

NeuScript and The Bias Burner
Business Plan

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NeuScript Business Plan

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Executive Summary

NeuScript will be a program that uses machine learning to assist in the writing process for consumers by improving spelling, grammar, and syntax for its users. In addition, our “Bias Burner”, which will be NeuScript’s flagship feature, will use artificial intelligence and machine learning to identify any unconscious biases.

There is a general demand for a more balanced and fairly written media landscape. Currently consumers tend to be more wary of their language than in previous years. This presents the perfect opportunity for NeuScript to launch. Initially, NeuScript aims to reach journalists as our most prominent consumers as they are obligated to be impartial.

However, we will expand into more demographics, such as freelance writers, content creators, and university students when the program is sophisticated enough to appeal to those consumers.

We are seeking \$240,000 initial funding in order to perform research and manage a small team of engineers to develop the program once a patent is obtained.

Introduction

We are Derek Pezo and Carlos Salvador, two professional writers at Montclair State University who have noticed an increase in sensationalism, inaccuracies, and biases in writing across all media. For these reasons, we have developed the idea for a tool that can make prose more neutral (if the writer is inclined).

NeuScript will be a subscription platform focused on improving writing for everyone. Our program will have the ability to proofread your paper, essay, or blog post and correct spelling mistakes, grammatical errors, or inaccurate punctuation.

Digital products like ours already exist on the market, however, we will set ourselves apart by being easier to use, more accessible, and cheaper. In addition to all of these valuable features—which are focused on an improved user experience—NeuScript will be equipped with something we call “The Bias Burner”. The Bias Burner is a feature unlike anything out right now and is what makes NeuScript stand out among the competition.

Mission Statement

To help free your writing from bias... if you want. NeuScript emphasizes the right for writers to construct as they please, regardless of opinion, demographic, or political affiliation. Writers should write to their heart's content, and while NeuScript offers the most neutral prose possible, our suggestions by no means should make the writer feel obligated to apply.

Business Description

NeuScript will be a subscription based platform with tiers of \$0, \$15, and \$60. It will focus on improving the writing of its users by using artificial intelligence and machine learning. What this means is that as the platform grows, it becomes more accurate in adapting to different writing styles and rhetorical situations.

Initially, we will launch a BETA stage where we take between 100 and 500 individuals and have them use the platform during a six-month period. We feel that approximately one year is enough for a learning algorithm to gain the intelligence needed to appeal to a broad audience.

Once the product is ready to launch, we will have a period where we offer the application for free in order to strengthen NeuScript's appeal to the mass market. We intend to indicate to our users that we will be charging for many of the services we provide in the future.

Finally, when we have a satisfactory number of users NeuScript will launch its subscription model. We will have a free tier mostly focused on improving simple writing mistakes such as punctuation or spelling, but the majority of our earnings will come from our paid tiers, which will include a more robust version of our Bias Burner.

Our Bias Burner will be the most important feature. As it is unlike any other on the market, we intend to gain ownership of the idea. NeuScript will patent this component allowing us to separate ourselves from other companies such as Grammarly.

Product and Services

[The following contains a detailed description of our ultimate vision for NeuScript]

NeuScript will be available as an application for all major computer/mobile operating systems (Windows, macOS, Android) as well as an extension for up-to-date web browsers such as Google Chrome, Microsoft Edge, and Firefox.

Our user interface[UI] will be completely unique seeing as it will be developed with the consumer in mind, and we intend to address the concerns users already have with writing assistants currently on the market. Professional writers tend to avoid using popular editing software as they are often unreliable due to inconsistencies and inaccuracies.

Market Analysis

We noticed a need for more unbiased and subjective writing in the media, in particular for freelancers. Our research has shown that as little as 35% of Americans trust the mainstream media. Furthermore, when looking at google trends it is clear that there has been an increase in searches for terms like “Fake News”, which further indicates mistrust from the public.

The consensus among professionals is that editing software such as Grammarly is often untrustworthy due to its inconsistency, inaccuracies, and intrusive UI.

Marketing Strategy

NeuScript plans to advertise our product via social media platforms, and specifically local news sources. Because our beta stage is dedicated to helping writers produce unbiased writing, they will be the ones to receive the most updates and any other relevant information regarding our products.

At launch, NeuScript will enter a beta stage where we appeal to specific niches of writers who would be the most beneficial to our application. In order to do this, we plan to advertise in local newspapers and TV stations around college campuses where we suspect our target market will be. Alongside our initial marketing push, we will release a blog detailing the advancements of our AI and machine learning algorithm. We believe that this will help us build a community dedicated and invested in the success of our

platform. Simultaneously, an Instagram and Twitter account will be created to help boost our following.

Once the beta stage of the platform is complete, we will continue to build our community of writers who believe in our mission: creating unbiased prose (if one chooses). This interactive aspect will establish a common goal among writers, where NeuScript would receive its constant feedback from users.

Our intention is to be as transparent as possible with our members, therefore, it is crucial that we distribute information about the development of NeuScript. Blogs on our website (which is currently under development) will be implemented to provide news about our process including funding, programing, proposals, company values, and our project's constantly changing blueprint.

Organization and Team Management

NeuScript will consist of a team of five members initially. The co-founders Derek Pezo and Carlos Salvador will be the ones leading the company with their experience in professional composition. The company plans to hire 2 coders/app developers to assist in creating the browser and Bias Burner, and the funder of our operations.

Financial Plan and Projection

Our budget consists of a proposed \$240,000 as a budget with a 30% stake. This budget would consist of sections dedicated to storage space, marketing, and employee salary. The first 2 years upon NeuScript's updated release to the public is expected to be between 15,000 and 18,000 users. Our premium plans consist of \$15 per month or \$60 annually once the beta stage is completed, and from there, our revenue is expected to rise.