

# TALLINN UNIVERSITY

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## LIFE PROJECT PORTFOLIO

Portfolio

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Tallinn 2024

LIFE project: Academy 4 Business (A4B)

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# 1. PROJECT REPORT

## 1.1 INSIGHT OF THE COMPANY AND THEIR PROBLEM

For our project, we collaborated with SpeakTX (Kõneravi in Estonian). SpeakTX is an online speech therapy platform that provides interactive exercises created by experienced speech therapists. The environment can be adapted to multiple devices and is location-independent, offering flexibility and increased control over therapy sessions.

In addition to its adaptability, SpeakTX enhances speech therapy by offering engaging and motivational exercises developed by an international team of experts. The platform provides personalized therapy plans and sessions to help individuals achieve their specific goals. It also facilitates video consultations, enabling specialists to connect directly with children and patients, regardless of their location. Furthermore, SpeakTX empowers users to create custom exercises using an extensive media library, making therapy more adaptable and personalized. By encouraging independent practice, the platform accelerates progress, making speech therapy more effective and results-oriented.

The company had no prior AI strategy in place, and the goal of our project was to help them take the first steps toward integrating AI into their operations.

The company tasked us with addressing two key challenges:

a) How to integrate AI tools into their exercises - The company faced challenges with exercise creation, which was often time-consuming, complicated for therapists, and came with several limitations: limited image resources (The platform's image library was insufficient, leaving therapists unable to find the pictures they needed.), limited sound resources (The sound library lacked variety, making it difficult for therapists to access suitable audio files.), time-consuming exercise creation and overwhelming template options (Creating exercises took too long, and the large number of templates made the process more difficult.), translation issues (Supporting multiple languages made the process more complex.), customization and specialized exercise creation (Therapists found it challenging to create tailored exercises.), and navigation issues (The lack of 24/7 support and tooltips made it harder for therapists to navigate the platform effectively.).

b) How to leverage AI in their marketing and sales strategies - Similarly to exercise creation, marketing was also a big factor since it can also be time consuming. The company had not done a study on what AI tools can be used in its marketing, for example for automation, promotion, etc. We were asked to look more into it and find to most suitable tools for their goals and outlook. Main goal was to improve marketing and sales efforts with AI. It was noted that they value cost-efficient tools and warned us to avoid poorly planned and expensive solutions .

Team 1 focused on the marketing and sales challenge (b), while Team 2 tackled the integration of AI into their exercises (a).

SpeakTX

Problem

### Problem

#### We Do Not Have a Clear AI Strategy

- Long duration of essential operations.
- Inefficiency of essential operations.
- Staying competitive in the evolving digital landscape.
- Use of AI in marketing and sales has been explored minimally.



(SpeakTX, 2024)

Main aim of the project was to do research in different AI tools to help with the company's exercise automation and marketing. Both teams needed to pick the best solutions for the company based on their needs and correct the findings based on feedback from mid-term presentation and SpeakTX itself. For this we all went through a bunch of tools and looked at them with a critical eye. Together we found about 50 different tools and picked out the best in our opinion. Then we adapted the findings after feedback and put together a completed AI strategy. SpeakTX emphasized their profit-driven mindset so that was one of the factors that we had to keep in mind while choosing the final tools (cost-effectiveness for example).

*“Keep in mind that we are a profit-driven business: we value reasonable cost of implementation and invest in solutions that will contribute to generating revenue.” (SpeakTX, 2024)*

## 1.2 IMPORTANCE OF SPEAKTX

The American Speech-Language-Hearing Association has said that approximately 10% of the global population has some kind of speech or language disorder. But this number might not capture children with mild or undiagnosed speech difficulties, so the actual percentage of people is definitely bigger. SpeakTX team conducted a pilot study with the help of Tallinn Education Department back in 2021 and it was found that one in four children aged 2-7 need some kind of support with their speech and language skills. (*Global Estonian, 2023*). That means that about 80% of children (in Estonia) have some kind of speech difficulty and about 56% of children need the help of speech therapists. The problem is that there is approximately only one speech therapist for about 44 children. (*SpeakTX, 2021*)

Considering this study, the effectiveness of SpeakTX's platform is much needed and can provide for many people. Since it has already launched in countries like Estonia, Latvia, Lithuania, Georgia, Germany, United Kingdom, Malta and Ukraine, it is important to keep working on the platform to be able to reach people and broad their benefits to those in need.

As it has already been said earlier, all that helps the platform run properly can take a lot of time when doing it manually. So providing a complete AI strategy will help to run things smoother and this might be the key factor for SpeakTX's success in the future. There are about 82% of global businesses that either utilize AI or are considering its implementation, with approximately 40% of already doing so (*Naveen, 2024*). SpeakTX aims to be a part of that percentage.

## 2. PROJECT ACTION PLAN

Activity	Timeframe	Stakeholders	Responsible
1st LIFE Project meeting - Getting to know everyone, introduction of the project, icebreakers, dividing into groups	September 17	Teammates/students and supervisors	Everyone
Grouping - Each team decides how they will work together and communicate with each other and choose a team leader	September 17-26	Teammates	Each team separately
2nd LIFE Project meeting - Learning about entrepreneurial mindset, introduction to EdTech and first SpeakTX representative presentation (getting to know the company and the problem)	September 26	SpeakTX and our Team	Everyone
3rd LIFE Project	October 3	SpeakTX and our	Everyone

meeting - define and analyze SpeakTX problems, visualize it, each team presents the results		Team	
Online team meeting - Discuss the action plan and LIFE MID-TERM report, divide the work among each other	October 4	Our team	Team 2
Online team meeting - Discuss the action plan and LIFE MID-TERM report, divide the work among each other	October 5	Our Team	Team 1
Present Action Plan - Both teams have to create their action plan for the project	October 7	Teammates/students and supervisors	
MID-TERM presentation - We worked together on our mid-term presentation	October 13	Our team	Team 2
MID-TERM presentation - We decided on which parts of our research	October 14	Our team	Team 1



to present and divided the presentation parts among members			
4th LIFE Project meeting - Experts do a presentation about AI, generating ideas to solve the EdTech enterprise problem in teams	October 17	Teammates/students, supervisors and SpeakTX	Everyone
LIFE mid-term session - Participate in MID-TERM SESSION and create the report	October <i>Team 1 - 18.10</i> <i>Team 2 - 23.10</i>	Students and supervisors	Each team separately
Getting to know SpeakTX platform - The company created accounts for everybody and gave access to their platform, each member tested out their platform	October 25	SpeakTX and students	
Developing ideas for SpeakTX - The teams develop an idea (i.e. a business model for an EdTech	October - November	SpeakTX and students	Each team separately

product or service based on value proposition principles) that should solve the problem of the EdTech company			
Online team meeting - Go over different ideas and try to put together a AI marketing strategy for SpeakTX	October 30	Our team	Team 1
In-person team meeting - Work on our ideas and solutions for SpeakTX, divide the work among each other, discuss our presentation for the company, start with our presentation	October 31	SpeakTX, students and supervisors	Team 2
Validation of product/service idea for SpeakTX - Teams validate and improve their ideas, create a presentation for the company	November	SpeakTX and supervisors	Each team separately

Online team meeting - Rehearse the presentation and prepare for the meeting with SpeakTX	November 3	Our team	Team 2
Online team meeting - Divide topics that each member will be presenting	November 4	Our team	Team 1
Present ideas to SpeakTX - Meeting in SpeakTX office and each team presents their ideas and get feedback	November 7	SpeakTX and supervisors	Everyone
Final improvements - Each team makes final improvements to their ideas and solutions based on the feedback we got from the meeting	November 7 - 26	Our team	Each team separately
Prepare for our final pitch/presentation - In our group chat we work on the final pitch and presentation and prepare for it, divide	November 21	Our team	Team 2

the parts			
Prepare for our final pitch/presentation - During a online video call we made an one-pager and constructed a presentation for a pitch	November 22	Our team	Team 1
Final presentation of product/service idea - Teams present their product/service ideas to solve an EdTech problem using the principles of elevator speech. The meeting will involve an expert from the EdTech company whose problem solutions are being developed	November 26	SpeakTX, supervisors and other team	Each team separately
Create LIFE Project Portfolio	December 9	Our team, SpeakTX and supervisors	Everyone
Complete the Questionnaire - Each person separately has to complete the	December 12	Supervisors	Everyone separately

questionnaire			
Individual Self-Reflective Report - Each student must prepare an individual self-reflective report for the LIFE course based on the provided guidelines	December 12	Supervisors	Everyone separately
Final Presentation Preparation - Prepare and create our final presentation for the LIFE project	December	Supervisors, SpeakTx and other team	Everyone
Participation in FINAL project presentation for the LIFE project	December 12	Supervisors, SpeakTx and other team	Everyone

### 3. COMMUNICATION AND STAKEHOLDERS

During the project collaboration with SpeakTX, several targeted communication activities were conducted to ensure that the project's goals, processes, and outcomes were effectively conveyed to achieve the project goals and maintain effective communication and build strong relationships, the following strategies were employed:

#### Feedback loops with SpeakTX

Proactive efforts to gather feedback from the company to understand the needs of therapists, patients, and get feedback for the project. The main goal was that the AI solutions would be beneficial and address real-world challenges.

#### Stakeholder workshops

Regular workshops were held to discuss project progress, gather input, and align goals with stakeholder needs. Also this regular brainstorming and collaborative workshops ensured that ideas were shared freely, with feedback from all stakeholders shaping the project's direction.

#### Expert training sessions

As part of the collaboration with SpeakTX, expert training sessions emerged as a pivotal learning point and a critical factor in achieving the project's goals. The training sessions introduced practical methodologies, such as Design Thinking, to validate business ideas and address user needs implementing AI-solutions. In conclusion, the expert training sessions were not only a learning point but also a cornerstone of the project's success.

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