

<p><b>01 PROBLEM</b></p> <ul style="list-style-type: none"> <li>Users struggle with generic search results that lack depth and relevance for specific industries.</li> <li>Difficulty in verifying the credibility of information found through search engines.</li> <li>Information overload that leads to a poor and less efficient search experience.</li> </ul> <p><b>Existing Alternatives</b></p> <ul style="list-style-type: none"> <li>Perplexity AI: Provides reference-linked responses but lacks vertical specialization.</li> <li>Bing AI and Industry-Specific Search Engines: Offers broad search results with limited vertical-specific depth.</li> </ul>	<p><b>05 SOLUTION</b></p> <ul style="list-style-type: none"> <li>Vertical Fine-Tuned Search Models: AI models specialized for key industries, enhancing relevance and accuracy.</li> <li>Enhanced Reference Integration: Each result is grounded with references to ensure credibility.</li> <li>Mockup Testing and Prototyping with Websim: Rapid testing of new features to ensure agility in updates.</li> </ul>
<p><b>02 UNIQUE VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>Tailored search engines built specifically for industries like healthcare, finance, and e-commerce, offering depth and relevance that general search engines lack.</li> <li>Integrated reference links for all results to enhance credibility and transparency.</li> </ul> <p><b>High-Level Concept</b></p> <ul style="list-style-type: none"> <li>"A specialized Vertical Google Search that delivers highly relevant, industry-specific results backed by trusted references."</li> </ul>	<p><b>06 KEY METRICS</b></p> <ul style="list-style-type: none"> <li>1 Million Monthly Active Users by Year 2.</li> <li>User Engagement Rate: Target a 60% monthly retention rate.</li> <li>Customer Satisfaction Score: Aim for an average of 85% satisfaction based on user surveys.</li> </ul>
<p><b>03 CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"> <li>Professionals from industries like healthcare, finance, and e-commerce.</li> <li>Researchers and analysts who need trustworthy, industry-specific information.</li> <li>Companies looking to offer their teams a more productive search experience tailored to their industry needs.</li> </ul> <p><b>Early Adopters</b></p> <ul style="list-style-type: none"> <li>Industry specialists in healthcare and finance who require detailed and verified data.</li> <li>Tech-savvy professionals seeking more efficient and targeted search solutions.</li> </ul>	<p><b>07 UNFAIR ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>Industry Expertise: Google's unmatched access to data and ability to fine-tune models for industry-specific needs.</li> <li>Brand Trust and Infrastructure: Leveraging Google's brand reputation and infrastructure scalability.</li> <li>Rapid Iteration with Websim: Mockup testing within 10 seconds, enabling rapid iterations and improvements.</li> </ul> <p><b>08 CHANNELS</b></p> <ul style="list-style-type: none"> <li>Social Media Platforms: Promote through LinkedIn, Twitter, and industry-specific forums.</li> <li>Google Ads and App Store: Target specific audiences through Google Ads and create a downloadable app.</li> <li>Partnerships: Collaborate with industry influencers and key opinion leaders for endorsements.</li> </ul>
<p><b>04 COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>Development Costs: AI model fine-tuning for different verticals.</li> <li>Content and Data Licensing: Costs for acquiring verified data sources.</li> <li>Marketing and Promotion: Social media campaigns and partnerships to raise awareness.</li> <li>Employee Costs: Hiring engineers, data scientists, and marketing specialists.</li> <li>Server and Infrastructure: Hosting and scaling for high search volumes.</li> </ul>	<p><b>09 REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>Subscription-Based Model: Premium subscriptions for accessing specialized vertical searches with advanced features.</li> <li>Advertising: Targeted ads displayed within specific industry searches, driving relevance and click-through rates.</li> <li>Data Licensing: Offering anonymized insights and aggregated data reports to companies and research institutions.</li> </ul>

# Google Vertical Search AI Generated Mockup



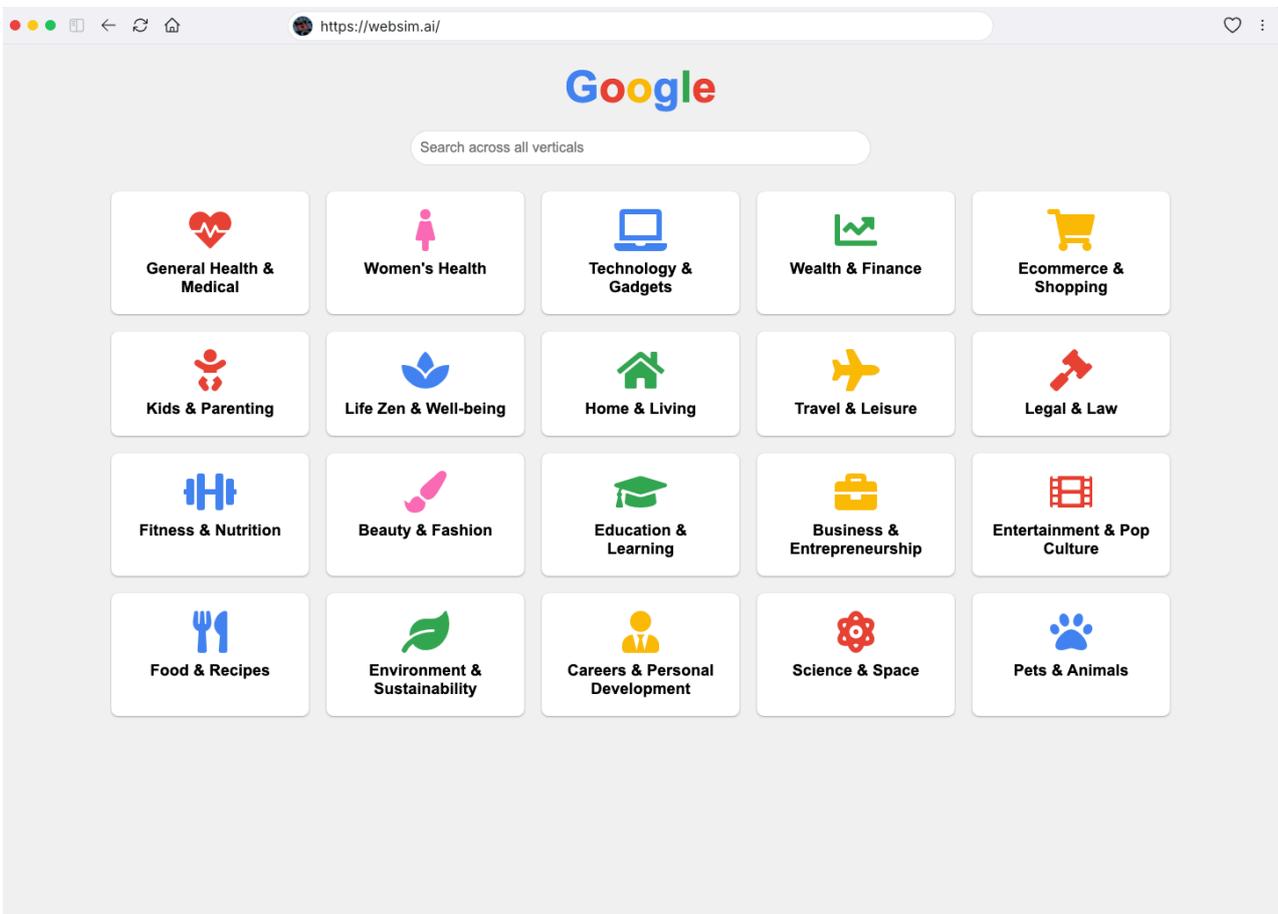
## DESIGN WITH WEBSIM AI : [HTTPS://WEBSIM.AI/](https://websim.ai/)

Prompt: Google Vertical Search Mockup: Revamp the current Google search page into a vertical search experience, with a home page showcasing multiple clickable verticals (rooms). Use Google's colors and design elements. The home page should have a list of vertical search categories: General Health & Medical Women's Health Technology & Gadgets Wealth & Finance Ecommerce & Shopping Kids & Parenting Life Zen & Well-being Home & Living Travel & Leisure Legal & Law Fitness & Nutrition Beauty & Fashion Education & Learning Business & Entrepreneurship Entertainment & Pop Culture Food & Recipes Environment & Sustainability Careers & Personal Development Science & Space Pets & Animals Each vertical should lead to filtered search results within that domain using Google's traditional search style. Add a common LLM chat tool to the home page, positioned at the top or as a floating element, where users can interact with a Google Assistant-like LLM to ask general or specific queries. Use Google's colors (blue, red, yellow, green) and design language for the page, making the interface simple, intuitive, and visually appealing.



## VERTICAL GOOGLE SEARCH MOCKUP

<https://websim.ai/p/ntljhd6otn5t4to0qwt/2>



# Search Engine Market Share

Sources: StatCounter, Alphamatic

