

SMART REKHA – AI LIFE ASSISTANT

Company: Dronacharya OÜ

Founder: Vijay Kumar Tripathi



SMART REKHA – YOUR AI LIFE ASSISTANT

Smart Rekha is an AI Life Assistant designed to help individuals and families manage every important aspect of daily life — health advice, job search help, education assistance, real estate queries, legal FAQs, financial guidance, travel planning, company registration support, and official letter writing — all inside one smart platform.

Website: smartrekha.com

PROBLEM STATEMENT

Today people face overwhelming complexity in managing life tasks:

- Students struggle with study planning, career guidance, assignments.
- Professionals are overloaded with schedules, emails, decisions.
- Business owners need help with legal, finance, marketing tasks.
- Families need assistance with travel, health decisions, budgeting.
- Everyone needs reliable, instant answers in daily life (letters, legal FAQs, real estate info).
- **Currently there is NO single assistant that integrates all these needs in one user-friendly app.**

SOLUTION

Smart Rekha – An AI Life Assistant — one intelligent app that supports you in everything, personalized, smart, and reliable :

- ❖ Health advice
- ❖ Job search
- ❖ Real estate help
- ❖ Travel planning
- ❖ Company registration queries
- ❖ Education help
- ❖ Legal FAQs
- ❖ Financial guidance
- ❖ Official letters
- ❖ Website/App development guidance

➤ People jump between: Google, ChatGPT, Government websites, Consultants, YouTube, Forums, Apps for jobs, health, finances, planning This is time-consuming, confusing, and overwhelming.

INNOVATION

□ Multi-Domain AI Engine (Life OS)

Instead of a general chatbot, Smart Rekha uses **domain-specific AI modules**:

- Legal AI
- Health Advice AI
- Education AI
- Career AI
- Travel AI
- Finance AI
- This makes answers more structured, accurate, and useful.

□ Personalization System

- Smart Rekha stores user preferences ethically and gives personalized recommendations.

□ Multi-platform (Web + Mobile)

- Users can start on mobile and continue on web seamlessly.

□ Real-Time Assistant + Knowledge Packs

- Users can subscribe to topic packs:
- Student Pack
- Business Pack
- Family Pack
- Financial Pack

MVP PLAN

Mobile App (iOS + Android)

- Chat interface
- Buttons for major services
- Notifications & reminders
- Quick action shortcuts

Web Dashboard

- Long-form tasks
- Document uploads
- Personalized dashboard
- Life progress tools

AI Core System

- Domain-specific prompts
- Preference-based responses
- Context memory
- Lightweight RAG system

Early Traction Marketing

- Paid promotion
- Beta testing
- User acquisition
- Student outreach

BUDGET DISTRIBUTION (€35,000)

Development (AI + App + Web):

- Mobile app: €8,000
- Web dashboard: €7,000
- AI backend & cloud compute: €5,000

Testing & Other : €5,000

- Security & privacy setup
- Test devices
- Analytics

Design (UI/UX): €3,000

- App design
- Brand kit
- Website design

Marketing & User Acquisition: €7,000

- Beta launch campaigns
- Targeted ads
- Social media

TEAM (DRONACHARYA OÜ)

- **Vijay Kumar Tripathi (Founder / CEO)**
- Skills: AI systems, product design, entrepreneurship, business operations.
Role: Leads vision, product development, partnerships.
- **Future hires / contractors for MVP**
- AI Engineer
- Mobile Developer
- UI/UX Designer

MARKET

Total Addressable Market (TAM)

AI personal assistant market → **\$15 billion growing to \$45 billion by 2030**

- **Early Target Groups**
- Students (huge adoption rate)
- Working professionals (high willingness to pay)
- Parents & families (planning + advice)
- Business owners (letters, legal help, tasks)
- General population

TRACTION PLAN

We will gain initial users through:

- University partnerships
- Student ambassador program
- Social media campaigns
- Referral system
- Influencer collaborations
- App Store presence
- Beta testing groups



Thank You