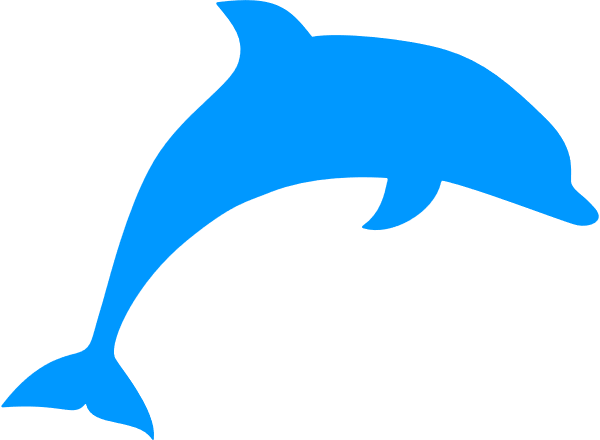
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START IDEA PROPOSAL

*Feb, 2023*

**DolphinGroup**

*Note-taking, document reading & material management tool*

EXECUTIVE SUMMARY

|  |  |  |
| --- | --- | --- |
| **Problem** | * Read lots of separate resources * Inefficient note-taking and resources organization * Lack of personalization * Difficulties when reviewing those notes | **Target audience**   * High school, university student * Office worker * Learner * Age: Gen X – Gen Y * Hobbies: learning, reading, researching |
| **Solution** | A hybrid-app can:   * Read document file and take note in app * Organize notes in a structured and coherent manner * Create personal notebook to review, track progress and measure results |
| **USP** | * Built-in note taking and intelligent organizing system Integration with other tool * Less time-consuming for management |
| **Goal** | * Positively impact people's behavior and study habits * Improve individual’s productivity, make learning effortless * Become top effective working and learning solution-providers | |

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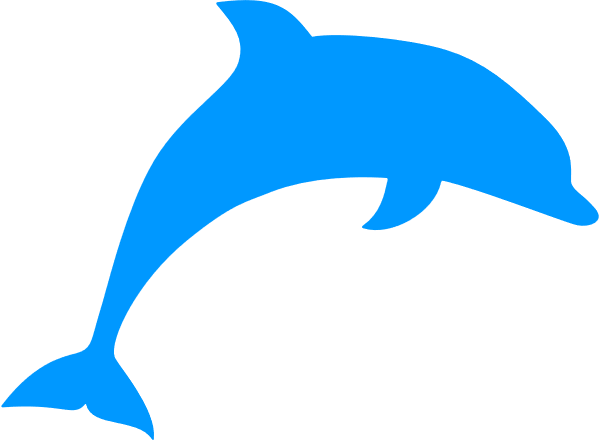
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ABOUT PROJECT

# General Business Description

## Our startup

**DolphinGroup**



Brand:

**Icon

Description automatically generated**Product:

Tagline: Knowledge at your fingertips

Keyword: Lean, Rapid, Personalized, Convenient

Strategy: Customer-centric

* Tetu is a **comprehensive learning tool** that caters to individuals of all ages and backgrounds. With its innovative technology and engaging content, Tetu aims to **transform the learning experience for its users.**

## Vision & Mission

### Our vision

* Positively **impact people's behavior and study habits**.
* Become top providers of **effective working and learning digital solutions**.

### Our mission

* To empower the "rapid and lean" concept.
* To provide a **comprehensive and user-friendly** learning platform, Tetu, that incorporates innovative technology, interactive features, and engaging content to **enhance the learning experience** and **foster continuous development.**

# Project Introduction

## Overview

Tetu is a comprehensive learning platform that caters to individuals of all ages and backgrounds. The app provides a seamless way to learn new topics, with features such as note-taking, intelligent note organization, and a vast library of articles to support the learning process. Tetu's goal is to make learning effortless, personalized, and efficient, so that users can achieve their learning goals and embark on a lifelong journey of growth and development. With its innovative technology and engaging content, Tetu aims to transform the learning experience for its users.

## Problems

“Many documents are in the form of digital asset“

“Read lots of separate resources to get deeper understanding or find ideas”

“Diffuse ways of learning language through articles/news”

“Demand to take note and easily review”

Based on the comments and statements above, we can point out four main issues:

* **Inefficient note-taking and organization**

Read file in one app and take note in another app, notes are stored distributedly.

* **Lack of a personalized learning experience:**

Resources is unsynchronous make learning process cannot meet user needs.

* **Time-consuming and boring learning process**

Spend lots of time to figure out how to manage learning material.

* **Inability to track progress and measure results**

Traditional way of lesson reviewing make it hard to evaluate learning journey

## Proposed Solutions

Build a cross-platform app that is able to:

* Read a document file format like PDF/HTML/markdown/epub, etc..
* Directly take note in app with powerful text editor.
* Organize note in a structured and synchronous manner.
* Intergrate with other resource management tool like Notion.
* Quickly learn a word/collocation/idiom in the passages.
* Put notes/words in a dictionary/notebook/card for further revision.

**Satisfy the criteria**

Lean ⇨ Rapid ⇨ Personalized ⇨ Convenient

**Target audience**

* High school/university student
* Office worker
* Learner
* Age: Gen X – Gen Y

## Business model canvas

**Graphical user interface, text

Description automatically generated**To have an overview of the service, we build a model of Tetu based on the business model Canvas which includes 9 components as follows:

### Customer Segment

* **Language learners:** who seek an application that provides an easy-to-use platform for taking notes and learning languages.
* **Researchers:** who need a well-structured system to organize their notes and resources.
* **Professionals:** who need a platform to take and share notes simultaneously.
* **Language teachers and tutors:** who want to recommend a comprehensive note-taking and language learning tool to their students.

### Value Proposition

* **Cross-platform app - anywhere, anytime:** For note-taking and language learning: access and take notes on their devices.
* **Well-organized and synchronized note-taking system:** ability to annotate and highlight text, create custom tags and categories, and export notes to other formats.
* **Personalized study plan:** supports translating vocabulary, saving translated words into personal notebooks, dictionaries, and flashcards, and creating quizzes to reinforce learning.
* **Community of learners:** learn from each other's experiences and insights.
* **Friendly user experience:** Application has simple interface and easy-to-use functions.

### Channels

* App/Web store
* Affiliate programs
* Word of mouth
* Social media
* Advertising

### Customers Relationships

* **Self-service:** Provide an easy-to-use platform for taking notes and learning languages.
* **Community:** Allow users to share and read notes from other users, and provide forums, chat rooms, and other social features for users to connect with each other.
* **Long term support**
* **Automated service:** Provide application flows that fulfill the need of clients.

### Revenue Stream

* **Subscription plans:** Ability to create custom tags and categories for notes, access to advanced search and filtering options, and the ability to export notes to other formats.
* **Add-on services:** Users can pay for microservices
* **Advertising:** Targeted towards language learning resources, study tools, or other related products and services and also offer sponsored content or promotions within the app itself.
* **DA/BA/BI service:** Commercial exchange of data, insights and analysis for customers or partners in related fields
* **Tetu intergration service:** Provides micro/add-on services, integration for other applications, for example a web browser extension

### Key Resource

* **Human:** Designers, developers, customer support representatives, language experts
* **Technological platform:** IaaS

### Key Activities

* Develop and maintain a cross-platform app for note-taking and language learning: optimized for every type of device (tablet, laptop, etc,), operation system,…
* Provide integration with (ebook and language learning platforms) personal resource management tools: can be an extensions and embed in kindle, chrome,…
* Research domain and product
* Provide customer support
* Manage partnerships and collaborations

### Key Partnerships

* Ebook publishers and distributors: integrate Tetu with their platforms
* Language learning platforms: offer integrated note-taking and language learning services
* Technology and infrastructure providers:providers to support the development and maintenance of the app

### Cost

* Infrastructure: Cloud platforms, servers, storage, and security services
* Research and development: Salaries, benefits, software development tools, and equipment
* Marketing and advertising: Paid search, social media, and influencer marketing campaigns
* Payment processing fees: Transaction fees charged by payment processors
* Operational expenses: Rent, utilities, office equipment, and supplies

# Our Product

## Product & Services

Tetu app will have below features:

**Main features:**

* Reading document files: pdf, html, markdown, epub, etc., or online article
* Directly take note in app with a powerful text editor
* Organize user’s notes in a systematical and synchronous manner
* Intergrate with other resource management tool like Notion
* Quickly grab the meaning of a word/collocation/idiom in the passages
* Put notes/words in a dictionary/notebook/card for further revision

**Additon features:**

* Voice record note
* Group notes
* Publish notes
* Graph view – to show connection and dependency between notes
* Tabs view/ Stack view/Calendar view
* Canvas view (like a white-board)
* Collaboration
* Version management (history)
* Customize UI theme
* Integrate with Slack/Trello/ClickUp/ …
* Manipulate local/cloud directory

**Moodboard**

The preliminary concept and idea of the product

Graphical user interface

Description automatically generated

**Prototype**

This following link provides an overview of the initial UI/UX design draft for the Tetu app, created using Figma.

[*bit.ly/tetu\_app\_design*](https://www.figma.com/proto/6LiFjOG8bbxZC8llAsuH8q/tetu-app-design?page-id=19%3A2&node-id=97%3A7102&viewport=68%2C311%2C0.05&scaling=contain&starting-point-node-id=97%3A7102&show-proto-sidebar=1)

## Market Research

Readers please see the attached market research document *[Tetu - Market Research Report.pdf]* or via this [link](https://drive.google.com/file/d/1qxbQclt8khzpAZ2f07Lr1D3EjAH8yG9Y/view?usp=sharing).

## SWOT Analysis

|  |  |
| --- | --- |
| **Strengths** | **Weakness** |
| - New, unique idea, meeting a popular painpoint today  - Productivity topic is getting more and more popular  - Many sample business model/apps for research and reference | - Limited technical expertise to implement  - Lack of connections with industry experts |
| **Opportunities** | **Threats** |
| - Innovation trend is being promoted by the state and enterprises  - Global product potential  - Strong market demand for personal work solutions | - Many users have formed habits and are loyal to a number of previous appa  - The user community of exist apps are substantial and devoted |

* **Focus on our USP and utilize digital marketing to spread quickly at the initial stage.**

# Our Team

## Personnel Lineup

Our team consists of 6 members

**1) Nguyen Dang Loc - SE160199**

Major: Information Technology

Position: CEO - Project Manager

Check project tracking, time management, and every step of the project from the beginning to the product. Also responsible for the process of the product.

**2) Nguyen Phuoc Tung - SE160197**

Major: Information Technology

Position: CTO - Technology Leader

Responsible for the team lead and technical adjustments. Follow up and give the most optimal technical direction. Besides building vision, resolving disagreements, and managing technical quality.

**3) Nguyen Vi Khang - SE160221**

Major: Information Technology

Position: Developer

The team's programmers are responsible for writing the code and creating the foundation for the App.

**4) Dang Quoc Tuan - SE160189**

Major: Information Technology

Position: Developer

As the second developer in the group with the above task.

**5) Trinh Vi Triet - SE160824**

Major: Graphic Design

Position: Product Desiner

Design everything around the image of the product and take responsibility for the images.

**6) Nguyen Thi Thu Huong - SS150102**

Major: International Business

Position: Marketing, Business Planner

Business model design, SWOT analysis, 4P analysis, financial management, and product marketing to consumers.

## Spirit & Culture

ICARE, which stands for:

* Innovate
* Compact
* Active
* Reliable/Responsible
* Enjoy

At **Tetu**, our team culture is defined by collaboration, innovation, customer focus, continuous improvement, and accountability. We work together to deliver the best learning experiences for our users and are driven by a passion for learning and excellence. Join us in shaping the future of education.