

1. Identify Target Customers

Your product fits into multiple spaces:

- **Education / Training**
 - Public speaking training, debate clubs, soft-skill workshops, language learning platforms.
 - Universities offering communication labs.
 - **Corporate / Professional**
 - HR teams for recruitment & candidate screening.
 - Employee training (presentation, leadership, negotiation).
 - Customer support & sales performance tracking.
 - **Healthcare / Wellness**
 - Psychologists & therapists to detect anxiety/stress.
 - Mental wellness platforms (integration with telehealth apps).
 - **Content Creators**
 - YouTubers, podcasters, online educators to improve clarity & delivery.
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2. Revenue Models

Pick 1–2 for MVP, expand later:

1. **B2C Subscription** (Individuals)
 - Free tier: limited minutes/month of speech analysis.
 - Paid tier: unlimited recordings, detailed insights, downloadable reports.
 - Pricing: ₹199–₹499/month (India) or \$5–\$15 (Global).
2. **B2B SaaS Licensing** (Companies)
 - Offer as a dashboard or API.
 - Charge per seat (e.g., ₹500/user/month for corporate training teams).
 - Recruitment use: pay-per-assessment (₹50–₹200 per candidate).
3. **Freemium + Credits**
 - Free basic insights (transcription, filler word count).
 - Premium features (emotion, anxiety, video-based cues) unlocked via credits.
4. **Partnership Model**
 - Partner with ed-tech platforms, HR tech, or wellness apps.

- White-label API integration → charge licensing fee.
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3. Go-to-Market Strategy

- **Phase 1 (Pilot / Validation):**
 - Approach **college communication labs & HR placement cells** to test it on students.
 - Offer free trials → gather feedback/testimonials.
 - **Phase 2 (Visibility):**
 - Market on **LinkedIn** (professional angle: better interviews, better public speaking).
 - Collaborate with **soft-skill trainers & YouTube educators**.
 - Run free workshops/webinars (“Measure your speech anxiety in real time”).
 - **Phase 3 (Scaling):**
 - Offer **API** for developers (integration into learning platforms, telehealth).
 - Target **corporates** for training + hiring assessments.
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4. Differentiation (Why Pay for It?)

- Existing tools (Zoom AI, Grammarly for speech) don’t give **emotion + anxiety** analysis.
 - Combination of **speech + video** insights makes it stronger than transcription-only apps.
 - Can be positioned as:
 - 👉 “Grammarly for Speech + Emotion”
 - 👉 “AI Interview Coach”
 - 👉 “AI Wellness & Anxiety Detector”
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5. Pitch Sample (for directors/judges)

“Our Thought Lag Detector is a SaaS tool that helps students, professionals, and organizations measure clarity, anxiety, and emotional delivery in real-time. We will adopt a freemium model for individuals and a subscription/API model for corporates, especially in training and recruitment. The immediate market includes universities and HR placement cells, with expansion into ed-tech, wellness, and corporate communication training. This positions us as the Grammarly of spoken communication.”