

**MARKET ANALYSIS AND BUSINESS DEVELOPMENT REPORT**

**Internship Role**: Business Development/ Marketing/ Finance intern

**Company:** Brainwave Matrix Solutions

**Intern:** Gowri Ramadoss

**Date:** 07/03/2025

**INTRODUCTION**

Brainwave matrix solution is a technology consulting firm specializing in AI, Machine learning, Digital marketing, and app development. This report presents a new product proposal, market analysis, business development strategy, Financial plan , and marketing execution to increase brand awareness and engagement.

**PROPOSED PRODUCT: AI-POWERED VIRTUAL INTERVIEW ASSISTANT**

**PURPOSE:** Conducts automated interviews, analyses candidate responses, and provides shortlisting recommendations

**KEY FEATURES:**

* AI- driven speech and facial analysis
* Automated question generation based on job role
* Sentiment and confidence analysis
* Integration with applicant tracking systems(ATS)

**MARKET & COMPETITOR ANALYSIS**

**TARGET MARKET:**

* HR departments & recruitment agencies
* IT & tech companies hiring at large scale
* Universities for campus placements

**COMPETITORS:**

* Hirevue - rs.10,000 per interview package
* Talview AI interviews – rs.8,000 per month
* X0PA AI recruiter

**MARKET OPPURTUNITY:**

* Existing solutions are expensive and rigid
* A budget-friendly, AI- driven alternative for small & medium enterprises(SMEs)

**BUSINESS DEVELOPMENT STRATEGY**

**PRICING MODEL:**

* Pay-per-interview – rs.1,500 per interview
* Subscription – rs.15,000 per month for unlimited interviews

**SALES & MARKETING:**

**LINKEDIN & HR FORUMS –** Target HR professionals and recruiters

**DEMO CAMPAIGNS –** Offer free trials to startups and recruitment agencies

**PARTNERSHIPS –** Collaborate with job portals and career websites

**FINALCIAL PLAN AND REVENUE MODELS**

**DEVELOPMENT COSTS:**

AI model development – rs.1,50,000

Cloud hosting & maintenance – rs.20,000 per month

**PROJECT REVENUE:**

* 200 paid users per month at rs.15,000 = rs.30,00,000 per month

**LINKEDIN MARKETING PLAN**

**GOAL:** Gain 50+ followers & 50+ likes in 10 days.

**STRATEGY:**

* Invite hr professionals and recruiters to follow the page
* Share posts about AI transforming hiring
* Publish client success stories & testimonials
* Engage in Linkedin HR communities & job forums

**TRACKING & NEXT STEPS**

* Monitor Linkedin engagement daily
* Adjust marketing strategies based on audience response
* Initiate sales outreach to HR professionals

**CONCLUSION**

The AI- powered virtual interview assistant offers a smart ,efficient and cost effective solutions for businesses to automate hiring. With AI- driven analysis ,automated interviews ,and candidate scoring ,it streamlines recruitment while reducing bias.

A strong market demand ,competitive pricing, and strategic linkedin marketing will help Brainwave matrix solutions establish itself in the HR tech industry.