



Roy

Exploring the transformative power of Adaptive Language Learning through AI-powered Teaching Assistants

Roy - Your Personalized Tutor



Adaptive Language Support

Application to take lectures and class note and put it into an interactive AI

International Students
(Sept. 2022)

7,256

Estimated International
Students with a Tutor

1,521



Cost of a Tutor

\$25-50/hr.

Roy is a powerful and adaptive AI-powered tutor that can revolutionize the way people learn and interact with educational technology.

Business Model

As of October 3, 2024 we have launched two plans Basic and Premium

	Basic Plan \$29.99/month	Premium Plan \$32.99/month
Text based Questions	Limited 30 per day	Unlimited
Study Plans	Pre-built Study Plans	Personalized Adaptive Plan
Avatar Customization		
Voice Based Questions		

Competition

Roy provides an interactive tutor that can instruct and translate content in the language of the user's choice.

	Roy	ChatGPT	TutorME
Text Prompt	👍	👍	👍
Voice	👍	👍	✖
Customizable Tutor	👍	✖	✖
Multi-Language Translation Functionality	👍	✖	✖
Video	👍	✖	✖

Marketing & Sales Strategy

Target Customer:

International undergraduate students from Asia and India, primarily studying at Penn State.

Marketing Strategy:

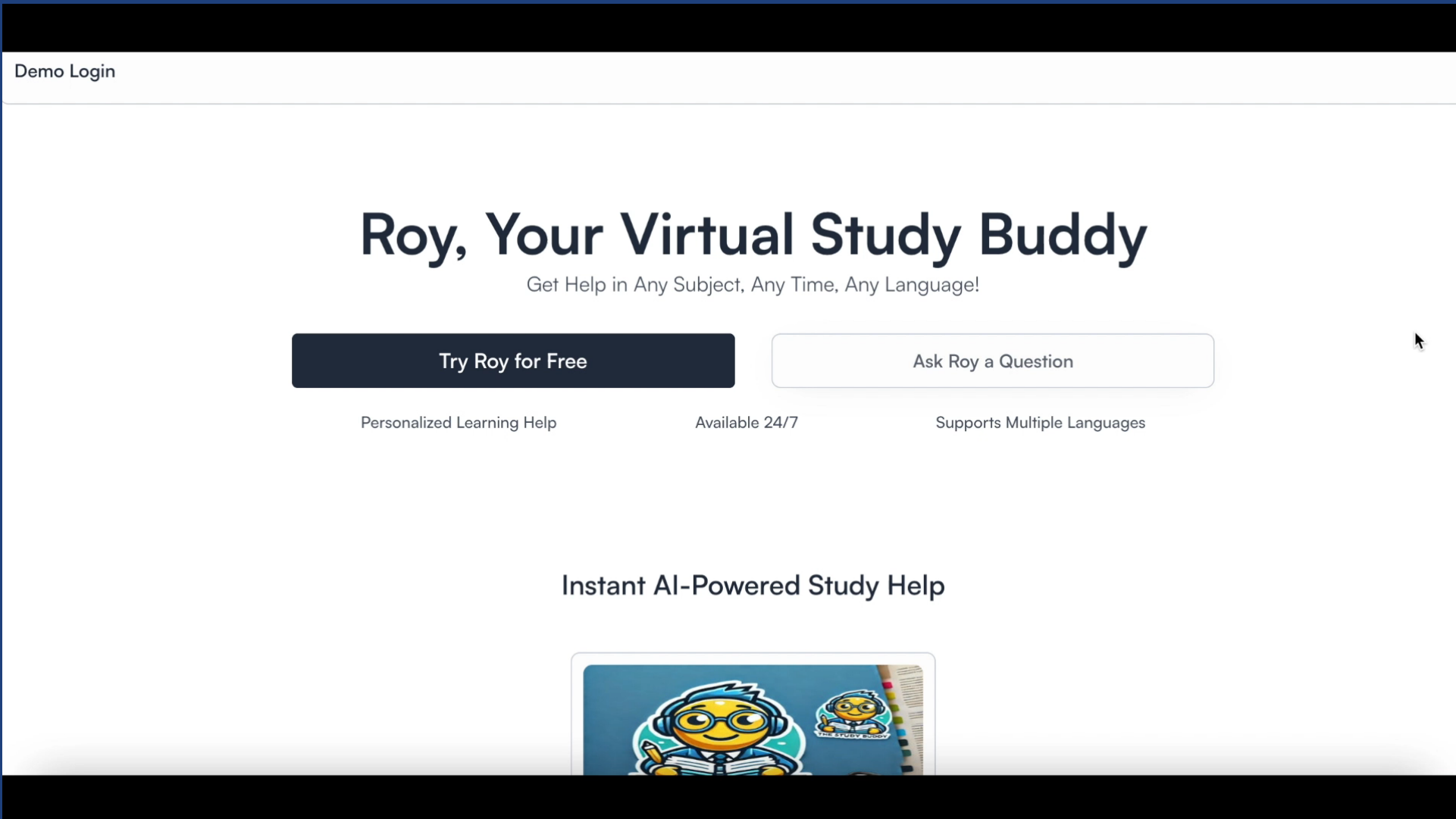
- Online (Current) and Offline (Future)

Sales Strategy:

- Free Trial (Future)
- Referral Program (Future)



Wireframe Demo



Projected Growth



5% MoM

Growth during the school year

270,555 students

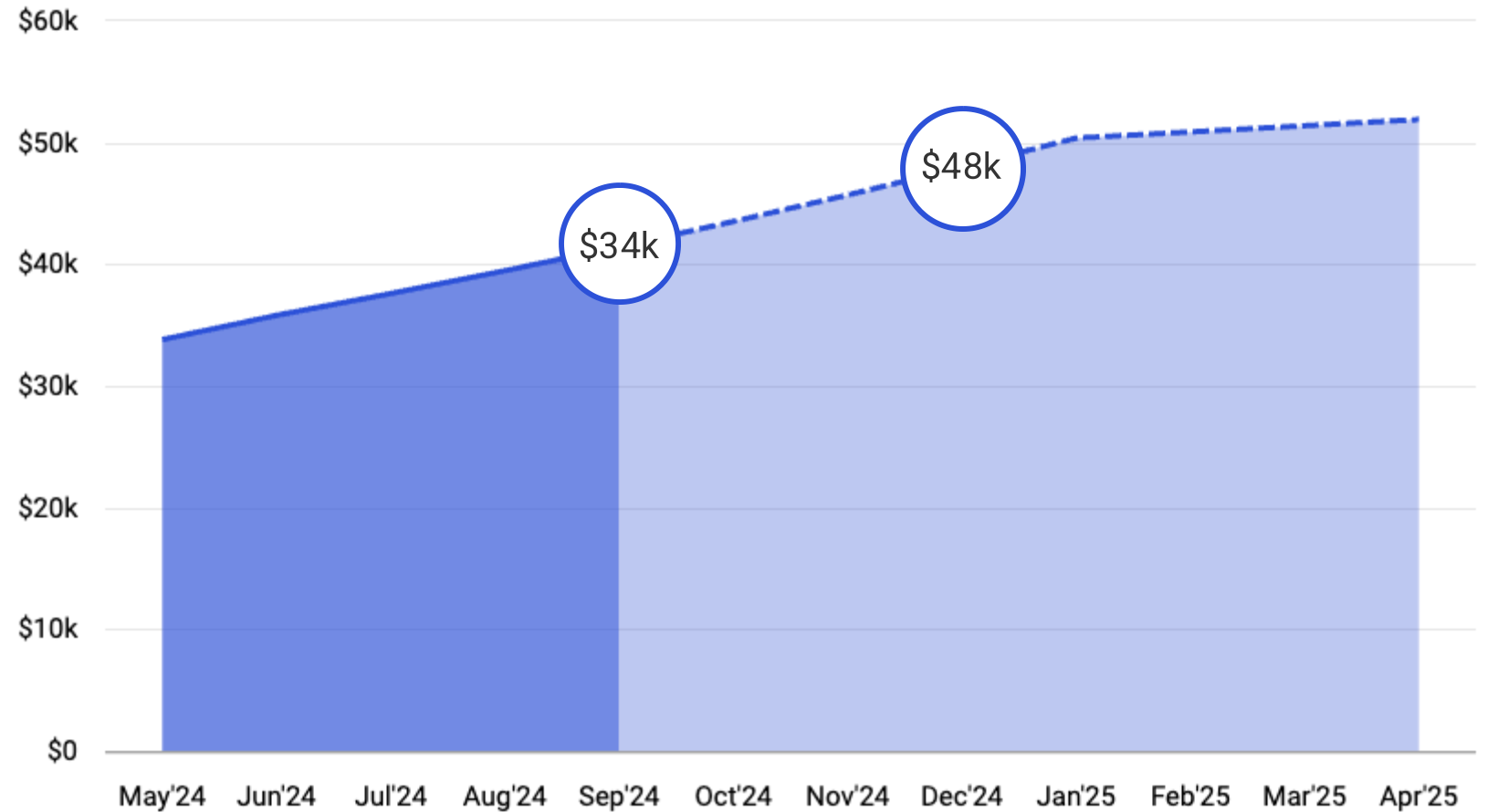
TAM

22,914 students

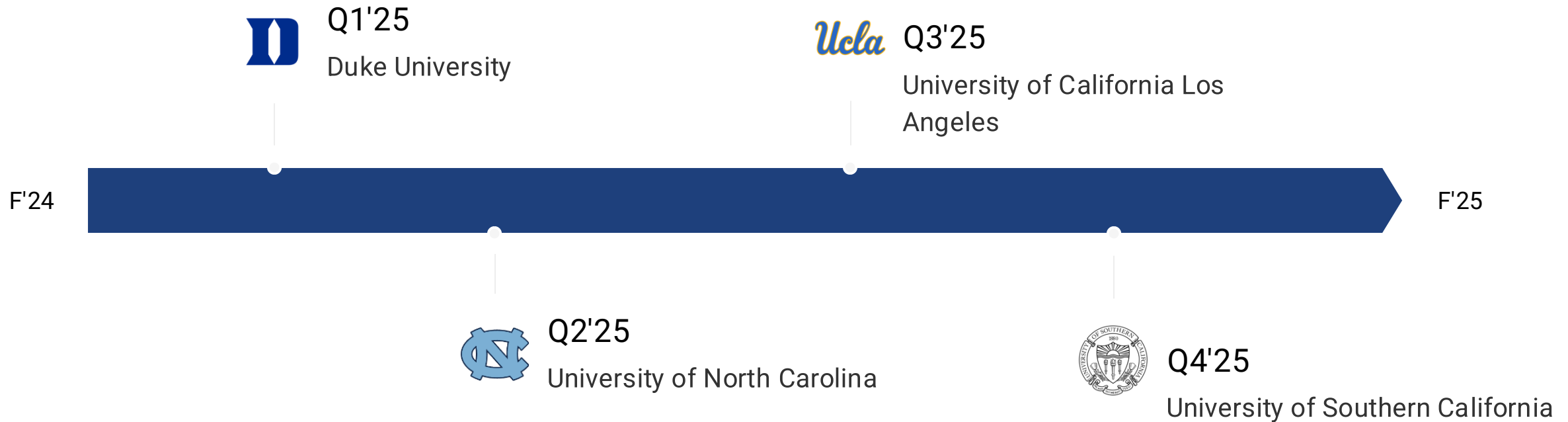
SAM

1,521 students

SOM



The Ask

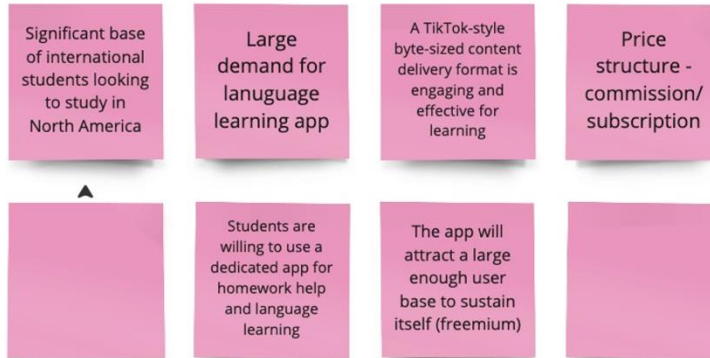


1. **\$500K Pre-Seed Funding**
2. **Expansion to the following schools: Duke University, North Carolina, UCLA, and USC**
3. **Acquisition of additional servers and AI tokens to support larger client base**

Appendices

Assumption Test

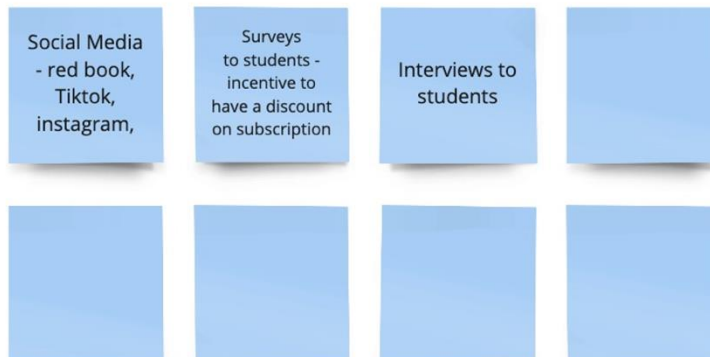
Key Assumptions



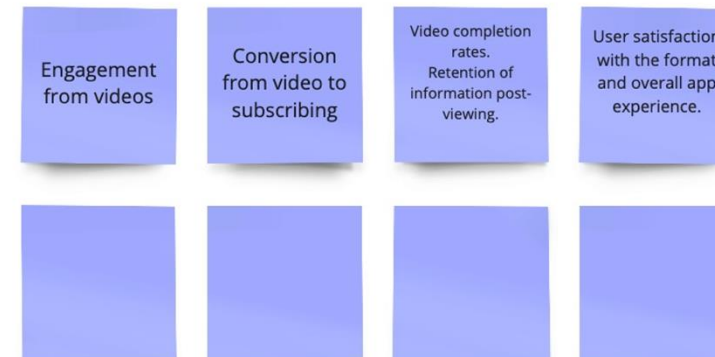
Validation Criteria



How To Test



Key Metrics



Assumption Test (Continued)

Assumptions:

Michigan State: Of the 41,234 undergraduate students, 2,182 are international students (5.3%).

Ohio State: 3,564 international undergraduates enrolled as of 2024 (Columbus campus).

Penn State: 7,256 international undergraduate students enrolled as of 2023 (4,480 at the University Park campus).

Northwestern: 904 international undergraduate students enrolled as of 2023.

Illinois (Urbana-Champaign): 4,593 international students enrolled as of 2023.

Michigan: 2,645 undergraduate students enrolled as of 2023.

Wisconsin (Madison): 3,569 undergraduate students enrolled as of 2023.

Assume that Bubble will be used to build the app at USD \$159-179 per month.

Prompt in the Cost Estimator is "AI-powered tutoring app with multiple language capabilities and interactive AI avatar".

Historical Costs

Assume USD \$1 = CAD \$1.35			
All forecasted costs are in CAD.			
Assume ≈ 20% of Penn State's international undergraduate student population is the existing customer base.			
Revenues	Aug-24	Sep-24	Oct-24
Pricing Plan (1,451 students at USD \$29.99/user/month)	\$58,745.91	\$61,579.97	\$64,414.02
Total Monthly Profits	\$58,745.91	\$61,579.97	\$64,414.02
Costs			
Bubble (Team/Heavy Daily Use/SaaS App)	\$799.20	\$799.20	\$799.20
OpenAI GPT 4o - 1 billion input tokens (w/Prompt Caching)	\$1,687.50	\$1,687.50	\$1,687.50
OpenAI GPT 4o - 1 billion output tokens	\$13,500.00	\$13,500.00	\$13,500.00
Synthesia - AI Video Software	\$2,700.00	\$2,700.00	\$2,700.00
Zapier - Integration of ChatGPT with Zapier (1,000,000 Tasks/month)	\$3,450.12	\$3,450.12	\$3,450.12
TikTok Advertising (USD \$500 minimum + 10,000 views at USD \$10 per 1,000 views)	\$810.00	\$810.00	\$810.00
Meta Advertising (Facebook [10,000 views @ USD \$14.40 Average CPM] + Instagram [10,000 views @ USD \$6.70 Average CPM])	\$211.00	\$211.00	\$211.00
Xiaohongshu (based on est. USD \$1,500 = 1,500 engagements)	\$2,500.00	\$2,500.00	\$2,500.00
Amazon S3 (50 TB/month @ Canada-Central pricing [USD \$0.025 per GB])	\$1,687.50	\$1,687.50	\$1,687.50
Total Monthly Costs	\$27,345.32	\$27,345.32	\$27,345.32
Total Monthly Profit	\$31,400.59	\$34,234.65	\$37,068.70
Growth (Month-by-Month)		\$2,834.06	\$2,834.06

Business Model

1. Key Partners

- a. Educational institutions (for access to students, co-development, and partnerships)
- b. AI prompt engineers (for fine-tuning the personality of the AI)
- c. Investors (pre-seed funding, e.g., \$500K)
- d. Technology platforms (for deployment and scaling)

2. Key Activities

- a. Development of AI avatars that can communicate like a human (friend-like experience)
- b. Fine-tuning the AI for educational purposes (English and Math-based courses)
- c. MVP (minimum viable product) building and testing (e.g., first year English and Calculus)
- d. Control and governance (preventing bad actor behaviors)

3. Key Resources

- a. Generative AI technology (for avatar creation and tutoring interface)
- b. Pre-seed funding (\$500K)
- c. Educational content for English and Math courses
- d. Testing partnerships with universities (e.g., Michigan State University and other Big Ten schools)

4. Value Propositions

- a. A personal learning experience, “like a friend,” in the language of the user’s choice
- b. A human-like face, voice, and personality for enhanced engagement
- c. Ability to teach in multiple languages and subject areas (starting with English and Math)
- d. AI personality fine-tuned to human behavior for seamless interaction

5. Customer Relationships

- a. Personal, friendly relationships with students (AI acts like a friend/mentor)
- b. Long-term engagement through personalization of teaching style
- c. Continuous interaction by building trust and adapting to students’ needs

6. Channels

- a. Direct deployment through educational institutions (e.g., Pennsylvania State University)
- b. Online platforms where students can access the AI tutor (web/app-based)

7. Customer Segments

- a. Students (targeting post-secondary students, particularly in first-year English and Calculus)
- b. Educational institutions (colleges and universities)

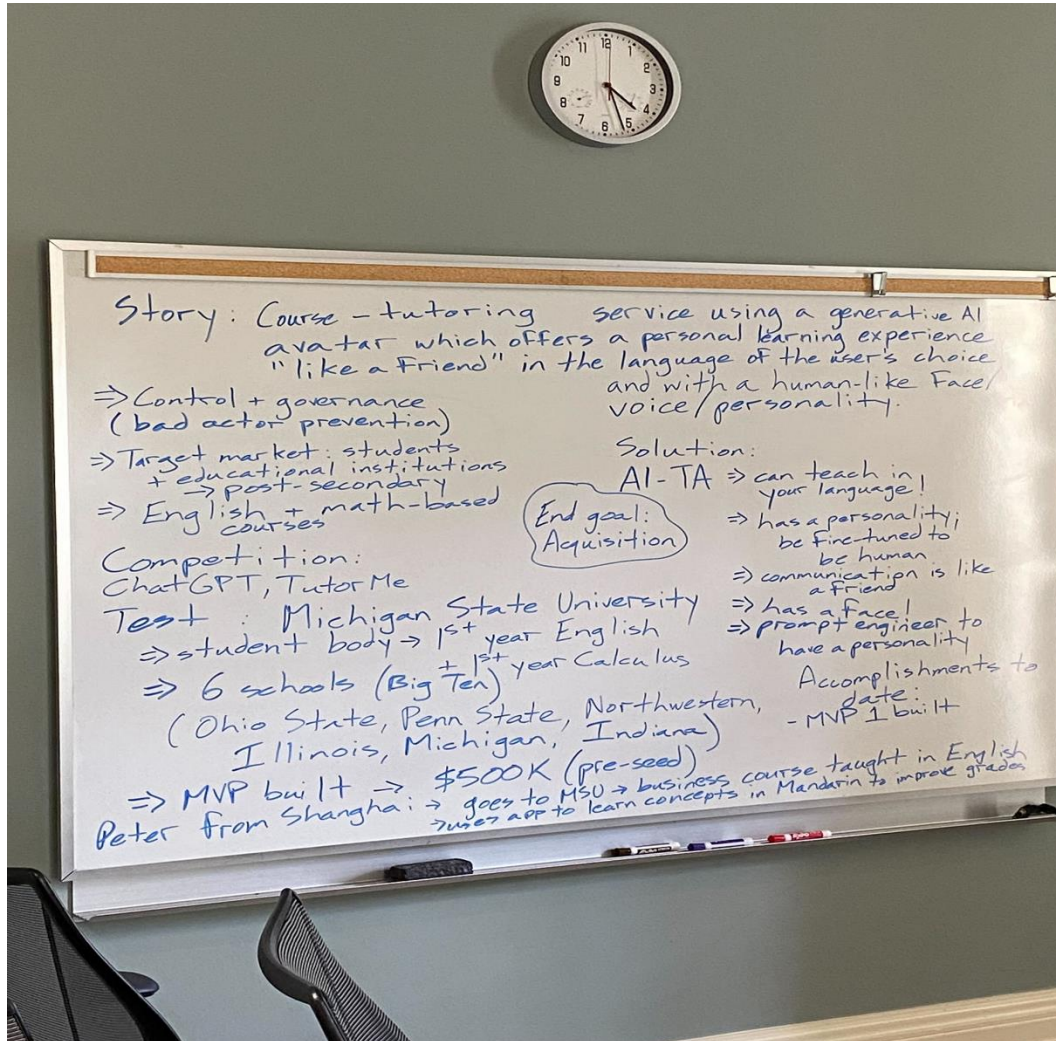
8. Cost Structure

- a. Development and maintenance of AI (generative AI, personalization features)
- b. Personnel costs (AI engineers, product developers)
- c. Marketing and acquisition costs for reaching institutions and students
- d. Content creation (English and Math-based educational materials)

9. Revenue Streams

- a. Subscription or licensing fees from educational institutions
- b. Potential direct-to-student subscription model
- c. Acquisition (end goal stated as “Acquisition”)

Brainstorm



Story: Course - tutoring service using a generative AI avatar which offers a personal learning experience "like a Friend" in the language of the user's choice and with a human-like Face/voice/personality.

⇒ Control + governance (bad actor prevention)

⇒ Target market: students + educational institutions → post-secondary

⇒ English + math-based courses

Competition: ChatGPT, TutorMe

Test: Michigan State University

⇒ student body → 1st year English

⇒ 6 schools (Big Ten) (Ohio State, Penn State, Northwestern, Illinois, Michigan, Indiana)

⇒ MVP built → \$500K (pre-seed)

Peter from Shanghai → goes to MSU → business course taught in English

→ uses app to learn concepts in Mandarin to improve grades

Solution:

AI-TA ⇒ can teach in your language!

⇒ has a personality; be fine-tuned to be human

⇒ communication is like a friend

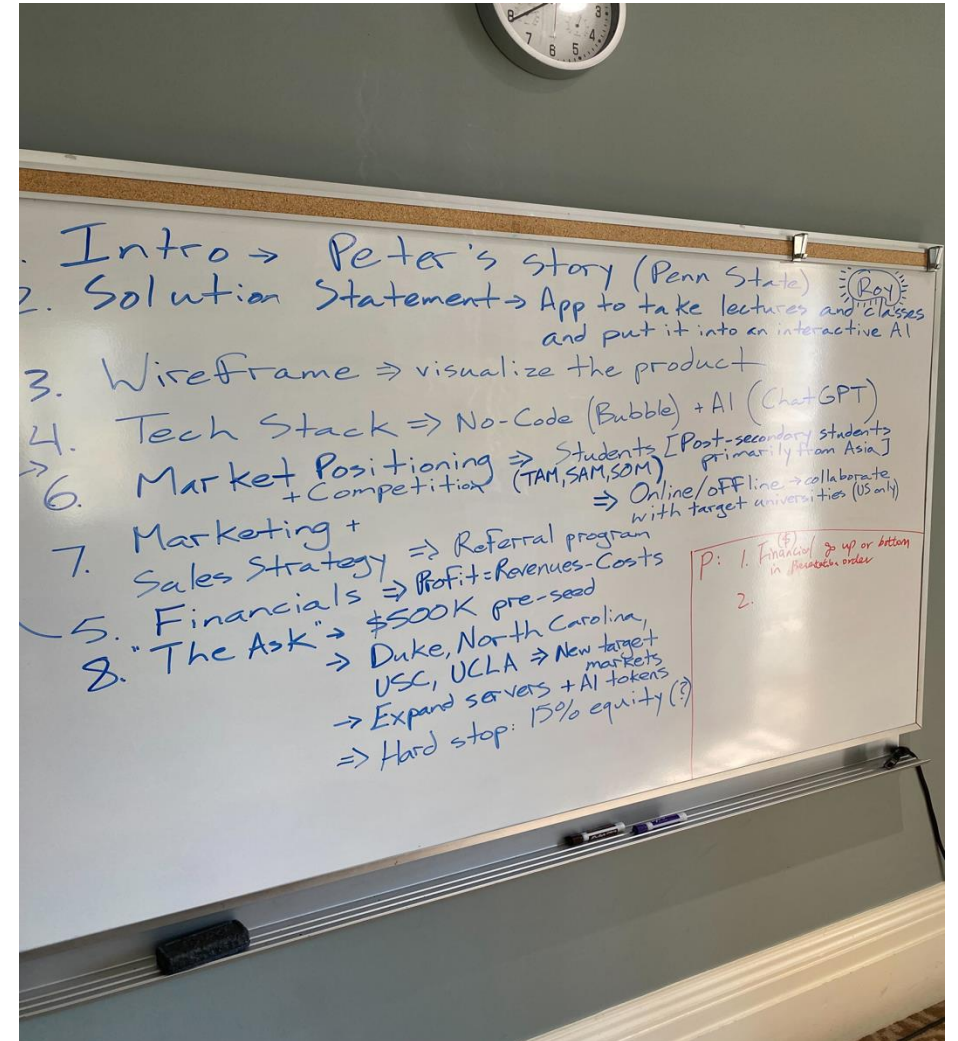
⇒ has a face!

⇒ prompt engineer to have a personality

Accomplishments to date:

- MVP 1 built

End goal: Acquisition



Intro → Peter's story (Penn State)

2. Solution Statement → App to take lectures and classes and put it into an interactive AI

3. Wireframe ⇒ visualize the product

4. Tech Stack ⇒ No-Code (Bubble) + AI (ChatGPT)

6. Market Positioning ⇒ Students [Post-secondary students primarily from Asia] + Competition (TAM, SAM, SOM)

⇒ Online/offline → collaborate with target universities (US only)

7. Marketing + Sales Strategy ⇒ Referral program

5. Financials ⇒ Profit = Revenues - Costs

8. "The Ask" ⇒ \$500K pre-seed

⇒ Duke, North Carolina, USC, UCLA ⇒ New target markets

⇒ Expand servers + AI tokens

⇒ Hard stop: 15% equity (?)

P: 1. Financials go up or down in Mandarin order

2.

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