

# AI Goal-Setting Tool for Autism Spectrum - Market & Profit Analysis

This report provides a competitive market analysis and profit projection for the AI-enabled behavioral goal-setting tool designed for individuals on the autism spectrum, clinicians, and families. The analysis combines market data, competitive pricing, subscriber forecasts, and profitability projections under different growth scenarios.

Market	2024 Estimate	CAGR / Projection	Notes
EdTech	\$158.5B	14.2% CAGR	Overall educational technology sector
Behavioral Health Software	\$4.1B	13% CAGR	Clinical behavior support tools
ABA Software	\$0.57B	14% CAGR	Applied Behavior Analysis niche
Autism Therapy	\$7.97B	4.56% CAGR	Wider therapy sector

Year	Users	ARPU/mo	Annual Revenue	Estimated Costs	Gross Margin
Year 1	500	\$15	\$90,000	\$30,000	\$60,000 (67%)
Year 2	2,500	\$15	\$450,000	\$120,000	\$330,000 (73%)
Year 3	10,000	\$15	\$1,800,000	\$450,000	\$1,350,000 (75%)

The pricing model places individual and family plans at \$8–\$12/month and clinician plans at \$29–\$49/month, with enterprise rates between \$14–\$22 per learner. Optimizing AI token usage through lightweight inference and caching maintains low operational costs. Break-even occurs around 1,500–2,000 subscribers at current pricing, with profitability scaling sharply beyond that point.

## Profitability Outlook:

With proper AI token optimization and user growth, margins can exceed 70%. Enterprise contracts substantially increase ARPU. Early ad campaigns should focus on families and solo clinicians to build brand equity.