

# Orato

Present with confidence.



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# Challenges with Public Speaking

A source of anxiety for people, leading to poor performance, rushed speech, avoiding eye contact, and an overuse of filler words.

These factors can inhibit both personal and career growth, as communication skills are important to develop

# Why communication skills matter

Body language

Confidence

Delivery

Content

- They are vital for building relationships, resolving conflicts, achieving goals, impacting both personal and professional success.
- Crucial effective teamwork and leadership
- Clear communication can improve employee engagement and productivity.
- Effective communication also helps individuals understand their own needs and preferences and those of others.

# Target Audience

Who are we designing for?

01.



Students

02.



Early Career  
Professionals

03.



Those who seek  
to improve

# Existing solutions

What are people using?

There are a few digital platforms that our users would use to practice and improve their skills.



## Toastmasters International

Offers local online and offline classes and free public speaking tips and real time feedback to users. However, it requires a membership that may not be affordable for all.



## Mercor

Is an AI-powered hiring platform that has a section for users to practice interviews. However it is limited to technical skills and not soft skills.

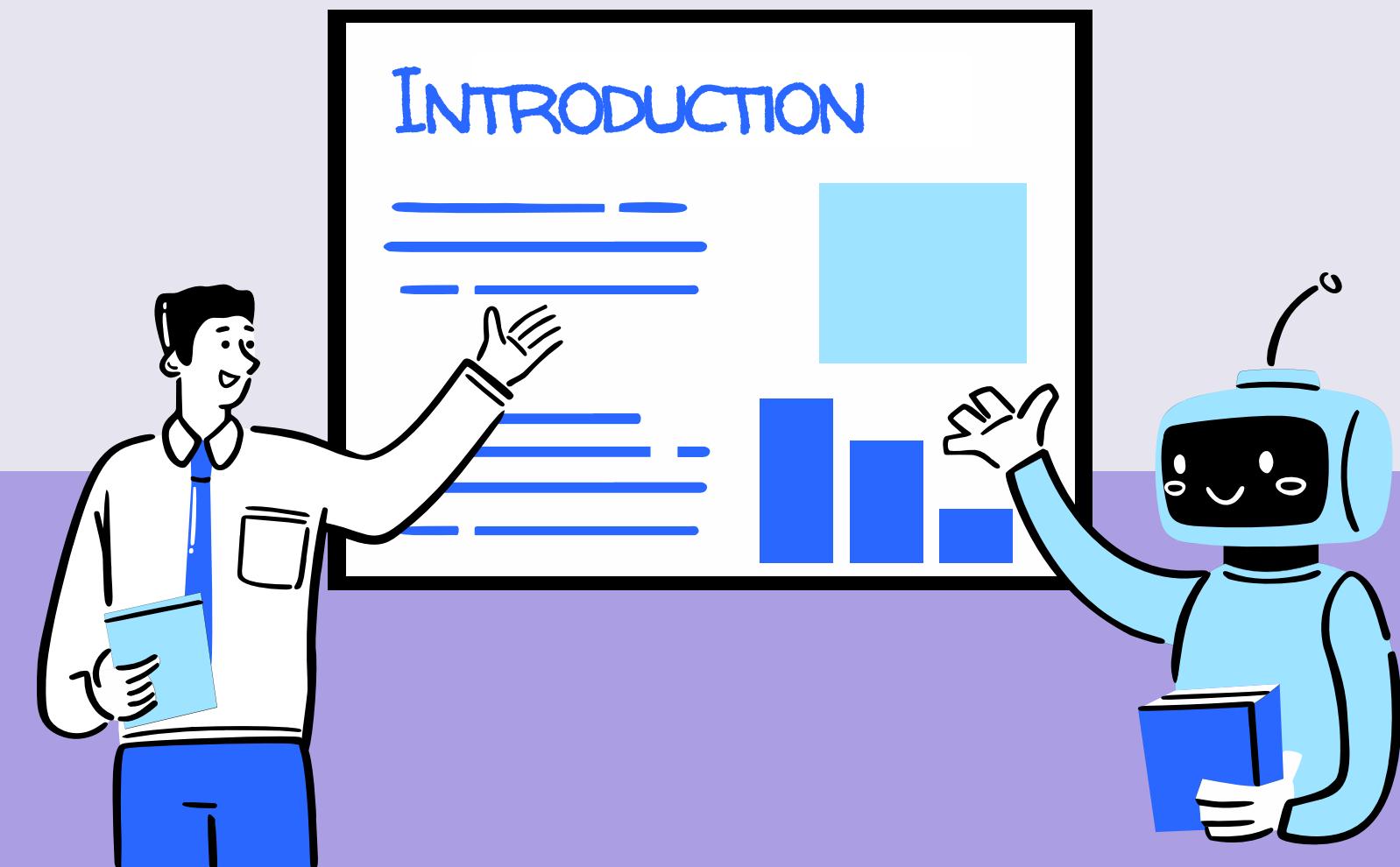


## YouTube and TED Talks

Offer examples of great speeches but don't provide personalized feedback or practice opportunities.

# Our Solution

An AI Public Speaking Practice Tool



# The Key Features

What this tool could have

01

Eye Tracker

Detecting where you look,  
and how often you keep  
contact with the audience

02

Content Analyzer

Analyzes your use of filler  
words and verbal content

03

Delivery Rating

Detects the volume and  
clarity of your delivery

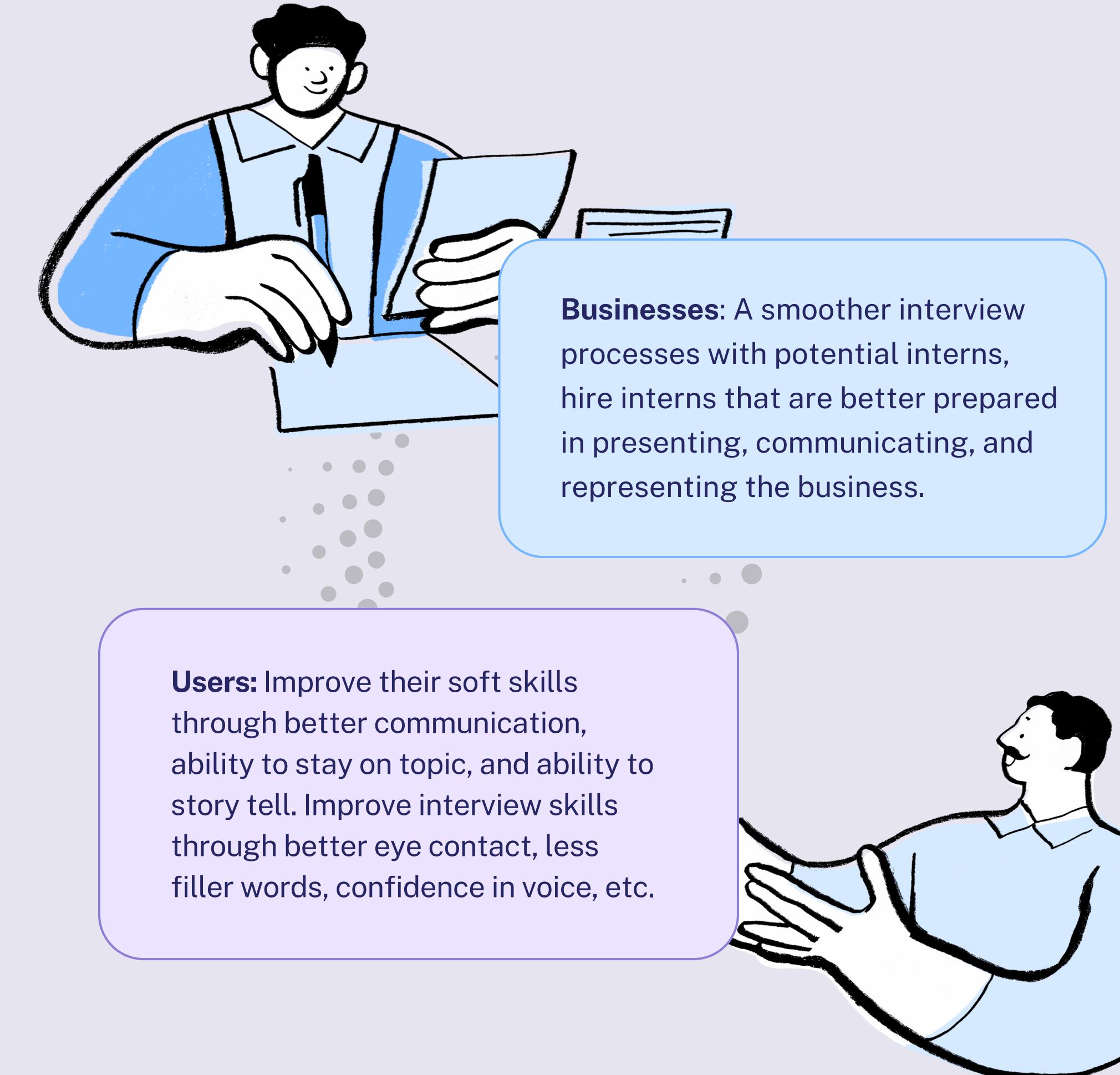
04

Feedback Report

Provides a comprehensive  
report based on your  
performance

# Impact on our users and businesses.

How does it benefit both sides?



**Businesses:** A smoother interview processes with potential interns, hire interns that are better prepared in presenting, communicating, and representing the business.

**Users:** Improve their soft skills through better communication, ability to stay on topic, and ability to story tell. Improve interview skills through better eye contact, less filler words, confidence in voice, etc.

# The user journey

Understanding what our users would do

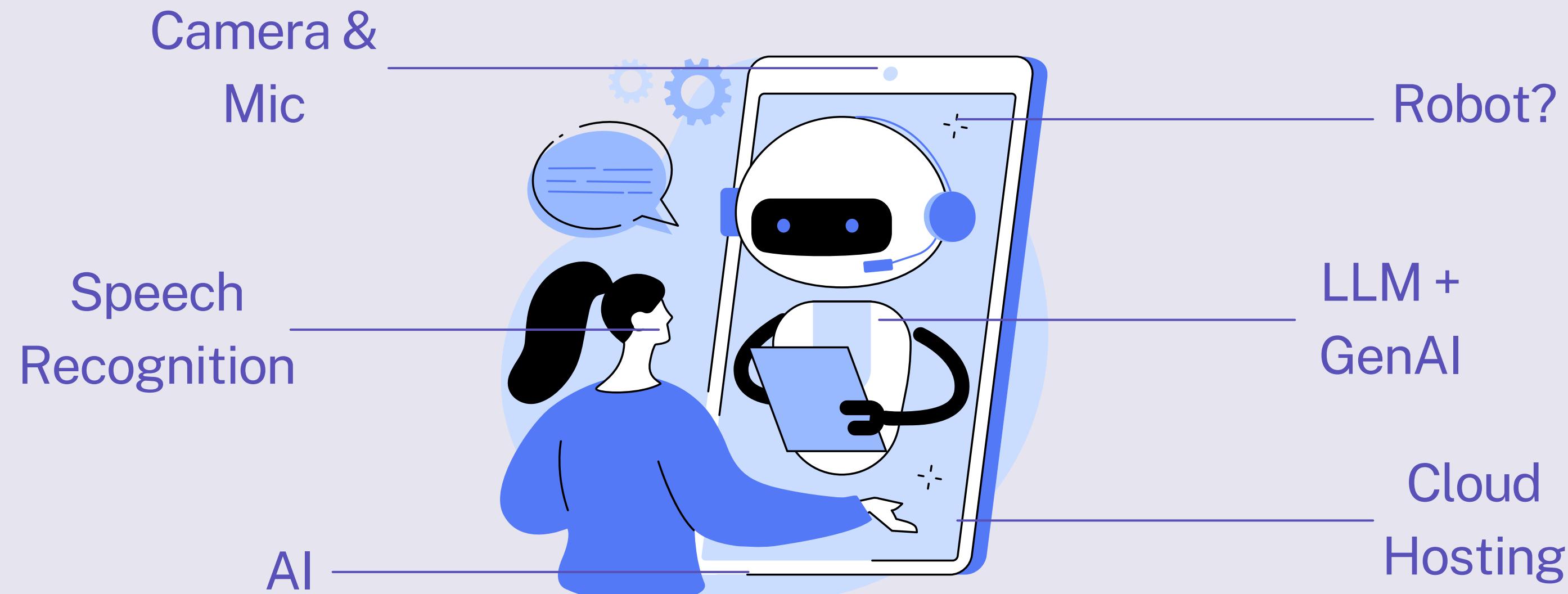


# Research Questions



# Technology & Development

How will we create our product?



# Project Budget

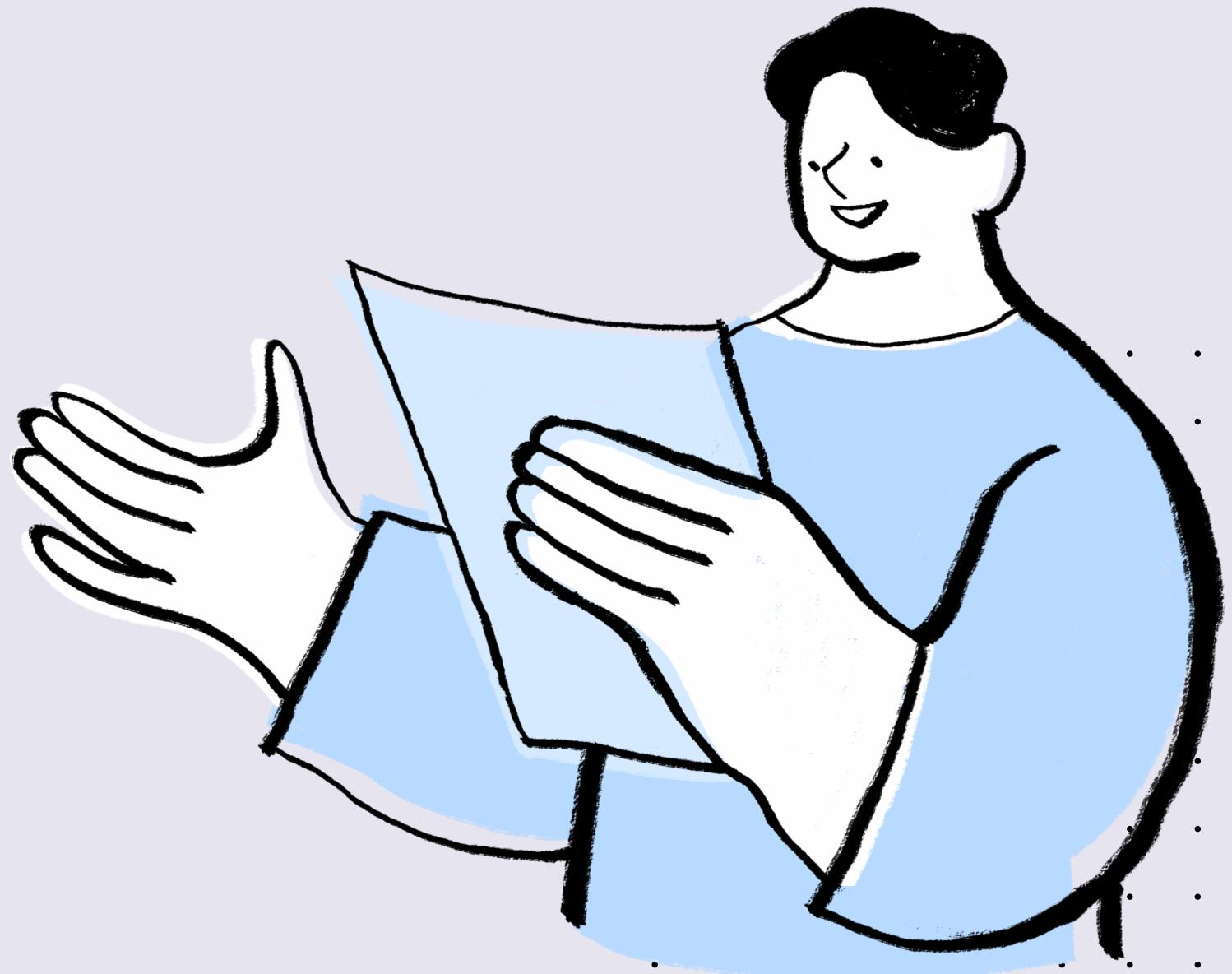
A financial breakdown

Item	Cost	Justification
Figma	Free	Designing and Prototyping
Google	Free	To use Google tools
AI Tools	Free	At initial stage, explore cost-free options of AI tooling
Miscellaneous	\$50-100	Unaccounted expenses

# Conclusion

## Why is this important?

- This project addresses a critical need in personal and professional development by enhancing soft skills for students, early career working professionals, and those seeking to improve.
- Leveraging AI technology, the platform offers a comprehensive solution that overcomes existing limitations by providing real-time feedback, and a low-pressure practice environment.
- It has the potential to create an impact by helping users become more confident and effective communicators in an increasingly competitive world.



# Any questions?

Don't hesitate to contact us below!

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