AI/ML Product's Go-to-Market Strategy

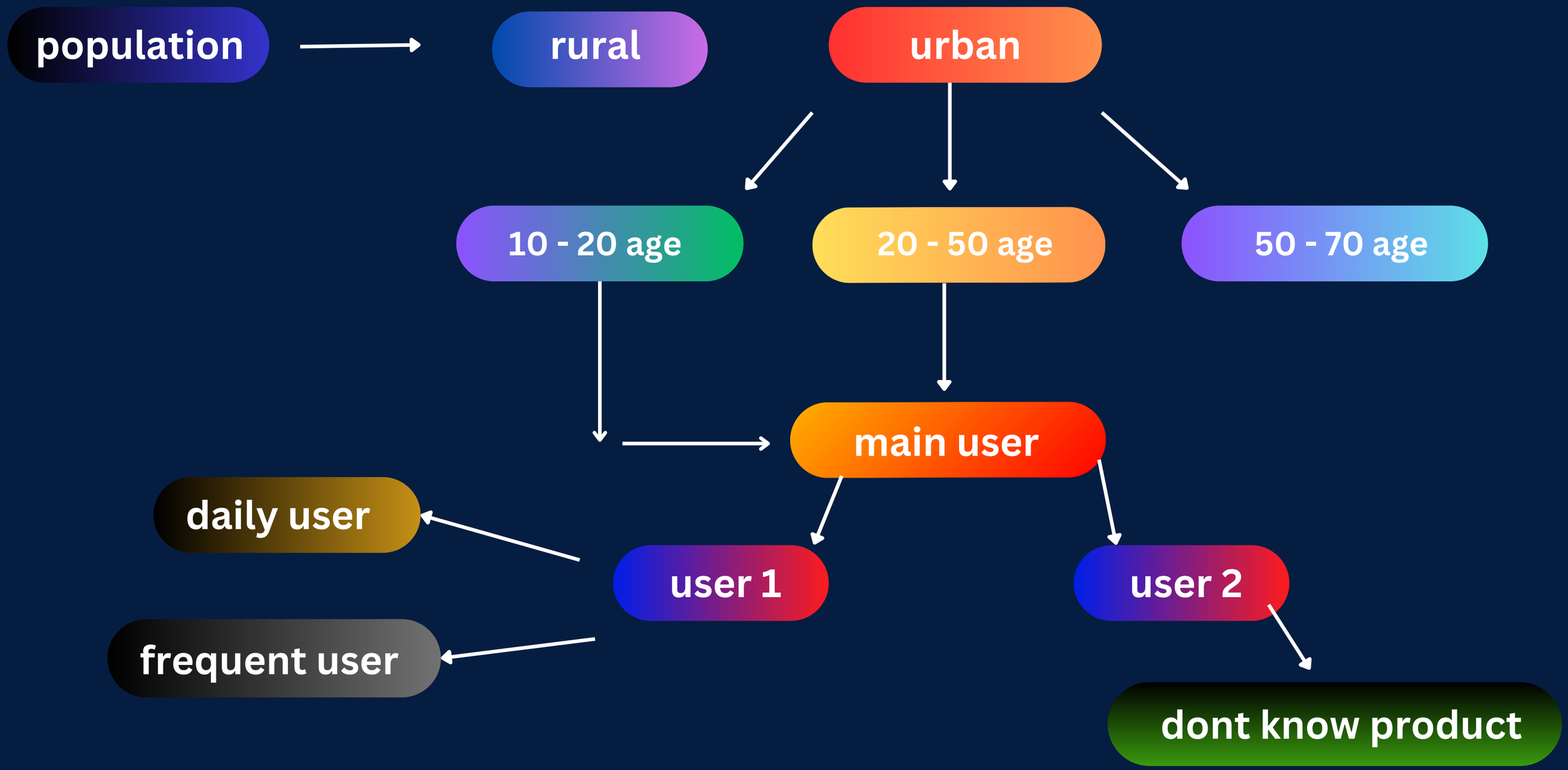
PROBLEM STATEMENT

Develop an AI-powered text summarization product to streamline content consumption by condensing lengthy text into concise summaries, meeting the demand for efficient information retrieval and comprehension.

GOAL

Build the product as a market leader in text summarization technology, gaining traction and adoption across various industries and user segments.

calculate market size


population
rural
urban
10 - 20 age
20 - 50 age
50 - 70 age
main user
daily user
user 1
user 2
frequent user
dont know product

total population of california = 38 M

assume that 30% in 10 - 20 age group = 11 million

assume that 40% in 20 - 50 age group = 15 million

assume that 30% in 50 - 70 age group = 11 million

main users = 11 + 15 = 26 million → user 2 (13 million)

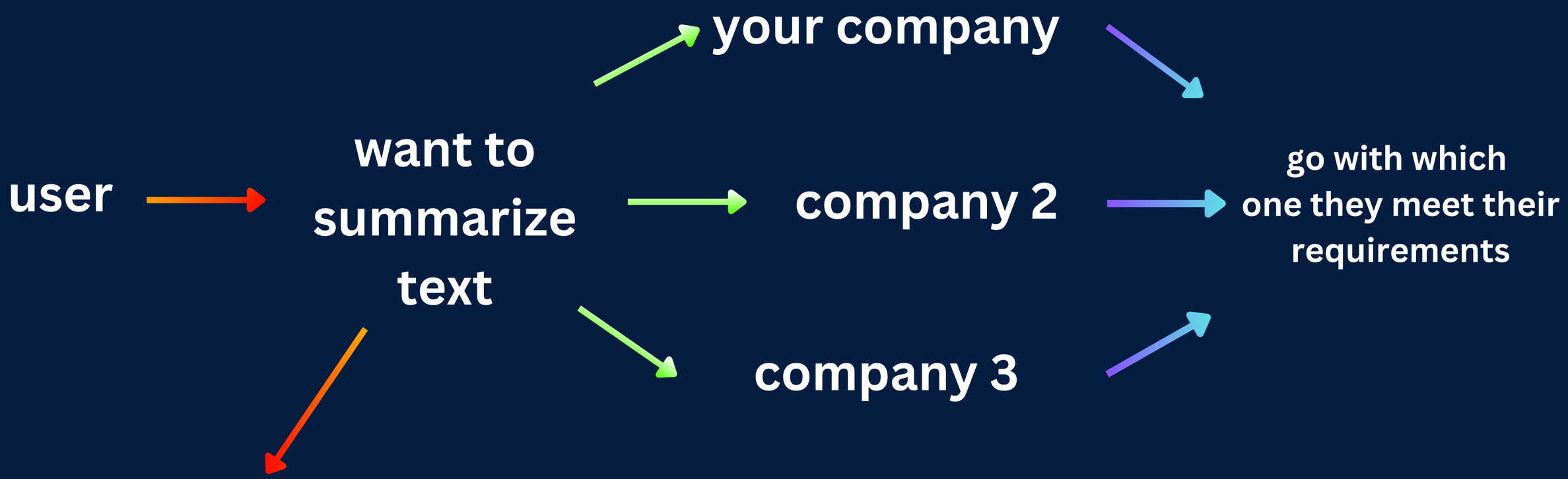
user 1 (13 million) → daily user (2.5 million)

user 1 (13 million) → frequent user (10.5 million)

Market size = user 2 (13 million) + frequent user (10.5 million) = 23.5 million

daily user : premium subscribers

frequent user : fremium subscribers


your company
user
want to summarize text
company 2
go with which one they meet their requirements
company 3
understand user painpoints why they choose other services over you

customer painpoints

age group = 15 - 50

1) very slow
2) output not expect that we want
3) summary is very short
4) price is high

painpoints prioritization

when ever person enter in app they first see price
later they face (loading run time is more or not)
and after that they faced painpoints 2& 3

1) very slow *(priority 2)*
2) output not expect that we want *(priority 3)*
3) summary is very short *(priority 4)*
4) price is high *(priority 1)*

solution 1:priority 1

offer coupon codes (15% off) at the time of sign up and this code valid only for 15 min
as product owner we know that original price = 9$

12$
month

apply 15% off coupon code

we get
10$
month

our charge price

price is high

solution 2: priority 2

offer referrals & you get 10% commision when another person buy services from you

12$ month

after deduct
15% coupon code + refferal

we get
9$ month

(coupon code 15/100) * $12(product price) = $1.80

$12(product price) - $1.80 = $10.20

$10.20 - 10% referral commission = 9.20

only product owner know not user

solution 3: priority 3
offer product bundling

our real price =

a) orginal product (A) price 15$

15$ + 10$ = 25$

b) orginal product (B) price 10$

c) we change price of product (A) to 20$

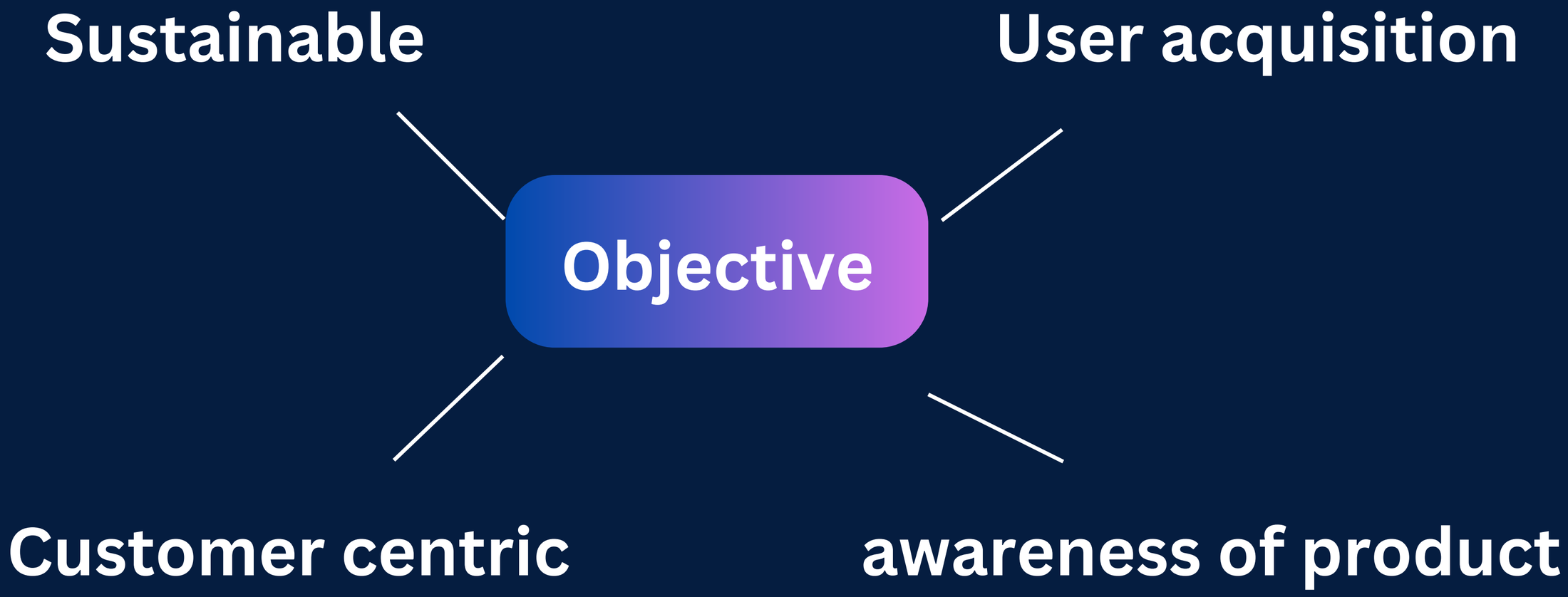
now person 1 buy → choose our offer over offer A & b

offer A = (product A) 20$ $

offer B = (product A) 20$ + (product B) 10$ = 30$

our offer = (product A) 15$ + (product B) 10$ = 25$

Go to Market Strategy


Sustainable
User acquisition
Objective
Customer centric
awareness of product

Target market

bloggers

1) high purchasing power
2) low base

school / college students

1) low purchasing power
2) high base

Scientist

1) high purchasing power
2) low base

plan of acquisition

draw traffic to product with
the help of social media

create video about product
how to use it
how this product add value in work life

sign up process

show other products how also they help

customer do their summarization process

after summarization show how you get your
subscription fee back with referrals

industry analysis

Competitive

1) competitor = quillbot, scribber
2) industry growth = upward
3) brand identity = high
4) quality difference = no

Threat of new entrants

1) Government policies
2) Capital requirements
3) acess to latest technology

supplier Power

1) no of suppliers = top 8
2) size of supplier = high network
3) Ease of switching suppliers = less

Buyer Power

1) no of customer = high
2) size of order = monthly / yearly)
price sensitive = moderate
3) cost of change = avg 10$ (less)

sucess metrics

acquisition

1) lead generation per channel

2) bounce rate on MVP

retention

1) customer churn

2) Customer lifetime value

activation

1) daily sign ups

2) daily open app

revenue

1) sales growth

2) Net profit margin

referral

1) sharing rate 2) referral visit