

ONE PAGER

Entrepreneur Name: ALİ CEM ÇARDAKKAYA	Business Idea Name: ROHUM (Real-Time Optimised Human Understanding Model)
Business Idea Summary: ROHUM is a platform that develops customizable AI avatars capable of real-time emotional and task analysis. These avatars function as digital twins that behave like humans, analyzing inputs such as voice, facial expressions, text, and visuals to generate emotional and logical responses. They can also act as personal assistants, carrying out specific user commands—such as "delete the specified photos from my gallery." The platform is modular and expandable, applicable across sectors like education, healthcare, crypto-finance, advertising, gaming, customer service, and daily life management.	
Problem/Need: Current AI systems lack emotional intelligence, contextual understanding, and real-time adaptability. Users are limited to text-based bots and have no access to systems that can understand voice, facial expressions, and context. Individuals need assistant systems that can learn with them and manage tasks personally. There is a clear demand for personalization in education, simplification in crypto, human-like responses in customer support, and efficient task management in business.	
Solution, Product and Benefit (Value Proposition / What? How will it be used? What is the benefit?): ROHUM is a platform offering goal-driven and emotionally intelligent, customizable AI avatars. Each user can have their own digital twin. How will it be used? Avatars can be integrated into websites, apps, or personal devices. They interact via voice, visuals, and emotional understanding. Tasks they can perform include: "Analyze files," "Send an email," "Remind me about today's meeting," "Give advice based on my emotional state," "Teach my child math," "Coach me in a game," or "Explain cryptocurrency." What is the benefit? Increases personal productivity. Enhances user engagement. Offers personalized experiences in education, business, and entertainment. Provides task automation and customer satisfaction for enterprises. Leads digital transformation with its human-like speaking, thinking, and behavior.	
Target Market and Audience (Customer Segments / Estimated Market Size): Educational platforms (K12, universities, online courses) Crypto-finance apps Healthcare institutions (remote support, psychological counseling) Personal productivity apps (calendar, notes, data cleanup) Advertising agencies and gaming companies B2B CRM/helpdesk customer support systems Target Audience: Tech-savvy individuals and professionals Educational institutions, teachers, and students Health consultants and therapists Crypto investors HR and sales teams in companies Market Size: The global AI assistant market exceeded \$10 billion in 2023, projected to reach \$44 billion by 2030. In Turkey: potential B2B clients = 12,000+ companies; potential B2C users = 1.5 million upper-segment individuals.	
Competitors – Competitive Analysis: Global Competitors: Replika AI – Personal AI companion with limited task execution Soul Machines – Human-like avatars but lacks modular task system ChatGPT + Voice Mode – Text/audio only, no facial or object recognition Character.ai – Limited to role-based conversation scenarios Local Competitors: Mostly limited to voice assistants or chatbots Lack of task execution and emotional intelligence integration (e.g., Türk Telekom Assistant, Mindsite)	
Competitive Advantage / Innovative Aspect (Why will it be preferred?): Personalized AI avatars tailored to each user Task recognition and execution (task management) Contextual interaction via facial expression, voice tone, text, and image analysis Compatible with web, mobile, and VR Complex task handling (photo cleanup, report analysis, education, etc.) via AI Behavior-based adaptive system that continuously learns and evolves	
Business Model (Revenue Model – Channels): Subscription (SaaS): Monthly/annual plans for individuals and enterprises Custom avatar design: Premium personalization and task modules Licensing: Customized licensing packages for institutions Usage-based pricing: Pay-per-use model for task-based API services Sales Channels: Direct sales via website (rohumi.tech) In-app purchases on mobile Corporate sales team and digital marketing B2B meetings and industry events in education, healthcare, and fintech	
Current Technological Status and Technology Readiness Level (TRL): Product is at MVP stage, with ongoing avatar and integration development. Currently at TRL 4 . Initial demo ready, core modules for face/voice/text analysis in progress, integration tests underway.	
Team: The team consists of 2 Full Stack Developers, 2 AI/Machine Learning Experts, 2 UX Designers, and 1 AI Data Analyst—working remotely from India for the past 4 months.	