



EST.

2024

GLOBALEX

JANUARY 2024

# GlobaLex

Break Language Barriers,  
One Call at a Time



Presented By: **Arjun I, Mehul G, Utsav K**

---

1421 Stephen Way, San Jose, CA | +1(669)261-9600



# Table of Contents

I. Executive Summary	<b>3</b>
II. Business Description	<b>4</b>
III. Meet the Team	<b>5</b>
IV. Market Analysis	<b>6</b>
V. AI Implementation	<b>7</b>
VI. AI Practices	<b>8</b>
VII. Market Plan	<b>9</b>
VIII. Financial Plan	<b>10</b>



# Executive Summary

What are we trying to solve?

## The Problem

Language barriers hinder communication between diverse cultures, and existing solutions are often tedious and complex, making the task of bridging this gap very challenging.

### The Product

GlobaLex has developed software designed to eliminate language barriers using AI for live language translation over the phone to better connect people.

### The Leadership

Arjun, Mehul, and Utsav, collectively founded the company, aiming to solve the challenge posed by such language barriers.

### The Overall Industry

This industry is rather untapped as no other entity has successfully applied AI to real-time language translation. The global use of existing products highlights the demand for an improved solution.

### The Competitors

Google Translate is a major competitor but has inherent latency and clunkiness, which presents challenges for users. Having a real-time solution would set GlobaLex well ahead in their respective industry.

### The Financial Status

GlobaLex is seeking 6-7 thousand dollars to further secure software development resources, ensuring the refinement and perfection of our product during beta testing.

### Future Plans

We plan to apply and beta-test the software by May 2024. By September 2024, we would like to integrate our product into calling plans and service networks, expanding our reach.

# Inspiration

PAGE 4

Why GlobaLex?



## GlobaLex Inspiration

In Bangalore, India, there are several orphanages working with nonprofits to secure funding for their residents. We have seen firsthand how donors struggle to communicate with the heads of orphanages because of language barriers. GlobaLex aims to dismantle this barrier, fostering connections between various cultures. The live translation software will serve as a link, connecting donors with recipients, facilitating communication between tour guides and vacationers, bridging questions with answers, and ultimately bringing the world closer together.

## GlobaLex Inclusion

We are committed to achieving global inclusivity with our product, extending our impact to every corner of the planet. While over 50% of the planet owns phones, there is another untapped 50% that remains inaccessible. To reach them, GlobaLex plans to start by partnering with several orphanages and towns that lack the same communication access as the rest of the world. Through these partnerships, we aim to implement our plan, ensuring inclusivity for everyone.

## Testimonial

"For my non-profit, KindKart, I had to call several orphanages that were barely accessible in South America, but the language barrier made it so much harder to allocate donations for them."

Srikrishna Gopalakrishnan, CEO of KindKart

# The Organization

PAGE 5



**Mehul Goel**

Chief Operations Officer

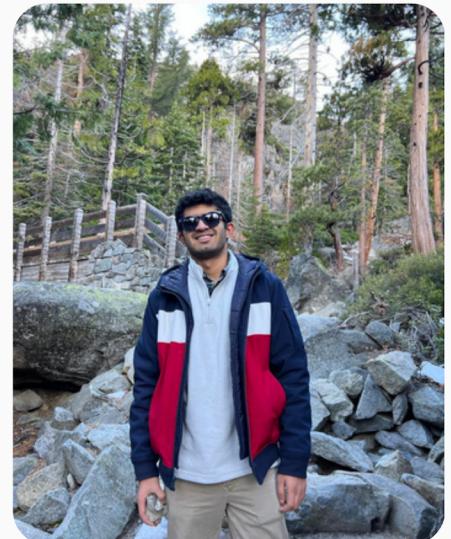
Mehul Goel is currently a freshman at Carnegie Mellon University studying Computer Science. His hobbies include basketball, hackathons, and video gaming. As COO, he is in charge of the front end and technical side of the business, working on departments like marketing and branding.



**Arjun Iyer**

Chief Executive Officer

Arjun Iyer is a freshman at Purdue University, majoring in Business Analytics and Data Science. His hobbies include basketball, gaming and working on puzzles. As CEO, he is in charge of the overall company, managing the vision for the future of the company. While he mainly focuses on the business side, he works with his colleagues to catapult this product into the future.



**Utsav Kataria**

Chief Technological Officer

Utsav Kataria is a freshman at the University of Maryland, majoring in Computer Science. His hobbies include basketball, hiking, and trying new food spots. As CTO, he sets the direction of the product, deciding how to implement the complex technical portions.

# Market Analysis

PAGE 6



Who is going to use this product?

## Target Consumer

There are two primary target consumer segments, personal and commercial plans. By working with data plan providers, like AT&T or Verizon, we can enable personal users to make international calls using GlobeLex, with a commission structure for those who add this feature to their plan.

The second and larger customer base comes from corporate call centers and businesses. In today's globalized economy, effective international communication is essential, and offering a tool that addresses this need can set us apart from our competitors.

To validate this market demand, we sent out a survey to local call center employees, asking if they feel challenged talking to people in other languages. The results were compelling, with a resounding 90% of the 500 participants expressing challenges in communicating with individuals speaking different languages.

### Strengths

- Affordable consumer software
- Convenient data plan placement makes it easier to sell
- Readily available to consumers
- Does not require a complex set up

### Weaknesses

- Users may not know about us when purchasing data plans
- We have a very specific target consumer base
- Latency may cause frustration

### S.W.O.T

### Opportunities

- Maintenance is low so we can focus on expansion
- The large majority of people have phones so it is not hard to distribute
- We can funnel profits back in on product development
- Partnerships are prevalent

### Threats

- Customers may not want to pay and take Google Translate as the free alternative
- Call centers may use translators on call instead



# Artificial Intelligence Details

How are we applying AI to our product?

## Product Overview

We harness the power of advanced AI technologies to transcend language barriers during phone conversations. Employing Whisper ASR (Automatic Speech Recognition), the system ensures accurate and efficient conversion of spoken language into text, forming the foundation for seamless real-time translation.

## Speech Recognition

Leverage Whisper ASR, an automatic speech recognition system, for accurate and efficient conversion of spoken language into text

## Language Translation

Enable real-time translation by sending the transcribed text to GPT-4, specifying the source and target language. Retrieve the translated text from GPT-4 which can be read out to the user

## Optimization

Optimize neural networks for both Whisper ASR and GPT-4 to achieve a balance between model accuracy and real-time processing needs

## User Interaction

An intuitive interface for language selection and making voice calls. The app will capture the user's speech, convert it to text, translate it using GPT, and then play back the translated text in the selected language



# AI Practices

How do we remain safe and responsible with AI



**Ethical Use:** GlobaLex ensures the ethical use of AI by prioritizing privacy, data security, and user consent. AI does not save any data and discards it after every call. There are no ethical or privacy violations during calls.



**Transparency:** GlobaLex embraces transparency in its AI implementation. Users are provided with clear information about how their data is used, and the functioning of the AI models is communicated openly to build trust and understanding.



**Robustness:** The system is built to be robust, capable of handling diverse linguistic nuances and scenarios. Rigorous testing ensures several methodical databases with a plethora of diverse languages inputted.



**Compliance:** The AI implementation adheres to relevant regulations and standards governing AI technologies. Compliance with data protection laws and industry standards ensures the responsible use of AI in language translation.

# Marketing Plan

PAGE 9



## Touching More Lives

GlobaLex will implement a 4 step marketing plan to get this tool to both the commercial and personal markets, with a primary focus on establishing connections within all commercial sectors. Despite the potentially significant costs associated with running a real-time language translation service, the anticipated value generated for commercial users will easily justify the investment.

### Product

Globalex will deliver their software solution with a wide **variety of features**.

- Currently, there is a requirement for an in-person translator for different languages, which is incredibly resource-heavy
- We will create a 24/7 Customer Support line for commercial residents, additionally we will bundle our product with existing call center solutions like ZenDesk.

---

### Price

GlobaLex aims to be price competitive, offering a **price for each consumer**

- For the personal market, a fixed rate bundled with current call carriers as a n additional feature will allow for necessary users to get the basic package
- For large commercial contracts, we would negotiate the features and create a per line cost, aiming to be around 5 to 10 dollars per person.

---

### Promotion

GlobaLex will focus on **direct marketing**, and having a **website** explaining key features

- Going to call center after call center to create custom plans will be a form of commercial marketing
- At the same time, bundling with adjacent companies will be a form of marketing to spread the word
- Developing a website to keep an active customer base will attract personal accounts

---

### Place

GlobaLex is a **100% digital company**, focusing on selling software online

- Primarily focused on a digital platform, with a website, social media accounts
- Having a presence in the AppStore and Google Play Store to remind personal consumers about the product

# Financial Plan

PAGE 10



## Capital Requirements

As a largely software-based company, our capital requirements will be relatively low compared to most companies.

Our highest cost will be research and development; obtaining training data and cloud computing is expensive, but necessary.

	Value	Percentage
<b>Research and Development</b>	\$5,000	63%
<b>Marketing and Advertising</b>	\$2,000	24%
<b>Daily Operations</b>	\$1,000	13%
<b>TOTAL</b>	\$7,000	100%

## Financial Outlook

GlobaLex will be a subscription based software, aiming for about 5 dollars a person per month, and we hope to sign around 5 call centers per year.

US\$	FY'26	FY'25	YOY change
<b>Revenue</b>	48,000	24,000	100%
<b>Expenses</b>	18,000	10,000	80%
<b>Profit</b>	30,000	14,000	214%