



Personal CIA

April 29: LangChain x GPT Agents Hackathon

Presented by Edward Fu





Sarah Wilson

Small Business
Owner

Problem

Problem 1: Time consuming

Market research a project can take around 6-7 weeks.

Problem 2: Not everyone's an expert

Poor research practices can lead to inaccurate judgments about what customers want and how they are likely to behave

Problem 3: Constant market change

Market changes can happen quickly, and within a couple of months, potential customers may no longer require a particular service or product

Solution

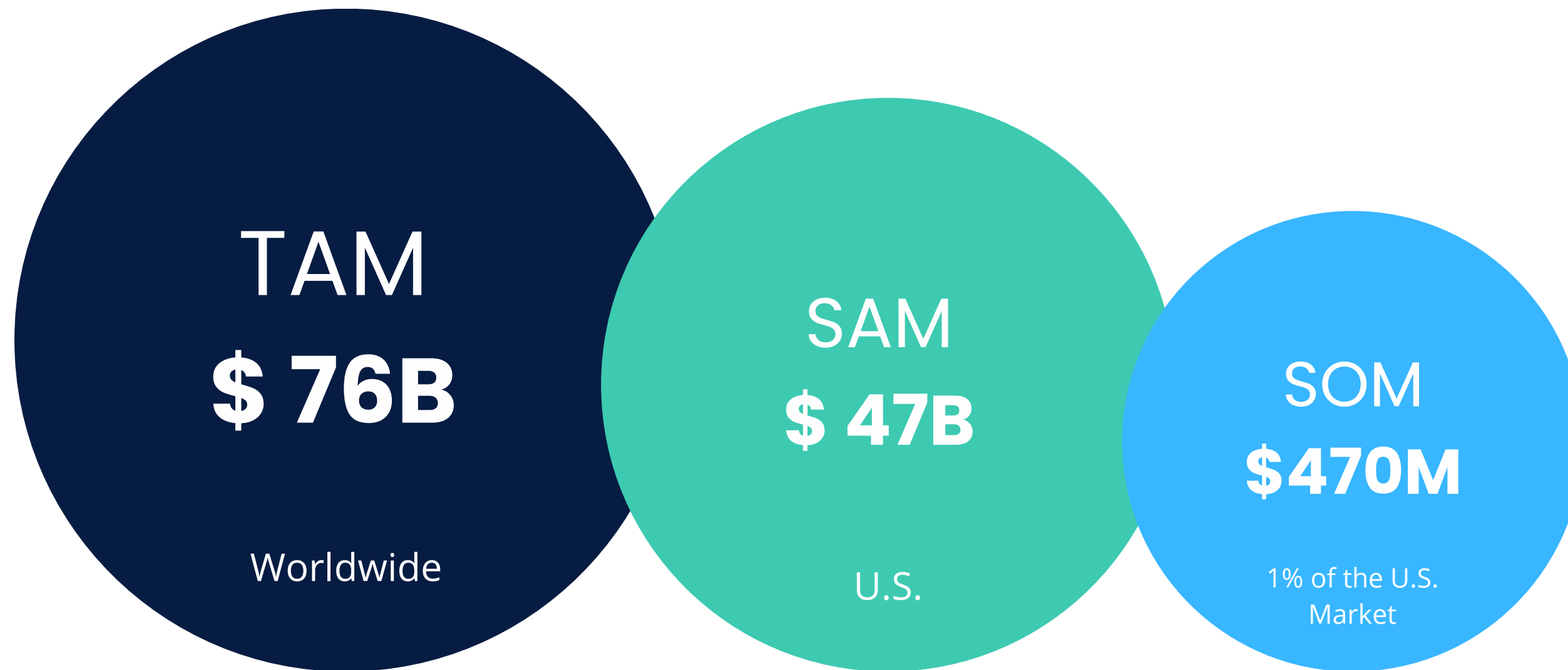


Personal CIA is a web app that uses AutoGPT to aid companies in launching a new business, expanding their existing one, or developing new products by conducting market research autonomously.



Demo





Target Market

Source: statista
(revenue of the market research industry)

Business Model

Basic

\$35 a Month

Subscription Includes

- Single User
- 35,000 words/mo
- After the subscription limit, an additional \$10 for every 5000 words

Pro

\$75 a Month

Subscription Includes

- Up to 5 users
- 100,000 words/mo
- After the subscription limit, an additional \$10 for every 6000 words

Enterprise

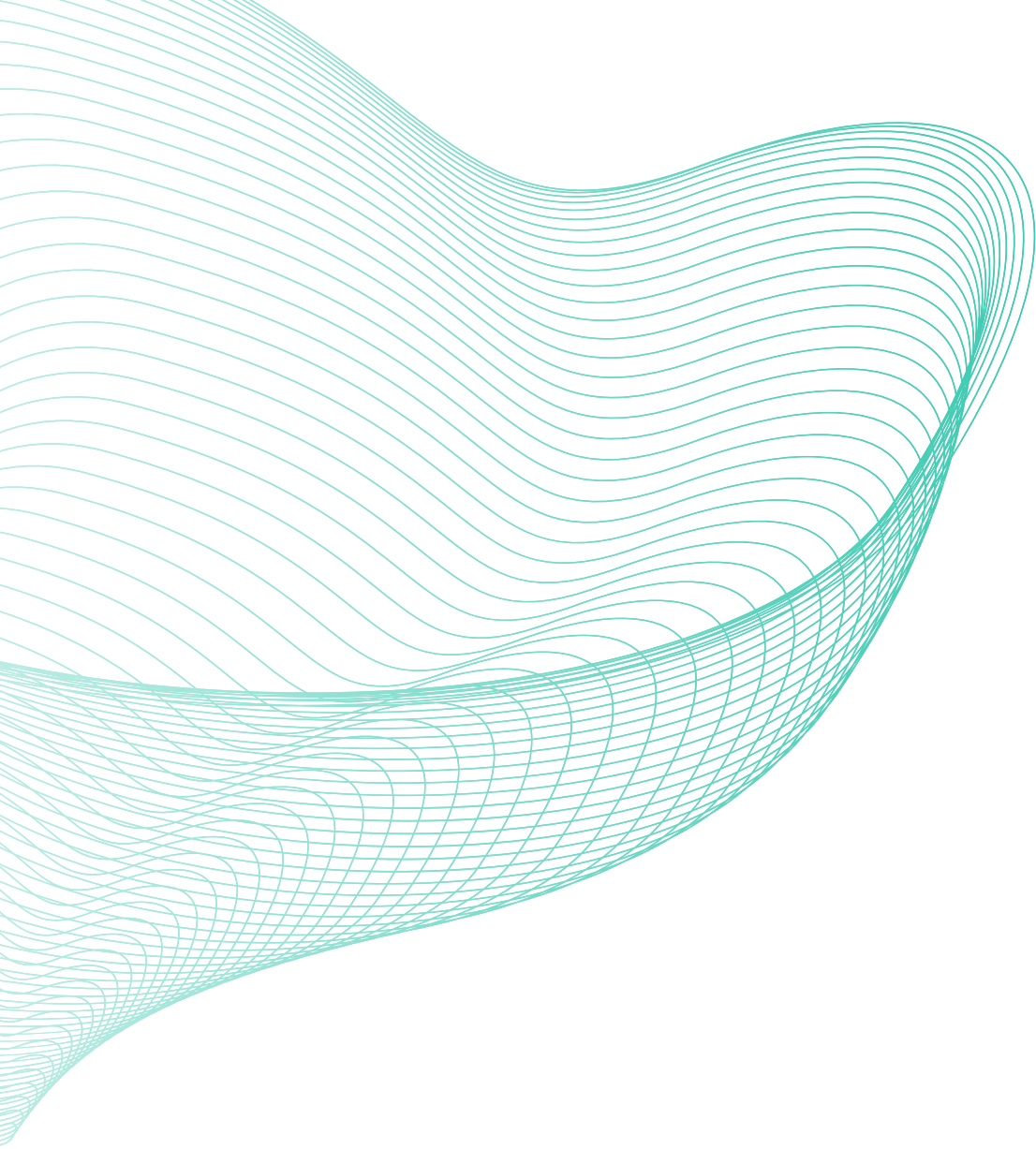
Contact for specific pricing based on needs of the specific business.

Subscription Includes

- More than 5 users
- No limit to the amount of words used

Competitive Analysis

	Personal CIA	Ipsos	GfK
Typical Timeframe	Minutes	Days	Days or Weeks
Cost	\$35/mo	~ \$4,000 - \$5,000	~ \$3,500 - \$4,000
Utilizes Advanced AI	Yes	No	No
Ideal for Startups	Yes	No	No



Future Work

Q3 2023

Improve the user interface with the additional implementation of a performance evaluation chart and begin to initiate an advertising campaign.

Q4 2023

Enhance the overall aesthetic of the results by presenting them with appealing visuals and graphs with an optional PDF report.

Q1 2024

Add the capability to thoroughly evaluate the credibility of each source and determine a potential level of bias.

Thank you

Edward Fu
Product Lead

Ian Chen
Software Engineer

Eliot
Market Strategy Analyst

Pei Cheng Tsai
Software Engineer

Codeamon
Software Engineer

Oliver-Dylan Derrah
Market Strategy Analyst