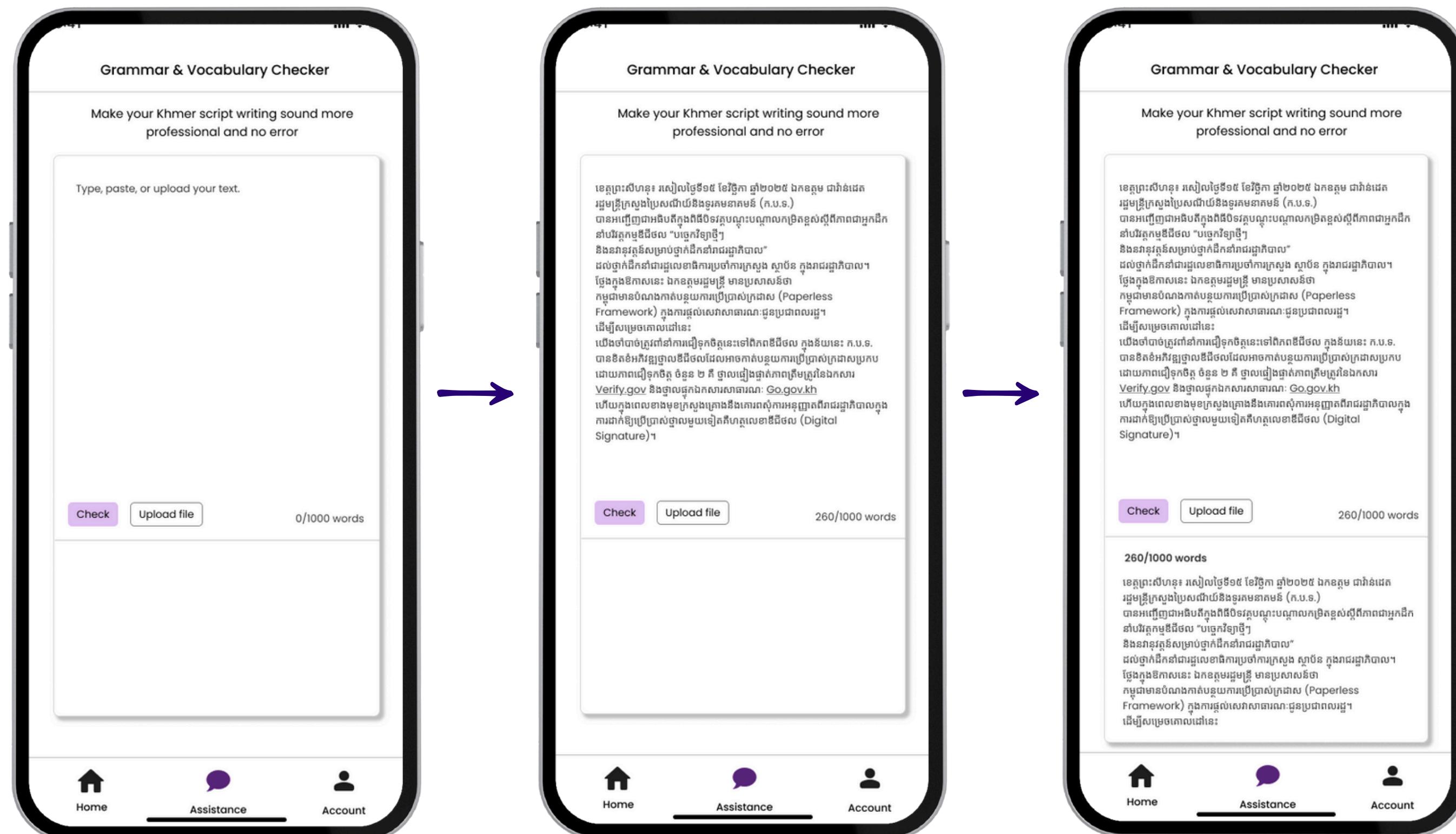
HOW IT WORKS/Prototype

SingKhmer to Khmer Script translation



HOW IT WORKS/Prototype

Khmer grammar & vocabulary checker



TARGET AUDIENCE

Primary Target: Author, Book writer



▪ Key Demographics:

Occupation: Author, Podcast

Geography: Phnom Penh/Remote

Age: 20-35 years old

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Occupation: Author, Podcast

Geography: Phnom Penh/Remote

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▪ Journey:

gather ideas, research, use khmer everyday



▪ Frustrations & Pain Points

- Revise the book or reports again, research on topic that we want (since it's professional) | អត្ថរវិធុត្ត យ៉ាងៗ
- Time-consuming, long, grammatical and vocabulary errors
- Seek for help with article revision, sometimes hires some specialist

▪ Resolution:

TARGET AUDIENCE

Secondary Target: lecturer, professor, researcher



▪ Key Demographics:

Occupation: Lecturer of Institute of Foreign Languages (IFL)

Geography: Phnom Penh (urban area)

Age: 50-53 years old

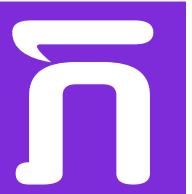
▪ Behaviors:

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	Khmer Spelling Check	Grammar/Suggestions	Platforms
 KeyEZ				Android, iOS, Extension
 Kakvei				Web interface
 khmerlang				Web/Desktop/Mobile Application

MVP TESTING

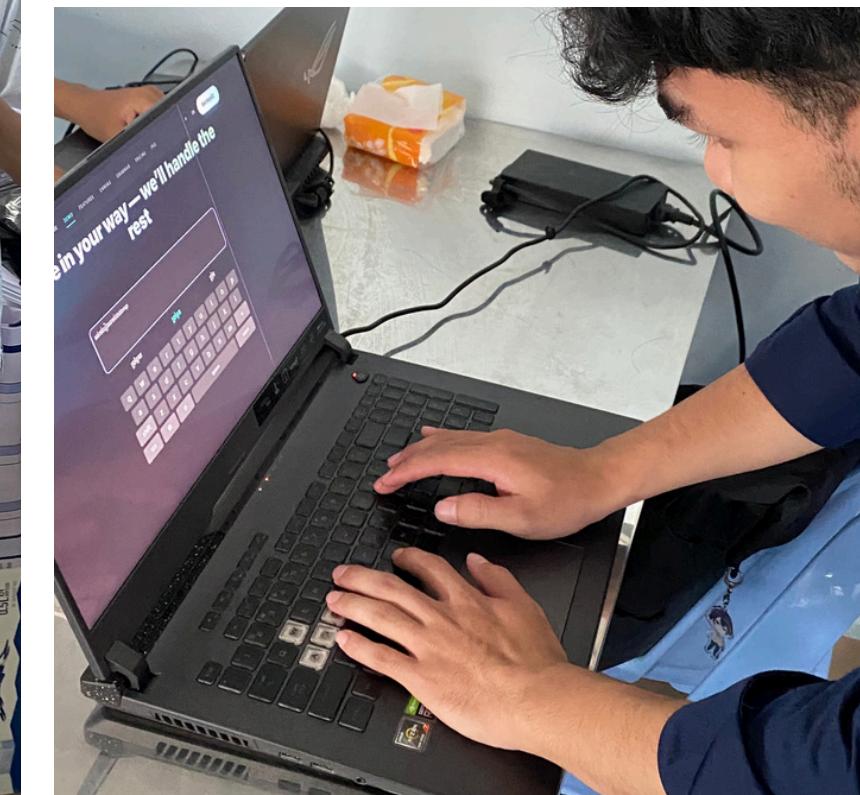
Feedbacks:

- 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



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/Beta testing

- 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

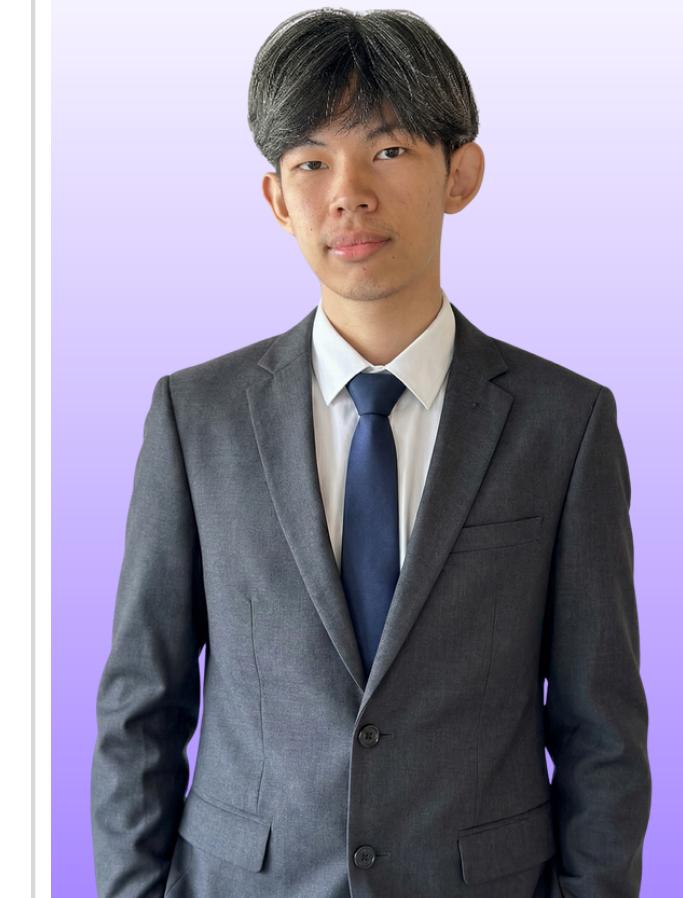
ASTROAI TEAM



Heng Menghong

Business Development Specialist

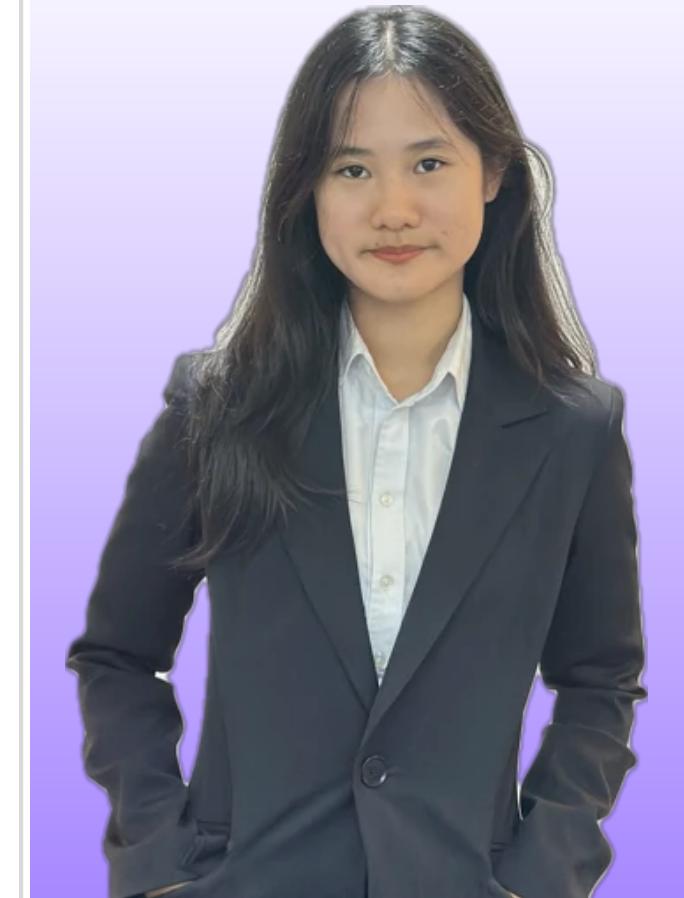
- Market Research
- Partnership Development
- User Acquisition & Outreach



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



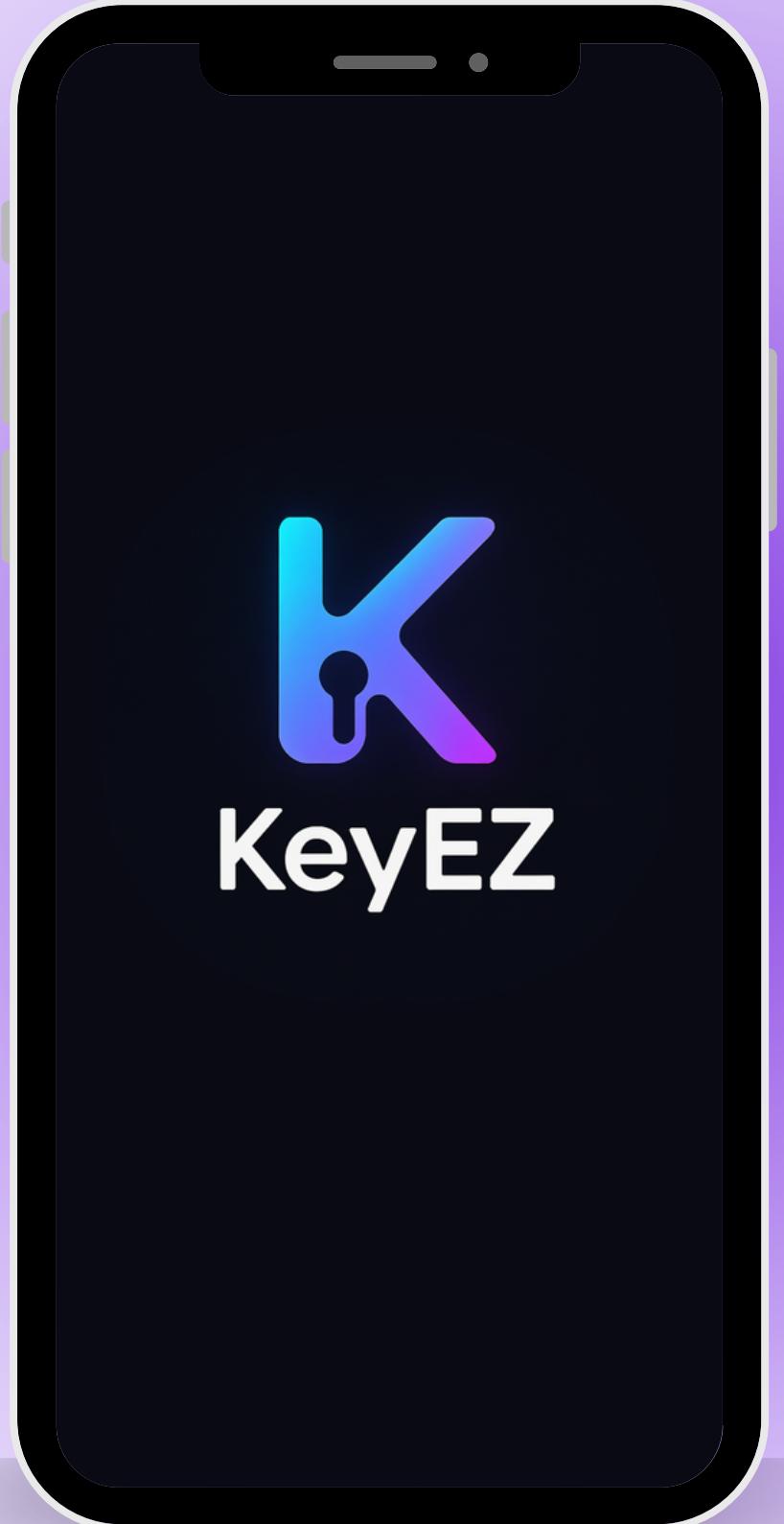
Heam Visal

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

APPENDIX

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
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- Check grammar with limited characters usage (max 1,000 words)

CONTACT

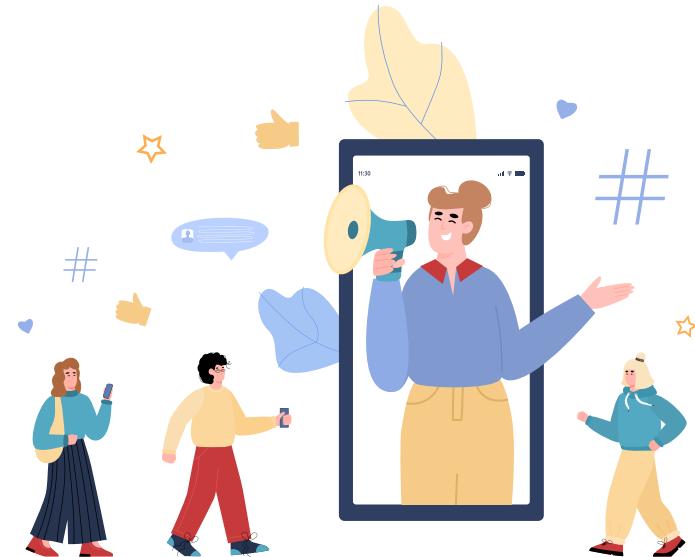
GO-TO MARKET STRATEGIES

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

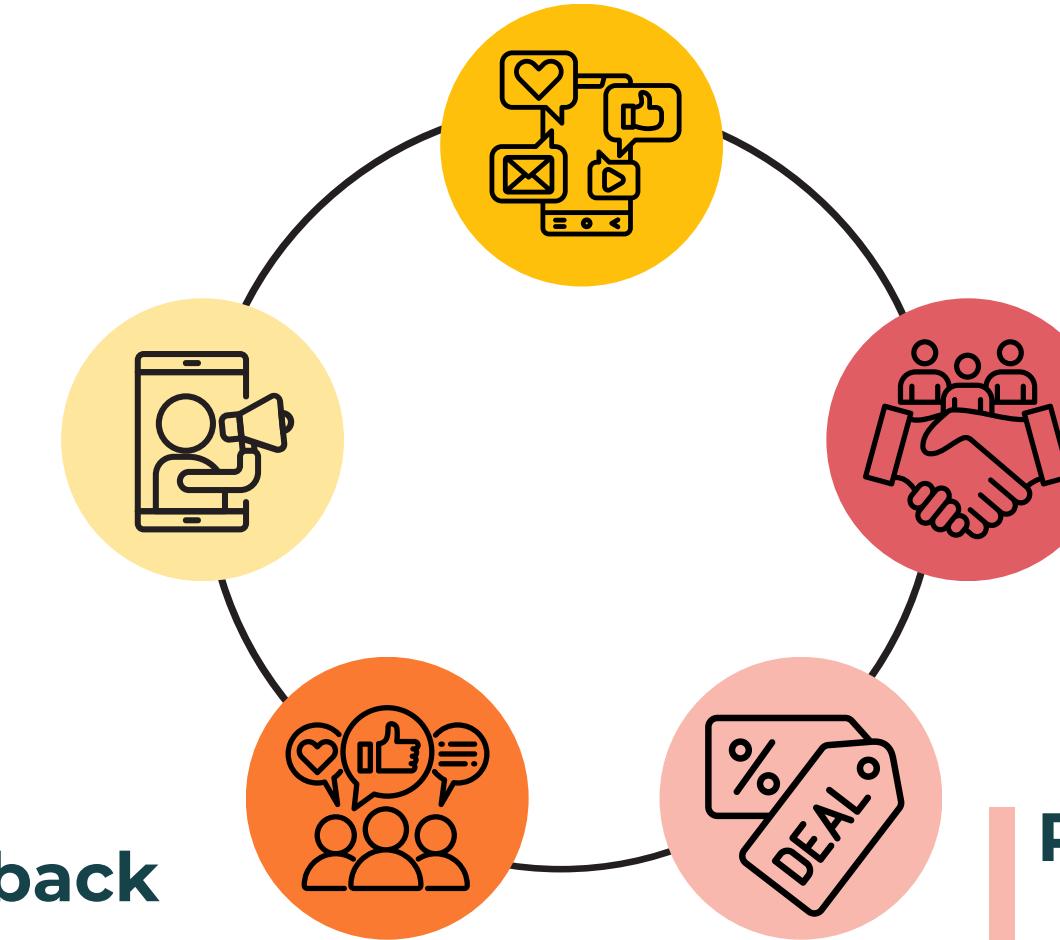
Goal: Achieve more than 10K customers and \$20K revenue in 1 year

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

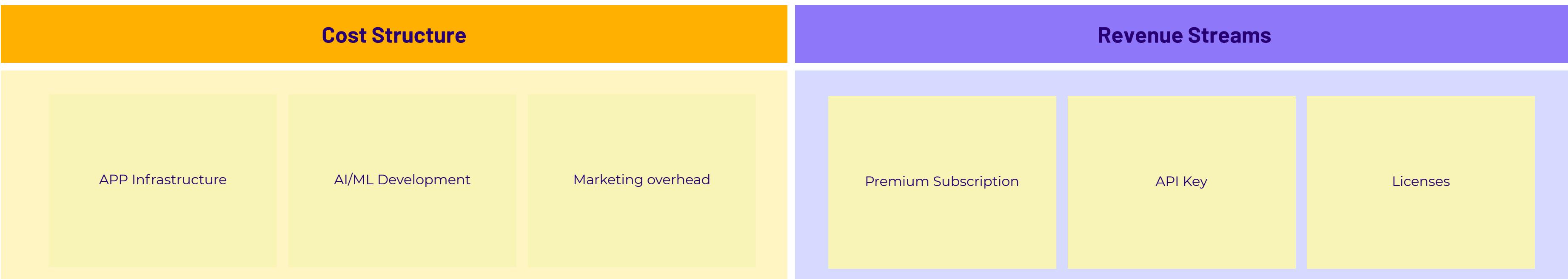
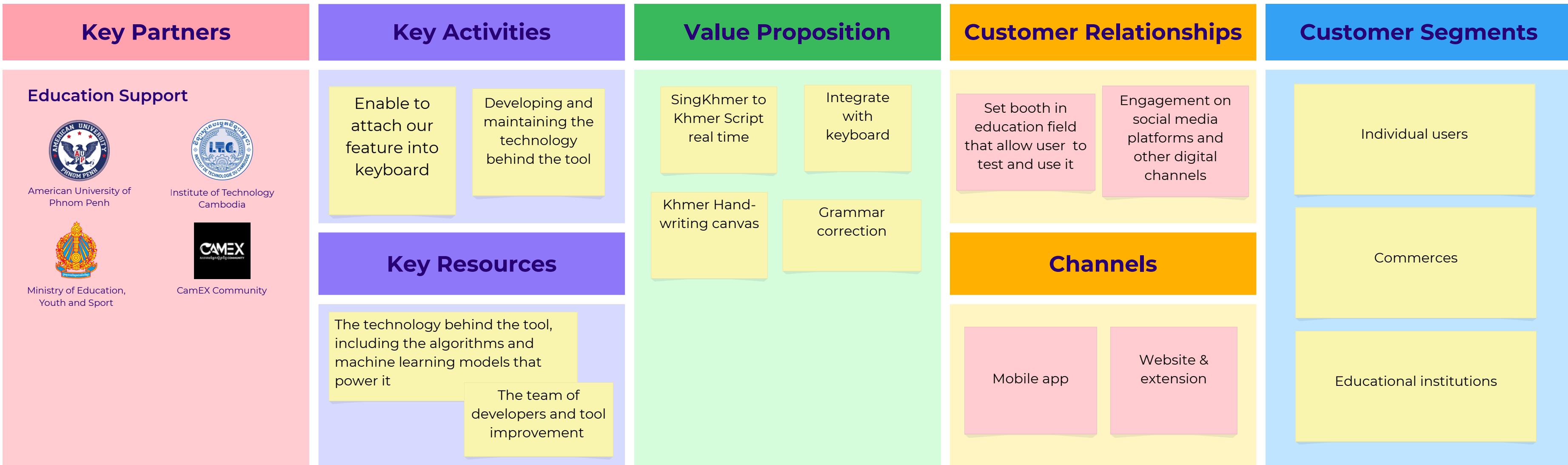
Direct B2B Partnerships

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

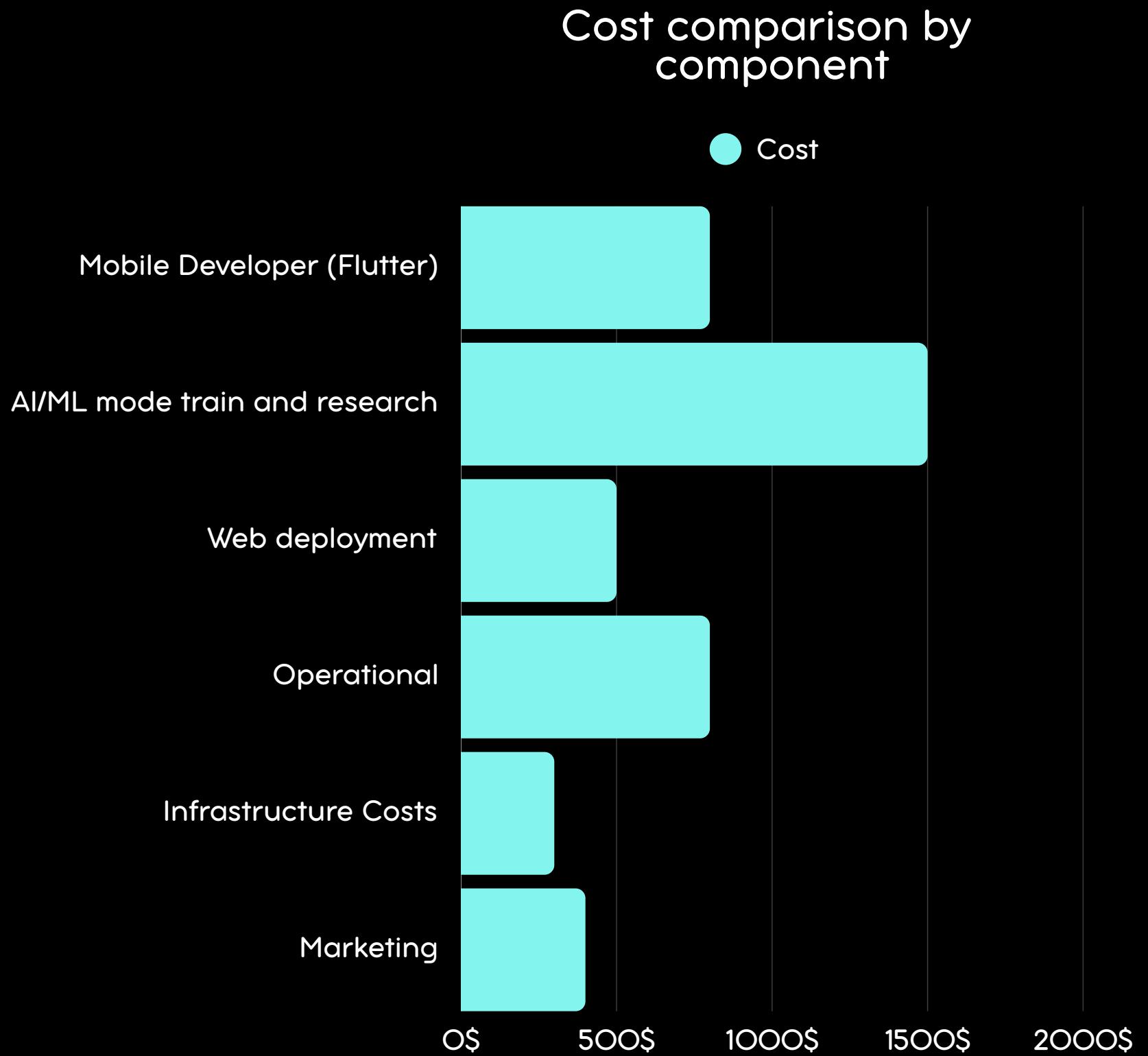
Promotions & Deals

- 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\$
Total Overhead cost	4800\$