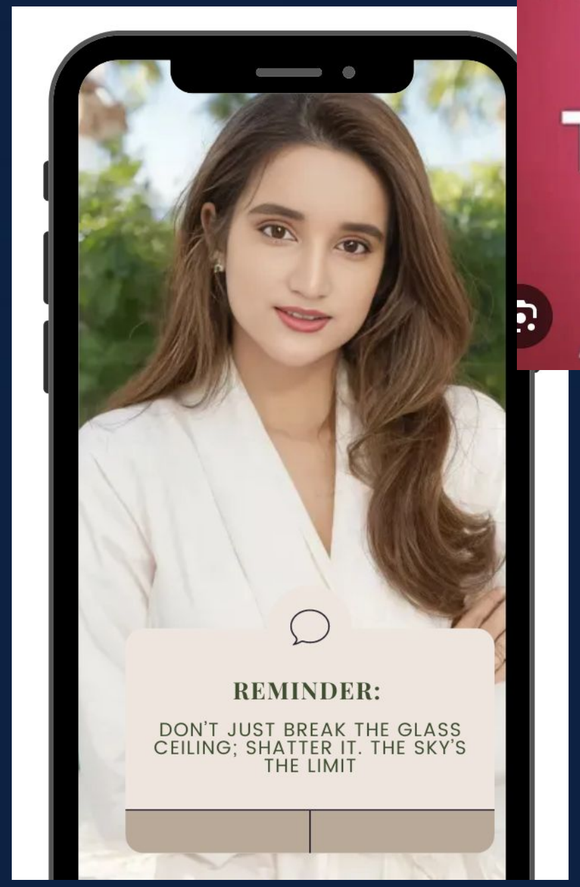
LEAP24 AI Hackathon

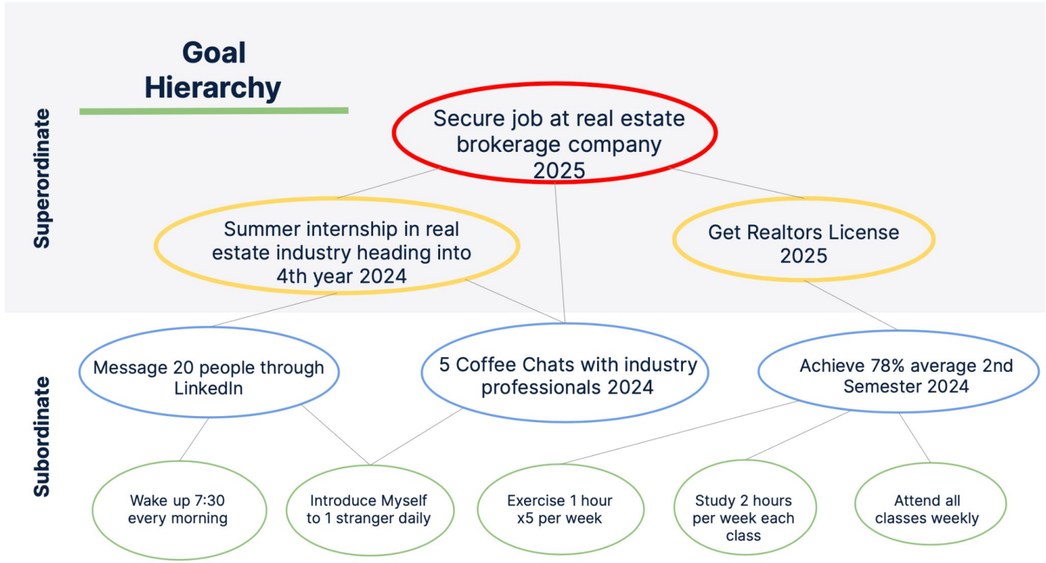
FUTUREME : APP REVOLUTIONIZING GOAL SETTING AND VISUALIZATION

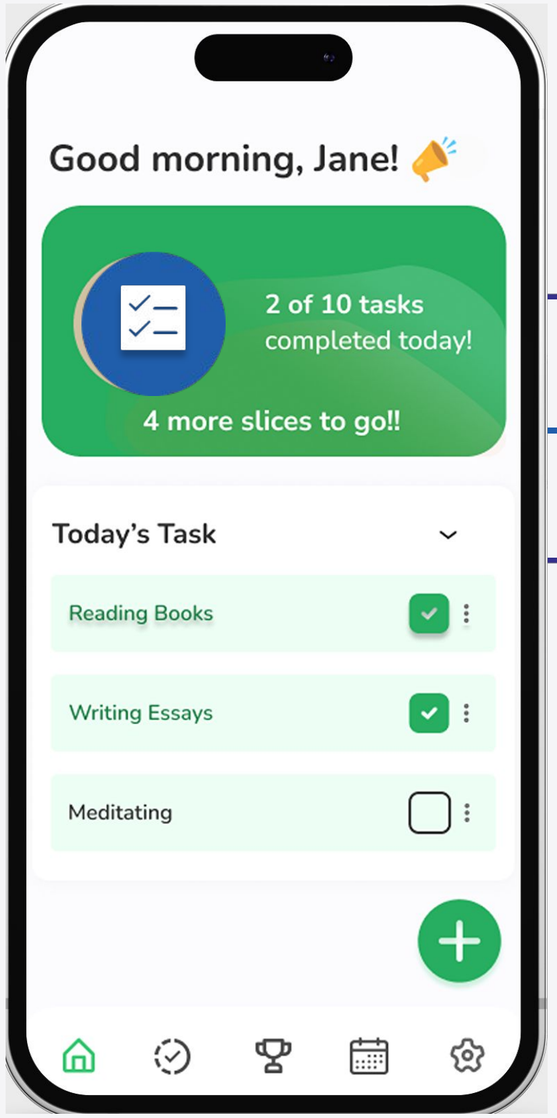


PRODUCT CONCEPT

Motivation App for students

Helping plan and execute goals





Daily Goal Reminders and Logging: Enable users to log their daily activities, track time spent on specific tasks, and maintain streaks to encourage consistent progress.

AI-based Goal Hierarchy: Provide users with a visually appealing goal hierarchy of their short-term, mid-term, and long-term goals.

AI-based Goal Visualization: Provide users with visual representation of themselves achieving thier long-term goals.

Business Model Canvas

Key Partners

Mentors
- NVD professors
- Find psychologist mentor to help narrow down what has strongest impacts on users

Key Activities*

Products
- Help users set out goal mapping plan
- Provide visualization of personal growth (success)

Key Resources

Physical:
- OpenAI subscription

Financial:
- $1,000 for R&D

Value Propositions

Helps Organize People's goals - Map out goals

Motivation Through Visualization - Visualization helps motivate people (image generation)

Progress Tracking Feature - Helps monitor progress through visually appealing means and achievements encouraging users to continue

Social Approval / Recognition - Social Media aspect of app to connect with friends (motivate each other to reach goals)

Visually engaging organization - Low clutter

Affordable low cost motivation app

Customer Relationships

Developing relationship - Create monthly motivation challenges to motivate users to self improve

Established relationship - Subscription model so important to connect with user and ensure quality experience

Channels

Distribution
Reach end users through word of mouth / social media influencers / professor recommendation

Accessibility
Accessible via mobile app on phones

Customer Segments

Located in: Canada

Students struggling with motivation
Unorganized, forgetful, lazy, struggle focusing

Pains:
- Having to update calendars
- Goals lack clarity
- Forgetting to do things

Gains:
- More time available
- More productive
- Feel better about what achieving

Cost Structure

- API
- Server Costing
- Image Generation
- App store fees

Revenue Streams

- **Subscription Based model**
- **Ad revenue** (potential but not necessary) dependent on app organization and feel

CUSTOMER ARCHETYPE

James

Who:

- 20 Year old male studying business (Sauder)
- Ambitious cares lots about future

Issues:

- Struggles to focus (minor ADHD symptoms)
- Distractions Friends / Social Media
- Lazy and can be forgetful as has lots going through head

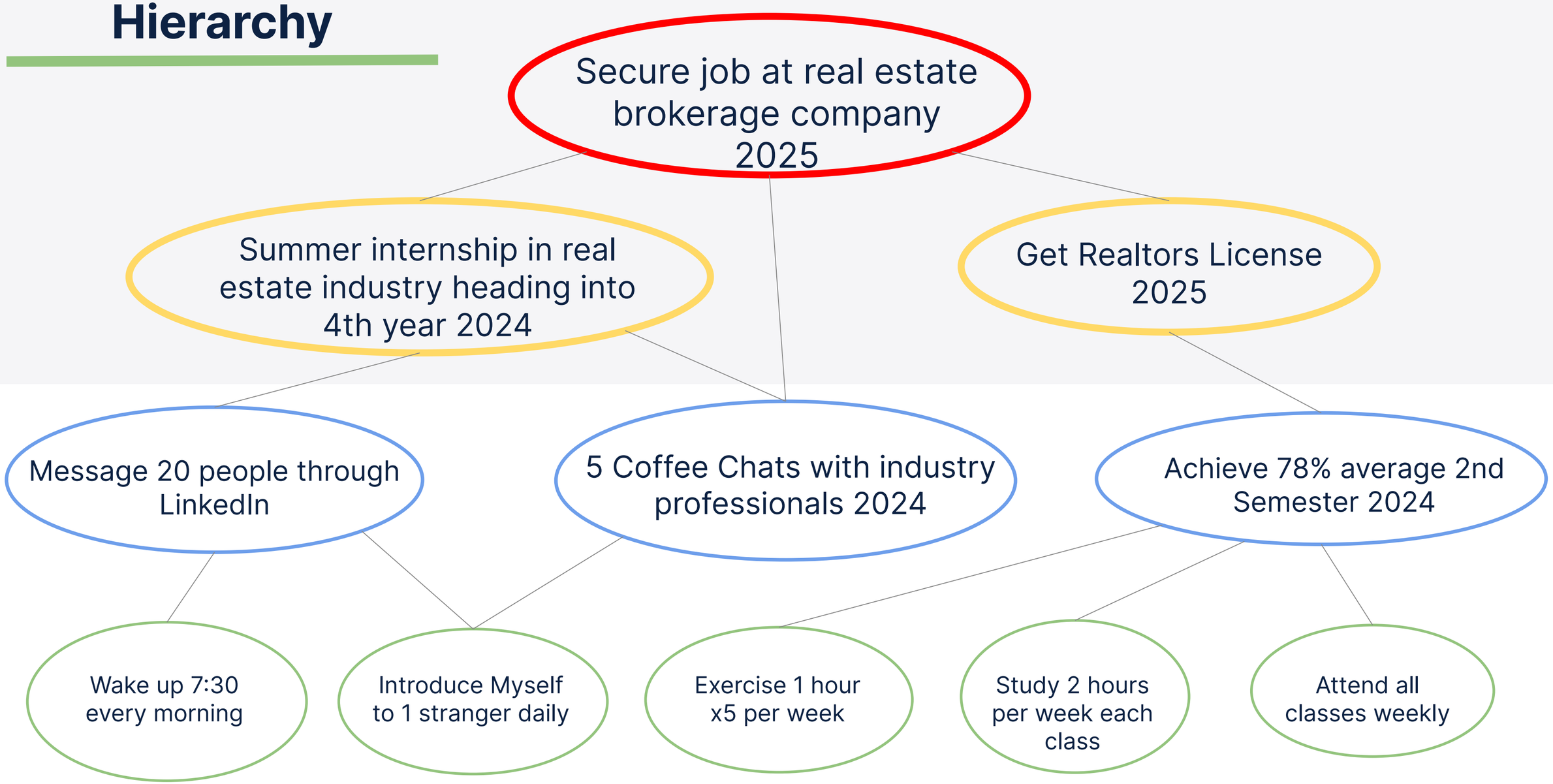
Worries:

- Grades and future career

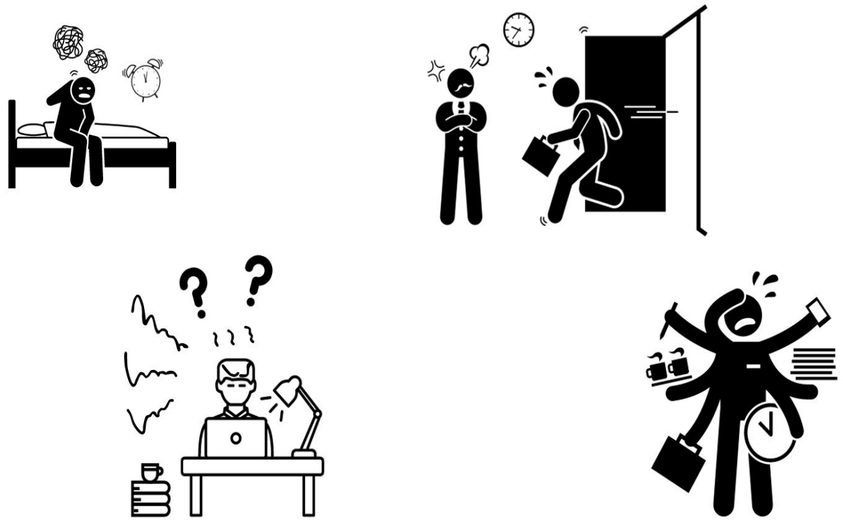
Goal Hierarchy

Superordinate

Subordinate



DAY IN THE LIFE



Before

After

but not really

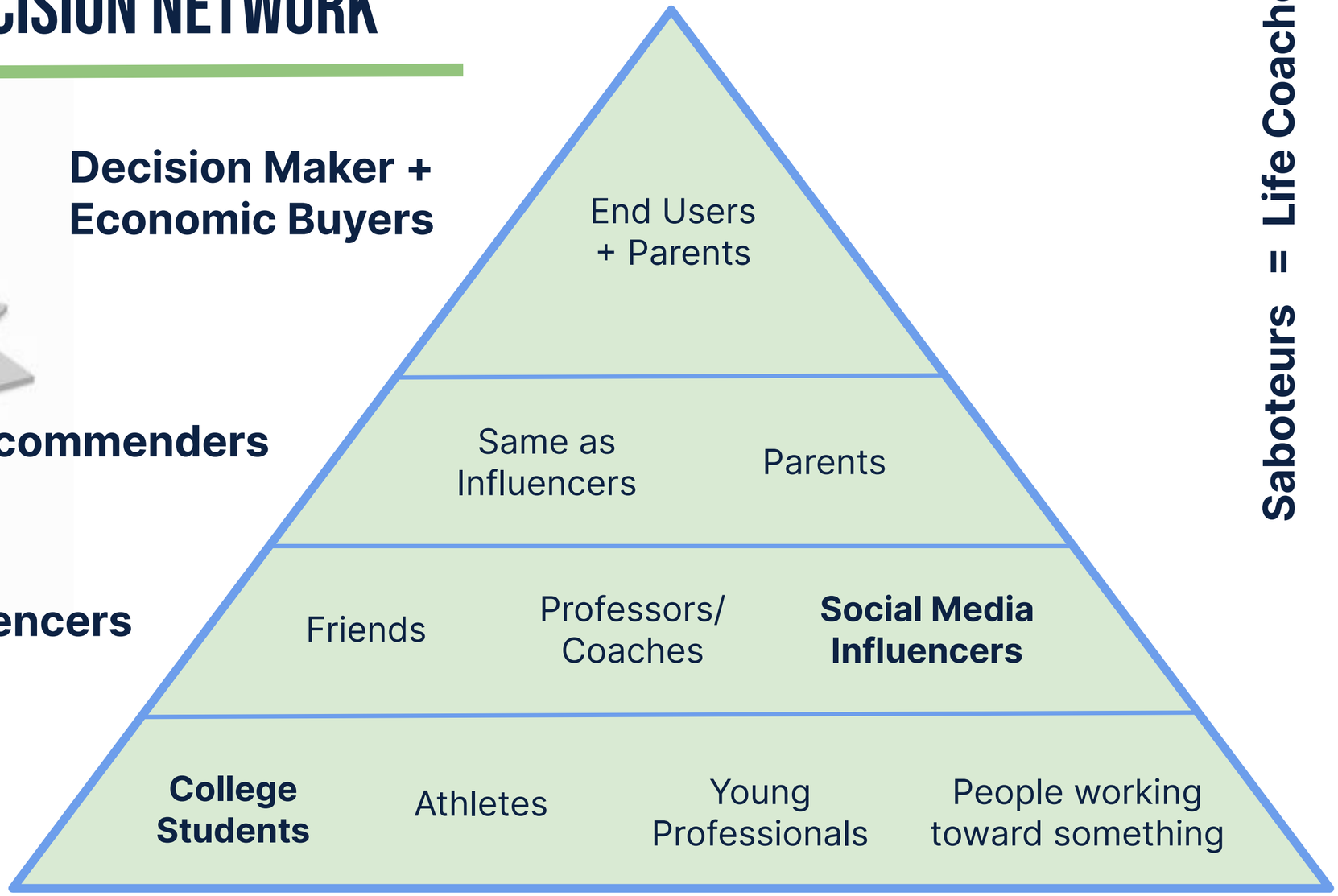
CUSTOMER BUYING DECISION NETWORK

Decision Maker + Economic Buyers

Recommenders

Influencers

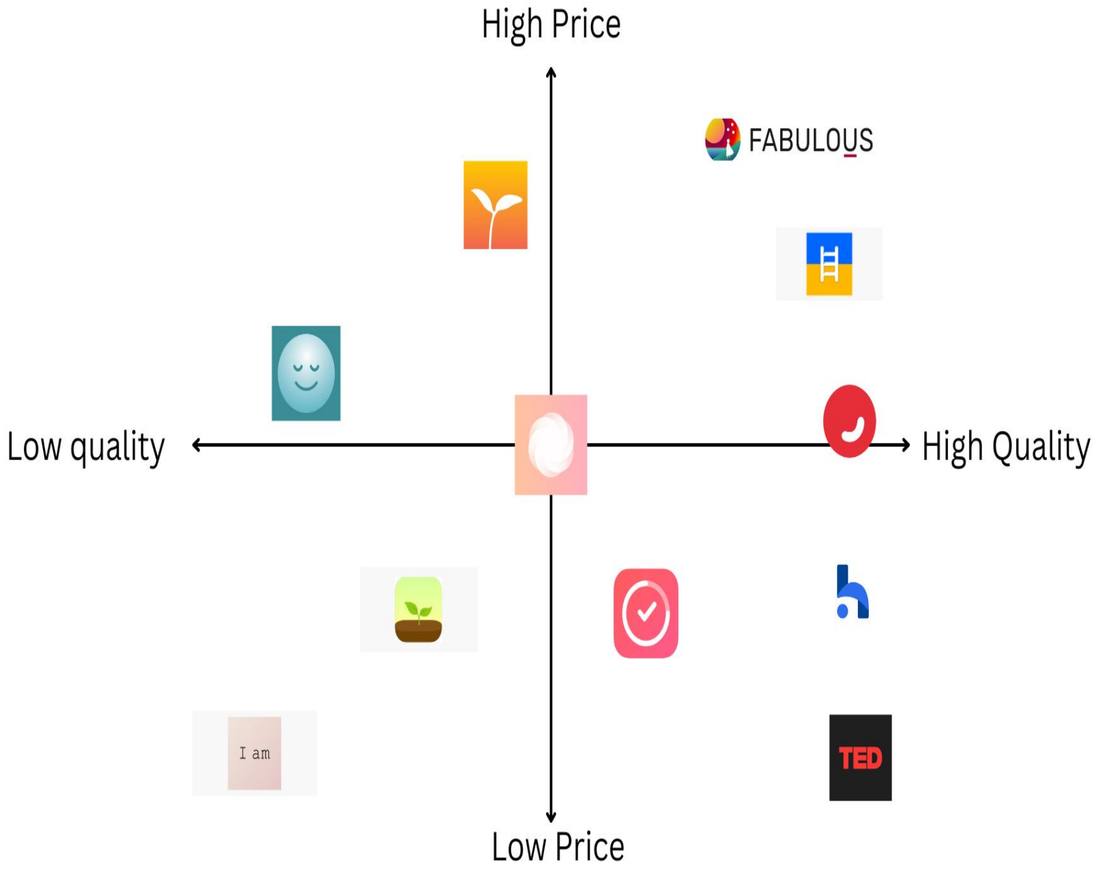
End Users

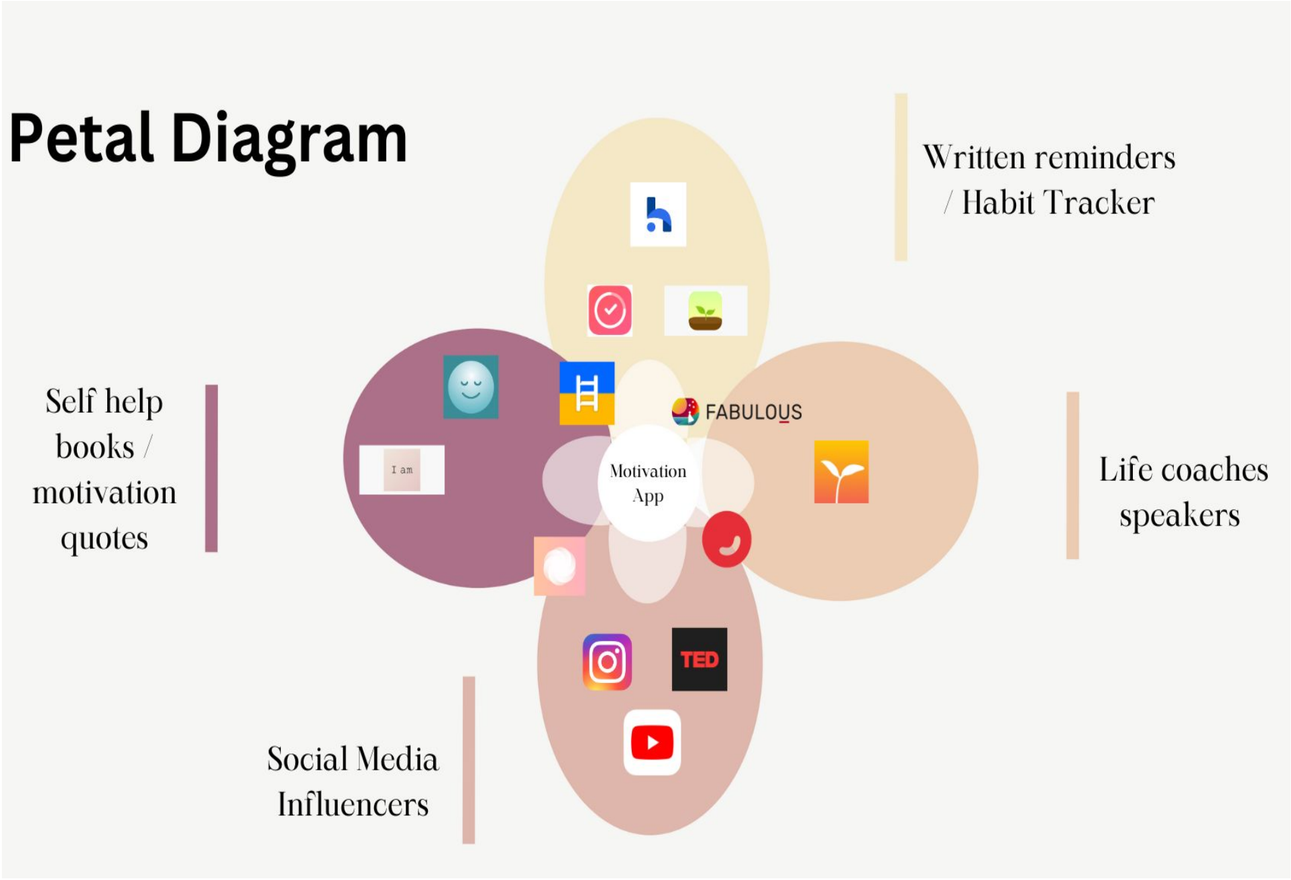


Saboteurs = Life Coaches

Beneficiaries = End Users

COMPETITIVE SPACE

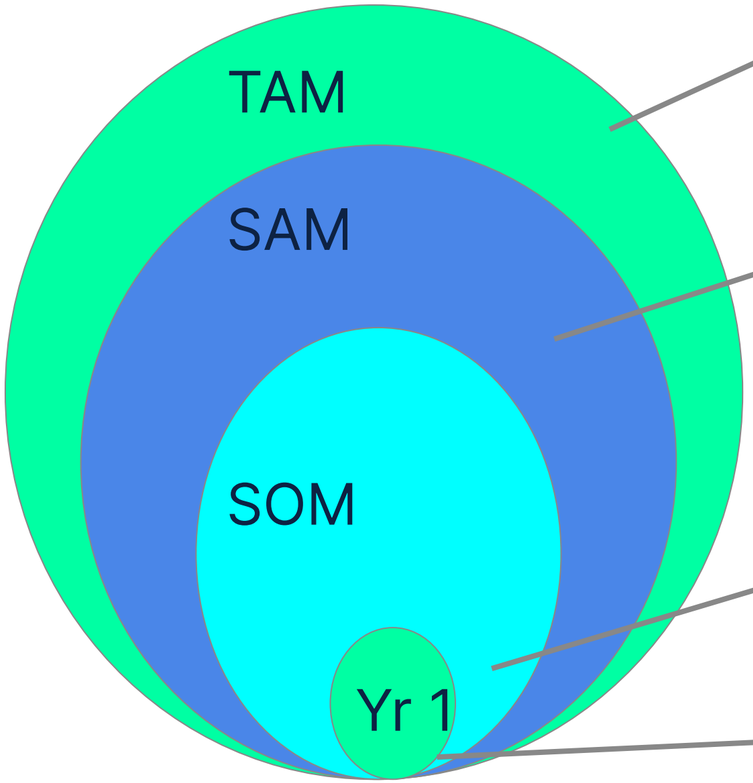




White Space Grid

Competitors	Visualization	Written reminders / Habit Tracker	Simple UI	Pricing	Total Score
1. FutureMe	4/5	4/5	5/5	5/5	18/20
2. Fabulous	0/5	4/5	5/5	2/5	11/20
3. Headway	0/5	5/5	5/5	1/5	11/20
4. Habit Tracker	0/5	5/5	4/5	5/5	14/20
5. Ten Percent Happier	0/5	0/5	5/5	3/5	08/20

MARKET SIZING



- 250 Million university students in the world
- 90% university students feel dilatory behaviour
- 250M* 90% = 225 Million
- 225 Million * $ 2 = $ 450 million per month

- 2.17 M students in Canada
- 2.17 M * 90% = 1.95 M
- 1.95*$2 = 3.906 Million per month

- UBC (Vancouver)+SFU + UVIC students for year 1
- 120k * 90% * 2 = $ 216k ($2,592,000 per year) (this is if every possible students who needs it downloads it in the first year)
- This is too optimistic!

- ~15% early adopters
- $216k * 15 % = $32.4k per month ($388,000) year

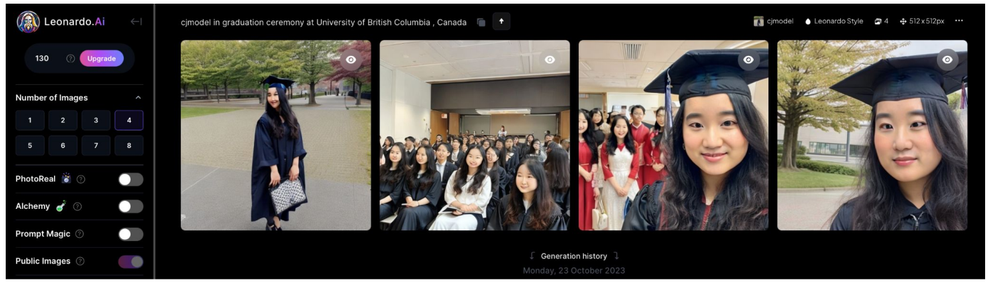
https://www.unesco.org/en/higher-education#:~:text=There%20are%20around%20235%20million,differences%20between%20countries%20and%20regions.
https://www.investopedia.com/terms/e/early-majority.asp

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9952811/
https://www.statista.com/statistics/447739/enrollment-of-postsecondary-students-in-canada/#:~:text=In%202021%2C%20around%202.17%20million,in%20postsecondary%20institutions%20in%20Canada.

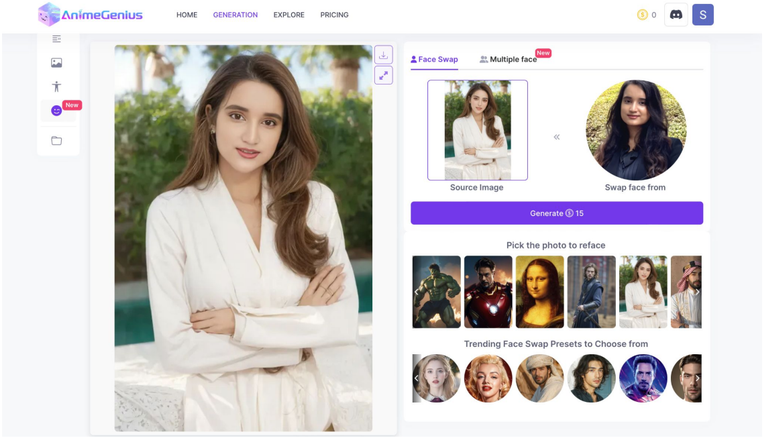
ENABLING TOOLS & TECHNOLOGY

- **Figma** for development of low-fidelity prototype
- **React Native with Expo Framework** implemented using **Javascript** for development for cross platform mobile app development for frontend and **OpenAI GPT-3** in backend for MVP
- We plan to use MongoDB as database + FLASK for building Restful API + AWS to host everything on their servers (will look for AWS credits)

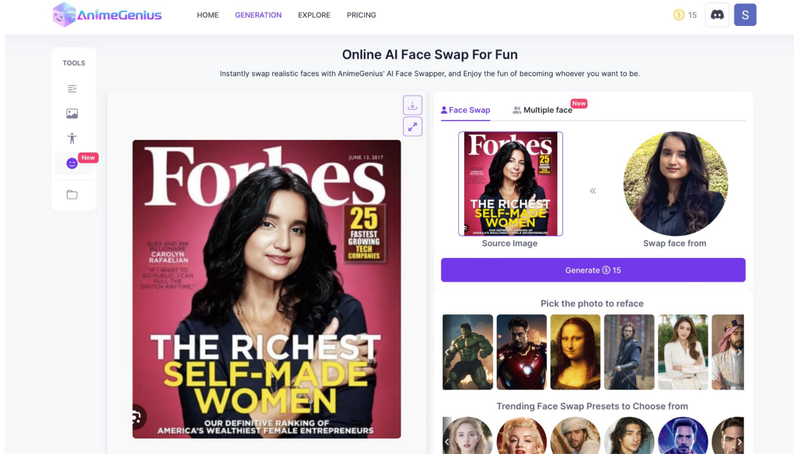
TECH FEASIBILITY - AI IMAGE GENERATION



- Explored tools such as Leonardo.AI, Stability.AI , Stable Diffusion img2img Model , Adobe Generative AI fill , Anime Genius



- Looking to explore DALLE-2 by OpenAI , Mid Journey for reference image editing



COST + REVENUE STREAMS + PRICING

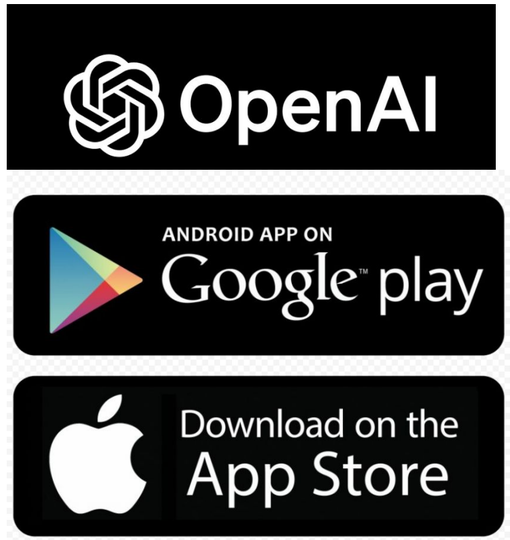
Fixed Costs
ChatGPT Plus: $20/month
Android: Google Play Store: A one-time registration fee of $25.
iOS: Apple App Store: A $99 yearly developer fee.

User based cost
Open AI API:

Model	Input	Output
DALLE 2	1024×1024	$0.020 / image
DALL·E 2	512×512	$0.018 / image
DALL·E 2	256×256	$0.016 / image

Pricing : 1.99$ / month for premium no-ad free app usage

Revenue Stream : Premium version subscription model,
In-app advertisements for free version



Source:

1. https://platform.openai.com/docs/guides/images/introduction?context=node
2. https://openai.com/pricing
3. https://developer.apple.com/support/compare-memberships/
4. https://appinventiv.com/blog/how-to-submit-app-to-google-play-store/

CHANNEL

Channel economics (for one month and one user from tentative 1000 UBC students)

COG + MARKETING ($1.10)	PROFIT MARGIN ($0.88)	CHANNEL ($0.01)	END CONSUMER PAYS $1.99
55%	44.2%	0.5%	100%

CHANNEL

- GET:
  - Spread posters around campus = Low cost
  - Tell professors to tell students = Low cost

- KEEP:
  - Utilize notifications = Low cost
  - Email newsletters = Low cost

- Grow
  - Can share visualized images with friends and on social media = Low cost.
  - Participate in campus events = Low cost.

CUSTOMER ACQUISITION

1. Target University Campuses

2. Use Campus Clubs and Programs

3. Ask professors to give short pitch

4. Leverage influencers to encourage people to sign up

5. Limiting marketing budget (spread word of mouth)

6. $300 to spend on marketing to start

NEXT STEPS

Non-Technical

- Posters Posters on UBC Campus Everywhere!
- Interviews for more validation and Van Westendorp Test (Reaching out to PSYC profs)

Technical

Plan:Smooth Easter

- Prepare the CFP (Critical Functional Prototype) by February
- Look into alternative features that are not a part of the CFP
- Asses patenting needs

APPENDICES

frontiers in Psychology

Front Psychol. 2018; 9: 1879.
Published online 2018 Oct 2. doi: 10.3389/fpsyg.2018.01879

PMCID: PMC6176065
PMID: 30333781

How Focusing on Superordinate Goals Motivates Broad, Long-Term Goal Pursuit: A Theoretical Perspective

Bettina Höchli,* Adrian Brügger, and Claude Messner

Front Ps

- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6176065/

"superordinate goals fulfill a crucial role in motivating behavior when addressing broad, long-term challenges"

"people pursue long-term goals more successfully when they focus on subordinate as well as superordinate goals"

BASIC AND APPLIED SOCIAL PSYCHOLOGY
Taylor & Francis

Basic Appl Soc Psych. 2017 Jan 2; 39(1): 60–67.
Published online 2016 Dec 7. doi: 10.1080/01973533.2016.1255947

PMCID: PMC5351796
PMID: 28366970

Imagining Success: Multiple Achievement Goals and the Effectiveness of Imagery

Tim Blankert [a] and Melvyn R. W. Hamstra [a,*]

Author information ▸ Copyright and License information PMC Disclaimer

ABSTRACT

Go to: ▸

Imagery (richly imagining carrying out a task successfully) is a popular performance-enhancement tool in many domains. This experiment sought to test whether pursuing two *achievement* goals (vs. one) benefits performance after an imagery exercise. We examined mastery goals (aiming to improve skill level) and performance goals (aiming to outperform others) among 65 tennis players who were assigned to a mastery goal condition, a performance goal condition, or a mastery goal *and* performance goal condition. After reading instructions for a service task, which included the goal manipulation, participants completed 20 tennis services. They then completed an imagery exercise and, finally, completed another 20 services. Postimagery service performance was better in the dual-goal condition than in the other conditions.

Taylor & Francis Open Select

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Behav Sci (Basel)

Procrastination in University Students: A Proposal of a Theoretical Model

Luis Araya-Castillo,[1] Mildred Burgos,[2] Patricia González,[3] Yuracid Rivera,[4] Nicolás Barrientos,[2] Víctor Yáñez Jara,[5] Francisco Ganga-Contreras,[6,*] and Walter Sáez[6]

Federica Sancassiani, Academic Editor

Author information ▸ Article notes ▸ Copyright and License information PMC Disclaimer

Abstract

Go to: ▸

Procrastination is a phenomenon that affects university students and consists of not finishing a task or finishing it late, which has a direct impact on their academic performance. This is relevant because, in a context of high competition, higher education institutions and their decision-makers need to be aware of the factors that influence university students' procrastination in order to implement actions that favor student attraction and retention. Based on the above, this research aims to propose a theoretical model of procrastination in university students, based on the literature review and content validation assessment through a semi-structured questionnaire. The proposed model is made up of nine dimensions: Psychological, Physiological, Social, Academic, Leisure, Time Management, Resources, Labor, and Environmental. Dimensions were obtained based on adequate levels of content validity provided by the literature and the questionnaire. In the future, the research proposes to study the way in which these dimensions are present in procrastination and design a scale that allows for their measurement.

Keywords: procrastination, theoretical model, higher education

Behav Sci (Basel)

AMERICAN PSYCHOLOGICAL ASSOCIATION

This page has been archived and is no longer being updated regularly.

Home > News & advocacy > Press room > Press releases > 2010 >

Date created: 2010

Psychology of Procrastination: Why People Put Off Important Tasks Until the Last Minute

Five questions for Joseph Ferrari, PhD

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