



The Incubation Centre of St. Stephen's College, University of Delhi



Pitch-o-Perfect
St. Stephen's College, Delhi University

Citium

Your own Communication and speech coach powered-by GPT and
Machine learning Models

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>>> PROBLEM STATEMENT



What Happens When You're Not Able To Articulate Your Thoughts And Ideas Effectively?

When you are not able to communicate your Ideas, Pitches, thoughts , Personality better than anybody else, -->
You Lose Out On Opportunities, You Miss Out On Promotions,
And You Fail To Make An Impact.

But How Do We Do That? How Do We Help People Improve Their Communication Skills?

- Communication Is The Cornerstone Of Success, And It's A Skill That Everyone Needs To Master.
- To Effectively Articulate Their Thoughts, Ideas, And Opinions, Individuals Require A Great Deal Of Practice Beforehand.
- It's About Bridging The Gap Between What You Want To Say And How You Say It.

The Impact of Poor Communication Skills in India

1 Opportunity Loss

missed opportunities and promotions,A report says as 91% of recruiters prioritize communication skills.

2 Literacy Challenges

With an average literacy rate of 73%, India faces hurdles in socio-economic progress, affecting the population's ability to communicate effectively.

3 Language Barrier

Only 30% of India's population speaks English, limiting access to global opportunities

SOURCE: LINKEDIN

Soft Skills in the Workplace

Essential Nature

According to LinkedIn's 2019 Global Talent Trends, 92% of talent professionals consider them equally vital.

Job Satisfaction

Poor communication leads to decreased job satisfaction, with 30% of knowledge workers reporting a negative impact on their work experience.

Job Market Impact

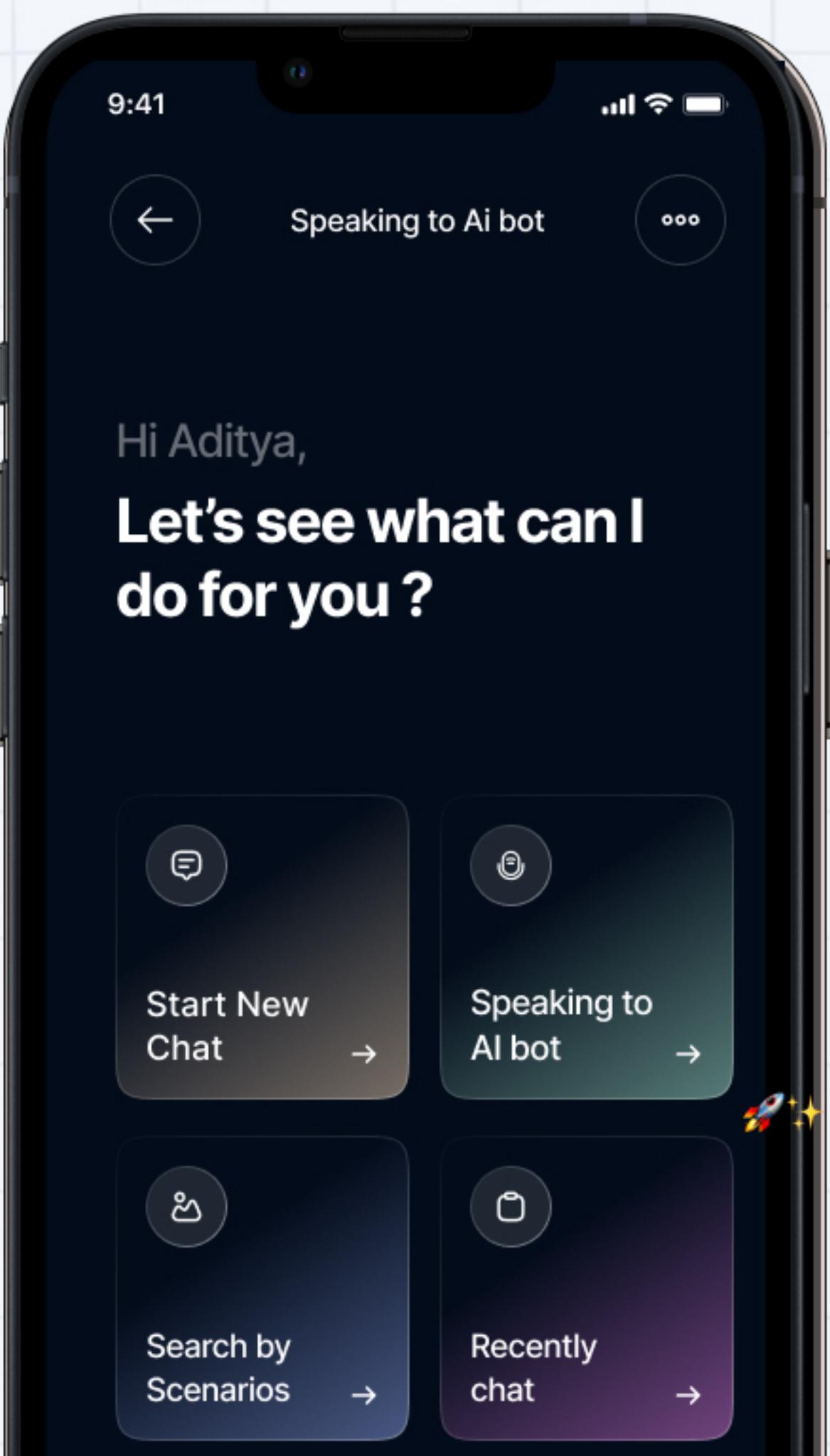
Ineffective communication influences job prospects, with 22% of employees considering a job change due to inadequate communication in the workplace.

>>> Introducing Citium : Empowering Articulation, Transforming Interactions!



Enhance Your Communication Skills With Targeted Guidance!

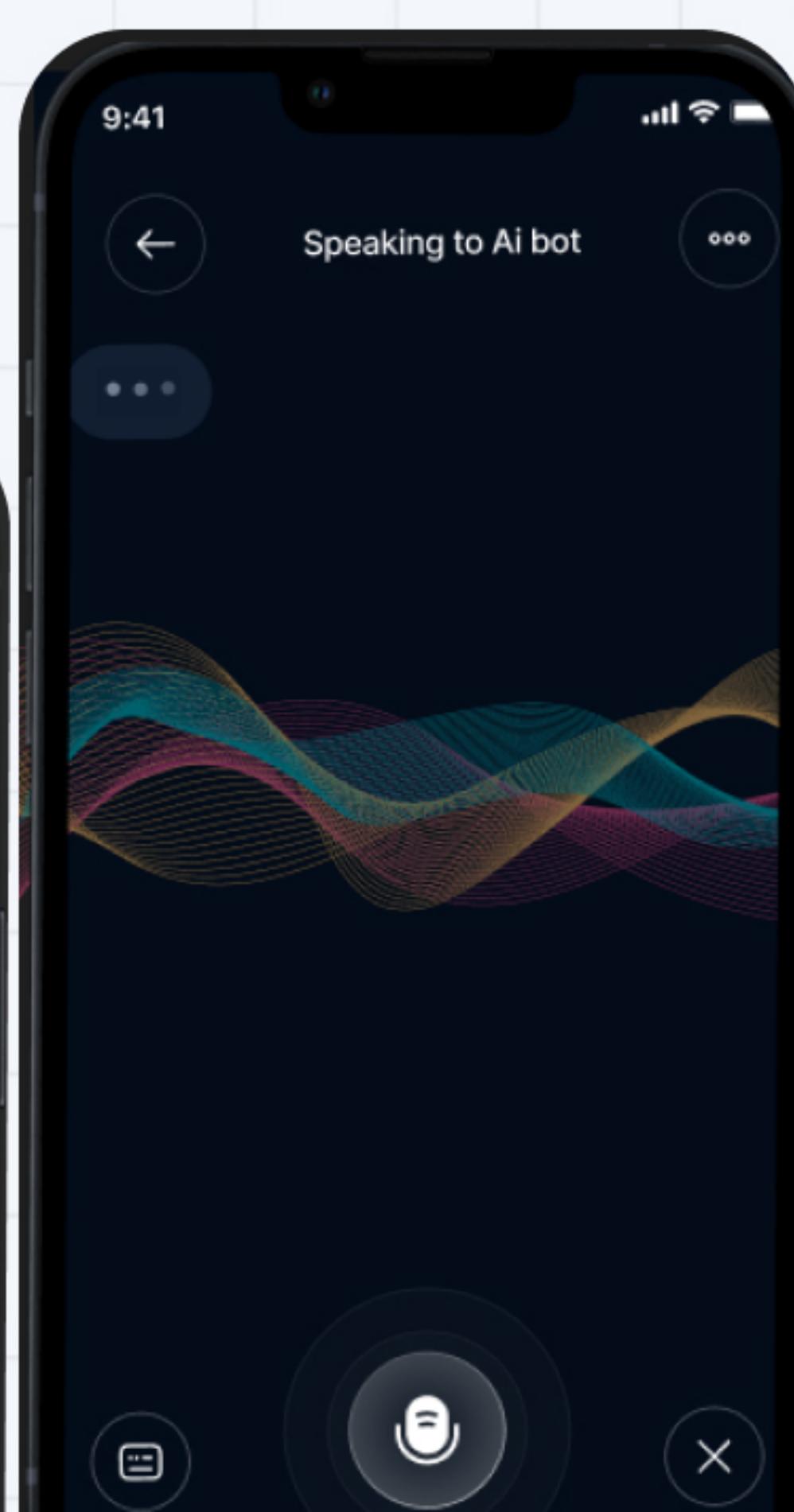
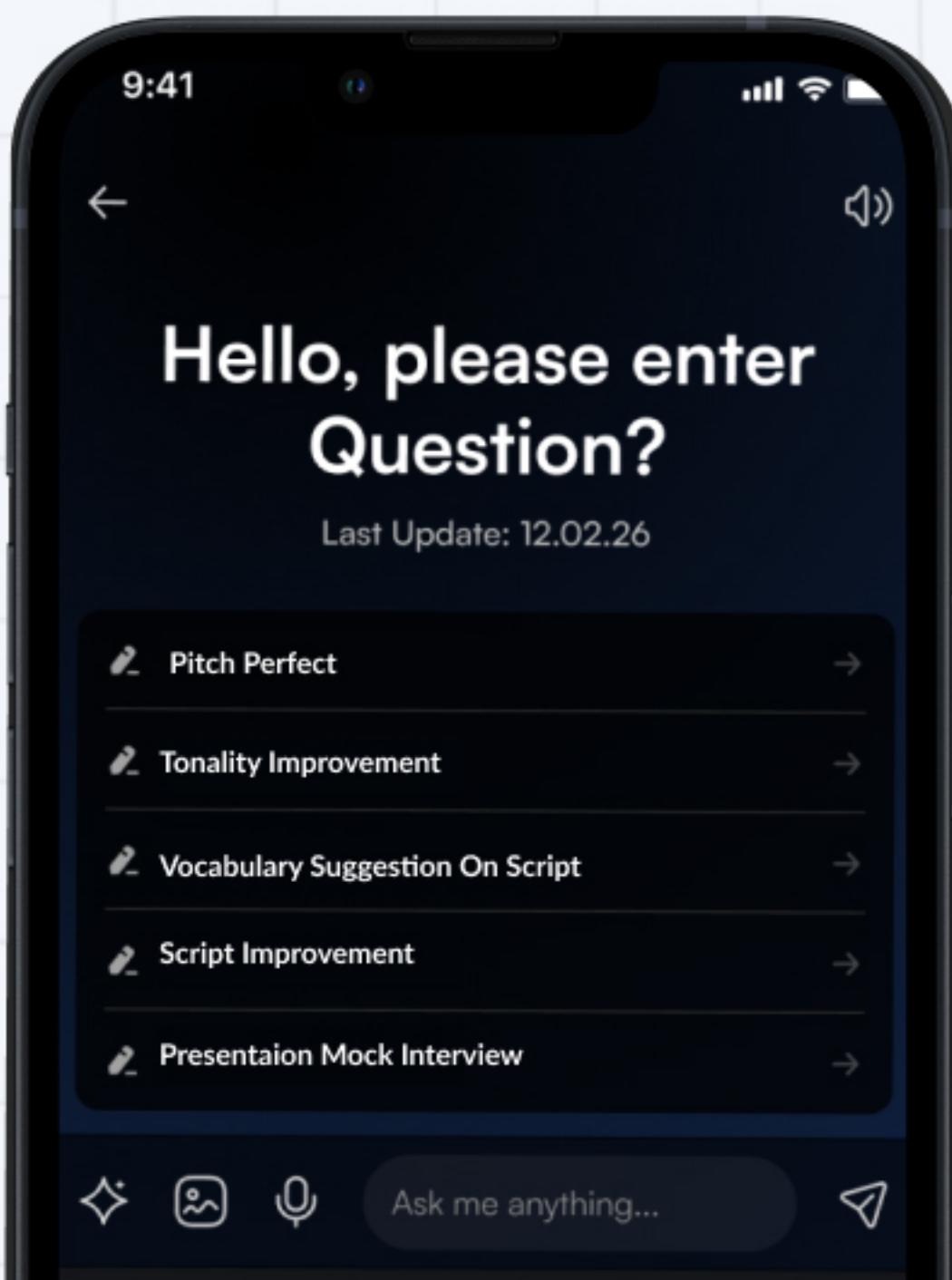
Imagine having a personal communication coach in your pocket, available whenever you need it. Citium listens, learns, and refines your communication style, provides real-time feedback ensuring that your ideas are not just heard, but deeply understood.ads



Can Revisit You Previous Conversations
And Track Your Progress

Can Ask Follow Up Question From You
Conversation And Providing Valuable
Feedback To Help You Identify Areas For
Improvement

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Market Landscape & Opportunity

1 Unmet Needs Identification

identify unmet needs in the market. Uncover areas where existing solutions are slow and unsatisfactory, paving the way for innovative improvements.

2 Develop Better Solutions

Translate the insights into better solutions. Prioritize features that solve customer problems more effectively than competitors, offering a significant competitive edge.

Phased Product Development ✓

1

2

3

Pre-Launch Phase

Focus on market research, product definition, and building a minimum viable product (MVP) in the initial 1-3 months.

Early Growth Phase

Conduct beta testing, gather user feedback, and refine functionalities during the 4-6 month period.

User and Revenue Growth Phase

Accelerate user acquisition, explore monetization options, and strengthen brand presence from months 7-12.

UNMET DEMAND -

A One Stop Solution For - Improving Pronunciation , Articulating Script, Tone And Pace Analysis, Basic English Grammer + Effective Pronunciation Model(Improved By ML)



Target Market and Potential

1 Language Learners

2 Professionals

3 Educational Institutions

4 Corporations

Competitive Advantage

AI-Powered Personalization

CITIUM's adaptive learning sets it apart from one-size-fits-all solutions, ensuring individualized learning experiences.

Gamified Learning

Fun and engaging exercises make learning enjoyable and sustainable, distinguishing CITIUM from traditional methods.

Real-Time Feedback

Continuous guidance from AI coaches provides valuable support for learners, enhancing the overall learning experience.

Affordable Pricing

CITIUM offers a freemium model with tiered subscriptions, catering to diverse needs and ensuring accessibility.



Target Market Size and Revenue Optimization

0.5%

User Capture Target

Strategic goal of acquiring 0.5% of the Indian market within the specified time frame.

160M

Total Addressable Market (TAM)

Market potential estimated at 160 million users in India, indicating substantial growth opportunities.

Competitive Landscape Analysis

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	Focus	Removing Filler Words	Basics & Grammer	Pacing	Tone	Pronunciation	Improve Script And Articulate
Speak Through AI	Language Learning	Not A Primary Focus	Grammar Correction In Lessons	Not A Primary Focus	Not A Primary Focus	Not A Primary Focus	Not A Primary Focus
	Basic Grammar & Fluency Checks	Identifies & Offers Replacements	Basic Grammar & Fluency Checks	Not A Primary Focus	Not A Primary Focus	Not A Primary Focus	Script Analysis & Delivery Suggestions
	Voice Acting & Narration	Tracks Provides Context-Based Feedback	Comprehensive Grammar & Style Checks	Comprehensive Grammar & Style Checks	Tone Adjustments & Voice Acting Models	Analyzes Speech Rate & Suggests Improvements	Script Editing & Voice Acting Tools
	Video Presentations- Live Meeting	Highlights Filler Words & Suggests Alternatives	Limited Feedback	Script Analysis & Grammar Suggestions	Script Analysis	Visualizes Pronunciation Errors & Offers Corrections	Lesson Scripts & Practice Modules
	Video Presentations & Public Speaking	Basic Removal & Suggestions	Limited Feedback	Analyzes Speed & Limited Feedback	Basic Analysis & Suggestions	Limited Feedback	Script Analysis & Rehearsal Tools
Moduate	--Grading Speaking Assignments To Students	Not A Primary Focus	Vocabulary And Grammar Analysis	Speech Coherence	Stress And Intonation Analysis.	Speech Recognition Technology Specifically Designed For Evaluating Pronunciation And Fluency.	Not A Primary Focus
	--Providing Real-Time Feedback To Students						



duolingo

Speak Through AI

Moduate

FATHOM 

