

The Problem

Information is important, gathering it is hard.
TopHat and Mentimeter are startups relying on their audience to actively send feedback.
What would a more passive and larger scale platform look like?

Introducing Reakt

The Google Analytics of Presentations
Reakt conducts real-time facial sentiment analysis on audiences, leveraging computer vision & a state of the art machine learning algorithm.

**Identify Faces | Track Emotions
Immediate Feedback**

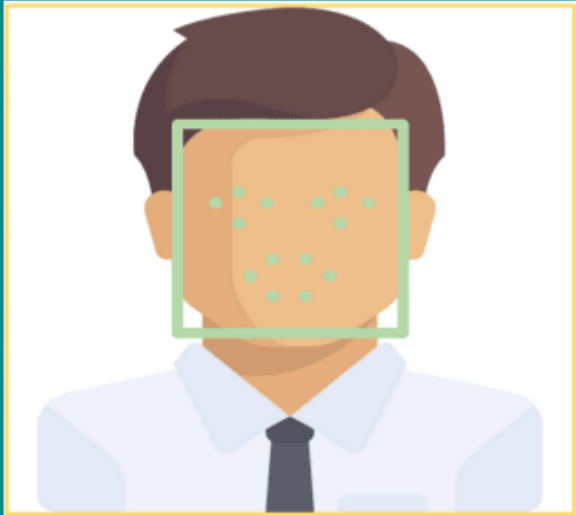


Figure 1: Sample Facial Recognition

Target Markets

These three markets are prioritized by Reakt due to their market size and impact.



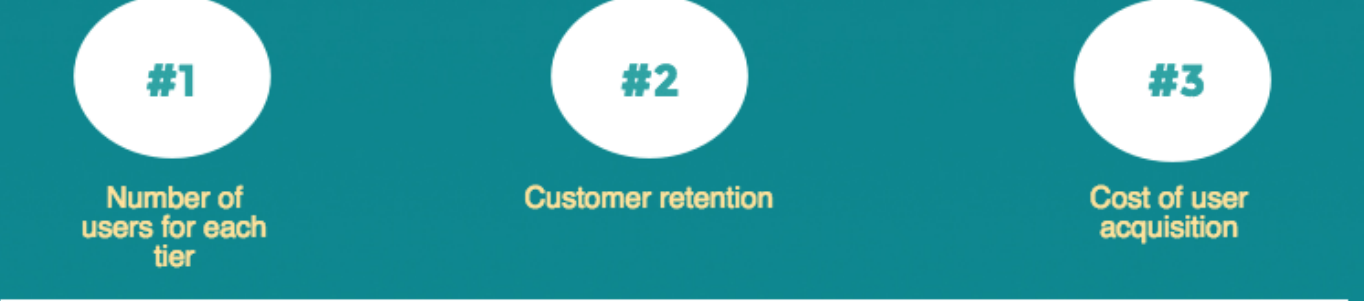
Channels

Reakt's primary target is the speaker. Reakt's path to speakers in politics, professionals, and education are:



T13: Connor Lawless, Zaid Kassir, Paul (Minkang) Suk, Quinten Coetsee, Grace Kumagai

Key Metrics



Revenue and Cost Structure

As a technology company, the main startup expenditures would mostly fall on software development and direct sales. Reakt will generate revenue through a subscription based revenue model with tiered pricing.

Breakdown of Costs:

Based on estimates and competitors:

Fixed:

Software Dev Costs:

1 full-time x 60,000/year = 60,000/year

Sales:

1 full-time x 40,000 = 40,000/year

Variable:

Api Costs:

1.50/100,000 calls x (100 calls/s x 3600s/h x 1h) x 3 events/month x 12 month/year x x users = \$195/year,user

Breakdown of Revenue:

Figure 3 illustrates a breakdown of Reakt's revenue for its first year. Following years will be based the results of the 1st year.

Free	Pro	Enterprise
\$0	\$35/month	Quoted
1 Video Feed	3 Video Feeds	Unlimited
4 Faces	Unlimited	Unlimited
Basic Features	Pro Features	All Features
1 User	1 User	Unlimited
No Live Tracking	Live Tracking	Live Tracking
Buy	Buy	Buy

Figure 2: Reakt Package Breakdown

	Enterprise	Pro
Monthly Revenue	\$ 350	\$ 35
# of Subscribers	15	200
	\$ 63,000	\$ 84,000
Revenue Year 1		\$ 147,000

Figure 3: Revenue Plan for Year 1

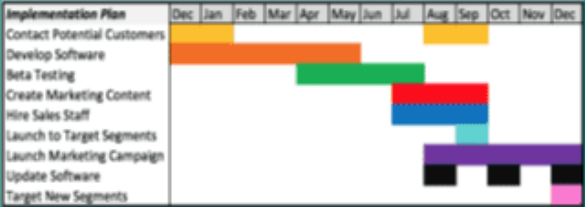


Figure 4: Reakt Implementation Plan for Year 1

Marketing plan

In order to create buzz and get Reakt's name to its customers, Reakt will release a series of marketing videos that showcase Reakt's technology in a unique and clear way. For example Reakt's technology could be used in conjunction with a movie review website such as Rotten Tomatoes to monitor an audience of a movie to determine their level of engagement with the film to determine how much they enjoyed it.