



RUBRIQ ✓

check or be checked ✓

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# EXECUTIVE SUMMARY

**RubriQ is the assignment assistant every student needs to optimize the quality of their work without having to overcomplicate the work process.**

**RubriQ is a chrome extension built to help students make sure they are meeting assignment requirements without doing the heavy lifting for them.**

**Using AI, RubriQ is able to evaluate, list, and grade a student's work based off of the given rubric. Avoiding excuses and surprises when grades are returned.**



## OUR MISSION

We want to help simplify the daunting task of assignment management and organization for students, while avoiding the academic integrity issues other AI tools pose.

# NEVER MISS A POINT.

## PROBLEM

Students are missing “easy” points on assignments because they don’t have enough time to carefully review their work against the rubric. This stems from lack of time management, pressure from multiple deadlines, and a tendency to prioritize completion over quality.

## SOLUTION

RubriQ eases assignment anxieties by giving students a live checklist telling them exactly what the teacher is looking for in their document, so they don’t have to worry about missing the tiny details. By working within the document, it saves time and energy for the student and ensures that they can focus on the quality of their work.

# FEATURES & BENEFITS



## **live checks for rubric components**

so students don't miss those tiny important details that could be the difference from an A to a B



## **rubric to document mapping**

so students know exactly what information they are missing and where it needs to go



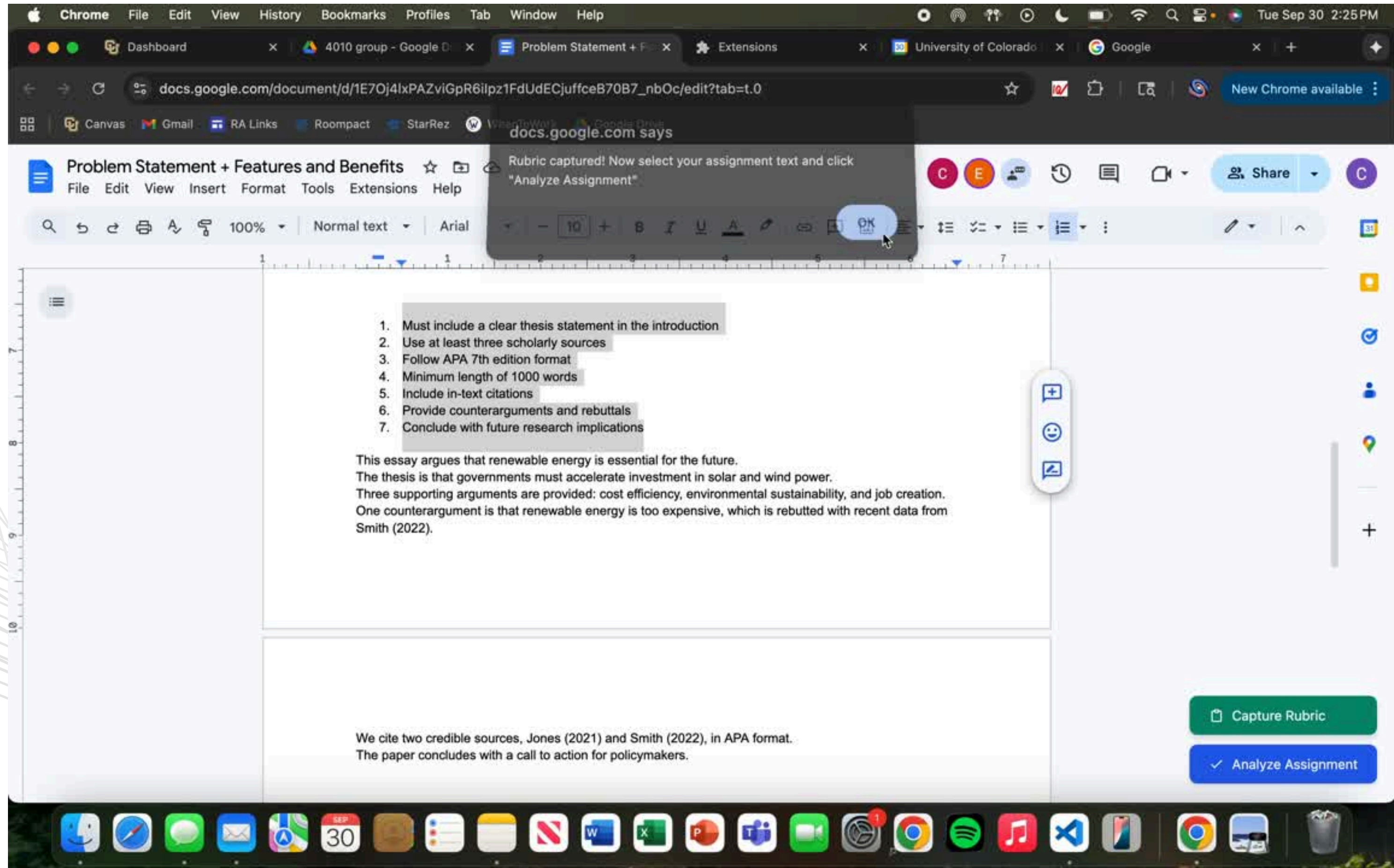
## **estimates grade based off work**

so students can gauge what they might get before the grade is returned



## **integration into document environment**

so students don't have to constantly be switching their focus from their assignment to make sure they understand the guidelines



# PROTOTYPE DEMO

# MARKET ANALYSIS

There are around 264 million students in college worldwide, with around 19 million in the United States alone. For many students the transition to college rarely goes as planned, with students facing new simultaneous challenges they might not be prepared for. There's a massive need for academic support in the critical first-year period where 24% of students drop out, when students are struggling with executive functioning, newfound independence, and overwhelming workloads.

Commercial homework help services fill a gap that institutional resources should fill but don't (due to utilization barriers). Our market analysis, shows that AI homework-help space is saturated, but with many of the popular applications there are limitations. Homework helpers that only deliver answers miss the deeper problem: students don't know how to learn, don't know why they should care, and don't believe their efforts matter. AI tools like ChatGPT can deliver answers instantly, but it can't restore motivation, provide accountability, or encourage learning for students over time.

Based on our research, we have found a niche that has not been explored in rubric compliance that uses AI to help students with assignments without doing it for them.

AI in Education is currently valued at around \$7.6B and is estimated to be valued at \$112B by 2034.

As of Oct 2025, ChatGPT has 700-800 million users.

89% of Students globally admit to using ChatGPT for homework.

51% of students think using ChatGPT is cheating- yet 22% still do it.

# MARKET ANALYSIS

## KEY MARKET TRENDS

1. **AI Commoditization** -Basic homework help is now FREE and instant. Premium services must offer clear differentiation.
2. **Multi-Tool Usage** -Students use multiple tools together: ChatGPT for generation + Grammarly for refinement + specialized tools for specific needs
3. **Academic Integrity Crisis** ~89% of students use AI for assessments. Schools are struggling with AI detection and policy. Creates opportunity for accountability tools.
4. **B2B Over B2C** -Institutional sales showing stronger defensibility than individual subscriptions. Schools and companies as buyers, not students.
5. **Freemium Dominance** -Free tier with premium upgrade is now mandatory for user acquisition. Following Grammarly/ChatGPT model.
6. **Integration Wins** -Success requires seamless integration into existing workflows (Google Docs, Word, LMS) rather than standalone platforms.

# MARKET ANALYSIS

## COMPETITIVE ENVIRONMENT

RubriQ competes with major academic tools like ChatGPT, Chegg, and Grammarly, but our advantage lies in our specific niche, rubric compliance. While ChatGPT dominates the AI market, it cannot interpret a rubric unless the user manually uploads it, and it often produces answers for students rather than helping them meet assignment criteria. RubriQ instead focuses on checking work against the rubric, offering a more academic integrity–friendly approach.

This niche allows us to create a new subcategory within the EdTech market rather than competing directly with writing or answer-generation platforms. Grammarly focuses on grammar, Chegg provides solutions, and ChatGPT generates content—none address rubric alignment or assignment expectations.

A current challenge is our limited LMS integration, especially with Canvas, which currently controls much of the rubric workflow. However, this gap also creates opportunity: schools are trying to detect tools like ChatGPT, while RubriQ can position itself as a supported, learning-focused tool that strengthens student performance. By partnering with institutions and integrating directly with their systems, RubriQ can differentiate itself as both effective and educator-aligned.


# MARKET ANALYSIS

## COMPETITIVE DIFFERENTIATION

qualities

RUBRIQ✓

Chegg

 grammarly

 ChatGPT

Rubric Alignment



Grammar Feedback



Works in Document



Grade Estimation



Gives Homework  
Answers



Chrome Store  
Compatible



# MARKET ANALYSIS

## OPPORTUNITIES AND CHALLENGES

### Opportunities:

- Growing Demand for Academic Productivity Tools
- Low Barriers to Initial Adoption
- Works within the Document Environment
- High Value Proposition for a Low Cost
- Honors Academic Integrity
- Ethical AI Adoption

### Challenges:

- Awareness & Education Barriers
- Competing Attention in Crowded EdTech Space
- Freemium-to-Premium Conversion Pressure
- Gaining Early Trust & Credibility
- Scaling Support & Quality Assurance
- Selling to Institutions Is Slow

# PRODUCT AND SERVICES PLAN

## Key Attributes:

RubriQ provides a simple, rubric-aligned workflow that eliminates guesswork for students. Instead of juggling unclear expectations, confusing feedback, or multiple tools, students upload a rubric and a document and receive clear, criterion-by-criterion guidance. The platform streamlines the writing and revision process while supporting instructors with more consistent grading.

## Service Ventures:

function, environment, reliability, responsiveness, availability, usability

## Function:

A straightforward tool that analyzes a user's document against an uploaded rubric and gives targeted, actionable feedback. RubriQ also serves instructors by offering a standardized pre-submission check.

## Environment:

Digital application delivered through a web platform with planned integrations into university systems

# PRODUCT AND SERVICES PLAN

**Reliability:**

RubriQ is supported by ongoing testing, quick bug triage, and quality assurance processes that keep the platform fast and stable for users

**Responsiveness:**

Customer support identifies issues and feature requests that feed directly into weekly engineering updates, ensuring continuous usability improvements.

**Availability:**

Accessible around the clock for students preparing assignments and instructors reviewing work. Integrations will allow seamless use within academic platforms.

**Usability:**

Built with a simple and intuitive interface so any student can navigate the platform and understand the feedback provided.

# PRODUCT DEVELOPMENT

## PEOPLE

**The founding team** (CEO, CFO, CMO, CPO, CTO, COO) will oversee early operations.



### Key hires include:

- Backend Engineer hired immediately to support the frontend co-founder
- UX and UI designer in Month 2
- Additional frontend engineer in Month 2
- Marketing lead in Month 4
- Customer support representative in Month 6
- Sales representative to support product outreach
- The engineering team will continue to grow as RubriQ expands.

# PRODUCT DEVELOPMENT

## TECHNOLOGY

RubriQ requires publishing the extension on the Chrome Web Store.

- Chrome developer registration fee: 5 dollars
- Chrome approval wait time: 1 to 3 days

RubriQ will also include a public website for product information, plan upgrades, and customer support. Engineers will be provided with development computers, and technical infrastructure will support extension updates, user data, and AI processing.

# PRODUCT DEVELOPMENT

## FACILITIES, OFFICE SPACE, AND EQUIPMENT

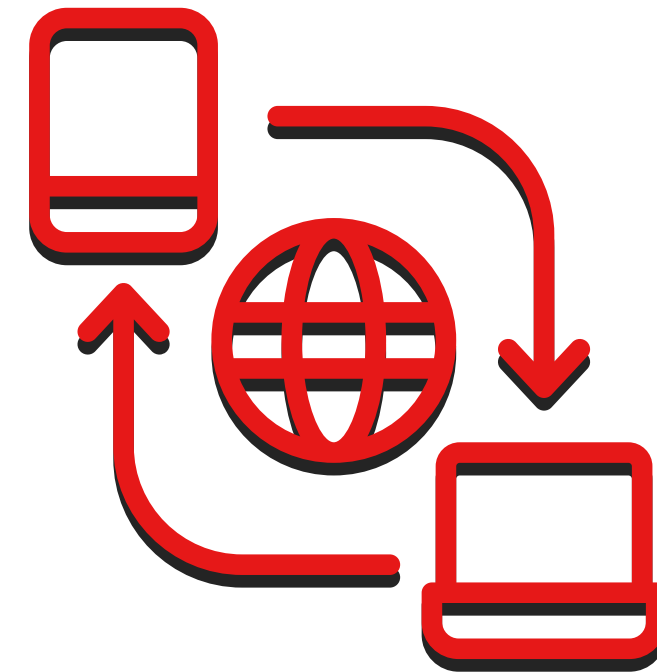
### Facilities and Office Space:

RubriQ does not require manufacturing or storage facilities because it is not a physical product.

Customer calls can be handled remotely.

Troubleshooting within the Chrome Store is handled by Google and the user.

Work will be fully remote during early years. A small in-person meeting space will be added once the team reaches 15 employees.



### Equipment:

Engineers will receive developer laptops. Estimated cost: 1,000 dollars per engineer for a team of five.

Other tools include personal devices and testing equipment.

# OPERATIONS PLAN

## MILESTONES

### YEAR ONE

**Months 1 to 3:** Finalize the product, hire a five-person software team, build the website

**Month 4:** Internal alpha testing with an AI model trainer

**Month 5:** Release free version and begin user acquisition

**Months 5 to 7:** Beta testing with user data

**Months 8 to 12:** Add ads, introduce premium features, and reach 1,000 users

### YEAR TWO

**Quarters 1 and 2:** Seek 500,000 dollars in Seed Round 1 fundraising

**Quarters 3 and 4:** Product refinement, social media advertising, influencer partnerships, and bug fixes

**Goal:** Secure one partnership

### YEAR THREE

**Quarter 1:** Introduce Autograde feature with improved grading

**Quarter 2:** Mid-year checkpoint for 10,000 users

**Quarters 3 and 4:** Begin Series A fundraising with a goal of 1,000,000 dollars  
**End of Year Goal:** 15,000 total customers, with 12,000 new customers

### YEAR FOUR

**Quarter 1:** Build teacher portal

**Quarter 2:** Beta test teacher portal

**Quarters 3 and 4:** Product refinement and preparation for school partnerships

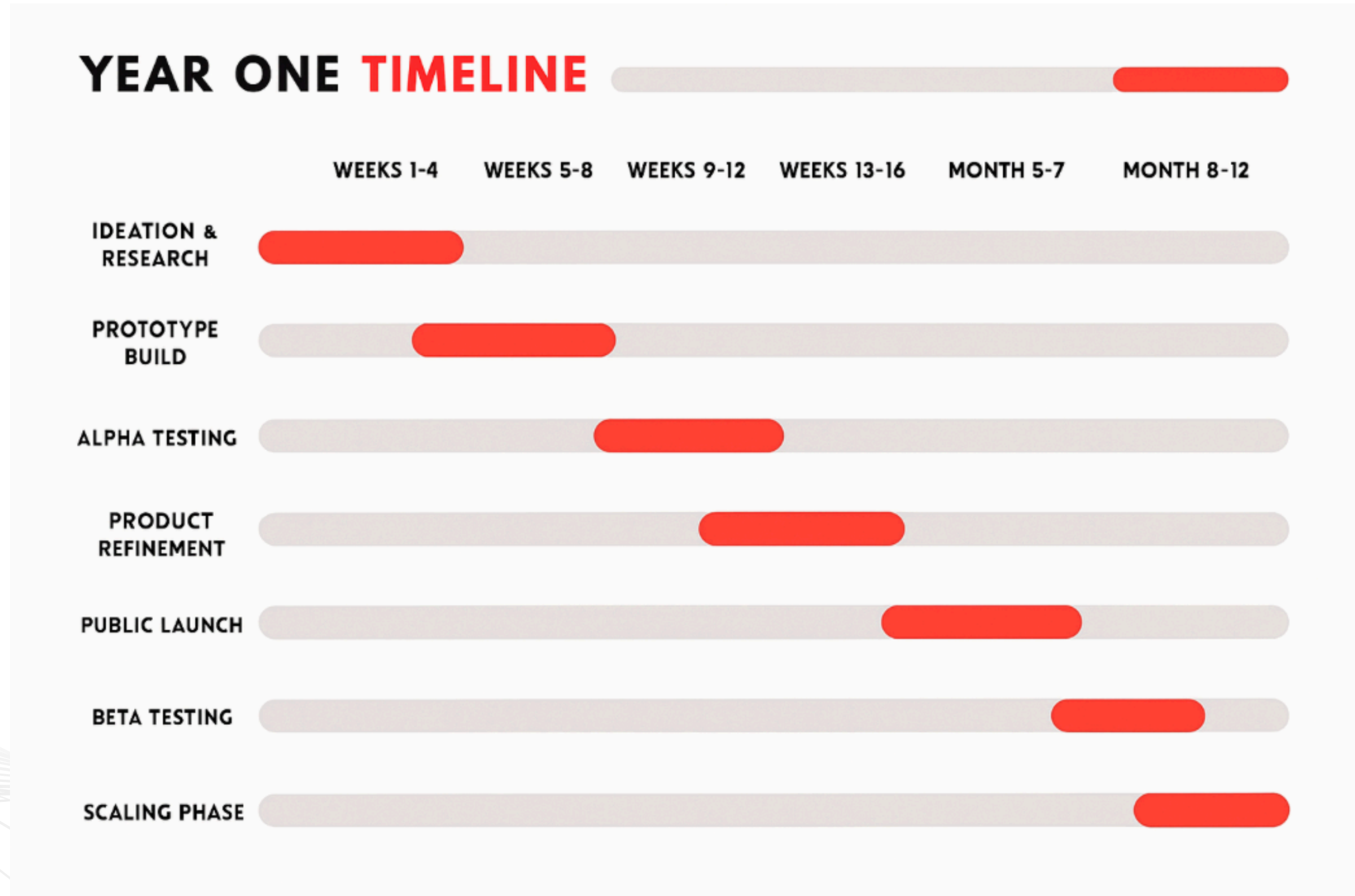
### YEAR FIVE

**Quarter 1:** Pitch RubriQ to universities as an AI-compliance grading tool

**Quarter 2:** Scale to 35,000 total users

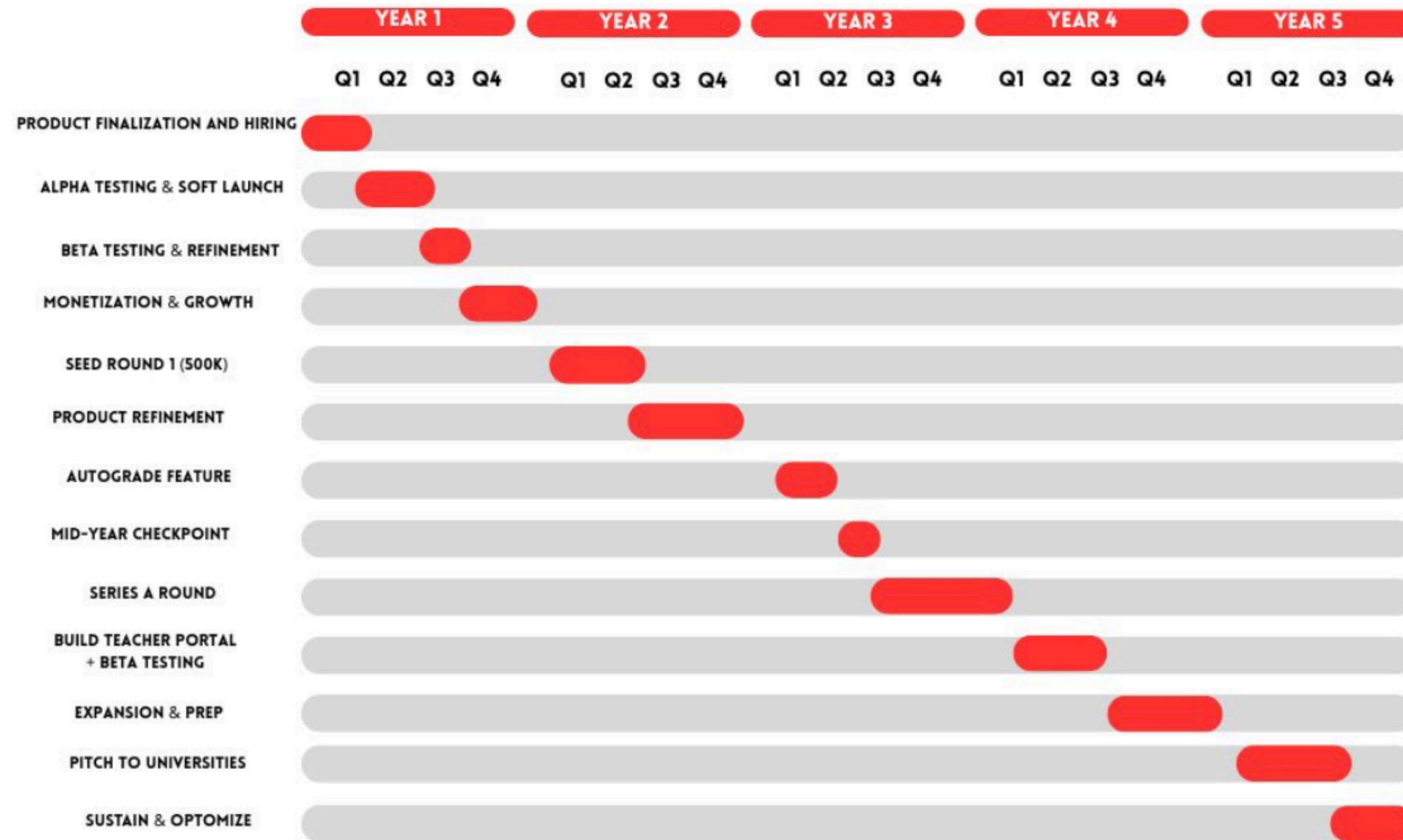
**Quarter 4:** Maintain partnerships and focus on retention

# OPERATIONS VISUALIZATION



# OPERATIONS VISUALIZATION

## RUBRIQ'S 5 YEAR TIMELINE



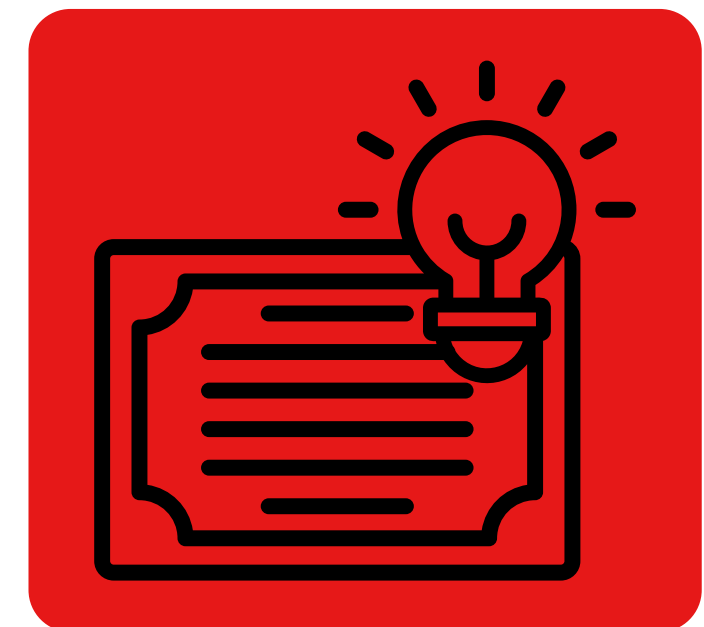
# CONSUMER OPERATIONS & PROPRIETARY RIGHTS



RubriQ will track user engagement, customer activity, and growth metrics. Engagement tools include email reminders, newsletters, and social media outreach. Customer support will grow from one representative to a small team as the user base expands.

Marketing efforts will use ads, influencer partnerships, and university relationships.

RubriQ may pursue patent protection for its rubric-matching process and feedback generation method. Early documentation and testing cycles will support this exploration. Final decisions will depend on feasibility and legal review.



# MANAGING ONGOING OPERATIONS

Years 1 to 2 focus on feature stability and user acquisition.

Years 2 to 3 focus on revenue from subscriptions and institutional licensing.

Years 4 to 5 focus on scaling infrastructure and integrating with Google Docs and Canvas.

Priority will be placed on high-quality feedback and reliable performance.

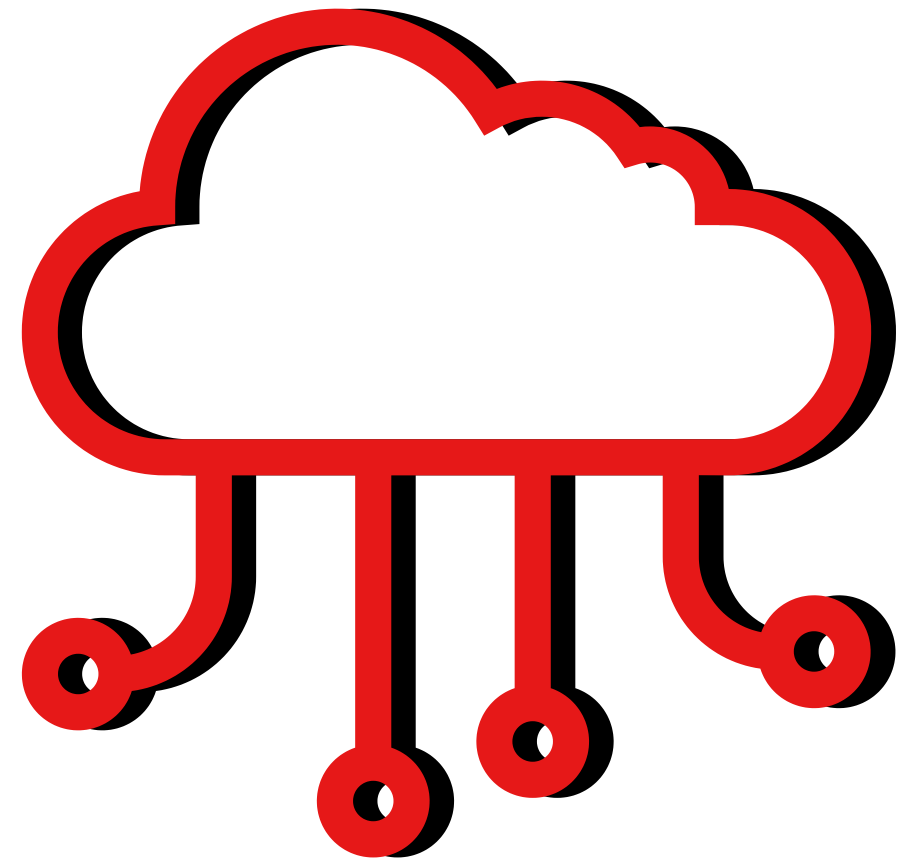


# PEOPLE AND HIRING PLAN

Role	Type	Time of Hire	Responsibilities
Frontend Engineer	Co-founder	Month 1	Build and maintain extension interface
Backend Engineer	Full-time	Month 1	Develop AI integration & APIs
UX/UI Designer	Contractor	Month 2	Create intuitive, minimal user experience
Marketing Lead	Part-time	Month 4	Execute launch campaigns & partnerships
Customer Support Rep	Part-time	Month 6	Manga post-launch issues
Sales Representative	Full-time	Year 2	Start reaching out to potential customers to buy product, turn leads into paying customers
Data Analyst	Full-time	Year 3	Gathers data and helps with decision-making based on metrics
Human Resource	Full-time	Year 5	Manages onboarding, recruitment, and performance

# TECHNOLOGY AND INFRASTRUCTURE

AI backend uses **OpenAI** for feedback evaluation.  
Hosting uses **AWS** or **Firebase**.  
Analytics use **Google Analytics**.  
Deployment uses **GitHub Actions**.  
Security uses **OAuth2** and **Chrome** privacy standards.



# MEASURING SUCCESS

**Strong user  
engagement**



**Meeting milestone  
targets across  
installs,  
subscriptions, and  
partnerships**



**NPS score of 8 or  
higher**



**Churn rate below 25  
percent in six months**



# RISKS

RubriQ's biggest vulnerability is the accuracy and reliability of AI-generated feedback. Poor quality or inconsistent responses can harm user trust and adoption.

## Mitigation Strategies:

- Conduct two structured testing cycles
  - Round 1: Alpha testing and refinement
  - Round 2: Post-launch adjustments based on analytics and user reviews
- Include user “confidence rating” for transparency
- Continuously fine-tune the AI model with anonymized user data

User adoption in the early years will make or break the success of RubriQ as well. Early traction is essential not only for revenue but also for building the credibility needed to secure future partnerships with schools and departments. The faster we establish a loyal student user base, the easier it becomes to scale, attract ambassadors, and justify deeper integrations with academic platforms.

# PRICING MODEL

WITH SUBSCRIPTION DIFFERENCES

features	Freemium (\$0 per month)	Premium (\$4.99 per month)
Ads	✓	✗
Assignment Checks	✓	✓
Grade Estimator	✗	✓
Rubric to Doc Mapping	✓	✓

# TARGET MARKET

## PRIMARY AND SECONDARY

Initially we want to focus on University Students.

### Primary Market: College & University Students

- Focus on undergraduates, who complete the highest volume of rubric-based assignments.
- Students who want to maximize their grades, stay organized, and improve academic efficiency.
- Includes students in writing-heavy majors (e.g., communications, English, psychology, sociology) who benefit most from rubric alignment tools.
- Also appeals to students who already use productivity extensions and are open to educational technology that simplifies schoolwork.

Then we want to expand into the Academic Institution Integration.

### Secondary Market: Professors & Educational Institutions

- Professors interested in improving student performance by helping students better interpret and follow rubrics.
- Faculty who want to reduce grading disputes by giving students clearer expectations before submitting assignments.
- Institutions seeking tools that support rubric-driven learning, academic integrity, and equitable grading practices.
- Potential adopters for bulk licensing or integration in learning management systems (Canvas, Google Classroom, etc.).

# CUSTOMER PERSONA



## MEET ALEXIS!

20 year old college student

- Active in clubs alongside schoolwork
- Often feels rushed but works hard
- Uses AI for help but wants to stay independent
- Relies on tech for convenience
- Aims to improve her grades

# MARKETING STRATEGY

## ENTRY POINTS

RubriQ's market strategy is built on a hybrid approach that leverages targeted advertising, peer-to-peer influence, and a freemium-to-premium conversion funnel designed to maximize organic growth among students. To begin, prospective users will encounter RubriQ either through one of our digital advertisements, strategically placed on platforms students already use, or through word-of-mouth recommendations from classmates who rely on the extension to improve their grades. Peer influence is especially powerful in academic settings where students frequently share tools that make coursework easier, faster, and more accurate. This blend of visibility and social proof helps RubriQ establish credibility and encourage first-time downloads.

Most new users will begin with the freemium model, which provides a limited set of features. This phase functions as a built-in product demonstration: students experience firsthand how RubriQ automatically checks their work against assignment rubrics, improves accuracy, saves time, and boosts grades. After only a few uses, the value becomes evident. The restricted number of free checks naturally prompts users to consider upgrading to maintain their workflow and unlock tools they now depend on.

As students grow more confident in RubriQ's utility, many will convert to the premium subscription, priced at an accessible \$4.99 per month. This upgrade unlocks unlimited checks and the full suite of advanced features, reinforcing the product's role in supporting academic performance throughout the semester. The subscription can be purchased directly through the RubriQ homepage, making the transition from freemium to premium simple.

# MARKETING STRATEGY

## GO-TO-MARKET STRATEGY

### Phase 1: Student-Centered Awareness & Early Adoption

Goal: Build initial traction by getting RubriQ directly into the hands of students and creating organic, campus-based buzz.

#### Key Tactics

- Word-of-Mouth Launch
- Classroom Shoutouts & 60-Second Demos
- Flyer Placement in High-Traffic Academic Spaces
- Begin light social posting (Reels, TikToks, demos) to introduce the brand and build baseline awareness.

### Phase 2: Ambassador Program + Scaled Social Advertising

Goal: Expand reach rapidly through structured ambassador marketing and high-visibility digital campaigns.

#### Key Tactics

- Campus Ambassador Program Expansion
- Recruit ambassadors at multiple universities.
  - Ambassadors will promote RubriQ within clubs, dorms, and academic departments
- Scaled Instagram & TikTok Ad Campaigns

### Phase 3: Premium Feature Rollout + Academic Integrations

Goal: Elevate RubriQ from a student tool to an essential academic platform, increasing subscription revenue and institutional adoption.

#### Key Tactics

- Launch Advanced Premium Features
- Expand RubriQ beyond the browser extension with desktop word processor integrations
- Develop educator-oriented features for classroom integration

# FINANCIALS

## PRICING STRATEGY

### **Freemium Model**

- Allows entry into our product at no cost
- No grade estimation feature
- An ad is required every time you want to check an assignment

### **Premium Model - \$4.99 per month**

- Unlimited checks with no ads
- Access to grade estimation feature
- Only the price of one cup of coffee

**Customers will access our product through a chrome extensions where they will be asked if they want to watch an ad or pay \$4.99 per month for no ads and grade estimation.**

# FINANCIALS

## REVENUE ASSUMPTIONS

- We are projecting 5% monthly growth rate of users
- Ad revenue of \$0.60 per ad
- 60% of users will be using the freemium and 40% will be using the subscription model

# FINANCIALS

## GROWTH PREDICTIONS

- Compound annual growth rate (CAGR) of AI technology between 2025 and 2034 is 29%
- Competitors are predicting 10% of monthly user growth
  - We are slightly smaller than that due to the scale of our company targeting only college students

# FINANCIALS

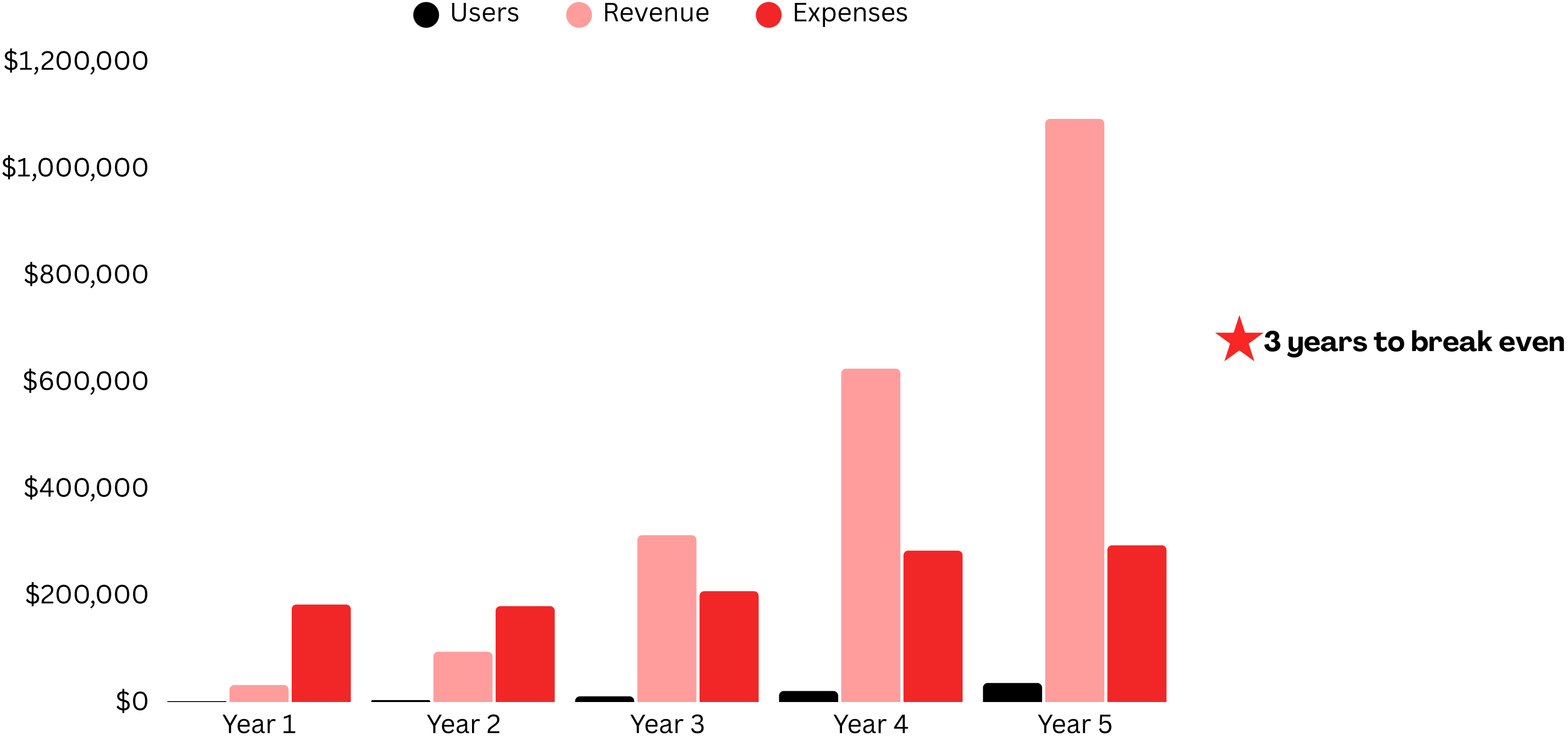
## EXPENSE ASSUMPTIONS

- Total of 7 employees hired over a period of 5 years
  - Average of \$35,000 annual salary
- Technology for engineers
  - includes computers and software
- Average of \$2 per new user on marketing

# FINANCIALS

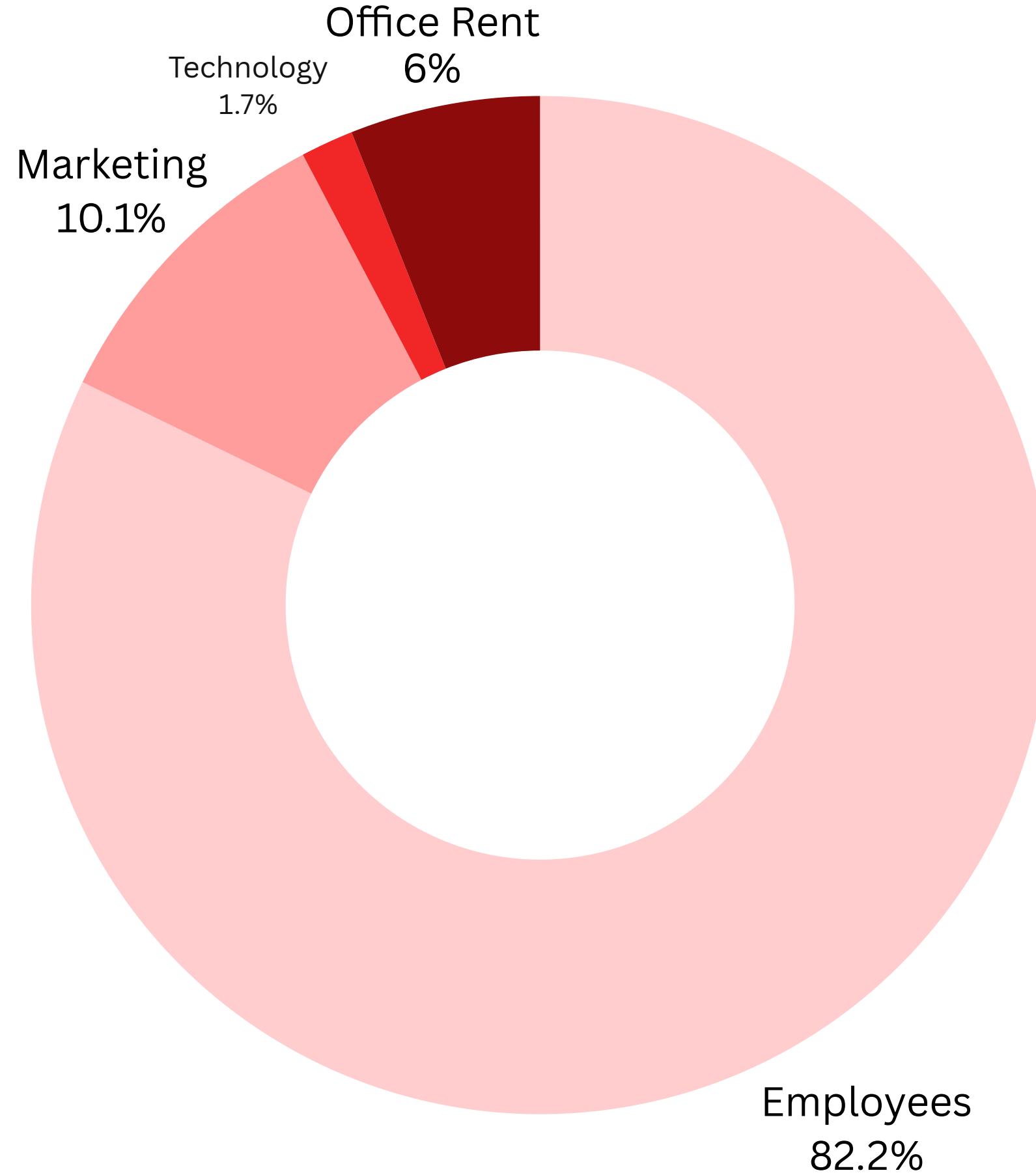
	Year 1	Year 2	Year 3	Year 4	Year 5
Users	1,000	3,000	10,000	20,000	35,000
Total Revenue	\$31,200	\$93,600	\$312,000	\$624,000	\$1,092,000
Total expenses	\$182,000	\$179,000	\$207,000	\$283,000	\$293,000
Net Income	-\$150,800	-\$85,400	\$105,000	\$341,000	\$799,000

# FINANCIALS



# EXPENSES

Where the money is going



# Meet the Team!



Mikey Brouillette  
CEO



Charan Kakula  
CTO



Mia Buchholz  
CMO



Camden Smith  
CPO



Emerson Tacha  
CFO



Anna Fleming  
COO

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**THANK**  
**you!**