



## Company Overview

1SpecialPlace envisions to amalgamate **technology** with **speech & mental health therapy** to create a global ecosystem for individuals with communication disorders and professionals who treat them. The ecosystem being built by 1SpecialPlace enables technology driven early diagnosis of speech problems in children; and easy-to-access expert intervention through guided self-help and online therapy programmes.

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## Opportunity

**Almost 1 in every 10 school going children in India has an untreated speech difficulty.** According to recent statistics, 1 in every 8 children has neurologic deficits. Cases with Autism Spectrum Disorders are at a record high of 1 in every 68 children. Overall, this totals to ~2.6 million Indian children, having speech, language and voice related problems. These problems can be caused by delayed development of speech and language or as a co-morbid feature of other serious conditions such as Autism, ADHD, Cerebral Palsy, Down Syndrome etc. Since communication abilities are vital to our existence, any interruption can leave a child feeling isolated; and hamper his mental, academic, social and emotional development.

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## Solution

We have addressed the opportunity by creating an ecosystem of 3 technology-driven verticals which complement each other:

1. **Mobile app - Speech Doctor:** Enables easy detection of speech difficulties, followed by customized guided self-help via DIY activity programmes, which are suggested based on diagnosis results. The tests cover expressive/receptive language development, articulation, hearing, fluency, stuttering etc. while DIY programmes are in the form of a set of video tutorials, tips and articles based on the diagnosis.
  2. **Expert Intervention:** In case further need arises, parents can seek expert help via online speech therapy sessions, which are enabled by our interactive therapy software. Therapy is provided after conducting an assessment and using the reports to carefully match patients to an appropriate therapist(s) selected from a trained, multidisciplinary and multilingual team.
  3. **TheraKonnct:** The need for TheraKonnct arose because online speech therapy called for something more than just video calling. 1SpecialPlace’s interactive therapy software - TheraKonnct, contains all features necessary to handle online communication with clients; before, during and after the therapy session. Additionally, we have developed our own training programmes which along with TheraKonnct are available to external therapy professionals for a fee.
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## Market Analysis

### Customer Base

Our target market primarily comprises of families with young children suffering from speech difficulties :

Age Group	Total India Population (Census of 2011)	Concerned Population Percentage (NIDCD)	Children With Difficulties
3-14 years	26,769,600	7.7% (voice + speech + language)	2,061,259

This reveals that around 2.06 million children in India are potentially suffering from issues related to speech, language and voice. An average therapy customer takes 10 sessions (a trend observed by us from our customers) and each session costs \$8.65. Thus our *target market size* is \$178 million.

Considering the 30% commission taken on each session, our *total addressable market size* is \$53.45 million. Here we note that we are currently targeting internet users and people who speak primary Indian Languages (English, Hindi, Tamil, Telugu, Kannada, Marathi). We consider these users to be a part of the urban population who live in towns and cities (Tier 1 and Tier 2). These comprise [26% of the population](#), narrowing our total addressable market to our *initial addressable market* of \$13.89 million. In future we also plan to address other age groups with speech problems and we also note that in addition to this market, our self-help app Speech Doctor and TheraKonnnect software would address a broader market.

## Customer Segments

Customer	Parent with a child older than 2 years	Parent with child diagnosed with CP/ Autism/ ADHD	Parent of child with Speech Delay	Speech Language Therapist/ Other Therapy professional
<b>Pain Point</b>	<ul style="list-style-type: none"> <li>Child does not start talking at the right time</li> <li>Child has related behavioural issues</li> </ul>	Child is not at a level similar to his/ her peers	Child is not talking	<ul style="list-style-type: none"> <li>Admin work is time consuming</li> <li>Unable to scale up business</li> <li>Losing out patients who are far from the clinic and cannot travel as frequently</li> </ul>
<b>Need</b>	Diagnosis and Treatment	Long term professional help	Professional help from home	<ul style="list-style-type: none"> <li>Sophisticated clinic management software</li> <li>Interactive Online Therapy platform</li> </ul>
<b>Challenge</b>	<ul style="list-style-type: none"> <li>No Professional help in locality</li> <li>Nearest Therapy Clinic 200 km away</li> </ul>	Travel to Therapy clinic is time consuming	<ul style="list-style-type: none"> <li>Working parent</li> <li>Little support from family</li> </ul>	<ul style="list-style-type: none"> <li>Lack of awareness of cloud based solutions</li> <li>Limited Budget</li> <li>Technical know how</li> </ul>

## Learnings from Primary Customer Research and Development

There are several trends we have observed while acquiring and servicing these customers :

- Therapy requirement peaks in the beginning of the year and after schools reopen in the middle of the year
- Free trials offered as part of the sales chain are greatly effective in making the idea of online therapy more acceptable

## Sales and Distribution

### Distribution Channels

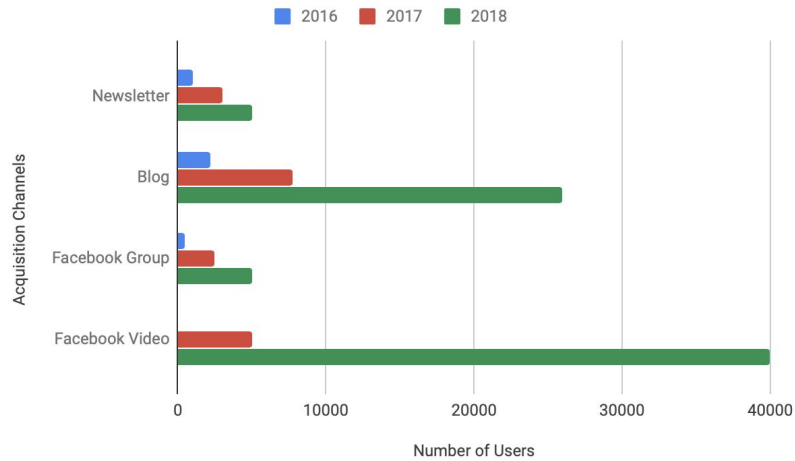
Our sales channels are primarily *direct* where a customer interacts directly : - 1) With our therapist through our online therapy service programme 2) With our app Speech Doctor 3) With our online therapy software TheraKonnnect or 4) With our trainer for the online therapy training programme. The sales chain for services is handled by a dedicated clinical coordinator who guides potential customers through the process. We provide a trial session followed by a chargeable assessment and then an appropriate long term therapy programme. For Speech Doctor and TheraKonnnect, customers can register directly on the app or website to get started.

We are currently exploring *indirect* sales channels through partnerships with schools, clinics and companies (for e.g. the ones that make cochlear implants and hearing aids) where customers will interact with our therapists and products through these entities.

## Customer Development

We plan to reach the identified customer segments via the following marketing channels. These are the primary methods through which potential customers would get to know about 1SpecialPlace :

1. Website and Blog : 5000 email subscribers and 210% YoY organic website visitor growth
2. Social Media : 3600+ page likes and 5000+ members in support groups
3. Events : 40k+ views for live facebook events with guests from around the world
4. Paid Advertisements : for services and events



5. Service Partnerships : In talks with schools and offline therapy centers



6. Marketing Partnerships : covered by 9 media organisations in 2 years

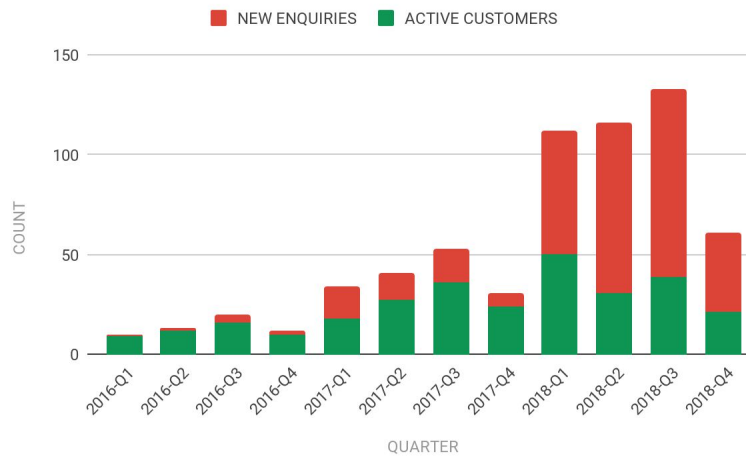


7. Consumer Awards : We instituted One Special Woman Awards in 2018 as our annual recurring event to reach to the masses and build our brand in the social domain. The awards recognise outstanding women in the field of disability and are the first Indian awards in this space. These also are helping us in networking and collaboration.



## Customer Traction

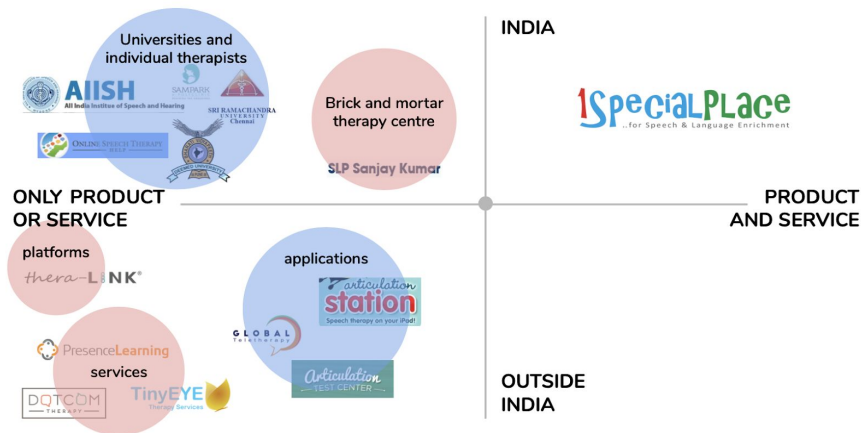
Since 2016, we have conducted 3000+ online sessions for over 170+ paying customers. All of this has come primarily from organic growth via our customer development efforts. Some of these customers are Indians who reside abroad allowing us to serve customers in a total of 5 countries. Our android apps for diagnosis and remedy of speech problems have been downloaded more than 50k+ times. For TheraKconnect we have 20 clinics registered for the free trial while for training we have conducted 4 sessions in 2018, for more than 20 external therapists.



Service Customer Growth in 3 years

## Competitor Analysis





**Competitive Landscape and our product positioning**

Below we have analyzed all our competitors with their strengths and also weaknesses that we address through our model:

Competitor	Example	Strength	Weakness
Brick and Mortar Therapy Centre	SLP Sanjay Kumar	<ul style="list-style-type: none"> <li>Higher walk in traffic as awareness about success and benefits of online therapy is low in India.</li> <li>Patient referral is a strong trend and patients are recommended by their ENT or pediatrician</li> </ul>	<ul style="list-style-type: none"> <li>Addressing problems through services without any technological assistance</li> <li>Their solution, being offline, is not easily scalable</li> <li>Quality is dependant on local therapist talent</li> </ul>
Indian + foreign companies providing SAAS telemedicine solutions and telemedicine aggregators	Practo Ray (India), TheraLink (USA)	<ul style="list-style-type: none"> <li>Access to therapy professionals</li> </ul>	<ul style="list-style-type: none"> <li>No reporting or feedback loop</li> <li>Software solutions not suited for interactive therapy</li> </ul>
Established online therapy service providers outside India	Tiny Eye Services, DotCom Therapy, Presence Learning	<ul style="list-style-type: none"> <li>More accepted outside India as a standard practice</li> <li>Schools are more open to partnering with these companies, thus making a B2B business model more feasible.</li> </ul>	<ul style="list-style-type: none"> <li>Do not offer a complete ecosystem needed in a country like India</li> <li>Therapy based treatment is region specific and a successful service outside India doesn't guarantee success in the Indian market</li> </ul>
University Departments providing online therapy	Telecenter Department at All India Institute of Speech, India	<ul style="list-style-type: none"> <li>Have a steady stream of clients and therapist talent</li> <li>Have established credibility</li> </ul>	<ul style="list-style-type: none"> <li>Lack additional talent (engineering, marketing etc) to develop and scale a commercial business model</li> <li>Conduct therapy through Skype and not a specialised software</li> </ul>
Individual therapists with an online presence and practice	Online Speech Therapy Help	<ul style="list-style-type: none"> <li>Have a client base from their offline practice</li> <li>An offline as well as online hybrid model could allow for better interaction with clients</li> </ul>	<ul style="list-style-type: none"> <li>Lack an interdisciplinary team that includes OTs, Psychologists etc who are needed for a successful treatment, and are needed at different stages of treatment</li> <li>Conduct therapy through Skype and not a specialised software</li> </ul>

Foreign Applications providing speech and language development features	Articulation Test Centre	Established customer base for iterative development of new features	No application is able to offer a complete diagnostic suit and personalized self-help solutions which leads to lower customer retention for these apps
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### Competitive Differentiation

Speech Doctor and online therapy services offers great value to customers because they are :

1. **Continuous:** Unaffected by family’s movement and transfers
2. **Flexible:** Fits into busy schedules of parents. Parents can follow guided self-help programmes on Speech Doctor as per their schedule.
3. **Convenient:** The child receiving therapy does not need to adapt and become comfortable in a new surrounding which is the case in brick and mortar centers
4. **Controllable:** Continuous feedback loop for parents with session reports and recordings. Brick and mortar solutions are often closed door limiting access to parents.
5. **Time and Cost saving:** Diagnosis is free and accessible through the app. Parents and the child do not need to travel to avail therapy.

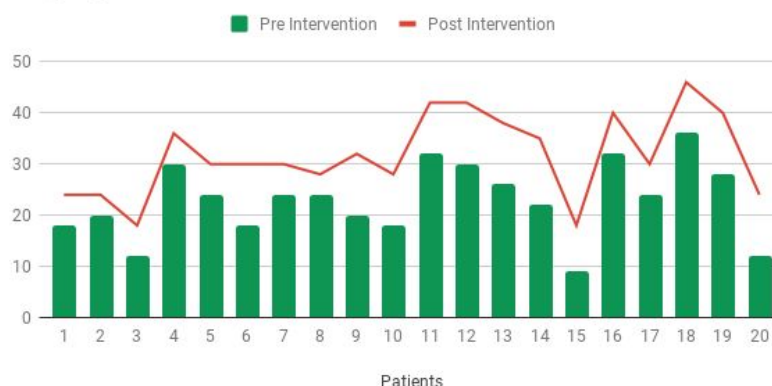
TheraKonnnect and online therapy trainings offer therapy professionals the necessary skills, hands-on online therapy experience and an end-to-end solution for starting and scaling an online clinic while effectively maintaining the client-patient relationship. In comparison to typical telehealth solutions that use basic video conferencing solutions like Skype, using TheraKonnnect gives our services a significant competitive edge.

### Treatment Analysis

Positive outcomes of treatment have been documented across all the patients under our care. Comparative results of the language scores between baseline and post intervention and documentation over a communication matrix show a significant improvement . We have presented our research in the national conference by Telemedicine Society of India.

### Case Vignettes : Children with Speech & Language Delay :

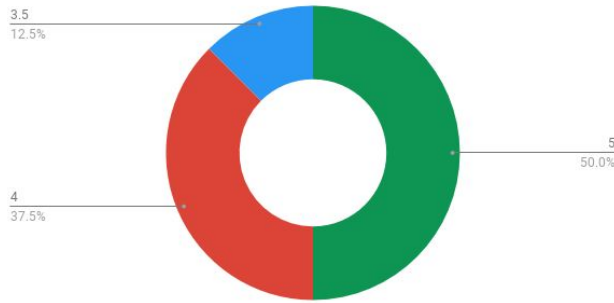
- 1) Children were assessed using standardised tools to arrive at a baseline of pretreatment language skills, level of competence and overall communication.
- 2) Online Therapy Intervention over 6 months was kept as a benchmark to observe pre and post intervention success.
- 3) Children have shown significant improvement in their language scores( Refer fig 1)
- 4) Qualitative analysis of other skills of communication, social skills, sentence length and structure, oral motor skills, articulation clarity and fluency have also yielded positive improvement.
- 5) Parent Satisfaction Scores have also been high, with 50 % giving a 5/5 rating on a scale of 1-5 ( Refer second figure below)



**Outcomes Online Speech Therapy by 1SpecialPlace on Language Scores**



Data by 1SpecialPlace, 2018



### Patient Feedback for online speech therapy

## Financials

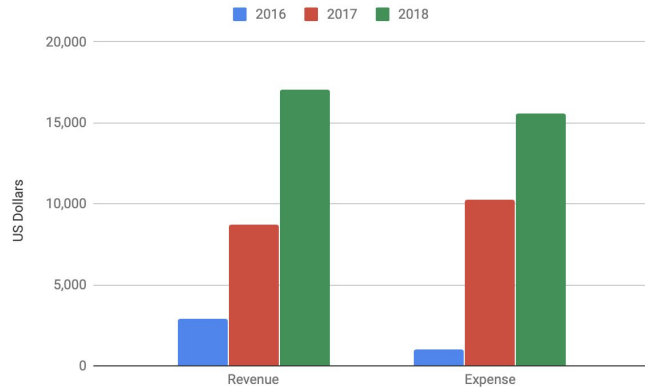
### Pricing Model

For each of our verticals we have a simple yet effective business models. The unit costs for various verticals are as follows :



### Past revenue and expenses

	2016	2017	2018
Revenue	\$2,902	\$8,696	\$17,040
Expense	\$980	\$10,267	\$15,560



Our **current customer acquisition** cost currently comprises of the cost of giving a free trial session to new customers, the salary of our clinical coordinator in-charge of onboarding new customers and marketing cost. In 2018, our total cost acquisition expense was around \$4771.

### 5 year expense projections

We have projected our 5 year expenses to meet set targets as follows. This calculation accounts for YoY growth in all expense sectors.

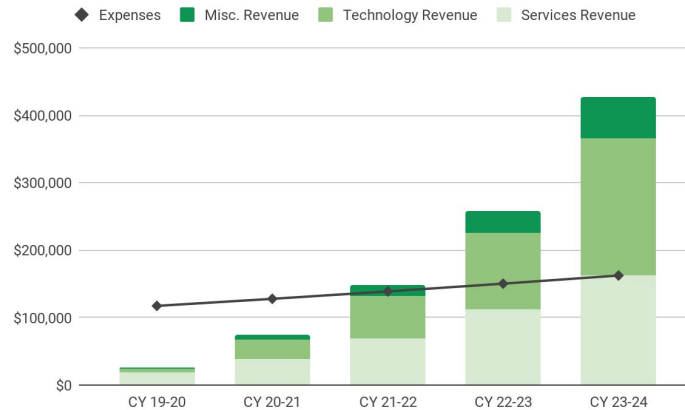
Expenses	CY 19-20	CY 20-21	CY 21-22	CY 22-23	CY 23-24	YoY Growth
Salaries *	\$96,771	\$106,629	\$116,979	\$127,846	\$139,257	5%
IT Support	\$1,908	\$1,946	\$1,985	\$2,025	\$2,066	2%
Marketing Support	\$6,371	\$6,690	\$7,025	\$7,376	\$7,745	5%
Office	\$7,714	\$7,869	\$8,026	\$8,186	\$8,350	2%
Content Development	\$4,629	\$4,721	\$4,816	\$4,912	\$5,010	2%
<b>Total</b>	<b>\$117,394</b>	<b>\$127,855</b>	<b>\$138,830</b>	<b>\$150,345</b>	<b>\$162,427</b>	-

\* Includes salaries for supporting technical, marketing, operations and finance teams

## 5 year revenue projections

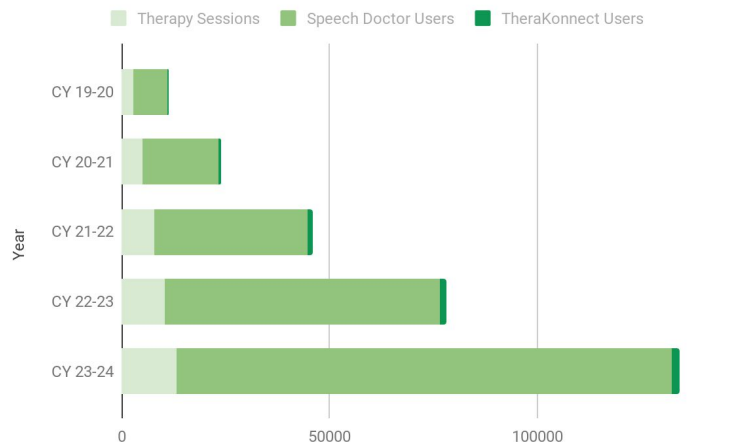
Based on above expenses, we aim to achieve revenues as follows :

Revenue Vertical	CY 19-20	CY 20-21	CY 21-22	CY 22-23	CY 23-24
Services Revenue	\$17,897	\$37,747	\$69,982	\$111,609	\$162,284
Technology Revenue	\$6,346	\$29,691	\$61,605	\$114,542	\$203,330
Misc. Revenue	\$1,500	\$7,686	\$16,530	\$32,160	\$60,910
<b>Total</b>	<b>\$25,743</b>	<b>\$75,124</b>	<b>\$148,117</b>	<b>\$258,312</b>	<b>\$426,523</b>



5 year revenue and expense projection

To achieve above revenue numbers we plan to grow our verticals as shown below (Please note that due to differences in nature of verticals, the numbers of one vertical are not comparable to one another). We also plan to generate some additional revenue through TheraKconnect training sessions and in-app advertising.



Based on these projects we aim to breakeven by the end of 3rd year of operations. Our valuation is expected to be \$1.26 Million according to the 5th year revenue.

## Prize Money Utilization

While we are in talks to raise money to cover our projected first and second year expense, we plan to utilize the \$20,000 from the McGinnis challenge to develop our Speech Doctor app fully and also to scale our existing verticals (Services and TheraKconnect) through marketing. So this will cover :

- \$4,629 content development cost for self-help videos on Speech Doctor
- \$6,371 for marketing the verticals
- \$9,000 to support professionals in marketing and app development teams

## Team



## Team Members

**Pratiksha Gupta**, CEO of 1SpecialPlace is a Speech Therapist & Audiologist who has over 15 years of experience in the field and is a certified Telepractitioner. She is a Gold Medalist from All India Institute of Speech & Hearing, Mysore and did her post graduation from University College London, UK. She is a senior trainer and monitors therapists and guides them for quality outcomes at 1SpecialPlace. She conducts awareness workshops for parents and teachers and has also been invited by leading organisations to deliver motivational talks to budding entrepreneurs. She is a keen researcher and is currently pursuing her PhD from University of KwaZulu Natal, South Africa.

**Aditya Agarwal**, CTO of 1SpecialPlace, graduated from IIT Kharagpur with a passion for technology spanning across both hardware and software. He successfully started IIT Kharagpur's first Aerial Robotics Student group that got funded by the institute and went on to participate in international competitions. Aditya has developed and released products as CTO of 1SpecialPlace, worked on customer acquisition, customer discovery, inbound sales, marketing and data analytics. More recently he along with Pratiksha represented the company at the accelerator in Delhi after which they pitched the company to investors. In 2018, Aditya came to CMU to study robotics, a field with huge potential for innovation and a field which CMU has pioneered in. He hopes to utilize multiple opportunities for entrepreneurship at CMU and use the platform to interact with mentors and professionals that can help 1SpecialPlace grow further.

**Harshika Jain**, UX Designer at 1SpecialPlace, is currently a Master's student at Carnegie Mellon University, studying Integrated Innovation in Products and Services. She has previously worked at Microsoft as a User Experience Designer. Coming from a UX and Industrial Design background, she has conducted design thinking workshops with hospitals to enhance patient experience and proposed solutions for enhancing economic productivity of mentally challenged young adults. Harshika applied to CMU to gain a holistic understanding of how companies and different roles within them amalgamate. She wanted to gain depth of expertise in design and width of knowledge of multiple other fields to become a T-shaped individual.

## Challenges and Additional Skills we seek to acquire

- We are seeking a Chief Marketing Officer preferably with experience in the education or healthcare sector who can build a team to take over our online and offline marketing efforts.
- We are looking to hire an HR manager to conduct activities related to employment of therapists.

## Advisors

- Stefano Gridelli, Co-Founder/CEO, NetBeez
- Bipin Duggal, Director, Qualcomm, B.Tech, MBA, Gold Medalist
- Sharad Gupta, Wing Commander, Indian Airforce, MSc, MBA

## Team Recognition

- Interviewed by more than 9 media organisations
- Finished third in a pitching contest organized by Startup Leadership Programme in Bangalore where over 50 early-stage startups pitched
- Successfully completed the March-August 2018 cohort of Espark-Viridian Accelerator in Delhi and finished first in a pitching contest organized among the startups
- Awarded the Special Prize in an Alexa hackathon organised by Amazon and Hackerearth for developing Speech Doctor on Alexa

We have a well balanced team behind 1SpecialPlace together having domain knowledge in the field of speech and language therapy, technical experience, business experience and customer handling.

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## Milestones

### Current Milestones

The table below captures major milestones in our journey so far :

Jan 2016	Website launched with Pratiksha providing online therapy services to former clients
April - Aug 2016	Released Early Word Deck and Speech Doctor apps on Android for remedy and diagnosis for speech problems respectively.
Jan 2017	Multi disciplinary online therapy services launched with a team of therapists.
July 2017	Support communities on Facebook and therapist driven blog launched.
Dec 2017	Launched short courses on online therapy for external therapy professionals
April 2018	Conducted the first Speech Hour on Facebook Live.
May 2018	Officially launched TheraKconnect as a SAAS for starting an online practice.
June 2018	Speech Doctor cross-platform version developed and released on iOS
Aug 2018	Completed a 4 month accelerator programme with Viridian-eSpark
Mar 2019	Finalist in McGinnis Venture Capital Competition at CMU Swartz Centre

### Milestones to achieve in the next 3 months

- Raise funds and use them for marketing, product development and therapist hiring
- Complete UI/UX research and design of Speech Doctor mobile app
- Increase customer volume for services and TheraKconnect by introducing new pricing plans
- Onboard 1-2 software engineering interns from Carnegie Mellon University

### How to expand in USA:

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## Obstacles and Challenges

### Technical Hurdles

We believe that we have successfully created a brand value in speech and language therapy space in India. The 3 major risks or challenges we face currently are the following :

- **Lengthy customer acquisition** : Customer acquisition for services is still a lengthy process and sometimes it can take more than a month to get customers signed up for therapy programmes. We aim to reduce this through awareness campaigns about online therapy thereby increasing its acceptance among customers and in turn reducing the turnaround singup time. Additionally, better sales staff and better CRM features in our software can also help reduce it. For Speech Doctor and TheraKconnect as well, more streamlined marketing efforts are needed.
- **Lack of Offline Marketing** : Despite our marketing efforts online, there is a large section of the population we are unable to reach due to lack of offline marketing. A significant amount of business in this space still happens offline and many customers are still not accustomed to seeking help online in any form (Facebook support groups, online therapy, forums etc.). Our offline reach has been limited due to lack of funds and human resources required to organise offline events or develop partnerships with offline players (schools and therapy centers). We plan to tackle this by using the funds we raise for this task and also by hiring dedicated marketing staff. We will be conducting workshops in schools and therapy centers to increase awareness among potential customers in these places and also build trust with the organisation.
- **High Pricing** : We currently work with our therapists on a per-session based consultation model. As a result of this we are unable to reduce prices of our therapy sessions in order to maintain

significant incentive in terms of the money they make per session. Several interested customers have in the past indicated high prices the main reason for not taking up our services. To tackle this, we have started hiring therapists on fixed salary on a trial basis and reduced our prices to become more competitive in the market.

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