

BUSINESS MODEL CANVA

PROJECT: Speakly website

GROUP: Speakly

DATE: February 22, 2025

VERSION: 4.0

KEY PARTNERS

- AI Providers: OpenAI (Whisper API), GPT-4 for scalable AI integration.
- Accessibility Advocates: NGOs and blind associations ensuring inclusivity.
- Educational Institutions: Schools for lecture transcription pilots.
- Corporate Partners: Companies supporting diversity hiring.
- Government Agencies: Workforce programs aiding disabled employment.
- Assistive Tech Providers: Integration with screen readers (e.g., JAWS, NVDA).
- Job Boards: Links to inclusive employment platforms.

KEY ACTIVITIES

- Developing voice-to-text and AI-driven tools.
- Regular accessibility testing with users.
- Ensuring data privacy and compliance (e.g., GDPR, WCAG).
- Targeted marketing and partnerships.
- Incorporating user feedback for product updates.

KEY RESSOURCES

- Technology: Cloud infrastructure and proprietary AI models.
- Human Capital: Developers, UX designers, and compliance experts.
- Partnerships: With tech providers and advocacy groups.
- Funding: For product growth and marketing.

VALUE PROPOSITIONS

- Blind Users: Independence through voice-based CVs, task management, and learning tools.
- Sighted Users: Faster productivity with voice commands.
- Students: Easy lecture transcription and summaries.
- Employers: Direct access to diverse talent pools.
- Mental Health: Voice-driven emotional diary for wellness tracking.
- Unique Value: Accessible, AI-powered productivity for all.

CUSTOMER RELATIONSHIPS

- Self-Service: Simple, voice-navigated platform.
- Premium Support: Dedicated help for paying users.
- Community Engagement: Forums and feedback-driven updates.
- Accessibility Hotline: Quick issue resolution for blind users.

CHANNELS

- Web platform (primary), future mobile app.
- Social media, influencers, and content marketing.
- Partnerships with corporations, schools, and job boards.
- Targeted ads in accessibility communities.

CUSTOMER SEGMENTS

- Primary: Blind individuals, students, and professionals.
- Secondary: Freelancers, corporations, educators, and mental health professionals.

COST STRUCTURE

- API usage fees: OpenAI Whisper & GPT API.
- Cloud hosting and data storage: High-performance servers to ensure real-time processing.
- Development costs: Platform development, maintenance, and feature expansion.
- Marketing expenses: Promotional campaigns, partnerships, and events.
- Accessibility compliance: Ensuring the platform meets international accessibility standards.
- Customer support: Team to assist users, especially those requiring tailored onboarding.

REVENUE STREAM

- Freemium: Free basic features, premium subscriptions.
- Corporate Licensing: Enterprise packages for inclusive hiring.
- One-time Purchases: CV templates and productivity tools.
- Educational Partnerships: Institutional deals.
- Grants & Sponsorships: For accessibility promotion.