Lean Canvas

Designed for: AI for Accessible Education	**Designed by:** ThinkSynth	**Date:** 28-02-2025

Problem
-Students lack confidence in communication (interviews, work).

- Lack safe environment to practice soft skills.

-Traditional training is costly and generic, limiting self-improvement.

Existing Alternatives
- Conventional training: Expensive and one-size-fits-all.

- Online courses : Lack interaction and real-time feedback.

- Public speaking clubs: Limited accessibility.

Solution
-AI chatbot for daily conversations and role-play.

-Personalized growth paths with AI feedback.

-Gamified learning with interactive quizzes, videos and real-life challenges.

Key Metrics
- User Engagement: Time spent on simulations and practice.

-Community Participation: Discussions, interactions, and shared experiences.

- DAU/MAU Conversion: Daily to subscription user conversion rate.

Unique Value Proposition
-Real life role-playing in a judgment-free learning space.

-Personalized growth paths with AI-driven insights and feedback.

- Connect with peers for collaborative learning .

-Learn from errors without pressure .

High-Level Concept
- AI platform for learning and confidence building.

- Refines communication skills for students and job seekers.

- Provides distinctive training for users.

Unfair Advantage
-High-quality soft skills training at a lower cost than traditional coaching.

-Peer-created content that is authentic and relatable.

-Private communities for sharing wins, tips, and resources.

Channels
-Social Media Campaigns & Influencer Collaborations.

-Workshops & Webinars.

-University & Career Centre Partnerships.

-Corporate Training & HR Networks.

Customer Segments
-Students & Graduates.

-Universities & Training Institutions.

-Corporates & HR Teams.

-Freelancers & Entrepreneurs.

Early Adopters
-University students preparing for job applications.

-Professionals improving leadership, teamwork, and negotiation skills.

-HR teams seeking modern training solutions.

Cost Structure
-Model training and optimization.

-Backend infrastructure for scalability and performance.

-Database costs for real-time data processing.

-Marketing & Customer Acquisition like digital advertising on Social Media Platforms.

-API integrations for speech recognition and job market insights.

Revenue Structure
-Subscription Plans :AI-driven insights, detailed progress tracking, and advanced role-playing simulations.

-Corporate Licensing : Employee training packages for companies and HR teams.

-Sponsored Content & Collaborations :Partner with companies for industry-specific training modules.