Business model

1. ## Executive Summary
   ○ **What's Coin Coach?** Coin coach is an application aimed at helping people entering the finance world. Whether you're eager to master the art of Budget Tracking or contemplating your retirement strategy, we've got you covered.

      Coin Coach employs gamification to maintain user engagement. Journey alongside your personalized AI Pet and evolve together. Through interactive learning, unlock a wealth of knowledge and tools for your AI companion.

      Coin Coach believes in interactive learning. For example, if you want to use your AI Pet for the retirement planner, it first has to achieve the learning level by completing the corresponding lessons with you. This approach fosters a deep understanding and encourages users to view AI as a supportive tool rather than relying on blind trust.

   ○ **Market Target:** Individuals lacking financial knowledge and seeking to expand the understanding which find traditional approaches daunting or demotivating.
   ○ **Business Model:** Freemium.
      ■ Free plan with restricted access and Ads
      ■ Premium plans with more lessons, levels, and tools
      ■ In-app purchases: Energy, Accessories for the AI-pet, premium skins, etc.

2. ## Product Description
   ○ The app idea is to have a virtual pet and learn with it. The pet grows with you, and gains knowledge and features depending on the level, this adds to the gamification side.
   We have different levels defined on the Learning Roadmap, these are the subjects and lessons available for the user. While the user goes on with them, the level increases and unlocks useful tools for the AI Pet. Do you want to make use of the Budget Tracker? Well, first you have to unlock it with the budgeting lessons, etc.
   Why to restrict the user? Two main reasons. First, locking features and knowledge on the user incentives the user to keep using the application and winning more features (gamification focussed). Second, we believe that the true value is not on the tool alone, but on the knowledge you require for using it. A Budget Tracker will be more useful when the user understands what it's for, how to use it, etc.
   What does the AI do on this? The AI Pet is an LLM powered with GPT-4. You can talk with it and ask either conceptual questions or practical help, as your personal assistant. The good thing about this, lets us personalize it… Are you a comic young guy who feels more comfortable with a more informal language? That's perfect, your pet can become like this through prompt configuration. The other thing that sets Coin Coach apart, is that the AI

doesn't know everything from the start, but the actual knowledge has to be earned through the app. If you ask your pet about retirement plans, or stock markets, at first will not know and will encourage you to learn it on the app. But, through leveling up, it will unlock this new knowledge for you to discus with. This configuration can also be made prompt-wise, telling the AI its definition and the prior knowledge it has.

- Multiple language support
- Free vs Premium
  - AI costs, that's why the app works with Energy. Your AI Pal starts with a quantity of energy that refuels with time and runs out with use. Free users get a lower amount of energy than premium.
  - As a free user, you get access to the Beginner's level (notes of levels in the learning roadmap). This means that the AI is also restricted to this knowledge level and tools. Ads are considered too.
  - As a premium user, you unlock intermediate and advanced levels, including the AI Pal knowledge and tools (refer to Learning Roadmap file)
- In-Game Purchases:
  - Accessories, skins, and products are possibly available through an in-store purchase
  - Energy can be purchased in-game
- Technologies
  - We contemplate using GPT-4 LLM as the source for the AI Pal, due to their easy API use, and great product success. Features like function calls can help greatly on giving the AI Pal more flexibility on what it can do in-app.
  - As the backend, we chose ExpressJS. A framework greatly used with a great community which adds in value for the development. It is one of the standard frameworks on the industry and allows plenty of flexibility on the development.
  - As the frontend, we picked ReactJS + NextJS. React has been greatly used for its easy use and powerful tools. NextJS works by distributing the processing power on the server side, allowing a more fluid user experience. It also allows great security tools for managing access and data protection
  - A Mobile App to carry your Pal in your pockets is thought as a future must, allowing more flexibility and accessibility to the majority of users. It adds a great value to be able to access the systems casually around the day.
  - For the database, we will use MongoDB. Its systems allow creating a flexible distributable database, allowing great scalability. The structure of the app favors the use of non-relational database, due to low level of rationality. A flexible data structure on MongoDB can greatly increase the app value.

3. Market Analysis
- The targeted market are all the people (worldwide) who haven't had the opportunity to learn about finances. We all finish inside the financial world with

the need of handling our own economic situations, but few actually got an instruction on it. Our target is people without any instruction, willing to learn and use the knowledge with our practical tools inside the app.
- This includes people of any part of the world
- The age target is generally on the lower side (15–35 years old) due to the gamification approach, but potentially is for anyone willing to learn.
  - Duolingo had the same approach and motivations, and actually they have more than 80M active monthly users.
    - We believe that people require more financial knowledge than languages, due to their intrinsic use in life.
    - Potentially, we could aim for this level of subscribers.
    - The key characteristics of Duolingo to achieve that level of users were Gamification and Freemium approach. Coin Coach uses the same approach due to its great success and proved advantages.
    - The 2022 Duolingo made more than 500M USD of revenue with its Freemium, we aim to get this level of revenue worldwide.
    - In comparison, Babbel (competence of Duolingo)
      - Has only 15M total subscribers
      - Made 270M USD of revenue on 2022, half of Duolingo

4. Value Proposition
- Coin Coach has the value of entering on an unexploited market. A playful learning platform for Finance. Until now, finance has been considered something serious, professional and academically restricted. With our app, we aim in breaking these beliefs and approach finance to the common user.
- We believe users will upgrade into premium due to their increased capabilities and more complete finance lessons and assistant.
  - We know the majority of users will stay inside the free premium, as proved in other apps. This is why we count too with ads and in-game purchases to further exploit this market, and keep the app health.

5. Costs
- The greater costs on Coin Coach are the server costs and the GPT-4 pricing.
- Costs of GPT-4 are balanced with the Energy system. Your Pal gets tired with the chitchats, and energy needs to recharge with time (or purchased in-app).
- Servers are covered by Ads revenues, plan subscriptions and in-app purchases.