

# SpeakLab

*AI pronunciation + accent coach for Indian professionals working with global teams. Targets specific Indian-English issues (r/w confusion + v/w confusion + th-sound + word-stress patterns + filler-words) that generic tools miss. \$15/month.*

<b>Category</b>	Set 6 · Consumer & Family
<b>Customer</b>	Indian working professionals (IT, consulting, finance, sales) regularly speaking English in international calls; Indian students preparing for international roles
<b>Monetisation</b>	\$15/mo Solo · \$29/mo Pro (live coach feedback) · ■999-1,999/mo India tier pricing
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

SpeakLab is an AI pronunciation coach tuned to the specific spoken-English challenges of Indian professionals working in international roles. The wedge: generic accent + pronunciation apps (ELSA Speak, Pronunciation Pro, Speechling) train on generic non-native-English patterns; they do not specifically target the Indian-English subset of issues that materially affect international comprehensibility (r/w confusion, v/w confusion, th-sound substitutions, syllable-stress patterns specific to Indian-English, filler-word frequency, intonation patterns).

Product: AI-driven daily practice (read passages + repeat phrases + free-conversation) with feedback specifically on Indian-English-relevant issues. Pro tier adds weekly review by live coach (Indian-origin coach who has gone through the same accent-modification journey).

Year-1 target: 5,500 paying subscribers generating ■2.4 crore annual revenue against ■45 lakh costs. Cash-positive month 3. Massive addressable market (millions of Indian working professionals + students) + clear pain (career progression in international roles) + specific differentiation (Indian-English focus that generic tools miss).

## The Problem

Indian professionals working in international roles (US clients + UK headquarters + global engineering teams + cross-border sales) experience real career friction from comprehensibility challenges in spoken English. Many are fluent in written English + technically competent + qualified, but international colleagues report difficulty understanding them in voice/video calls. Result: slower career progression + reduced participation in cross-border conversations + occasional explicit feedback in performance reviews.

The challenges are specific. Indian-English has distinct phonological + prosodic patterns that differ from American + British standard English: r/w confusion in some regional groups, v/w confusion, th-sound substitution (t/d/th confusion), syllable-stress on different positions, intonation that flattens English questions, higher filler-word frequency. Generic accent training tools train on generic Korean-English or generic-Spanish-English patterns; they miss the Indian-English-specific issues.

Existing options. ELSA Speak: good generic product, ~75% accent-modification effectiveness, but not Indian-specific. Pronunciation Pro: similar. Speechling: human-coaching focused but expensive (\$30-99/mo) + generic. Boston Accent Modification programs + similar academic offerings: gold-standard but \$1,200-3,500 + require commitment.

## The Solution

SpeakLab structured around the Indian-English-specific issue framework. Onboarding: 8-minute speech sample analysis identifies user's specific issue profile (everyone has different combinations of the common issues). Per-user issue priority ranking (which 3-4 issues to focus on first).

Daily practice (15-25 minutes): targeted exercises on user's priority issues. Read-after-me drills (AI assesses pronunciation accuracy + provides feedback). Sentence-construction drills with stress-pattern feedback. Free-conversation practice (user records spontaneous speech responding to prompts; AI analyses + provides feedback).

Indian-English-specific issue library: 24 common issues with targeted exercises for each (r/w sound differentiation, v/w sound differentiation, th-sound training, word-stress patterns, intonation, filler-word reduction, etc.).

Weekly progress dashboard: per-issue improvement tracking + sample recordings showing before-after.

Pro tier (\$29/mo) adds: weekly 15-minute review with live coach (Indian-origin coach who has personally undergone accent-modification + trained in pronunciation coaching). Coach reviews user's week of recordings + provides personalised feedback + plan adjustment.

Three structural differences from generic competitors. First, Indian-English-issue-specific (24 issues vs. generic accent framework). Second, daily-cadence AI + weekly-cadence human hybrid. Third, India-pricing (■999-1,999/mo in India tier vs. \$30-99/mo Western tools).

## Market Opportunity

Addressable Indian professional + student segment globally: ~25-40M Indian-origin professionals in international roles (in India + diaspora) + ~15M students preparing for international study + careers. Willingness-to-pay segment: ~3-5M who would pay \$15-29/mo or ₹999-1,999/mo for accent improvement.

At blended ARPU of ₹14,000/year, SAM is ~₹4,500 crore. Realistic 4-year capture: 0.1-0.3% = ₹4.5-13.5 crore ARR.

Adjacent expansion. Year 2: presentation-coaching tier (broader than accent — public speaking + storytelling). Other non-native-English subgroups (Vietnamese-English, Filipino-English, Chinese-English) with similar specificity. International English exam prep (IELTS Speaking + TOEFL Speaking) integration.

## Target Customer

Primary persona: a 31-year-old software engineer at a Bengaluru product company speaking to US clients daily. Aware that colleagues sometimes ask him to repeat himself. Will pay ₹999/mo Solo after free trial demonstrates targeted improvement.

Secondary persona: a 36-year-old management consultant frequently presenting to US + European clients. Will pay ₹1,999/mo Pro tier for weekly live coach review.

Tertiary persona: a 24-year-old IT graduate joining a US-firm Bengaluru office, wanting to maximise career trajectory. Will pay ₹999/mo Solo for foundational accent work.

## Product

Onboarding speech analysis: 8-minute sample analysis identifies user's issue profile + priority ranking.

Daily practice (15-25 min): read-after-me drills + sentence construction + free conversation with AI feedback.

Indian-English issue library: 24 issues with targeted exercises per issue.

Weekly progress dashboard: per-issue improvement tracking + before-after recordings.

Voice-call simulation practice: practice scenarios mimicking actual work contexts (client call + presentation + meeting).

Pro tier additions: weekly 15-minute live coach review + personalised plan adjustments.

## Technical Architecture

Frontend: React Native mobile (mobile-primary for practice + recording).

Backend: Python on Hetzner cloud + GPU box for speech-analysis models.

Speech analysis: hybrid — open-source Wav2Vec2 + custom-trained models for Indian-English phoneme + prosody analysis.

AI feedback: GPT-4o for natural-language feedback generation.

Live coach scheduling: integration with Calendly + dedicated coach workspace.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Two tiers + region-pricing. Solo (\$15/mo or ₹999/mo India): daily AI practice + issue library. Pro (\$29/mo or ₹1,999/mo India): Solo + weekly live coach review.

Conversion: 14-day trial converts at 24%. Distribution: 75% Solo, 25% Pro. Annual prepay reduces churn.

Gross margin: Solo 86%; Pro 58% (live coach labour). Blended ~78%.

LTV: \$180 × 16 mo avg = \$288 (Solo); \$348 × 22 mo = \$766 (Pro).

### Unit Economics (Year-1 base case)

<b>Year-1 paying subscribers (target)</b>	5,500
<b>Blended ARPU</b>	\$220/year (mix of India + international)
<b>Year-1 revenue</b>	\$290,000 (~₹2.4 crore)
<b>Gross margin</b>	78%
<b>CAC</b>	\$30
<b>Payback</b>	2.6 months
<b>Year-1 all-in costs</b>	~₹45 lakh
<b>Year-1 net contribution</b>	~₹1.4 crore

## Go-to-Market

Channel 1 — Tech-professional community organic (40%): IT professional FB groups + LinkedIn + r/cscareerquestions India + ELSA + IELTS prep adjacent communities.

Channel 2 — Workplace partnerships (25%): IT services companies + GCCs (global capability centres) for employee-development benefit.

Channel 3 — Influencer + coach partnerships (20%): partnerships with English-coaching creators + corporate-trainer creators.

Channel 4 — Paid acquisition (15%).

### Roadmap (first 12 months)

- Month 1-3: MVP with daily practice + issue library + Solo tier. 400 subscribers.
- Month 4-5: Pro tier with live coach review, 1,400 subscribers, ₹8 lakh MRR.
- Month 6-8: Voice-call simulation + presentation practice, 3,200 subscribers, ₹16 lakh MRR.
- Month 9-10: Workplace partnership program, 4,500 subscribers.
- Month 11-12: 5,500 subscribers, ₹2.4 crore annualised.

### Key Risks

- ELSA Speak adding Indian-English-specific features — possible. Mitigated by depth-of-issue-coverage + Indian-coach roster + India-pricing positioning.
- Live coach scaling: requires growing coach roster as Pro tier scales. Mitigated by structured coach training + remote-coach contractor network.
- Sensitivity around accent-modification: positioning must avoid 'your accent is bad' framing. Mitigated by 'international intelligibility' positioning + celebration of Indian-English heritage alongside skill development.

- Generic conversation-AI tools (ChatGPT voice) improving — could compete for casual practice. Mitigated by structured curriculum + targeted feedback + live coach component.
- Privacy of voice recordings: sensitive personal data. Mitigated by clear data-use policy + no third-party sharing + user-deletion controls.