Qulap

Qulap allows you to **automate the work with high-quality research**, by **transforming research materials into ready-made data** for making the **right decisions.**

Problem

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80%

The time spent on research can be automated

Translating material into text

Employees who conduct research-manually transcribe the interview, spending 2-4 times more time on it than the interview itself

Analysis and results

Manual search for common patterns, problems-increase the overall time of the study and make it less efficient and not accurate

More than 1500 hours*

Monthly teams for those processes that can be significantly optimized and accelerated

About $58 500*

The company loses monthly, conducting research in the same format as it is now

Solution

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01 Transcription

Automatic translation of audio / video research materials into text formatted for use

02 Pattern selection

Identifying common patterns and finding relationships in respondent's responses based on AI

03 Interview scenarios

The ability to click on the text and go to the timecode inside the video for a more detailed study of the respondent

04 Aggregation

Detailed aggregation by research, segments, tags, and other parameters that the user wants to create and work with

05 Data storage

Data storage for all researches, respondents, interviews and easy access to the entire database

06 Recommendations

The AI-based system will automatically recommend choosing a particular pattern based on the previously selected ones

Business model

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We will sell our solution as a SaaS platform with a monthly or annual payment for access to it.

The tariffs will differ in the number of participants, decryption time, integrations, data migration capabilities, as well as the amount of data storage.

For Startups

$20 / month

For Medium

$120 / month

For Enterprise

$500 / month

As well as an additional service, where after automatic decryption, a live person is connected to the material and minimizes program errors.

Market Analysis

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The User Research market is new and rapidly growing.

Our team and I analyzed our related and direct competitors and estimated the number of investments they managed to attract over the past 5 years:

Name	Investment amount	Year of receipt	Source	Link
Dovetail	$4,000,000	2020	Prnewswire	Ссылка
Descript	$30,000,000	2021	TechCrunch	Ссылка
Tactiq	$125,000	2020	CrunchBase	Ссылка
Enjoy HQ	$2,000,000	2019	CrunchBase	Ссылка
UserLean	$16,000,000	2020	TechCrunch	Ссылка
UserZoom	$100,000,000	2021	TechCrunch	Ссылка
User Testing	$100,000,000	2020	VentureBeat	Ссылка
SurveyMonkey	$180,000,000	2018	CrunchBase	Ссылка
Typeform	$52,000,000	2017	TechCrunch	Ссылка

The full analysis table of our related and direct competitors is available here.

Over the past 3 years, companies in this market have **raised more than $460 millions investments**

Competitors

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2 types of competitors:

01 **Transcription services, including without the participation of a real person**

Overview of type 1 competitors:

Competitors Metrics	Manual transcription	Software transcription	Transcription by Qulap
Price	High, from $34 per material	Low, $12 per month	Optimal, $16 per material
Quality	High	Low	High
Speed	Long, more than 24 hours	Quickly, about 1 hour	Optimal, about 5 hours

Competitors

2 types of competitors:

02   **Services that provide the ability to work with research information: aggregation, tagging, etc.**

Overview of type 2 competitors:

epiphany   Dovetail   Fibery

They have too oversaturated functionality that tries to close everything at once.

They do not have a specific focus on a comprehensive solution to a specific, specialized problem that Qulap solves.

Stages

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— We have agreed with 3 large companies of the IT segment of the Russian market to purchase access to our platform;
— Implemented MVP on a Low-code tool with the most important functionality;

— Actively conduct demos for potential customers and conclude deals;
— Iteratively improve the product based on the needs of our first customers;

1 week

3 week

— We conducted research and realized that current solutions do not fully cover the need;
— Understand the minimum required functionality of the product;
— Made a functional prototype in Figma;

2 week

— Attracted the first customers and got the first money;
— In the process of concluding and approving contracts with 3 large companies of the IT segment of the Russian market;

4 week

Results for the 4th week

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$2000

Revenue for 3 weeks of customer search and demo presentations

5

Customers who have purchased the translation of their material into text and access to our service

170

Translation of materials into text sold for large and medium-sized businesses

Team

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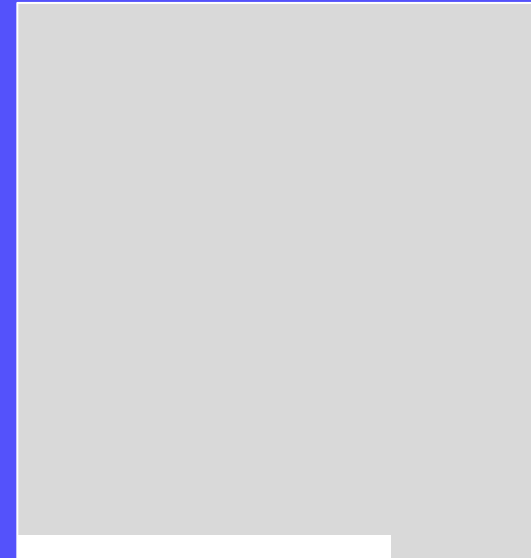
Dmitry Korzhov — CEO

Experience:
— Extensive experience in the field of Product Management
— ex. CPO in the agency for launching educational projects in the EdTech market

Egor Kononov — COO

Experience:
— Founder of the payment system City ERC
(150,000 active users)
— 5 years as CEO
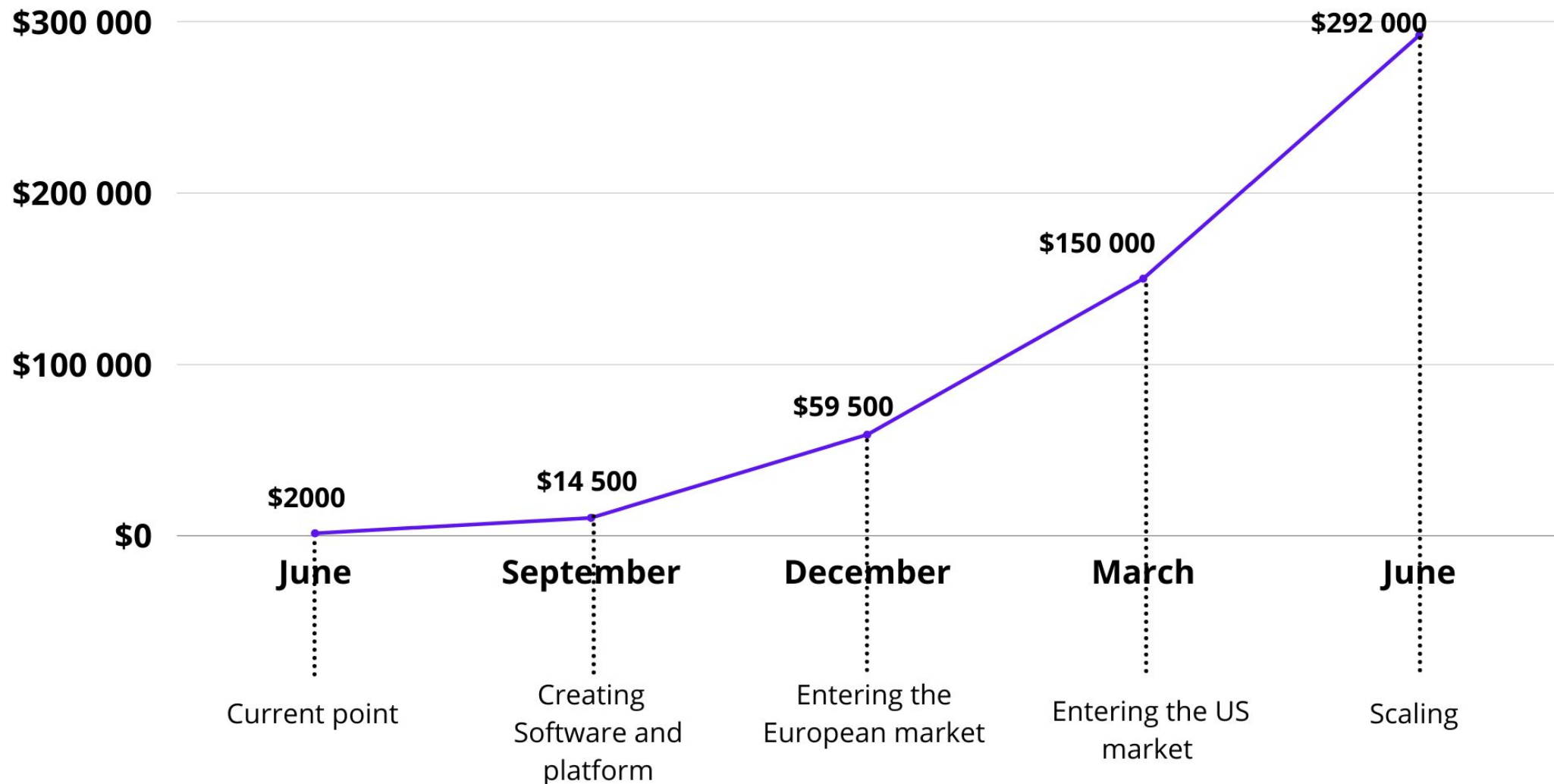— Experience in creating AI technologies

Sergey Kazdorf — CTO

Experience:
— Development of computer vision systems in various fields. Implementation of sota approaches in the analysis of three-dimensional spaces, the definition of objects, the compilation of clusters of objects
— Time series analysis to determine deviations in human behavior and the state of space

Further development plan

$300 000

$200 000

$100 000

$0

$2000

$14 500

$59 500

$150 000

$292 000

June	September	December	March	June
Current point	Creating Software and platform	Entering the European market	Entering the US market	Scaling

Investment

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We attract investments to improve and develop software that fully automates high-quality research and will attract more than 100 new companies per month.

$100,000 for a 10%

$75 000
Development

$15 000
Sales and marketing

$10 000
Overhead costs

Contacts

Qulap

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Sign up for a demo presentation of the product:
https://calendly.com/korzhov_dm/qulap_demo

To test and see our MVP solution**— take on this link.**