To: **Date:** April 14, 2025

The College Management
Guru Nanak Institutions

From:
Daniel Danny Kennedy, B.Tech – CSM, GNIT
Natar Sherlyn Blessy, B.Tech – CSE, GNIT
Billola Rakshit Goud B.Tech – CSM, GNIT

Subject: Request for Approval of Startup Funding for TalkVerse

Dear Members of the College Management,

We are pleased to present **TalkVerse**, an *AI-powered* English development app designed to revolutionize language learning by making it engaging, personalized, and accessible. Originating from *GNIT*, TalkVerse addresses the need for effective English learning tools in India, empowering students and professionals to communicate confidently in a globalized world.

Vision:

"To revolutionize English learning (and other languages) using AI, making it engaging, personalized, and accessible to all — starting in India and expanding globally, we aim to become a leader in both the Language Training and **AI-Driven Solutions** markets, with this startup serving as the foundation for our entry into the emerging AI industry."

Mission:

"To empower students from remote villages to overcome language barriers by building confident, anxiety-free English speaking and strong conversational skills, helping them excel in the workplace and enabling colleges to achieve high job placement rates."

This letter encloses key documents outlining our startup's foundation, purpose, and potential.

Enclosures:

1. Introduction to TalkVerse
2. Detailed Description of the Startup Concept
3. Market Analysis and Opportunity
4. Development Roadmap
5. Funding Requirements and Use of Funds
6. Business Model
7. Marketing and Growth Strategies
8. Legal and Ethics Considerations
9. Team Roles and Requirements
10. Pilot Test Insights

For Approval:

Dr. Mahesh Lokhande	**Dr .B. Vijaya Kumar**	**Dr. Koduganti Venkata Rao**	**Dr.Sanjeev Shrivastava**
HOD (AIML), GNIT	HOD (MECH), COE, GNIT	Principal, GNIT	Director, GNIT

Dr. Harish Kundra	**Dr. H S SAINI**	**Sardar Gagandeep Singh Kohli**
Prof. (CSE) & Dean, GNI	Managing Director, GNI	Vice-Chairman, GNI

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Introduction

India's education system faces a significant challenge in English language proficiency, with approximately 70% of students struggling to achieve fluency due to limited access to affordable, scalable learning solutions. This gap impacts academic success, employability— and also affects colleges, as poor student performance in placement drives reflects on institutional outcomes. Traditional methods like classroom teaching and language clubs, while valuable, are constrained by time and reach.

TalkVerse bridges this gap through a mobile platform that integrates **AI-powered feedback**, gamified learning, and real-time spoken English practice. Users engage in strictly monitored 10-minute calls with an online Co-Learner on a given topic—an experience we call "Anonymous Calls." These calls connect users anonymously, creating a safe space where they can speak freely without anxiety or fear of judgment. They receive instant AI-driven insights on pronunciation and grammar, and can track their growth through personalized weekly and monthly progress reports—all within a fun, engaging, and supportive environment.

The Opportunity and Our Approach
The demand for English fluency is evident: India's language learning market is projected to grow to $10 billion by 2025, driven by increasing globalization and digital education trends. TalkVerse is uniquely positioned to capture this opportunity by offering a solution that is both innovative and accessible.

Our strategy focuses on three key pillars:

- **AI-Powered Personalization:** Real-time feedback during calls, adaptive learning paths, and an AI practice partner for instant, judgment-free practice.

- **Gamification for Engagement:** Points, badges, leaderboards, and weekly challenges to motivate consistent practice.

- **Community Building:** Anonymous calls with peers on curated topics, mentorship options, and a network that encourages growth through shared success.

This strategic approach ensures TalkVerse delivers measurable learning outcomes while fostering a self-sustaining community of learners. Details on our **revenue generation model** are provided in the enclosures below.

Progress and Validation
To test our concept, we executed a pilot program with 10 students from GNIT over 3 weeks.

The results were promising:

- **Engagement:** Users averaged 3 calls per week.

- **Learning Impact:** A 20% improvement in fluency scores.

- **User Feedback:** Strong demand for more calls and premium features, especially among fluency-challenged learners.

These insights validate TalkVerse's potential and have shaped our roadmap for scaling the platform.

Funding Request

To advance TalkVerse to the next phase and accelerate our entry into the market in a Swift manner, we respectfully request ₹50,00,000 in funding, allocated as follows. We are purpose-driven and committed to making an impactful entry into the market of AI-Driven solutions. We are open to discussions and flexible negotiations to align with mutual goals.

- **Mobile App Development:** ₹15,00,000 (React Native/Flutter)

- **AI Model R&D:** ₹10,50,000 (Enhanced feedback and personalization)

- **Server Hosting (AWS S3):** ₹2,50,000 (Scalability and reliability)

- **Office Space:** ₹7,00,000 (Development and operations)

- **Marketing & Growth:** ₹10,00,000 (User acquisition and partnerships)

- **Legal/Compliance & Buffer:** ₹5,00,000 (Ethical and legal standards)

This investment will enable us to **rapidly** launch a fully functional app in the competitive race for AI-driven solutions, and the requested amount is essential to achieving this goal.acquire an initial user base of 1,000–5,000 learners, and establish TalkVerse as a leader in AI-driven language education.

Business Model

TalkVerse will operate on a sustainable revenue model:

- **Freemium:** Limited daily calls with ads; premium tiers at ₹59/month (Starter), ₹149/month (Pro), and ₹299/month (Coach Access) for unlimited calls, AI mentorship, and an ad-free experience.

- **Institutional Licensing:** Partnerships with colleges and language centers.

- **Certifications:** AI-backed certificates for users to showcase progress.

This approach balances accessibility with profitability.

Conclusion

TalkVerse is more than an app—it's a transformative tool aligned with [College Name]'s commitment

to innovation and student success. With a clear vision, a proven strategy, and successful pilot execution, we are ready to scale our impact. We seek your approval for ₹50,00,000 to bring this vision to fruition and would welcome the opportunity to demonstrate the app in person.

Thank you for considering our proposal.

Sincerely,

Daniel "Danny" Kennedy
 Founder, TalkVerse
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