Mars Mail

Enhance productivity & joy

Presented by Aidan Tsai
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Non-native English speakers in East Asia struggle with writing high-quality email responses with foreigners

Problem

Based on our interviews, 78% of non-native English speakers in East Asia are dissatisfied with their current email writing process

- Fear of incorrect grammar in emails

- Time-consuming to generate unique content for the same clients and topics

- Difficulty conveying ideas effectively

Situation

Meet Emma, a fulfillment specialist at a major toy manufacturing company. She regularly contacts clients to coordinate shipment issues. One of the biggest challenges Emma faces is conveying sincere apologies for shipment delays. As a non-native English speaker, she struggles to come up with those lines.

Solution

- Native browser extension integrated with Gmail for seamless use

- User-friendly chatbot interface for easy communication

- Fine-tuned GPT3.5 model specifically designed to handle bi-lingual business email situations with high accuracy

Benefits: With Mars Mail, users can save time and improve the quality of their email communication, ultimately leading to stronger business relationships and increased customer satisfaction

Solution: Current Progress

Email Content

Dear Mr. Cheng,

I am delighted to inform you that the Committee on Admissions has admitted you to the Class of 2009 under the Early Action program. Please accept my personal congratulations for your outstanding achievements.

In recent years, nearly twenty thousand students have applied for the sixteen hundred and fifty places in the freshman class. Faced with many more talented and highly qualified candidates than it has room to admit, the

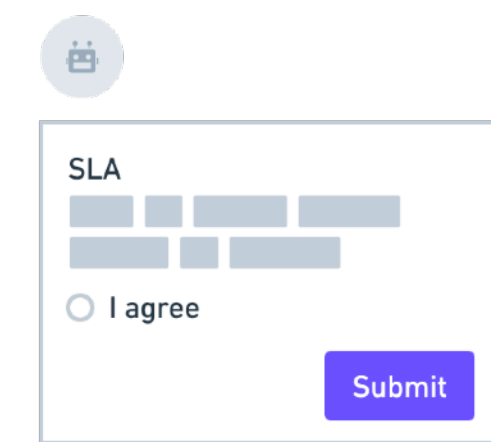**Prompt**

禮貌回覆拒絕，因為要去讀政大

[Generate]

Result

Thank you so much for your kind offer and congratulations on my admission to Harvard College. I am truly honored and grateful for the opportunity. However, after much consideration, I have decided to
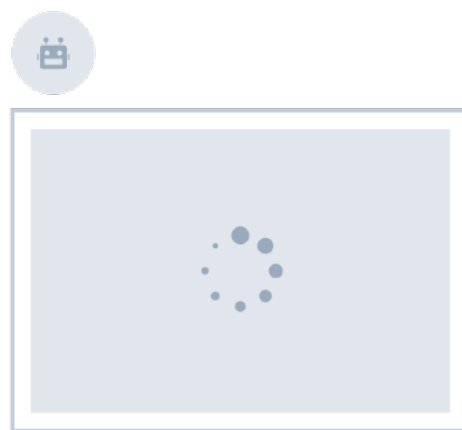
Solution: Future Wireframe

First open the application
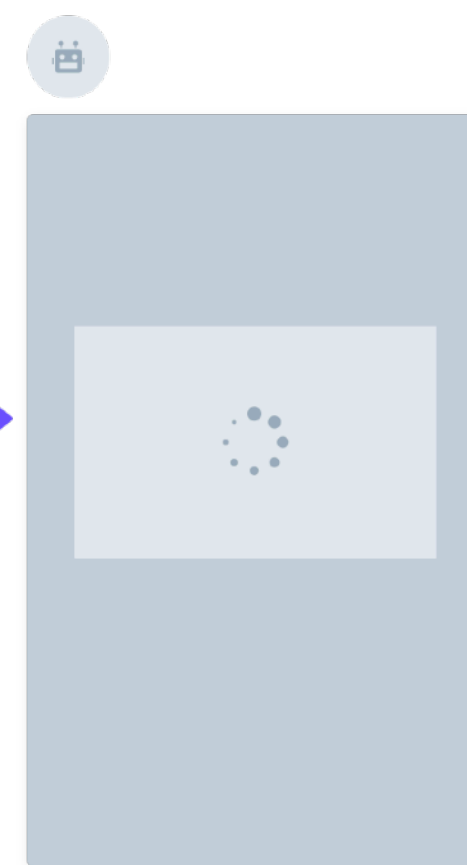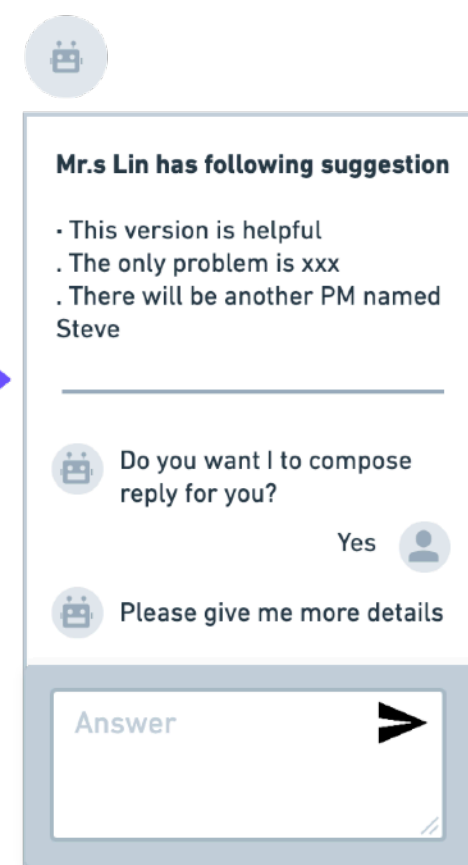
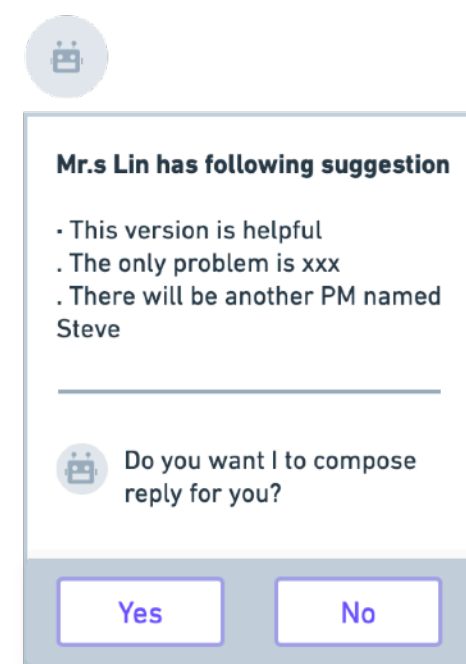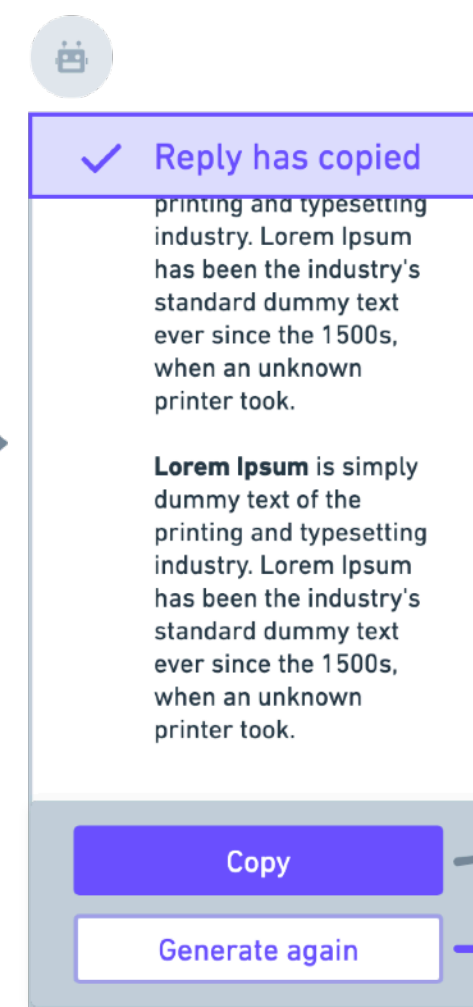1. Show and ask user to review term of use

Secondary open

2. It will automatically show progress bar and prioritize the email information by sending request to OpenAI
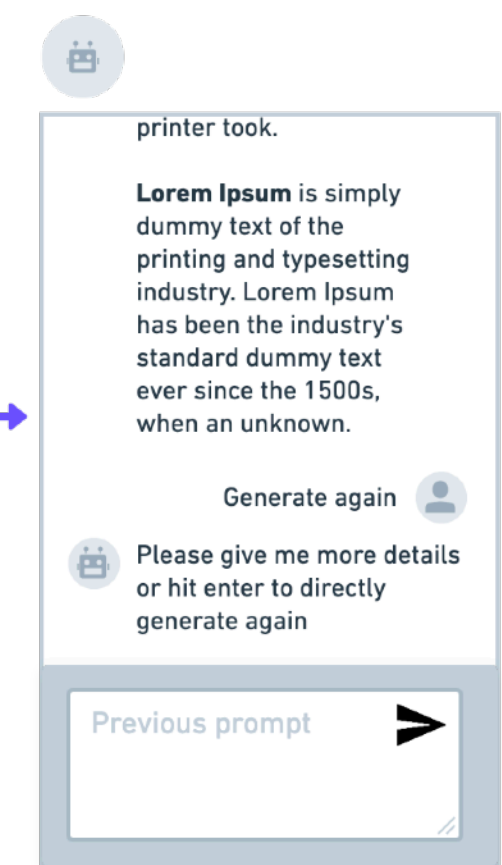
3. Bullet-point page

4. Result Page

SLA

○ I agree

Submit

Mr.s Lin has following suggestion

· This version is helpful
. The only problem is xxx
. There will be another PM named Steve

Do you want I to compose reply for you?

Yes   **No**

Mr.s Lin has following suggestion

· This version is helpful
. The only problem is xxx
. There will be another PM named Steve

Do you want I to compose reply for you?

Yes

Please give me more details

Answer ➤

─Done➤

✓ Reply has copied

printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took.

Copy

Generate again

Successful Toast

(Pending for 1s and disappear)

In case the user hasn't read the toast, keep the function manually active.

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printer took.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown.

Generate again

Please give me more details or hit enter to directly generate again

Previous prompt ➤

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Target Market

Mars Mail's total addressable market (TAM) is estimated to be USD 3.6 billion, targeting non-native English speakers in East Asia (excluding China) who conduct business with foreign companies or entities

$1.2 B
Taiwan's
market

$1.8 B
Japan's
market

$600 M
Korea's
market

Source: Statista, Common Sense Advisory

Competition

	Mars Mail	Ellie	Jasper
Gmail Integration	**O**	O	X
Fine-tuned GPT3.5 model for bi-lingual	**O**	X	X
Intuitive Chatbot Interface	**O**	X	X
Pricing	**Freemium**	Freemium	40$+

Future Work

Q2 2023: Native Extract potential questions: Utilize BERT models to identify potential questions in emails and provide suggested responses.

Q2 2023: Immersive chatbot experience: Enhance the chatbot interface with more interactive and personalized features.

Q3 2023: Support for additional applications: Expand Mars Mail's integration beyond Gmail to include other email clients and communication platforms.

Team

Aidan, Team Lead

- SDE & PM @ Microsoft, Shopee
- B.A. Information management, NTU

Andy, Senior Engineer

- Engineer @ Poseidon Network
- Master of Information Management, NTUST
- B.S. Electrical Engineering, NTHU

Ruru, UIUX

- UIUX @ Gradeupon Technology
- Graphic Designer @ Wesen Design