



DuoPod

Spreading Ideas Across
Language Chasm

Problem Statement

- Generally, the podcasts are available only in a single language, like the books used to be; ideas worth spreading are, often, constrained by the language.
- Podcast by a non-native speaker is often skipped over, non-discriminatory, by native speakers and other non-native speakers

Possible Solution

- Podcast app, for the listeners, that supports podcast translation to their preferred language
- Followed by, a podcast studio for the content creators where they can review the translated content

How it would work?

Preferred Languages

- ☐ English
- ☒ French
- ☐ German
- ☐ Hindi

Subscriptions

- How I Built This with Guy Raz (en) >
- Freakonomics Radio (en) >
- Investieren Sie wie die Besten (de) >
- a16z Podcast (en) >
- Decode Decode (de) >
- This week in Startups (en) >
- Exponent (en) >
- Naval (en) >
- Making Sense with Sam Harris (en) >

Explore

- Sollte dies existieren (de) >
- L'avenir du codage (fr) >
- Zukunft der Codierung (de) >

Episodes: Naval (en) (de)

Unplayed	All	Saved
----------	-----	-------

The Path to Peace Is Truth 1 minute >

Discovering the truth can change you where self-improvement fails.



Episodes: Naval (en) (de)

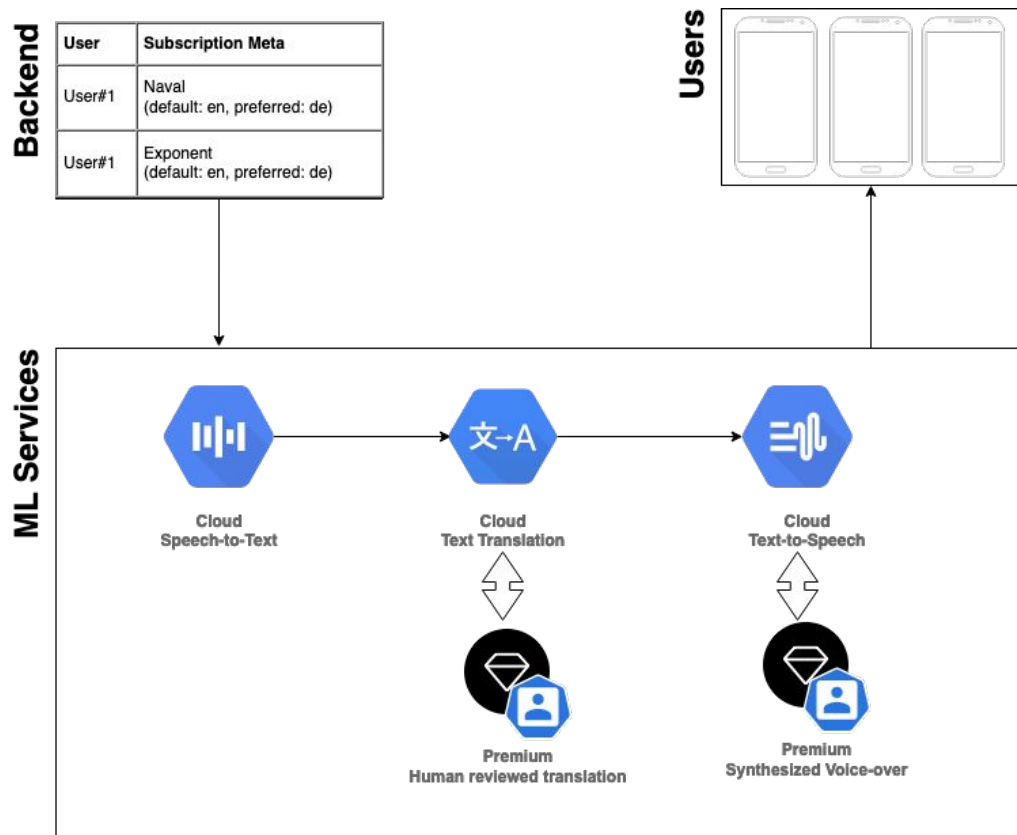
Unplayed	All	Saved
----------	-----	-------

Der Weg zum Frieden ist Wahrheit 1 minute >

Das Entdecken der Wahrheit kann Sie dort verändern, wo die Selbstverbesserung fehlschlägt.



How it would work: Backend



TAM & Pricing Strategy

TAM -

1 Billion \$

Free Version	<ul style="list-style-type: none">- Only one podcast per day- Podcast has to be shorter than 30 minutes- Not available offline- Original (not translated) podcasts<ul style="list-style-type: none">- Available offline- No time-limit restrictions on podcast or how many can one listen to in a day
4.99 \$/m	<ul style="list-style-type: none">- No limits on the podcasts per day- Podcast has to be shorter than 30 minutes- Not available offline
10.99 \$/m	<ul style="list-style-type: none">- No limits on the podcasts per day- No limits on the podcast length- Not available offline
19.99 \$/m	<ul style="list-style-type: none">- Available offline and available as soon as the podcast launches (nearly)
49.99 \$/m	<ul style="list-style-type: none">- Human reviewed translation

Challenges

- Market size is quite small, though, it's growing
- Now that people are not commuting to work, the podcasts are competing for the user's attention against Netflix, eSports, etc.
- The moat is missing, the idea can be picked and built easily by any of the existing podcast apps
 - Possible solution: could build an SDK and integrate with the existing podcast apps
- The legality around translation and distribution

Future Directions

- Personalized accent, speed, speech synthesis
 - Premium voiceovers (ref: Morgan Freeman over Google Maps)
 - The automated speech can be too monotonous
 - Noise reduction and quality improvement for podcast creators
- Podcasts can be taken in the next stage of evolution, like the books have, where books now have translated content, the summarised content, the criticized content etc.
 - A listener could ask their own questions to the creators
 - A listener can highlight (bookmark) and save their content
 - Premium, members-only, forums
 - A builder would be able to check on Podcast studio the most highlighted and discussed content

Future Directions

- Categorize the podcast's content by - Q&A - user can check out the list of questions discussed and jump over to any specific question
 - Build a knowledge graph - personal and global
 - Questions or sections of the podcasts as stories
- Build a personal knowledge base over the subscribed-only content

Extended Future Directions

- Extend the platform to video makers
- Blogs to podcasts (sort of like audible for blogs)
 - Tweet threads to podcasts
- Offer SDK to apps such as meditation apps, or yoga apps, where the user can personalize the voice (pitch, tone, accent, speed)
- Real-time translation and speech synthesis, integration with Zoom and other communication apps