



GAMIFIED LEARNING PLATFORM FOR SUBSTANCE ABUSE PREVENTION

Revolutionizing substance-abuse prevention through deeply engaging interactive learning experiences, by bridging critical information with decisive action, empowering young people to actively play, reflect, and make responsible choices, forging a resilient, substance-free future

Storyline

The game follows Aarav, a 16-year-old student trying to balance school, friends, and pressure to “fit in.” When his close friend Kabir starts experimenting with smoking and alcohol, Aarav is pulled into a series of choices — go along to stay popular, or walk his own path. Each decision shapes his journey, changing how friends treat him, how his confidence grows, and how his future unfolds. The substances appear as tempting voices that promise relief and fun but quietly drain his focus, health, and relationships.

With help from Meera, a school counsellor, and NOVA, a digital mentor inside the game, Aarav learns to recognize manipulation, handle peer pressure, and find better coping ways, like music, sports, and self-expression. By the end, the player helps Aarav reclaim control of his life, inspiring others through his story. The message is simple but powerful: every choice counts, and real strength is saying no when it matters most.



Our Team



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UI/UX lead



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Market analysis

Market Opportunity

- Indian EdTech market: \$5.5B (2023) → \$17B by 2030, CAGR 17%
- Gamified learning segment: \$47M (2025) → \$410M by 2034, CAGR 26%
- Adolescent substance use prevalence: ~16–21%, ages 12–19

Target Audience

- Students 13–19 yrs, schools, NGOs, govt programs
- Early adopters: progressive private schools & ATL labs

Competitive Landscape

- Traditional awareness: lectures, pamphlets (boring, low engagement)
- Gap: Interactive gamified prevention + analytics dashboard for schools

Revenue & Growth Potential

- School subscriptions, CSR/government partnerships
- Scalable model: pilot → regional → national rollout
- Projected revenue: ₹15–20L Year 1

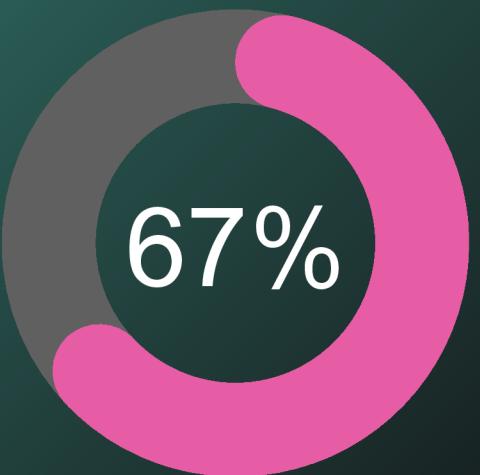
Key Risks

- School tech adoption & teacher training
- Measuring long-term behavior change
- Limited access in rural/low-income areas

Strategic Advantage

- Gamification + story-driven learning = high engagement
- Measurable behavioral impact = credible for schools/NGOs
- Designed by Gen Z, for Gen Z

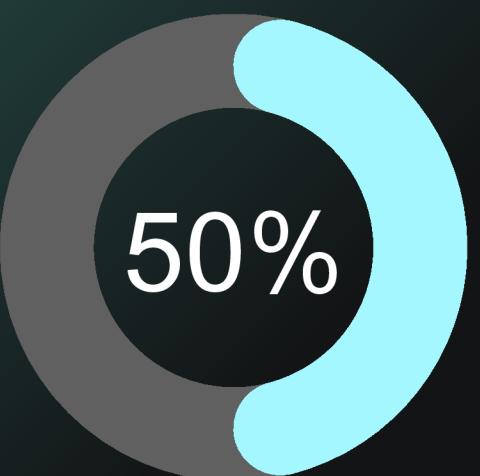
The screenshot shows the homepage of the NOVA website. At the top, there's a navigation bar with the NOVA logo, a search bar, and links for "About", "Resources", "For Teachers", "Play" (which is highlighted in green), and a language selector set to "English". Below the header, a large central box contains the main message: "Build Resilience. Choose Your Path." in bold black text. Underneath, a subtext reads: "Navigate realistic scenarios, practice refusal skills and protective strategies, and see your impact—safely, privately, and locally." Two buttons are present: a green "Start Your Journey" button and a white "Learn More" button. To the right of this main box is a "Highlights" section with three cards: "10+ Scenarios", "40+ Choices", and "9 Metrics". Below this are three boxes: "Gameplay" (Choice-Based Scenarios), "Skills" (Build Resilience), and "Impact" (See Your Progress). Each box has a brief description and a small icon.



Accuracy

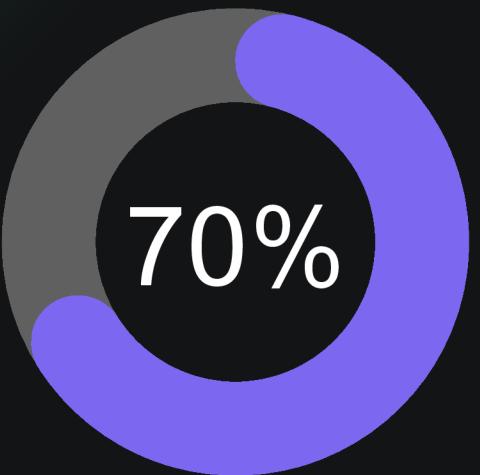
Accuracy is the closeness of a measured or calculated value to its true or accepted value.

We tried this with sample responses to get a 67% weighed accuracy



Resilience Score

how often they resisted negative peer or stress-based influences.



Decision Impact

Shows how meaningful or positive their decisions were overall — even if they made mistakes, did they learn and recover?

Problem + Solution + MVP

<i>Section</i>	<i>Summary</i>
Problem	<ul style="list-style-type: none">- Substance abuse among Indian teens rising fast.- Schools rely on outdated, lecture-style awareness.- No engaging or measurable digital alternative.
Solution	<ul style="list-style-type: none">- NOVA – a gamified, story-driven web app.- Players face real-life scenarios (stress, temptation).- Every decision shapes a unique story and outcome.
Unique Value Proposition	<p>“Turn awareness into experience.”</p> <p>Learn consequences through interactive choices, not lectures.</p> <p>Analytics for schools to track awareness impact.</p>

Collaboration & market strategy

Phase 1 – Pilot (Q1–Q2 2026)

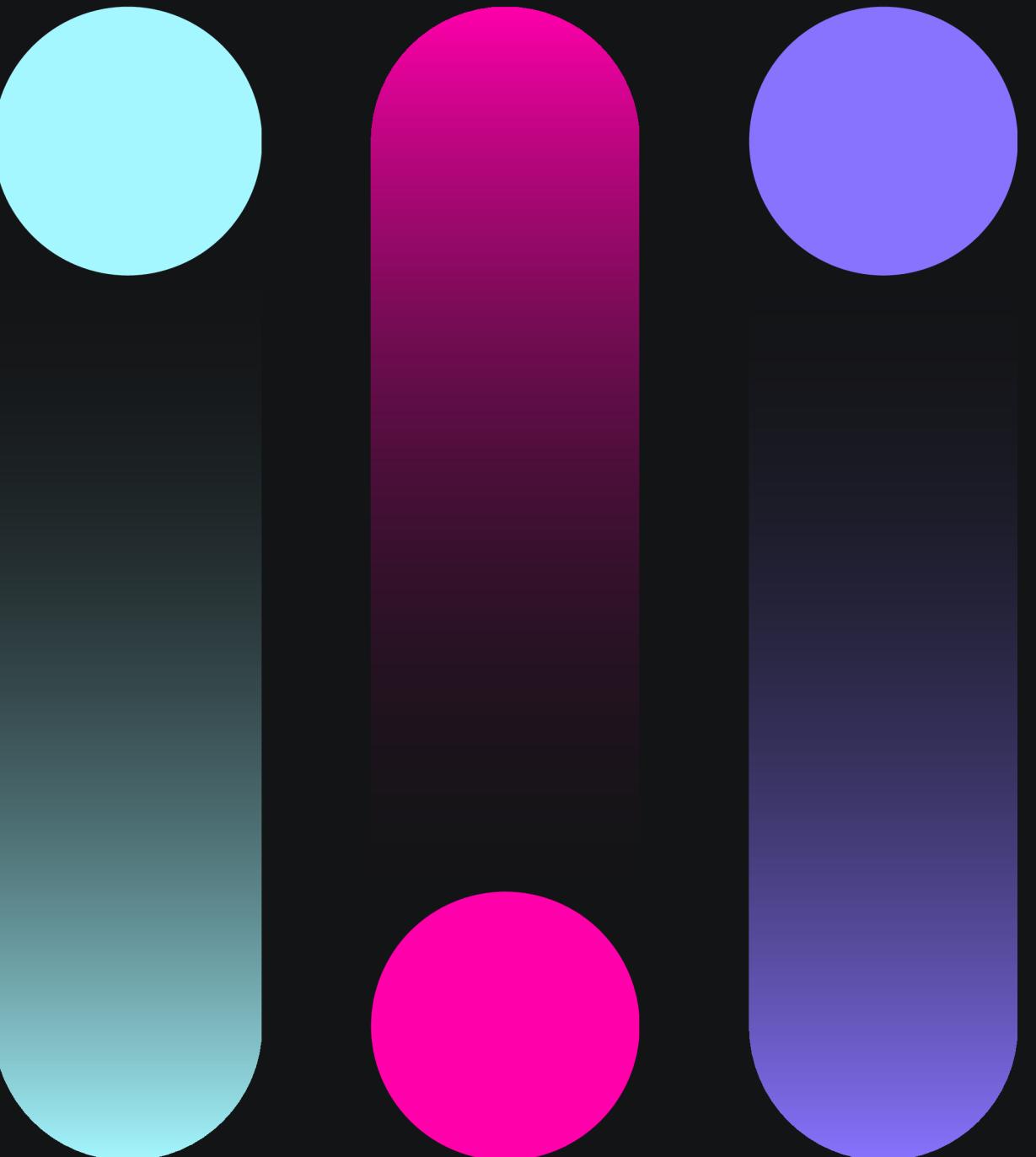
- Partner with schools, NGOs, and district authorities.
- Train teachers & counselors for classroom integration.
- Pilot in Dakshina Kannada, reaching ~2,500 students (13–19 yrs).
- Budget: ₹3.5–4L.

Phase 2 – Validation (Q3 2026)

- Track impact via awareness & decision-making analytics.
- Present results to education boards for credibility.
- Target 25–30% boost in awareness accuracy vs lectures.

Phase 3 – Scale (2027–2028)

- Expand via school clusters, NGO networks & CSR tie-ups.
- Cost: ~₹120/student/year.
- Projected Revenue: ₹15–20L in Year 1.



Objectives

Objective 1

To replace outdated, lecture-based awareness methods with an interactive, story-driven platform that actually connects with today's digital-native youth

Objective 2

To help adolescents recognize peer pressure, manage stress, and make confident, substance-free choices through realistic, choice-based gameplay

Objective 3

To implement measurable learning modules- with pre and post-assessments that can be replicated across schools and NGOs for large-scale impact.

Objective 4

To foster self-awareness, empathy, and long-term behavior change, aligning with the Nasha Mukt Bharat Abhiyaan and NEP 2020 goals of holistic youth well-being.

Link to the app prototype

<https://nova-app-wine.vercel.app/>

