

Kayson Ijisesan - 121089
Blabl Outreach Program
Ayan Agarwal
Blabl
April 22, 2020

Executive Summary:

Blabl is a speech therapy company that focuses on helping and improving speech impairments found in its clients (most of them being youth). The main focus of the project was to help find potential customers for the business Blabl. To do this we had to look for speech pathologists and schools that were interested in using the apps for their kids with speech impairments. Over the course of 3 months we found about 500 potential clients that may have potential interest in the company. After this we contacted them to see if they actually were interested. Alongside this we also researched potential payment options that we can use for the app. So that the higher-ups in the company could explore their options for pricing. Since the company was still in startup this research and the clients we found could ultimately decide the fate of the company.

Business Context:

Blabl was in a world with many competitors trying to sell essentially the same thing as Blabl. Blabl's main goal was to appeal to those who have speech impairments, in order to give them the chance to fix it. This means this industry is highly tailored for the purpose of reaching potential clients and appealing to people that might be interested in using our service. So the industry aspect of the business is mostly advertisement and researching and finding clients that might be interested because this will determine the success of the business. So to go more in depth into Blabl's business context it includes the use of interns to find potential clients by mostly searching for Speech-pathologist in order to contact them to see if they would be interested in our service this also requires us to look at other company's pricing to compare them to our to see how we would like to carry-on with how we want to charge our customers. We don't just look at potential clients individually but we look for ways to find a bunch of them in bulk in order to reach multiple people at a time. We did this by, like I said before reaching out to speech-pathologists and then seeing if they could use our service to work with the many clients that they have. By doing this we set up a sort of network with the people at the top being us and then below us was the speech-pathologist and then last were the actual clients. This system made it easy and productive in finding new potential clients.

Business Project Description:

The main focus of the project was to help find potential customers for the business Blabl. To do this we had to look for speech pathologists and schools that were interested in using the apps for their kids with speech impairments. We did this by, like I said before reaching out to speech-pathologists and then seeing if they could use our service to work with the many clients that they have. By doing this we set up a sort of network with the people at the top being us and then below us was the speech-pathologist and then last were the actual clients. This system made it easy and productive in finding new potential clients. Over the course of 3 months we found about 500 potential clients that may have potential interest in the company. After this we contacted them to see if they actually were interested. Alongside this we also researched

potential payment options that we can use for the app. So that the higher-ups in the company could explore their options for pricing. Since the company was still in startup this research and the clients we found could ultimately decide the fate of the company. We were also tasked with going through 1500 audio files and then deciding the speech impairment that was in that specific audio file. The purpose of this was to test out the app against actual human tests to see if the system had any errors.

Research on Pricing:

- Babbel
 - Learning Language Platform
 - \$12.95/month and \$83.40/year this equals \$6.95 a month
- Fast ForWord
 - Program to help children struggling readers read more fluently
 - “Requires professional oversight” to use correctly
 - 1 license is around \$1000 discounts available-taught with a group of other children
- iConverse
 - is an app designed for individuals with communicative disabilities
 - One time payment of \$9.99 to get the app
- Talkitt
 - an app that helps people with speech and language disorders to communicate
 - Free but they accept donations
- Proloquo4Text
 - helps those who have speech challenges communicate
 - One time payment of \$119.99 to get a bundle of apps that help with speech impairments
- Epic! - Kids' Books and Videos
 - Subscription like service of books, educational videos, and quizzes
 - Free 30 day trial then \$7.99/month

Ideas for Blabl pricing:

- A time limit of one hour of use per day. To access the app for more time the user has to pay extra.
- Free trial: Users get to use the app for 1-3 weeks for free but after that, they have to pay to continue using it. This allows people to experience the app and hooks them onto it but they must pay if they would like to further use it.
- Baseline content is given(the most basic ones) for free, to access more advanced “levels” they would have to pay more.

Competition

	Application Name / link to website	People/Contact information
1	Articulation Station http://littlebeespeech.com/articulation_station_pro.php	<ul style="list-style-type: none"> ● Heidi Hanks <ul style="list-style-type: none"> ○ heidi@littlebeespeech.com ○ Blog: https://mommyspeechtherapy.com/?page_id=2934
2	Articulation Scenes https://www.smartyearsapps.com/	<ul style="list-style-type: none"> ● Barbara Fernandes <ul style="list-style-type: none"> ○ fernandes@smartysymbols.com ○ 972-351-0036 ○ Blog: http://www.geekslp.com/
3	ArtikPix http://expressive-solutions.com/artikpix/	<ul style="list-style-type: none"> ● Eric Sailers <ul style="list-style-type: none"> ○ eric@ericsailers.com ○ http://expressive-solutions.com/
4	Conversion Therapy https://tactustherapy.com/app/conversation/	<ul style="list-style-type: none"> ● Megan Sutton/Ben Carter <ul style="list-style-type: none"> ○ megan@tactustherapy.com ○ +1 604-690-7198 ○ https://tactustherapy.com/about/
5	CineVox – voice cause effect https://www.sensorvaphouse.com/cinevox/	<ul style="list-style-type: none"> ● Professor Paul Blenkhorn/ Dave Stevens <ul style="list-style-type: none"> ○ dave.stevens@clarosoftware.com ○ +44 1772 978096
6	Word Vault / Word Vault Pro https://www.home-speech-home.com/word-vault-app.html	<ul style="list-style-type: none"> ● Luke and Hollie Barber <ul style="list-style-type: none"> ○ luke@home-speech-home.com ○ luke-barber@hotmail.com ○ https://www.home-speech-home.com/slps.html
7	Speech FlipBook – Articulation & Apraxia https://tactustherapy.com/app/speech-flipbook/	<ul style="list-style-type: none"> ● Megan Sutton/Ben Carter <ul style="list-style-type: none"> ○ megan@tactustherapy.com ○ +1 604-690-7198 ○ https://tactustherapy.com/about/
8	Speech Tutor Pro https://www.speechtutor.org/	<ul style="list-style-type: none"> ● Corey Walker <ul style="list-style-type: none"> ○ synapsewalker@gmail.com
9	Language Therapy 4 in 1	<ul style="list-style-type: none"> ● Megan Sutton/Ben Carter

Potential Client Database - Kayson

SLP Name	Company / School	Email Address	Phone Number	Rationale / Notes	Link
1 Agnes Guzman	Synapse Pediatric Th	info@synapsepedi	(847) 969-5977	Evanston, Illinois	https://synapsepediatrictherapy.com/p
2 Amanda Lederer	Soundbox Speech Th	NA	(312) 702-7003	Chicago, Illinois	https://www.soundboxspeechtherapy.com/?gclid=CjwKCAjw9L_BBRXEmAOWVYCXldQyEh3JDu0M6e0koNerqVSDVyoPGNg_BaP5p7ZPRNXYhoCdmQAaD_ByE
3 Karen George	Chicago Speech Ther	NA	(312) 399-0370	Chicago, Illinois	https://chicagospeechtherapy.com/contact-chicago-speech-therapy/
4 Caroline Butler	Accent Savvy	NA	(312) 477-4077	Chicago, Illinois	https://www.accent savvy.com/contact-accent-reduction-training
5 Amanda Albright	All Bright Therapies	NA	(773) 789-9640	Chicago, Illinois	https://albrighttherapies.com/
6 Rose McLean	Chicago Pediatric Th	info@cptrvc.com	(773) 672-7775	Chicago, Illinois	http://www.chicagopediatrictherapyandwellness.com/
7 Samantha Deutsch	Chicago Speech and	NA	(847) 774-0382	Chicago, Illinois	http://chicagospeechandmore.com/
8 Kacy Hertz	City Kids Inc.	citykidsfun.play.le	(773) 467-5669	Chicago, Illinois	http://www.citykidsinc.com/
9 LaChone Pittman	Communication is th	lachone@jetmetall	(773) 517-7669	Chicago, Illinois	http://www.chicagoskidsandadultspeechtherapy.com/
10 NA	Express Yourself	info@expressyour	(847) 345-3384	Palatine, Illinois	https://expressyourselftherapy.com/contact
11 Denise Casey	Grady Cooney Speec	Admin@gradycou	(708) 581-5798	Oak Lawn, Illinois	http://gradycouneyspeech.com/
12 Mandy Akarons	Kick Start Pediatric	NA	(847) 386-6560	Northfield, Illinois	https://www.kickstartptn.com/
13 Sonya Cohen	Lakeshore Speech	sonya.cohen7@gm	(847) 999-4015	Highland Park, Ill	http://lakeshore-speech.com/
14 Lorell Marin	Leap Forward	NA	(312) 624-8750	Chicago, Illinois	https://www.leapforward.com/
15 Kristin Miller	Miller Therapy	NA	(847) 361-5465	Arlington Heights	https://www.milliertherapyllc.com/
16 Molly Flajole	Pediatric Therapy Ne	NA	(312) 278-0022	Chicago, Illinois	https://www.milliertherapyllc.com/
17 Kathleen Dunkin	Play and Say Therap	NA	(773)-775-6651	Chicago, Illinois	http://www.playandsaytherapy.com/contact_us/index.html
18 Amy Wechsler	PlayWorks Therapy	info@playworksct	(773) 332-9439	Chicago, Illinois	http://playworkschicago.com/
19 NA	Second City Speech	NA	(312) 225-8349	Chicago, Illinois	https://www.secondcityspeech.com/
20 Katie Gore	Speech IRL	NA	(312) 870-0352	Chicago, Illinois	https://www.speechirl.com/speech-therapy
21 Michelle Meltzer	Chicago Speech and	NA	(312) 600-7230	Chicago, Illinois	http://chicagospeechandreading.com/contact/
22 Smita Joshi	Assential Therapies	NA	(847) 699-9757	Park Ridge, Illino	https://amf.com/
23 NA	The Midwestern Uta	NA	(630) 352-3346	Lincoln Park, Illin	https://www.mwclinics.com/campaigns-illinois-affordable-speech-therapy-3p020717?gclid=CjwKCAjw9L_BBRXEmAOWVYXQy6AK68AnTQUpkN2NE7e0L4M6mC4mQH65W2mooqfmerSBYR3zBoCSDQAaD_ByE
24 Robyn Ackerman	Corner Stone Therap	info@cornerstone	(224) 650-6283	Oak Lawn, Illinois	https://cornerstonetherapy.com/contact-us/
25 Kate Diamond	Crossroads Speach	NA	(847) 924-2390	Lakeview, Illinois	http://www.crossroadspeechtherapy.com/services/
26 Elizabeth Urso Ha	Kids on the Grow	NA	(773) 278-4769	Bucktown, Illinois	info@kidsonthegrow.com
27 NA	North Shore Pediatr	Info@NSPT4Kids	(877) 486-4140	West Town, Illinois	https://nspt4kids.com/specialties-and-services/
28 Tanya Lotzoff	Topp Therapy Buddies	NA	(312) 600-7231	Lakeview, Illinois	https://www.therapybuddies.com/

Reminders

- Do not have multiple people from any pathology office / school unless there's a reason for it (if so, add it to rationale)

info@tomsonchil

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Business Project Research:

For my internship I had many questions as it was a field I wasn't that familiar with. Advertising and selling of a service intrigued me very much and with that came a lot of curiosity. For this business project my main two questions were, What would be the best way to advertise to potential in the most efficient and non time-consuming way? The second question was, What would be the best way to price our service in order for it to be appealing to our clients yet still earn us profits? In order to answer the question of what would be the best way to find potential clients I found a method of doing so that would make the task easy. To find potential clients by mostly searching for Speech-pathologist in order to contact them to see if they would be interested in our service this also requires us to look at other company's pricing to compare them to our to see how we would like to carry-on with how we want to charge our customers. We don't just look at potential clients individually but we look for ways to find a bunch of them in bulk in order to reach multiple people at a time. We did this by, like I said before reaching out to speech-pathologists and then seeing if they could use our service to work with the many clients that they have. By doing this we set up a sort of network with the people at the top being us and then below us was the speech-pathologist and then last were the actual clients. This system made it easy and productive in finding new potential clients. To answer the second question of finding the best pricing for our company we had to research opposing companies to see what their pricing was. By doing this we got more information about our competition and the field we are in. This research was very beneficial and provided a lot of crucial information that the company required. I guess the one thing that limited our success as a company was the time constraint we had. I feel that the other interns and I would have had a greater contribution to the company if we were given more time to work with them and help the company grow. We were limited to just 8 hours a week to what should have been at least a part-time job worth of work-load, if we had more time we would be able to help a start-up company that was in dire need of help.

Business Project Key Learnings and Recommendations:

I believe overall this opportunity was very important and beneficial to me and I am very glad I was able to go through it. This process taught me many things for one, it taught me how to have a sort of job. Although it was just 8 hours a day I still had to go through that process of waking up early, dressing up in attire suitable for business work, and go to the location I needed to on time. During those 8 hours I was given a task by my mentor which was basically my boss and he expected me to complete that task. I believe this was a great simulation of what a job entails because if I failed to complete my task during the internship I faced the risk of losing it and with it the credit that comes with it and in like mind if you don't complete the tasks for a job or do it poorly you face the possibility of being fired. This ultimately taught me responsibility and I believe this is very important while conducting business. Another thing this taught me was advertising and reaching out to clients. To find potential clients by mostly searching for Speech-pathologist in order to contact them to see if they would be interested in our service this also requires us to look at other company's pricing to compare them to our to see how we would like to carry-on with how we want to charge our customers. We don't just look at potential clients

individually but we look for ways to find a bunch of them in bulk in order to reach multiple people at a time. We did this by, like I said before reaching out to speech-pathologists and then seeing if they could use our service to work with the many clients that they have. By doing this we set up a sort of network with the people at the top being us and then below us was the speech-pathologist and then last were the actual clients. This system made it easy and productive in finding new potential clients. This ultimately helped in strategizing when reaching out to people and it will help when I need to ever find clients for something. The last major thing this internship has helped me with is looking at the other companies in my field to scout the opposition. During my time as an intern for this company I was tasked with looking at competitors and seeing their pricing. This information would later help us with deciding how we would price our product. This helped me gain perspective into the business world. I learned that you should not just be tunnel visioned on your own product or company but look at the Odu story at whole, because in reality the consumer will have to choose whether they would like your service or you competitors, so it is important to look at you competitor to see what you have to do to become more appealing. So far I feel like the company is going well for a start-up company and I believe the things we did for it will help a lot in the long run p. By collecting the amount of clients we did Blabl will be able have plenty of clients. My advice is that they continue to find clients, making sure they contract them in order for them to employ their services. Another advice I have is to continue to monitor your opponents so that you can see what they are doing and then adjust to that to be better and more appealing to potential clients.

Appendices:



Attendance

Hours Logged This Week:

Hours Logged This Month:

Total Hours Logged: 72.7

March 11, 2020



CHECK IN
8:59 AM



CHECK OUT
3:55 PM

Attendance Details [>](#)

March 4, 2020



CHECK IN
9:08 AM



CHECK OUT
4:26 PM

Attendance Details [>](#)

February 19, 2020

Course	Teacher	Expression	Final Grade ¹
BMSA Internship	Hart, Deby	6(0)	P 100%

Teacher Comments:
Student has completed all work assignments to date

Section Description:

Assignments

Due Date	Category	Assignment	Flags	Score	%	Grade		
No Assignments found.								

Grade stored on: 04/02/2020

Legend

¹ This final grade may include assignments that are not yet published, or may be the result of special weighting used by the teacher. Click to view additional information on special weighting

Icons:  - Has Description |  - Has Comment |  - Collected |  - Late |  - Missing |  - Exempt from Final Grade |  - Absent |  - Incomplete |  - Excluded