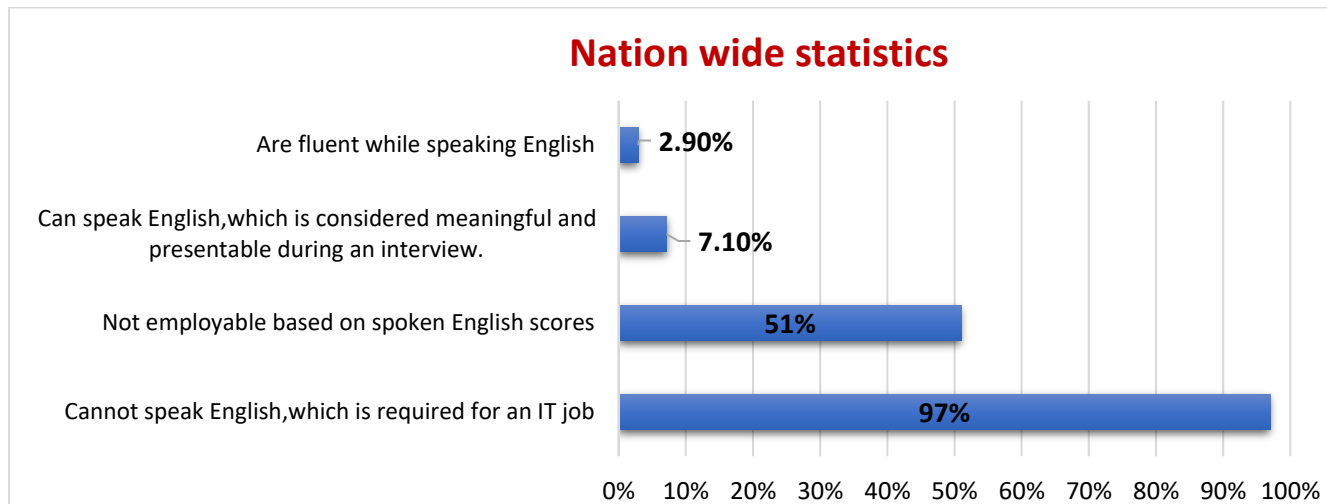


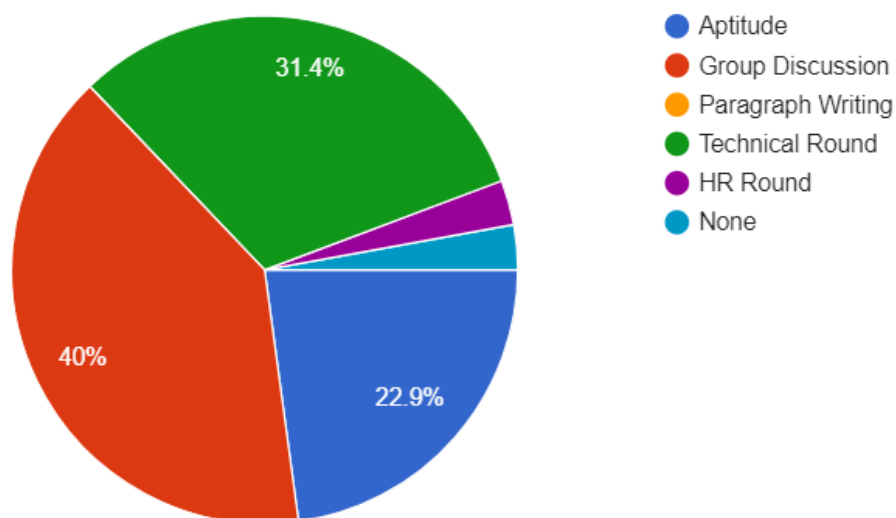
Product: Prolish (Mobile Application)

I. Problem:

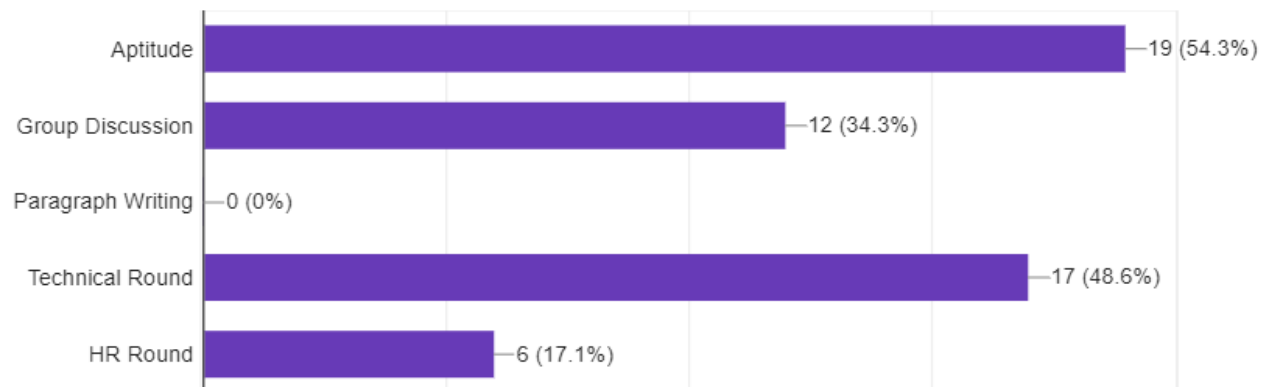


DBIT level research (Survey) –

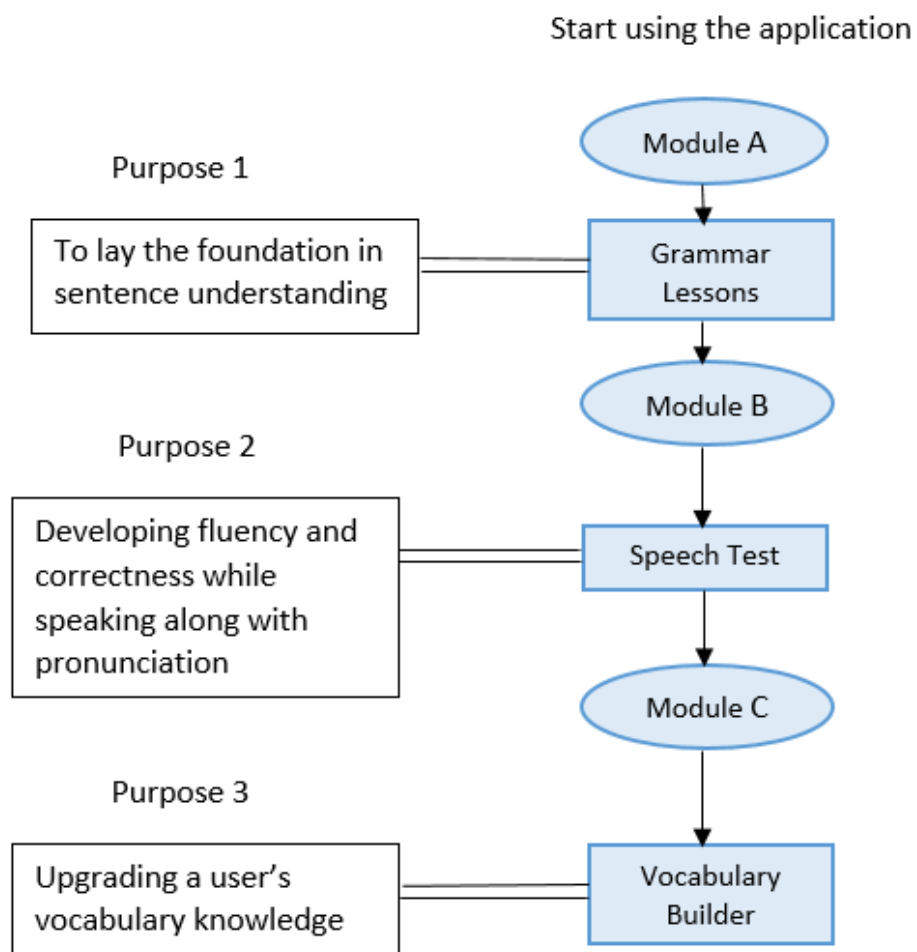
Q) Which is the round that is found to be the most difficult segment to clear in an interview?



Q) During the preparation of an interview, the segment that I fear and prepare the most for is-

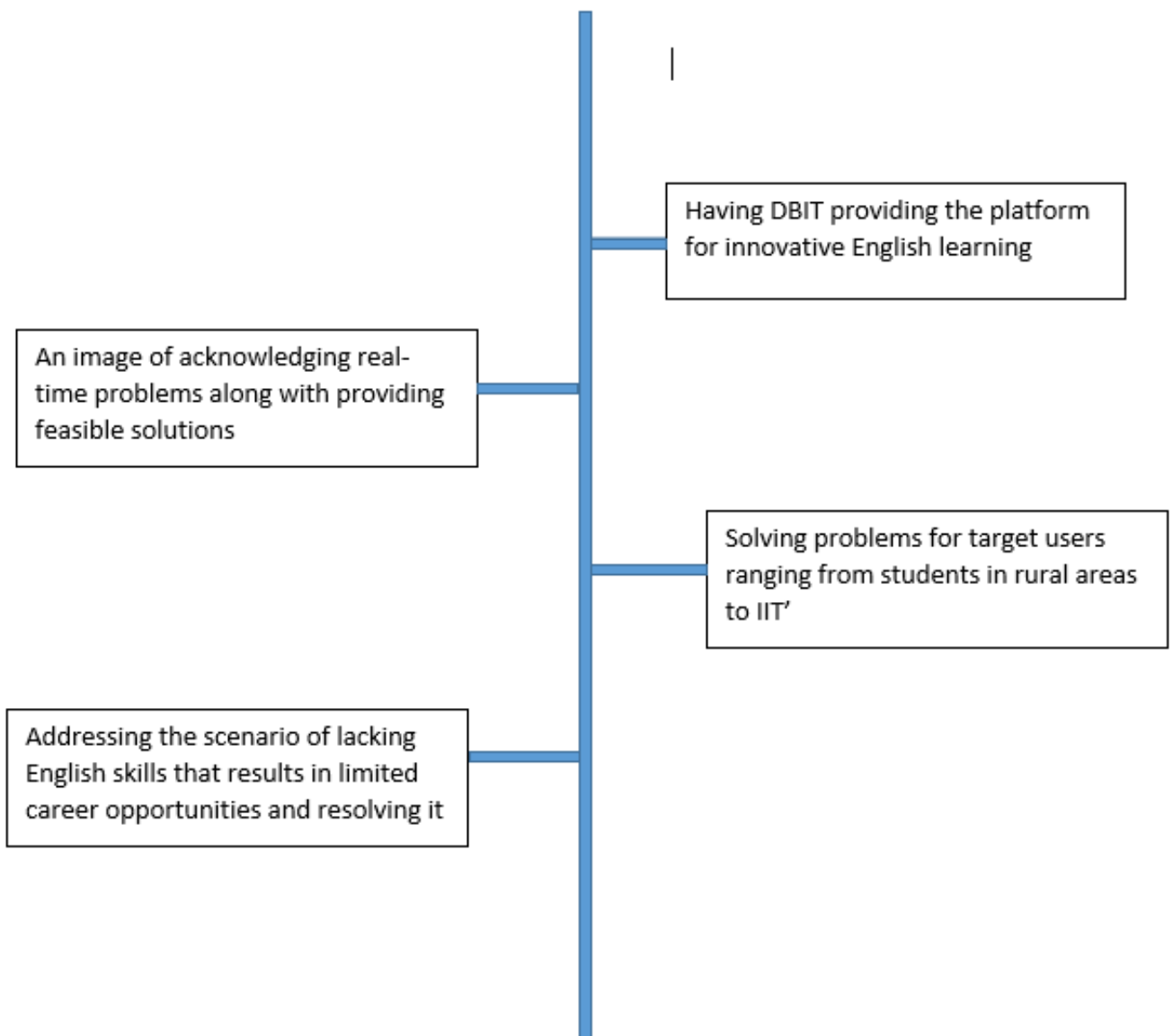


II-b Purpose:



Underlying purpose - break the language barrier for students who take up engineering after having English as a second language in the past and to simply bring them up to speed with regards to the fluency and vocabulary level as a whole.

II-c Benefits:



III-c Platforms:

Developed and published in

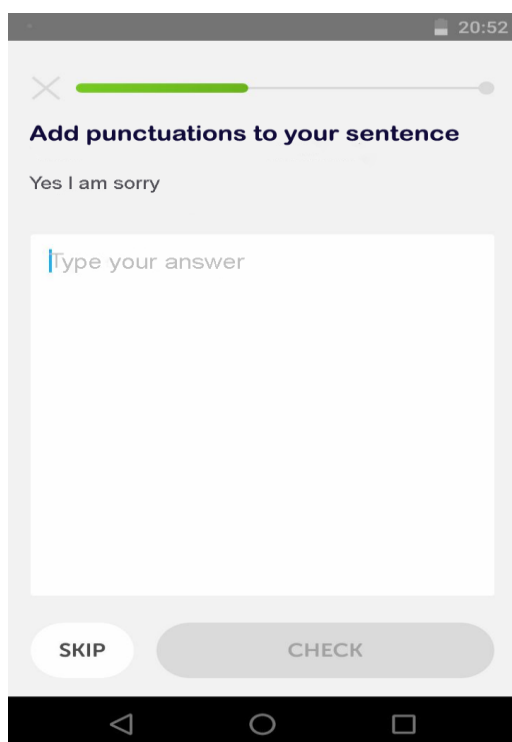
- Android and IOS devices
- Also web application

IV-b Competitors

| Name | Description | Links |
|---------------------|--|---|
| Module A | | |
| a4esl | Grammar Quiz, FIB-MCQ format | http://a4esl.org/q/h/grammar.html |
| MyEnglishPages | Theory documentation | http://www.myenglishpages.com/site_php_files/grammar.php |
| Saylor | English Courses | https://www.saylor.org/getting-started/ |
| English Grammar 101 | English Courses and Tests | https://www.englishgrammar101.com/ |
| Module B | | |
| Eenglish | Pronunciation power | http://eenglish.com/ |
| Speechace | Pronunciation percentage | https://www.speechace.com/ |
| Module C | | |
| Memrise | Interesting ways of learning words | https://www.memrise.com/ |
| Magoosh Flashcards | Flashcards according to their complexity | https://gre.magoosh.com/flashcards/vocabulary/decks_ |

IV-c Prototype

Module A:



20:52

×

Add punctuations to your sentence

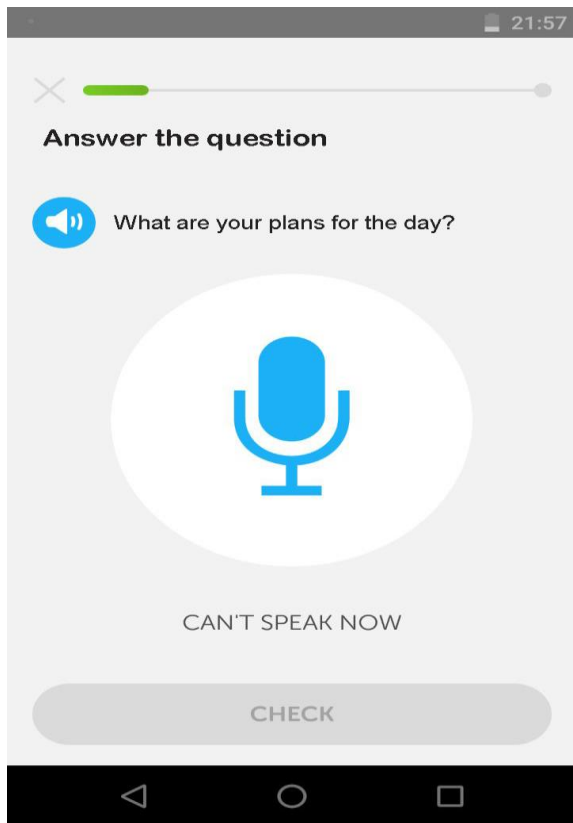
Yes I am sorry

Type your answer

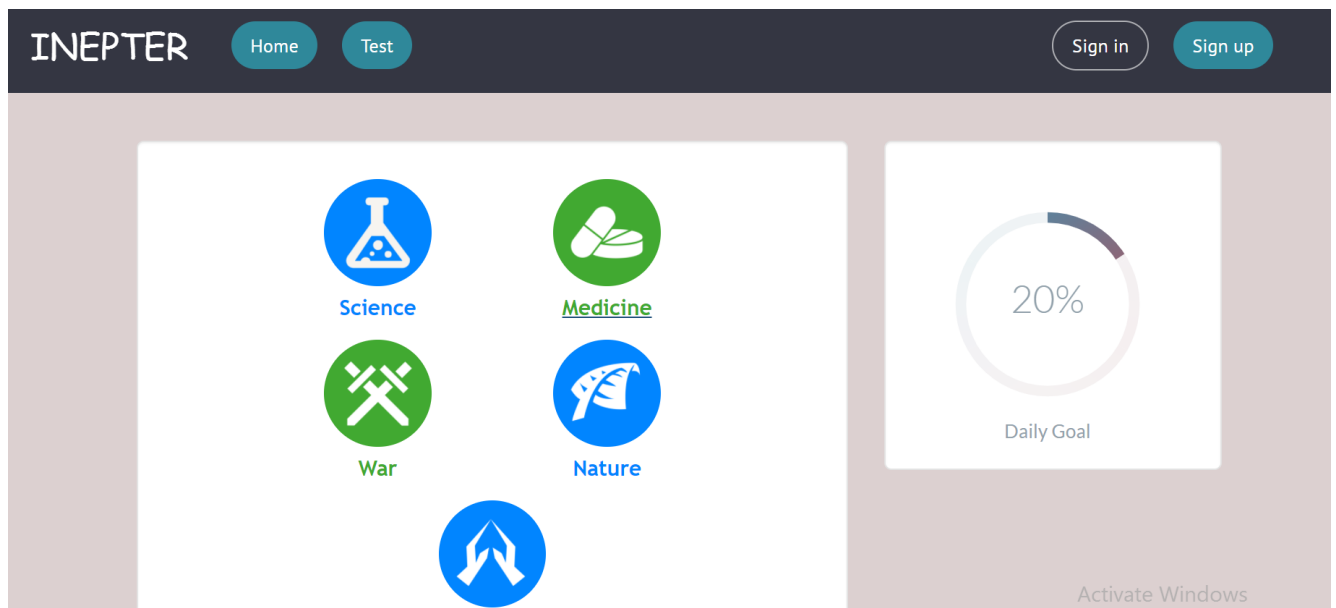
SKIP CHECK

Inspired by the teaching approach adopted by the language-learning app - www.duolingo.com

Module B:



Module C:



V. Required Investment

| Field | Cost |
|-----------------|------|
| Logistics | - |
| Equipments/Reso | - |

DEVELOPERS

| Type | Cost/hour | No.of hours | No.of people | Total Cost |
|-----------------|-----------|-------------|--------------|--------------|
| Developers | 150 | 220 | 8 | INR 2,64,000 |
| Content writers | 120 | 150 | 2 | INR 36,000 |

PUBLICITY

| Medium | Cost/day | Days | Total Cost |
|----------------|----------|------|------------|
| College Levels | - | - | - |
| Facebook ads | INR 390 | 90 | INR 46,800 |

PUBLICITY PLATFORM

| Medium | Cost |
|---------|-----------------|
| Android | \$25 ~ INR 1631 |
| IOS | \$99 ~ INR 6457 |

TOTAL COST: INR 354888

VI. ROI (Return of Investment)

Product free for DBIT students

Beyond DBIT, Free Trial for 7 days (Capable of using app with limited features)

After trial period,

Rs. 40/per user - monthly.

Rs. 100 – 3 months.

Timeline:

