



AN EXCELLENT AI LANGUAGE BUSINESS

BY

YUSHU WANG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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Abstract

A Good AI is a K12 language subject education empowerment platform dedicated to providing technology empowerment for K12 language training institutions eager to grow and provide quality language education services for primary and secondary school students aged 6-18. A Good AI Language provides B-side institutions with a K12 language curriculum system jointly developed with Lisichen-Dou Shen Language, which is suitable for third- and fourth-tier cities; online teaching support with ATS (including AI features) intelligent teaching service system customized for training institutions, which includes three functional modules: teaching and research, teaching management, and marketing; a complete teacher training growth system and lesson preparation and teaching. The system includes three major functional modules: teaching and research, teaching management, and marketing promotion; a complete teacher training growth system and standardized services for lesson preparation; and a personalized learning terminal for students with functions such as synchronization of learning tasks, intelligent correction of essays, and writing tutoring by AI teachers.

Keywords: AI language, intelligent criticism, platform, ATS Intelligent Teaching

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Section 1

Executive Summary

1.1 Introductory Overview

A Good Intelligent Technology Co, Ltd, founded on December 04, 2018. Is an artificial intelligence technology applied to language literacy education company, in February 2020, Lithia's big data department after internal incubation, the formation of A Good Intelligent Energy Technology Co., Ltd. by Lithia Group's equity investment, officially for the national K12 training institutions to provide AI language curriculum empowerment products. The company continues to innovate in the field of language education, mainly in the development and service of AI technology application products such as intelligent classroom teaching, intelligent lesson preparation for teachers, personalized homework for students, intelligent composition correction and language ability assessment. Its self-developed AI composition teaching and correction system has been successfully used in many schools across China, helping students to form a good way of thinking, cultivate healthy emotions and psychological cognition, and improve and enhance their own personality and humanistic cultivation.

1.2 Market Opportunity

As China's urbanization process continues to accelerate, social stability, urban security and other issues emerge, AI correction essay industry is the key to achieve the construction of basic industries. Therefore, along with the further development of socio-economic and information technology, the application of AI correction essay industry will be a new trend in the end.

At present, the domestic AI correction essay industry technology development has been relatively mature, but also with a number of areas of mutual integration, the extension of terminal equipment, special services, value-added services and a variety of new products and services, product series up to

more than 20 types, AI correction essay industry technology has come to the comprehensive application of the great time.

1.3 Capital Requirements

Single-school language expansion cooperation: from 50,000 RMB

Single-school essay review tool partnership: from 15,000 RMB

Large customers / city partners cooperation: please call 4001330520

1.4 Breakdown of Use of Funds

Brand Name: A Good AI Language Project	Amount
Renovation Costs	44856
First two quarters rent	4455
Teaching materials/equipment costs	16932
Liquid funds	20000
Labor costs (person/month)	3533
Miscellaneous business taxation	3547
Utilities (RMB/month)	322
Monthly income	241.89 million
Annual income	294.2995 million

1.5 Your Company's Competitive Advantages

A Good AI Language Program Benefits

AI intelligent review: the results in seconds, word by word, sentence by sentence fine criticism from the content, expression, structure and other 14 dimensions, 55 criteria for scoring 100 + thesaurus contains millions of advanced vocabularies to match and assess the composition 1 million + excellent essay recommended learning.

Teachers: easy to correct, no more picking the night to correct teachers from

correcting essays, more time and energy to devote to the research of creative work on teaching methods, teaching tools, etc.

Parents/Children: Tailored to the individual, clear how the child can improve the overall assessment propose a revision plan accurate analysis of strengths and weaknesses according to the child's own characteristics, to identify composition problems, targeted learning, improvement.

1.6 Financial Projections

The next three years ushered in the golden development period, will form an annual average of ten-billion-yuan incremental market

	2019	2020E	2021E	2022E	2023E	2024E	2025E
k12 subject market training scale (billion yuan)	4764	3334	4434	5347	6069	6828	7613
Year-on-year growth rate	10.00%	-30.00%	33.00%	20.50%	13.50%	12.50%	11.50%
Language training participation rate	8.50%	8.70%	9.80%	11.10%	12.40%	13.60%	15.20%
Language training market size (billion yuan)	368	308	416	553	724	935	1178

Equivalent to an annual revenue increase of 500,000 RMB for a small campus and 15-20% for a medium to large campus

Section 2

Company Description

2.1 Company description

A Good Intelligent Technology Co. founded in December 04, 2018. Is an artificial intelligence technology applied to language literacy education company, on February 21, 2020, a change in legal representative, Lithia Vice President Mr. Lei changed to the actual controller, by Lithia Group's equity investment. Officially for the national K12 training institutions to provide AI language curriculum empowerment products.

Ltd. is a technology-enabled platform for B-side K12 language training institutions, providing language subject education and quality language education services for primary and secondary school students aged 6-18, mainly in the development and service of artificial intelligence technology application products such as classroom intelligent lectures, teachers' intelligent lesson preparation, students' personalized homework, essay intelligent correction, language ability assessment.

2.2 Company history

In November 2017, Mr. Lei, Vice President of Lithia, had announced the four strategic paths of Lithia's future at the GET Education Technology Conference: bigger smart education, stronger education services, into the future school, and real education ecology; Lithia set up a big data department internally and started the layout in the direction of AI language, with Mr. Lei, Vice President, as the marshal.

After acquiring Chinese Future in 2018, Lithia focused on building a large language business. A Good is a joint venture founded by alumni of Tsinghua University, Nankai University, Shanghai Jiao Tong University and the University of Pennsylvania, and the composition intelligent criticism project originated from the Joint Research Center for Intelligent Education Technology Innovation established

by Tsinghua University and Lithia in 2018.

In 2019, Mr. Dou, who is at the helm of the company's large languages, was appointed as president, and Lithcen's large languages were renamed as "Dou Shen Large Languages". The internal incubation of A-Shen AI academic education empowerment platform is an important layout of Lithcen in the TO B field of large languages. Lithcen hopes to share its cutting-edge AI technology and rich language teaching experience to training institutions that are interested in language education, helping them to achieve OMO transformation and large-scale expansion. In the future, LISC will form a new business model of B-side + C-side, online + offline co-existence. The Big Data Department's self-developed AI composition teaching and correction system began campus scale testing and was used in 43 campuses and 378 classes involving 10,533 students in Lithia's Big Language King class.

In February 2020, the project was further developed into a B-side business after Lithia's internal incubation of A Good AI language subject education empowerment platform. Ltd. was formed to formally provide composition intelligent teaching products for primary and secondary schools and educational institutions nationwide.

Lixin released the "Feasibility Analysis Report on the Use of Funds Raised from the Non-public Offering of Shares on GEM". The report pointed out that Lithcen intended to issue no more than 127 million shares in this non-public offering, with a stock issue price of 12.03 yuan/share, raising funds of no more than 1.53 billion yuan. Among the subscribers, Lithia's president Dou Xin directly subscribed 350 million yuan. The funds raised are mainly used for large language teaching content and projects, and the company will increase the investment in the "large language" online business and develop the "online + offline" business model.

In May 2020, A-Shen received an angel round of funding from Qidian Star Venture Capital, an early-stage investment institution initiated by Qidian Holdings of Tsinghua Science and Technology Park, which specializes in soliciting entrepreneurial projects with "innovative technologies in the industry" from around the world.

In September of the same year, A Good received an angel + round of

financing from Shanghai Leyin, Fetching Capital and Fangxin Capital.

2.3 Mission statement

Let Every Child Love AI Languages

2.4 Products and services

System products

ATS Intelligent Teaching System

1. Good assistant for teachers and good counselor for principals
2. Teachers can prepare lessons and correct assignments/essays anytime and anywhere

Essay AI Hybrid Review Technology

Save more than 1/3 of the teacher's correction time

1. Picture processing: picture perspective correction, significantly improve the recognition accuracy; layout recognition & analysis, accurate extraction of composition titles and content areas; OCR recognition to text.
2. Relying on professional teaching and research team to build 10 scoring dimensions and 40 scoring criteria; deep learning models based on massive corpus training, such as the scoring model of literacy, the scoring model of question-text conformity and the scoring model of inter-sentence coherence.
3. Intelligent simulation of comments: simulate the teacher's comments on good sentences and paragraphs as well as total comments on the whole text; nearly 10,000 excellent real comment libraries; nearly 1,000 excellent sentence comment rules.
4. Text error correction: rules + deep learning model to achieve punctuation error correction; use confusion thesaurus for typo correction; utterance completeness detection to quickly identify incomplete utterances.
5. Data support: A Good AI intelligent correction system relies on hundreds of thousands of its own composition library for big data support, so that every step is precisely in place.

6. Intelligent correction: human-computer collection of intelligent composition composition correction, saving the teacher time to correct homework, while assisting the teacher to better understand the growth of each child.

7. Humanized settings: Because of artificial intelligence review, teachers can add editable versions of teacher comments, so that each child can get a comprehensive growth.

8. Integrated dimension: The intelligent review system shows the integrated aspects of content, expression, structure, and line specification, so that every focus of students is reflected.

9. Original culture embodiment: A Good AI intelligent composition criticism system can realize original text criticism, while retaining the student's writing creation, allowing the child to understand the criticism suggestions more deeply.

OMO customer acquisition and marketing applet

Trinity language teaching solution, the best choice in the OMO era, online course selection, entrance assessment, intelligent correction, adaptive learning, and interactive Q&A.

1. Customized for teaching and training institutions, rich in ancient poems, essays, practice tests and other content. It supports students to clock in online, submit to view assignments, share grades/achievements, etc. It is an ideal tool for institutions to build private domain traffic pool.

2. 142 synchronized ancient poems in school, with audio interpretation and appreciation by famous teachers.

3. 16 school synchronized composition intensive videos throughout the year, making writing easy and efficient.

4. Students' essay correction results can be checked and received in real time through the applet.

5. Students punch cards and excellent works support online beauty sharing

6. A language classroom loved by students

Operational Services

Primary Language Synchronization + Course

A set of "Synchronization+" language tutorials based on the latest Unified Edition textbook, different from the traditional language synchronization courses in terms of design concept, knowledge framework and content presentation, making language education more dynamic.

Middle School Know-How Language Six Level System

A whole set of curriculums from "knowledge" to "understanding" to "action", focusing on shaping the learning mode of students, the unity of knowledge and action, not only pay attention to the accumulation of knowledge, but also pay more attention to the students' learning effect in class. The system focuses on the accumulation of knowledge and the effect of learning in class.

ATS Intelligent Teaching Service System

Combines students' language skills with grammatical logic, linguistic logic and the ability to appreciate the deeper connotations of language and have the ability to use them freely. The intelligent teaching mode learns and practices at the same time, making the whole class enjoyable and fun, and making learning more efficient and consolidating knowledge points. It helps teachers to create their own and better AI interactive classes.

2.5 Current status

1. Four major changes after the outbreak

- (1) The giant sinks, the era of "slow business" in the education industry is over
- (2) Single-campus, single-discipline model is increasingly thin profits, the expansion of the subject to increase revenue is an urgent task.
- (3) Principals are becoming more and more aware of the risis
- (4) Good teachers and good products become more popular

2. The training cycle of language teachers has been lengthened and the threshold of entry for language teachers has been raised Language teachers' professional quality

growth system

3. Adapt to the new curriculum of the large language systematization course Both public schools and educational institutions need solutions

2.6 Legal status and ownership

The company is a limited liability company, registered in the administrative department for industry and commerce, with independent legal person. The ownership of the company belongs to all shareholders, and the board of directors of the company executes the resolutions of the shareholders' meeting.

Section 3

Industry Analysis

3.1 Industry size, growth rate, and sales projections

The AI correction essay industry is becoming more and more widely penetrated in people's daily life and work. According to the research data of Avery, the penetration rate of language subjects is only 22% at present. As the pace of China's social economy continues to accelerate, the demand for AI critical composition applications will also grow.

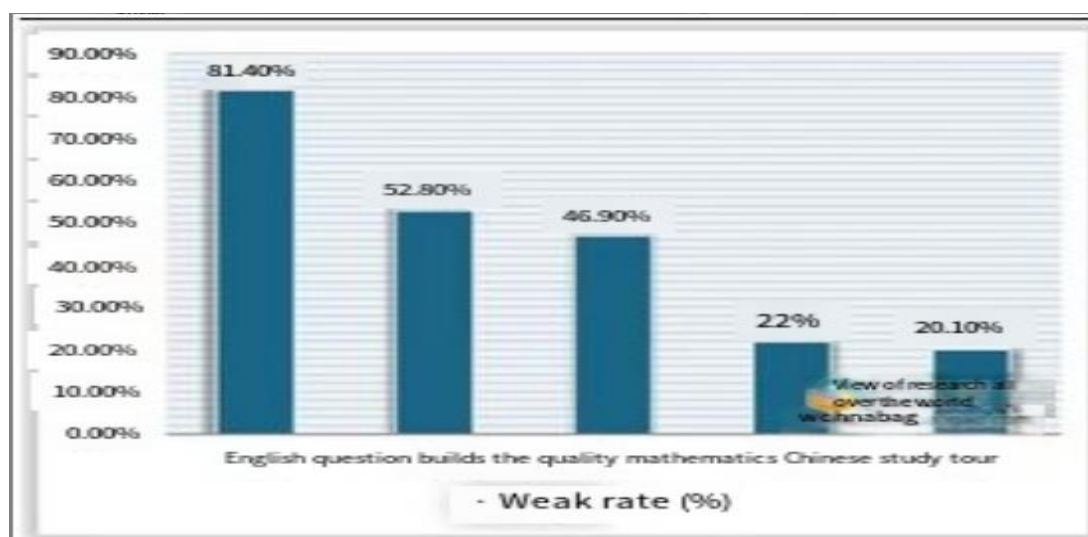


Figure 3-2-1 Industry penetration rate of AI critical essay correction today

The market size is over 40 billion, but the penetration rate of pan-AI products is generally low. The demand for service enhancement drives the A-ization of off-campus online products, and the demand for efficiency enhancement drives the A-ization of on-campus information systems, and the market penetration rate of off-campus AI technology is smaller than that of on-campus. From the perspective of the current AI + education application, AI products are heavily instrumental and functional, and the commercialization value of out-of-school products is still driven by quality education resources (teachers and content). In-school information systems are driven by government policies and financial budgets to see the popularization and upgrading of education informatization, with rich application

scenarios of pan-AI products and high overall penetration rate.

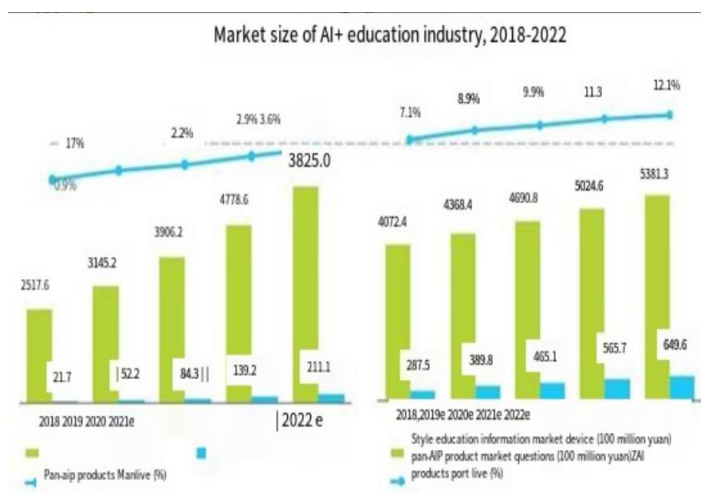


Figure 3-2-2 Market Size of AI+ Education Industry, 2018-2022

In July 2017, the State Council released the "New Generation of Artificial Intelligence Development Plan", which proposes to use intelligent technology to accelerate the reform of talent training mode and teaching methods, and build a new education system that includes intelligent learning and interactive learning. In 2019, the retail scale of the AI criticism essay market is 65.5 billion yuan, up 6.8% year-on-year; in 2020, the retail scale of the AI criticism essay market reaches 70.2 billion yuan, up 17.1% year-on-year. It is expected that in 2022, the retail market size of AI critical essay writing will reach 72.3 billion yuan, with a CAGR of about 11.26% in the next five years (2022-2025) and will reach 110.8 billion yuan in 2025. Foresight Industry Research Institute estimates that by 2023, the market size of "AI+education" in China will exceed 700 billion yuan.

3.2 Industry Characteristics

Industry structure

The industry channel of AI critical composition industry mainly consists of upstream products and services i.e. service providers, intermediate service integration i.e. product and service integrators, product service design i.e. design planners, industry agents i.e. industry product and service agents, industry distributors and consumers

i.e. product and service distributors and consumers of the industry. It forms a complete upstream, midstream and downstream AI correction composition industry structure.

1. Technology and service product vendors: Representing upstream products and services, mainly responsible for the original product vendors including products and services, including all kinds of original technology product vendors.

2. Product and service integrator: Representing intermediate service integration, mainly responsible for reprocessing services of upstream services, which is the integration embodiment of upstream services.

3. Design planner: Representing product and service design, mainly providing professional design and standard planning for the whole business transformation.

4. Industry product and service agency: On behalf of industry agency, we mainly undertake the agency service of upstream industry services and products.

5. Industry distributors and consumers of products and services: Representing industry distributors and consumers, this section mainly consists of industry distributors of all kinds and users of consumer products and services.

Ratio

The population of Big Language Training customers exceeds 200 million. The age-appropriate age for big language training is 3-18 years old. The "2020-2026 China Online Basic Education (K12) Industry Industry Competition Status and Investment Decision Advice Analysis Report" released by Wisdom Research Consulting shows that in 2018, the number of domestic K12 stage school students was 174 million, of which 103 million were primary school students, accounting for 59.2%, and 47 million were junior high school students, accounting for 27.01%. Also according to the statistics bureau, the number of 3-6 years old is 0.68 billion, is the main target of language initiation training, the total number of age-appropriate training is 240 million people.

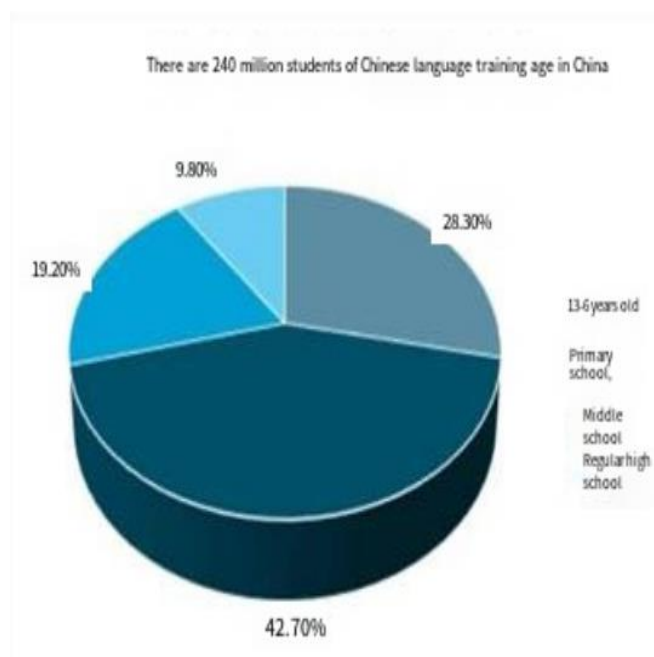


Figure 3-3-3 Percentage of students of the appropriate age for large language training in China

Key success factors

Policy is an important driving factor for the development of the industry, in the process of accelerating the unification, management needs refinement driven by its industry demand is expected to be rapidly released; at the same time, the Internet ten AI approved essay, big data and intelligent applications are entering a substantial stage of implementation, business innovation more clear pattern optimization, system complexity significantly increased making the leading advantage more obvious, the industry is expected to accelerate the promotion of the center, high-quality The stronger the company is getting stronger. With the industry margin of significant optimization, the center of the continuous improvement, we believe that the AI criticism essay industry prospects will be vaster.

3.3 Industry trends

Under the epidemic, online education has become an immediate need, and also accelerates the onlineization of offline educational institutions. To solve the problem that some institutions have no experience in opening language subjects,

we help partner institutions quickly realize language subject expansion and product upgrade through a combination of online and offline teacher training services, operation management training services, marketing customer acquisition/fission services, and on-the-ground enrollment services, which changes the status quo of institutions walking on one leg. We have effectively achieved the growth of the number of students in the post-epidemic period. However, in the long run, OMO (Online-merge-offline) is the way out, i.e. online and offline integration education model.

The sudden outbreak of the epidemic in 2020 has made many principals of educational institutions realize the importance of OMO transformation and multidisciplinary development. A Good AI solves the problems of lack of excellent teachers and difficult to control the teaching effect of language subjects in the sinking market, and effectively helps institutions to do a good job in the "last mile" service.

3.4 Long-term prospects

In the context of the new college entrance examination, the weight of language subjects in the examination has increased, and the demand for language training has been rapidly released.

Dr. Shen, founder of Leyin Technology, the lead investor of this round, said that A Good AI has unique advantages in the productization and intelligence of language courses. Through this round of financing, A Good AI's industry accumulation in educational products and services, combined with Leyin Technology's leading technology in the field of cognitive intelligence, will accelerate the amplification of its advantageous capabilities and become the leader in the TO B empowerment of language subjects.

Section 4

Market Analysis

4.1 Market segmentation and target market selection

Market segmentation

The A-Good AI Language Project client breakdown is as follows

Teaching/management/interaction of language subjects in elementary school and junior high schools in China.

Industry Major education groups and institutions K12 (elementary and junior high) Language subject teaching/management/interaction.

K12 (elementary and junior high) In-school teachers; institutional language instructors teaching/learning/interacting.

K12 (elementary and junior high school) Student learning/interaction/excellent work sharing.

K12 online education apps are numerous and can be divided into four categories from the product form: the current application market is dominated by learning aids apps, followed by comprehensive online school apps, while 1-to-1 tutoring, and AI interactive classes are not considered mainstream at the moment.

From the layout of different companies, the vertical construction of platform ecology, expand the clientele has become the development trend of head enterprises, K12 online education market on the competition pattern of each category has been initially established, want to find a suitable niche market positioning is more difficult.

Target Market Selection

Good AI products are targeted at addressing eight main types of needs.

1. Reading Good language composition intelligent teaching platform, closely around the national "double reduction policy", will effectively solve the problems in the teaching of school composition.

2. The platform integrates the functions of "intelligent assisted correction, interactive classroom evaluation, data report, and excellent school essay display". One-click automatic collection of essays, intelligent assisted correction, personalized essay review, intelligent evaluation of essays in the classroom, evaluation of class writing ability, and display of excellent essays in the school.

3. Using this platform, each teacher can save about 4 hours of single essay correction time, and a total of about 64 hours a year.

4. Sentence-by-sentence analysis of content, helping teachers to approve more carefully. Intelligent critique engine, which closely follows the unit composition writing requirements of the unified textbook, outputs personalized comments with high accuracy and rich information.

5. Keeping close to the teaching objectives and helping the teacher to criticize more systematically. After the teacher corrects the essay, he or she only leaves the essay grade, annotations and simple comments, and has only an individual, simple, rough and subjective understanding of the factors that perform well and the problems that exist in the essay practice. Intelligent review is based on big data, natural language processing, deep learning technology, powerful detection of writing techniques, and standard composition evaluation criteria, always aiming at the goal of composition teaching and judging students' achievement of each writing element according to the target requirements, which is more professional and scientific than the subjective, vague, uncertain, and unsystematic in teacher's review.

6. The report is thoughtfully displayed to help teachers approve more effectively. Each unit of essay training, intelligent assessment after the exercise report, the report includes a short version and the full version, the short version of a piece of paper, easy to print to students to paste in the back of the essay; full version includes essay assessment, convenient to gather into a collection. The display of excellent model essays facilitates the exchange of learning and effectively promotes the progress of essay writing.

7. Classroom intelligent lecture and assessment, help teachers teach more vividly. Teachers use the intelligent platform to teach composition assessment in

the classroom.

8. Intelligent composition review is not to replace the teacher's review, but to help improve the efficiency of composition teaching while reducing the burden of language teachers. The intelligent review of essays cannot replace the teacher's review, the intelligent review of essays is an auxiliary assistant, is to help teachers improve the efficiency of the review, to provide intelligent analysis, rich composition data, to facilitate the assessment of the display of tools, is equipped with a language teacher's "third eye". Intelligent essay review is an assistant, the teacher's review and intervention is the key. It is a great misunderstanding of intelligent essay review to rely entirely on it for grade evaluation, comprehensive analysis, tiered advice and elemental assessment.

4.2 Buyer Analysis

According to the analysis of the application dimension of AI correction essay technology, it can be divided into government, enterprises and individual consumers, among which government departments generally hope to apply AI correction essay technology in the field of intelligent security, with complex application scenarios and high requirements for accuracy; personal use scenarios are low in complexity but have high requirements for consumer experience. At present, the number of companies in the AI correction essay industry is small, and the segments are also different, and the pressure of competition between each other is relatively small.

4.3 Competitor Analysis

At present, China's AI batch composition field mainly has to New Oriental, Xuezhhi, river small elephant, Ziyou and other companies, there are listed companies and Internet giants three camps. The three camps have continuously coded the deployment of AI batch composition-related industries and launched a series of AI batch composition products that respond to different application scenarios, covering the application areas of various industries such as security, finance and business.

AI Critical Essay Writing Market Factors (PEST) Analysis

Politics

1. The "Thirteenth Five-Year Plan" for the development of the AI critical essay industry issued by the State Council clearly requires a 30% increase in the AI critical essay industry by 2022, and local policies have been introduced accordingly, increasing the overall penetration rate of the industry.

2. 2022 AI correction essay industry will become a market to enjoy policy dividends, the State Council government report pointed out that AI correction essay industry will help improve the quality of life of the people.

3. 2022 is a crucial year in the development of the AI critical composition industry. First, from the perspective of the external macro environment, new policies and regulations affecting the development of the industry will be introduced one after another.

4. In the past few years, the macro policy environment of AI critique composition industry development, industry promotion, market supervision and other important aspects has become increasingly perfect.

Economy

1. AI criticism essay industry demand continues to be hot, capital favorable AI criticism essay field, the long-term development of the industry continues to be good.

2. 2020 per capita disposable income of 31,228 yuan, an increase of 5.5% year-on-year in real terms, the increase in the level of consumption of residents also provides a solid economic foundation for the market demand for AI criticism essay industry.

3. The growing scale of the downstream trading industry provides a constant impetus for the development of the AI critical essay industry.

4. "Thirteenth Five-Year Plan" proposed that the economy to maintain medium and high-speed growth. The primary goal of socio-economic development in the next five years is to maintain medium and high economic growth, AI criticism essay industry needs to see the current situation, uranium set the future, strategic

foresight, scientific planning, seeking technological breakthroughs, industrial innovation, economic development, to lead the next round of development to lay a solid foundation.

5. the change of economic growth, strict energy-saving and emission reduction policies on the development of AI criticism essay industry have a more direct impact, in addition to the indirect impact of factors such as inflation, the appreciation of the RMB, rising human resources costs, etc.: to discuss the internal enterprise, the competition of the industrial chain, the continuous upgrading of technology, the gradually shrinking export market, increasingly complex product sales market These are the problems that the decision makers need to face and solve.

Society

1. As an important part of Chinese national culture, language is an important carrier of national culture. At the same time, as a kind of cultural education, it bears the important task of spreading the excellent culture of the nation and cultural education.

2. After the reform of the college entrance examination, the three unified examinations are language, mathematics, and foreign language, among which foreign language can be referred to several times and the highest score will be counted in the total score of the college entrance examination. It is easy to pull students apart.

3. language improvement requires long-term accumulation, elementary school does not catch, the middle and high school exams will regret, by then want to catch also too late. The future status of the language is like the original primary school in the decisive role of the Olympic number, and more than the Olympic number can be a hammer.

Technology

1. The promotion of high-tech. VR, big data, cloud computing, 5G, etc. gradually transitioned from first-tier cities to second, third and fourth-tier cities, dovetailing the AI critical essay industry with high technology and popularizing the AI critical essay industry technology experience.

2. AI criticism composition industry introduced ERP, OA, EAP and other intelligent systems to optimize the information management construction links and improve the efficiency of the industry.

3. A Good AI provides language curriculum enabling products (high-quality language curriculum system, ATS intelligent teaching system, customized online student terminal, teacher training and operation support, etc.) for K12 training institutions nationwide to help them expand their K12 language subjects and upgrade their interactive products for home and school teaching outcomes.

4. A Good AI has self-developed core technologies in the fields of intelligent correction of Chinese essays and automatic correction of subjective language questions.

A Theosophical ability to approve the main capabilities

1. Word and grammar correction: A Good error correction model can automatically detect and identify misspelled words, words with improper collocation or usage, and incoherent phrases in compositions, and give revision advice.

2. AI can circle and correct misspelled words in the same way as a real teacher.

3. Identification of beautiful sentences and paragraphs: AI can identify the sentences written by students from the original composition that are more vivid and literary, and mark and comment on them. It can give students encouragement and recognition in time.

4. The AI automatically generates a red wavy line under the sentence with a brief comment on what the student has written well.

5. Currently, it can support about 54 common writing techniques in primary and secondary schools, which facilitates targeted learning and training for students. Greatly improve the teaching efficiency.

Porter 5 Forces Model

Analysis of the basic competitive dynamics of domestic language online education.

-Suppliers: training teachers, training institutions. At present, quality teachers are relatively scarce, requiring teacher training colleges to export more competent and qualified language teachers. Therefore, the bargaining power of excellent language master teachers is currently stronger in the market. While training online training institutions are highly competitive, due to the need to compete for a stable clientele and develop customer habits, the bargaining power is not strong, and prices are relatively low.

-Purchasers: parents with children at home, public and private primary and secondary schools. Firstly, parents prefer to give priority to English and mathematics subjects when enrolling their children in tutorial classes for excellence. Second, offline educational institutions are currently developing on a larger scale, and parents trust the face-to-face tutoring model more. For language online education, parents need lower unit prices, better service before they are willing to try, and have stronger bargaining power.

-Potential entrants: offline large training institutions; foreign language training institutions. Offline institutions have strong teachers, a good reputation and a stable source of customers. Some ambitious offline training institutions may test the combination of online and offline education, and gradually transition to online teaching according to the trend. Foreign language training institutions are more familiar with the operation mode of language and culture education and are likely to expand the language track as a new business.

-Substitutes: offline training institutions; schools; individual home tutors. At present, offline educational institutions still have more advantages in the minds of parents, who believe that more interactive small class teaching is more effective. Therefore, parents prefer to send their children to offline institutions. And experienced, good reputation of veteran teachers, will also set up their own small class remedial teaching, customer stickiness is very high.

Nowadays, the "big language" training track is booming, frequently launching

investment financing, the industry's head companies have also been testing the layout of the big language education market. The institution still needs to enter the market with low price, low threshold and high-quality services to gain the trust of the parents who buy the consumer side. And currently offline training institutions have formed a set of their own system to establish a link between schools and institutions as well as word-of-mouth communication between parents. How to get customers, how to improve the payment rate and renewal rate after the free experience, these issues need to be solved by online language education institutions.

A Good AI Language Project SWOT Market Competition Analysis

S (strengths) strengths analysis

1. The primary and secondary school period is the foundation of the entire language, a good foundation, half the effort. One step faster, a thousand miles better.

2. The difficulty of each knowledge module of primary and secondary school language gradually deepens, students' language scores gradually move towards stability, and scores will not fluctuate so much.

3. Primary and secondary school languages are very different. The teaching methods and focus of different teachers vary from school to school.

4. The rapid expansion of basic knowledge, the formal inclusion of literary texts, and the steep increase in the difficulty of modern reading and composition have caught many children and parents off guard.

5. The word accumulation in the basic questions section is further expanded, and the comprehensive study questions are more flexible and varied, testing students' comprehensive language knowledge accumulation.

6. The combination of the Internet and AI correction essay industry, greatly reducing the intermediate links, to provide users with cost-effective services.

7. The new generation of people, such as the post-90s and post-00s, gradually become the main consumer of the AI criticism essay industry, injecting fresh blood

into the industry.

W (weaknesses) disadvantage analysis

1. The overall difficulty of the primary and secondary school language has increased and is in crisis: the literary language has changed from a small story-type article to a writing and discussion-type article, making it more difficult to understand; the modern language has increased news and explanatory articles, with a variety of ideas and writing techniques; the composition requirements have been further enhanced, and the marking of papers tends to be strict.

2. The literary language has changed from the Tang and Song texts of the Middle Ages to the first two Han texts of the Upper Ages, and the vocabulary and literary phenomena have become more complex and diverse, making comprehension more difficult.

3. The genres of modern reading are further expanded: modern poetry, fiction, drama, more knowledge, various ideas emerge, and the difficulty deepens.

4. The traditional AI correction essay industry market low threshold, the lack of unified industry standards, the service process without professional supervision and other issues will also limit the development of the industry interconnection.

O (opportunities) opportunity analysis

1. New environment, new starting point, new knowledge, new goals. The child will develop a sense of excitement, full of energy to strive for a head start in the new reform, and strong drive.

2. It can help your child get to know primary and secondary school languages in advance, change the way of thinking about language learning and exams, and help your child make a better transition to avoid the panic of being overwhelmed and having a big score slide after the exam.

3. pay attention to the accumulation of language knowledge outside the classroom, recognize the various thinking and techniques common in modern and contemporary literature; combing and intensive training of knowledge points of various topics.

4. AI criticism essay industry and Internet-related industry integration

development opportunities.

5. AI criticism essay international cooperation prospects, talent training market is large.

T (threats) threat analysis

1. Children need a break after the fierce competition of primary school, some are too slack or relaxed, and do not recognize enough the break in the primary school curriculum system.

2. Many children who are very good at language in elementary school will experience great fluctuations in their scores when they arrive at the beginning of the year. Some of them are not satisfied with the lessons and extracurricular reading accumulation in elementary school; some of them are stuck in elementary school because of their way of thinking and answering questions; some of them are still unstable because of their personality development in the formative years (gradually developing a "serious but lively" and "delicate but atmospheric" personality) This has a very direct effect on the improvement of language thinking and performance). All these have a strong negative impact on the smooth improvement of language skills.

3. The difficulty of each knowledge module of the language subject is formally deepened, and you need to sink your heart into deeper exploration, so that the breadth and depth of your thinking can be developed and gradually reach the level to cope with the Chinese examination.

4. Many students will ignore the basics at this time, thinking that their lost points are in the reading and essay, in fact, often the difference between the basic questions section and others is more than the reading and essay.

5. Unpredictable policy situation: According to the current trend of reforming the Chinese and high school exams, there is a possibility of further increasing the value of the language. Even if the immediate middle school exam does not change, the future high school exam will change. The policy is introduced early, if 3 years in advance, late, if only half a year to 1 year in advance. The accumulation of language skills is not something that can be jumped up in a year and a half.

According to the competitive SWOT analysis of A Good AI language project industry, we found that in addition to advantages and opportunities, there are also disadvantages and challenges. How to develop a company's competitive strategy, first of all, we must scientifically and precisely analyze and summarize the market environment, determine the target market positioning, and further determine the strengths and weaknesses of the core factors in the competitive environment, which plays a crucial role in the selection of competitive strategy.

4.4 Annual sales and market share estimation

Equivalent to an annual revenue increase of 500,000 RMB for a small campus and 15-20% for a medium to large campus

	2019	2020E	2021E	2022E	2023E	2024E	2025E
k12 subject market training scale (billion yuan)	4764	3334	4434	5347	6069	6828	7613
Year-on-year growth rate	10.00%	-30.00%	33.00%	20.50%	13.50%	12.50%	11.50%
Language training participation rate	8.50%	8.70%	9.80%	11.10%	12.40%	13.60%	15.20%
Language training market size (billion yuan)	368	308	416	553	724	935	1178

Section 5

Marketing Plan

5.1 Overall Marketing Strategy

A Good AI Language Project Overall Marketing Strategy

Experiential marketing

In the traditional marketing concept, companies emphasize "products", but consumers are not necessarily satisfied with products that meet quality requirements. Modern marketing philosophy emphasizes customer "service", but even with satisfactory service, customers are not necessarily loyal. The future marketing trend will advocate "experience", and only by creating "unforgettable experience" for customers will enterprises win the loyalty of users and maintain long-term development of enterprises.

A Good AI language program marketers need a few tools to create experiences in order to achieve experiential marketing goals, and we call these tools experiential mediums. The experiential mediums used as tools for experiential marketing execution include visual and verbal identity, product presentation, co-branding, spatial environments, electronic media and websites, and people.

One-to-one marketing

One-To-One Marketing, also known as "121", also known as "121 marketing", "1 marketing", "1-2-1-2-1 marketing", etc. "1-2-1-2-1 marketing", etc. It is a customer relationship management strategy that provides targeted, personalized solutions for interactive communication between companies and individuals. The goal of one-to-one marketing is to improve the ROI of short-term business promotions and lifetime customer relationships. The goal is to increase overall customer loyalty and maximize the lifetime value of the customer. The core idea of "one-to-one marketing" is to focus on "customer share", interactive dialogue with customers and "customization". Companies should move from focusing on market share to focusing on the "customer share" of individual customers, focusing on the share of the

company's products among all the products owned by customers, and trying to increase the share of this share. The purpose of understanding the "customer share" is to differentiate customers and to classify them into three categories: "those to be fought for," "those to be cultivated," and "those to be maintained. to target marketing activities and provide differentiated and customized products and services.

A Good AI Language Program One-to-One Marketing creates personalized marketing communications for each customer. The first key step in the process is customer segmentation (e.g. based on need, based on past behavior, etc.), which creates a business process for interactive, personalized communication. Document the response (or interaction) so that future communications are more personalized. Optimize the cost of marketing and communications to match or provide products or services that best match needs or behaviors.

Membership Marketing

A Good AI language program membership marketing has been proven to be an effective marketing tool for e-commerce sites, many online APPs have implemented membership programs that have covered almost all industries, and e-commerce companies are showing a lot of interest and momentum in this.

5.2 Pricing Strategy

Single-school language expansion cooperation: from RMB 50,000

- Elementary/Junior High School Curriculum
- Dedicated ATS Smart Teaching Platform
- Student-side applet account
- Textbooks/Exercise books/Promotional materials
- Faculty Training
- Support for dual teaching by Beijing master teachers (fees to be determined separately)
- 1 principal account, 3 teacher accounts

Single-school essay correction tool cooperation: from 15,000 RMB

- Dedicated ATS Smart Teaching Platform (correction only)
- 100 student-side applet accounts (including ancient poetry and composition learning functions)
- Promotional Materials
- Function operation training
- Principal's account and teacher's account are configured according to actual needs

Key Account/City Partner Cooperation: Please call 4001330520

- Large customers: provide in-depth customized solutions and full range of operational landing services
- City partners: open to city partners below the provincial capital cities to join, providing more competitive returns and a full range of marketing and operational support

A Good AI language project profit are products, services value-added fees, profitability or resides in the industry itself level, to discover new profitability, you must change your thinking to create more new scenarios.

5.3 Sales process and promotional campaign mix

A Good AI language project sales joining process

1. Submit an application: The headquarters will send a professional project manager, and you personally contacted.

2. Understand the project: communicate with the project in depth to understand its comprehensive project content.

3. Propose a visit: come to the headquarters to visit the time, make a good appointment.

4. Invitation to visit: determine the time to visit the headquarters, product teachers prepare products in advance to do a good reception.

5. Headquarters inspection: personally come to the headquarters, visit the

company, do a project survey.

6. headquarters training: after you determine to join the project, headquarters training staff will arrange your training time.

7.Examination and completion: according to its theoretical training and technical training for assessment, until you can operate by yourself.

8.Operation service: before opening, the headquarters provides site selection services, professional teachers at the headquarters to personally guide the opening, after the opening of the operation guidance from time to time.

A Good AI Language Project WeChat Teacher's Day Free Trial Promotion

Language teachers in primary and secondary schools nationwide can apply for free use of the A Good Composition Intelligent Review System

1.Application for trial in the name of the school

To apply for a trial in the name of your school, you only need to provide an application form with your school's official seal to receive the school version of the Composition Smart Review System. If you are interested in applying on behalf of your school, please scan the QR code of the business card below and contact your teacher to receive the application form.

2.teachers apply for trial on their own behalf

To apply for the trial in the name of teachers, you do not need to provide an application form stamped with the official seal of the school, you just need to scan the QR code in the poster below and follow the guidelines to participate in the booster activity, you can get a free trial period of 7-30 days depending on the number of boosters.

To celebrate Teacher's Day, we are holding a special offer. Buy before 0:00 on September 11 and enjoy a special discounted price. If you want to buy the Teacher's Edition of the Essay Intelligent Review System, please scan the QR code of the poster below to enter the official A Good direct store.

Special Announcement.

1. Schools and teachers who have previously applied for a free trial are not allowed to participate in this event. If you are interested in purchasing the school version or the individual teacher version of the Essay Smart Review System, please contact your teacher by WeChat.

2.If you want to fully understand the situation of A Good essay intelligent correction system, please click the following link

(1) Introduction to the functions of the intelligent essay correction system

(2) Essay Intelligent Review System User's Manual

(3) Demonstration video of intelligent essay correction system

(4) Intelligent essay correction system operation Q & A

(5) Composition intelligent criticism system partnership agent

3. in order to help the national primary and secondary school language teachers familiar with and use the composition intelligent correction system, to facilitate the national primary and secondary school language teachers to better exchange learning, we formed a [national primary and secondary school language teachers composition intelligent teaching group]. The method of joining the group is very simple: search for a cell phone number to add the teacher as a WeChat friend, send "essay intelligent teaching" six words can be.

4.in order to help the national primary and secondary school language teachers to better guide the teaching of composition, composition Grand View public daily public welfare to share the writing of dry goods, there are famous teachers to guide the writing, there are excellent examples to learn from, there are wonderful activities to show their skills, such as the cloud of masters on the same stage competition, there are generous bonuses published masterpiece, there are a large number of resources to download

A Good AI language program special service promotion

1.Cash Discount

A cash discount of 10%. will be given to customers who pay on the agreed

date or time.

2. Coupon Discounts

When consumers purchase classes on the online app, they can get a discount on the face value of the coupon with the coupon. Coupons can be distributed near schools and residential neighborhoods.

3. Term Discount

Eligible users can add 15 days to their usage; continuous annual renewal users can enjoy days increase discount ranging from 10-30 days.

5.4 Distribution and Sales

1. Creating news events for marketing

Brand communication is now at the core of corporate marketing. Therefore, how quickly you can launch the A Good AI Language Project brand is a key element of brand growth. The news effect is the most effective means of communication. The news effect formed by the news hotspots, so that the A-Shen AI language program brand spreads rapidly thus forming a word-of-mouth effect is a shortcut to rapid brand growth.

- (1) Shanghai - A Good AI Language National Product Launch
- (2) Hangzhou-A Good Attends SEE Education Co-Conference
- (3) Zhengzhou - A-Shen Attends the 12th Qidian Innovation Forum
- (4) A Good AI Language, on the road

2. Internet Marketing

There are many ways to market A Good AI language program online, most of them are low-cost marketing tools such as SEO, keyword search, bidding ranking, email, community, forum, instant messaging, etc. They are common online marketing tools in PC Internet.

Different classification of the object of the service

1. Personal network marketing. Individuals can be marketed by way of the Internet, and this method is now widely used by the majority of Internet users who are

famous for their Internet speculators by way of the Internet.

2. Enterprise network marketing. The commercial value of the network should become the mainstream of Internet marketing, and many enterprises are currently expanding their business by means of network marketing.

Classification by specific promotion methods

1. SEM is a new form of Internet marketing, which is a comprehensive and effective use of search engines for Internet marketing and promotion, and pursues the highest cost performance, with minimal investment, to obtain the largest number of visitors from search engines and generate business value. and generate business value.

2. Link exchange. Link exchange or reciprocal link exchange, which has certain complementary advantages, is a simple way of cooperation between two websites, that is, respectively, on the home page of their website or the inner page of the other website LOGO or keywords and set the other website's hyperlink, so that users can see their own website from the other cooperative website, to achieve the purpose of mutual promotion. Link exchange has several main roles, namely, it can gain access, increase the impression of users when browsing, increase the advantage in search engine rankings, and increase the credibility of visitors through the recommendation of the partner website. What's more, the significance of link exchange has gone beyond whether it can increase the number of visitors, more important than the direct effect lies in the industry's awareness and recognition.

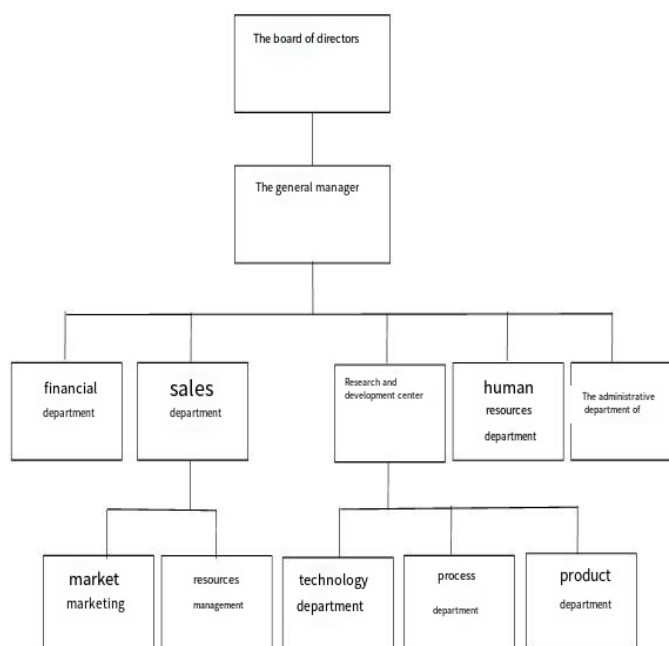
3. Network video marketing. "Through digital technology to product marketing site real-time video image signal and corporate image video signal transmission to the Internet network. Customers only need to log on to your website to see the live TV broadcast of your products and corporate image. It is an exclusive creation in website construction and website promotion to strengthen the credibility and reliability of website content for viewers. Before this, all the website construction and website promotion methods can only play a role in allowing Internet users to find you from the vast world of the Internet; but "Internet TV marketing" makes the Internet users who find you believe you!

Section 6

Management Team and Company Structure

6.1 Management Team

Organizational structure



6.2 Board Members

Founder & CEO: Mr. Lei

Chief Scientist & Director: Mr. Shen

Shareholder: Ningbo Meishan Free Trade Port Zone Hui Zhi Chuang Win Enterprise Management Partnership

Ningbo Meishan Free Trade Port Zone Wanzhong Yixin Enterprise Management Partnership

DouShen Education Technology (Beijing) Co.

Shanghai Leyin Technology Co.

Beijing Chenxing Venture Capital Center

Ningbo Taishi Ujutsu Investment Management Co.

Qingdao Fangxincheng Investment Management Enterprise

Tianjin Derikosi Technology Co.

Ms. Yin

Ms. Hu

6.3 Advisory Board

Mr. Lei

Founder & CEO

-Bachelor's degree from Beijing University of Aeronautics and Astronautics, Master of Business Administration from Nankai University

-Formerly Vice President of Lithia (300010), IBM China Research Institute Exireme Blue

Researcher

First Prize of "Challenge Cup" Tianjin Innovation Competition

2014-2019 was the former Vice President of Lithia Group, in charge of Strategic Investment Department, Big Data and Artificial Intelligence, and

Education AI Lab. During the period of leading the Group's AI business, he established the Tsinghua (gix) Lixin Joint Innovation Research Center for Intelligent Education Technology on behalf of Lixin and Tsinghua University's Global Innovation Institute.

A Good is a one-stop language education empowerment platform for education and training institutions

A Good has a number of core research and development patents and intellectual property rights, including the national leader in Chinese composition AI hybrid correction technology

Mr. Shen

Chief Scientist & Director

-Bachelor's degree from Shanghai Jiao Tong University, PhD in Computer Science from the University of Pennsylvania

-World-renowned natural language processing expert

-Former BBN, IBM Watson Research Center Scientist

- Winner of the 2008 ACL Best Long Paper Award at the top NLP conference
- WikiCFP creator, head of natural language processing at Mobvoi
- Over 20 years of professional research and product development in natural language processing

6.4 Other Professionals

Accounting Professionals

A Good Financial Officer Senior Accountant, Certified Public Accountant designation. The finance department is responsible for the management, accounting, supervision and guidance of the company's financial work. Its management function is to prepare and allocate corporate financial budget according to the company's development plan and to manage the implementation of the budget. Its accounting function is to operate the company's production and operation and capital accounting; its warning and prompting function is to warn and prompt the chairman of the company's capital feedback operation.

Legal Professionals

The functions of A-Shin's corporate legal department can be broadly divided into two categories: first, the management functions of the company, reflected in a positive sense in the development and management of the company; and second, the legal remedy functions, reflected in the coordination, arbitration and litigation of the legal department after a dispute has arisen.

Section 7

Operations Plan Operations Plan

7.1 Operating Model and Procedures

A Good AI language project to join the support, the whole comprehensive all-round, save time and effort to save more heart

1.360° brand support relies on the strong brand advantages of the headquarters, and the headquarters in the promotion of the brand spared no effort, there is a high degree of market recognition, for the operation of the sub-center laid a good brand foundation, making the project has an inherent brand advantage.

2. Property site selection services: The headquarters provides market research services for professionals, gives reasonable school site selection assessment services according to the location characteristics of the city, and conducts feasibility analysis to select the best business premises, laying a good foundation for successful operation and profitability.

3. Market analysis services: the headquarters provides the whole process of investment cost control system, for teachers, educational environment, educational facilities, human, material and financial resources to do a good job of supervision and balance, control to prevent waste of resources, increase costs, to create the best profit model. Professional market personnel comprehensive investment budget, the city's consumption level, property conditions, etc. to provide grounded professional investment calculations, using data to speak.

4. Pre-preparation services: license processing guidance, decoration design services, procurement and construction guidance, quality acceptance services, provide the headquarters original style full set of design and decoration guidance design program to enhance the store grade, the headquarters of the project construction of the whole guidance monitoring, accurate budget, to avoid engineering errors lead to increased costs.

5. Recruitment and training support: The headquarters provides professional

training support for the sub-center's teaching staff and personnel in various positions, and directly tests and enhances them through actual combat to ensure the training effect. At the same time, we provide support and guidance on the system and curriculum for the daily training of the sub-center, and help the sub-center to create blood while transfusing blood. In case the sub-center is understaffed and difficult to solve on its own, the headquarters provides support for staff recruitment.

6.Operation supervision service: The headquarters has a professional operation supervision team, all by the industry's senior operations personnel, with their rich practical experience in the market, to provide sub-center operations management, marketing and other aspects of 365 days of all-weather operation supervision services. Before the official opening of the sub-center, professional operation personnel are assigned to provide market and operation guidance services before and during the opening of the sub-center to ensure the smooth opening of the sub-center and quickly get on the right track.

7.2 Operating Locations

A Good AI language project company through the operation of "A Good / AI language" official website, the formation of the "national primary and secondary school language teachers composition intelligent teaching group", "composition Da Guan Yuan" WeChat The company has been promoting the concept and technology of the A-Shen AI Language program through the operation of the official website of A-Shen/AI Language, the formation of the "National Elementary and Middle School Language Teachers' Intelligent Teaching Group", and the "Essay View Park" WeChat. Consumers can apply for free product trials through the public number according to their own situation, and A-Shen will provide the corresponding technical services. In addition, publicizing A-Shen's technology and marketing activities can attract other partners to join A-Shen and expand the scale of A-Shen.

7.3 Facilities and Equipment

1.Hardware facilities refer to the infrastructure items related to the public interest and public safety of the society. The hardware facilities of the enterprise include self-constructed plants, office buildings, advanced production equipment,

etc.

2. Software facilities, which refers to a series of collections of computer data and instructions organized in a specific order. The software facilities of the enterprise include the brand and the value of the brand that the company has played out, the excellent corporate culture and the good quality of the employees, the technological content of the company's products and the management system of the enterprise, the performance and honors that the company has obtained.

3. Office equipment can generally be divided into six categories

(1) Service equipment: shredder, binding machine, check printer, time and attendance machine, money counter, overmolding machine, business card scanner, telephone, safe, whiteboard, labeling machine, fax machine, printer, copier

(2) IT equipment: computers, projectors, copiers, fax machines, printers, MFPs, scanners, cameras, camcorders, switches, routers, cats

(3) Office appliances: humidifiers, water dispensers, air conditioners, vacuum cleaners

(4) books: note books, diaries, manuals, guest books, address books, telephone books, flipbooks, file cabinets, file baskets, file trays, newspaper racks, magazine racks, display racks, official documents baskets, file boxes

(5) Data management category: file cabinets, file baskets, file trays, newspaper racks, magazine racks, display racks, official documents baskets, file boxes

(6) desktop products: paper, pen, pen holder, pen holder, hole punch, globe, magnifying glass, calendar holder, wet finger, book stand, manuscript stand, writing board, notice sticker, label series, note paper, stapler, staple remover, tape / double-sided tape, correction fluid, correction tape, glue / glue stick, business card case, business card book, pencil sharpener, pencil sharpener, pen case, pen bag, board eraser, wallpaper knife, scissors, pad, three needles A nail

7.4 Operational Strategy and Plan

Accompanying Operations Empowerment Program

1. Teaching support: teacher online interview assessment, teacher grinding

video tracking, course design advice, teaching closed loop update perfect

2. Teacher management: teacher training, employment evaluation, salary system, teacher management

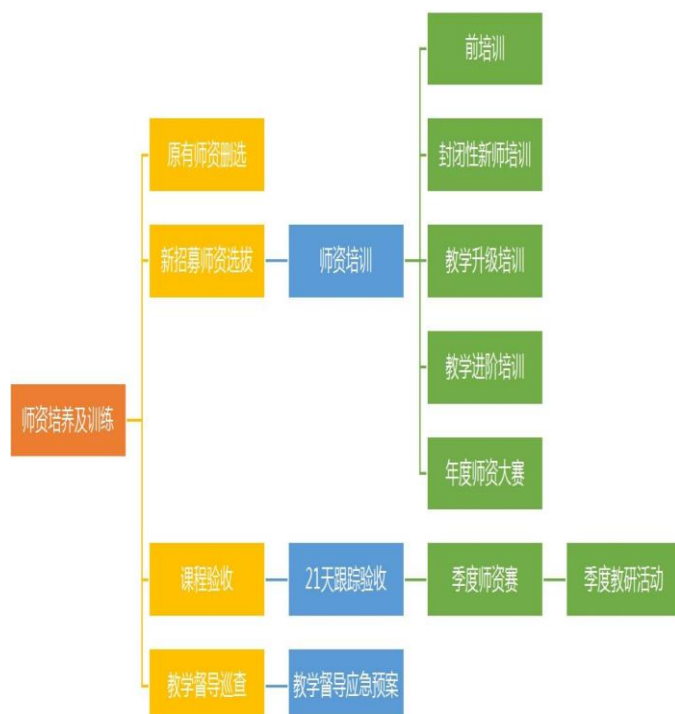
3. Enrollment support: sales training, marketing psychology, standardized services, online Q & A

4. Market support: enrollment activity program, enrollment material package, cooperation channel proposal, enrollment activity planning

5. Teaching service support: class scheduling suggestions, student class management, parent service process, environment creation suggestions

6. System support: teaching platform PC, small program tools, system customization

Total faculty development and training



One-stop marketing material tool integration

Section 8

Production Design and Development Plan

8.1 Development status and tasks

1.OMO mode is the future direction of education and training development

OMO (Online Merge Offline) will become the mainstream model of the education and training industry after the end. According to the survey, the industry generally believes that after the end of the pure online model still cannot meet the needs of all parents, offline institutions will still return to offline training. During the period, both institutions and students have initial experience with online education, and the trend has been to make education online. Therefore, in the medium and long term, OMO multi-scene integration, online and offline interaction mode will become the mainstream mode of the education and training industry after the end. At present, 53% of the institutions have indicated that they will adjust their business model to OMO mode after the end of the year.

2.Opportunities for the integration of A-Shen's products with Internet-related industries

The impact of the Internet on the AI essay-critiquing industry will be even more profound in the future. Schools are using the "Internet +" platform technology to improve their online services and enhance their competitiveness. AI correction essay-related e-commerce will also grow rapidly. The industry has created AI critical essay quality and safety big data and interconnection gan supervision technology platform to effectively monitor AI critical essay quality and important safety indicators in real time and realize close coordination of AI critical essay supervision before, during and afterwards. Continue to support the development of AI critical composition industry and Internet and other industrial integration, enriching the AI critical composition industry new models, new business models.

3.Service model diversification

China's AI critical essay service model is relatively single. In the city, AI

correction essay companies are generally no more than industry giants, listed companies, entrepreneurial technology companies, outsourcing companies, the current AI correction essay service model can only be said to be in a primary stage of development, drawing on the service experience of Western developed countries, its development will be in the service function and type of further refinement, standardization, specialization, standardization and system, all-in-one service for the development trend. AI criticism essay industry industry chain is long, and each link of the industry chain is scattered large, most of them are showing the state of a single fight. To continue to develop and grow, the industry should focus on cooperation with upstream and downstream enterprises, enhance communication with other industries, complement the limitations of the industry, the formation of industrial integration, to provide consumers with the entire content of the initial to the end of the "one-stop service".

4. Technology innovation model based on consumption upgrade

After the 90s and even after the 00s has become the main group of social consumption. On the one hand, this group totally adores technology and has no resistance to it. Technological factors have been integrated into the bones of consumers and can be regarded as technological spread. On the other hand, AI criticism essay innovation demand only rely on technological innovation can solve the contradiction between personalized government and large-scale industrial production, in order to achieve the intelligent scenery of rich food and clothing, and to have the demand in line with the trend of the times.

8.2 Challenges and Risks

Difficult content development

Content development is basically considered the primary problem that restricts the development of language products.

It stems mainly from two underlying factors.

1. Language content is not as "gateway" and easy to understand for most parents as math and English, and this may affect the payment for language products in two dimensions.

(1) More effort needs to be spent on educating parents about why they should buy the product and what it is likely to deliver when making the first payment decision, unlike English and math, which parents naturally assume require additional learning and are a "from no to yes" process.

(2) In terms of effectiveness evaluation, parents need to see more "non-sense" and realize that language is also a subject that requires extra study, so that they can continue to renew their fees.

2. The language knowledge system is scattered and unstructured, and it is more difficult to abstract knowledge points and establish a system. To make parents willing to pay or renew, the key is to "feel the effect" or "should be able to have effect", possible solutions include.

(1) Systematic: Set up a complete system to improve language skills, so that parents can see what knowledge their children have gained at each stage of learning and what knowledge they can gain next. Essentially, it is a system of courses for students and parents, not courses. This stimulates parents to renew their enrollment.

(2) Explicit feedback: make the language content taught as quantifiable and measurable as possible, abstracting each part of the content into knowledge points or ability improvement points or direct behavioral performance, etc., and giving parents visual feedback on the effectiveness of language learning in a phased manner. In this regard, language entrepreneurs need to think more about what are the markers of "know how" in language? How to show them?

(3) Close to the curriculum: If the language content is for the K12 stage, including ability-enhancing products, it is best to match the teaching content and curriculum requirements of public schools as closely as possible to form an effective supplement and increase parents' willingness to pay.

(4) Interesting: Language content needs to be both effective and interesting, compared to English and math, because it requires emotional empathy and understanding as well as developing students' interest in learning the language, which requires a high level of interest in the content and delivery, preferably with

some interaction. Children's engagement is also one of the indicators that many parents use to judge how good the program is.

8.3 Costs

Brand Name: A Good AI Language Project	Amount
Renovation Costs	44856
First two quarters rent	4455
Teaching materials/equipment costs	16932
Liquid funds	20000
Labour costs (person/month)	3533
Miscellaneous business taxation	3547
Utilities (RMB/month)	322
Monthly income	24.189 million
Annual income	294.2995 million

8.4 Intellectual Property Rights

Intellectual property management institutions and responsibilities

The company's IP management needs to have a management body and clear management responsibilities of this body. The company should establish an IP leadership group and hold regular IP senior-level decision-making meetings to develop a company IP strategic plan. The members of the IP leadership team should preferably consist of the company president or vice president, the president or vice president in charge of R&D and products, the president or vice president in charge of finance, the director of the IP management department, the director of the R&D department, and the director of the finance department.

Attribution of IP Rights

1.The objects of intellectual property rights include inventions, technical

achievements, products or works that have been authorized and are in the process of development.

2.The intellectual property rights such as patents, copyrights and product registration rights of the company's employees' functional inventions belong to the company according to the law.

3.The copyright of the job work of the company's employees belongs to the company according to the law, but the author has the right of attribution.

Section 9

Financial Projections

9.1 Source and Use of Funds Description

Project Name	First year
Cash available at the beginning of the period	210000
Long-term borrowings	50,000
Total investment in fixed assets	60,000
Computer equipment	16000
General office equipment	8200
Room rent	10800
Employee Wages	43200
Expenses for daily operating activities	5000
Marketing and promotion costs	270
Website construction and maintenance	4500
Remaining funds	50,000

At first, due to limited funds, there are tentatively no remaining funds.

9.2 Hypothesis table

Computer equipment of \$16,000 is expected to be used for five years with a salvage value of \$1,500, and general equipment of \$3,000 is expected to be used for ten years with a salvage value of \$200. These items are depreciated on a straight-line basis. In future years, with the development of the company and the opening of branches. According to the actual situation, additional investment in fixed assets can be made.

Assuming that the accounts receivable is 30% of the current year's main business revenue, the allowance for bad debts is provided at 1% of the accounts receivable balance.

Selling expenses: including store rent, advertising and promotion activities expenses change according to the scale of the company's development and the in-depth status of the market.

Administrative expenses: including management salaries, welfare expenses, amortization of intangible assets, and provision for bad debts.

Finance costs: Interest is accrued on long-term borrowings at the current bank loan rate of 6.65% for one to three years.

The company is a small-scale taxpayer enterprise, which accrues 20% of its profit before tax and 6% of VAT.

Statutory surplus reserve is set aside at 10% of profit after tax, and statutory surplus public benefit is set aside at 5% of profit after tax.

9.3 Estimated company financial statements

It is expected to be profitable from the third year and obtain net profit: \$925,000. And the accumulated undistributed profit can be realized by the fourth year: \$1,147,000.

9.4 The company's projected balance sheet

Statement of financial projections for the next five years.

The company was not profitable in the first. In the first two years, the company did not make any profit because the market was not yet developed. From the third year, the website has a certain popularity, click usage rate is high, and began to gradually profit, and this is the publication of the website magazine, the investment increased, the corresponding income is also increasing.

In the long run, the website has low investment, low risk and high profitability.

9.5 Company's projected cash flows

Under the conditions of market economy, the cash flow of an enterprise largely determines its ability to survive and develop. Even if an enterprise has profitability, but if the cash flow is not smooth and dispatched, it will seriously affect the normal production and operation of the enterprise, and the weakening of solvency directly affects the credibility of the enterprise, and ultimately affects the survival of the enterprise

9.6 Ratio analysis

(1) Profitability analysis

Time	First year	Second year	Third year	Fourth year	Fifth year
Type					
Sales margin	-6300%	-436.1%	29.0%	36.0%	40.8%
Net Asset Margin	-20.2%	-15.7%	18.5%	43.6%	77.4%

The enterprise has a relatively high sales margin and return on net assets, which can bring the enterprise a good profit and a strong ability to benefit from equity capital. The net asset margin declines slightly as income tax is paid from the third year onwards, but still shows an increasing trend as the scale effect is generated.

(2) Operating Capacity Analysis

It is also a comprehensive reflection of macro-resource allocation and micro-economic management.

Operating capacity analysis

Year	First year	Second year	Third year	Fourth year	Fifth year
Type					
Current asset turnover ratio	0.02	0.23	3.99	7.59	11.9
Fixed asset turnover rate	0.009	0.1	1.77	3.37	5.27
Total asset turnover ratio	0.003	0.036	0.64	1.21	1.90

) Solvency analysis

Short-term solvency is the ability of an enterprise to repay its current liabilities with current assets. It reflects the strength of the enterprise to pay the daily maturity of the debt, whether the enterprise can pay the maturity of the current liabilities in a timely manner, is an important symbol to reflect the good or bad financial condition of the enterprise, and we must pay great attention to the ability to repay short-term debt, to maintain the good reputation of the enterprise.

	First year	Second year	Third year	Fourth year	Fifth year
Current ratio	3.45	4.05	5.86	6.67	8.43
Gearing ratio	78.2%	56.4%	19.2%	15.4%	13.6%
Equity multiplier	4.59	2.29	1.24	1.18	1.16
Interest cover multiplier	2.47	3.34	5.76	6.88	7.01

9. 7 Capital budget (Net Present Value, NPV) Internal Rate of Return, IRR.

Investment decision analysis is an important tool to study the feasibility of the project, thus, we introduced the net present value of investment (NPV) method, the embedded rate of return (IRR) method, and the payback period method to illustrate the feasibility of our project proposal.

Net present value calculation table

Year	NCF by year	Compound interest present value factor	Present value
1	62800	0.9174	57612.72
2	59800	0.8417	50333.66
3	56800	0.7722	43860.96
4	53800	0.7084	38111.92
5	110800	0.6499	72008.92
Net Present Value (NPV)			1928.18

(1) Net present value of investment

The so-called net present value (NPV) of an investment project is the sum of the cumulative net present value of the net cash flows over the life of the investment project at a certain discount rate.

$$NPV = \sum_{t=1}^n \frac{NCF_t}{(1+i)^t} \quad NPV = 21.5 \text{ (thousand)}$$

$$t=5$$

Considering the current low cost of capital, as well as the opportunity cost of capital and the riskiness of the investment, i is taken as 10% (the same below), at this time, $NPV = 21.5$ (thousand RMB), which is greater than zero. The profitability is good during the calculation period, and the investment plan is feasible.

(2) Investment payback period

The payback period is the time required to offset the entire investment with the net income of the project. It is generally measured in years, with the number of

years starting from the year of investment. The payback period is a comprehensive indicator reflecting the project's financial ability to repay the total investment and the speed of capital turnover, and generally, the shorter this indicator is, the better.

Payback period = number of years with positive cumulative net present value - 1 + (unrecovered cash / current value of the year)

Through the net cash flow, discount rate, investment amount and other data calculated by interpolation method, the payback period is six years and three months, and the investment plan is feasible.

(3) Embedded compensation rate

The embedded rate of return (IRR) is the discount rate when the present value of net cash flow for each year of the project is equal to zero throughout the calculation period, which reflects the profitability rate of the funds occupied by the project, and is the main dynamic evaluation index to examine the profitability of the project. It focuses on evaluating the commercial viability of the project and estimating the extent to which the income generated by the project can meet its debt service, and the financial cash flow can be obtained by the trial difference method, the larger the value, the better.

The calculation of the embedded rate of return based on the cash flow statement is as follows:

$$\sum_{t=0}^n \frac{NCF_t}{(1+IRR)^t} = 0 \quad IRR=34\%$$

$$T=0$$

The embedded rate of return is 34%, which is greater than the cost of capital rate of 10%, so the project can be adopted and the market growth is good in the first 5 years.

Appendix

China's AI critical essay service model is relatively single. In the city, AI correction essay companies are generally no more than industry giants, listed companies, entrepreneurial technology companies, outsourcing companies, the current AI correction essay service model can only be said to be in a primary stage of development, drawing on the service experience of Western developed countries, its development will certainly be in the service function and type of further refinement, standardization, specialization, standardization and system, all-in-one service for development trend.

A Good AI project business plan is a business plan executed for the B-side, and its research is a theoretical implementation of the A Good AI project based on its own strengths and the analysis of the current industry scale expansion and the operability of the actual market, and its purpose is to make the successful implementation of the A Good AI project expansion with a comprehensive planning of the guidance document.

Through the collection of actual data and the active application of the MBA curriculum, an in-depth analysis of the industry environment PEST analysis, 5 Forces Model, SWOT analysis, financial analysis, marketing strategy, and team structure measurement was conducted to provide a detailed theoretical basis for the successful implementation of the project. By conducting a comprehensive and detailed analysis of the project, the following conclusions can be drawn.

(1) This business plan clarifies the development strategy of the enterprise by analyzing the industry environment of the enterprise. The enterprise should use its strong strength to seize the market leader, and make customers generate continuous consumption and consumer stickiness through the superior professional quality and advanced system advantages and humanized experiential services. In the general environment of the industry, A Good AI project, will surely achieve rapid development and considerable benefits.

(2) This business plan plans and organizes business operation, product marketing and financial management, analyzes the problems encountered in the actual operation of the project, and carries out advance layout and strategic planning. It conducts product market positioning, determines products, prices, channels, and promotion strategies; conducts financial forecasting and evaluation, and calculates costs and sales revenues. Through relevant theoretical analysis, it can be concluded that the project is feasible and the investment is worthwhile.

(3) To ensure the actual implementation of the A Good AI project, a sound operational management system also needs to be established. According to the overall layout of the company's internal training system, incentive mechanism, risk response, financial forecasting and other comprehensive arrangements, corresponding responsibilities are formulated separately to ensure that the company's basic operation construction is foolproof.

A Good AI project expansion according to the current domestic new college entrance examination background, the language subject in the examination of the weight of the industry development trend and the company to carry out the project, it is expected that the use of A Good AI project has matured operation mode, with all the resources integration of business model, priority to build the site leading language education industry intelligent business platform to meet the needs of the economy, not only can help many schools to cope with the epidemic caused by online class model, but also for consumers seeking greater discounts and convenience. At the same time, with the continued support of Lithia Group, the A Good AI project has a large profit margin, relatively low risk, high investment value and viability.

10.1 Application Form

Essay intelligent correction system trial application form

Dear Teacher: Hello!

In order to open the trial for you as soon as possible, please read the following tips carefully before filling in the relevant content accurately.

1. After filling out the information, there will be A Good staff to add your WeChat by searching your cell phone number (or your WeChat signal). If you have the word "A Good" in your verification message when you add it, please pass it. If your cell phone number or weibo signal does not search for you, we will not be able to notify you of your account number, password, website address, etc., and we will not be able to send you a manual or provide technical services.

2. If you intend to apply for the trial in your personal name, in addition to filling out this form, you also need to submit to the staff via WeChat documents proving that you are a teacher, such as: teaching qualification certificate, personal honor award certificate, award certificate for guiding students, annual assessment form, appointment contract, etc., as long as any of them is available. Application in the name of an individual is limited to one person and can be experienced for free for 14 days.

3. If you intend to apply for a trial in the name of your school, in addition to filling out this form, you also need to obtain a WORD version of the school-specific application form from the staff via WeChat, fill it out, stamp it, and then take a photo and send it to the staff. If you apply in the name of your school, there is no limit to the number of users and you can try it for one month for free.

4. If you have any questions, please contact Mr. Zhao directly by WeChat (search 18102280588), you can also leave a message in the [essay Grand View] WeChat public number. Thanks for your support and cooperation!

*1. Your name

*2. your cell phone number

*3. your WeChat signal (please make sure you can search for your WeChat and add

you as a friend)



*4. Do you intend to apply as an individual or as a school?

- Individual application (free experience for 14 days)
- Application in the name of the school (free experience for one month)

*5. Name of your school



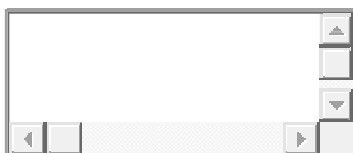
*6. the address of your school



*7. Nature of your school

- Public
- Privately run
- Training Institutions
- Other

*8. Size of your school (total number of students, number of grades, number of classes)



*9. Other information to be stated

1.3 Questionnaire

AI Intelligent Essay Review Product Questionnaire (Language Teachers)

Thank you for filling out the questionnaire in your busy schedule! We hope you can give us your help and support by filling out our questionnaire honestly. We promise to keep your questionnaire strictly confidential.

1. Does the AI review essay meet the essay scoring criteria?

Yes

No

2. Is AI's marking of the essay close to that of the language teacher?

High

Low

the same

3. Is the subjective critique of AI-corrected essays reasonable?

Yes

No

4. Does AI's objective critique of critical essays cover all aspects of the essay?

Yes

No

5. Is the objective critique of AI-corrected essays about speech disorders, use of punctuation, and collocation of auxiliary words accurate?

Basically accurate

Partially accurate

Basically inaccurate

6. Is the critique suggestion of AI review essay valuable for students to improve their essays?

Value?

Valuable

Not much value

No value

7. What is the recognition rate of handwritten text images uploaded on the platform?

90% or more

Below 90%

8. Do the platform's question bank resources cover all grades 1-9?

Yes

No

9. Do you think the platform is rich in essay questions? O Rich

General

Not rich

10. Do the platform's model essay resources cover all grades 1-9?

Yes

No

11. Do you think the platform is rich in model articles? O Rich

General

Not rich

12. Can the system maintain stability during the use of the product?

Basically stable

Not very stable

13. Are the selected questions and model essay resources synchronized with the current syllabus requirements?

Yes

No

14. Whether the report on students' Chinese writing ability is in line with the actual water level of students

Flat?

Basically conform

doesn't quite fit

15. Do you think AI intelligent essay review products are effective in reducing teachers' burden of reviewing essays?

Yes

No

16. Do you think AI intelligent essay review products can help students learn essay writing and improve their writing skills on their own?

Yes

No

17. Would you be willing to pay to use an AI intelligent essay review product? Why?

Willing

Reluctance

18. Would you recommend other teachers or students to pay to use A Smart Essay Review product? Why?

Willing

Reluctance

1.4 Business Forms

Chart:9.3

Projected income statement Unit: RMB million

	First year	Second year	Third year	Fourth year	Fifth year
(1) Revenue from main business	1.6	18	319.1	606.3	948
Less: Cost of main operations	12	16	20	56	88
Taxes and surcharges on main business	0.4	4.5	79.8	151.6	237
(ii) Profit from main business	10. -8	-2.5	219.3	398.7	623
Less: Operating expenses	42	31	46	50	52
Overhead	30	29	30	36	32
Finance costs	18	16	20	22	20
(iii) Operating profit	-100.8	-78.5	123.3	290.7	516
Less: Income tax expense	0	0	30.8	72.7	129
(iv) Net profit	-100.8	-78.5	92.5	218	387
Less: Surplus reserves	0	0	0	21.8	38.7
Profit Distribution	0	0	0	54.5	96.8
(v) Undistributed earnings	0	0	0	141.7	251.5
(vi) Accumulated undistributed earnings	0	0	0	141.7	393.2

Chart:9.4

Balance Sheet

	2023	2024	2025	2026	2027
Current assets.					
Monetary assets	21	18.2	19.5	27	41.1
Accounts Receivable	0.4	2	3	4	6
Inventory	0	0	1	3	5
Total current assets	21.4	20.2	23.5	34	52.1
Non-current assets.					
Fixed Assets	6	4	8	15	20
Intangible assets	1	5	9	15	16
Total non-current assets	4	9	17	30	36
Total Assets	25	26.2	40.5	64	88.1
Current liabilities.					
Short-term borrowings	0	0	2	0	0
Employee compensation payable	0.4	1	1.9	3.2	5.5
Taxes Payable		0	1.5	4.62	13.03
Total current liabilities	0.4	1	5.4	7.82	18.53
Non-current liabilities.					
Long-term borrowings	0	0	5	5	5
Total non-current liabilities	0	0	5	5	5
Total liabilities	0.4	1	10.4	12.82	23.53
Owner's Equity.					
Paid-in Capital	30	30	30	30	30
Surplus reserves	0	0	0.765	1.79	5.19
Undistributed earnings	-5.4	-3.8	4.235	10.11	29.38
Total Owner's Equity	24.6	26.2	35.1	41.9	64.57
Total	25	27.2	40.5	64	88.1

Chart:9.5

Cash flow projection table

Projects	0	1	2	3	4	5
Fixed Asset Investment	-230000					
Working capital advances	-30000					
Operating cash flow		62800	59800	56800	53800	50800
Impairment of fixed assets		30,000				
Working capital recovery		30,000				
Total cash flow	-260000	62800	59800	56800	53800	110800

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