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Report

on

SpeakSmart AI

Submitted in partial fulfillment of the requirements for the

degree

Second Year Engineering – Computer Science Engineering (Data Science)

By

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Under the guidance of

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Chapter 1 – Introduction

Brand Name: SpeakSmart AI

Logo

Website Name: SpeakSmart AI

Link: https://24107101.wixsite.com/speaksmart-ai

Chapter 2 – Idea Details

a) Problem Statement –In today's fast-paced world,communication gaps exist in customer service, education, and workplace collaboration. Existing tools often lack personalization, real-time adaptability, and multilingual capabilities.

b) Business Idea –SpeakSmart AI is an AI-powered communication platform designed to break language and speech barriers in real-time. It offers **live speech translation**, **accent-neutralization**, **public speaking coaching**, and **personalized language learning**—all powered by cutting-edge speech recognition and natural language processing technologies.

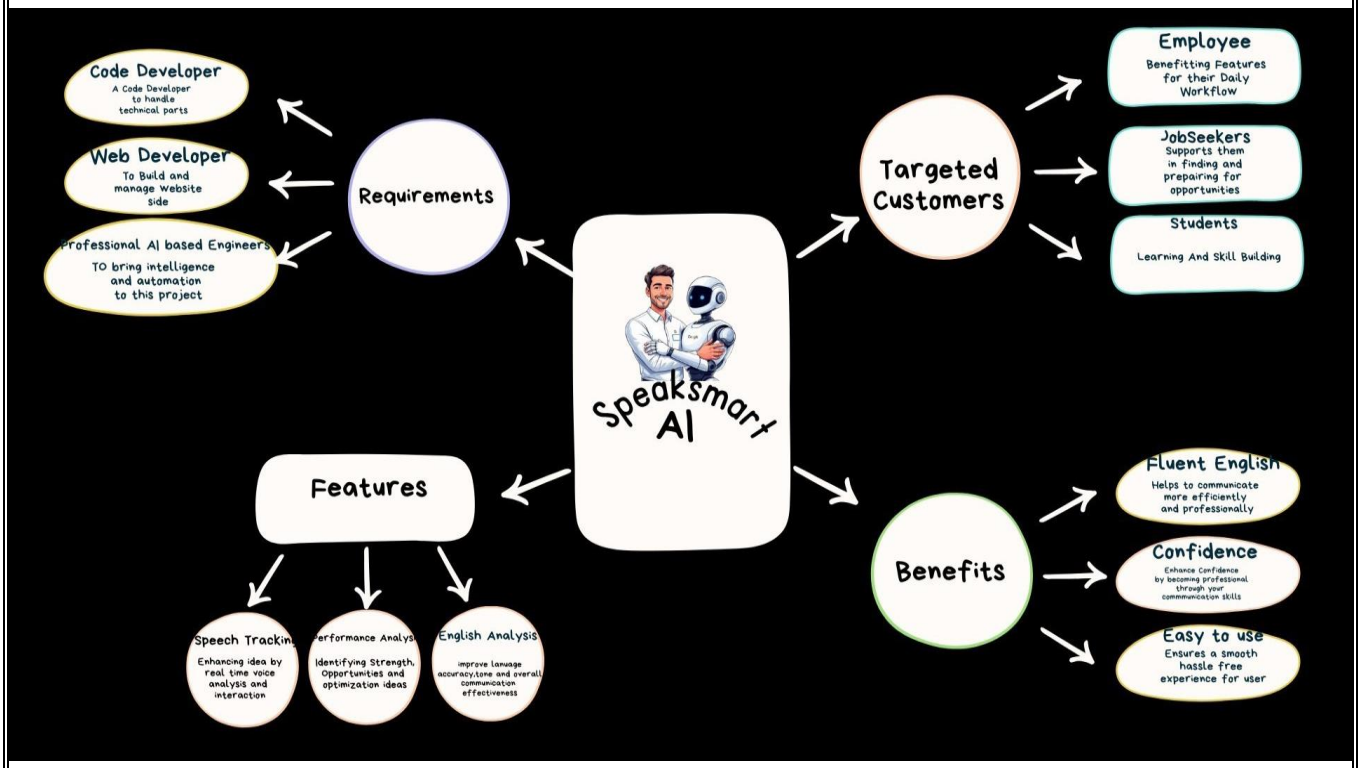
c) Mind Map –

Features
Speech Tracking → Real-time voice analysis & interaction
Performance Analysis → Identifying strengths, opportunities, and optimization areas.
English Analysis → Improving accuracy, language use, and communication effectiveness.

Requirements (Team & Resources)
Code Developer → Handles technical backend.
Web Developer → Builds & manages the online platform.
AI Engineers → Bring intelligence and automation.

Target Customers
Employees → Daily workflow improvement
.**Job Seekers** → Preparation & communication for interviews/opportunities.
Students → Learning and skill-building.

Benefits
Fluent English → Professional & efficient communication.
Confidence → Empowering users to express better.
Easy to Use → Smooth, hassle-free experience.



d) **Target Market** :

- **Professionals & Businesses:** Need real-time translation and accent-neutral communication for global meetings and client interactions.
- **Students & Language Learners:** Need personalized speaking practice and feedback to improve fluency and confidence.
- **Public Speakers & Job Seekers:** Need AI-driven coaching to enhance presentation and interview skills.
- **Customer Support Teams:** Need accent softening and multilingual support for better customer experience.

Chapter 3 – Business Model

Key Partners: AIML & NLP tech providers, EdTech companies

Cost Structure: Development costs, team salaries/freelancers, marketing & customer acquisition, legal & admin costs, maintenance & updates

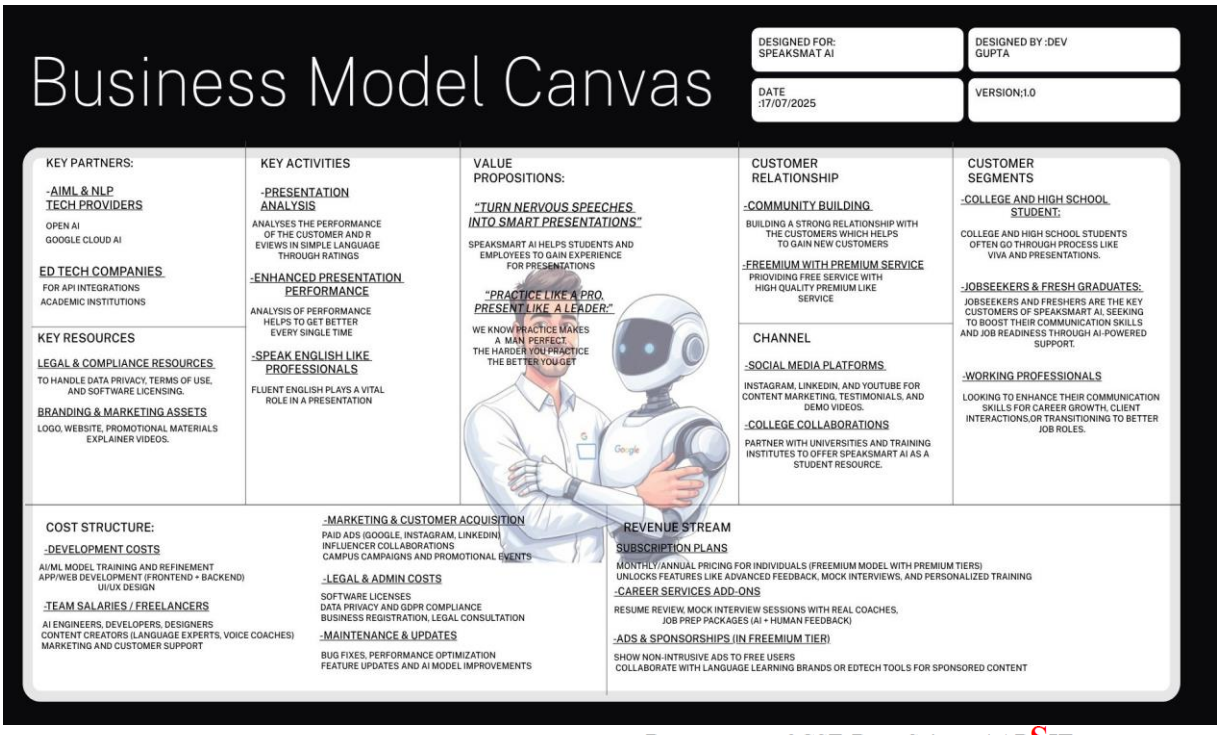
Key Activities: Presentation analysis, enhanced presentation performance, speak English like professionals

Value Propositions: "Turn nervous speeches into smart presentations"
"Practice like a pro, present like a leader"

Revenue Stream: Subscription plans, career services add-ons, ads & sponsorships (in freemium tier)

Customer Relationship: Community building, freemium with premium service

Customer Segments: College and high school students, jobseekers & fresh graduates, working professionals



Chapter 4 – Financial Model

1. **Initial Setup Cost**.

Metric	Value
AI/ML Model Development & Maintenance	₹60,000.00
Cloud Infrastructure (Server/Storage)	₹25,000.00
Cloud Infrastructure (Server/Storage)	₹50,000.00
Marketing & Customer Acquisition	1,680
Real-time Speech Analysis API Usage	₹8,000.00
Notifications & Messaging Service	₹5,000.00
Premium Subscription (1,000 users × ₹99/month)	₹99,000.00
Ad Revenue (900 free users × ₹5/month)	₹4,500.00
Career Services Add-ons	₹2,000.00
Premium Subscribers Needed (₹99/month)	1,376 users

2. **Operational cost** –.

Metric	Value
Total Startup Costs (Fixed)	₹7,00,000.00
Monthly Operating Cost	₹1,63,000.00
Monthly Revenue (Projected)	₹1,88,000.00
Monthly Profit (Projected)	₹25,000.00
Break-even Premium Users Needed	₹1,650.00
Payback Period (Months)	28

3.Revenue Forecasting –

Year	No. of Premium Users	Revenue per User / Year (INR)	Total Revenue (INR)
1	1000	₹1,188.00	₹11,88,000.00
2	2500	₹1,188.00	₹29,70,000.00
3	5000	₹1,188.00	₹59,40,000.00

4.Break-Even Analysis –

Metric	Value
Startup Costs (One-time)	₹7,00,000.00
Monthly Operating Cost	₹1,63,000.00
Monthly Revenue (1,900 premium users @ ₹99 + ads + add-ons)	₹1,88,000.00
Monthly Profit	₹25,000.00
Break-even Premium Users Needed	₹1,650.00
Projected Payback Period(months)	₹ 28

Chapter 5 – Digital Marketing & One-Week Market Schedule

a) Digital marketing (website)

https://24107101.wixsite.com/speaksmart-ai

b) One-Week Market Schedule

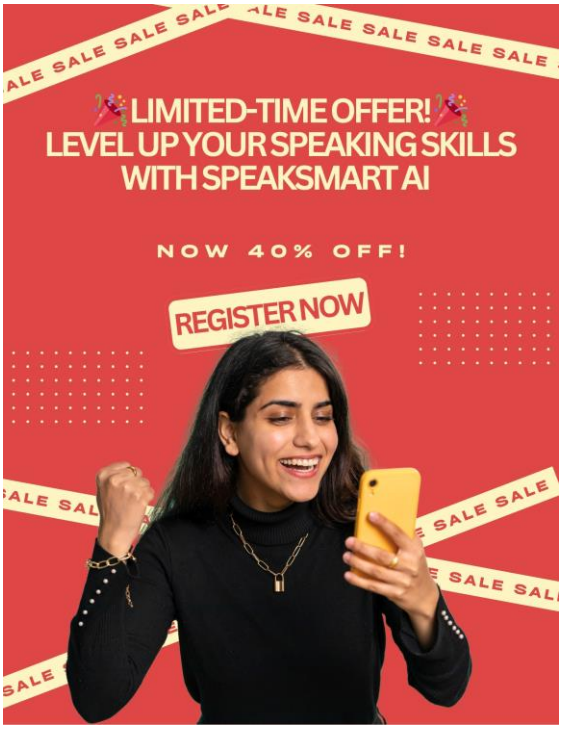
	A	B	C
1	Day	Activities	Goals
2	Day 1 - Pre-Launch Buzz	Announce launch date on social media, Start teaser campaign (videos, quotes, countdown), Email newsletter to waitlist	Create anticipation and early interest
3	Day 2 - Influencer Outreach	Collaborate with 5â□□10 micro-influencers in tech, language, and business niches, Share demo videos or early access	Increase reach and credibility
4	Day 3 - Product Launch	Official website/app launch, Press release to media & blogs, Launch post on LinkedIn, Instagram, X (Twitter), YouTube Shorts	Drive traffic and app downloads
5	Day 4 - Live Demo & AMA	Host a live demo/webinar on Zoom or YouTube, Q&A session with audience	Educate users and answer objections
6	Day 5 - Client Outreach	Targeted emails to businesses, schools, and call centers, Offer free 7-day trial for teams	Attract early B2B users
7	Day 6 - User Reviews & Feedback	Collect feedback from first 100 users, Post testimonials and reviews on website/socials	Build trust and social proof
8	Day 7 - Retargeting Ads & Follow-up	Launch Facebook/Instagram/LinkedIn retargeting ads, Email follow-up: â□□Still thinking? Try it free!â□□	Boost conversions and re-engage visitors

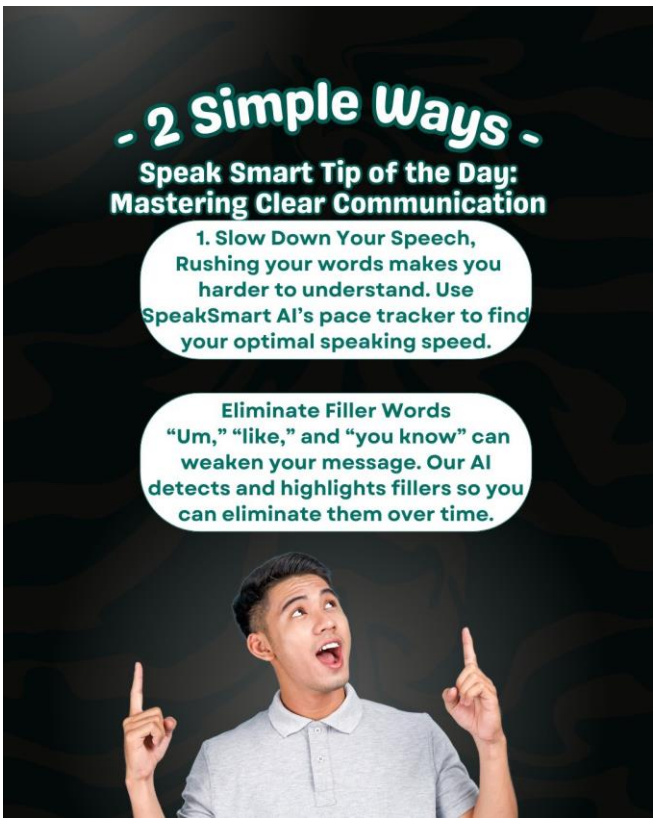
[8]

c)Flyers

SPEAKSMART AI
• Perfect Your Pronunciation
• Get real-time feedback and suggestions to speak clearly and confidently.
• Boost Your Public Speaking Skills
• Practice speeches with AI-guided tips to captivate any audience.
• Enhance Language Learning
• Master accents, intonation, and fluency with personalized coaching.
• AI-Powered Transcription & Analysis
• Convert speech to text instantly and get insightful analytics.
HTTPS://24107101.WIXSITE.COM/SPEAKSMART-AI
REGISTER NOW

SpeakSmart AI
Customer Reviews
Rachelle Beaudry
"SpeakSmart AI completely transformed my public speaking skills! The instant feedback helped me polish my pronunciation and gain confidence in no time." #SpeakSmartSuccess
Ravi S.
"As a language learner, SpeakSmart AI is a game-changer. The personalized coaching makes practicing fun and effective!" #FluentWithSpeakSmart
David K.
"Using SpeakSmart AI for my presentations has boosted my confidence immensely. The analytics feature is super insightful." #PresentationPro
https://24107101.wixsite.com/speaksmart-ai


SALE SALE SALE SALE SALE
LIMITED-TIME OFFER!
LEVEL UP YOUR SPEAKING SKILLS WITH SPEAKSMART AI
NOW 40% OFF!
REGISTER NOW


- 2 Simple Ways -
Speak Smart Tip of the Day:
Mastering Clear Communication
1. Slow Down Your Speech,
Rushing your words makes you
harder to understand. Use
SpeakSmart AI's pace tracker to find
your optimal speaking speed.
Eliminate Filler Words
"Um," "like," and "you know" can
weaken your message. Our AI
detects and highlights fillers so you
can eliminate them over time.

Chapter 6 – Legal Compliance & IPR

a)Legal Compliance

	A	B
1	Category	Details
2	Business Registration	Register as a Private Limited Company or LLP under the Companies Act, 2013, and obtain necessary certificates like PAN, TAN, and incorporation from the Ministry of Corporate Affairs.
3	Tax Compliance	Adhere to GST for services and subscriptions, income tax filings, and TDS deductions as per Income Tax Act, 1961.
4	Data Privacy Laws	Compliance with the Digital Personal Data Protection Act, 2023 (DPDP Act), including data consent, processing, and breach notifications for user data handled by the AI platform.
5	IT and AI Regulations	Follow guidelines from the Ministry of Electronics and Information Technology (MeitY) on AI ethics, bias mitigation, and transparency; obtain necessary approvals if using cloud services.
6	Consumer Protection	Comply with the Consumer Protection Act, 2019, for fair advertising, service quality, and grievance redressal, especially for subscription-based models.
7	Employment Laws	Adhere to labor laws like the Code on Wages, 2019, and Occupational Safety, Health and Working Conditions Code, 2020, for team members.
8	Export/International Compliance	If expanding globally, comply with export regulations under Foreign Trade Policy and international data laws like GDPR for EU users.

b)IPR

	A	B
1	Category	Details
2	Trademarks	Register the name 'SpeakSmart AI,' logo, and taglines (e.g., 'Redefining Communication with Intelligent Conversations') under the Trademarks Act, 1999, to safeguard brand identity.
3	Copyrights	Protect software code, AI models, user interfaces, content (e.g., coaching modules, feedback algorithms), and marketing materials under the Copyright Act, 1957.
4	Patents	File patents for innovative AI algorithms related to real-time speech analysis, multilingual adaptability, and context-aware responses under the Patents Act, 1970.
5	Trade Secrets	Secure proprietary data like training datasets, machine learning models, and business strategies through NDAs, employee agreements, and cybersecurity measures.
6	Design Rights	Register unique UI/UX designs for the app or platform under the Designs Act, 2000.

Chapter 7 – Conclusion

Summarize:

Why the idea is useful:

Breaks Language Barriers:
Helps people communicate across different languages in real time, useful for global teams and travelers.

Improves Communication Skills:
Offers personalized coaching for public speaking, interviews, and presentations — skills vital in education, business, and career growth.

Enhances Accessibility:
Supports non-native speakers, immigrants, and people with speech challenges to express themselves more clearly and confidently.

Saves Time & Cost:
Replaces the need for expensive language classes, translators, or human coaches with fast, AI-driven solutions.

Supports Businesses Globally:
Enables smooth, multilingual customer service, sales calls, and team meetings — improving global operations.

In short, **SpeakSmart AI makes communication smarter, faster, and more inclusive.**

Key learnings about entrepreneurship

Key Learnings About Entrepreneurship:

1. **Start with a Problem, Not a Product:**
   Successful businesses solve real problems. SpeakSmart AI addresses global communication gaps.
2. **Customer Feedback is Gold:**
   Listening to users early helps you improve, pivot, and build something people actually want.
3. **Execution > Idea:**
   A good idea is useless without strong planning, marketing, and consistent effort.
4. **Fail Fast, Learn Faster:**
   Early failures are normal. They teach you what to fix and where to focus.
5. **Team Matters:**
   A strong, passionate team is essential. You can't do everything alone.
6. **Adaptability is Key:**
   Markets change fast. Entrepreneurs must be flexible and ready to evolve.
7. **Build Lean:**
   Start small (MVP), test fast, and scale only when there's proven demand.