

Intelica Business Plan

- Enterprise & Entrepreneurship Assessment 1 Business plan
 - Frank Da Costa (2430252)
- Level 4 Business skills for the workplace
 - Group 1



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1. Overview of the Business Idea

I am Frank da Costa, the founder and CEO of Intelica, a next-generation AI-powered learning platform designed to revolutionize education by making it deeply personal, adaptive, and emotionally intelligent. My background and personal experience with the challenges learners face fuel my passion and motivation to create an engaging and effective learning experience for all.

At Intelica, I lead our vision to deliver bite-sized, tailored lessons with real-time feedback and peer support. The platform adapts uniquely to each user's learning style, helping students, lifelong learners, neurodiverse users, and educational institutions overcome traditional one-size-fits-all approaches.

My connection to the education industry is rooted in a commitment to making learning enjoyable and impactful, ensuring that everyone can access a personalized educational journey that empowers their growth.

2. Market and Target Customers

Intelica serves a wide spectrum of learners:

- Students cramming for exams with limited time

- Lifelong learners mastering new skills, from languages to DIY tasks
- Neurodiverse individuals (ADHD, dyslexia, etc.) who need adaptive, focusfriendly learning
- Schools and institutions seeking personalised, data-driven teaching tools

The EdTech market is booming projected to reach \$388 billion by 2029 with the personalised learning segment growing at 24% CAGR. Yet most platforms focus on what to learn, not how each person learns best.

Intelica's competitive edge lies in:

- Supporting niche and indigenous languages often ignored by mainstream apps
- Designing for neurodiverse learners from day one
- Offering emotionally intelligent UX that adapts to mood, pace, and style
- Keeping the free version genuinely usable, avoiding exploitative paywalls
- With a potential audience in the hundreds of millions, Intelica is positioned to capture both a global consumer base and institutional contracts.

3. PESTEL Analysis

Factor	Details
Political	UK government support for digital education; potential AI regulation shaping product compliance.
Economic	Cost-sensitive Gen Z market; school budgets vary; freemium model ensures accessibility while monetising premium features
Social	Rising demand for mental health-aware, personalised learning; increasing acceptance of online education
Technological	Advancements in AI/ML enable adaptive learning; mobile-first expectations; competition from large EdTech players.
Environmental	Low carbon footprint of digital platforms; opportunity to align with sustainability messaging.
Legal	GDPR and Children's Code compliance essential; IP protection for

	AI models and content.
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4. Marketing Strategies

Primary Channels:

TikTok Creator Collaborations Partner with micro-influencers (10k–50k followers) in education, productivity, and self-improvement niches. Authentic “study with me” content will demonstrate Intelica in action.

Strategic Partnerships Collaborate with learning communities, youth organisations, and niche skill platforms to access warm audiences.

Tactics: Freemium onboarding with referral rewards encourages users to try Intelica at no cost while providing incentives for sharing the app with friends, creating a viral growth loop.

Current research confirms that Gen Z audiences are especially responsive to products that offer real-time personalisation, ethical AI, and a strong sense of community (O’Neill, 2023). This aligns with Intelica’s positioning and tactics across digital platforms

5. Financial Forecast & Projections

- Funding Request: £50,000 (spending £37,000, retaining £10,000 reserve)

Allocation:

Item	Cost (£)
AI Development	£18,000
UX/UI Design	£7,000
Marketing Launch	£10,000
Legal/Admin	£5,000
Contingency	£10,000
Total	£50,000

Revenue Mode

Tier	Price Monthly	Designed for	Key Benefits	Why its fair
Free	£0	Curious learners and	Core adaptive engine,	You can learn meaningfully

		students	unlimited lessons, spaced repetition, community rooms, basic analytics	forever without paying
Plus	£4.99	Serious self-learners	ADHD mode and focus timers, offline downloads, custom study plans, faster AI responses, challenge packs	You pay for speed, personalization, and convenience
Pro	£9.99	Power users and career builders	Mentor credits each month, AI coach personas, deep analytics and exports, certification prep tracks, integrations	You invest in guidance and advanced tooling

School license	£750 - £2,000 Per year	Classrooms and institutions	Admin dashboards, classroom modes, SSO, rostering, analytics, compliance guardrails, priority support	Schools get accountability tools and governance
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Projections:

Year	Monthly active users (MAU)	Paid Subscribers	School Licenses	Annual Revenue
Year 1	20,000	300	12	£40,000
Year 2	80,000	2,000	60	£260,000
Year 3	10,000	10,000	200	£1,260,000

The break-even point is anticipated to be achieved in the second year.

Fixed Monthly Costs Table

Item	Monthly Cost (£)
Office Rent	£1,000
Utilities & Tech	£500
Salaries (Core)	£8,000
Accounting	£200
Platform Hosting	£300
Marketing Retainer	£1,000
Total Cost	£11,000

Variable Monthly Costs Table (First 6 Months)

Month	Cloud Services	Marketing Campaigns	Customer Support	Miscellaneous	Total Var Cost
Jan	£700	£1,000	£600	£200	£2,500
Feb	£900	£1,200	£700	£300	£3,100
Mar	£1,100	£1,500	£800	£300	£3,700
Apr	£1,500	£2,000	£1,000	£400	£4,900

May	£1,700	£2,500	£1,100	£400	£5,700
Jun	£2,000	£3,000	£1,300	£500	£6,800

Monthly Total Cost & Profit/Loss Projection

Month	Fixed (£)	Variable (£)	Total Cost (£)	Revenue (£)	Profit/Loss (£)
Jan	11,000	2,500	13,500	6,000	-7,500
Feb	11,000	3,100	14,100	9,000	-5,100
Mar	11,000	3,700	14,700	13,500	-1,200
Apr	11,000	4,900	15,900	17,000	+1,100
May	11,000	5,700	16,700	19,500	+2,800
Jun	11,000	6,800	17,800	22,000	+4,200

6. Risks & Mitigation

Market Risks:

Larger EdTech players could replicate features.

Institutions may build in-house solutions.

Mitigation:

Focus on underserved niches (neurodiverse learners, niche languages). Blackburn et al. (2017) emphasise that new ventures can reduce competitive exposure by positioning in market segments that larger incumbents find uneconomic to serve, a strategy Intelica adopts by prioritising neurodiverse and indigenous-language communities.

Build strong community loyalty via TikTok/Discord.

Release features faster than larger competitors.

Regulatory Risks:

GDPR and Children's Code compliance required.

Mitigation:

Privacy by design - Embed data protection principles into Intelica's architecture from the outset, ensuring every feature is built with user privacy as a core requirement.

High default privacy settings - All accounts start with maximum privacy enabled, requiring explicit user action to share or lower protections.

Regular Data Protection Impact Assessments (DPIAs) - Conduct DPIAs before launching any new feature, especially those involving AI personalisation or sensitive data.

Ongoing legal oversight - Retain compliance experts to monitor evolving regulations and update policies proactively.

7. Long-Term Vision

In five years, Intelica will stand as a globally recognised learning platform, trusted and used in schools, universities, workplaces, and homes across every continent. It will be present on millions of devices, seamlessly integrated into daily routines, and accessible to anyone with a smartphone or tablet. Remaining proudly app-first ensures Intelica stays agile, scalable, and available to learners regardless of geography or resources.

By combining adaptive AI, emotionally intelligent design, and culturally inclusive content, Intelica will revolutionise how people learn, shifting education from a rigid, one-size-fits-all model to a personalised, engaging, and empowering experience. Lessons will adapt not only to what a learner needs to know, but how they best absorb and retain it, making learning something people actively look forward to.

Intelica will be a household name, synonymous with “the app that understands how you learn.” It will have transformed the lives of millions from students cramming for critical exams to individuals mastering life skills that improve their careers and communities.

8. Team

Frank da Costa – Founder & CEO

Visionary strategist with lived experience of the problem Intelica solves. Leads vision, partnerships, and go-to-market execution.

Lead AI Engineer

Specializing in adaptive algorithms and natural language processing, responsible for developing the intelligence layer at Intelica.

UX/UI Designer

Expert in mobile-first, accessibility-focused design for neurodiverse and mainstream users.

Education & Curriculum Advisor

Former educators ensuring content is grounded in proven learning science.

Team Perspective:

“We believe learning should never feel like a chore. Intelica is built to make education something people look forward to.”

9. Closing Statement

Education is broken because it treats everyone the same. Intelica learns you then teaches you your way. In five years, we'll be in every school and on every phone.

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