//notes:

[Business plan v0.0](https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/business-plan-v0.0-all-sections.html)

[2025\_8IEPMI\_01 - Building the Business Opportunity](https://emlyon.brightspace.com/d2l/le/lessons/312253/units/1313342)

**ELP-new-venture-links**

Fundamentals of New Ventures: ben,

1. [course materials slides](2025_8IFFNV_01%20-%20Fundamentals%20of%20New%20Ventures)
2. [homework loop link](https://loop.cloud.microsoft/p/eyJ3Ijp7InUiOiJodHRwczovL2VtbHlvbi5zaGFyZXBvaW50LmNvbS8%%3D)

The New Ventures Electives:

[Start](https://emlyon.brightspace.com/d2l/le/lessons/312333/topics/1267849): first class

1. Preparing for New Venture deployment: [day1](https://emlyon.brightspace.com/d2l/le/lessons/312239/topics/1307845)
2. Building the Business Opportunity: [Brightspace link](https://emlyon.brightspace.com/d2l/le/lessons/312253/topics/1318966)
3. Demonstrating Viability: [including GTM](https://emlyon.brightspace.com/d2l/le/lessons/312269/topics/1324213)

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# **1. Problem**

## **Introduction: Framing the Problem**

***The Silent Revenue Killer in SMB Hospitality***

In today’s world, digital responsiveness is no longer a “nice-to-have.” It’s expected. Yet for many small and medium-sized businesses (SMBs)—especially in hospitality, tourism, education, and event big management—the reality is very different. Limited by staff bandwidth, outdated workflows, and a lack of tech infrastructure, these businesses struggle to keep up with rising customer expectations.

As part of EMLyon’s Entrepreneurial Leadership Project (ELP), our team at KyoConnectAI took a deep dive into this challenge using frameworks like the ***4Ws Canvas* (**[**link**](https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1223874) **to be inserted),** Problem Statement mapping, and Persona/Interview logs. What we uncovered was not a technology gap, but a human operations bottleneck: repetitive customer inquiries (FAQs) are silently draining time, focus, and revenue from businesses that can least afford it. Why don’t they? What happens as a result? What’s the cost?

//4w link : <https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1223874>

In our case, we discovered that many small business owners lack the technical resources and confidence to implement or maintain AI-based solutions—despite a clear need.

This is not a theoretical problem. It’s one that business owners are facing today, and if left unresolved, it leads to wasted time, lost revenue, and burnt-out staff

~~This isn’t a theory but it’s something we experienced ourselves. As international MBA candidates, we struggled to get clear, timely answers about admissions, visas, scholarships, and housing.~~ Each year, the same questions are asked by new applicants, and each year they are manually answered over and over again. It was through this lens that we realized: this isn’t just an inefficiency—it’s a systemic problem hiding in plain sight.

By deploying our MVP and engaging with over a dozen organizations—campsites, event organizers, and school departments—we validated the urgency of this issue. One camping site director shared:

“We miss 10+ bookings a week because no one answers the phone after 6 PM.”

Another event coordinator preparing for a 200-person tech conference told us:

“We answer the same five questions, every day, for three weeks straight.”

These aren't just customer service headaches. They represent lost revenue, staff burnout, and a competitive disadvantage in industries where responsiveness equals trust.

At ***KyoConnectAI(link to be inserted)***, we believe that large language models (LLMs) and AI chatbots—when deployed with empathy and customization—can bridge this service gap. This section explores the root of the problem, why it matters, who suffers the most from it, and why the time to solve it is now.

*“As we build KyoConnectAI, this understanding of the problem remains at the core of our product and our mission.”*

## **Problem Statement**

// Structured with ELP’s 4W + Root Cause Framework

To properly frame the problem that KyoConnectAI aims to solve, we drew heavily on the methodologies learned during the ELP New Venture course—particularly the 4Ws Canvas and the structured problem statement template. This helped us move beyond vague notions like "businesses need AI" and toward a focused, testable, and validated problem rooted in customer context.

Through interviews, demos, and outreach, we identified a recurring issue:

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Through interviews, demos, and outreach, we identified a recurring issue:

***Who: Our target customers****—small and medium-sized businesses (SMBs) in sectors like hospitality, tourism, and other organizations such as educational institutions, big industry event organizers*

***What: Have the problem*** *that they receive a high volume of repetitive inquiries from customers (e.g., FAQs about check-in times, prices, cancellation policies)*

***When/while*** *operating under staff constraints, especially during peak seasons or outside regular working hours*

***Where*** *customer expectations for fast, personalized, 24/7 communication are rising*

***An ideal solution*** *would allow them to automate these responses in a way that is easy to implement, multilingual, and feels human*

***While*** *helping us develop a sustainable, scalable AI assistant tailored to non-technical business users*

This problem is not just a "lack of chatbots." In fact, many of these businesses are aware of AI solutions on the market. However, what they lack is the ability to implement them: existing tools are often too complex, require prompt engineering or API skills, or come with pricing models that don’t align with small business constraints. In other words, they are excluded by design.

We’ve also seen the problem worsen under specific conditions. One camping site director shared how, during high season, they outsource phone support to a third-party provider—resulting in delayed responses, dropped inquiries, and lost bookings. In another case, an event organizer explained how their team spent hours replying to the same logistical questions from participants in the week leading up to an event. These examples helped us confirm that this is a painkiller problem, not a “nice-to-have.”

What makes this problem both urgent and solvable is the maturity of AI technology—particularly large language models (LLMs)—combined with the unmet need among digitally underserved SMBs. Our opportunity lies in bridging that gap: delivering AI automation that’s accessible, customizable, and truly helpful to those who need it most.

In summary, **KyoConnectAI** is tackling a clearly defined, context-dependent, and validated problem that aligns well with the ELP venture design framework: it’s urgent, painful, and solvable—with real evidence from the field.

**Why Now? Painkiller vs. Vitamin (the same** [**link**](https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1223874) **of 4w canva)**

post-ChatGPT, customers expect AI conversations—but SMBs lack technical bandwidth to build them."

**Why This Matters**

* The Pain is Quantifiable
  + Functional: Staff spend 15–25 hours/week answering basic questions.
  + Economic: 12–30% of bookings lost due to response delays.
  + Emotional: “I’m constantly worried I’ll miss something,” said one business school admin.
* Today’s Solutions Fall Short
  + Static FAQ pages don’t match how customers want to interact.
  + Outsourcing to call centers costs €1,200+ per month, yet still leads to long wait times and impersonal answers.
  + Manual replies don’t scale and overburden already small teams.
* Root Cause = Lack of Scalable Human Labor
  + The problem isn’t “not having a chatbot.” The root issue is that SMBs can’t afford or manage AI tools designed for enterprises. This is a problem of accessibility, not awareness.
  + Most AI tools require IT teams or minimal AI know-how, which SMBs don’t have.
* It’s a Painkiller, Not a Vitamin
  + This is not a “nice-to-have.” It’s a “must-solve” issue. In a world where AI can deliver instant, multilingual, intelligent answers, there’s no excuse for SMBs to be left behind.

**Takeaway**

This isn’t just a support issue—it’s a business viability issue. For SMBs already operating under margin pressure and labor constraints, solving repetitive inquiries with an intelligent, low-friction AI chatbot is the fastest way to free up time, regain bookings, and improve customer trust.

In the next section, we’ll show why KyoConnectAI is the right solution—not just to automate tasks, but to restore breathing room and performance to the businesses that need it most.

## Who Has This Problem? (Persona/Customer Segments)

*Identifying the First Customers & Contexts for Adoption*

In the early stages of any startup, identifying the **right customers to target first** is crucial. As we learned through the **ELP's diffusion of innovation framework** (The Diffusion of Innovations, Everett Rogers (1962) p11: <https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1232536> ) and lean methodology, it’s not about going broad—it’s about going deep with a clearly defined segment that has an **urgent, visible pain point**, and the **motivation to act now**.

A diagram of a normal distribution

AI-generated content may be incorrect.

### Our Early Adopters

Through our MVP demos, interviews, and outreach campaigns, we've validated three distinct early adopter personas—all sharing the same fundamental challenge of **handling a high volume of repetitive inquiries with limited staff and limited AI knowledge.**

Persona 1: Camping Site Owner

### What These Personas Have in Common:

* Clear, repeated customer interactions
* Time-bound spikes in demand
* Small teams wearing many hats
* Frustration with current tools (email, static FAQs, call outsourcing)
* **Willingness to try AI if it’s simple, fast to deploy, and multilingual**

### Why Start Here?

According to the **law of diffusion of innovations**, these segments represent **early adopters**: they feel the problem most acutely and are actively searching for alternatives. They may not be tech experts, but they are **open to experimentation**—especially if the AI solution offers a low-risk, high-reward proposition.

These first customers are not just buyers; they are **co-creators**. Their feedback will shape our product roadmap, onboarding process, and value messaging.

### Takeaway:

KyoConnectAI’s early market entry should focus on **French-speaking SMBs in tourism and events**, where:

* **Inquiry fatigue** is high
* **Resources are tight**
* And **AI awareness is rising—but access is still limited**

This sharp focus allows us to build strong use case libraries, collect performance metrics, and establish trust through personalization—all of which will help us expand into adjacent sectors later.

## Nature of the Problem

A good startup doesn’t just observe a problem—it understands its nature, context, and consequences. At KyoConnectAI, we’ve taken the time to dissect the problem from the perspectives of our users, stakeholders, and the environments in which they operate.

Our problem isn’t just a matter of inefficiency or inconvenience—it’s a compound bottleneck that affects daily operations, staff morale, and long-term customer satisfaction. Through interviews, MVP demos, and ecosystem observation, we identified the following dimensions:

**Functional Dimension**

* Business owners and teams are overwhelmed with repetitive questions such as:

“What time is check-in?”

“Are pets allowed?”

“Where can I park?”

* These are low-complexity but high-frequency interactions that block staff from higher-value work.
* FAQ pages are rarely updated and underused; customers prefer real-time answers.

**Emotional Dimension**

* Staff feel **burned out** by having to repeat the same information across channels.
* Business owners **worry about lost sales** during nights, weekends, or during travel.
* Event coordinators experience **last-minute chaos** from unanswered questions

**Economic Dimension**

* Missed inquiries = missed bookings = **lost revenue**.
* Example: A single unresponded €50/night campsite booking, repeated 10x/month, adds up to **€6,000/year lost**.
* Hiring or outsourcing human support costs **€1,800–€2,000/month**, per Indeed/Talent.com averages.
* Our MVP feedback suggests 40–50% of those repetitive inquiries can be handled by AI, reducing overhead.

**Strategic & Competitive Dimension**

* Larger players (e.g., Huttopia) are building internal solutions—small players can't match their resources.
* As global tech events like VivaTech integrate AI chatbots, **customer expectations rise across the board.**
* SMBs risk falling behind—not because they don’t care, but because they lack the time, tools, or confidence.

### Social & Brand Trust Dimension

* Customers expect **instant response** as a signal of credibility.
* Delays lead to uncertainty and distrust—especially for first-time bookings or international guests.
* Slow or missing answers make competitors appear more competent by comparison.

### Psychological Nature of the Problem

* It’s not always **explicitly stated** by the client.

“I wish I didn’t have to answer these questions again.”  
“We tried a chatbot, but it was too complicated.”

* In many cases, they **accept the pain as normal** until we show them a better way.

### Takeaway

This isn’t a one-dimensional issue. The problem affects the business at multiple levels—**time, stress, reputation, and money**. It’s urgent, painful, and solvable—exactly the kind of opportunity the ELP venture framework encourages us to pursue.

## How Customers Solve It Today

*Workarounds, Frustrations, and Gaps We Aim to Replace*

Understanding how our target users currently solve the problem is essential—not only to **validate demand**, but also to identify our **unique edge**. Here’s what we’ve learned:

### 1. Static FAQ Pages (Underused)

* Most businesses maintain a “Frequently Asked Questions” section on their website.
* But customers don’t read — they prefer direct answers.
* FAQ pages become outdated quickly, especially before events or seasonal offers.

**Why it fails:**

Passive. Not interactive. Not multilingual. Hard to update.

### 2. Human Staff

* Owners, receptionists, or assistants manually reply to messages, calls, and emails.
* This work is repetitive, stressful, and inefficient.
* It prevents staff from focusing on complex or value-added tasks.

**Why it fails:**

Not scalable. Not 24/7. Prone to human error or delays.

### 3. Outsourced Call Centers to 3rd-party

* Some campsites and event agencies outsource to call centers.
* Typical costs range from €1,200–€2,000/month.
* The tone is often impersonal, and they lack deep contextual knowledge.

**Why it fails:**

Expensive. Slow. Lacks brand voice and context.

### 4. Generic Chatbot Tools (DIY or SaaS)

* A few businesses have experimented with solutions like Tidio, Crisp.chat, or Chatbase.
* However, these require technical setup, prompt engineering, and maintenance.
* They’re not tailored to non-technical teams, nor fully localized for France.

**Why it fails:**

Steep learning curve. Poor customization. Not aligned with SMB workflows.

### 5. Ignoring the Problem

* Some businesses simply do nothing.
* They answer when they can—or not at all.
* This is often due to **time poverty**, **tool fatigue**, or previous bad tech experiences.

**Why it fails:**

Lost leads. Lower conversions. Damaged brand trust.

| **Customer Approach** | **Pain Point** | **How We Improve** |
| --- | --- | --- |
| Static FAQ page | Underused, passive | Conversational, dynamic, multilingual |
| Human reply | Labor-intensive, delayed | 24/7, automated, consistent |
| Call center | Costly, impersonal | Affordable, personalized |
| SaaS chatbot tool | Too technical | Tailored onboarding, no-code UI |
| Doing nothing | Lost revenue, no data | Actionable insight + baseline FAQ AI |

### Takeaway

Our customers aren’t lazy or resistant—they’re **resource-constrained**. They've tried workarounds that either failed or introduced new problems. KyoConnectAI offers a **simple, effective, and empathetic solution** designed for their reality—not an idealized one.

## Validation Approach (Interview + Experiment Insights)

Real Conversations. Real Needs. Real Confirmation.

To ensure we weren’t building a solution in search of a problem, we followed a validation process grounded in the ELP venture design framework. We used a combination of discovery interviews, MVP experimentation, and direct demo feedback to validate the nature, urgency, and solvability of the problem.

### Interview Strategy

* Targeted early adopter profiles across sectors: campsites, vacation parks, hostels, event organizers, and academic program offices, early-stage AI startups
* Explored both explicit pain points (e.g., “we can’t reply fast enough”) and latent frustrations (e.g., “I don’t want to spend my Sunday replying to FAQs” “Those are always tedious and repetitive questions).
* Used a non-leading approach: instead of pitching first, we asked about past behaviors, current processes, and open frustrations

Examples:

* A campsite owner shared how they outsourced their customer FQAs to 3rd-parties and missed inquiries and bookings
* An event organizer managing 200+ attendees told us they received the same logistical questions dozens of times a day, and had no time to answer them during setup
* An MBA admissions officer described how recurring questions from applicants took up hours each week, despite an existing FAQ page

### MVP Experimentation

* We deployed tailored demo bots using real content provided by prospective clients
* These included a personalized AI chatbot for an AI startup and a version designed for a corporate learning/training platform
* Each experiment helped us test:
  + The onboarding process (ease of integration)
  + End-user interaction quality
  + Relevance and coverage of the FAQ dataset
  + Willingness to engage with AI-powered assistance in a real-use setting

### What We Learned

* The problem is not one of awareness—most participants knew they needed something better
* The real blocker is confidence and access: they feel current AI tools are either too generic or too complex to configure
* All early interviewees expressed willingness to try a solution that was customized, affordable, and fast to deploy

## Risks & Assumptions

What Could Go unexpected and How can we address

As early-stage startups our assumptions could be pivoted. The important thing is to be honest about the potential risks and test them as early as possible. Our validation efforts so far have helped confirm several core assumptions, while others remain open.

### Validated Assumptions

* Customers are receiving high volumes of repetitive inquiries
* These inquiries are not addressed as expected from customers perspectives, cause stress, missed sales, and labor costs
* Many SMBs lack the technical capacity or confidence to adopt AI solutions such as chatbot tools
* There is strong interest in simple, fast-to-deploy AI solutions with customized features

### Remaining Risks & Open Assumptions

* Customers may express that the problem is urgent, but may deprioritize it if budgets are tight or the perceived ROI is unclear
* Some clients may expect AI to “do everything,” leading to disappointment if their expectations exceed current capabilities
* Willingness to pay remains to be tested across each persona segment—especially in price-sensitive SMBs
* Clients may have concerns about handing over data, especially in regulated sectors (education, healthcare)

### Mitigation Plan

* Focus initial pilots on one use case (FAQ handling) to set clear expectations
* Provide upfront clarity on scope and limits of the solution
* Gather direct feedback on pricing sensitivity during pilot engagements
* Offer flexibility on hosting (e.g., AWS/Azure/Google Cloud, other platform or client-hosted) to address data concerns

## Summary Takeaway

*Why This Problem Deserves to Be Solved Now*

KyoConnectAI is not building a solution based on hypothetical trends. We are solving a **real**, **visible**, and **validated** problem experienced across a range of small and mid-sized organizations. These businesses are:

* Losing revenue due to unanswered or delayed customer inquiries
* Spending disproportionate time and labor on repetitive questions
* Unable to adopt enterprise-level AI solutions due to technical or budgetary limitations

Through interviews, experiments, and stakeholder conversations, we have confirmed that the problem is:

* Functionally disruptive
* Emotionally draining
* Economically inefficient
* And increasingly unsustainable in a world where 24/7 digital responsiveness is the baseline

By starting with a focused use case (LLM model-powered FAQ automation), KyoConnectAI positions itself to offer immediate value while laying the foundation to evolve into a broader AI assistant and eventually, an operational AI agent for SMBs.

The problem is urgent, painful, and solvable. And it’s waiting for a solution built with SMBs in mind.

# **2. Solution**

ELP fundamentals of new venture, Solution Framing: <https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1232536>

ELP new venture: Validating Potential Solutions with AI Analysis

<https://emlyon.brightspace.com/d2l/le/lessons/312239/topics/1291608>

A screenshot of a computer

AI-generated content may be incorrect.

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/2.solution.html>

<https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1232536>

P26

A diagram of a customer development

AI-generated content may be incorrect.

NB: what you offer = your "Value Proposition"

The way you'll express it = your "Unique Value Proposition" (UVP)

P51 <https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1232536>

## **2.1 – Overview: How We Designed the Right Solution**

Framing Our Pivot and Product Decisions

The initial idea behind KyoConnectAI stemmed from a powerful observation: businesses everywhere were drowning in repetitive inquiries. Our first instinct was to build a **cross-platform AI chatbot**, connecting to WhatsApp, Instagram, and Messenger. We thought customers wanted multichannel coverage—one assistant, everywhere.

But reality hit quickly.

During early interviews with campsite owners, we realized that **most SMBs don’t want more channels**. They already struggle with email and phone inquiries. What they wanted was automation where their customers already were: **their website**.

We tested a standalone app next—thinking ownership of the interface might add value. But feedback was unanimous:

“We don’t want another login, another dashboard. Just something that works with what we have.”

That insight led to our third, validated iteration: an **embeddable AI chatbot**, integrated with a simple code snippet, running entirely from the customer’s existing website. No apps. No backends. No extra tools.

### **Pivot Timeline Summary**

| **Iteration** | **Hypothesis** | **Customer Feedback** | **Pivot Type** |
| --- | --- | --- | --- |
| V1: Cross-platform AI | “SMBs want omnichannel” | “Too complex to set up” | Zoom-In |
| V2: Standalone App | “Control the interface” | “Don’t want another login” | Customer Segment |
| V3: Embeddable Web Chatbot | “Simplify integration” | “This works” | Solution Fit |

Applied the 10 ways to PIVOT in P59 in elp fundaments: <https://emlyon.brightspace.com/d2l/le/lessons/312287/topics/1232536>  
This evolution reflects a core ELP lesson: real product-market fit begins when you stop designing for the ideal user—and start building for the real one.

## **2.2 – Product Description**

What KyoConnectAI Is and Does

**KyoConnectAI** is a lightweight, customizable AI assistant that businesses can embed directly on their website using a single line of code. It is designed for **non-technical users**, requiring no AI knowledge, backend integration, or software downloads.

### What It Does:

* Answers **repetitive, high-volume questions** based on business-specific knowledge (e.g. FAQs, policy pages)
* Works **24/7 in multiple languages** (currently FR, EN, ES supported)
* Handles 70–80% of first-line support questions, freeing up staff time
* Transfers complex or sensitive queries to human agents (via email or embedded form)
* Logs insights from user queries to help the business improve service

### Core Characteristics:

* **Script-based Integration**: Works on WordPress, Wix, Squarespace, and custom-built websites
* **Customizable Frontend**: Colors, branding, and language tailored to match the business site
* **Hosted on Google Cloud**: Fast, scalable, and secure deployment
* **No Database or CRM Required**: Ideal for businesses with limited IT stack

One campsite director in his 60s—self-declared “not tech-savvy”—successfully deployed our chatbot with remote support. This became a validation milestone for us: if it worked for him, it could work for any SMB.

This is not about showcasing AI—it’s about making AI **invisible**, useful, and actionable.

## **2.3 – Key Features and Functional Benefits**

Aligned with the Value Proposition Canvas

We designed KyoConnectAI around what our customers actually need, not what the technology could hypothetically do. Our feature roadmap mirrors the **Jobs-to-Be-Done** and **Value Proposition Canvas** frameworks, refined during ELP.

### Customer Jobs:

* Respond quickly to customer queries (booking info, rules, directions, etc.)
* Offer reliable service outside business hours
* Improve perception of professionalism
* Gain insights from what customers are asking

### Pain Points (and How We Solve Them):

| **Pain** | **Solution Feature** |
| --- | --- |
| “I’m overwhelmed by questions during peak season” | AI handles FAQs 24/7 |
| “We lose bookings after-hours” | Always-on availability |
| “We don’t have IT resources” | No-code script install |
| “We tried tools before—they were too complicated” | Embeddable chatbot with zero training required |

### Gains and Benefits Created:

| **Gain** | **KyoConnectAI Benefit** |
| --- | --- |
| Save staff time | Reduces workload by 40–50% on average |
| Improve customer satisfaction | Faster answers, even late at night |
| Keep business agile | No software to maintain, no update cycles |
| Boost visibility into customer behavior | Access to top-asked questions and pain points |

Unlike legacy chatbots or big SaaS platforms, KyoConnectAI is purpose-built for the “unserved middle” of businesses: those with real operational pain but no in-house tech team to solve it.

This design-first mindset makes us not just another chatbot—but a **practical AI assistant** that fits the way SMBs work.

## **2.4 – Competitive Landscape & Strategic Positioning**

Why KyoConnectAI Is Not “Just Another Chatbot”

We operate in a **red ocean**—the AI chatbot market is saturated with platforms promising automation, 24/7 support, and smart integrations. However, most of these tools are built either:

* **For large enterprises** (e.g., Zendesk, Intercom), requiring integration with CRMs, APIs, or developer support
* **For marketing agencies or tech-savvy users** (e.g., Chatbase, Tidio), offering advanced tools but demanding high customization know-how

Our research and pilot interviews confirmed that these platforms are **functionally powerful but inaccessible** for SMBs. For our target customer, onboarding friction is a dealbreaker—too many buttons, settings, and AI jargon kills adoption.

| **Platform** | **Target Market** | **Ease of Use** | **Customization** | **AI Knowledge Required** | **SMB Fit** |
| --- | --- | --- | --- | --- | --- |
| **KyoConnectAI** | SMBs (hospitality, education, events) | Simple (script install) | High | None | ✅ |
| Zendesk AI | Enterprises | Complex | Low | High | ❌ |
| Chatbase | Agencies, developers | Moderate | Medium | Moderate | ⚠️ |
| Crisp.chat | Tech-enabled SMBs | Moderate | Medium | Low | ⚠️ |
| Call Centers | Traditional businesses | N/A | N/A | N/A | ❌ (expensive) |

### Strategic Insights:

* **Our Advantage = Accessibility**: No logins, no backends, no developer time.
* **Our Edge = Niche Fit**: We speak the language of camping sites, event organizers, small schools—not “customer success managers.”
* **Our Frictionless UX = Stickiness**: The lower the onboarding effort, the faster the “aha!” moment for clients.

We’re not trying to out-feature our competitors. We’re building something they aren’t: a solution that **fits real business workflows without the cognitive or technical tax.**

## **2.5 – Our Unique Value Proposition (UVP)**

A Clear Promise. Backed by Experience.

**“Embed your own AI assistant to answer customer questions, reduce support time, and improve engagement—no tech skills required.”**

This UVP reflects:

* **The pain**: Staff are overwhelmed, customers are impatient.
* **The context**: SMBs lack AI talent and technical bandwidth.
* **The payoff**: Simpler workflows, better responsiveness, higher conversion.

Unlike other tools that pitch “the future of AI,” our value is grounded in **practical daily pain relief**. It’s not visionary—it’s usable. Today.

We’ve tested different formulations during conversations with campsites, startups, and business school staff. This version resonated because:

* It avoids inflated claims like “the only one” or “in minutes”
* It focuses on results, not features
* It emphasizes **autonomy without technical dependency**

## **2.6 – From Chatbot to Assistant to AI Agent**

A Vision Grounded in Execution

KyoConnectAI is not just a product—it’s a **scalable solution framework**. We started with a lightweight AI chatbot for FAQ automation, but our long-term roadmap is built around **gradual progression toward AI assistants and agents**, unlocking higher-value use cases over time.

### Our Evolution:

| **Phase** | **Capability** | **Use Case** | **Customer Value** |
| --- | --- | --- | --- |
| Phase 1 (Now) | FAQ Automation | Check-in times, pricing, rules | Reduce repetitive workload |
| Phase 2 (2024–2025) | Contextual Assistant | Handle booking processes, customer routing | Improve lead conversion |
| Phase 3 (2025+) | Operational AI Agent | Suggest offers, track bookings, handle payment workflows | Boost revenue and customer satisfaction |

Each step will be co-developed with customers, based on live feedback loops from our MVP deployments.

Our goal is not to build a perfect agent overnight—but to walk alongside SMBs as they become increasingly confident in using AI to support their business.

We don't just want to **replace FAQs**. We want to **augment human capability**—and give back time, clarity, and control to the business owner.

## **2.7 – Summary Takeaway: A Solution Built for the Real World**

KyoConnectAI is not competing on sophistication. We're winning on empathy, simplicity, and fit.

* We listened before we built.
* We pivoted when assumptions broke.
* We focused not on what AI can do, but what **our users actually need it to do**.

From campsite reception desks to university admission offices, the feedback is clear:

“I don’t want an advanced tool—I want a quiet one that just works.”

And that's what KyoConnectAI is today:  
A quiet revolution for small businesses, hiding behind a script tag, solving real problems—one answered question at a time.

# **3. Market & Competition**

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/3.market-competition.html>

Demonstrating viability: P82 market size and access [link](https://emlyon.brightspace.com/d2l/le/lessons/312269/topics/1324213)

A diagram of a company's market

AI-generated content may be incorrect.

Who are your customers? What are the current trends? How big is the addressable

market? Who else solves this problem, what do they do well and how will you

compete?

Market size and access

## **3.1 – Industry Overview**

KyoConnectAI targets **small to mid-sized organizations** that manage customer interactions but lack the resources to automate them using traditional enterprise tools. These businesses face **frequent, repetitive inquiries**, limited staffing, and rising customer expectations.

Our primary segments include:

The global market for AI-powered chat and conversational agents is expanding rapidly, driven by the convergence of large language models (LLMs), rising customer expectations, and a widespread labor shortage in service sectors. According to **Research Nester (2024)**, the global AI chatbot market is projected to reach **$144 billion by 2037**, with a compound annual growth rate (CAGR) exceeding **23%**.

In parallel, **European and French markets** are seeing robust demand for digital transformation—particularly in small and mid-sized businesses (SMBs) that form the backbone of tourism, events, and education sectors. For instance:

* **France hosts over 8,000 camping sites**, one of the densest hospitality sectors in Europe.
* The **European camping and leisure park market** is projected to reach **€9.4 billion in revenue by 2026**.
* The **hospitality sector** is undergoing digital restructuring due to the need for automation, multilingual support, and staff cost reduction.

| **Segment** | **Description** | **Examples** |
| --- | --- | --- |
| **Camping & Leisure Parks** | High-volume seasonal bookings, multilingual clientele, limited support staff | 8,000+ camping sites in France |
| **Event Organizers** | Organize conferences and tech fairs, peak-time FAQ overload | TopWomenTech, Global Industrie |
| **Educational Institutions** | Admins overwhelmed by recurring questions during admissions | EMlyon Business School |
| **Travel & Hospitality SMBs** | Boutique hotels, tour providers, wellness resorts | Non-chain hotels across Europe |

Across all these sectors, we observed a common challenge: repetitive customer service needs, lack of AI integration capacity, and dependence on overworked staff or costly call centers.

### Opportunity Window

While hundreds of AI chat platforms exist globally, **most are either too technical, too generic, or too expensive** for our target customer base. The underserved market lies in:

* **Small tourism operators (e.g., family-run campgrounds)**
* **Event organizers managing high-inquiry peaks**
* **Educational departments overwhelmed by recurring questions**
* **Training startups seeking embedded support assistants**

These businesses are actively seeking cost-effective automation but cannot afford or integrate traditional enterprise solutions. KyoConnectAI positions itself precisely within this gap.

## **3.2 – Target Market Segmentation and Estimation (TAM / SAM / SOM)**

To evaluate the viability and scalability of KyoConnectAI, we adopted the TAM/SAM/SOM framework, aligning with ELP’s methodology for market sizing and business feasibility.

### What They Mean:

* **TAM (Total Addressable Market):** The full revenue potential if we served all possible customers globally.
* **SAM (Serviceable Available Market):** The portion of TAM we could realistically serve with our current capabilities (e.g., geography, tech).
* **SOM (Serviceable Obtainable Market):** The portion of SAM we believe we can capture over time—based on team size, acquisition strategy, and go-to-market execution.

#### **TAM – Total Addressable Market**

The **global AI chatbot market** is projected to reach **$144B by 2037** (Research Nester, 2024). For our entry focus:

* **EU hospitality segment** is projected to reach **€9.4B by 2026**
* **Camping sector in France alone** includes **8,000+ sites**, and **30,000+ across Europe**

### TAM – Total Addressable Market (to be revised)

According to global chatbot adoption forecasts:

* Global market size projected: **$144B by 2037**
* In France: Over **8,000 camping sites**, 5,000+ event/SMB travel orgs, and hundreds of schools = **13,000+ organizations** that could benefit from AI FAQ and customer assistants.

Assuming each organization pays ~€1,000 annually = **€13M+ TAM in France alone**  
This is a **very conservative estimate** and does not account for expansions into other European countries or new verticals (training, SaaS, etc.)

#### **SAM – Serviceable Available Market**

We focus on digitally underserved SMBs in:

* France (initial base): Camping, small event organizers, tourism SMBs
* Serviceable through embedded chat without heavy IT or CRM integration

Conservative SAM estimate:

* 25% of 8,000 campsites = **2,000 addressable campsites**
* ~~Add 5,000 additional event/hospitality SMBs =~~ **~~7,000 total~~**

Assuming average pricing of €100/month = **€8.4 million annual SAM**

#### **SOM – Serviceable Obtainable Market (5-Year Pprojection)**

Taking into account:

* Founder-only implementation
* No external funding yet
* One-by-one sales through direct pitching and demonstration

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AI-generated content may be incorrect.

Assuming:

* ~~Year 1: 0–5 pilot/demo sites (1% of SAM)~~
* ~~Year 2: 5-10+ active subscriptions (3–5%)~~
* ~~Year 3: 10–50 accounts =~~ **~~~€600K annual revenue target~~**

We aim to **expand SOM** by validating new verticals like training platforms, AI startups, and business schools—who are now expressing interest.

## **3.3 – Trends and Customer Expectations**

The AI chatbot landscape is evolving under strong market forces:

| **Trend** | **Relevance** |
| --- | --- |
| **Labor shortages** | Receptionist roles cost €1,800–€2,000/month and are hard to scale in peak seasons (Talent.com, 2024) |
| **AI awareness** | Post-ChatGPT, customers expect conversational interfaces, even from SMBs |
| **Digital transformation in hospitality** | Many campsites, event orgs, and tourism actors are upgrading their tech stack |
| **AI agents and automation adoption** | Tech giants lead, but most SMBs still lack low-friction, accessible options |

Notably, even **free solutions** (like tawk.to) promote chatbot adoption, but their AI capabilities are limited or paywalled, revealing a market gap between **price** and **practicality**.

## **3.4 – Competitive Landscape**

The current AI chatbot market can be segmented into:

#### **A. Direct Competitors**

These offer AI chatbot builders targeting SMBs or hospitality:

| **Name** | **Specialization** | **Notes** |
| --- | --- | --- |
| Chatbase | No-code AI bot builder | Generic, not tailored to verticals |
| Crisp.chat | Live chat + AI | Good UX but lacks hospitality context |
| Quicktext | Hotel-focused chatbot | Expensive, less flexible for SMBs |
| FastBots.ai | Travel & tourism AI | Limited customization, higher cost |
| Umni.bg | No-code AI for SMBs | Lacks depth in vertical templates |

#### **B. Indirect Competitors**

Solutions that solve the problem differently:

* **Call centers** (outsourced agents): €1,200+/month, limited personalization
* **Static FAQs**: Underused, not dynamic or multilingual
* **Human staff**: Labor-intensive, not scalable

#### **C. Platform Giants**

Amazon Lex, Google Dialogflow, and Microsoft Bot Framework offer advanced AI solutions but require engineering teams, making them inaccessible to our customer base.

## **3.5 – How Do Customers Solve It Today?**

From over 15 customer interviews, we found the following prevalent workarounds:

| **Current Method** | **Pain Point** |
| --- | --- |
| Static FAQs | Not used, hard to update, no visibility |
| Staff replies | Causes burnout, missed bookings |
| Call centers | Expensive and slow |
| DIY chatbot platforms | Too technical or poorly localized |
| Doing nothing | Loss of leads, especially after-hours |

These methods are inefficient, expensive, or fail to meet customer expectations.

## **3.6 – Benchmark Summary**

2025\_8IEIVP\_01 - Preparing for New Venture Deployment

Benchmarking P 50 <https://emlyon.brightspace.com/d2l/le/lessons/312239/topics/1307845>

| **Platform** | **Setup Ease** | **Cost** | **Industry Focus** | **AI Knowledge Required** | **SMB Fit** |
| --- | --- | --- | --- | --- | --- |
| KyoConnectAI | ✅ Simple embed | €100/mo | Camping/Event/Hospitality | ❌ None | ✅ |
| Zendesk AI | ❌ Complex | €999/mo | Enterprise | ✅ High | ❌ |
| Chatbase | ⚠️ Moderate | €150+/mo | No vertical focus | ⚠️ Medium | ⚠️ |
| Tawk.to (Free) | ✅ Easy | Free | Basic Live Chat | ❌ None | ⚠️ No advanced AI |

We position ourselves as a **hospitality-first AI assistant**, requiring no setup overhead and delivering **real, tested use cases** from pilot clients in camping and events.

## **3.7 – SWOT Analysis**

| **Strengths** | **Weaknesses** |
| --- | --- |
| Validated need across camping/events | Low brand recognition |
| Zero-AI-skill onboarding | Limited marketing capacity today |
| First pilot success with campsites | Relatively new in the market |
| Frictionless integration | Not yet multilingual NLP-rich |

| **Opportunities** | **Threats** |
| --- | --- |
| Expand to travel, training, SMB B2B | ChatGPT-native SaaS tools entering market |
| Partner with platforms (e.g. Wix) | Larger players targeting long-tail users |
| Co-build with AI-curious SMBs | Free tools creating false expectations |

## **3.8 – Takeaways & Next Steps**

We have validated that a niche, underserved segment of SMBs (especially in hospitality and events) **needs AI-powered customer interaction**—but lacks the capacity to adopt current solutions.

**Next priorities:**

* Test localized pricing models across 3 use cases
* Focus on SOM penetration (0–10 clients → 50+)
* Position KyoConnectAI as the **"AI assistant for real-world SMBs"**

Our goal in the next 6–12 months is not just to compete—but to convert, by aligning our value proposition with **what customers want to solve today**, not what the tech world thinks they should want.

# **4.** **Strategy Analysis**

GTM strategy: <https://emlyon.brightspace.com/d2l/le/lessons/312269/topics/1324215>

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/4.strategy-analysis.html>

### **4.1 Positioning Strategy**

**Where to Play / How to Play**

KyoConnectAI positions itself as an **AI assistant for digitally underserved SMBs**, starting with the **camping and leisure park** segment in France. Our core differentiation is not “more AI,” but **accessible AI**—solutions that are practical, human-centric, and immediately valuable to business owners who do not have an IT department. We do not compete on AI novelty. We compete by solving a **real, repeatable, painful problem**—repetitive customer inquiries that overload small teams and reduce performance during high-demand periods.

#### **Where to Play**

We enter through a **narrow but validated niche**: SMBs in hospitality, event organization, and education that:

* Receive frequent, repetitive inquiries
* Lack internal IT resources
* Cannot afford enterprise tools or developers. Or cannot find a tailored solution for their needs.

We prioritize:

1. **SMB Camping sites** – seasonal, overwhelmed during peak periods, first validated clients
2. **Event organizers** – time-bound information load, benefit from automation
3. **Educational institutions** – consistent yearly FAQ cycles of recurring inquiries from applicants and students.

#### These segments share common traits:

* Manual handling of FAQs
* Delayed responses after hours or during peak periods
* Limited access to affordable AI-based automation

Our target customers are not “non-digital.” They are **under-supported** in tech. They know they need better tools—they just haven’t found one they can deploy without an IT team or consulting contract.

#### How to Play

We carve out our wedge with:

* **Website-embedded chatbot** via copy/paste HTML script
* **Knowledge-based learning**, trained on client’s own FAQs, policies, or website content
* **Cloud-native hosting** (Google Cloud Run) and multilingual support out of the box

What used to take 2–3 days now takes **under a few minutes**: via our **demo builder** at [kyoconnectai.com](https://kyoconnectai.com/), any prospective customer can set up a working chatbot in just two clicks—no tech skills required.

This clarity of execution is central to our positioning: AI made human, not harder. We deliver **value quickly** without the noise or complexity of feature-heavy platforms. While other tools require CRM integration or prompt engineering, KyoConnectAI is a plug-and-play assistant built for real-world needs, not technical teams.

### **4.2 Marketing & Distribution Strategy**

#### **Marketing Plan**

We adopt a **phased and credibility-first marketing strategy**, recognizing our current limitations in time, team size, and funding. The first stage focuses on:

* **Founder-led outreach** (direct messaging, calls)
* **Demos and PoCs** with qualified leads (camping owners, school administrators)
* **Use case storytelling**: before-after comparisons, testimonials, customer quotes

Once early adopters are onboarded, we will build on:

* **Website & landing pages** with embedded demos
* **Case studies** to support word-of-mouth growth
* **LinkedIn outreach** to SMB decision-makers
* **Presence at industry events** like VivaTech or regional tourism fairs

We may also experiment with **AI-focused newsletters**, **hospitality forums**, and **partnership marketing** with local tourism boards or camping directories.

#### **Distribution Channels**

| **Channel** | **Strategy** |
| --- | --- |
| **Embedded script** | Primary deployment method—hosted on client websites via HTML snippet |
| **Google Cloud Run** | Backend infrastructure to ensure scalability and privacy |
| **Web-based console** | Customer-side access to training data, analytics, and feedback loop |
| **Remote onboarding** | Support via video call or email; suitable for non-tech users |

#### Brand & Messaging

We lead with simplicity, not jargon:

“Let your website answer questions 24/7—without writing a single line of code.”

We avoid overpromising AI. Our message is about **value in minutes**, not abstract features. It's about giving back time to overloaded teams.

#### Phase 1: Founder-Led, Credibility-First Marketing

* Direct messaging to high-fit leads
* Live calls and screen-share walkthroughs
* Hyper-local demos with sector-specific language (e.g., camping, events, education)
* Testimonial-based marketing

#### Phase 2: Digital Presence & Events

* Public demo at [kyoconnectai.com](https://kyoconnectai.com/)
* Use case pages, before-after stories, simple blog content
* Local and sector-specific event presence (e.g., **VivaTech**, regional tech or tourism expos)—pending team growth
* Soft newsletter content with early case studies

#### Distribution & Deployment

* Script embed on Homepage or any website
* No login platform access (just share data, we embed)
* Remote support for zero-friction onboarding

### **4.3 Pricing Strategy**

Our pricing reflects the realities of SMBs: limited budget, unclear AI ROI, and concern over hidden costs.

#### **Core Pricing Model**

* **Subscription-based**: €99–€149/month, depending on use case
* Includes:
  + 24/7 chatbot availability
  + Multilingual support (EN/FR)
  + Monthly usage analytics
  + Minor updates/customizations

#### **Why Not Freemium?**

* SMBs are not casual consumers—they’re seeking reliability.
* Freemium creates onboarding costs without revenue
* Instead, we offer **time-bound pilot programs** (1 month) for serious prospects

#### **Future Tiers (once scaled)**

* **Basic Plan**: FAQ only, fixed topics, knowledge-based
* **Pro Plan**: Custom intents, analytics
* **Enterprise Plan**: API integrations, CRM syncing

#### Current Offering

* **Subscription-based pricing**
  + €99/month: Standard
  + €149/month: Enhanced support and analytics

#### Pricing Tiers (with customization potential)

| **Plan** | **Description** |
| --- | --- |
| **Basic** | FAQ-only, **knowledge-based** chatbot trained on client data |
| **Pro** | Includes feedback loop, live analytics, prioritized support |
| **Enterprise** | Advanced use cases, CRM integrations, multi-site installs |

We do **not** offer freemium tiers. Instead:

* We offer **short-term pilots** (e.g., 2 weeks) with full access
* We provide **proof of value** before requesting payment

### **4.4 Sales & Customer Acquisition**

Our sales strategy is relationship-based and education-driven. We focus on **credibility, listening, and practical demos**.

#### **Sales Process**

1. Initial outreach via direct messages or referrals
2. Schedule 20–30 min discovery call to assess pain points
3. If aligned, build a tailored MVP (3-day turnaround)
4. Pilot for 2–4 weeks with optional user feedback
5. Convert to subscription if successful

#### **Early-Stage Tactics**

* **Founder-led sales**: Personal engagement is a strength
* **PoC-first mindset**: We build trust by showing—not telling
* **Referral loop**: Clients share with peers in their sector (e.g., campsites)

#### Customer Channels

| **Channel** | **Role in Strategy** |
| --- | --- |
| **kyoconnectai.com** | Demo creation, first touchpoint, education |
| **LinkedIn** | Founder-led outreach, thought leadership |
| **Tourism directories** | Co-promotion via trusted brands (see below) |
| **Partnership channels** | Endorsed solutions by sector networks |

#### Partnership Opportunities (Dual Role: Clients + Promoters)

* [**CampingFrance.com**](https://www.campingfrance.com/) and [**Eurocamp.fr**](https://www.eurocamp.fr/): they provide nationwide visibility into 1,000s of campsites; our chatbot enhances their value as an info portal
* [**OnlyLyon**](https://www.onlylyon.com/en): local tourism & innovation advocacy
* [**Ville de Lyon**](https://www.lyon.fr/): civic initiatives to digitize local tourism
* [**Eurexpo Lyon Events**](https://www.gl-lyonevents.com/): major event hub, potential for integration or use in visitor-facing services
* [**Run In Lyon**](https://www.runinlyon.com/en): time-bound event with similar FAQ challenges to our validated use case

These partners could use KyoConnectAI **on their own websites**, or refer our solution to their network.

### **4.5 Takeaways & Strategic Priorities**

KyoConnectAI's go-to-market strategy is anchored in **empathy, accessibility, and trust**—not hype. Our strategy is narrow, methodical, and customer-backed. We solve one problem exceptionally well: handling repetitive customer questions with zero setup effort—and we solve it for SMBs who have been excluded from most AI tools so far.

We focus on:

* **Niche-first adoption** (camping → events → schools)
* **No-code simplicity** for tech-averse customers
* **Education over persuasion**: our product speaks for itself when shown

#### Strategic Priorities (Next 6–12 Months)

* Convert **0–3 pilots** to active paying subscriptions
* Publish 2 case studies or demos publicly
* Formalize at least 1 local **tourism or event partner**
* Begin recruiting a co-founder for **go-to-market and sales**
* Test two regional tech/event expos or industry forum as soft launch pads (e.g., VivaTech)

We are not focused on scaling quickly, but on delivering outcomes that speak for themselves—and using those outcomes to earn our next phase of growth.

# **5.** **Operations & Execution**

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/5.operation-execution.html>

Github project management dashboard

<https://github.com/users/KyoKaen/projects/3/views/2>

## **5. Operations & Execution**

### **5.1 Current Operations**

At present, KyoConnectAI is a **founder-led venture** in its early operational phase, focused on rapid iteration, direct client engagement, and technical enhancement of the MVP.

Our operations are built on two synchronized flows:

#### 1. Product Development & Deployment

* We have successfully released an **MVP hosted on Google Cloud**, capable of being deployed through a simple embed script.
* A live demo builder is now available on our website ([kyoconnectai.com](https://kyoconnectai.com/)), enabling potential users to generate a chatbot from their own content in **under two minutes**.
* Day-to-day product development is managed via **GitHub Project dashboard** (project tracking) and **GitHub** (source control, API integration), allowing fast iteration cycles and technical transparency.

#### 2. Customer Development & Market Outreach

* Our approach is high-touch and qualitative. We identify potential clients by:
  + Analyzing their **digital maturity** and business strategy
  + Crafting personalized outreach (email or LinkedIn)
  + Offering tailored demos using real customer data (when available)
* Feedback is gathered through live demos, follow-up calls, and behavior during trial usage.

### **5.2 Operational Vision (2025–2026)**

As we approach customer acquisition milestones, we are preparing for **stage-appropriate operational scaling** without overextending.

#### Future Operating Framework

* **Co-founder onboarding** (Q4 2025): We aim to bring in a business-oriented co-founder to lead marketing and sales while the founder focuses on technical scalability.
* **Internal AI Agents**: By end-2025, we plan to use AI agents internally (for marketing outreach, knowledge base management, financial reporting) to enhance team productivity and reduce human resource needs.
* **Agile workflows**: We will implement **Kanban or Scrum** to track sprints, updates, and team velocity.
* **Process documentation**: All customer interactions, deployment protocols, and learnings will be maintained in GitHub wikis and automated pipelines (e.g., via CI/CD-style workflows for chatbot deployment).

### **5.3 Key Operational Objectives**

| **Objective** | **Timeline** | **Owner** |
| --- | --- | --- |
| Convert 0–3 demos into paid subscriptions | 2024–2025 | Founder |
| Deploy internal AI agent for marketing & support | End 2025 | Founder |
| Develop standardized onboarding UI (zero-code chatbot builder) | Mid-2025 | Founder + Co-founder |
| Evaluate need for hiring engineer post-3 active clients | Late 2025 | Team (TBD) |
| Implement ClickUp-based operational dashboard | Q3 2025 | Co-founder (Ops Lead) |

### **5.4 Known Gaps & Operational Risks**

Despite a lean and validated approach, several execution risks remain:

| **Category** | **Challenge** |
| --- | --- |
| **Scalability** | Time and resources required to adapt solutions across varied clients may stretch current bandwidth |
| **Customer success** | Without dedicated support, maintaining service quality may become difficult beyond 3–5 clients |
| **Infrastructure risk** | Dependency on Google Cloud and OpenAI APIs exposes the business to cost volatility or policy changes |
| **Team dependency** | The current model is solo-founder driven. Without a co-founder or AI-enhanced automation, growth will plateau |

### **5.5 SWOT Analysis**

| **Strengths** | **Weaknesses** |
| --- | --- |
| Lean, founder-led operations with cloud infrastructure | Limited manpower and unclear timelines for scaling support |
| Fast iteration using ClickUp + GitHub | Manual onboarding, demo creation still time-intensive |
| High flexibility, agile mindset | No fallback team if lead unavailable |

| **Opportunities** | **Threats** |
| --- | --- |
| Automation of demo creation and onboarding | Strain on founder with customer growth |
| Use of internal AI agents for marketing and operations | Cloud provider pricing shifts; over-dependence on solo capacity |
| Co-founder to balance operational load and business expansion | Delay in team formation may slow down event attendance, partner building |

### **5.6 Key Takeaways**

* **Today**: We have a functioning product, live deployment, and a clear user need.
* **Tomorrow**: Our focus must shift toward repeatability—onboarding flows, internal AI support, and team structure.
* By documenting operational workflows in **ClickUp** and **GitHub**, and building automation into every stage (e.g., demo creation, chatbot deployment, customer tracking), we can prepare the business to scale without compromising quality or efficiency.

KyoConnectAI’s operations are lean by necessity and agile by design. The next 12 months will determine how we transform repeatable validation into sustainable delivery—supported by process, automation, and the right human capital at the right time.

# **6.** **Team**

*Who are you, and why are you the right team to succeed?*

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/6.team.html>

As of today, **KyoConnectAI is a solo-founder venture**, led by Kyo Kaen — an experienced technology professional with over 10 years in the IT industry, specializing in cloud computing, AI implementation, and digital transformation. The founder has successfully developed and deployed the first version of our AI chatbot MVP on Google Cloud, including building a live demo builder accessible via our website [kyoconnectai.com](https://kyoconnectai.com).

This technically validated foundation gives KyoConnectAI a robust launchpad — but building a viable and scalable business requires more than technical capabilities. It requires vision alignment, strategic business development, and customer-facing expertise. That is where the future team will play a critical role. Who are you, and why are you the right team to succeed?

### **6.1 Co-Founder Search (Business & Marketing Lead)**

Our current priority is **securing a co-founder** who can drive client acquisition, go-to-market strategy, and early sales operations. This is not merely a hiring exercise — it is a strategic alignment of values, vision, and complementary skills.

#### Ideal Co-Founder Profile:

The ideal partner will:

* Be **passionate about AI & innovation**, particularly within the SMB space.
* Have hands-on experience in **B2B sales, SaaS, or AI-driven solutions**.
* Be **fluent in French**, well-versed in the local market and cultural business practices.
* Demonstrate **customer intimacy and strategic empathy** — understanding SMB pain points, communicating value, and managing long-cycle sales processes.
* Possess a **growth mindset**, capable of shaping KyoConnectAI's early brand presence, forging partnerships, and validating revenue models.
* Ideally be **well-networked in the tourism, hospitality, or education sectors**, with the ability to engage institutions such as **camping site networks**, **event organizers**, or **local tourism boards**.

We are not seeking a generalist co-pilot. We are looking for a **co-creator** — someone who brings energy, autonomy, and accountability to the next critical stage of the venture.

### **6.2 Team Structure Roadmap**

Our team development is structured around **business milestones**, not arbitrary headcount goals.

* **Short-term (Now – Q4 2025)**:  
  Remain lean. Focus is on acquiring 0–3 paying customers, refining our MVP based on direct feedback, and formalizing a co-founder relationship. We do not anticipate hiring engineers during this phase, as the founder will handle all technical operations. Instead, we are investing in AI tools (e.g., in-house GPT-based assistants) to cover areas like **marketing strategy analysis**, **financial planning**, and **client onboarding.**
* **Mid-term (2026–2027)**:  
  With a co-founder onboard and early paying customers validated, we may recruit:
  + One **technical support engineer** (if customer demand or feature expansion requires).
  + One **growth/marketing generalist** to assist with customer acquisition efforts.

These additions will only be made **after revenue generation**, ensuring we scale responsibly.

* **Long-term (Post-2027)**:  
  We aim to build a small, agile team combining AI automation with human oversight. We envision a **hybrid team model**—where AI agents handle routine processes and human team members focus on creativity, strategy, and customer relationship management.

### **6.3 Governance, Roles & Equity**

We acknowledge that team-building is not just about skills, but also about **responsibility, ownership, and incentives**. Equity distribution is a critical part of that discussion.

As the founder and original architect of the product and business concept, the founder retains the majority of equity. However, we are committed to offering **meaningful equity** to our future co-founder — not as an employee, but as a builder.

Key principles for equity allocation:

* **Milestone-based contributions**: We intend to tie equity allocation to clearly defined responsibilities and performance outcomes (e.g., number of customers acquired, revenue milestones, pitch success).
* **Shared vision, shared risk**: The co-founder is expected to commit without salary in the early phase (6–12 months), mirroring the founder’s own investment and constraints.
* **Dynamic equity split**: We are open to exploring equity frameworks (e.g., Slicing Pie) that reflect contribution over time and reduce ambiguity in co-founder dynamics.

### **6.4 Takeaways**

* **We are not building a team for the sake of it.** Every addition must directly contribute to traction, conversion, or retention.
* **The co-founder search is our top priority**, and we are actively engaging with candidates, including executive MBA students and professionals with aligned expertise and values.
* **AI agents will play a key role** in augmenting our team in marketing, finance, and operations—supporting our lean startup philosophy.

//revise: below should also be considered:  
Organizational Structure: [Hierarchy, departments, reporting relationships]

Management Team: self-management

Founders: two, founder(technology) and co-founder(business)

Executives: after acquiring 10 paid customers

~~Key technical leads~~

~~Advisors~~

~~Board of Directors/Advisors: NA~~

~~Human Resources Plan: NA~~

Hiring timeline: 2025 4Q, find co-founder

Key positions to fill: co-founder

Compensation strategy:

Company culture development:

We took the above into consideration. We aim at building a lean AI startup team with maximum 3-5 partners, not employees.

# **7. Protection & Intellectual Property**

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/7.protection-intellectual-property.html>

While intellectual property (IP) may not be the most immediate concern at KyoConnectAI’s current stage(early-stage), it is nonetheless a strategic pillar in the company’s long-term viability. As AI solutions become increasingly commoditized, how we protect our differentiated assets — including our customized deployment architecture and user-facing AI interfaces — will matter for investor confidence, customer trust, and eventual scalability.

### **7.1 Current IP Foundations**

KyoConnectAI’s core assets are a combination of:

* A proprietary **AI chatbot codebase**, including backend integrations(built in Python), frontend UI/UX elements (built in JavaScript/HTML), and OpenAI/LLM (<https://platform.openai.com/docs/overview>), Google Gemini (<https://ai.google.dev/gemini-api/docs/api-key>) , DeepSeek (<https://api-docs.deepseek.com/>), Claude ( <https://docs.anthropic.com/en/docs/get-started#call-the-api> ) Mistral (<https://docs.mistral.ai/getting-started/clients/> ) configurations. IT infrastructure in Google Cloud.
* A **customer-specific knowledge integration pipeline**, which transforms uploaded data (PDFs, website content, etc.) into a working AI assistant trained on tailored knowledge.

To safeguard our work today, we implement a layered approach:

* **Legal safeguards**: NDAs (Non-Disclosure Agreements) are signed during pilot engagements or demo sharing, ensuring that early clients cannot reuse or disclose our confidential materials.
* **Align with industry and cloud best practice**: Sensitive configuration elements such as OpenAI or DeepSeek API keys are **stored and managed via Google Cloud Secret Manager**. This allows us to isolate and protect secrets from the codebase, implement role-based access control (RBAC), and rotate keys without disrupting operations. This secure design reduces the risk of credential leakage, especially during deployment or when collaborating with future technical team members or partners.
* **Code obfuscation & delivery protection**:
  + **Minification** (<https://en.wikipedia.org/wiki/Minification_(programming)> and **compression** of JS/HTML code to reduce visibility.
  + **Obfuscation** <https://en.wikipedia.org/wiki/Obfuscation_(software)> techniques to prevent reverse engineering.
  + Optional **encryption** of dynamic scripts (<https://digital.ai/catalyst-blog/security-client-side-scripting/>) when delivering client-side code.
  + Use of **script bundling and server-side rendering** to minimize direct access to raw logic.

These technical protection methods, while not impenetrable, raise the barrier for unauthorized duplication, especially among non-technical actors.

### **7.2 Outstanding Questions & Future Roadmap**

As we prepare for broader deployment and early revenue generation, a few questions remain strategically important:

* **Can we patent specific components of our integration process?**  
  For example: a “one-click chatbot generator” based on injected structured/unstructured data, or our fine-tuned deployment-on-cloud pipeline.
* **What are the IP strategies used by comparable competitors?**  
  Platforms like Chatbase, Crisp.chat, or Landbot.io often rely more on brand, backend control, and recurring customer relationships than formal IP filings.
* **When should we seek legal advice?**  
  Our current threshold is after securing 3–5 active subscriptions, which will justify the costs of legal support. However, we are exploring pro-bono or EMlyon partner resources in the interim.
* **How do emerging AI regulations affect liability and ownership?**  
  Questions such as: If our chatbot generates incorrect responses, who is accountable? Despite including disclaimers (“AI-generated response”), different jurisdictions may view this differently.

This leads to a broader strategic consideration — how can we **balance innovation speed** with **risk management** in an emerging regulatory environment?

### **7.3 Strategic Outlook**

The role of IP in our business is not just defensive, but also **value-adding**. Investors often view protected IP as a marker of defensibility and competitive advantage, especially in a saturated AI space where many tools appear interchangeable.

While we do not believe in filing patents prematurely, especially when the core IP may evolve significantly in the next 12–18 months. We acknowledge that:

* **Trade secret practices** (e.g., proprietary backend logic not exposed to clients)
* **Modular backend architecture** (non-portable by clients)
* **Customer-specific fine-tuning and model retraining workflows**

can become proprietary strengths in themselves, especially if well-documented and systematically protected.

### **7.4 Key Takeaways**

* We have laid a **reasonable protection foundation** using contracts, code-level defenses, and architecture design.
* Our next milestone is to **consult legal experts** (post-early revenue) to formalize our IP roadmap.
* A well-structured IP strategy can **increase company valuation**, support due diligence during fundraising, and enable **confident B2B client acquisition**, especially in regulated sectors like education or tourism.

KyoConnectAI does not aim to win on secrecy — it aims to win on **adaptability, trust, and intelligent automation**. But as we grow, protecting the system that enables that adaptability becomes not just prudent, but necessary.

# **8. Roadmaps**

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/8.roadmaps.html>

## product development and financial timelines, Strategic milestones, major funding phases, expansion strategy.

KyoConnectAI’s roadmap is structured around **lean, validated growth** — not premature scaling. Our strategy follows a clear sequence: validate the core product with early adopters, convert demos to revenue-generating pilots, and progressively expand to new sectors and geographies while maintaining technical agility.

### **8.1 Product Development Timeline**

We began product development in late 2024 and launched our MVP in Q1 2025, hosted on Google Cloud Run. The current version includes:

* **Custom knowledge-based chatbot** built on OpenAI and DeepSeek LLMs
* **Website-embeddable deployment** via script tag
* Demo portal with one-click chatbot creation (live at [kyoconnectai.com](https://kyoconnectai.com/))

In the next 12–18 months, we aim to:

* Expand core features beyond FAQ handling:
  + Support for simple transactional actions (check-in/out, booking)
  + Smart suggestion engine (contextual upsell, local recommendations)
* Develop **internal tooling for demo automation** (UI/UX streamlining)
* Refine **admin interface** for future self-serve clients (late 2025–2026)

We are also exploring the development of **our own AI Agent** for marketing and operational support — to increase internal efficiency and reduce the need for early hiring.

### **8.2 Strategic Milestones**

| **Timeframe** | **Milestone** |
| --- | --- |
| Q2–Q4 2025 | 0–5 demos and tailored pilots (France camping sites, event organizers) |
| Q1–Q2 2026 | Convert 0–3 pilots into paying customers |
| Q3–Q4 2026 | Reach 5–10 active subscriptions |
| 2027 | Expand to 30–50 clients (museums, leisure parks, travel platforms) |
| 2028–2029 | Refine product into full AI assistant (not just chatbot) |
| 2029–2030 | Reach 100+ clients and prepare for potential funding/partnerships |

This step-by-step growth model gives us **space to adapt**, learn from our pilots, and avoid the trap of scaling without validation.

### **8.3 Expansion Strategy**

We begin in **France**, targeting sectors that are digitally underserved yet high in FAQ-related friction:

* Camping sites (8,000+ in France, often with seasonal overloads)
* Local event organizers (200–500 attendee range)
* Educational programs (e.g. international MBA schools)

Once traction is proven locally, we’ll scale in three directions:

1. **Geographical**: France → EU camping & tourism hubs
2. **Sectoral**: Add museums, boutique hotels, and cultural venues
3. **Strategic**: Partner with regional tourism boards, event platforms, and listing sites (e.g. CampingFrance, OnlyLyon, RunInLyon, GL Events)

This strategic layering allows for gradual complexity and broadens our partner ecosystem.

### **8.4 Infrastructure Considerations**

Our entire backend is hosted on **Google Cloud Run**, making it scalable and cost-effective.  
Current infrastructure is covered by Google Cloud credits until ~June 2025. As we acquire users, we will:

* Track usage (LLM queries, compute time) to forecast costs per client
* Optimize inference load and caching to reduce operational spend
* Scale compute as needed — without compromising speed or UX

We plan to use **GitHub** as our primary internal operating system, with AI agents deployed to automate internal routines (e.g., demo setup, content generation, CRM updates).

### **8.5 Takeaways**

* The roadmap is **realistic**, prioritizing validation over vanity metrics.
* We are entering a **measured acceleration phase** — converting interest into revenue.
* Our current bottleneck is **not technology**, but **capacity** — which we aim to solve through a strong co-founder and smart internal automation.
* Major financial, operational, and team-scale considerations are deferred to Sections 9–11.

# **9. Funding**

ELP new venture [2025\_8IEIVP\_01 - Preparing for New Venture Deployment](https://emlyon.brightspace.com/d2l/home/312239) :Startup Funding: Dilutive vs. Non-Dilutive: <https://emlyon.brightspace.com/d2l/le/lessons/312239/topics/1307845>

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/9.funding.html>

### **9.1 Current Status**

KyoConnectAI is currently bootstrapped and founder-led. Our MVP has been built, deployed, and hosted on Google Cloud using educational credits. We’ve validated market interest through interviews, demos, and our initial pilot, all without external investment.

Thanks to automation and lean execution, operational costs have remained minimal, with product iterations and customer outreach handled directly by the founder. However, as we move toward customer acquisition and pilot conversions, a small, strategic investment is necessary.

### **9.2 Funding Objective**

We are seeking **non-dilutive funding** (target: €15,000–€25,000) to:

* Sustain infrastructure costs once GCP credits expire (projected mid-2025).
* Finalize onboarding tools and UI for frictionless chatbot deployment.
* Develop our internal AI Agent to support marketing and strategic tasks.
* Cover attendance at strategic visibility events (e.g., VivaTech).
* Conduct outreach campaigns to acquire 0–3 paying customers before Q2 2026.

These funds will accelerate our transition from MVP to pilot phase and help us build measurable traction for future scale.

### **9.3 Funding Sources**

To remain agile and founder-controlled, we are prioritizing **non-dilutive public and institutional funding**, including:

* **Bpifrance** and **Horizon Europe** digital transformation grants.
* **Innovation support from EMlyon** or academic partners.
* **Local startup programs** (H7 Lyon, Le Bivouac, Wilco).
* **AI startup competitions and pitch events** (e.g., Hello Tomorrow, Station F).

We are also exploring partnerships with:

* **Tourism boards** (e.g., OnlyLyon, Lyon Tourisme).
* **Camping aggregators** (e.g., CampingFrance.com, Eurocamp.fr).
* **Local event platforms** (e.g., Eurexpo, Run in Lyon).

### **9.4 Strategic Justification**

Unlike capital-intensive AI ventures, KyoConnectAI benefits from:

* A lightweight infrastructure with minimal cloud costs.
* A scalable product logic (knowledge-based chatbot builder).
* Rapid prototyping capacity using open-source and API-first architecture.

Therefore, our short-term funding needs are limited and highly targeted: to build automation that removes the need for early hiring and to convert traction into early MRR.

### **9.5 Future Capital Plan**

We anticipate a possible **pre-seed or seed round** in late 2026/early 2027 only after reaching:

* 5–10 paid clients.
* Reduced onboarding friction to <2 hours per customer.
* Initial recurring revenue and defined CAC vs LTV metrics.

This future funding could support:

* Expansion to education, leisure, and event sectors.
* First business development hire.
* Enhancement of product from chatbot to AI agent.

### **9.6 Summary**

Our philosophy is to build responsibly and raise only when necessary. With a lean structure, a validated use case, and a clear value proposition, KyoConnectAI is poised to generate proof of value. Non-dilutive funding at this stage would serve as a meaningful catalyst without sacrificing strategic control.

# **10. Economic Model**

Revenue streams, pricing, costs and cash flow.

### **10.1 Revenue Streams**

KyoConnectAI adopts a **B2B subscription-based SaaS model**, offering its AI chatbot as a tailored, knowledge-based assistant for SMBs. Our core value lies in automating repetitive customer interactions (e.g., FAQs), freeing time and improving service responsiveness.

**Current monetization model:**

* **Tiered subscription pricing** (based on feature set and customization level):
  + **Basic**: €100/month – FAQ chatbot, standard embed on website.
  + **Standard**: €150/month – Multilingual, analytics, moderate customization.
  + **Premium**: €200+/month – Full customization, AI assistant roadmap integration (e.g., check-in/out automation).

We plan to **launch with a single pricing tier (€100/month)** for our first 0–3 paying customers (2025–2026), then gradually expand to tiered offerings based on feedback and market testing.

We are also evaluating:

* **Time-limited free trial** or demo model (2–4 weeks) for early adopters.
* **Long-term add-ons** (e.g., integrations, dashboards) as upsell revenue.

### **10.2 Cost Structure**

#### **Direct Costs (COGS):**

* **Google Cloud Run + LLM APIs** (OpenAI, DeepSeek, Gemini, Mistral):  
  Estimated **€5–€15/month per customer**, depending on query volume (based on ~1,000–2,000 queries).
* **MVP Deployment Time**:  
  ~2 business days (16 hours) for setup and tailoring by the founder (pre-automation).
* **Automation & Hosting**:  
  Embedded code delivery and UI served via GitHub/Cloud infra; scalable with minimal marginal cost.

#### **Indirect Costs:**

* **Labor**: Currently founder-only (0 salary). After 3–5 customers, will assess co-founder or freelance developer support.
* **Customer Research & Outreach**:  
  ~1–2 days per client to assess digital maturity, align use cases, and personalize demo.

We aim for **very lean operations** through automation, template reuse, and AI-driven internal tools (e.g., internal AI assistant for strategy/marketing to reduce overhead).

### **10.3 Gross Margins & Break-even Outlook**

* **Target gross margin**: **85–90%**  
  Digital delivery and lightweight architecture allow for high margins with minimal maintenance overhead.
* **Break-even Point**:  
  Estimated at **8–10 active paying customers** with current Google Cloud pricing and founder-led execution.  
  Beyond 10 clients, we will evaluate part-time tech support or partner integrations.

### **10.4 Scalability & CAC Considerations**

* **Customer acquisition** so far has been organic: LinkedIn outreach, stakeholder interviews, demo meetings, and word of mouth.
* **Marketing spend** expected to begin in **late 2025**, once pilot conversions are complete.
* **Customer Acquisition Cost (CAC)**:  
  Currently time-based (~1–2 days/client). In future, CAC will incorporate cost of events (e.g., VivaTech), partnership commissions, or digital ads.
* **Lifetime Value (LTV)**:  
  At €100/month, LTV per customer exceeds €1,000/year. For long-term retention, we’ll introduce upsell paths (AI agent, integrations).

### **10.5 Financial Timeline Snapshot (Linked to Strategic Milestones)**

| **Period** | **Milestone** | **Revenue Impact** |
| --- | --- | --- |
| Q2–Q4 2025 | 0–5 demos, pilots | €0 (pre-revenue) |
| Q1–Q2 2026 | Convert 0–3 to paid | €300–€900 MRR |
| Q3–Q4 2026 | Reach 5–10 subs | €500–€1,500 MRR |
| 2027 | Expand to 30–50 clients | €3,000–€7,500 MRR |
| 2028–2029 | AI assistant rollout | Tiered/upsell pricing |
| 2029–2030 | 100+ clients | €10,000+ MRR |

This evolution reflects an agile, low-burn approach, minimizing risk while gradually unlocking revenue scalability.

### **10.6 Pricing Strategy Rationale**

* **Current competitors** like Chatbase (€150/month) and FastBots (€99–€299/month) offer more generic, less customized chatbots.
* Our **€100/month starting tier** is **deliberately positioned as affordable and approachable** for digitally underserved SMBs.
* We avoid complex “pay-per-message” pricing in favor of predictable, value-driven subscriptions.

Future experimentation will explore:

* **Freemium tier** with limited monthly queries
* **Enterprise bundle pricing** for groups of campsites or schools
* **Seasonal pricing offers** during peak event or tourist seasons

### **10.7 Takeaways**

* The economic model is designed to be **lean, high-margin, and scalable**, with low operational friction.
* As we convert our first pilots, we will **validate pricing sensitivity**, CAC, and adoption friction through continuous experimentation.
* Break-even is achievable within the next 6–12 months with **modest subscription revenue**, without requiring immediate funding or payroll expansion.

Let me know if you'd like a **graph or table** visualizing pricing tiers, margin projection, or break-even analysis. Otherwise, we can move to **Section 11: Financial Projections**.

# **11. Financial Projection**

## SWOT

Revenue model: [link](https://emlyon.brightspace.com/d2l/le/lessons/312269/topics/1324213) 41 elp new venture

<https://kyokaen.github.io/kyoconnectai-mock-usecase/business-plan/11.financial-projection.html>

keeping in mind:

* Profit & Loss Forecasts
* Funding Needs
* Break-even Analysis

And ensuring:

* Alignment with the rest of the business plan
* Academic and business viability expectations
* Clarity, realism, and grounded assumptions

### **11.1 Overview & Methodology**

This section outlines our early-stage financial projections based on conservative assumptions and current operational capabilities. As a lean AI SaaS startup, we prioritize efficient growth, early validation, and cloud-native scalability. All estimates reflect our current position: MVP deployed, pilots in progress, and no full-time hires beyond the founder.

Our goal is to demonstrate the financial feasibility and scalability of KyoConnectAI with a minimal burn rate and gradual customer acquisition.

### **11.2 Revenue Forecast (2024–2029)**

| **Year** | **Active Clients** | **ARPU (€ / month)** | **Annual Revenue (€)** |
| --- | --- | --- | --- |
| 2024 (H2) | 0–3 (Pilots) | 0 (Free/demo) | 0 |
| 2025 | 5–10 | 100 | ~6,000 – 12,000 |
| 2026 | 15–30 | 120 (avg) | ~21,600 – 43,200 |
| 2027 | 30–50 | 130 | ~46,800 – 78,000 |
| 2028 | 50–100 | 150 | ~90,000 – 180,000 |
| 2029 | 100–200 | 175 | ~210,000 – 420,000 |

Note: ARPU (Average Revenue Per User) increases as we upsell advanced AI features (check-in/out, analytics, integrations).

### **11.3 Cost Structure & Cloud Infrastructure**

| **Cost Item** | **Unit Estimate** | **Assumption** |
| --- | --- | --- |
| Google Cloud Run (infra + API) | €5–15 / client / month | Based on 500–2,000 queries/month |
| Website & Domain | €100 / year | Already covered |
| Founder Labor | €0 (no salary yet) | 2–3 days per client setup (automated) |
| LLM API Usage (e.g. Gemini) | €0–€10 / client / month | Free tier + expected low-volume usage |
| Misc. SaaS Tools (ClickUp etc.) | €500 / year | Automation and project management |

As automation increases, the marginal cost per client declines, preserving high gross margins.

### **11.4 Profit & Loss Simulation (2026)**

| **Item** | **Estimate** |
| --- | --- |
| Revenue | €36,000 (30 clients @ €100/mo) |
| Direct Costs | €4,500 (avg €12.5/client/mo) |
| Gross Margin | **~87.5%** |
| Other Expenses | €1,000 (tools, outreach) |
| **Net Profit** | **€30,500** |

Even at 30 clients, profitability is achievable with minimal overhead. Full-time hiring would be reconsidered after 50+ active customers.

### **11.5 Break-even Analysis**

| **Break-even Target** | **Value** |
| --- | --- |
| Fixed monthly costs (post-2025) | ~€150–200 |
| Monthly revenue to break even | ~€300 |
| Clients to break even (min) | **~3** paying clients |

We expect break-even by Q2 2026 if we convert 3–5 paid clients and manage Google Cloud costs effectively.

### **11.6 Funding Strategy**

KyoConnectAI will initially seek **non-dilutive funding** (e.g. French or EU startup innovation grants, academic incubators, AWS/GCP startup credit programs) to cover:

* UI/UX automation and platform improvements
* Deployment and analytics dashboard development
* Strategic outreach and partner integrations

We do not plan to raise equity-based investment until post-revenue validation (2026–2027). This aligns with our lean-growth philosophy and maintains founder equity.

### **11.7 Financial Risk Assessment**

| **Risk** | **Mitigation Strategy** |
| --- | --- |
| Cloud cost variability | Ongoing monitoring, usage thresholds |
| AI API pricing changes | Multi-provider fallback (DeepSeek, Mistral) |
| Slow pilot-to-paid conversion | Optimize onboarding UX and demo flow |
| High customization cost | Pre-built sector-specific chatbot templates |

### **11.8 Takeaways**

* High-margin SaaS business with scalable unit economics
* Break-even achievable with just 3–5 clients
* Risk-aware but optimistic projections based on validated pricing
* Automation and cost control are central to long-term sustainability
* Equity preservation through non-dilutive funding during early stage

# **Conclusion & Key Takeaways**

# **Reference**

1. Reference
2. Reference