



Company: SpeechMasterPro

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Product Description Video: <https://youtu.be/QikHy8uYe4g>

Origins

The inspiration for SpeechMasterPro came during Daniel Floyd's high school years. Despite having a traditional speech therapy, Daniel found that existing solutions in the market were insufficient to meet the needs of individuals like himself who struggled with articulation disorders.

His breakthrough moment occurred while watching the movie *The Great Debaters*, where he learned about a technique used by actors to improve their diction—practicing with a radish in their mouth. This insight sparked the idea to create a device that could simulate and enhance this exercise.

How It Works

SpeechMasterPro is designed to be placed between the teeth and requires the user to speak without touching the device with their lips. This oral motor exercise helps strengthen the jaws, facial muscles, and overall voice projection. The key benefits of using SpeechMasterPro include:

- Improved enunciation skills
- Slower, more deliberate speaking pace
- Strengthened facial and tongue muscles
- Enhanced confidence in public speaking and everyday communication

Accomplishments to date

SpeechMasterPro has been developed from the ideation phase through product development, securing a U.S. patent, and achieving global sales. The product has also been featured in top publications, including the Chicago Sun-Times, NPR, and more.

Press to date

Voiceover Herald: <https://www.voiceoverherald.com/business-student-invents-device-speech-improvement/>

Nationswell: <https://nationswell.com/teen-designed-tool-correct-speech-impediment-thanks-denzel-washington/>

Testimonials Video: <https://www.youtube.com/watch?v=QikHy8uYe4g>

Growth with Investor Funding

The primary focus of investor funding will be on a comprehensive marketing strategy aimed at educating a broader audience about the importance of speech enunciation and the unique benefits of SpeechMasterPro. Our plan involves leveraging cutting-edge digital



marketing tools to increase brand visibility and customer engagement. This includes:

- **Search Engine Optimization (SEO):** Enhancing our online presence to ensure that individuals searching for speech improvement solutions can easily find SpeechMasterPro.
- **Pay-Per-Click (PPC) Advertising:** Driving targeted traffic to our website through strategic ad placements on popular search engines and social media platforms.
- **Content Marketing:** Creating valuable content that addresses common speech challenges and showcases how SpeechMasterPro can help overcome them.

Expand Market Segments / Growth Opportunities

These marketing efforts will not only increase sales but also educate the public on the critical need for effective speech enunciation tools, particularly for those with speech impediments or professions that require clear communication.

Educational Institutions Partnership Program

- **Target Market:** Schools, colleges, and universities, particularly those with strong performing arts, debate, or public speaking programs.
- **Strategy:** Develop a partnership program where SpeechMasterPro is offered as a tool within speech and drama curriculums. Schools can integrate the device into their speech therapy sessions, drama classes, and public speaking courses. Provide educational institutions with bulk purchase discounts and teacher training on how to effectively incorporate the device into their curriculum.
- **Implementation:**
 - Create an educational resource kit that includes lesson plans, usage guides, and outcome tracking tools.
 - Attend educational conferences and workshops to promote the benefits of SpeechMasterPro.
 - Collaborate with educational influencers and speech-language pathologists to endorse the product within the academic community.
- **Expected Outcome:** By embedding SpeechMasterPro into educational settings, the device can become a standard tool for speech training, increasing brand recognition and driving large volume sales.

Corporate Wellness and Professional Development Initiatives

- **Target Market:** Corporations, particularly those with large customer service teams, sales forces, or leadership development programs.
- **Strategy:** Position SpeechMasterPro as a key component of corporate wellness and professional development initiatives. Companies can offer the device to employees as



part of communication skill enhancement programs, helping staff improve their articulation, confidence, and overall communication effectiveness.

- **Implementation:**
 - Develop a corporate package that includes training sessions, progress tracking, and bulk purchasing options.
 - Target HR departments and professional development teams through B2B marketing strategies, including LinkedIn advertising, direct email campaigns, and industry-specific trade shows.
 - Showcase case studies and testimonials from companies that have successfully integrated SpeechMasterPro into their training programs.
- **Expected Outcome:** Expanding into the corporate sector can open up new revenue streams through bulk sales and recurring corporate accounts, as well as enhance the product's reputation as a professional development tool.

Healthcare Integration and Rehabilitation Centers

- **Target Market:** Hospitals, rehabilitation centers, and clinics specializing in speech therapy, stroke recovery, and cognitive rehabilitation.
- **Strategy:** Collaborate with healthcare providers to incorporate SpeechMasterPro into rehabilitation programs for patients recovering from strokes, brain injuries, or other conditions affecting speech. The device can be used to support traditional speech therapy techniques, offering patients an innovative and effective tool to aid their recovery.
- **Implementation:**
 - Partner with speech-language pathologists and rehabilitation specialists to validate and promote the use of SpeechMasterPro in clinical settings.
 - Attend healthcare conferences and present clinical research supporting the benefits of SpeechMasterPro in patient recovery.
 - Offer trial programs to clinics and hospitals, allowing them to assess the device's effectiveness in real-world rehabilitation scenarios before committing to bulk purchases.
- **Expected Outcome:** By integrating SpeechMasterPro into the healthcare sector, the product can become a recognized and trusted tool for speech rehabilitation, leading to increased sales through healthcare provider recommendations and institutional purchases.