

# Requirements Analysis Document

*Transferagentur*

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# 1. Introduction

LaunchLab. From nothing to success. It's the app to help you find ideas, refine them into a product, found a company around that product, and scale that company to success.

Currently, all of the consultation process is handled by Transferagentur's consultants. We want to make that consultation digital. One app to guide you from nothing to success. And what's even better: It comes with its own startup consultant AI, Chatpreneur.

## 1.1 Purpose of the System

We want to foster startup culture and enable people to fulfill their dreams. Oftentimes, people are motivated, have ideas, but they don't know how to proceed. We give them a companion they can turn to.

## 1.2 Scope of the System

We choose to approach the problem from two different angles:

1. LaunchLab - iOS-based app, targeted specifically to people who are motivated to create something. Whether they don't even have an idea, or they've already founded their company, it's there to help.
2. LaunchLab: Chatpreneur - AI assistant for anything related to creating a product, building a startup, and becoming successful.

## 1.3 Objectives and Success Criteria of the Project

1. LaunchLab brings the user a step forward (i.e., from nothing to an idea, from an idea to a product, from a product to a company, ...).
2. LaunchLab: Chatpreneur supports specific startup related questions and research.

## 1.4 References

[StartupPort guides](#)

[Guide to write a Startup business plan](#)

[Short introduction what Startups are and how they work](#)

[The language used in Startups](#)

[10 steps to start with a business](#)

[Overview of the different german legal forms](#)

## 2. Current System

Currently, Transferagentur's consultation process is fully handled by consultants, relying on their extensive research skills and domain expertise. The process typically follows a structured approach that includes multiple stages to accommodate clients' varying needs.

Initial Consultation (Erstgespräch):

- Objective: Identify or clarify the client's business ideas.
- No Idea: Tools like Design Thinking, Canvas Models, and ideation tools are employed to help clients identify friction points in their lives.
- Too Many Ideas: Consultants recommend listing, categorizing, and prioritizing ideas using a matrix to evaluate effort, goals, and personal alignment.
- Vague Idea: Lean Canvas and Business Model Canvas (BMC) templates are used to document and structure initial concepts, providing clients with a toolkit for idea development.

Second Consultation (Zweitgespräch):

- Focus: Customer contact and idea validation, particularly for B2C ideas.
- Tools and Methods: The Value Proposition Canvas and persona creation are central. Consultants often guide clients through testing their ideas via direct conversations with potential customers, and occasionally collaborate with research institutions for patentable ideas.

Clients span various demographics, including students (primarily postgraduates), researchers, and innovative individuals suited for funding opportunities. Common challenges include idea validation, prototype development with limited resources, and securing funding or investors.

Transferagentur consultants provide critical data and resources, such as target audience data, market analyses, and funding application checklists. Consultants frequently address topics like financial planning, market entry strategies, and intellectual property concerns, with time-intensive areas focused on customer analysis, business plan creation, and optimizing funding applications. Standardized elements, such as toolkits for idea assessment and persona development, help streamline the process, though customization remains integral to meet clients' specific needs based on their industry, development stage, and intended audience.

## 3. Proposed System

### 3.1 Overview

The proposed “LaunchLab” system is a mobile app designed to guide users, especially aspiring entrepreneurs, through the process of building and refining their startup ideas. It combines interactive learning modules, personalized onboarding, and AI-based support, creating an engaging and structured path for users to develop essential startup skills. Key features include guided modules on startup topics, personalized progress tracking, and integrated AI support.

### 3.2 Functional Requirements

#### ☐ Onboarding

When opening the app for the first time, onboarding shall begin. This onboarding shall yield relevant user information (name, product name, ...) and find out the user's current knowledge level to show relevant modules afterwards.

#### ☐ Learning modules

The app shall be centered around workshop-like modules that teach the user relevant start-up skills and confer relevant knowledge and information. Some modules shall need to be unlocked.

#### ☐ Learning path

The app shall display a Duolingo-style learning path, structuring the modules and keeping the user oriented.

#### ☐ Progress animation

The progress shall be symbolized by the animated construction of a rocket. The construction shall be finished when the modules have been completed.

#### ☐ Consultation module

The app shall offer a module to contact a Transferagentur consultant and arrange a consultation. This module shall include an option to export the user information to a suitable format for the consultant. The module should be optional but present so the user knows he has this option.

#### ☐ Personalized outputs

Some modules shall output personalized artifacts at the end (like a pitch deck or business plan).

#### ☐ **Personalized chat integration**

The app's chat feature shall leverage user information to provide contextual inputs to the GenAI model, enabling personalized and seamless interactions tailored to the user's needs and preferences.

#### ☐ **Startup domain knowledge**

The chat system shall provide users with comprehensive, actionable, and contextually relevant information related to startups, catering to a wide range of topics from ideation to scaling.

#### ☐ **Consultant context**

The chat system shall emulate the role of a professional digital startup consultant, offering expertise and guidance in a manner that ensures a professional and trustworthy user experience.

#### ☐ **Forward to app**

The chat system shall identify opportunities where the user would benefit from using the app and provide contextually appropriate prompts, links, or guidance to transition to the app seamlessly.

### **3.3 Non-functional Requirements**

#### ☐ **Usability I: Minimalistic but straightforward**

The user interface shall adhere to a minimalistic design, ensuring that no more than three actions are required to complete any primary task.

Additionally, 80% of test users must successfully complete predefined key tasks (e.g., completing the onboarding, navigating to a specific feature) on their first attempt without external assistance.

#### ☐ **Usability II: Engaging and well-paced**

Each learning module shall be designed to ensure that 75% of users can successfully complete it within a reasonable timeframe, determined based on the module's complexity (e.g., no more than 30 minutes for beginner modules). Modules shall support pausing and resuming without loss of progress or context.

#### ☐ **Availability**

The chat shall be insertable into other web pages, specifically our marketing page and the Transferagentur page.

The chat shall not require users to log in or create an account, ensuring seamless and unrestricted access.

Compatibility with modern web browsers and support for both desktop and mobile devices will be prioritized to maximize accessibility.

## 3.4 System Models

### 3.4.1 Scenarios

#### Scenario 1: Inexperienced in the startup process but interested

User	Anna, a graphic designer with an idea for a sustainable fashion label.
Goal	Anna wants to find out what steps she needs to take to concretize her idea and find out if it is commercially viable.
Description	<p>Anna downloads the app and starts the onboarding. She is guided through questions that capture her level of knowledge and the current status of her idea, such as: "Have you already conducted market research?" or "Do you already have a rough idea of your product or service?".</p> <p>Based on Anna's answers, the app places her as a beginner in the startup domain. The structured and easily accessible beginner modules give her guidance through her first steps. She stays motivated and completes the foundational modules. Once she has a better understanding of the startup domain, the whole app is unlocked, so she can build on her idea and found her startup.</p>

#### Scenario 2: Some experience in the startup process

User	Ben, an experienced software developer who wants to found a tech startup.
Goal	Ben needs support to form his business idea into a startup.
Description	<p>Ben downloads the app. The onboarding yields that he has developed his idea and is now looking to form it into a startup.</p> <p>The beginner section of the app is skipped. Ben is shown his progress on the way to his startup prominently to stay motivated. The modules are categorized, so he can quickly see what needs to be worked on to get the startup ready. He can study at his own pace.</p> <p>When it comes to the question of securing preliminary funding, a startup consultant is brought into the loop. As Ben can export all his LaunchLab data, the consultation can get right to the core of the matter.</p>

#### Scenario 3: Specific question about the startup process

User	Clara, a social entrepreneur who has a concept for a nonprofit educational project.
Goal	Clara wants information on how to write a business plan for nonprofits.
Description	Clara heads to the LaunchLab webpage. She sees the prominent Chatpreneur widget and types in her question. Chatpreneur gives a detailed answer and refers to additional sources to get her going. After asking two more follow-up questions Clara has all the information she needs and can continue with her project.

### 3.4.2 Use Cases

#### Use case 1: Onboarding and profile customization

Goal	The app adapts to the user's level of knowledge and progress in the start-up process.
Stakeholder	User (e.g. Anna, the graphic designer)
Description	The user starts the onboarding and is guided through a series of questions that capture the current state of the business idea and start-up knowledge. Based on the answers, the user receives a personalized dashboard and a to-do list with the next steps specifically tailored to their level of knowledge. Onboarding guides the user to a collection of resources and tools tailored to their progress and knowledge.
Result	The user receives a personalized app setting that provides targeted support and can see progress at each key stage.

#### Use Case 2: Asking Questions to the Digital Consultant

Goal	The user receives specific answers and support from the AI-based digital consultant.
Stakeholder	User (e.g. Ben, the software developer)
Description	The user opens the chat interface of the digital consultant and asks a question on a topic such as "How do I formulate a USP for my market?" The AI analyzes the question and provides a detailed answer that addresses the specific requirements of the user's company.

	The user can ask further questions or search specifically for recommendations and resources, e.g., to analyze the competition.
Result	The user receives specific answers and suggested actions to refine idea development and is directed to appropriate, specialized resources for more in-depth questions.

### **Use Case 3: Business Plan Creation with AI Support**

Goal	The user creates a complete business plan together with the AI.
Stakeholder	User (e.g. Ben, the software developer)
Description	<p>The user selects the “Create Business Plan” option in the dashboard.</p> <p>The app asks questions about the core areas of the business plan, such as market analysis, financial planning, product range, and target group.</p> <p>Based on the answers, the business plan is continuously supplemented and structured. The AI makes recommendations for each section and suggests formulations.</p> <p>Once the business plan has been completed, the user can export the document as a PDF or process it further as a pitch deck.</p>
Result	The user has a comprehensive business plan that has been structured and formulated with the support of the AI and serves as a basis for the search for investors.

### **Use Case 4: Pitch Deck Creation and Optimization**

Goal	The user creates a convincing pitch deck with the help of AI.
Stakeholder	User (e.g. Clara, the social entrepreneur)
Description	<p>The user selects the option “Create Pitch Deck” and specifies the type of audience the deck is intended for (e.g., investors or funding providers).</p> <p>The AI helps the user to summarize the most important points of their idea and gives suggestions on how to best present the target group, solution, and unique selling points.</p> <p>The user can iteratively improve the pitch deck and receive feedback from the AI, for example on comprehensibility and structure.</p> <p>The app provides design templates and helps the user to export the pitch deck as a visually appealing presentation.</p>



Result	The user has a structured, well-formulated pitch deck that is ready for presentations.
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### Use Case 5: Forwarding to Specialized Consultants

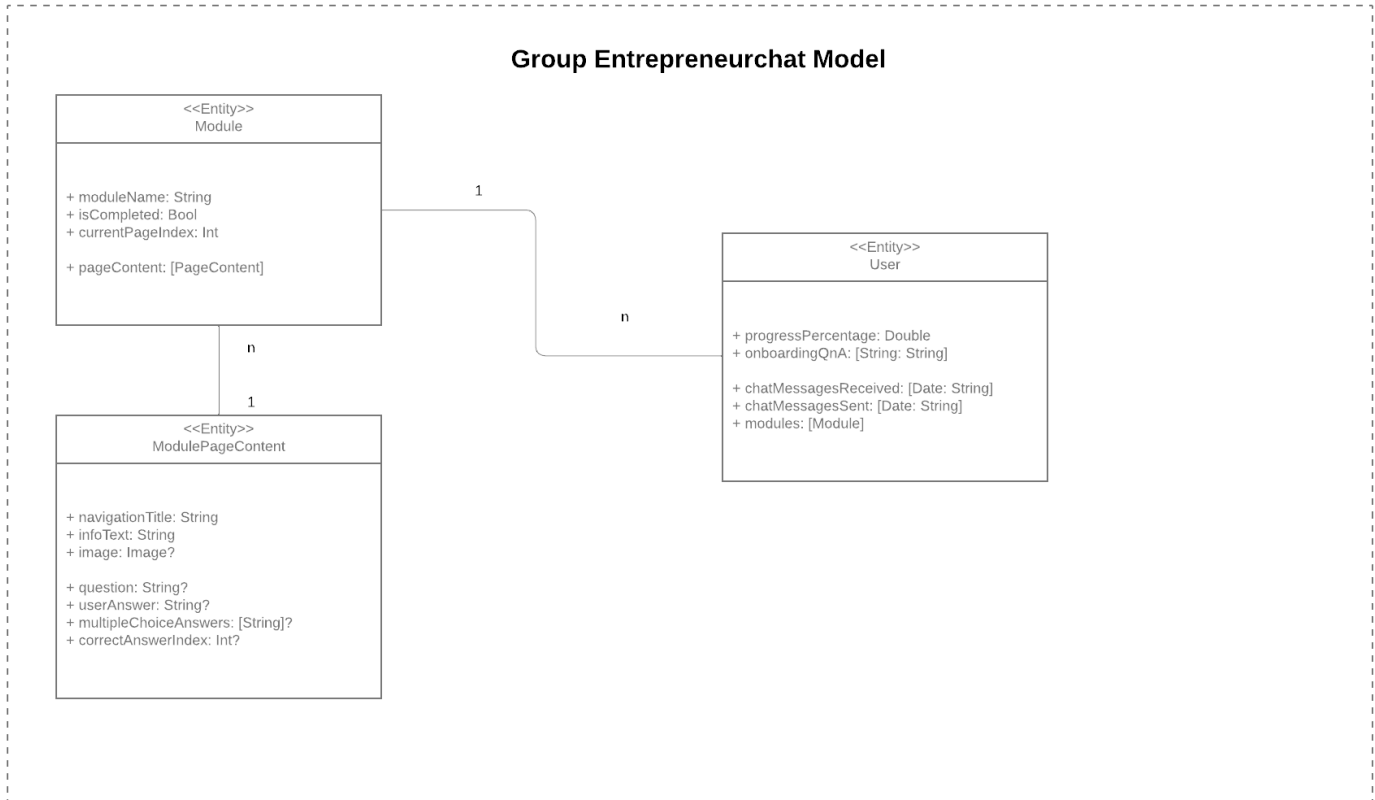
Goal	The user is forwarded to external consultants for complex questions.
Stakeholder	User (e.g. Clara, the social entrepreneur)
Description	<p>The user asks a specific question about applying for funding that requires more in-depth, specialist expertise.</p> <p>The AI recognizes that the request is outside the app's scope of knowledge and suggests forwarding the user to a specialist advisor.</p> <p>The user receives a list of consultants and can contact a suitable expert depending on their preference.</p>
Result	The user is forwarded to a specialized consultant for very specific topics and receives personalized support.

#### 3.4.3 Object Model

The object model for the LaunchLab app represents a user-driven learning app structured as follows:

- User: Tracks a user's progress, onboarding responses, and chat messages. Links to multiple modules they can complete.
- Module: Represents a learning module with a name, completion status, and the current page. Contains multiple pages (ModulePageContent).
- ModulePageContent: Each page within a module, with text, optional images, and quiz elements (question, answer choices, and correct answer index).

The relationships allow a user to access various modules, each composed of multiple interactive content pages, supporting structured learning and progress tracking.



Refer also to [Lucidchart](#).

### 3.4.4 User Interface

#### Onboarding and Initial Assessment:

**Welcome & Introduction:** The app introduces itself with a welcome screen and a call to action to get started.

**User Profiling:** The app asks users about their familiarity with business concepts, their experience with startups, and knowledge of their target market. This onboarding survey helps customize the user experience based on their expertise level.

#### Content Modules & Navigation:

**Topics Overview:** Users are presented with a selection of modules (e.g., Market Analysis, Advertising, Strategy Plan), each containing multiple resources or exercises related to each topic. This section allows users to choose where to start based on their learning priorities.

Progress Tracking: Progress indicators visually track the user's completion status in each module, offering an overview of their advancement.

**Individual Module Breakdown:**

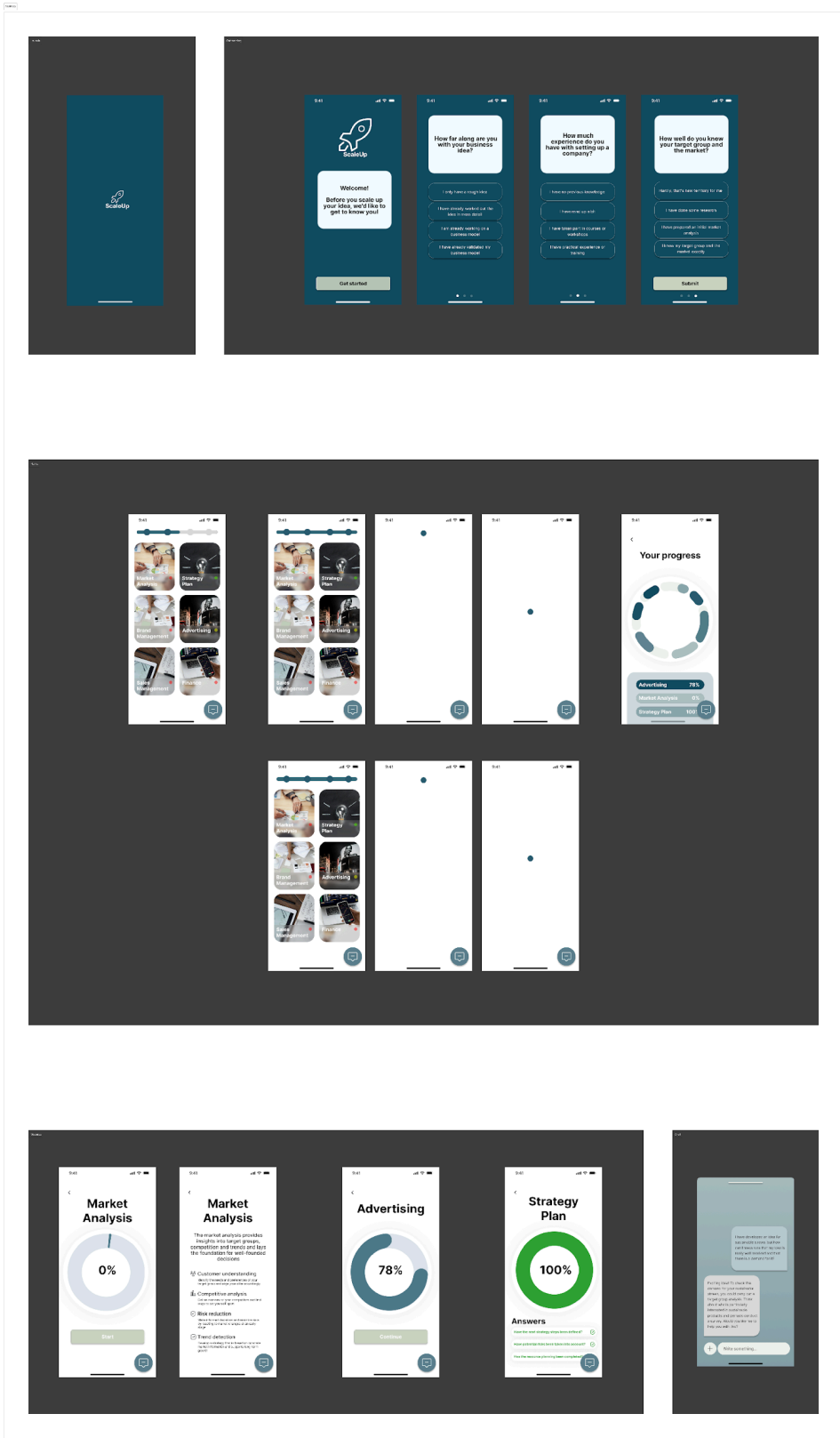
Each module includes specific sections focusing on essential business topics. Interactive Assessments: Progress within modules is tracked through interactive elements that could include quizzes or exercises, as indicated by a "Start" or "Continue" button.

**Progress Summary:**

Users can view a holistic summary of their learning and progress in different topics. A circular progress bar and percentage indicators allow them to see how close they are to completion within each area.

**Chat Support or Guidance:**

An LLM chat overlay is always available after the onboarding, to help out with any questions the user may have. This chat utilizes the personal information collected in the onboarding and modules.



Our click dummy prototype is available in [Figma](#).

## Acronyms and Abbreviations

**AI** - Artificial Intelligence

**BMC** - Business Model Canvas

**USP** - Unique Selling Proposition

**API** - Application Programming Interface

**HTTPS** - Hypertext Transfer Protocol Secure

**RBAC** - Role-Based Access Control

**LLM** - Large Language Model

**iOS** - Apple's Mobile Operating System

**SQLite** - Structured Query Language Lite (Lightweight database engine)

## Glossary

**LaunchLab** - A mobile application aimed at guiding users through the process of building and refining startup ideas. It includes interactive modules and an AI assistant called Chatpreneur.

**Chatpreneur** - An AI-powered digital assistant integrated into the LaunchLab app and web platforms, providing personalized guidance and answers to startup-related queries.

**Transferagentur** - The organization responsible for the consultation processes and development of the LaunchLab app to digitize startup consultation.

**Learning Modules** - Interactive, workshop-style resources within the app that educate users on various aspects of startups, such as ideation, market analysis, and business planning.

**Onboarding** - A guided setup process within the app that personalizes user experience by assessing their knowledge and current status in the startup process.

**Business Model Canvas (BMC)** - A strategic tool used to develop and visualize the essential elements of a business model, including value propositions, customer segments, and revenue streams.

**Lean Canvas** - A simplified version of the Business Model Canvas, specifically tailored for startups, focusing on solving customer problems and defining unique solutions.

**Persona Creation** - A method of building user archetypes to better understand target audiences, typically employed in marketing and product development.

**Duolingo-style Learning Path** - A gamified structure within the app that organizes learning modules in a visually engaging, sequential format to track progress and encourage completion.

**Pitch Deck** - A presentation document aimed at summarizing a business or product concept, typically used to attract investors or funding.

**Core Data** - Apple's object graph and persistence framework used for data storage and management in iOS applications.

**OpenAI API** - A programming interface provided by OpenAI, enabling access to AI-driven functionalities like natural language processing and content generation.

**Value Proposition Canvas** - A tool used to ensure that a product or service is positioned to meet customer needs effectively by mapping the value provided to the customer.

**GenAI** - General Artificial Intelligence; typically refers to advanced AI systems capable of general problem-solving, such as large language models.

**Minimalistic Design** - A user interface design principle that emphasizes simplicity and functionality by avoiding unnecessary complexity.