

Lecture Listener

Pitch Deck



Meet The Team



**CASSIDY
THOMAS //**

Fashion Merchandising Major
Entrepreneurial Management
Minor



**ANNA
CALL //**

Fashion Merchandising Major
Entrepreneurial Management
Minor



**JOSH
NEUMANN //**

Computer Science Major
Marketing Minor

The Problem

The struggles deaf college students face in the classroom.



The lack of ability to communicate and ask questions in person



Difficulty in fully understanding the lecture being presented while trying to follow translators



Our Solution

A software that allows students to gain access to audio files of recorded lectures made by professors that then can be converted from speech to text for easier learning and notetaking for students.



Translates audio files into text easily



Allows communication between individual students and professors



Convenient access to files and classes



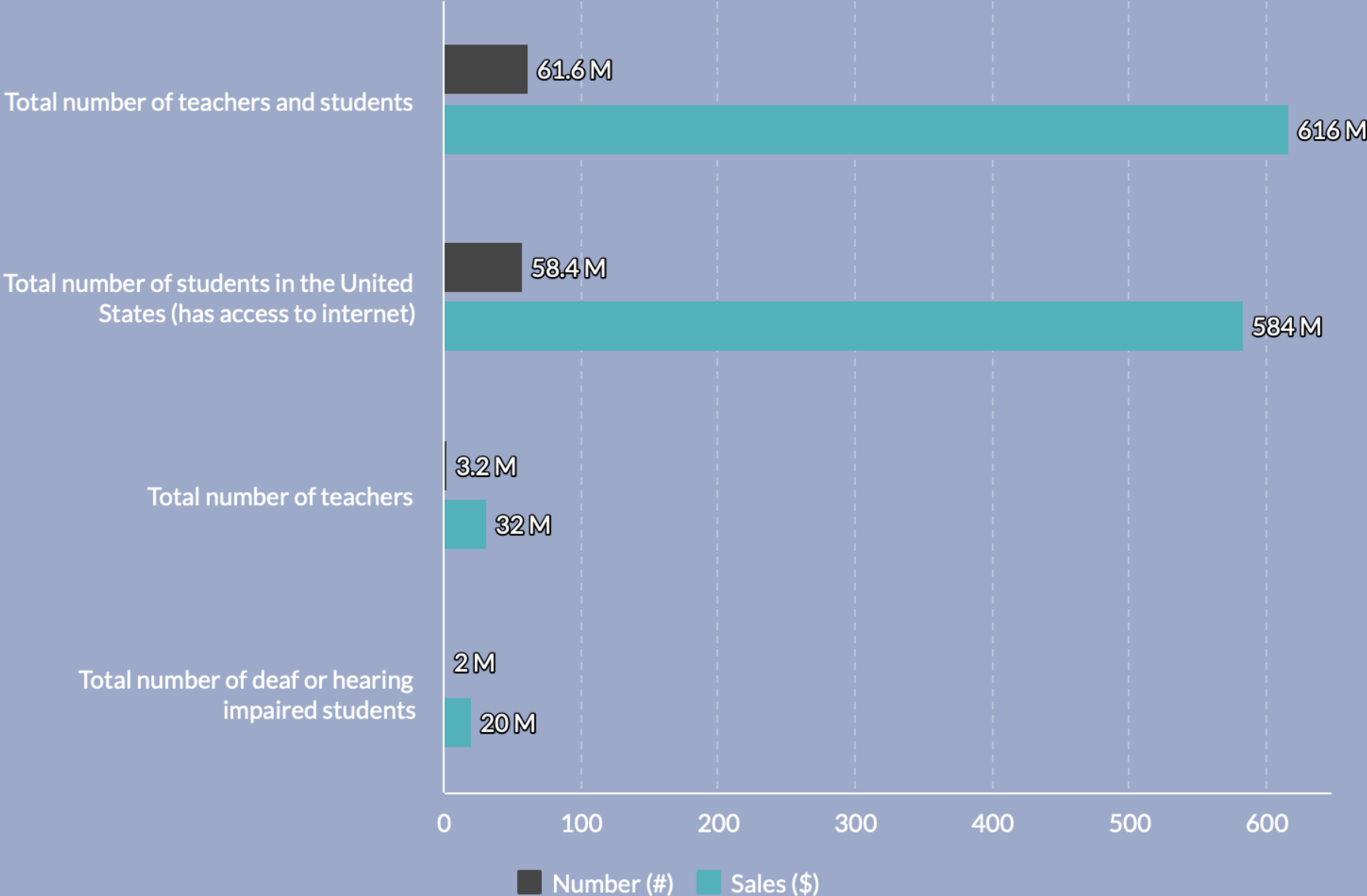
Beneficial for not only deaf college students but all college students

Market Size

Sales calculated through \$20 yearly subscription

Total number of users does not reflect total profits

Assuming half of the users are paid users



Easy to learn and navigate



Difficultly communicating with students and teachers

Competition

Easy communication with students and teachers



Hard to utilize and navigate



Business Model



We plan to offer two payment methods, either an annually or monthly subscription plan. \$20 yearly and \$2 monthly.

(Years)	Year 1	Year 2	Year 3	Year 4
Percentage of paid users	25%	35%	45%	55%
Projected revenue annually (\$20/year)	\$308,000,000	\$431,200,000	\$554,400,000	\$677,600,000
Projected revenue monthly (\$2/month)	\$369,600,000	\$517,440,000	\$665,280,000	\$813,120,000

Marketing & Sales

- Social Media posts (Twitter, Instagram, etc.)
- Google advertisements
- Word of mouth



Our Approach with Ads

- Create awareness of application
- Offer another means to help
- Friendly approach
- Easy accessibility



Three-Year Milestones



Quarter 3 of 2022

Have Ball State
subscribe to our
software

Quarter 1 of 2023

Lecture Listener is
integrated with
Canvas

Quarter 2 of 2023

Lecture Listener is
a well-known tool
by Indiana
colleges

Quarter 1 of 2025

Lecture Listener is
used by college
campuses all over
the United States



Ask & Use of Funds

- Hire professionals that can help us develop our application further
 - Security with login & organization of data
 - Expand our marketing and advertisements of our application outside the methods that we already have

 lecture listener