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Yee FM

The future leading Digital platform

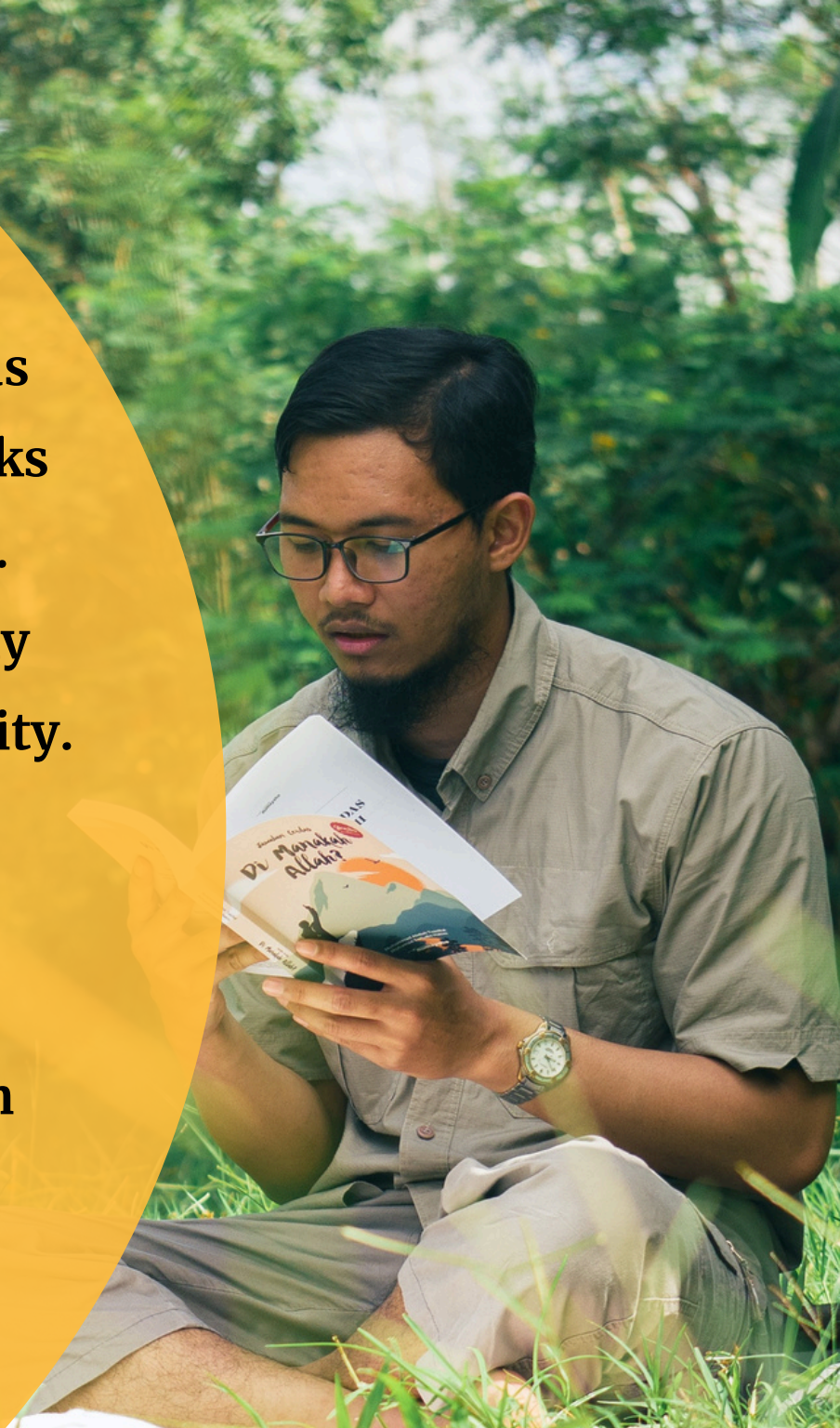


THE PROBLEM

- High-quality open access books are poorly distributed, fragmented across multiple sites yet have a high demand as average site visits is 5 to 10 million per month some per day
- Chapters are scattered and buried in CSV files with complex links.
- Books are rarely translated or adapted for different cultures post-funding.
- Supplementary content like solution books is scarce.

THE SOLUTION

- Yee FM aggregates content from various sources, reassembling fragmented books into complete, easily accessible ebooks.
- We index these ebooks comprehensively for seamless navigation and searchability.
- An AI assistant is integrated to explain complex concepts using analogies, enhancing understanding.
- Users can listen to any page of a book in multiple languages (Swahili, French, Arabic, English, Spanish), promoting accessibility and inclusivity.



VALUE PROPOSITION

- Access to a vast library of over 150,000 ebooks , 30,000 audiobooks and 1000 notes and ppts that can be listened to in five major languages.
- Enhanced learning with AI-powered explanations and text-to-speech capabilities.
- Convenient mobile and web app access for flexibility in reading and listening.
- Bridging the gap in educational resources for academia and working professionals.

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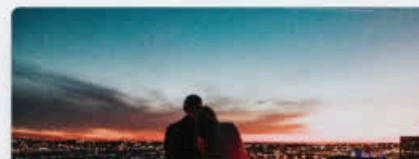
Ebooks and Magazines

Ordinary ebooks and magazines 📖



Audio books

Just audiobooks 🎧



Audio chapters

Chapters in audio form 🎵



Chapters

Chapters written t



HOW WE MADE IT

Tech Stack: Python, Flask, React, MongoDB, Hugging Face Transformers, ChromaDB, CUDA, SimpleChatStore, ONNX, huggingface, Node.js, react.js , Flutter for android and ios, Open AI, custom tts Model

Target Market

Academia and professionals who want to learn new skills or stay up-to-date on industry trends. with a strong concentration in disciplines such as STEM, humanities, and social sciences.

Individuals who prefer to consume content while multitasking, such as during their commute or while exercising.

People with visual impairments or dyslexia who find it difficult to read traditional books and magazines.

TARGET CUSTOMERS

EMERGING MARKET readers

Ages: 18 to 55

INCOME: LOWER

LIMIT: \$100+ per month

**UPPER LIMIT \$12,000
per month**

LOCATION: URBAN

**EDUCATION: MIN
DIPLOMA**

MARKET ANALYSIS

Total Addressable Market (TAM):

- Global population involved in higher education, research, and professional development: **500 million** individuals. Industry valuation **30 billion USD**

Serviceable Obtainable Market (SOM):

- Assuming Yee FM can capture 5% of TAM: $500 \text{ million} * 0.05 = \mathbf{25 \text{ million}}$ potential users. **1.5 billion USD** with **5 USD per month** charge

Serviceable Available Market (SAM):

- Assuming Yee FM can effectively reach 50% of SOM: $25 \text{ million} * 0.50 = \mathbf{12.5 \text{ million}}$ reachable users. **750 million USD**

COMPETITIVE ADVANTAGE

Platform	Amount of Content	Key Features	Why Yee FM is Better
Google Scholar	Millions of scholarly articles and papers	- Focuses on academic literature and research papers Integration with Google's search engine- Citations, metrics, and author profiles	Primarily focused on academic papers and lacks the breadth of multimedia educational content and AI-driven tools provided by Yee FM. Lacks Open access content, No mobile app , Lack of language translation in Arabic and Swahili
JSTOR	Over 12 million academic journal articles	- Extensive collection of journals and primary sources- Access to archives of scholarly literature- Topic-specific collections and research tools	Strong in archival access to academic journals but lacks the variety of audiobooks, notes, and PPTs available on Yee FM. Content is hard to navigate and is poorly distribute in many different parts and other sites
PubMed Central	Over 6 million biomedical and life sciences articles	- Free full-text archive of biomedical and life sciences journal literature - Authoritative source for medical research - Integrated with NIH research funding and policies	Specializes in biomedical research, not offering comprehensive resources like audiobooks and multimedia educational materials provided by Yee FM. And esse of acces likeYeeFM is lacking plus pooer langauge support
DOAJ (Directory of Open Access Journals)	Over 15,000 open access journals	- Database of scholarly open access journals - Peer-reviewed research across various disciplines - Searchable by journal title, subject, or publisher	Focuses solely on open access journals, lacking the variety of multimedia educational content and advanced AI features available on Yee FM. No mobile app for easy access and No language support and it content is poorly displayed with links to different sites

BUSINESS MODEL

**Freemium model and
subscription for services**

**Subscription fees
USD 5/month,
USD 2/week,
USD 0.5/day**

**Advertising
and
promotional
partnerships**

GO TO MARKET AND KEY METRICS

Yee FM's business plan focuses on building a sustainable and scalable platform (Web and mobile app) that meets the needs of users with key metrics being number of website visits 500,000 first year, full operation, , Retention Rate 80% , number of Active users 100,000 first year, Average Revenue Per User (ARPU) \$5 ads and subscription, Average Session Duration 20 mins

ONLINE

Daily online posting of individual pieces of content to drive traffic and creating compelling stories to attract traffic and growing a community through social media platforms

PARTNERS

Partnering with local publishers and content creators to acquire a diverse range of content in both English and local languages.

Exploring strategic partnerships with telecommunications companies and other businesses to expand the reach of the platform.

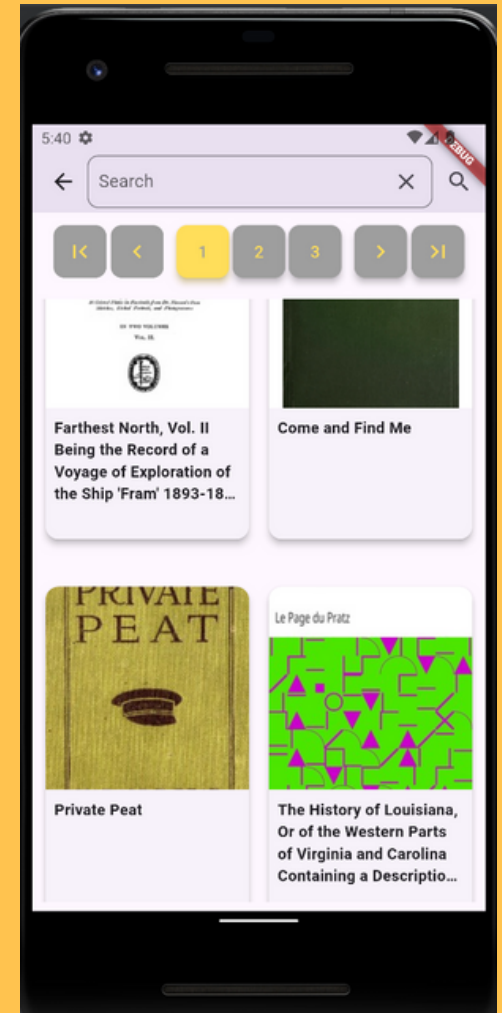
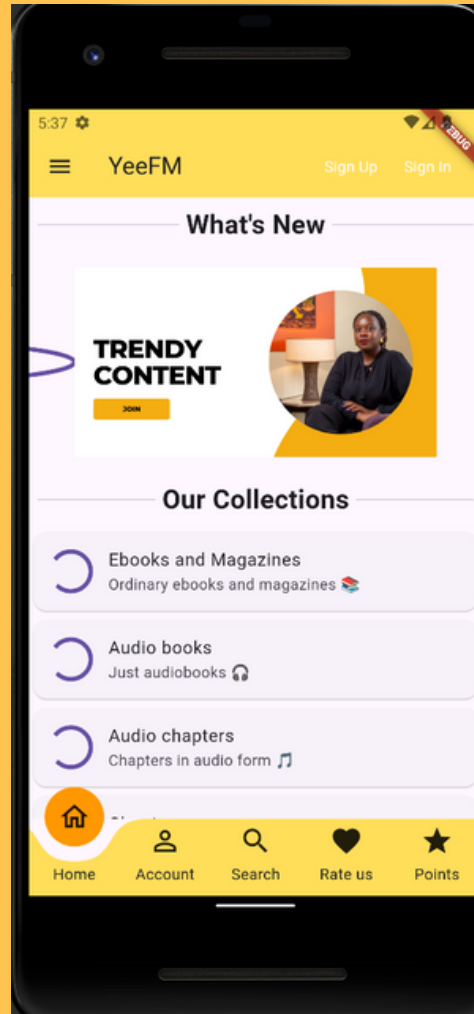
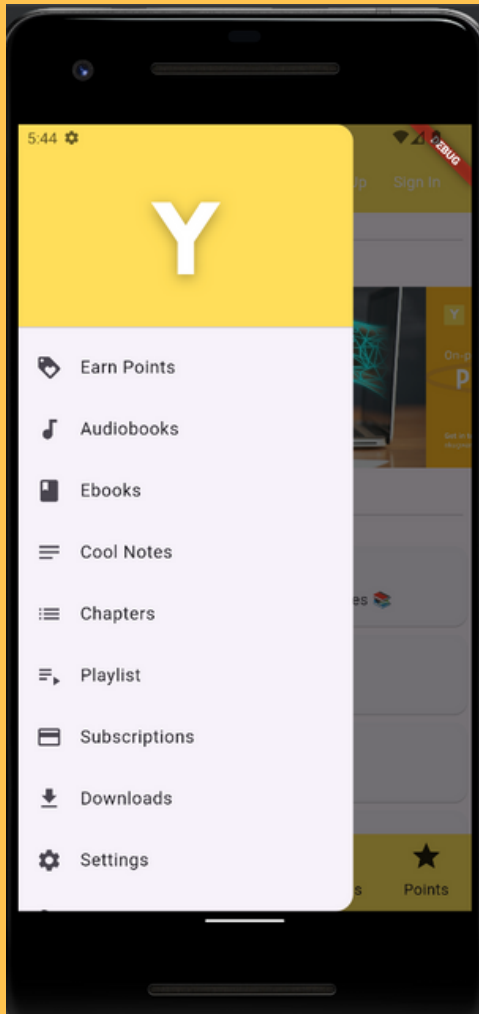
TRACTION

Yee FM has acquired **150,000** ebooks , **30,000** audiobooks , **1000** notes and counting as we have automated scrapes passing through csv files provided by Open access provides to get more content combine and use natural language processing to give it a category

Market ready MVP web app and mobile ready for the market the web app is in market and the mobile app is done and soon to be realised on google play and ios

<https://www.yeefm.com>

MOBILE APP



<https://www.yeefm.com>

Super Team



NKUGWA MARK WILLIAM
Director and Software engineer , 6
years expirience (ALX , Kyambogo)



Namubiru Miriam
Marketing lead
8 years expirience (



Mwesigwa Joshua
Sales Lead
6 years expirience

