

# SpeechFlow

Presenting the Future

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## Abstract

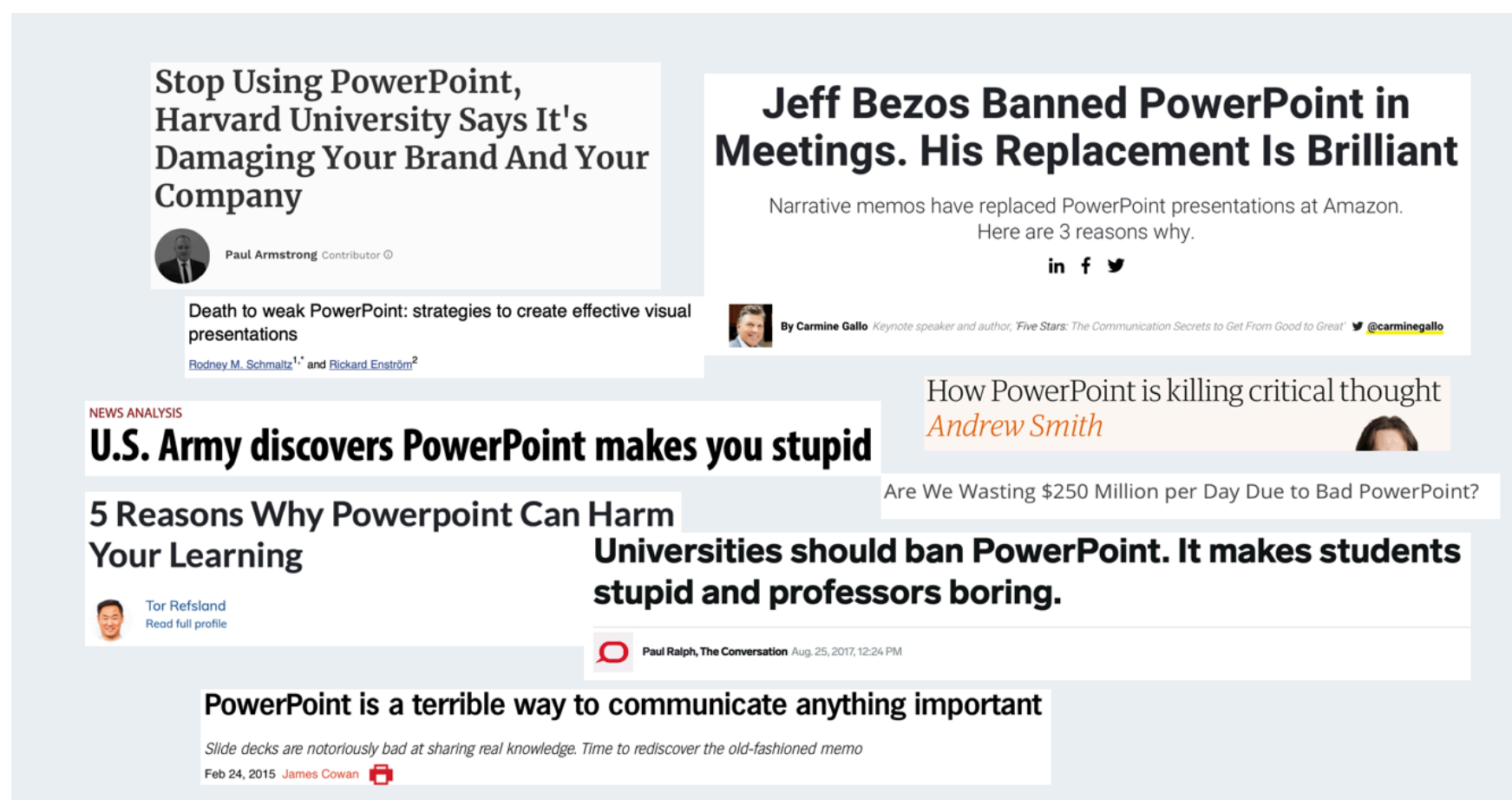
With the help of state-of-art web technologies and database designs, SpeechFlow team aims to develop an innovative presentation software that fundamentally changes the way people create and deliver their presentations.

SpeechFlow aims to solve difficulties that people have with creating their presentations and conveying their ideas by offering a brand-new presentation app which is efficient, powerful and easy-to-use.

It helps people to quickly transfer their ideas into intuitive and visually appealing slides without worrying about minutiae like fonts and textboxes. Presenters can incorporate almost any media sources and animations, including those from content providers like *NYTimes* and *National Geographic*, into their presentations without extra conversion. Collaboration and access to a presentation within a large team is easy with SpeechFlow.

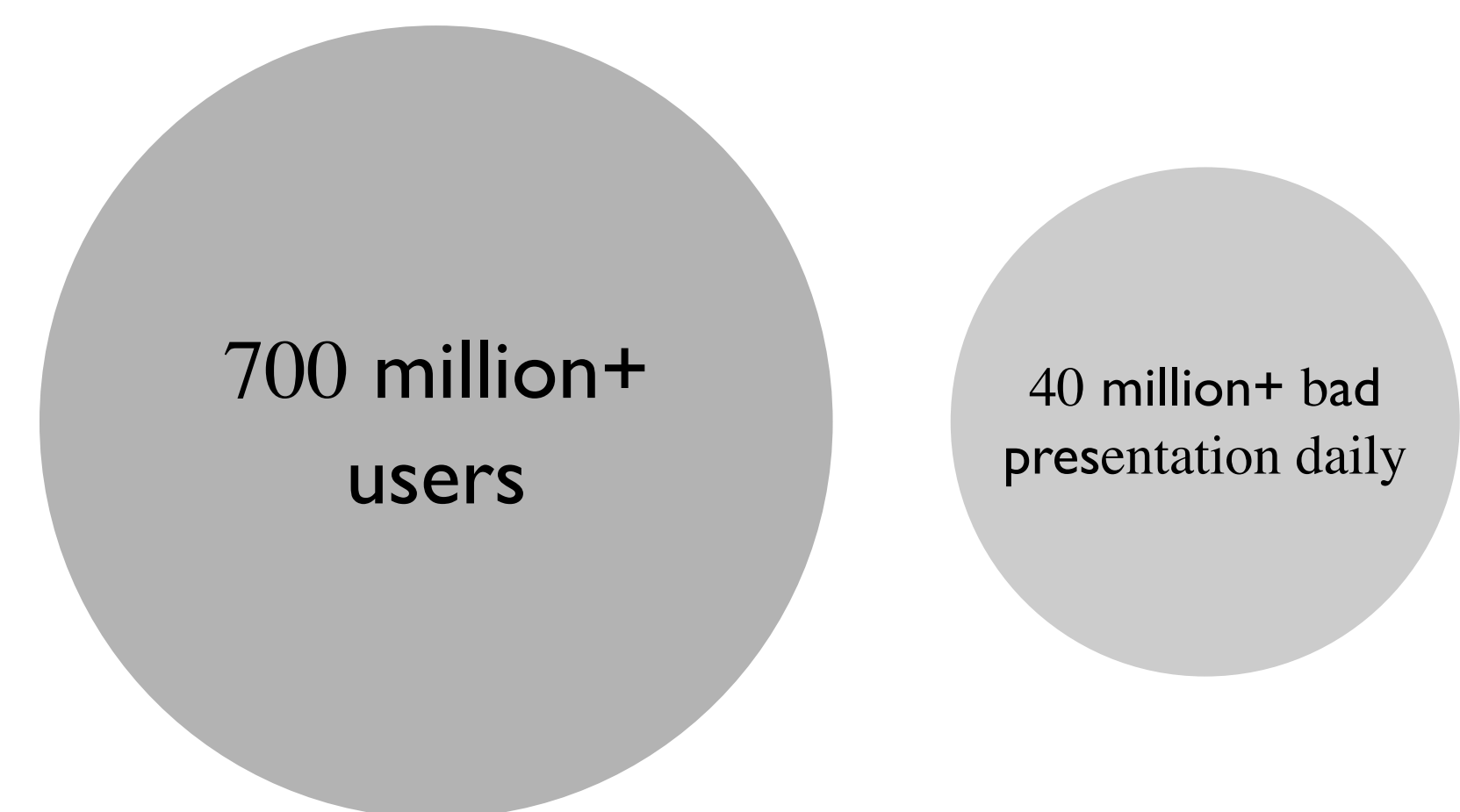
SpeechFlow breaks the linear flow of traditional presentations by allowing speakers to easily go to a media source or a slide during presentation. Speakers and audiences have access to presentations on any personal devices including computers, smart phones and tablets. Therefore, interaction between speakers and audiences is effortless.

## The Problem



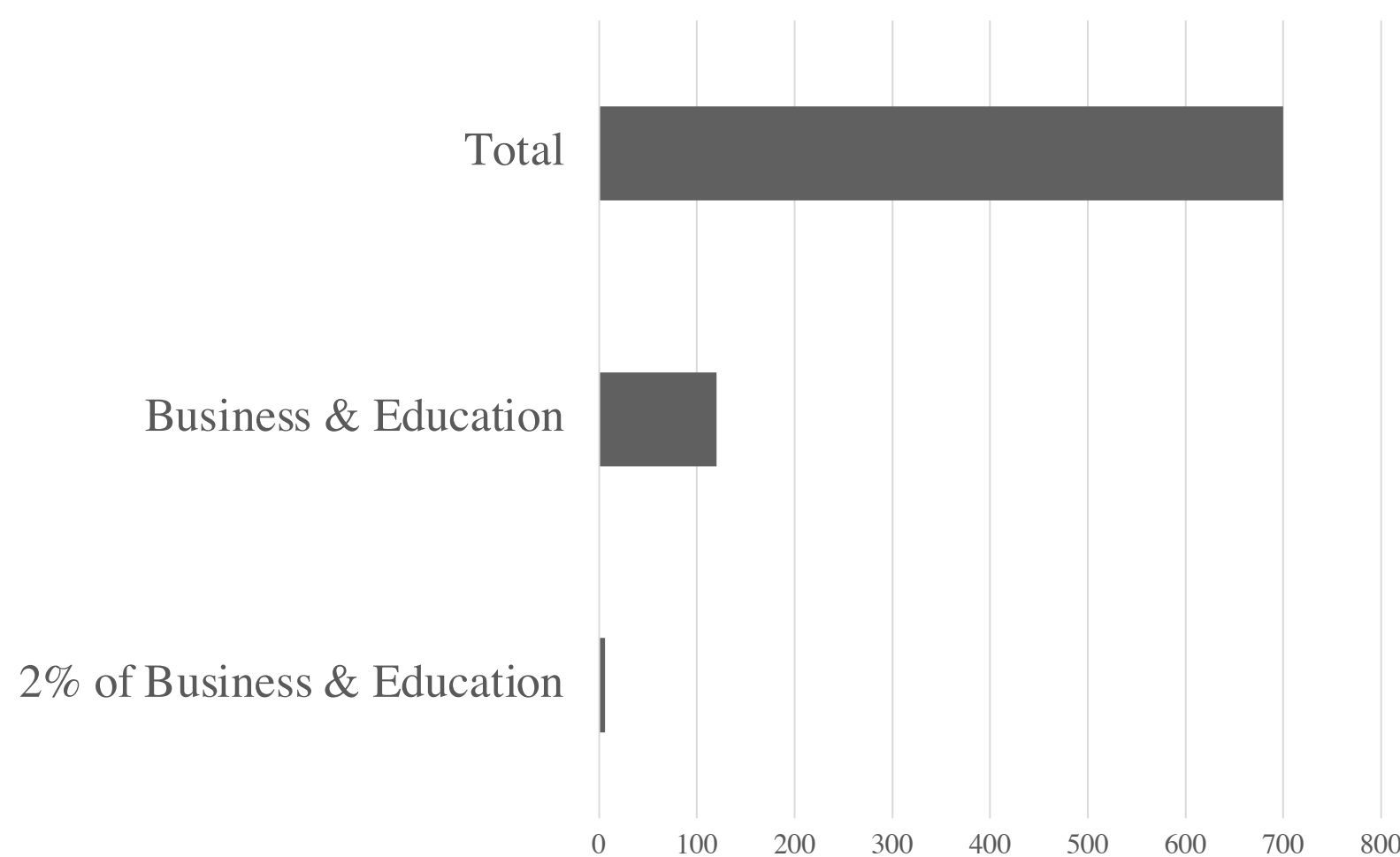
- **It impossible Interact and communicate with the user and audience**
- **Presenters are limited in adding high Quality content in their presentations**
- **Traditional Linear Flow limits the amount of data**

## Customer Discovery



- **700 million+ users use presentation tools for business reasons within the United States**
- **40 million+ bad presentations are made in a single day**

## Market Potential



SpeechFlow will be competing in the presentation software market that has over 700 million users. Among the 700 million users, SpeechFlow's initial target will be the 120 million users that are from the business and education industry. Our initial target customers will specifically be university professors and consultants because they heavily rely on presentation tools for their work and require easy accessibility and faster response. After we reach a certain level of customer acquisition in our initial target market, we want to expand into different industries where presentation tools are used heavily.

## Competitors



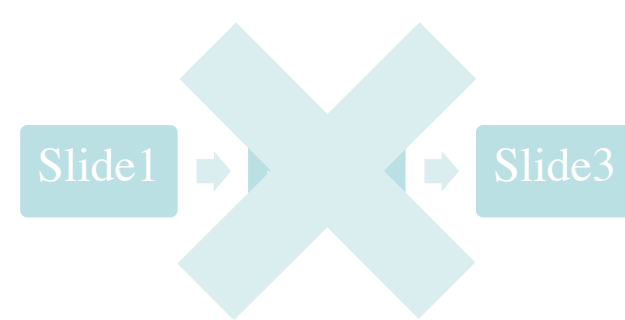
Our main competitors are Microsoft PowerPoint, Google Slides, and Apple Keynote. The main difference between our product and our competitors is the fundamental approach on the creation of the product. These products create negative presentation habits which discourage communication, high quality content presentation, and flexibility. Many people struggle to make great presentations because competitors do not provide the tools to do so. SpeechFlow differs fundamentally by helping presenters demonstrate high quality content, interact with their audience, and be flexible from limited data in their presentation. In addition, SpeechFlow creates an efficient user experience where users can quickly transfer their ideas without worrying about time consuming factors such as fonts, templates, and text-boxes. There will no limit with the number of smart devices gaining accessibility to the presentation. This allows the presenter to interact with their audience, present with a team member, and work as a team.

## Business Model

| Features                | FREE<br>(Includes Ads) | STANDARD | PREMIUM | BUSINESS |
|-------------------------|------------------------|----------|---------|----------|
| Unlimited Storage       | ✓                      | ✓        | ✓       | ✓        |
| Keyboard Optimization   | ✓                      | ✓        | ✓       | ✓        |
| Unlimited Device Access | ✓                      | ✓        | ✓       | ✓        |
| Practical Transitioning | ✓                      | ✓        | ✓       | ✓        |
| Data Integration        | X                      | Limited  | ✓       | ✓        |
| Analysis                | X                      | X        | ✓       | ✓        |
| Team Cooperation        | X                      | X        | X       | ✓        |
| Customer Support        | X                      | X        | X       | ✓        |

Regarding SpeechFlow's commercialization plan, we have considered two revenue streamlines as a software as a service (SAAS). Our basic revenue streamline for our product will be a subscription service. Based on different customer needs, SpeechFlow will offer four different subscription services: free, basic, professional, and business. The major difference of the services would be the limit of content integration and team collaboration. Professional and business subscriptions will allow full content integration, whereas basic and free subscriptions will be limited to the amount of content available. Business subscriptions have the privilege to utilize team collaboration features. In addition, for our free subscription service, SpeechFlow will add advertisements to the extent which does not affect productivity.

## The Solution



LINEAR FLOW

### Interaction/Communication:

- Help the speaker interact and communicate with their audience

### Quality Content:

- Allow the speaker to integrate and play with high quality data such as VR, AR, 3D Mapping technology

### Destroying Linear Flow:

- Increase the flexibility for the speaker to interact with data that is not limited within the slides

## SPARK Funding



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- **\$300 on making logo**
- **Annual \$60 on sustaining domain speechflow.io**
- **\$500 on travel expense to attend startup forums and customer research**
- **Planning on using money for legal help for creating C-corporation**

Through the prize money that we were able to get from the SPARK program, we were able to build the foundations of SpeechFlow. The money that was used helped create a website so that customers who are interested can see the potential of SpeechFlow. We were also able to create an identity logo. The money helped us create networks that were helpful towards us. We plan to further use build a C-corporation in the future and the funding can help us with legal help.

## Long-term Goals

- **Build prototype to initiate product testing with customers within the education and consulting sector**
- **Initiate product launch for customers in the education and consulting sector**
- **Expand product use for customers in different sectors**

## Acknowledgements

We would like to thank the members of the SPARK competition, especially Bozhanka Vitanova and Fern Shamis. The SPARK program has provided us with the initial funds to pursue this idea. We are also thankful to Sam Ruditsky, a founding member of the SpeechFlow team, who worked on the technical development from the beginning. We would like to thank Tim Hickey, for his mentorship during the JBS program. The JBS program enabled SpeechFlow to build its foundation.