

# Making the Workplace more Inclusive and Secure with NotesAI

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October 2023



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# Let's talk about the elephant in the room...

Neurodivergent and disabled professionals who benefit from assistive technologies in the setting of meetings struggle to keep up, emphasizing the need for assistive technologies.



# Privacy-conscious execs want peace of mind when adopting AI transcription technology.

“ *I would like to adopt audio transcription technology, but I do not know if there is a need for it internally or if our proprietary information is safe.* ”

## Demographics

- C-suite professionals (35-65 years old)
- High level of influence on company spending
- Holders of proprietary or sensitive company information
- Regular participants in confidential meetings

## Psychographics

- Privacy-conscious
- Believes in stringent policies
- High risk aversion



# Needs-based professionals want to feel productive and included at work

“ I need a customizable solution that'll help in meetings and brainstorming sessions because I feel like I can't keep up with the pace and fear that I look inept.

## Demographics

- Professionals and/or workers (21-65 years old)
- Have varying cognitive and physical needs that inhibit their participation in workplace activities
- Already use personal audio transcription tools for meetings, brainstorming, and improved comprehension

## Psychographics

- Values workplace inclusivity but currently do not feel well represented at work
- Desires accessibility in all aspects of life but are tired of being the sole advocate for inclusive resources



# Enter NotesAI, the solution that's here to help need-based and privacy-conscious professionals

## AI-Driven Summaries

This feature aids those who might have difficulties processing long texts by providing concise summaries.

## Seamless Integration

Ensures that the tool can be incorporated into various workflows, accommodating those with different needs.

## Accommodates Diverse Professions

Early acknowledgement that the service can be tailored, appealing to disabled professionals.

The screenshot displays the NotesAI website. At the top, there's a navigation bar with links for Home, Products, Support, and About, along with a search icon and a 'Get Started' button. The main heading reads 'Unlock the True Potential of Meetings with NotesAI'. Below this, a paragraph states: 'Crafted with accessibility and a top-tier user experience in mind, our state-of-the-art AI transcription tool that is GDPR compliant and enables a seamless experience, ensuring no one is left behind.' A 'Get Started' button is positioned below the text. To the right, an illustration shows a person at a laptop with speech bubbles and a thought bubble above them. Below the main heading, it says 'Sponsored by' followed by logos for PayPal, Google, and Dropbox. A section titled 'Customization that Makes a Difference' features three cards: 'AI-Driven Summaries' (describing concise summaries for quick reviews), 'Seamless Integration' (describing integration with calendar and task management tools), and 'Accommodates Diverse Professions' (describing industry-specific adaptations). At the bottom, a row of icons represents 'Real-time Transcription', 'Automatic Organization', 'Privacy', and 'Customization'. The footer section is titled 'Experience Customized Precision with Real-Time Transcription for Every Meeting' and includes a paragraph about the tool's design for accessibility. On the right side of the footer, there's a chat interface showing a conversation between Alice B. and Jane A. about customizing the card layout.

## Real-time Transcription

Immediate feedback is helps for those who might have auditory processing delays or physical disabilities that inhibit note taking.

## Automatic Organization

Private, structured organization aides those who struggle with sorting information, offering clarity and simplicity.

## Privacy

Explicitly highlighted as a feature, this tool addresses the concerns of executives or decision-makers who prioritize data security.




# Say our privacy conscious executive wants to purchase a transcription tool for his company

## Enter Company Information

## Select a Plan

## View Usage



Hello! Let's get you set up.

What kind of business are you?  
Enterprise

What is your business name?  
Goldman Sachs

What is your preferred phone number?  
+1 555-555-5555

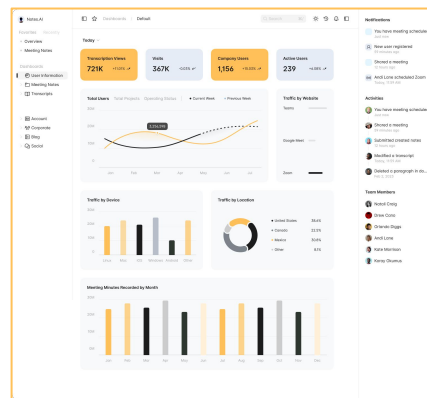
What is your company size?  
200+

Address  
200 West St, New York, NY 10282

Save Information

Here is the recommended NotesAI software for your business

Standard	Business*	Enterprise
<ul style="list-style-type: none"><li>Unlimited transcription hours per month.</li><li>Integration with 1st party apps like Zoom and Dropbox.</li><li>Multi-device access (iOS, Android, web).</li><li>Priority customer support.</li><li>Standard security and encryption.</li><li>Basic collaboration tools share transcriptions, comment, and annotate.</li><li>Customizable audio playback speed for transcription review.</li></ul>	<ul style="list-style-type: none"><li>*In addition to the features:</li><li>Advanced collaboration tools<ul style="list-style-type: none"><li>Team workspace and shared folders.</li><li>Simultaneous secure and real-time editing.</li></ul></li><li>Priority customer support.</li><li>Enhanced security with 2-factor authentication.</li><li>Integration with more business tools (Trello, Asana, Slack, etc.).</li><li>Admin console for team management.</li><li>Usage analytics and insights.</li><li>Ability to host team workshops and trainings to leverage the tool better.</li><li>Custom branding and personalization options.</li></ul>	<ul style="list-style-type: none"><li>*In addition to business* features</li><li>Dedicated account manager.</li><li>Custom integration capabilities.</li><li>Enterprise-grade security and compliance standards.</li><li>Tailored onboarding, training, and support.</li><li>Service-level agreement (SLA) with guaranteed uptime.</li><li>API access for bespoke applications.</li><li>Specialized business applications developed by the Workspace PaaS team, based on user needs and industry verticals.</li><li>Volume-based discounts for larger teams.</li><li>Early access to new features and tools.</li></ul>
\$20 / user	\$15 / user	\$10 / user
Select Plan	Select Plan	Select Plan



Introductory questions do not require too much personally identifiable information about the company and its employees. These questions just gauge the package size right for the company.

Based on key decision makers' responses to introductory questions, they get recommendations for the customizable NotesAI solutions that best suit the needs of their organization and employees.

Privacy conscious executives have access to an anonymized dashboard to understand how the tool is being used internally, providing useful KPIs to prove that the investment was worthwhile.

# Now, the needs-based professional customizes their account and attends their first call

## Build Profile

### Customize Note Assistance

☒ Summaries

☒ Overall

☐ Key Words

#### Reading

☒ Conversation Flowcharts

☒ Dark Text

☐ Format Headings

#### Focus

☒ Bionic Text

☐ Summaries by Person

☒ Full Transcripts

#### Vision

☒ Conversation Flowcharts

☒ Dark Text on Light Background

☐ Create and Format Headings

Save Preferences

## Attend a Call



## Generate Notes

### Encrypted Meeting Transcripts

Meeting Date: October 11, 2023  
Meeting Participants:  
• John Smith, CEO  
• Lisa Brown, Marketing Manager  
• Mark Johnson, Product Manager  
• Sarah Lee, Sales Director  
John Smith (CEO): Good morning, everyone. Thank you for joining this meeting to discuss our upcoming product launch. Mark, can you provide an update on the product's development status?  
Mark Johnson (Product Manager): Sure, John. The development team is on track to meet the deadline. We're in the final testing phase, and everything looks good. We'll be ready to go by November 1st.  
Lisa Brown (Marketing Manager): Excellent. I've been working on the marketing strategy for the launch. We're planning a multi-channel approach with a strong emphasis on social media and email marketing.  
Sarah Lee (Sales Director): That sounds good, Lisa. We've also been training our sales team to effectively communicate the product's features and benefits. I'm confident we can meet our sales targets.  
John Smith (CEO): Great. Let's make sure our marketing and sales efforts are well-aligned. We should also plan a launch event. Any ideas for that?  
Lisa Brown (Marketing Manager): I'm thinking of hosting a virtual product unveiling event. It's cost-effective and allows us to reach a broader audience. We could livestream it on our website and social media platforms.  
Mark Johnson (Product Manager): That's a good idea, Lisa. We should have some demo videos ready for the event to showcase the product's key features.  
Sarah Lee (Sales Director): I agree. It would be a good opportunity to engage with potential customers and answer their questions in real-time.  
John Smith (CEO): Excellent suggestions. Let's proceed with the virtual launch event plan. Do we have a budget in place for marketing and the event?  
Lisa Brown (Marketing Manager): Yes, we do. I'll share the budget details with the team later today.  
John Smith (CEO): Perfect. Please make sure to coordinate with the finance department to ensure everything is in order.  
Mark Johnson (Product Manager): Also, don't forget to create a press release. We should start building some buzz in the industry.  
Lisa Brown (Marketing Manager): I've already started drafting the press release. Mark, we'll have it ready for distribution by the end of the week.  
John Smith (CEO): Great teamwork, everyone. I'm excited about this launch. Let's keep up the momentum, and I'm confident we'll have a successful product launch. Meeting Adjourned.

Download Transcripts

Customize Notes

Privacy Notice: All meeting transcripts are encrypted and securely stored to ensure the utmost protection of your confidential information. We adhere to GDPR compliance standards and never share, sell, or distribute your data to third parties. Your privacy and trust are paramount to us.

Users build a custom profile based on queries and menus in order to enable features that best service their individual needs. This user data, such as identity and needs, remain anonymous.

NotesAI generates a meeting transcript following the call. With a commitment to user privacy, all transcripts are encrypted. During meetings users can take "Attention Breaks" that switch to full transcription, or generate real-time notes.

NotesAI not only transcribes spoken words but can also summarize key points, generate action items, and alter formatting, making it easier for users to review and action on critical information.



# A product that considers prospective users' current needs

## Direct Evidence of Need

**All interviewed individuals utilize assistive technologies** to enhance their work performance, indicating a clear need.

**Employees noted that they currently bear the costs of these tools** as employers often don't fund them, underlining a systemic lack of support.



## Problems & Current Solutions

**Many face challenges with conventional note-taking methods** due to cognitive or physical constraints.

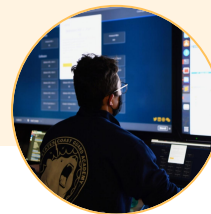
**Use of apps like Otter.AI, Todoist, and others show a proclivity towards technological solutions for these challenges.** However, their out-of-pocket expense indicates a lack of company-sponsored solutions.



## Privacy & Perception Concerns

**Interviewees noted that there is a strong emphasis on disclosing any recording in meetings**, indicating significant privacy concerns, especially in client-facing roles.

**Employees expressed hesitation to disclose their disabilities, fearing negative judgment.** This reluctance further stresses their need for tools that can be used discreetly and effectively.



# Identifying issues and refining the product

## Proposed Features

**Real-time Transcription** to aid those with hearing impairments

**Customizable UI** for those with vision or color preferences

**Keyword Highlight & Search** for those with memory or attention challenges

**Voice Command Functionality** for those with mobility or vision issues

**Automated Summaries** for those overwhelmed with extensive information

**Integration with Assistive Tools** to ensure product compatibility

**Tutorials** for easy adoption

## User Challenges

Users found it **cumbersome to individually select aids after every single meeting**

Reports that the **menu option was overwhelming** for user selection

Most of the test users found it **difficult to understand the aid services** that were being offered

Users did not understand that they would **remain anonymous** within their organization

From an **exec perspective**, users reported **limited visibility** into usage and benefits

## Future Improvements

Implementing an initial **profile-builder** and questionnaire, as well as building **presets**

Selecting aid services from a branching **question-based and dropdown format** in order to understand user needs

Creating **guidance boxes**

**Integrating privacy information** into the account creation step

Creating an **anonymized KPI dashboard**

# Fostering a safe space in the workplace is critical to mitigate product market fit risks

An estimated 1.3 billion people experience significant disability, representing 16% of the world's population. Additionally, 15% to 20% of the global population is estimated to be neurodivergent but only ~50% is aware of that.

## Key risks



Professionals not connecting with the need due to **lack of awareness**



Aware professionals feeling insecure about **disclosing their condition**



Hesitate due to the information leakage or **privacy concerns**



No value perceived due to **lack of experience using assistive tools**



## Mitigation measures

➡ **Free test** and launch normalization campaign within companies

➡ Work with HR teams to **create safe spaces** where employees can freely speak (e.g. counseling programs)

➡ Customization and **privacy setting at a company level**

➡ **90 days free trial.** No better way to figure out if something is worth it than doing it

# Let's crunch the numbers:

Exploring the large market size by number employees and focus on a digital experience

## Monetization Plan

Tiered Pricing	Standard	Business+	Enterprise
# employees	< 100	100 - 1000	> 1000
Monthly subscription per user	\$20	\$15	\$10

**Experiment:** Companies that have between 100 and 1000 employees

- **Potential Users :** 5% of addressable Market (65K)
- **Period:** 3 months
- **Target KPI:** Conversion rate
- **Value per Month per User:** \$15
- **Monthly Costs:**
  - Development: \$10K
  - Sales: \$5K

**So, our return on investment would be:**

- 1.45X for the **base case scenario**

## Market Size

Employees / Company		< 100	100 - 1000	> 1000
# companies in the USA		150K	130K	25K
# employees / company avg		80	500	3K
# employees - total		12M	65M	75M
# employees - needs-based professionals	20%	2.4M	13M	15M
# employees - companies willing to offer the benefit	10%	240K	1.3M	1.5M

	Worst	Base	Best
KPI: conversion	0.50%	2.00%	5.00%
Expected Revenue/month	\$4,875	\$19,500	\$48,750

# Bringing it to life with our go-to-market strategy

1

**Market Research and Target Audience Segmentation:** companies with diverse workforces, and industries or sectors where transcription services are in high demand, such as healthcare, legal, education, or tech.

2

**Content Strategy:** Create informative blog posts, case studies, and whitepapers that emphasize the importance of clear, accessible, and customizable transcripts in enhancing productivity and inclusion and use social media, webinars, and podcasts

3

**Partnerships and Advocacy:** Forge strategic alliances with disability advocacy organizations, neurodiversity groups, and diversity and inclusion networks, while actively participating in events dedicated to accessibility, diversity, and disability inclusion, raising awareness.

4

**Clear measurable goals:** Set clear, measurable goals for inclusive marketing and community engagement, featuring testimonials from diverse beneficiaries, and establishing feedback loops with neurodiverse communities to enhance service based on their unique needs.

# Our final recommendation: let's make it happen!

## Customer Research Insights

**NotesAI creates a safer and more inclusive workplace** for everyone within a company

**The solution is easily integrated**, with customization and privacy in mind, fostering accessibility

**Our service exceptionally caters to the needs of neurodivergent and disabled people** who benefit from assistive technologies in the workplace



## Planned Business Strategy

**Promote existing real-time transcription service**, which prioritizes customization and data security

**Emphasize NotesAI's easy and seamless integration** with company's existing tech stack

**Solidify NotesAI as the market leader for transcription services aiding neurodivergent and disabled people** within an enterprise setting.



## Go to launch the product

**Launch NotesAI as a B2B solution** highlighting the unique strengths in catering to neurodivergent and disabled professionals

**Leverage marketing materials and strategic partnerships** to raise awareness about the tools unique value proposition

**Monitoring adoption rate among target audience** and adjust strategy accordingly

