



# ACADEMY 4 BUSINESS

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# OVERVIEW



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[SPEAKTX.COM](https://speaktx.com)



# PROBLEM AND SIGNIFICANCE

## The Problem

- Lack of a clear AI strategy
- Inefficient, time-consuming operations
- Staying competitive in a fast-evolving digital landscape was challenging

## Why it Matters

- Streamlining operations saves time and resources
- AI helps SpeakTX innovate and compete effectively
- Marketing and content creation are critical for revenue generation





# GOAL

## THE GOAL

- Develop an AI strategy tailored to SpeakTX
- Identify specific AI tools to enhance marketing and content creation efforts
- Recommend cost-efficient tools for marketing and content creation

## HOW WE SUCCEEDED

- Marketing:
  - Streamlined marketing with tools like Ocoya, MarketingBlocks, and Humanize AI, focusing on cost-effective social media strategies
- Content Creation:
  - Addressed resource gaps with tools like Pexels API (images), AI Voice Generators (sound), GPT-4, TensorFlow (adaptive exercises), Unity ML Agents (gamification), and Power BI (progress tracking).



# ACTIVITIES AND RESEARCH

## Applied Activities

- Researched SpeakTX's challenges and evaluated AI tools
- Recommended solutions for marketing and content creation
- Unified strategies for efficiency and scalability



## Research and Interdisciplinarity

- Sources: Academic studies, market trends, and tool documentation
- Fields: AI technology, marketing, content creation, and business strategy



# RESULTS

## AI-DRIVEN MARKETING STRATEGY

Enhanced marketing efforts with cost-effective tools like Ocoya, MarketingBlocks, and Humanize AI, driving social media engagement and efficiency.

## INNOVATIVE CONTENT CREATION SOLUTIONS

Leveraged tools such as GPT-4, TensorFlow, and Unity ML Agents for adaptive exercises and gamification. Streamlined multimedia integration with Pexels API (images) and AI Voice Generators (audio).

## UNIFIED OPERATIONS FOR SCALABILITY

Consolidated strategies across marketing and content creation to improve resource allocation and scalability.





# CONCLUSION

We provided SpeakTX with AI-driven solutions to address the challenges they presented to us.



**1. AI-DRIVEN  
MARKETING AND  
SALES STRADEGY**



**2. AI TOOLS  
INTEGRATED INTO  
EXERICES**



**THANK YOU**

**ANY QUESTIONS?**

