Business Model Canvas

Designed for:
DAKOTA

Designed by:
Darian, Kaloyan, Mamadou, Shanvin

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Version:
1.0

Key Partners

-Chat-gpt
-Python Speed Recognition libraries
-DagsHub (audio language libraries)

Key suppliers:
-GPT-4

Key Activities

-Speech, Accent and Tone Recognition AI
-Simulating conversation models with real-time feedback
-Personalized learning content based on proficiency level
-Customization options for accents, speed and tone for the AI
-Text to speech implementation
-Digital Marketing and SEO in translation searches
-Community based-activites (peer-to-peer conversations)

- Key Resources

AI libraries and APIs
-Language processing and machine learning
-Recommendation Media library (Books, Movies, Shows)
-Secure data storage systems for user information data processing
-Marketing person, Finance Person, Developer
-Business licensing agreements

Distribution:
-Mobile app

Revenue Stream:
-Membership subscriptions
-Ads (Free Version)

Value Propositions

-Unlimited AI conversation time
-Real-time feedback and correction
-Clarity and fluency improvement
-Building confidence without social anxiety
-Personalized learning paths based on user proficiency.
-Judgement-free environment for language practice

Solved User Problems:
-Lack of real conversation opportunities
-Challenging pronunciation and accents
-Fear of judgement from real people/tutors
-Social Anxiety
-Lack of an "individual" tailored learning experience

Bundles:
-Basic package:
o Access to AI-powered language learning features with ads for a limited daily time

-Premium Package:
o Ad-free experience with unlimited access to features at any time
o Personalized learning paths
o Live accent correction and pronunciation improvement
o Peer-to-Peer Community Access
o AI and interface customization

Customer Relationships

-Language Learners
-People that know the language but are socially anxious.

Channels

-Social Media
-App Store/Google Play

Customer Segments

-Language Learners
-People that know the language but are socially anxious.

Customer Base Classification:
-Segmented market based on proficiency levels and learning goals.
-Multi-sided platform: Individual-AI learning and Peer-to-Peer Community based learning

Market Segmentation:
-Mass Market: The app is for anybody that might want to learn a language or develop their current language skills, especially speaking fluency.
-Niche Market: The app is for people with social anxiety and people that require a tailored learning experience.

Cost Structure

-Servers and Storage infrastructures
-Development, Maintenance, and Improvements
-Marketing
-Legal Services and Compliance

Most Expensive Resources:
-Servers and Storage infrastructures
-Developer

Most expensive Activities:
-Development, Maintenance, and improvements
-Marketing

Revenue Streams

-In-App Advertising:
o Apps with 1000 active users can make an estimate of 10-150/day from ads.

-In-App Purchases:
o One-time in-app purchases to unlock specific limited premium features.

-Subscription Payments:
o 15$/month or 120$/year Cancel Anytime. Recurring payments.