

Personalization is the product — not a feature.

How LOGO+ decides what a child does next, what we are building toward, and the order we build it in.

Stage Planned MVP • founder-funded **First market** Ukraine, then English-speaking + CEE

Audience Families, children 2-6

01 The thesis

Most speech products are content: a library of exercises, and a parent left to choose. LOGO+ is a **pathway** — it chooses the next activity and adapts it as the child changes.

That choice is the product. Every child's path differs, it shifts week to week, and the skill-and-activity space is large. A fixed plan can start it; learning from real progression is what makes it better over time.

The adaptive layer described here is a planned MVP capability. Architecture is to be defined; capabilities are to be validated with clinicians and families.

02 The core loop

One personalized activity a day. How it goes decides the next one.

- 01 **Child profile / baseline.** A short starting picture of where the child is.
- 02 **Today's activity.** One personalized activity, ready when the parent opens the app.
- 03 **Do it together.** Child-led play; the parent guides lightly, a few focused minutes.
- 04 **Signals.** Completion, attempts, pace, parent-reported ease.
- 05 **Interpretation.** AI-supported read of what's working, what's too hard, what to reinforce next.
- 06 **Next activity.** Selected and adapted for tomorrow. The loop repeats: today → interaction → feedback → next.

03 Signals → interpretation → adaptation

The engine takes a small set of signals, interprets where the child is, and changes the next activity along a few axes.

Signals in

- + activity completion
- + accuracy & attempts
- + pace
- + progress over time
- + parent-reported ease

Interpreted

- + where the child is on the pathway
- + what's working
- + what's too hard
- + what to reinforce next

Next activity changes

- + difficulty
- + focus skill
- + sequencing
- + — adapted to that child

04 Built on a professional framework

LOGO+ follows a professional speech-language framework. The framework, the content and the safety guardrails are where the clinical expertise lives — our Lead Speech & Language Expert owns them.

LOGO+ supports speech-language professionals; it does not replace them. The Therapist-connected tier links home practice to a therapist's goals and shares progress back.

05 Where defensibility can come from

Not moats we hold today — directions that compound if the loop works.

Accumulated progression data

Real speech-development trajectories across many children, feeding better adaptation over time.

Refined adaptation logic

The interpretation and sequencing improve with every day of real use.

Two-way home-professional loop

A closed feedback loop between the home and the clinic that content apps don't have.

06 Pricing as product tiers

What a family pays for is what LOGO+ does for them. Blended monthly ARPU is a planning assumption of \$19.50 (mix 70 / 20 / 10), not observed behavior.

DIRECT TO PARENT Basic \$15 /mo The daily pathway and one adapted activity a day.	DIRECT TO PARENT Personalized \$25 /mo Deeper personalization and a fuller progress view.	THERAPIST-CONNECTED AI + Therapist \$40 /mo Home practice linked to a therapist's goals, with progress shared back.
---	---	---

07 Sequencing — 12 months

From pilot-ready to expansion-ready. Future milestones, not achievements; order is subject to pilot learnings.

- **M0-3 Pilot readiness.** Working MVP · full activity workflow · first users.
- **M4-6 Product iteration.** Engagement validation · adaptive product refinement from pilot data.
- **M7-9 Retention + WTP.** 8-week retention · pricing tests · adaptive refinement.
- **M10-12 GTM validation.** Measured CAC · repeatable channels · preparation for broader expansion.

08 What we are not building yet

- + A diagnosis or screening tool.
- + A therapist marketplace or directory.
- + Scaled paid acquisition — no large-scale advertising before product-market fit.
- + A U.S. launch — English-speaking markets come after the Ukrainian validation.

Scope discipline is part of the plan. \$300K is allocated for the next stage, not a broad build.

09 Open — to be validated

- + Does the daily loop hold engagement past week 8?
- + Does AI-supported interpretation beat a well-designed static rule set, and by how much?
- + Will families pay, and at which tier does the mix settle?
- + Does the Therapist-connected tier create the two-way loop we expect?

LOGO+ – Product strategy – a working document. © 2026

logoplus.net · Olga@logoplus.net