WorkFlow AI Business Plan

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Executive Summary

Our Vision

- To empower users to maximize daily productivity by decluttering calendars and making schedules less daunting
    - This will be accomplished through utilizing a seamless, speech-driven interface that automates scheduling and communication tasks
- Our objectives are to:
    - Reduce the time users spend on daily planning and scheduling
    - Provide a user-friendly platform that integrates effortlessly with existing digital calendars and communication tools
    - Guide teenagers away from Adderall medications that are unhealthy and inefficient
    - Enhance decision-making with clever scheduling suggestions based on user preferences and prior engagements
    - Redirect user focus back to their goals and priorities
- Overall, I am looking to collect small investments to develop an MVP that will transform how individuals manage their tasks and communications

The Opportunity

Our Identified Issues

- Both school and professional work in today's fast paced world require efficient time management and effective communication
- In many instances, people with ADHD struggle with these skills
- ADHD rates are on the rise with 6.5% of the US population having ADHD
    - More specifically, over 10% of children
- Current research also supports that ADHD is being over diagnosed in children, causing adverse health effects and a worse performance in school
- Adderall and similar alternatives have long term effects on health and wellbeing

The Market

- More people need a seamless organization tool that has connectivity with other apps
- A similar AI competitor is much more expensive at $19 a month
    - Still has 1 million customers
- Our tool has many advantages
    - Is quicker to use due to voice interaction rather than just typing
    - Specific features for students with ADHD
    - Focus on user experience that motivates users
    - Potential to be packaged for schools and companies
        - Allowing uniformity and collaboration
- Our market research shows strong support for our product and unique features

- o 55% of students already use digital planners and 25% keep track mentally, yet half of them still face weekly struggles with procrastination, a lack of motivation, or feeling overwhelmed
- o 80% of students highly value ease of use, connectivity, and constant reminders
  - ▪ A strong percentage also appreciate the adaptability and intuition of the AI integration
- o 22% of students would purchase this product and surveys show we can secure nearly 75% of students depending on the price
  - ▪ 60% of students feel comfortable paying $5 a month
  - ▪ The rest are evenly split between paying $10-$15 or not purchasing at all, but this may be greater if we approach parents of students with ADHD
    - ● ADHD coaches can cost $300-$600 a month
    - ● Adderall is another couple hundred per month
- o 90% of students would use this tool if it was offered by their school

Why now?

- This is the perfect time to develop our product since students are being diagnosed with ADHD at rising rates and the average person is facing many more distractions than in the past
  - o Many of my respondents struggled to stay focused for long periods of time because of social media and constant notifications
  - o Users need a calendar that organizes their day for them, exchanging excuses for productivity
  - o People need something that is simple and quick to use so that it isn't tiring or distracting from the task at hand
  - o Students and professionals especially need something that automates communication and automatically reflects changes to schedules based on new meetings or emails
    - ▪ These features also allow for easy collaboration in a world where teamwork is promoted in many settings
  - o From a technological standpoint, AI is quickly advancing, and we will specifically utilize it to personalize user experience and automate adjustments to the users' schedule

The Solution: WorkFlow AI Calendar

Goals

- Reduce the time users spend on daily planning and scheduling
- Automate the drafting and management of routine communications such as texts and emails
- Provide a user-friendly platform that integrates effortlessly with existing digital calendars, communication tools, and school services
- Make the start and endpoints of tasks clearer, allowing users with ADHD to not get overwhelmed by a chaotic schedule
- Guide teenagers away from Adderall medications that are unhealthy and inefficient
- Enhance decision-making with clever scheduling suggestions based on user preferences and prior engagements
- Redirect user focus back to their goals and priorities

Value Proposition

- We aim to transform how individuals organize their day and manage communications by integrating advanced artificial intelligence with intuitive voice interaction

Key Features

- Voice to Text Conversion
  - o Users can speak their daily tasks and communication needs into the app, which converts speech into actionable text
- Task Parsing and Scheduling
  - o The app interprets spoken input to schedule tasks, set reminders, and organize meetings directly into the user's digital calendar
- Drafting Communications
  - o Automatically generates drafts for texts and emails based on user instructions, ready for review and sending
- Daily Schedule Overview
  - o At the start of each day, users receive a digital summary of their scheduled tasks and drafts for communications
- Feedback and Improvement
  - o The AI can converse like a friend to accept user feedback and constantly learn from previous interactions so it can become fully tailored to its users' needs and preferences
- Game-like Experience
  - o Graphics and visuals can be used to motivate the user and constantly keep track of progress

MVP

- Basic voice command functionality to interpret and organize daily tasks
- Integration with popular calendar services like Google Calendar and Microsoft Outlook
- Text and email drafting capabilities using simple templates

Timeline

- **Collecting feedback and Planning** (1 month)
  - o Surveying Users to collect feedback and interest
  - o Form LLC
  - o Pitch to family and friends for angel investment
  - o Prototype app and user experience
- **MVP Development** (2 months)
  - o Develop and integrate core functionality
- **Testing and Iteration** (1 month, after development)
  - o Conduct extensive beta testing and refine features based on user feedback
- **MVP Launc**h (1 month, after testing)
  - o Officially launch the app for public use and begin marketing efforts
  - o Attempt to receive VC funding

Business Model

Revenue

- Free model with ads
    o This is our initial plan following the product launch to onboard users on our less refined version
- Personal premium subscriptions at $5-$10 a month
    o Group subscriptions for schools or institutions
    o As mentioned above, we have strong support for this price range

Total Attainable Market (US)

- 6.5 million youth (age 4-17) have ADHD
    o Students with ADHD have a GPA that is 8% lower than average
    o Lower college graduation rate
- 5 percent of adults have ADHD
- Approximately 2 million high school students and 800,000 college students have ADHD
    o Total of 36 million college and high school students in the US
- Subscription Model (users with ADHD):
    o At $5/month ($60/year), capturing all 2.9 million users yields a potential market of $174M/year
    o At $10/month ($120/year), that rises to $348M/year
    o **Realistic 10% Adoption**

        ▪ Even reaching 10% of this total student population with ADHD (290 thousand users) translates to $17.4M–$34.8M/year
- Subscription Model (all students)
    o At $5/month ($60/year), capturing all 36 million users yields a potential market of $2.15B/year
    o At $10/month ($120/year), that rises to $4.3B/year
    o **Realistic 10% Adoption**

        ▪ Reaching 10% of the total student population (36 million users) translates to $215M–$430M/year

Initial Funding

- As we prototype and begin coding on our own, we aim to raise $5,000-$10,000
    o This will be used for MVP development, design, and testing
    o Developing a strong MVP is extremely important in a successful product as this is our first impression on potential users and investors

Roadmap

- Short Term Goals (3 months)
    o Develop MVP
    o Test with early users
    o Refine
- Mid Term Goals (6 months)
    o Launch to a broader audience
    o Focus on user acquisition and retention
    o Begin generating revenue

- Long Term Goals (12 months)
  - o Prepare for a Series A funding round

Why Support Us?

Our Request

- Our goal is to bring our product to the market as quickly as possible
  - o Without your funding this is impossible
  - o We are aiming to raise $5k by February 1st, not including our personal investment
  - o Earning your trust is a sign to larger investors that we are serious about our product and mission
  - o If this becomes successful, your early support will have played a crucial role in getting us there. You'll always be a part of our story
- We are looking for investments of any size
  - o This investment will have a directly fund our MVP and help support our journey as entrepreneurs
  - o There's always a chance that we may not generate revenue, but we've researched the potential market, and are gathering user feedback to reduce this risk
  - o Through the last six months we have done immense ideation, research, refinement, and we are beginning to prototype the best user experience that is tailored to our feedback
  - o Though we can not promise large returns, we offer a few forms of equity
    - ▪ A small percentage of future revenue until your initial investment is returned with a modest gain
    - ▪ Equity when our startup grows and raises official funding
    - ▪ The fulfillment of supporting our dreams from the very beginning