

Univoice 5-Year Company Roadmap

2022

Theme: Scaling User Base | Investing in IP

2023

Theme: Enterprise | At-Home Experience

2024

Theme: Taking Over Travel

2025

Theme: Penetrating EDU— At School & At Home



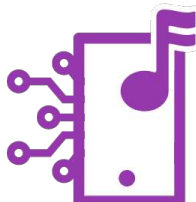
Product

- Launch social features to spur virality: "Challenge a Friend" & "Selfie vid sharing"
- Enhance UX | functionality based on user feedback
- Reach 2000 songs in our library
- R&D: conduct needs assessment for Univoice Enterprise & At-Home editions

- Launch Univoice Enterprise edition — custom company dashboard with key insights
- Expand At-Home experience with party game and extensive social capabilities
- Support 4000-song library
- R&D: identify high potential targets for Univoice Travel

- Launch Univoice Travel with smart recommendations based on travel schedule
- Support 6500-song library
- R&D: conducting needs assessment for Univoice EDU

- Launch Univoice EDU editioncustom controls for teachers to align lessons with school curriculum & monitor progress
- Support 10000-song library



Technology

- Develop & train proprietary AI application framework for personalized speech recognition & assessment
- Research new channels & product distribution opportunities (bundled Apple TV app for At-Home Experiences)
- Scale the infrastructure to support 1M+ users

- Extend proprietary AI application framework in support of core social capabilities
- Develop At-Home experience and distribution with Apple iOS and Apple TV app bundles, featuring core social capabilities
- Develop Univoice Enterprise dashboard & application package

- Develop Univoice Travel dashboard & application package
- Develop Apple iOS and Apple TV app bundles with unique travel social capabilities

- Develop Univoice EDU dashboard & application package
- Develop EDU experience for Apple iOS and Apple TV app bundles, featuring extensive EDU capabilities (curriculum management, student tracking)



Validation

- Onboard new marketing channels (e.g. YouTube, TikTok, in-app advertising)
- Establish seasonal promotional offer strategy
- Close new licensing deals for Top 100 Billboard tracks
- Attain marketing growth metrics: \$1.37 CPD, 50% D2L, 2.25% L2C, \$24 LTV

- Scale rate of new song upload to 150 songs per month
- Marketing campaign build: the "Univoice at-home experience"
- PR campaign: "learn languages from your living room, with your friends"

- Scale rate of new song upload to 200 songs per month
- Secure strategic licensing deals for children's music (EDU play)
- Establish key partnerships with travel partners & affiliates: bloggrs, influencers, work / study abroad orgs, cruise lines

- Scale rate of new song upload to 300 songs per month
- Pursue anchor deals in private K-12 schools (validation for public school play)
- Marketing campaign build: parent-to-child & home schoolers

Univoice 2021 Company Roadmap

Theme: Preparing to Scale

Q1

Q2

Q3

Q4



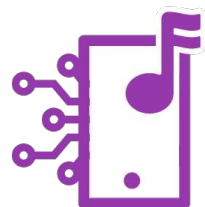
Product

- Launch Version 1.0 product
- Roadmap & produce high-fidelity visuals for Version 2.0 product

- Modify roadmap for Version 2.0 product per user feedback
- Create epics & user stories for all new features sets
- Extensive user testing
- Reach 500 songs in our library

- Finalize roadmap for Version 2.0 product
- Enhance UX | functionality based on user feedback
- Provide on-demand support to engineering team during Version 2.0 development

- Launch Version 2.0 product
- Introduce value system & gamification features
- Ongoing product validation with new product release



Technology

- Create & enforcing a tight development operations (DevOps) infrastructure
- Develop Version 1.0 product

- Establish rigorous internal controls and processes, with a focus on clear documentation
- Reconcile technical debt for increased agility in new feature development & release

- Scale & cross-train our engineering team
- Execute on Version 2.0 product roadmap

- Finalize development of Version 2.0 product
- R&D: proprietary AI algorithm for speech recognition & assessment
- R&D: new channels & product distribution opportunities (Apple TV)



Validation

- Launch 1st round of marketing campaigns
- Gather insights on messaging & audiences

- Continue to extract insights from marketing campaigns
- Enable event attribution at a per-user level for targeting
- Activate dynamic pricing / promo offers to drive revenue
- Close new licensing deals for Top 100 Billboard tracks

- Apply learnings from historical campaign performance to optimize marketing effectiveness
- Marketing content refresh: focus on scientific validation
- Personalized customer communications to drive revenue

- Continue optimizing marketing effectiveness with historical campaign insights
- Marketing campaign build: "new year, new language" messaging
- Refine personalized customer comms to increase conversion rate