



# WiseBlock

*An AI ad blocker & AI planner*

*Your AI guardian & productivity partner*

# WISEBLOCK

*Your Intelligent AI  
Blocker and Planner*



*Claim back your  
focus. Cause If  
not now, when?*

# MEET THE TEAM



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# AGENDA



## Section 1

Problem Statement  
Market Research  
Proposed Solution  
Product Life Cycle



## Section 2

Business Canvas  
Market Specification  
Product Specification  
DFMEA



## Section 3

Stakeholder Matrix  
Commercialization Strategy  
Forecast  
Final Takeaways



# SECTION 1: PROJECT OVERVIEW

# IS THE PROBLEM REAL?

## **The Reality of Procrastination:**

Prevalence: 20% of people are chronic procrastinators (Piers Steel).

Impact on Students: 50% of college students procrastinate regularly (Psychological Bulletin).

Workplace Distraction: 89% of employees waste time daily; 61% due to the internet (Salary.com).

## **The Need for Focus Support:**

Mental Health: Linked to increased stress, anxiety, and depression (Journal of Behavioral Medicine).

Productivity Loss: Average of 3 hours 15 minutes/day on phones (RescueTime).

## **Power of Productivity Tools & Ad Blockers:**

Increased Efficiency: 74% of Todo list users report higher productivity (bing.com).

Reduced Distractions: Ad blockers improve focus and browsing speed (Clario).

# POWERED BY DATA/RESEARCH

## Motivational Interviewing

A meta-analysis published in *Motivation and Emotion* (2013) **reviewed 93 studies on motivational interviewing** and **found it to be effective in a variety of behavioral change contexts**. The review indicated moderate to large effect sizes, suggesting MI's broad applicability in improving motivation and reducing procrastination. [1, 2, 3, 4]

Motivational interviewing (MI) is a **counseling method that helps people discover their own reasons for change by listening and asking questions, rather than giving direct advice**. This empowers them to make positive changes on their own.

Interviewer (I): Hi [Person's Name], thanks for meeting with me. I understand you're having trouble completing your assignment. What seems to be the main issue?

Person (P): I just can't get motivated. I feel overwhelmed and distracted.

I: That's tough. What usually helps you stay motivated?

P: When I'm interested in the topic or have clear deadlines.

I: Let's work with that. Can you find a way to connect this assignment to something you're interested in?

P: Maybe. The assignment is about market analysis, but I like technology. I could focus on a tech company.

I: Great idea! How about setting smaller, manageable deadlines for yourself?

P: That could help. I'll break it down into researching today, outlining tomorrow, and writing the next day.

I: Perfect. How will you stay accountable?

P: I'll check in with you or a friend daily.

I: Excellent. You've got a solid plan now. Let's touch base in a couple of days. Sound good?

P: Yes, thank you.

I: You're welcome! You've got this.

# POWERED BY DATA/RESEARCH



**Procrastinate the procrastination** - By intentionally delaying procrastination, you're using a behavioral activation to start working on tasks. This can help overcome inertia and make it easier to begin tasks. [5]



**Address the root of the problem** - A study published in Behavior Research and Therapy (2010) found that cognitive-behavioral therapy (CBT), a form of talk therapy, significantly reduces procrastination by changing negative thought patterns and improving time management skills. [6]



**Non-paternalistic software** - This approach respects individuals' autonomy and choices rather than imposing decisions or solutions on them. [7]



**Social support** for behavior change and influence [8]



**Lowering the friction/resistance** is an enabler to attitude/behavior change. [9,10]

# WHAT IS WISEBLOCK?



# An optimized planner



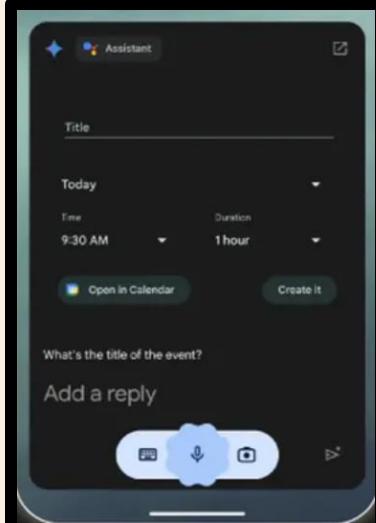
## An app connected across devices

Jane's Distraction List	Related Categories	Automatically Blocked Related Websites	Reason for Blocking
facebook.com	Social Media	instagram.com	Similar visual content and social networking features
		twitter.com	Similar social networking with microblogging features
		snapchat.com	Social media with ephemeral messaging and content sharing
		reddit.com	Social news aggregation and discussion forums
		tumblr.com	Blogging and social media with user-generated content
		myspace.com	Legacy social media site with similar networking features
		flickr.com	Photo-sharing site with social media elements

# A predictive Ad Blocker



## Connect to a therapist



## Make changes through voice commands

# WHAT IS WISE BLOCK?

**Providing you with the motivation and help you need to get through tough assignments**

"Netflix is buffering. Perfect time to get back to work!"

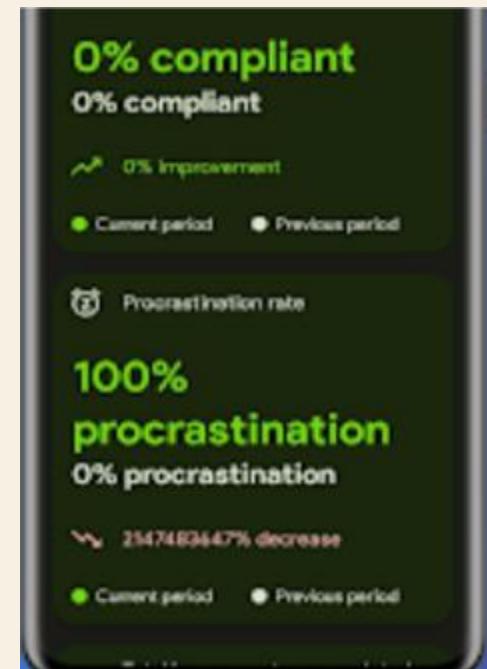
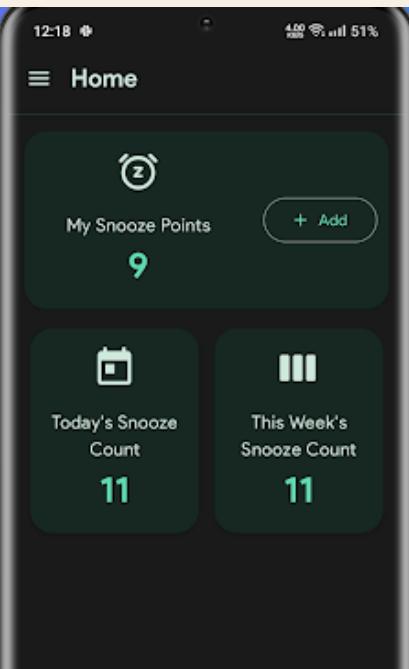
"Your productivity called. It misses you!"

"Netflix is like dessert – save it for later!"

"Hey, superhero! 🦸 I see you're tempted to dive into Netflix or the web. But remember, your work is the real adventure right now! 🗂️🌟 How about we save those epic plots and funny cat videos for a well-deserved victory lap? Finish this, and you can reward yourself with a binge-worthy marathon! 🎉"  
😊"

"Hey there! 😊 It looks like you're about to take a break, but your goals are just within reach. Let's stay focused for now and enjoy some well-deserved Netflix time later! 📺💪"

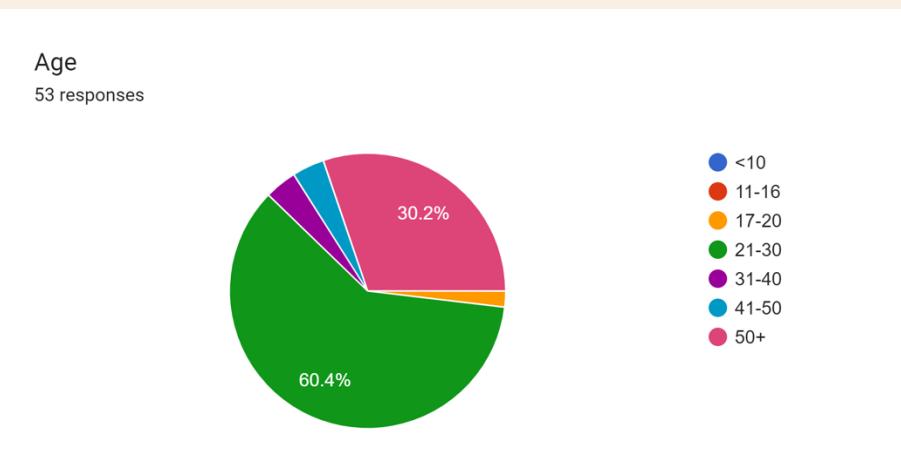
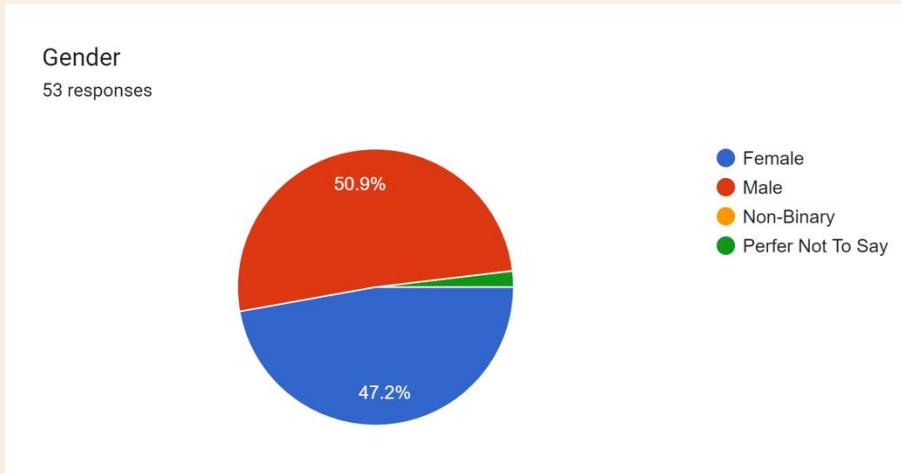
**Track your progress through leaderboard and community**



# MARKET RESEARCH (1/3)

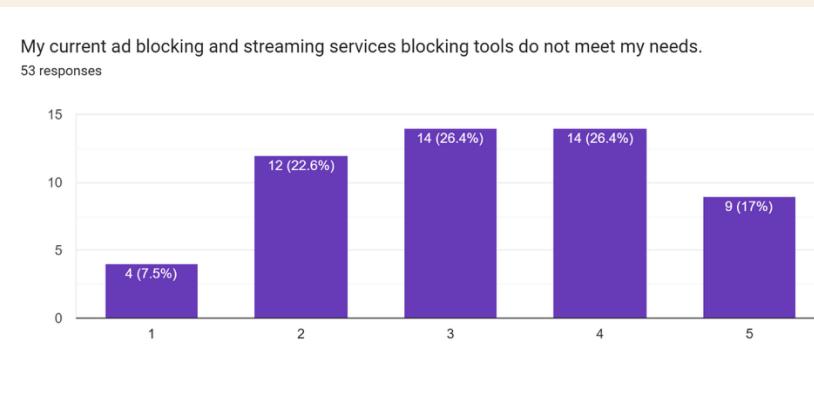
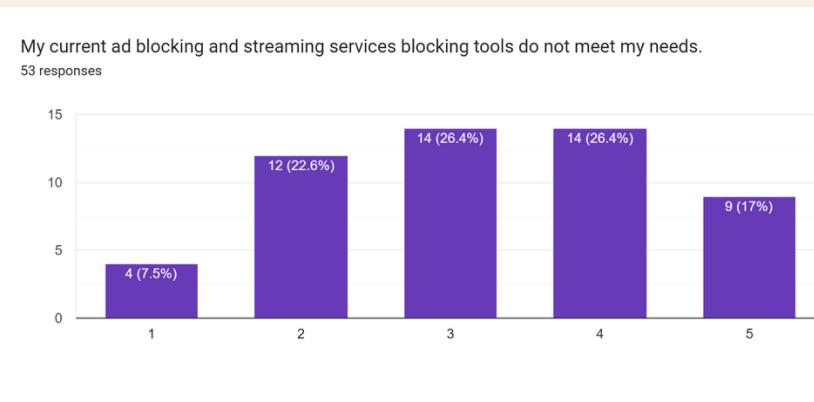
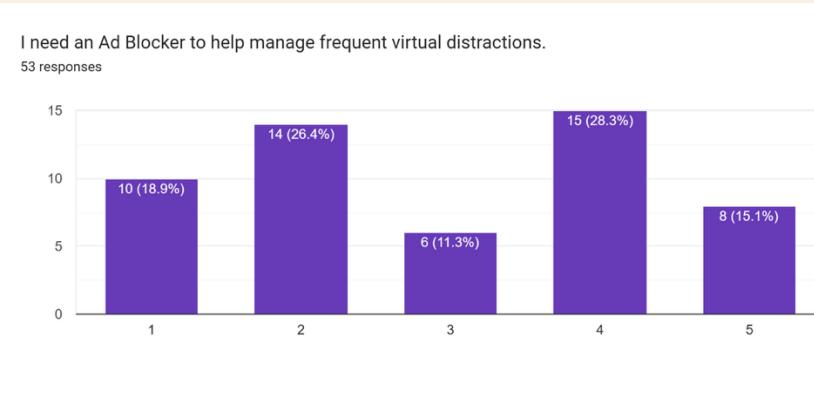
## Polled friends and family how they handle *procrastination* and *virtual distractions*

- Demographics
  - 53 Responses
  - Gender split 50-50
  - Age majority aligns with primary target demographic of students
- Relevance
  - 47% agree they are easily distracted by websites
  - 67% agree an automated AI planner would be helpful



# MARKET RESEARCH (2/3)

Asked Agree/Disagree Questions regarding Ad Block & Planner Usage



- Nearly **50%** people agree they require greater ad blocking services
- **83%** agree they notice a significant increase in productivity when planning their day.

# MARKET RESEARCH (3/3)

Asked optional free response questions

- What tools do you use & are they effective?
- What would you want an AI blocker / planner to do?
- Any concerns trusting an AI blocker / planner?

Couple of Answers

→ **Yes, paper notebooks.**

→ **Reminders, future scheduling**

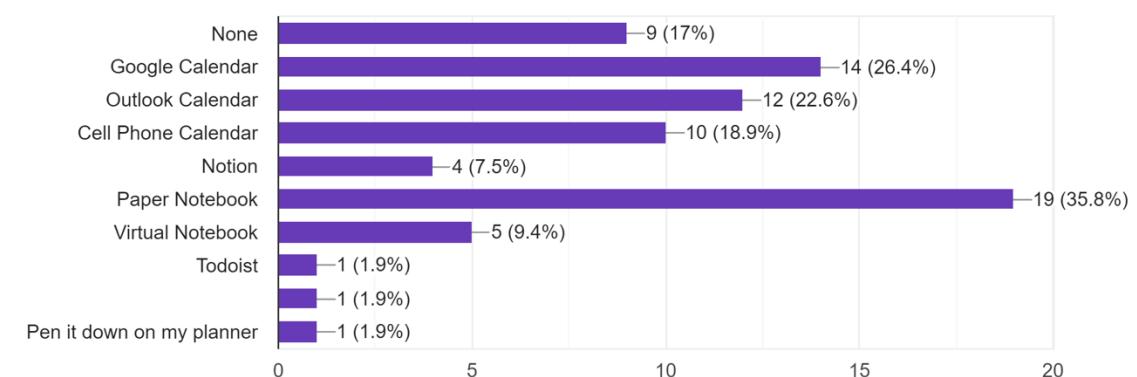
→ **Privacy / Data mining**

Polling Next Steps

- Emphasize planner capabilities in development
- Re-poll focusing on distractibility based on profession
- Re-poll with a regular distribution of early adopters & early/late maturity adopters

What kind of system do you use to plan your days?

53 responses

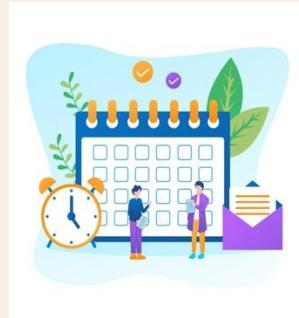


# COMPETITOR ANALYSIS

## Ad Blocker



## Planner



# COMPETITOR ANALYSIS



	AdBlock Plus	uBlock Origin	AdGuard	WiseBlock
<b>Platform Availability</b>	Browser Only	Browser Only	Browsers & Apps	Browsers & Apps
<b>Filtering Tech</b>	<ul style="list-style-type: none"> <li>• List based filters</li> <li>• Custom filters</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced list filtering</li> <li>• Custom dynamic filtering</li> </ul>	<ul style="list-style-type: none"> <li>• List based filters</li> <li>• Custom filters</li> </ul>	<ul style="list-style-type: none"> <li>• List based filters</li> <li>• Custom filters</li> <li>• Predictive Filtering with AI</li> </ul>
<b>Performance Impact</b>	Moderate	Low	Low-Moderate	Low
<b>Customization</b>	<ul style="list-style-type: none"> <li>• Custom filtering</li> <li>• Whitelisting</li> </ul>	<ul style="list-style-type: none"> <li>• Custom dynamic filtering</li> </ul>	<ul style="list-style-type: none"> <li>• Custom filtering</li> <li>• Custom rules</li> </ul>	<ul style="list-style-type: none"> <li>• Custom filtering</li> <li>• Custom Rules</li> </ul>
<b>Privacy</b>	Basic	Strong <ul style="list-style-type: none"> <li>• Anti-tracking</li> </ul>	Comprehensive <ul style="list-style-type: none"> <li>• Anti-tracking</li> <li>• Anti-phishing</li> </ul>	Comprehensive <ul style="list-style-type: none"> <li>• Anti-tracking</li> <li>• Anti-phishing</li> <li>• Data learning</li> </ul>
<b>User Interface</b>	Simple, user-friendly	Minimalist with adv. Settings	User-friendly & adv. settings	User-friendly & adv. settings
<b>Support</b>	<ul style="list-style-type: none"> <li>• Good support</li> </ul>	<ul style="list-style-type: none"> <li>• Good Support</li> <li>• Active community</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive support</li> <li>• Active Community</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive Support</li> </ul>
<b>Pricing</b>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Optional Donation</li> </ul>	<ul style="list-style-type: none"> <li>• Free: open-source</li> </ul>	<ul style="list-style-type: none"> <li>• Free for basic features</li> <li>• Premium for extra features</li> </ul>	<ul style="list-style-type: none"> <li>• Free for basic features</li> <li>• Premium for extra features</li> </ul>

# COMPETITOR ANALYSIS

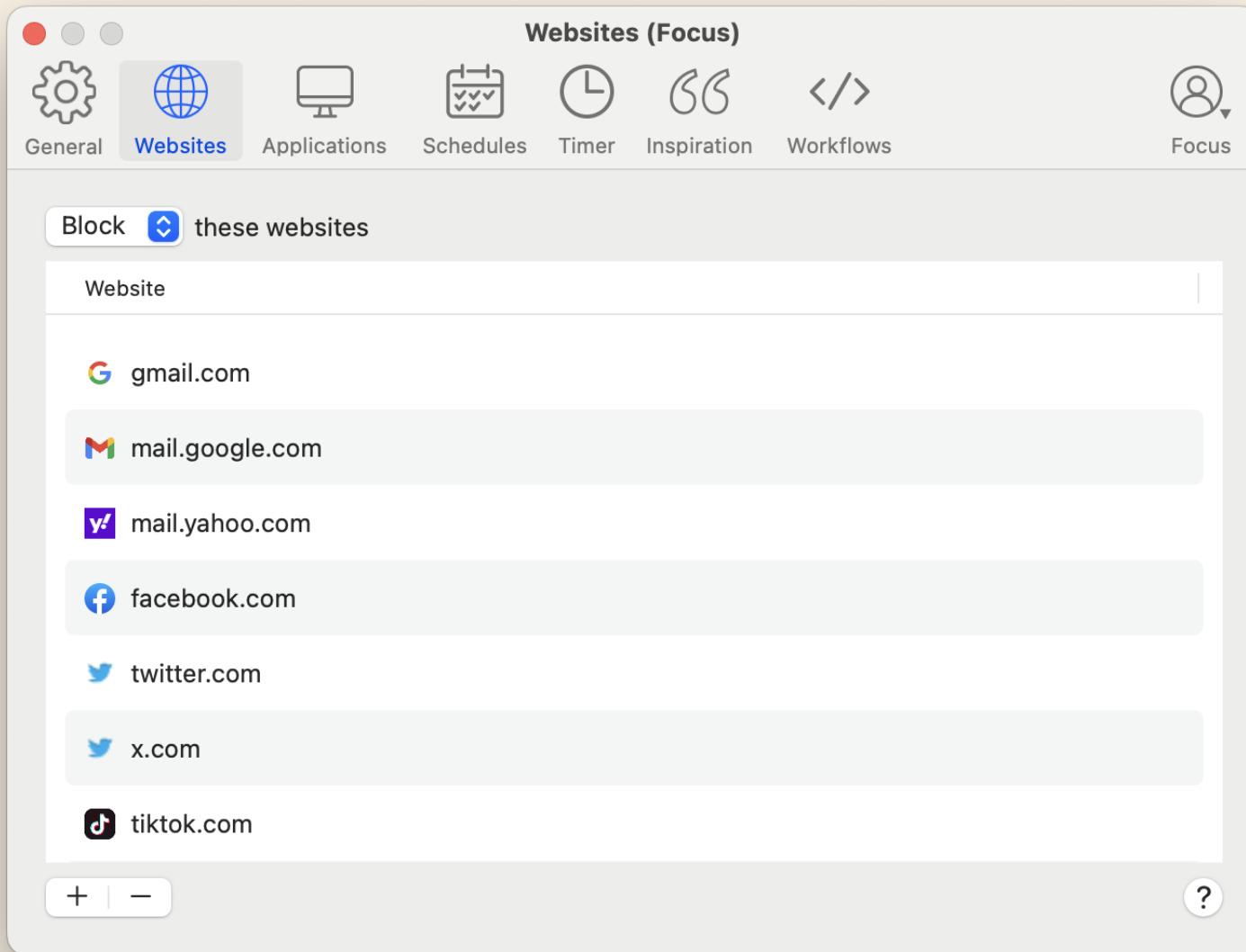
## FOCUS

### Pros:

- Combined ad blocker and scheduling system
- Has similar motivational model

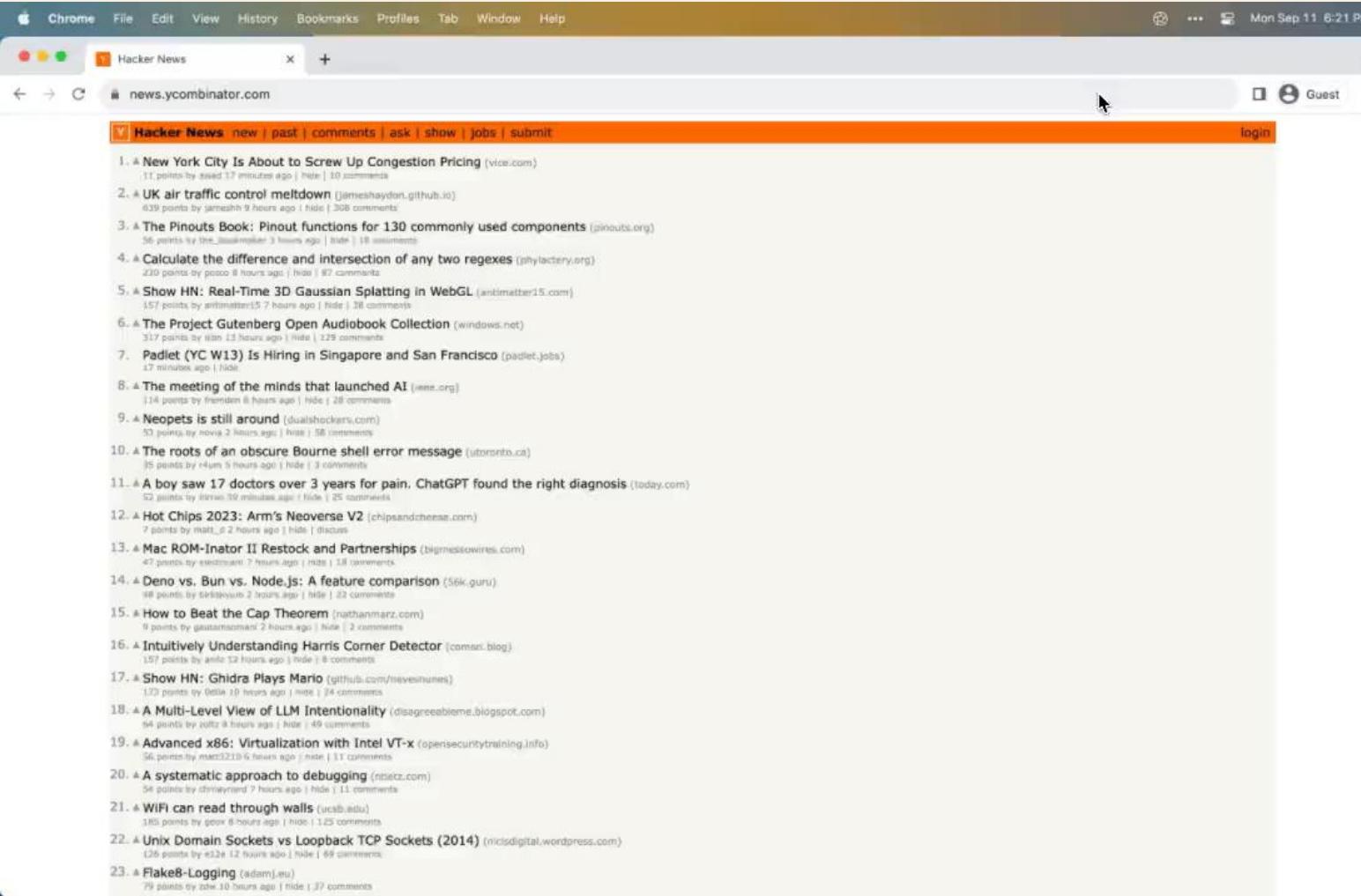
### Cons:

- Manually add websites to block list
- Manually schedule plans & tasks
- Compatible only with Mac, not available for Windows or across cell phones



# FOCUS

( Click on the image below to play the video )



# COMPETITOR ANALYSIS



## Pros:

- AI schedule prediction and adjustment
- Has motivational messages
- Daily analytics
- Free base model

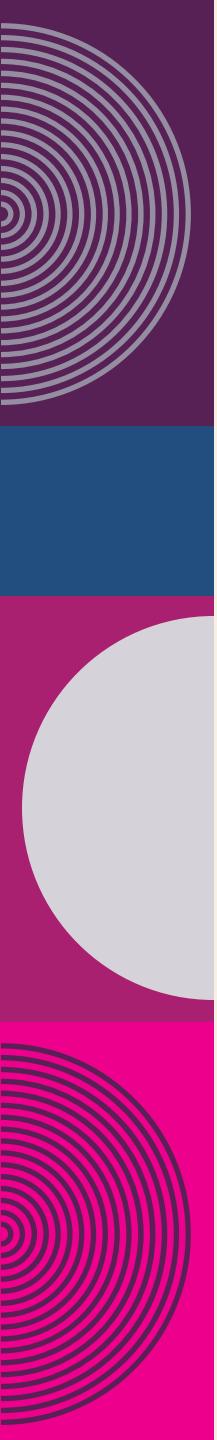
## Cons:

- No Ad Blocker
- Minimalist design allows for limited customizability

The screenshot shows the BeforeSunset AI Review interface. At the top, there is a navigation bar with tabs: "Todos", "Today", "Tomorrow", "Rest of the week", and "Later". Below the navigation bar, there is a message from an AI: "Hello Millie Pham, How do you feel today? 😊 It's a new start!". The main area displays a list of todos:

- Update "BeforeSunset AI Review" work 00:45
- Send 5 cold emails work 01:00
- Write 1000 words for "Jasper AI" work 01:30
- Learn Pin Popular (Design Section) work 03:00
- Read 20 minutes personal recurring task
- Write 1000 words for "LinkBoss Review" work 01:30
- Add a new todo

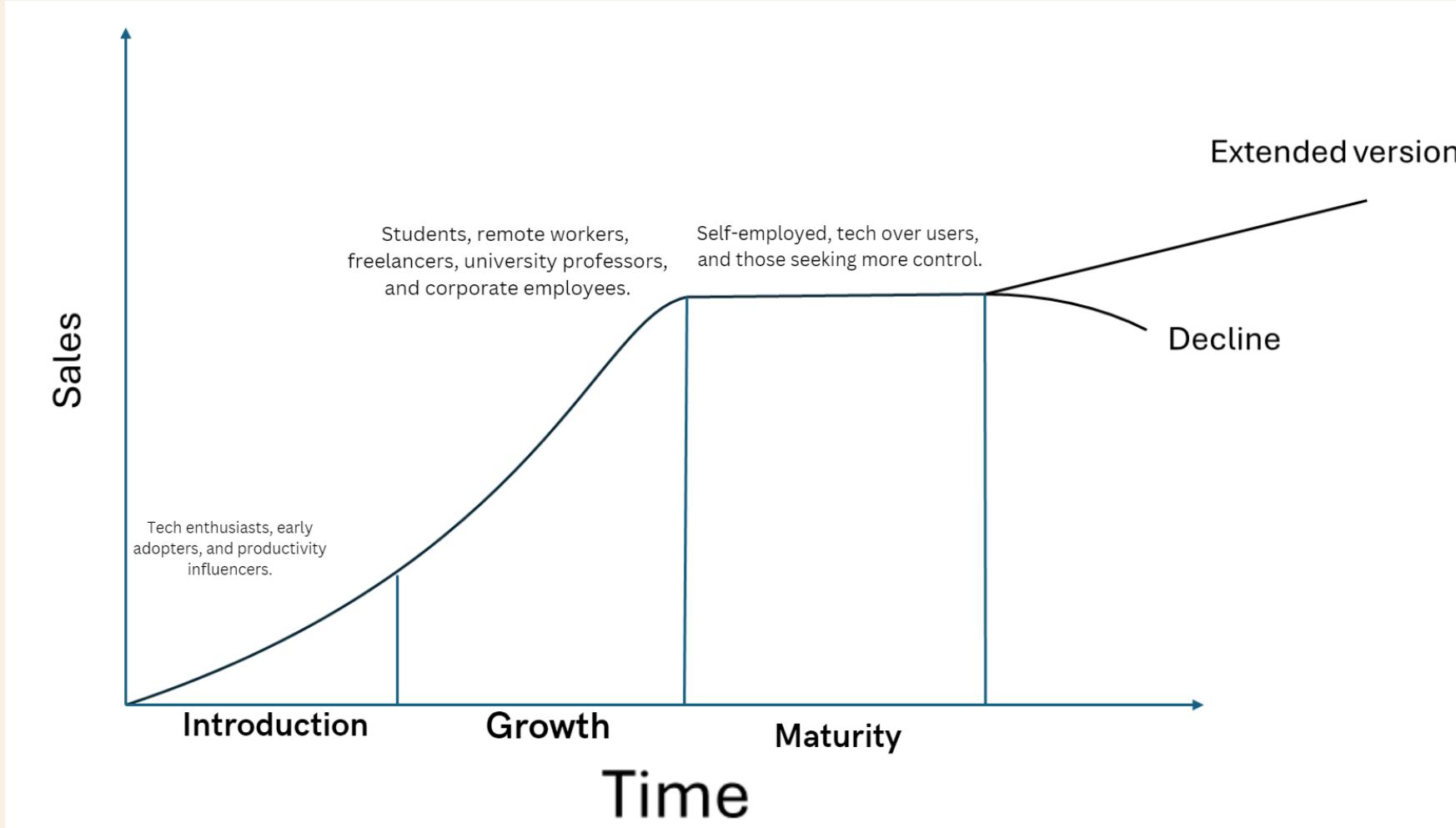
On the right side of the interface, there is a sidebar with a "Feedback" button at the top. At the bottom right, there is a teal button with a white starburst icon and an orange arrow pointing to it with the text "Plan my day" button.



# WHAT'S DIFFERENT ABOUT US?

- **Learnings from Ad Blocker Competitors:**
  - AI Predictive Ad Blocking
  - Allow for beginner friendly and advanced designs
  - Aim for low system impact
  - Privacy: Anti-tracking, Anti-phishing, Data learning
- **Learnings from Planner Competitors:**
  - Maintain industry standard:
    - AI Predictive integration of tasks and events
    - Cross system integration (phone, tablet, computer, etc.)
    - Cross software integration (Google Calendar, Outlook, etc.)
  - Allow for customization
  - Free base product

# PRODUCT LIFE CYCLE





## SECTION 2: SPECIFICS

# BUSINESS CANVAS

## Value Propositions

- **Blocking Distracting Websites:** Learns from user input and behavior to automatically block distracting websites and apps.
- **Creating Optimal Schedules Based on User Needs:** Provides personalized scheduling to enhance productivity.
- **Reward System for Motivation:** Implements a reward system to keep users motivated and engaged.

## Customer Segments

- **Students** (Ages 14-40 years): High school, college, and university students
- **People Working from Home** (Ages 25-55 years): Remote employees, part-time telecommuters, work-from-home parents
- **People Struggling with Compulsive Tech Usage** (Any age): Individuals seeking digital detox, people with tech addiction concerns, users of self-help and mental wellness apps

# BUSINESS CANVAS

## Revenue Streams

- **Subscription-based Charges:** Free tier, Premium Tier, Enterprise Tier.
- **Partnerships with Educational Websites:** Collaborations with Canvas, Coursera, etc.
- **Collaborating with Productivity Influencers:** Leverage influencers for broader reach and credibility.

## Key Partners

- **Software Development:** Work alongside Andela for software.
- **Data Backup:** Utilize regional experts for data backup and security ex/ Carbonite, McAfee, Local IT Security Firms.
- **Customer Support:** Outsource live chat support Zendesk & Freshdesk.
- **Legal & Compliance:** Reference partners at DLA Piper, Baker McKenzie, and Local Firms for privacy and legal data storage policy.

# MARKET SPEC

User Requirement	Definition	Target	Minimum
AI Automatic Blocking	<ul style="list-style-type: none"> <li>User gives initial input of sites to block.</li> <li>Product blocks input as well as similar sites/apps that also distract</li> </ul>	<p><b>Target:</b></p> <ul style="list-style-type: none"> <li>ID and block 95% of user-input and similar distracting websites within 30 seconds</li> <li>Uses adaptive learning to improve accuracy over time.</li> </ul>	<p><b>Minimum:</b></p> <ul style="list-style-type: none"> <li>ID and block 100% of user-input distracting websites within 1 minute.</li> </ul>
Creates Optimal Schedules based on user needs	<ul style="list-style-type: none"> <li>User inputs their weekly tasks, preferences, and needs.</li> <li>Generative AI then creates optimal, balanced schedules for the entire week</li> </ul>	<p><b>Target:</b></p> <ul style="list-style-type: none"> <li>AI generates an optimal schedule within 2 minutes,</li> <li>Learns from users' habits</li> <li>Suggests various versions for them to choose from</li> <li>Achieves at least 95% user satisfaction</li> </ul>	<p><b>Minimum:</b></p> <ul style="list-style-type: none"> <li>AI should generate an initial optimal schedule within 5 minutes of receiving user inputs</li> <li>Achieves at least 80% user satisfaction with the suggested schedules</li> </ul>
Reward System	<ul style="list-style-type: none"> <li>Integrated app feature</li> <li>Early release of blocked content for long, consistent focus sessions</li> </ul>	<p><b>Target:</b></p> <ul style="list-style-type: none"> <li>Achieve a 70+% user engagement rate with the reward system within the first six months of implementation.</li> </ul>	<p><b>Minimum:</b></p> <ul style="list-style-type: none"> <li>Achieve a 50+% user engagement rate with the reward system within the first six months of implementation.</li> </ul>

# PRODUCT SPEC

User Requirement	Test Method	Target	Minimum
Automatic Blocking of Distracting websites and apps with AI	<ul style="list-style-type: none"><li>User testing with time measurements</li></ul>	<b>Target:</b> <ul style="list-style-type: none"><li>ID and block 95% of user-input and similar distracting websites within 30 seconds</li><li>With AI, improving accuracy over time.</li></ul>	<b>Minimum:</b> <ul style="list-style-type: none"><li>ID and block 100% of user-input distracting websites within 1 minute.</li></ul>
Creates Optimal Schedules based on user needs	<ul style="list-style-type: none"><li>Performance testing with various task sets</li></ul>	<b>Target:</b> <ul style="list-style-type: none"><li>AI generates an optimal schedule within 2 minutes,</li><li>Learns from users' habits</li><li>Suggests various versions for them to choose from</li><li>Achieves at least 95% user satisfaction</li></ul>	<b>Minimum:</b> <ul style="list-style-type: none"><li>AI should generate an initial optimal schedule within 5 minutes of receiving user inputs</li><li>Achieves at least 80% user satisfaction with the suggested schedules</li></ul>
Reward System	<ul style="list-style-type: none"><li>Monitor user engagement and satisfaction with feature during testing and product use</li></ul>	<b>Target:</b> <ul style="list-style-type: none"><li>Achieve a 70+% user engagement rate with the reward system within the first six months of implementation.</li></ul>	<b>Minimum:</b> <ul style="list-style-type: none"><li>Achieve a 50+% user engagement rate with the reward system within the first six months of implementation.</li></ul>

# DFMEA

Item	Func.	Potential Failure	Potential Cause(s) of Failure	Effect of Failure	SOD				RPN	Rec. Actions
					S	O	D			
					E	C	T			
Maintaining Data Storage and Security	Proper storage of user data and Security	Security vulnerabilities	Outdated software or poor practices	Data breaches causing user dissatisfaction & financial loss	9	3	8		216	Regular security audits and updates
Recognize Voice Commands	User Interface Design	Misinterpretation of commands	Background noise or poor recognition tech	Frustration and inefficiency	7	5	6		210	Improve voice recognition software
Integrating with user's digital ecosystem (Mobile, PC, Smart watch etc.)	Ensures seamless connectivity and sync. across multiple devices	Failure to integrate with all devices	Compatibility issues, Network connectivity problems, Software bugs	Inconsistent user experience, Data synchronization issues	8	4	5		160	Comprehensive device compatibility testing, Regular updates to address bugs, Enhanced network stability protocols



## SECTION 3: BREACHING MARKET

# STAKEHOLDER MATRIX

	Stakeholder Name	Contact Information	Impact to Project	Influence on Project	How Stakeholder Can Contribute	How Could Stakeholder Derail Project
Investors	Andreessen Horowitz	Email: <a href="mailto:info@a16z.com">info@a16z.com</a>	H	H	Provide funding, strategic advice	Withdrawing investment, poor market returns
	Sequoia Capital	Email: <a href="mailto:info@sequoiacap.com">info@sequoiacap.com</a>	H	H	Offer funding, market insight	Investment pull-out, negative market feedback
Key Suppliers	AdBlock Plus	Contact: Bill Bradshaw Email: <a href="mailto:bill@adblockplus.org">bill@adblockplus.org</a>	H	M	Provide ad-blocking technology and integration support	Disruptions in tech integration, compatibility issues
	Eyeo GmbH (Creators of Adblock Plus)	Contact: Michael Schoen Email: <a href="mailto:michael@eyeo.com">michael@eyeo.com</a>	H	M	Collaborate on technology integration and updates	Technical issues, delays in integration
Outsourced Development	Toptal	Contact: Amanda Young Email: <a href="mailto:amanda.young@toptal.com">amanda.young@toptal.com</a>	H	M	Provide skilled developers for project development	Delays in development, mismatched skillsets
	Upwork	Contact: John Doe Email: <a href="mailto:john.doe@upwork.com">john.doe@upwork.com</a>	H	M	Source freelance developers and project support	Quality issues, inconsistent work
Technology Partners + Healthcare Partners	IBM Watson	Contact: Emily Johnson Email: <a href="mailto:emily.johnson@ibm.com">emily.johnson@ibm.com</a>	H	H	Provide AI algorithms and support	Performance issues, technical incompatibility
	NVIDIA	Contact: James Brown Email: <a href="mailto:james.brown@nvidia.com">james.brown@nvidia.com</a>	H	H	Supply GPUs and technical support	Supply chain issues, performance discrepancies

# COMMERCIALIZATION STRATEGY

- **1. Target Market**

- - Demographics: Students, remote workers, professionals, and educational institutions.
- - Psychographics: Seek productivity, battling procrastination, or needing structured schedules.
- - Behavioral: Regular internet users, heavy social media users, high online activity.

- **2. Pricing Strategy**

- *Freemium Model*: Basic (Only AI automatic blocking) vs. premium features (AI blocking, AI planner, therapist, voice + connected ecosystem).
- *Premium Features Subscription Plans*: Monthly (10\$), quarterly (20\$), annual (80\$).

- **3. Marketing Channels**

- *Digital Marketing*: Productivity influencers, Ads on educational YouTube content, SEO Optimization.
- *Partnerships*: Educational institutions, companies, influencers, free online webinars/workshops to beat procrastination.
- *App Stores*: iOS, Android, browser extension (cross-platform app).

- **4. User Engagement & Retention**

- *Seamless Onboarding Experience*: Tutorials and guided setups.
- *Continuous Improvement in software and user experience*: AI adapts to user habits.
- *Reward System*: Incentives for consistent use.
- In app support - 24 X 7 live chat with an agent.

# FORECAST

## 1. Market Size & Growth Potential

- USD 41.90 billion in 2020, projected to reach USD 122.70 billion by 2028, with a CAGR of 14.49%. ([bing.com](https://bing.com))

## 2. Revenue Projections

### First Year:

- Target Freemium Users: 10,000
  - Conversion to Premium: 5% (500 users)
  - ARPU: \$7.78/month (based on average subscription plans)
  - Estimated Monthly Revenue:  $500 \text{ users} \times \$7.78 = \$3,890$
  - Estimated Annual Revenue:  $\$3,890 \times 12 = \$46,680$

### Second Year:

- Freemium Users: 20,000
  - Conversion to Premium: 10% (2,000 users)
  - ARPU: \$7.78/month (based on average subscription plans)
  - Estimated Monthly Revenue:  $2,000 \text{ users} \times \$7.78 = \$15,560$
  - Estimated Annual Revenue:  $\$15,560 \times 12 = \$186,720$

## 3. Growth Metrics

- User Retention Rate:** >60%
- Lifetime Value (LTV):** Enhance features and add services
- Customer Acquisition Cost (CAC):** Optimize with cost-effective marketing
- Churn Rate:** Reduce with better onboarding and support
- Net Promoter Score (NPS):** Improve with quality service and product updates

# WiseBlock – The Distraction Delete: Because Cat Videos Can Wait!!



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THANK YOU