

ROHUM – DETAILED BUSINESS PLAN

1. Executive Summary

ROHUM is a SaaS platform offering AI avatars that can think, learn, and feel like humans. It develops digital twins capable of forming emotional bonds with users, for both individual and enterprise clients across multiple industries including education, healthcare, crypto-finance, gaming, and marketing.

With real-time, multi-sensory analysis, ROHUM delivers personalized avatar solutions. Our goal is to create more meaningful, efficient, and natural human-computer interactions in the digital world.

2. Problem & Opportunity

Existing Problems:

- Standard AI systems are emotionless, impersonal, and offer shallow interaction.
- Low engagement and poor learning/productivity rates in fields such as education, healthcare, and customer service.
- Lack of “human-like interaction” solutions in emerging areas like Web3 and the Metaverse.

Opportunity:

- Personalized AI can increase customer engagement by 35–50%.
 - In areas like education and healthcare, customizable avatars can boost user interaction by up to 30%.
 - Opportunity to become one of the first emotionally intelligent avatar solutions in the crypto/Web3 space.
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3. Solution & Product Overview

ROHUM Platform Features:

- **Real-Time Emotional Intelligence:** Analysis via voice, facial expression, and text.
 - **Evolving Avatars:** Personalized digital twins that grow with the user.
 - **Sector-Based Customization:** For education, crypto, healthcare, gaming, and advertising.
 - **Low Entry Barriers:** Easy setup via API/SDK; web integration supported.
 - **Individual & Enterprise Plans:** Includes AI assistants, therapy companions, mentors, and financial guides.
 - **Web3 Compatibility:** Planned NFT avatar ownership and Metaverse integration.
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4. Product MVP Roadmap

Timeline	Goals & Actions
0–6 months	MVP foundation, first avatar prototype, SDK development, demo preparation
6–8 months	Pilot integrations in at least 3 institutions (education/crypto/gaming)
8–12 months	SaaS launch, activation of individual avatar system, API documentation, first B2B and B2C sales
12–24 months	Web3 integration, Metaverse pilots, expansion into healthcare and HR sectors
24–48 months	Global scaling, AI market penetration, entry into NFT-based personal AI market, exit evaluation

5. Market Analysis

Sector	Market Size (2025)	ROHUM's Role
General AI	\$200+ Billion	Specialized in human interaction and emotional intelligence
AI-Powered Education	\$20 Billion	Learning companions with emotional feedback
Digital Assistant Market	\$15 Billion	Evolving avatars for personal mentoring, therapy, and finance
Web3 & Metaverse AI	Emerging Trend	NFT-based digital twins, emotionally aware NFTs
Health & Mental Wellness AI	\$10+ Billion	Avatars for therapy support and mental wellness assistance

6. Competitor Analysis

Competitor	Weakness	ROHUM's Differentiation
Replika	Limited sector focus, weak SDK/API	Multi-sector, professional SaaS with strong API infrastructure
Synthesia	Only video-focused	Dynamic, real-time, interactive avatars
Soul Machines	Too corporate, lacks individual focus	Balanced approach for both individuals and enterprises
Hume AI	Data-centric, lacks integrated interaction	Fully integrated multi-sensory real-time interaction

7. Revenue Model (Hybrid SaaS-Based)

Revenue Streams:

- **B2B SaaS Licensing:** For education, healthcare, crypto, and gaming sectors
- **B2C Subscription Packages:** Personal mentors, therapy companions, learning partners
- **Premium Modules:** VR/AR support, multilingual features, Metaverse integrations
- **API & SDK Monetization:** For developers and enterprise integrations
- **Web3 Digital Ownership:** NFT-based avatars, digital twins for the Metaverse

8. Investment Utilization (Detailed Breakdown)

Category	Share (%)	Explanation
Product Development	40%	AI model optimization, SDK/API development, Web3 integration, multimodal data systems
Sales & Marketing	30%	Launch campaigns, demo roadshows, global customer acquisition, PR and media
Team Expansion	20%	Hiring AI engineers, full-stack developers, sales leaders, operations staff
Operational & Infrastructure	10%	Cloud server costs, legal advisory, infrastructure investments

Investment Requirement: \$250,000 (Pre-Seed)

Target Duration: 12 months of runway for early scaling before global launch

9. Financial Projections

Year	Revenue	Expense	Net Profit	Gross Margin
1	\$200K	\$140K	\$60K	70%
2	\$1M	\$300K	\$700K	75%
3	\$3M	\$800K	\$2.2M	75%
4	\$10M	\$2M	\$8M	80%

10. Exit Strategy

- Target \$10M+ ARR through SaaS by Year 4
 - **Strategic Exit Options:** Acquisition by AI giants (Google AI, Meta AI, OpenAI), education platforms (Udemy, Coursera), or Metaverse companies
 - **Alternative:** IPO after fast growth phase
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