Rehearsmart — Business Strategy Pack

*Be Better Offline — Private reps, public results*

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*Note: This document is formatted for easy upload to Google Docs. You can open it in Google Drive and continue editing with comments and suggestions.*

# A) Competitive landscape

Legend: Practice=structured reps; Coaching=AI or human feedback; Analytics=objective metrics; Anxiety tools=breathwork/physiology; Offline?=usable without internet; Privacy stance=data usage posture.

## 1) Courses, clubs, credentials, and cohorts

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Competitor** | **Offering** | **Pricing (public)** | **Delivery model** | **Core features (practice / coaching / analytics / anxiety)** | **Offline?** | **Privacy stance / data** | **Buyer segments** | **Acquisition channels** | **Brand positioning** |
| Toastmasters Pathways | Club-based curriculum (Pathways) with prepared speeches, table topics, peer evaluations | $120/yr international dues (local club dues may apply) | Community/club (in‑person & online) | Practice: strong; Coaching: peer; Analytics: light badges; Anxiety: via repetition | Yes | Member org; minimal consumer analytics | Students, professionals, founders, non‑native speakers | Local search, word‑of‑mouth, employer clubs | Affordable deliberate practice community |
| Toastmasters Speechcraft (Digital) | 4–8 session introductory program delivered via clubs; digital materials | $50 digital bundle (purchased by club) | Short course via club | Practice: medium; Coaching: peer; Analytics: minimal; Anxiety: indirect | Possible | Club‑run; minimal PII at TI level | Community orgs, colleges, workforce programs | TI network, club outreach | On‑ramp to Toastmasters |
| TED Masterclass | Asynchronous course teaching TED‑style talk skills (orgs & individuals) | Org pricing (per‑user license); consumer pricing varies by channel | Self‑paced course (app/web) | Practice: light prompts; Coaching: limited; Analytics: none; Anxiety: none | No | Typical course data; no speech analytics | Professionals, students, educators | TED brand, email, content | Learn to give a TED‑style talk |
| Duarte Academy | Workshops (e.g., VisualStory, Resonate), and on‑demand courses | On‑demand from ~$99; workshops by quote | Course/workshop (online, in‑person) | Practice: light‑to‑medium; Coaching: facilitator in workshops; Analytics: none; Anxiety: delivery tips | Yes (in‑person) | Corporate training norms | Managers, sales, execs, analysts/designers | B2B sales, content, events | Story + visuals authority |
| Ethos3 Mastermind | 3‑month small‑group coaching incl. 1:1 sessions; persona assessment | $1,440–$1,640 program (public pricing) | Cohort + coaching | Practice: medium; Coaching: high (human); Analytics: none; Anxiety: coached | No | Standard coaching PII | Founders, execs, thought leaders | Content, referrals | Premium boutique coaching |
| Julian Treasure — Course | Voice & speaking course via membership/community | Membership pricing (varies) | Self‑paced + community | Practice: light; Coaching: none; Analytics: none; Anxiety: voice hygiene | No | Community site privacy/T&Cs | Pros, creators, educators | Author brand, podcasts, community | Voice & listening craft |
| Matt Abrahams (Stanford) | Live online communication course (interactive lectures + Q&A) | Tuition varies by quarter (Stanford Continuing Studies) | University course (live online) | Practice: light; Coaching: instructor Q&A; Analytics: none; Anxiety: evidence‑based tools | No | University policies | Professionals, grads | University catalog, email | Research‑backed spontaneous speaking |
| Presentation Guild Certifications | Professional certification exams for presentation specialists | $200–$350 depending on membership | Credential/exam (+bootcamps) | Practice: none; Coaching: none; Analytics: exam score; Anxiety: n/a | Yes (offline prep) | Standard certification data | Designers, PMMs, comms | Guild community, partners | Formal industry credential |

## 2) AI speech‑coach & VR simulation apps

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| **Competitor** | **Offering** | **Pricing (public)** | **Delivery model** | **Core features (practice / coaching / analytics / anxiety)** | **Offline?** | **Privacy stance / data** | **Buyer segments** | **Acquisition channels** | **Brand positioning** |
| Yoodli | AI speech coach for practice, real‑time analytics, roleplays; Toastmasters partnership | Freemium + paid tiers; enterprise via sales | Web/app + Zoom overlay | Practice: strong; Coaching: AI; Analytics: pace/fillers; Anxiety: light prompts | No (cloud) | Data controls & deletion options (see privacy) | Students, professionals, Toastmasters members | SEO, content, partnerships | Judgment‑free AI coaching |
| Orai | Mobile AI coach with 4‑week plan; pace/fillers analysis | Pro around $10/mo; enterprise custom | Mobile app + org dashboards | Practice: strong; Coaching: AI; Analytics: pace/fillers; Anxiety: tips | No (cloud) | Encrypted data; GDPR posture | Individuals, L&D, sales orgs | App stores, SEO, B2B demos | Compact mobile coach |
| VirtualSpeech | Online + VR practice with AI coaching & roleplays; slide upload; certificates | $45/mo or $399/yr (individual) | Web + VR (Quest etc.) | Practice: strong; Coaching: AI; Analytics: dashboards; Anxiety: simulated audiences | Partial | Transparent AI & data privacy (GDPR) | Universities, enterprises, individuals | SEO, AR/VR communities, B2B | Immersive skills lab |
| Ovation (VR) | VR/desktop simulator; AI avatars; slide import; org assignments & reports | $15/mo individual (annual); orgs from ~$80/license/mo (annual) | VR + desktop | Practice: strong; Coaching: AI feedback; Analytics: reports; Anxiety: graded exposure | Partial | Privacy policy: transcripts/analytics for feedback | Higher‑ed, accelerators, enterprise L&D | VR app stores, EDU sales | High‑fidelity practice in VR |

# B) Feature‑by‑feature matrix (0–3 score; 3 = best‑in‑class today)

Scoring reflects public feature claims; annotate gaps in Notes. TTV = Time‑to‑Value (how fast a new user gets meaningful feedback).

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Product** | **Pace / Filler** | **Content Coaching** | **Q&A Sim** | **Slide/Script Import** | **Anxiety Tools** | **Community FB** | **Badges/Certs** | **Offline** | **Privacy Controls** | **Integrations (Slides/Keynote/Docs/Calendar/Watch)** | **Price (indiv.)** | **TTV** | **Notes** |
| Toastmasters Pathways | 1 | 1 | 2 | 0 | 1 | 3 | 2 | 3 | 1 | 0 | ~$10/mo equiv | 2 | Quant feedback limited; strong community |
| Speechcraft | 1 | 1 | 1 | 0 | 1 | 3 | 1 | 3 | 1 | 0 | Bundle ~$50 | 2 | Short on‑ramp via clubs |
| TED Masterclass | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | Varies | 1 | Content‑only; no feedback loop |
| Duarte Academy (on‑demand) | 0 | 3 | 0 | 0 | 1 | 0 | 1 | 0–3 | 1 | 0–1 | From ~$99 | 1–2 | World‑class frameworks; limited reps |
| Ethos3 Mastermind | 0 | 2 | 1 | 0 | 2 | 3 | 0 | 0 | 1 | 0 | $1,440–$1,640 | 2 | High‑touch coaching; cohort size small |
| Julian Treasure course | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | Membership | 1 | Voice/listening emphasis |
| Matt Abrahams (Stanford) | 0 | 2 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | Tuition | 1–2 | Live, interactive; limited reps |
| Presentation Guild certs | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 1 | 0 | $200–$350 | 1 | Credential vs practice |
| Yoodli | 3 | 2 | 3 | 1 | 1 | 1 | 0 | 0 | 2 | 1–2 | Freemium + paid | 3 | Strong analytics; cloud‑dependent |
| Orai | 3 | 1–2 | 1 | 1 | 1 | 0 | 0 | 0 | 2 | 0–1 | ~$10/mo | 3 | Mobile‑first; prescriptive plan |
| VirtualSpeech | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1–2 | 2 | 2 | $45/mo or $399/yr | 3 | Immersive rehearsal; strong imports |
| Ovation (VR) | 3 | 1–2 | 2 | 3 | 2 | 1–2 | 1 | 1–2 | 2 | 1 | $15/mo (annual) | 3 | Org assignments & reports |

# C) JTBD & willingness‑to‑pay

**Jobs‑to‑be‑Done**

• When I have a high‑stakes talk in 7 days, I want bite‑sized daily reps that tell me exactly what to fix (pace, fillers, clarity), so I feel tangibly better in under 15 minutes/day.

• When I’m pitching investors or execs, I want slide‑ and script‑aware micro‑coaching that spots weak structure and missing proof, so my story lands and timing holds under Q&A.

• When anxiety spikes before speaking, I want a short “calm‑to‑perform” loop tied to my physiology, so I can stabilize breathing/HRV and start strong.

• When I practice alone, I want private on‑device feedback and spaced sub‑skill drills, so improvement compounds without sharing my data.

• When I’m time‑poor, I want a 2–5 minute rep that nudges the highest‑leverage sub‑skill, so I keep momentum.

• When preparing a team keynote, I want private practice Pods with structured peer feedback, so multiple presenters align quickly without exposing content externally.

**Pricing hypotheses (Good‑Better‑Best, individual)**

• Good (Solo) — $7.99/mo: Offline reps; on‑device pace/fillers/prosody; 3 calm loops; local history; basic spaced drills.

• Better (Solo+Coach) — $14.99/mo: + slide/script‑aware micro‑coaching, adaptive Q&A, Pods (2–3), exportable progress report.

• Best (Pro) — $24.99/mo: + watch/earbud triggers, calendar‑aware “last‑mile” run‑throughs, custom drills, priority on‑device model updates.

**Teams (SMB/EDU)**

• Team Starter — $8/seat/mo (annual): Admin console; policy‑controlled privacy; team Pods; shared drills; basic SSO.

• Team Plus — $12/seat/mo (annual): + SCIM/SSO, private on‑device model pack, template library, anonymized aggregate improvement curves.

• Enterprise/EDU — custom: DPA, SOC2‑lite artifacts, MDM deployment, integrations (Slides/PowerPoint/Keynote importers, calendar), coach seats.

*Hypotheses to validate: conversion elasticity between $9.99 vs $14.99; attach rate of Pods; Pro uplift with wearable triggers; EDU sensitivity vs VR ($45/mo).*

# D) 24‑month moat strategy (quarterly milestones)

**Q1–Q2 (Months 0–6): Ship the “offline core”**

• On‑device inference: pace, fillers, basic prosody; footprint & battery targets; offline first‑run.

• Calm‑to‑Perform v1: phone sensors + manual pacing; Calm Index baseline.

• Slide/script import v1: PDF/notes ingestion; micro‑prompting (hooks, signposting).

• Spaced sub‑skill drills v1: templated 2–5 minute reps; TTFMR < 5 minutes.

• Privacy posture: data map, DPIA, local‑only defaults; opt‑in telemetry for aggregate curves (no raw audio).

• Partnership pilots (design): 3 Toastmasters clubs + 2 accelerators for feedback loops.

**Q3–Q4 (Months 6–12): Adaptive coaching & Pods**

• Adaptive Q&A v1: on‑device question generation from slides/scripts; difficulty ramping.

• Pods (private practice circles): invite‑only, ephemeral share tokens; local‑to‑local feedback summaries.

• Improvement Curves v1: on‑device embeddings; telemetry‑only aggregates if opted‑in.

• Integrations v1: Google Slides & PowerPoint importers; calendar “last‑mile rehearsal” nudges.

• Compliance track: SOC2‑lite controls, MDM guide; EDU privacy checklist.

**Q5–Q6 (Months 12–18): Ecosystem scale**

• Wearables: Apple Watch/Android wearable hooks for HRV‑guided calm loops.

• Slide‑aware micro‑coaching v2: structural critique with offline heuristics + on‑device LLM.

• Toastmasters & EDU: 50 clubs, 10 universities using Pods; accelerator founder track.

• Admin console for Teams; SSO/SCIM; policy toggles for local‑only mode.

**Q7–Q8 (Months 18–24): Defensibility & proof**

• Adaptive Q&A v2: persona tuning; multimodal (voice + slide regions).

• Improvement Curves v2: cohort baselines by role (sales/SE/founder); privacy‑safe leaderboards.

• Compliance: SOC2 Type I complete; roadmap to Type II; FERPA/EDU addendum templates.

• Publish outcomes: anonymized minutes‑to‑improvement study vs. club/course/app benchmarks.

# E) Differentiation story & messaging

**Narrative**

Be Better Offline. Speak better in minutes—without giving away your voice. Rehearsmart is the only mobile coach that runs on your device, blending physiology‑aware calm loops with slide‑aware micro‑coaching, spaced sub‑skill drills, and adaptive Q&A. No feeds. No vanity metrics. Just private reps → public results.

**Taglines**

• Be Better Offline.

• Private reps, public results.

• Minutes to a better talk.

**Homepage wireframe copy**

• Hero: Be Better Offline. Minutes to a better talk—private, on‑device coaching. CTA: Start Free → 7‑day offline practice plan.

• Proof strip: Backed by cognitive speech science • Private by design • Used by founders, sales engineers, and grad students.

• How it works (3 cards): (1) Calm to perform (60–120s physiology loop). (2) Rehearse smart (pace/filler/prosody feedback on‑device). (3) Ace Q&A (adaptive, slide‑aware sparring).

• What you’ll see: Pace/fillers, clarity, structure cues, Calm Index Δ, next best rep.

• Privacy: On‑device by default. Opt‑in, anonymized aggregates only.

• Pricing teaser: Solo from $7.99/mo. Teams from $8/seat/mo. (See plans)

• FAQ highlights: Offline mode? (Yes) • Will you store my audio? (Local by default) • Slides support? (PDF/PPT import) • Pods private? (Yes—invite only)

# F) Go‑to‑market

**ICPs & beachheads**

• Founders raising (demo‑day, partner pitch readiness)

• Sales engineers / solution consultants (live demos, deep Q&A)

• Grad students & early‑career professionals (presentations, interviews)

• Secondary: Toastmasters members seeking between‑meeting reps; non‑native speakers

**Acquisition plays (CAC/LTV hypotheses)**

• “7‑Day Talk Sprint” preview (no friction): target $6–$10 CAC via App Store Search on “public speaking”, “reduce filler words”, “practice presentation”; LTV $60–$120 (8–12 months at $7.99–$14.99).

• Founder & accelerator partnerships: 3‑week cohort access with rev‑share (10 org pilots). CAC ~0 (channel); LTV $80+ as founders retain through fundraising.

• Toastmasters Pods pilot: private Pods for 50 clubs; leader perks. CAC $0–$3 (community); LTV $50–$90 supplemental.

• University SE/Capstone programs: departmental licenses (20–200 seats). CAC sales‑light; LTV $15–$25/seat/mo annual.

• Content SEO: one‑page rehearsal plan, calm protocol, slide‑aware checklist. CAC blended $3–$7 and improving.

**Launch plan**

• T‑3 weeks: Open 3‑Week Preview Challenge (daily 3‑minute reps); public leaderboard shows aggregate improvement only.

• Referral loops: Bring a buddy to your Pod → both get Pro for the week; 5 invites → unlock Pro month.

• Partner pilots: 10 clubs/accelerators; weekly office hours; publish case studies.

# G) Metrics & experiments

**North‑star & inputs**

North‑star: Weekly Active Reps/User (WAR/U) + % showing improvement (e.g., filler rate ↓, pace stability ↑, Calm Index Δ).

• TTFMR (time‑to‑first‑meaningful‑rep)

• 7‑day retention; Day‑3 streaks

• % Runs Offline

• Calm loop adherence rate

• Slide‑aware prompt usage

• Q&A difficulty progression

• Pod participation rate

• Opt‑in telemetry rate

**Experiments (10)**

• Pricing A/B: $7.99 vs $9.99 Good; Better at $12.99 vs $14.99—impact on conversion & 60‑day retention.

• Onboarding path: calm loop first vs rep first—effect on TTFMR and 7‑day retention.

• Micro‑coach nudges: single “next best rep” vs list—effect on daily active reps.

• Pods invitation UX: QR link vs contact‑picker—invite conversion.

• Slide‑aware value prop: import prompt before recording vs after—import adoption and session length.

• Q&A adaptivity: harder‑first vs ramped—confidence self‑report vs measurable stumbles.

• Privacy messaging: emphasize “offline by default” on paywall vs standard—paid conversion among privacy‑sensitive cohorts.

• Wearable hooks: watch haptics before reps vs no cue—Calm Index Δ and cold‑start.

• Edu bundling: per‑seat annual vs course‑length pass—department close rate.

• Founder pitch template: structured 5‑day plan vs generic—completion and NPS.

# H) Risks & mitigations

• Technical — Risk: On‑device inference accuracy + battery draw → Mitigation: Quantized models; adaptive sampling; offline fallbacks with battery guardrails

• Adoption — Risk: Habit formation → Mitigation: 2–5 minute reps, streaks, calendar nudges, Pods social accountability

• Ethical/Privacy — Risk: Voice/biometric sensitivity → Mitigation: Local‑only by default; explicit opt‑in aggregates; transparent data map; no sale/ads

• Positioning — Risk: Perceived as ‘yet another AI coach’ → Mitigation: Emphasize offline‑first + physiology + slide‑aware advantage with proof metrics

• Enterprise — Risk: Compliance hurdles → Mitigation: SOC2‑lite artifacts by Month 9–12; DPA templates; MDM support; data residency story

# Exec summary (6 slides)

Slide: Market Reality

• Speaking improvement is fragmented—clubs/courses (community & content) vs AI/VR (analytics). No one delivers offline, private, slide‑ & physiology‑aware coaching on mobile.

Slide: Rehearsmart Edge

• On‑device analytics, Calm‑to‑Perform, slide/script micro‑coaching, adaptive Q&A, Pods. Private reps → public results.

Slide: Who We Win

• Founders raising, SEs demoing, grads interviewing; later, Toastmasters members and EDU cohorts.

Slide: Product & Moat (24 mo)

• Ship offline core → adaptive coaching + Pods → ecosystem scale → compliance & proof.

Slide: Business Model

• Good‑Better‑Best ($7.99/$14.99/$24.99), Teams $8–$12/seat/mo; channel pilots (clubs/accelerators/EDU).

Slide: Proof & Metrics

• NSM WAR/U + % improved; TTFMR < 5 min; publish minutes‑to‑improvement study.

# 90‑day action plan

Weeks 1–3

• Finalize on‑device metrics (pace, fillers, prosody) & Calm Index; instrument TTFMR.

• Build slide/script import v1 (PDF) + minimal micro‑prompts.

• Draft privacy posture (local‑only defaults; telemetry toggle).

Weeks 4–6

• Ship Preview Challenge content (7‑day plan) and Pods alpha (2‑person).

• App Store creatives emphasizing offline and minutes‑to‑better.

• Secure 3 pilot partners (2 accelerators, 1 club).

Weeks 7–9

• Launch Search Ads on public speaking terms.

• Run pricing + onboarding experiments.

• Competitive teardown of VR/AI flows to refine slide‑aware prompts.

Weeks 10–12

• Release adaptive Q&A v0 (static Qs from script); add watch/notification hooks.

• Publish privacy explainer; collect first aggregate improvement curves (opt‑in).

• Debrief pilots; decide Team Starter packaging & EDU outreach.

# Sources (official pages)

• Toastmasters Pathways — https://www.toastmasters.org/education/pathways-learning-experience

• Toastmasters dues — https://www.toastmasters.org/membership/renewals-and-dues

• Toastmasters Speechcraft — https://www.toastmasters.org/education/speechcraft

• TED Masterclass — https://masterclass.ted.com/

• Duarte Academy — https://www.duarte.com/academy/

• Ethos3 Mastermind — https://ethos3.com/mastermind/

• Stanford Continuing Studies (Matt Abrahams) — https://continuingstudies.stanford.edu/

• Presentation Guild Certifications — https://presentationguild.org/certification/

• Yoodli — https://www.yoodli.ai/

• Orai — https://www.orai.com/

• VirtualSpeech — https://www.virtualspeech.com/

• Ovation (VR) — https://ovationvr.com/