The Business Model Canvas

Designed for:	Designed by:	Date:	Version:
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Key Partnerships

- In Progress: Educational content creators (1 active conversation)
- Planned: Educational influencers/YouTubers
- Platform: Chrome Web Store
- Future: Educational institutions
- Future: Strategic tech partnerships
- Note: Currently no formal partnerships - using API services as customer

Key Activities

- AI model optimization & prompt engineering
- Educational content processing
- Chrome extension development
- Web platform development
- Quality assurance & testing
- User acquisition & organic marketing
- Customer support

Key Resources

- Technology: AI processing algorithms
- Platform: Chrome extension & web app
- Human: Solo founder (full-stack development)
- External APIs: OpenAI API (service dependency)
- Data: User learning patterns & preferences
- Infrastructure: Cloud hosting & web services
- Brand: RecallAI name & early market presence

Value Propositions

- Core: Transform passive video watching into active learning
- Outcome: 55% better learning performance vs traditional methods
- Time Savings: No need to rewatch videos or take manual notes
- Retention: AI-generated recall questions improve memory
- Organization: Centralized learning library
- Accessibility: Cross-device study materials

Customer Relationships

- Self-Service: Automated Chrome extension
- Support: Email-based customer service
- Community: Future social media engagement
- Onboarding: Simple 3-step process
- Feedback: Direct user feedback channels
- Retention: Progress tracking & notifications

Channels

- Primary: Chrome Web Store
- Direct: RecallAI website
- Organic: Educational forums & communities
- Social: Future social media accounts
- Partnerships: Educational influencer collaborations
- Word-of-mouth: User referrals

Customer Segments

- Primary: High school & college students
- Secondary: Graduate students
- Professional: Certification exam preppers
- Lifelong: Professional learners
- Niche: Video-preferred learners
- Geographic: English-speaking markets initially

Cost Structure

- Variable Costs (Primary):
  - OpenAI API processing costs (scales with usage)
  - Cloud hosting & infrastructure
- Fixed Costs:
  - Development tools & software subscriptions
  - Domain & basic operational costs
- Future Costs:
  - Marketing & user acquisition
  - Team expansion (when revenue supports)

Revenue Streams

- Freemium Model:
  - Free Tier: 5 videos, 7-day storage
  - Premium: $4.99/month ($0.16/day)
- Premium Features:
  - Unlimited video processing
  - Unlimited storage
  - Spaced repetition system
  - Advanced progress tracking
- Future Revenue:
  - Annual subscriptions (discounted)
  - Enterprise/institutional licensing

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