TailR

ML-Powered Automation Solutions for Universities

Problem

- Employees in campus departments suffer from repetitive tasks, which slow down projects
- In-house solutions are expensive, slow, and departments have difficulty identifying the right tech and the right talent
- External solutions aren't brought in because of red tape and long approval process

Solution

- Innovative automation solutions that come from a trusted internal source: students at the university, partnered with campus employees and mentored by professors

Market Assumptions

- Existing tech/consulting firms focus on private sector, and have trouble penetrating the university administration
- Departments don't have expertise on the latest tech
- Low competition from other students

Product

- Tailored solutions are deployed to fit the department's needs
- Solutions are delivered quickly using a cookie-cutter technique from existing codebase/knowledge base
- The latest Machine Learning techniques are used to ensure the best results

Business Model

- Software as a Service model
- Expected $5,000-$50,000 revenue per contract
- After initial development costs, most of the expenses will be implementation and maintainence-related

Adoption

- Currently on track to sign contracts with 3 departments at UCD:
  - Enrollment Management Analytics
  - Student Disability Center
  - Center for Educational Effectiveness
- Plan is to expand to other departments/universities after delivering to first clients
- Future clients will be receptive due to increase in credibility

Competitive Advantage

- Unique position as students as well as employees of the university
- Established relationship with departments
- First mover's advantage, no other firms are working with the UC system
- Unique experience doing similar six-figure projects in the private sector

Potential Competitors

○ FAST Enterprises: Caters to tax institutions motor vehicle agencies, codebase is specifically geared towards those needs

○ LMBC Tech Solutions: Focused on government agencies rather than universities, lacks rapport with UC System posessed by TailR

○ CA Technologies: Focused on private sector

Team

- **CEO**: Abhay Sawhney
- **CTO**: Daniel Loran
- **Mentor**: Prof. Ilias Tagkopoulos, subject matter expert in Machine Learning
- **Champions** in mentioned departments: Linda Plutino, Josh Hori, Matt Steinwachs