NuPost
ASCENDEntrepreneurship Team

PresentedbyCamilleYap,CharlesLiggins,DavidValarezo,MaliqBarnes,MegIsohata,and Winnie Liu

1. Meet the Team

2. The Problem

3. Product Overview & Demo
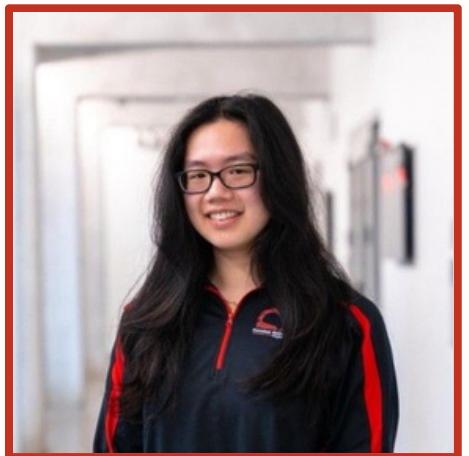
4. Technology

5. Market & Competition

6. Business & Growth Strategy

7. Closing Thoughts

Meet the Team

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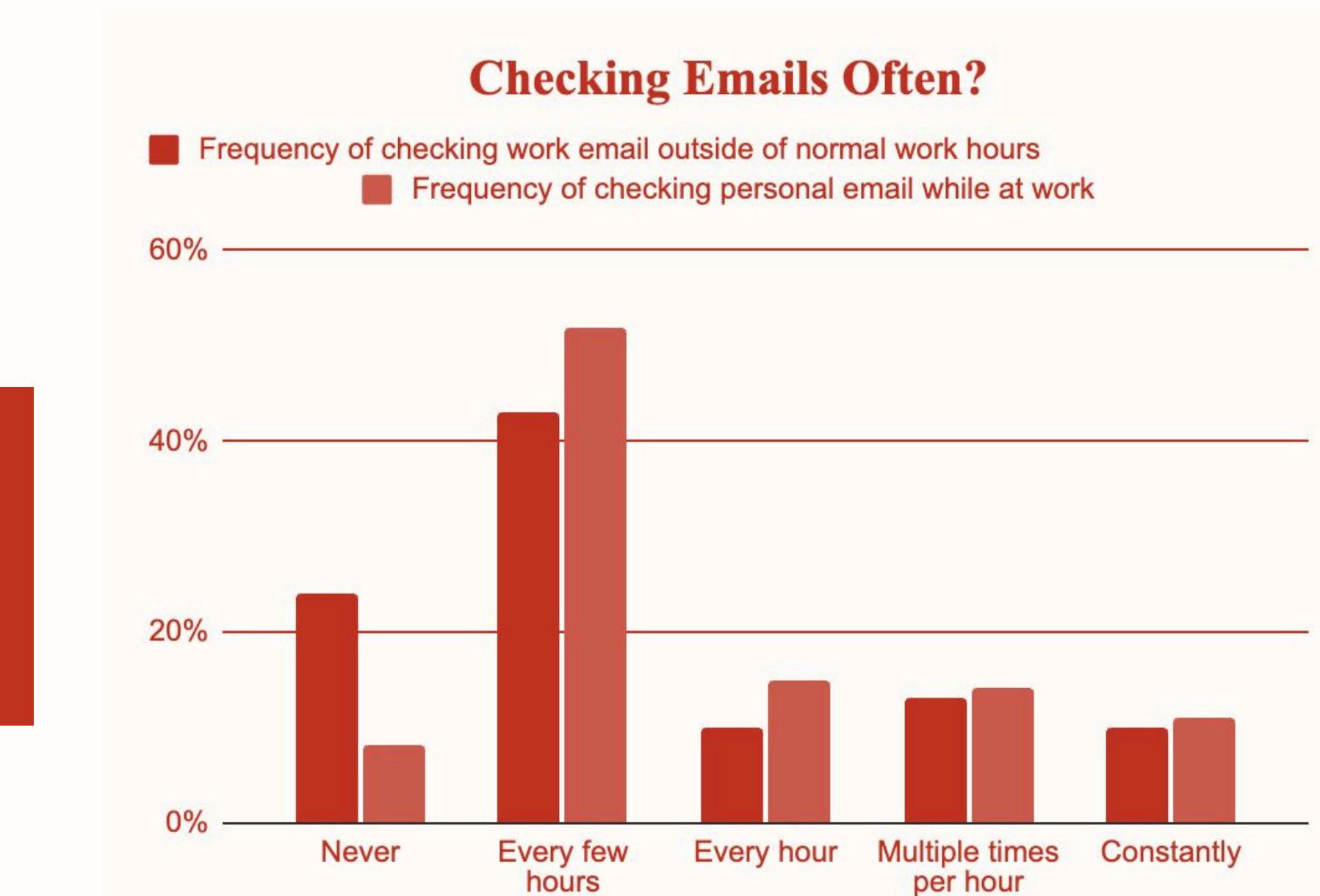
Problem Statement:
Emails Run the World — But They're Outdated*
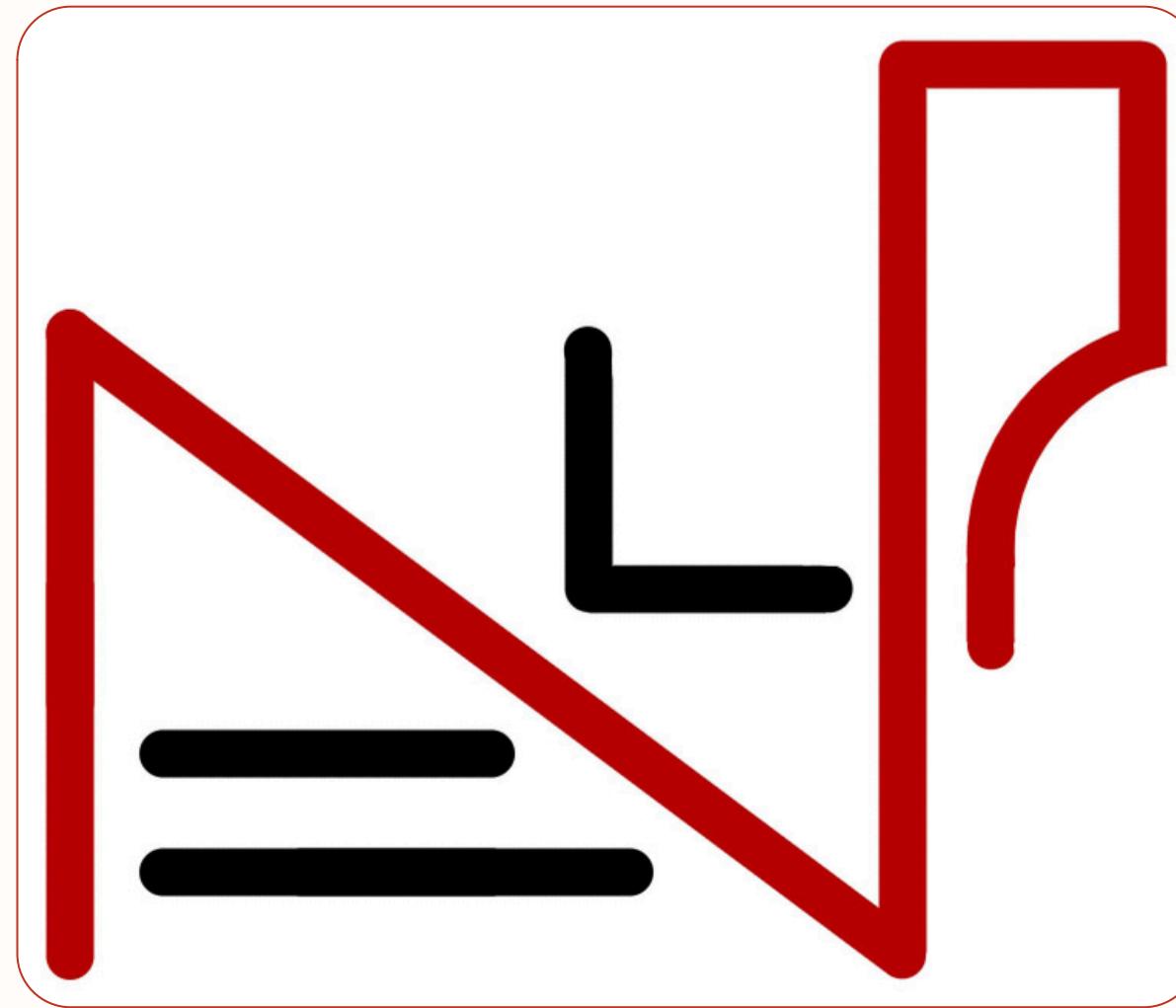
> 5 Hours
spent everyday checking email

52%
checkworkemail before work

46%
achievea zero inbox

*Adobe

Checking Emails Often?

■ Frequency of checking work email outside of normal work hours
■ Frequency of checking personal email while at work

Introducing NuPost

How are we Different?

Highlighted Features 📬

- **Calendar**
  - Auto Scheduling
  - Create Calendar Invites
  - Create Events

- **Auto-response**
  - Non-urgent emails
  - Handle Incoming Tasks

- **Suggestions**
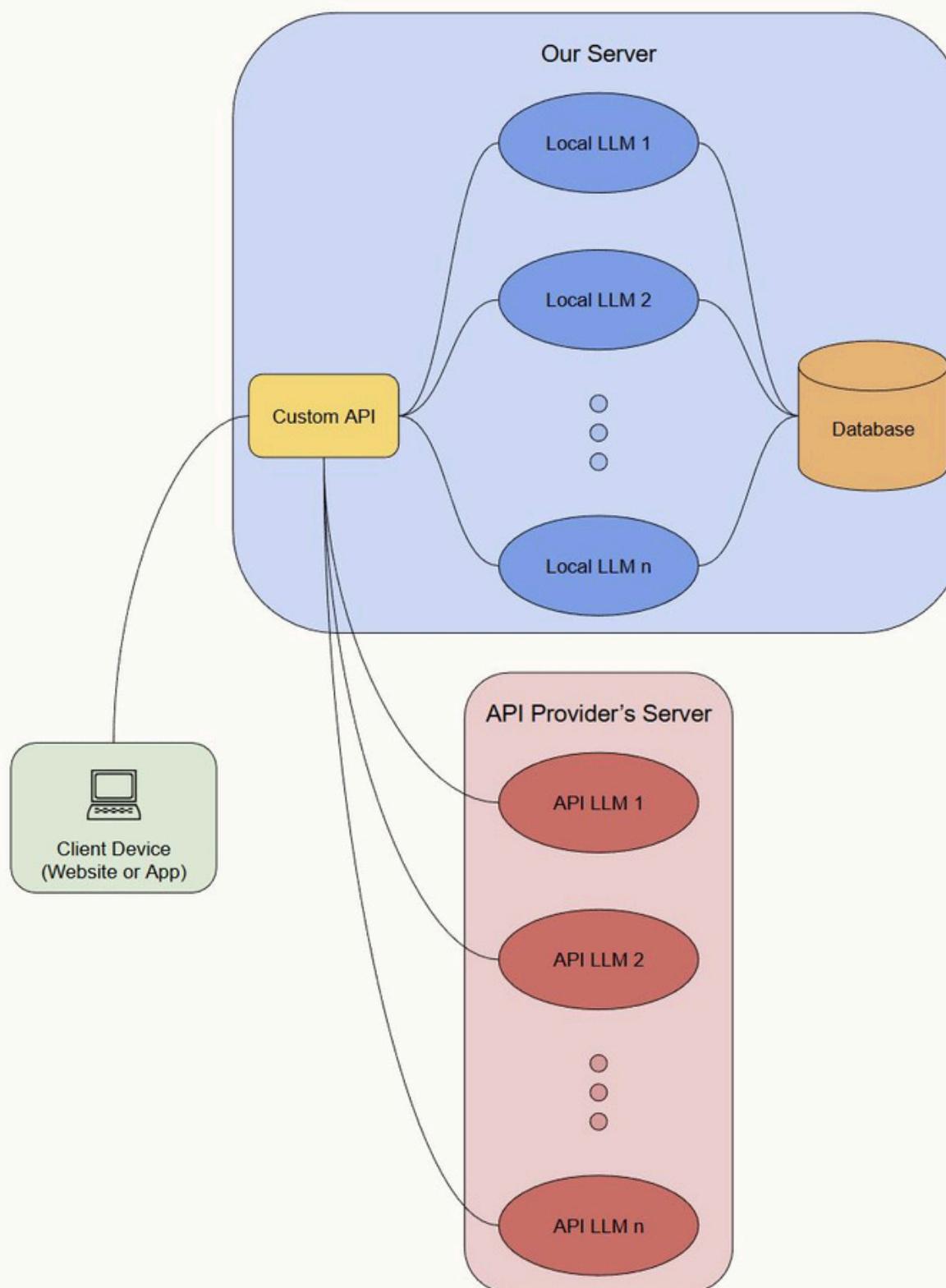
We are promoting:
●**Task management**
Human-like processing for responses
●**Relief of our Users**
To increase user performance work efficiency, and productivity

Everything is User Approved ✅
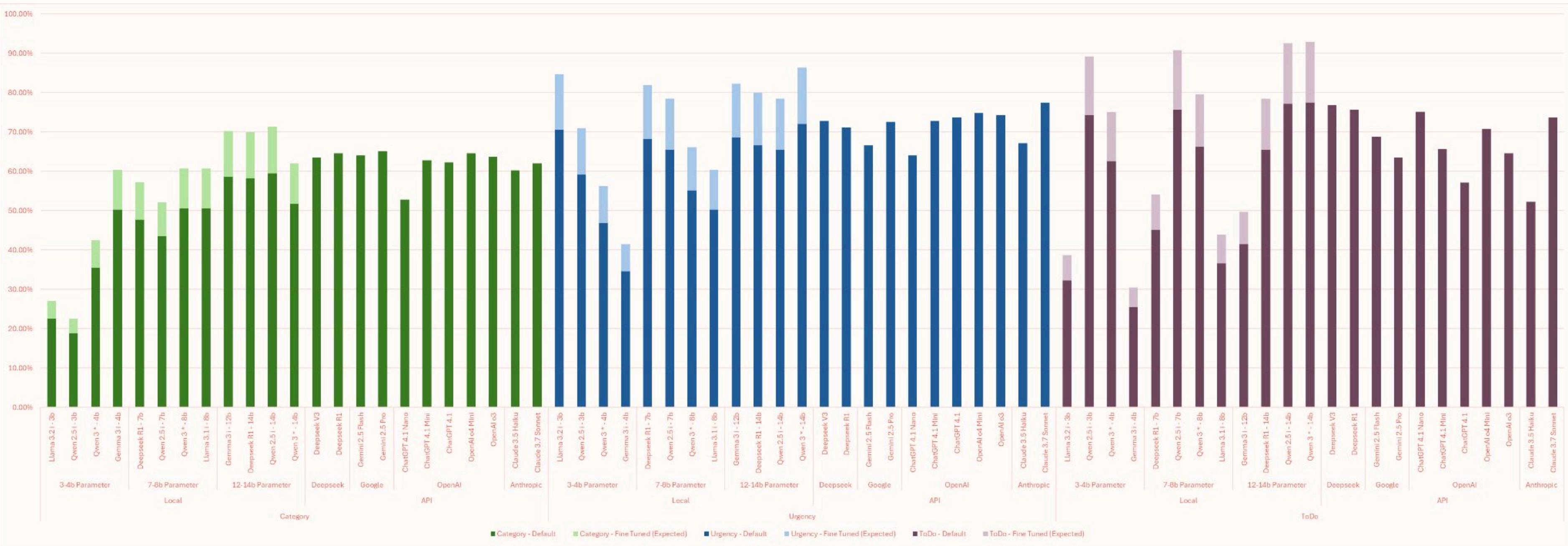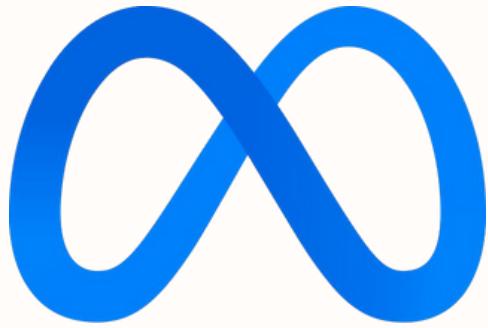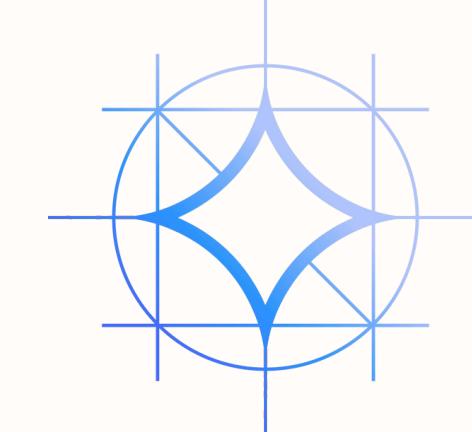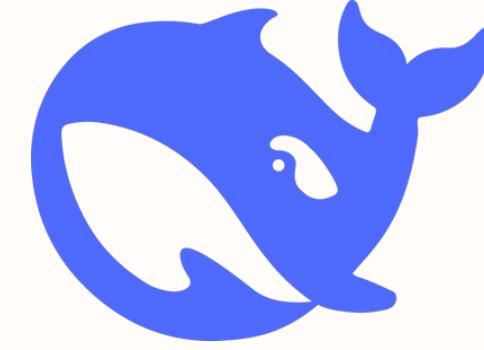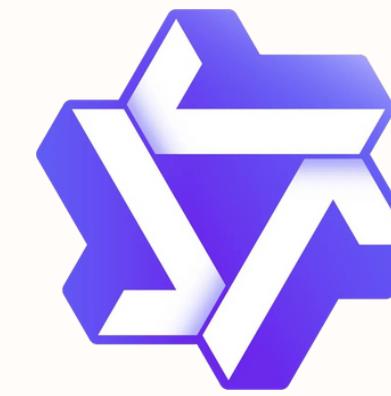
AI Background

- **Custom API**
  - **Queries several LLMs**
  - **Finds best decision based on LLMs**
- **LLMs**
  - **Local**
    - **Open Source**
    - **Fine Tuned**
    - **Distilled**
  - **API**
    - **Closed Source**
    - **Higher Parameter Count**
- **Database**
  - **Utilize RAG**
  - **Up-to-Date Information**

Performance

- **Three multiclassclassificationtasks**
  - **Categorization, Urgency, ToDo**
- **Using non-fine tuned models**
- **Fine tuning expects upwards of 20% better performance**
  - **Open source models only**

NuPost Sits at the Intersection of Two Large Markets

> 4 billion
email users worldwide*

> 19 million
undergraduateandgraduatestudents in the U.S.†

> 70 million
working professionals in the U.S.‡
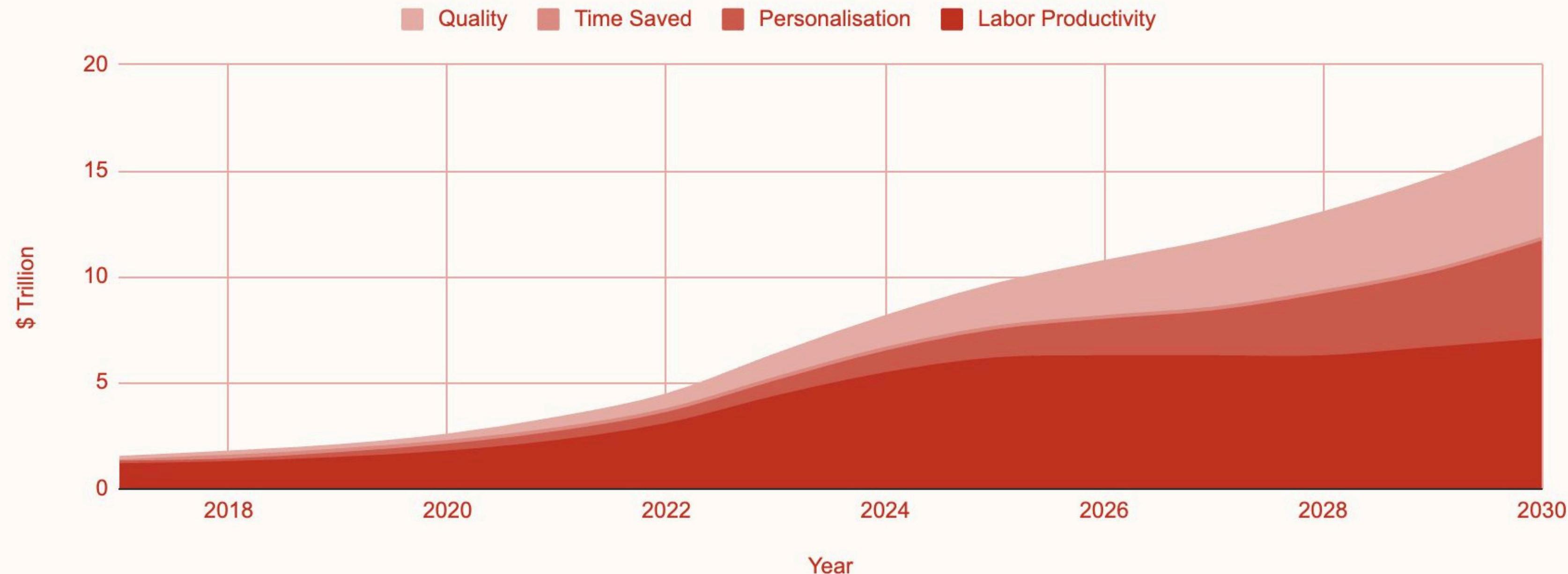
*The Radicati Group, Inc.

†National Student Clearinghouse Research Center

‡U.S. Bureau of Labor Statistics

AI Market*

Global GDP Impact by Effect of AI

Legend: Quality — Time Saved — Personalisation — Labor Productivity

Y-axis: $ Trillion (0, 5, 10, 15, 20)
X-axis: Year (2018, 2020, 2022, 2024, 2026, 2028, 2030)

*PwC

Marketing Strategy

Pre-Launch Phase
- Build anticipationwith an email waitlist
- Share teasers on social media

Launch Phase
- Announce onplatforms like Product Hunt and LinkedIn
- Offer a free trial or early adopter discount

Post-Launch Growth
- Implement a referral program
- Invest in targeted paid ads
- Regularly collect and act on user feedback

Business Model

Tier 1: Free

Free

Pre-defined categorization

Basic email tagging and sorting

Tier 2: Core

$4.99 /month

Basic Summarization

To-Do Extraction

Auto-Templates

Tier 3: Pro

$9.99 /month

High-quality Summarization

Full-featured To-Do tracking

Higher Performance AI-Integration

Tier 4: Enterprise

Custom

Everything from Pro

Customized for company

Revenue Strategy

Tiered Subscription Revenue

- Free: drives user acquisition
- Core: light productivity users
- Pro: professionals
- Enterprise: companies

Conversion Funneling

- Promptsshowcasingpaidfeature values
- Limited-time trials for higher tiers

Enterprise Licensing

- Bulk licensing
- Incentivized discounts

†Amazon S3
The Radicati Group, Inc.
*

Expenses

- ServerHosting (Amazon S3)
- Database and file storage
- Paid API
- Marketing
  - Paid Ads

Global emails per day
- 370 billion *

Average # emails per user/day
- 370 billion / 4 billion
= 92.5 emails/per user /day

=> ~$100k/month

Overall Revenue

Global email users	4 billion
U.S. working professionals	70 million
Target 1% of this population	700,000
Target 1% goes for pro	~$7 million/month
Overall Revenue	~$6.9 million/month
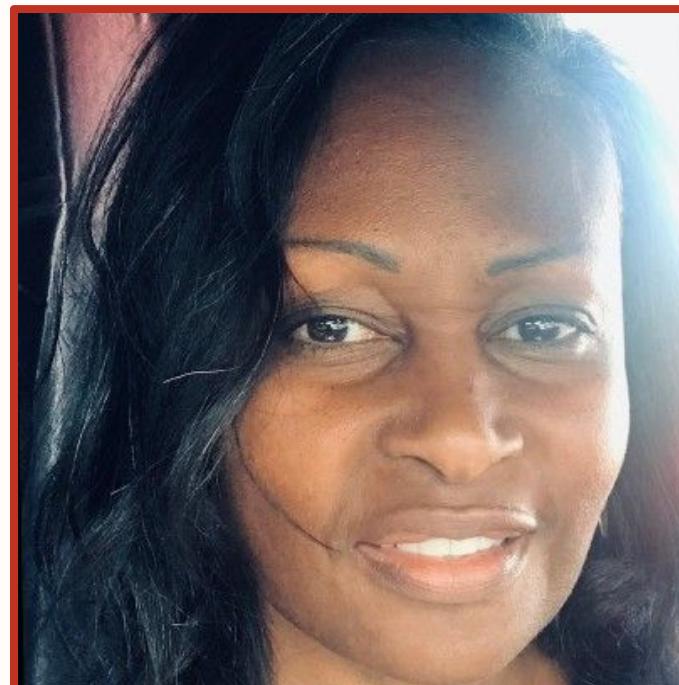
Next Steps

- Build a working MVP with Gmail and Outlook support
- Test task extraction + summaries with 25 early users
- Improve accuracy using user feedback and fine-tuning our LLMs
- Launch a waitlist and campaign on campus to grow visibility and gain traction
- Explore partnerships with student organizations

# Thank You!
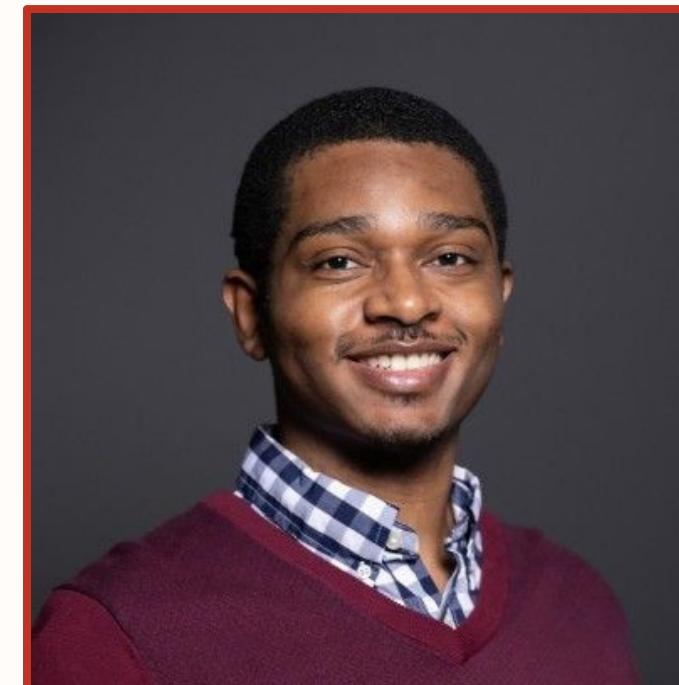
Dr. LeeAnn Roberts
Director of DEIB
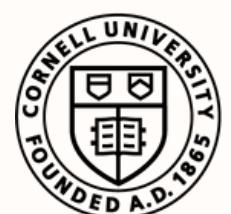
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Nick Gerner
Industry Mentor

Bradon Thymes
Academic Mentor

Any Questions?