

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p>Top 3 Problems:</p> <ol style="list-style-type: none"> 1. Gap between knowledge and interview performance 2. Limited access to mock interviews (Rs 3000-5000) 3. Inconsistent, subjective feedback <p>Existing Alternatives:</p> <ul style="list-style-type: none"> - InterviewBuddy (expensive) - Pramp (limited) - ChatGPT (text-based only) - Peer practice (unreliable) 	<ul style="list-style-type: none"> - AI-powered voice interviews - Real-time AI conversation - Personalized questions (role-based) - Comprehensive feedback - 24/7 accessible platform - Performance analytics - Safe practice environment - Cost-effective solution 	<p>Practice Real Interviews with AI - Anytime, Anywhere</p> <p>Bridge the gap between knowing answers and performing well through realistic AI voice conversations</p> <p>High-Level Concept: Duolingo for Interview Preparation</p>	<ul style="list-style-type: none"> - Google Gemini AI + VAPI integration - Real-time voice processing (under 500ms) - Multi-dimensional feedback - Cost-effective tech stack - Built by students who faced the problem 	<p>Early Adopters:</p> <ul style="list-style-type: none"> - College students - Fresh graduates - Tier 2/3 city students <p>Target Customers:</p> <ul style="list-style-type: none"> - Job seekers (all levels) - Career changers - Educational institutions - Corporate HR departments
KEY METRICS		CHANNELS		REVENUE STREAMS
<ul style="list-style-type: none"> - Registered users - Interviews per user - User retention rate - Performance improvement - User satisfaction score - Completion rate - Session duration 		<ul style="list-style-type: none"> - Direct web access - College placement cells - Social media (LinkedIn, Instagram) - SEO and content marketing - Educational partnerships - Word-of-mouth and referrals - Student community outreach 		<p>Current: Free tier</p> <p>Future Revenue:</p> <ul style="list-style-type: none"> - Freemium model - Monthly/Yearly subscriptions - Enterprise licenses - Corporate packages - Premium features - Role-specific packs
COST STRUCTURE				
Google Gemini AI API costs	VAPI subscription	Firebase hosting	Vercel deployment	
Development and maintenance	Marketing	Customer support	Note: Costs scale with users	