Momentum AI Inc.
Business Plan
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Executive Summary

Momentum AI is a personalized academic assistant leveraging voice AI, agentic chatbot, AI planning, and course-specific document retrieval to ensure students never fall behind in their classes. Students upload their study materials to instantly generate dynamic flashcards, custom agentic chatbot, customized exams, and intelligent calendar-based study schedules.

Voice AI plays a pivotal role in creating a personalized, one-on-one tutoring experience, making interactions more engaging and humanized—similar to speaking with a dedicated academic mentor or tutor.

Currently, Momentum AI is in its engineering and branding phase. Our development team is actively building the web application, while the CEO is focused on strategic marketing, branding, and outreach. We plan a soft launch for user testing and feedback collection in August, followed by a public launch scheduled for September 1st, 2025.

Our unique approach prioritizes academic results: by integrating Retrieval-Augmented Generation (RAG) - an AI training methodology, with voice interaction and predictive learning insights, we aim to enhance student consistency, comprehension, and grades. We primarily target post-secondary students in North America and the pre-professional exam prep market (such as MCAT and LSAT) via a freemium model. Year 1 projections estimate approximately $310,000 in revenue, with expectations to become a high-retention, AI-first educational platform.

Momentum AI differs significantly from generic tools like ChatGPT due to our specialized voice-enabled AI tutor, proactive scheduling that integrates seamlessly with student calendars, and highly tailored, document-specific RAG technology. Our solution directly addresses common student pain points, such as disorganization and academic burnout, keeping users consistently engaged and effectively prepared.

1.0 Business Overview

Business Description

*Momentum AI is an end-to-end study ecosystem that ingests anywhere from **50 to 3,000+ pages** of course material (PDF notes, textbooks, slides, syllabi) and turns it into an interactive, voice-first learning experience:*

- ***Agentic AI Chatbot + Real-time Voice AI***
  - *Multiple tutor personas to choose from*
  - *Answers questions in text or spoken form while you watch the chat update live*
  - *Pulls highly accurate, course-matched YouTube videos and builds on-the-fly review plans*
- ***Smart AI Study Planner***
  - *Drag-and-drop a syllabus PDF and receive a full semester plan—day-by-day tasks, weekly milestones, and key due dates*
  - *One-click sync with Google Calendar & Microsoft Outlook*
  - *Edit the schedule conversationally through the chatbot*
- ***Context-aware Flashcards with Spaced Repetition***
  - *AI generates flashcards directly from your uploaded material*
  - *A built-in spaced-repetition algorithm schedules reviews for maximum retention*
- ***AI Exam Generator***
  - *Uses Momentum AI's proprietary prompt-engineering framework to create challenging, course-specific practice exams that mirror real test difficulty*
  - *Provides instant, personalized feedback after each attempt*

Platform Modes

1. ***Drag-and-Drop Mode** – for any course content you provide*
2. ***MCAT Mode** – pre-loaded with professionally curated MCAT material for comprehensive prep*
3. ***LSAT Mode** – likewise pre-trained on LSAT content for realistic, subscription-based practice*

Together, these features keep students organized, consistently engaged, and fully prepared—whether for day-to-day coursework or high-stakes entrance exams.

Mission & Vision

Mission: Make "never falling behind" a reality through AI-powered learning that adapts to every student.

Vision: Become the go-to personal AI tutor for 20M+ students in North America.

Industry Overview and trends

- *Total Addressable Market (TAM): 350 million global students*

- *Serviceable Available Market (SAM): 21.5 million post-secondary students in the U.S. and Canada*

- *Serviceable Obtainable Market (SOM) Year 1: 10,000 Canadian students (approximately 0.05% of SAM)*

The Market

- *University Students: Undergraduate, graduate, and PhD students (with particular emphasis on STEM fields).*
- *High School Students: Focused primarily on those in STEM streams.*
- *Younger Students: Services purchased by parents aiming for improved academic performance.*

Target Market

Demographics: Momentum AI targets students aged 13–30, with three core segments:

1. *University Students – including undergraduate, graduate, and PhD students, often enrolled in intensive academic tracks like STEM, business, or health sciences.*
2. *High School Students – particularly those in senior grades or enrolled in Advanced Placement (AP) or STEM-related programs.*
3. *Younger Students – whose study tools are purchased or accessed by parents, with AI support adapted for age-appropriate learning.*

Most users are full-time students, with limited discretionary income and high academic workloads. Early adopters may skew slightly male, although the product is built to serve all genders equally. These students often rely on student aid or part-time jobs and value tools that reduce academic stress and boost results.

Lifestyle & Hobbies: These users are highly motivated, digitally fluent, and operate under constant pressure to perform. They frequently use tools like Notion, Anki, ChatGPT, YouTube, and Google Calendar. Their digital habits include joining study-related Discords, browsing Reddit forums, and using social media for productivity inspiration. Time efficiency, academic excellence, and automation are highly valued.

Behavior: Students are seeking effective ways to avoid procrastination, organize large amounts of study content, and prepare for key exams (MCAT/LSAT and other major exams). They're open to AI-powered solutions that directly affect their academic results, especially if it helps reduce burnout or improve grades. They are also likely to remain loyal to platforms that offer continual value and integration with their existing tools.

Geography: Our primary focus is Canada and the U.S., targeting high-density student areas such as Ontario, BC, Quebec, New York, California, and Massachusetts.

Validation: Momentum AI has conducted surveys and interviews with over 200 students from Brock University, McMaster, University of Toronto, and UWaterloo. Over 90% reported challenges managing coursework and exam prep, while more than 85% expressed interest in an AI assistant that centralizes their academic workflow. Additionally, insights gathered from over 100 online forums and Reddit discussions reinforce the growing demand for AI-powered study tools that combine personalization with automation.

The Competition and Competitor Analysis (SWOT Analysis)

Strengths	Weaknesses
- Advanced voice AI tutor (realistic and engaging)- Integrated agentic study planner- Highly accurate, document-specific RAG model- Strong early validation from target market	- Initial reliance on third-party APIs (cost vulnerability) - Limited brand recognition as a new startup - Bootstrapped funds restrict rapid early growth
Opportunities	**Threats**
- Growing market demand for personalized AI educational tools- Potential B2B partnerships with educational institutions- Expansion into new exam prep markets (SAT, GRE, AP)	- Rapid technological evolution could quickly introduce competitors- Privacy concerns and data handling regulations- Market price sensitivity among students

Plans to Overcome Weaknesses:

To reduce long-term dependency on third-party APIs, Momentum AI plans to host language models on its own hardware post-launch. This will significantly lower operational costs while improving model performance control. In response to limited brand recognition, we are prioritizing early traction via a strong student ambassador program and unpaid influencer outreach through university and regional business networks. Finally, funding will be sought only after launch, ensuring that early momentum and product-market fit validate the business before pursuing outside investment.

Our Advantage:

- *Best-in-class voice tutor (via ElevenLabs, custom trained voice)*
- *RAG pipeline for ultra-accurate, document-based replies*
- *Smart planner that syncs with life*
- *Flashcards and exam tools built around mastery and behavior tracking*

- *MCAT and LSAT trained modes for all AI tools*

2.0 Sales & Marketing

Customers

- *College/university students*
- *Grad school applicants*
- *High school AP students (Year 2+)*

Suppliers

- *OpenAI (LLMs & embeddings)*
- *ElevenLabs (voice AI)*
- *Firebase/Firestore, Google API, Outlook API (Calendar)*
- *FAISS or ChromaDB (vector storage)*
- *Replit + Expo (dev/testing)*

Marketing Strategy & Plan

Momentum AI's marketing strategy is highly community-driven and designed to maximize reach with minimal upfront spend. We will rely on organic content, student ambassador programs, and deep networks across universities and the Niagara region.

- *TikTok & Instagram: relatable skits, transformation-based content*
- *YouTube Shorts: quick demos of AI-generated exams and planners*
- *Student influencer content (UGC): specifically from pre-med, STEM, and law creators*

Our CEO is spearheading the entire brand and marketing operation to ensure alignment and consistency.

Launch Roadmap (June–October 2025):

- ***June – Foundation and Partnerships***
  - *Finalize mockups for landing pages and dashboards*
  - *Begin outreach to partners: BrockTV, Brock LINC, Niagara region businesses*
  - *Identify a UI/UX designer for visual marketing assets*
- ***July – Hype Building***
  - *Launch landing page and pre-registration*
    Trailer video featuring our 4 AI tools (chatbot, flashcards, exam builder, planner)
  - *Begin marketing across Instagram, LinkedIn, and TikTok*
- ***August – Soft Launch***
  - *Quiet release to early users*
  - *Collect testimonials, feedback, and student-generated content*
  - *Build hype using early wins, publish usage data and quotes*
- ***September – Hard Launch***
  - *Full platform release*
  - *Activate all partnerships and publish launch-day content*
  - *Host Agentic AI Hackathon with partners like Revert Reach and Brock*
- ***October – Decision Point***
  - *Evaluate metrics (user growth, conversions, retention)*
  - *Prepare pitch deck if performance is strong*
  - *Make a scale-or-shutdown decision based on real data, not assumptions.*

Weekly check-ins will be conducted to track milestones. The CEO is accountable for ensuring execution across all initiatives.

Pricing Strategy and Distribution

Launch Pricing Tiers:

- **Free Plan**: Unlimited chat & flashcards with a 50-page document upload limit.
- **Standard Plan ($6.99/month)**: Access to all tools (chatbot, flashcards, exams, planner), 500-page upload limit, no MCAT/LSAT mode.
- **Premium Plan ($12/month)**: Unlocks everything, including exam prep modes (MCAT/LSAT), 2,000-page uploads, and priority support.

Momentum AI is launching with **reduced pricing** to encourage early adoption. These prices are set specifically for our **launch stage**, designed to draw in a high volume of users quickly. As students engage deeply with the platform and rely on it for their academic success, they are more likely to stay even as pricing returns to standard rates.

After the first 6 months, pricing will adjust to:

- **Standard Plan**: $15/month
- **Premium Plan**: $20/month

These prices remain well below the typical $60–$90 monthly spend that students allocate to other study platforms (ChatGPT, Quizlet, CourseHero), and offer significantly greater academic value through integrated tools and a voice-enabled AI tutor.

Distribution remains focused on app stores (iOS/Android) and direct downloads via our Progressive Web App (PWA) on our official website.

Sales Strategy

- *Lead Generation:*

  - *Use TikTok, Instagram Reels, and YouTube Shorts with real student testimonials and relatable skits.*

  - *Partner with pre-med, law, and STEM influencers to promote the app.*

  - *Deploy student ambassador programs at top universities to build word-of-mouth traction.*

- *Conversion Strategy:*

  Momentum AI attracts initial user interest through engaging content (TikTok, Instagram) and student testimonials. Once users join our free tier, we strategically nurture them toward conversion:

1. *Awareness & Acquisition:*

   - *Influencer recommendations and relatable, educational skits highlight Momentum AI's ease-of-use and results.*

2. *Engagement & Activation:*

   - *New users receive onboarding nudges to upload initial study materials and experience immediate value from AI-generated tools.*

   - *Weekly personalized messages demonstrate usage insights and encourage deeper product exploration.*

3. *Conversion & Retention:*

   - *Targeted in-app notifications clearly communicate the value of higher-tier features, e.g., MCAT/LSAT mode activation, increased upload limits, and personalized voice tutoring sessions.*

   - *Email drip campaigns reinforce premium benefits through student success stories and limited-time offers.*

   - *Loyalty incentives for students who refer friends, maintaining strong community engagement.*

- *Tools & Team:*
  - *As user base grows, implement CRM tools (like HubSpot or Notion) to track engagement and automate follow-ups.*

  - *Future hires may include a dedicated sales operations lead and creator partnerships coordinator.*

3.0 Operations

Business Location

*Momentum AI is currently remote-first (based in Ontario, Canada). We will evaluate moving to a hybrid/hub-based office model **after the platform's public launch**, when our team grows and capital is secured.*

Equipment

- *MacBooks or Replit cloud IDE*
- *GitHub-based team workflow*
- *Cursor + Expo Go for testing*

Technology Requirements

- *API credits: OpenAI, ElevenLabs*
- *Agent framework: Arcade.dev*
- *Cloud hosting: Firebase (web), Supabase (optional for user auth)*
- *Payment gateway: Stripe (w/ student ID verification)*

Investment Needs

*Momentum AI seeks $275,000 CAD in pre-seed investment to support a strong, stable, and competitive 6-month runway **after our public launch**. The investment will be used to scale product features, hire full-time staff, and transition from bootstrapping to sustainable growth. Our current phase remains bootstrapped during development, while funds will be raised based on live traction and real user feedback post-launch.*

Detailed allocation of investment:

1. Personnel (Full-Time Salaries & Benefits): $173,250

- ***Backend Developer:*** *$30,000 (6-month salary, annualized $60,000)*

- ***Frontend Developer:*** *$30,000 (6-month salary, annualized $60,000)*

- ***Full Stack Engineer (AI integration):*** *$35,000 (6-month salary, annualized $70,000)*

- ***Project Manager:*** *$32,500 (6-month salary, annualized $65,000)*

- ***Marketing & Growth Lead:*** *$30,000 (6-month salary, annualized $60,000)*

- ***Employee Benefits & Payroll Taxes (approx. 10%):*** *$15,750*

2. Office Lease & Operational Expenses: $21,900

- *Office Space Lease (6 months): $18,000 ($3,000/month)*

- *Utilities, Internet, Supplies (6 months): $3,900 (~$650/month)*

3. API & Technology Infrastructure: $15,000

- *OpenAI, embeddings, RAG model credits: $10,000*

- *ElevenLabs (voice AI credits): $3,000*

- *Cloud hosting & infrastructure (Firebase/Supabase): $2,000*

4. Development Tools & Equipment: $5,000

- *Team licenses, software tools (GitHub, Replit, Notion): $3,000*

- *Hardware & equipment (computers, peripherals): $2,000*

5. Marketing & User Acquisition: $12,000

- *Influencer collaborations & paid partnerships: $8,000*

- *Student ambassador program & content creation: $4,000*

6. Legal, Compliance, & Miscellaneous Costs: $5,000

- *Company incorporation, legal documentation, data/privacy compliance*

Total Pre-seed Investment Request: $232,150 CAD

Contingency buffer (approx. 18%): $42,850 CAD
(This buffer ensures adaptability to unexpected costs, rapid user growth, or scaling needs.)

Total Investment Funding Sought: $275,000 CAD

Legal Structure
Momentum AI is incorporated as a federally registered corporation in Canada. The incorporation was completed in February 2025. The company is 70% founder-owned by Ebad Khan and 30% by Subquat

Siddiqui (co-founder & CTO). As we expand, a share allocation plan will be developed for future full-time hires and potential investor equity.

Insurance

Momentum AI does not require special licenses or physical property insurance to operate at this stage. However, as an AI application handling user-uploaded data, we plan to obtain the following policies:

- *General business liability insurance (basic coverage)*

- *Cyber liability insurance to cover user data risks and hosting breaches*

- *Professional errors and omissions (E&O) insurance in the event AI responses are challenged or misused These policies will be implemented before public launch and as usage scales.*

4.0 Finance

Startup Costs

We are currently operating with approximately $4,000 in non-dilutive funds from pitch competitions and student entrepreneurship awards. These funds are strictly allocated for minimal, essential development and early testing.

*Our short-term strategy is to remain lean and bootstrapped through launch. We plan to raise additional capital only **after** achieving strong early traction and validating product-market fit. This ensures a data-driven approach to investment, avoiding unnecessary dilution or overspending before proving long-term demand.*

Estimated one-time or quarterly costs (not monthly):

- *API credits (OpenAI, Gemini, embeddings): ~$1,000–$1,500 per quarter (depends on user load)*
- *Voice AI credits (ElevenLabs basic tier): ~$22/month or ~$264/year for team access (scales with usage)*
- *Replit Hacker Plan (team dev): $20/month or $240/year*
- *Firebase Hosting & Firestore (PWA + mobile backend): Initially free tier; estimated ~$50–$100/month by Q3, once active users scale*
- *Design tools + branding assets: ~$500 (one-time)*
- *Intern tools (GitHub, Notion, documentation): using free/open-source stack where possible*

Total estimated near-term capital requirement: ~$2,000–$3,000 for 3–4 months of build/test runway

We plan to bootstrap until we reach meaningful user traction, then raise grants or seek additional non-dilutive funding.

Sales Forecast & Cash Flow

Revenue Forecast (Year 1)

- *Free Users: 10,000*
- *Paid Standard: 2,000 × $6.99 × 12 = $167,760*
- *Paid Premium: 1,000 × $12 × 12 = $144,000*
- *Total Revenue (Yr 1): $311,760*
- *Cost of Goods Sold (APIs, infra, ops): ~$180,000*
- *Net Profit Estimate: ~$131,000*

5.0 Team

Management Team

Ebad Khan (Co-Founder, CEO)

Subquat Siddiqui (Co-Founder)

Advisory Team

- *Tamara Jansen - Entrepreneurship Program Manager @ Brock LINC*
- *Farzana Crocco - Executive Director @ Brock LINC*

Key Employees

Engineering Team

- ***Subquat Siddiqui (Co-founder & CTO)*** *– Oversees technical development and product architecture*
- ***Momina Hassan (Software Engineer Intern)*** *– Focuses on backend logic and chatbot backend infrastructure*
- ***Abakar Kosso (Full Stack Engineer Intern)*** *– Works on both frontend UI and backend systems integration*

Operations & Management

- ***Arhum Mahmood (Project Manager Intern)*** *– Handles sprint planning, task delegation, and progress tracking*
- ***Tulika Basu (Internal Operations Intern)*** *– Supports communications, operations logistics, and internal coordination*

Design & Marketing

- ***UI/UX Designer (TBA)*** *– Will lead design of interfaces, brand assets, and user flows*
- ***Marketing Lead (TBA)*** *– Will execute social and influencer strategy, student outreach, and launch campaigns*

Executive Leadership

- ***Ebad Khan (Co-founder & CEO)*** *– Leads strategy, branding, growth partnerships, and product vision*

6.0 Company Goals

Company Goals & Key Performance Indicators

Year 1

- Full product release w/ all 4 AI tools
- Launch voice-enabled AI assistant with multiple personas
- Hit 10K users / 3K paid
- Maintain 40% WAU (weekly active users)

Year 2–3

- Expand to 100K+ users
- Introduce SAT, GRE, AP exam prep modes
- Launch full mobile app with offline mode

Key KPIs

- % study plans completed
- Daily active users (DAU)
- Weekly retention rate
- Monthly conversion rate (free → paid)

Risk Assessment and Contingencies

- Model cost overruns → usage quotas, optimized prompts
- Voice AI latency → pre-render caching
- Feature creep → strict PM roadmap control