

# **Finemate Draft 1.0.0**

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# **Introduction**

Finemate is a Mobile-friendly SaaS platform with services of a Learning management system, social learning platform, Student management system, Content authoring tools, Access control system, Library management system, Marketplace for students, etc. and a **Retention Engine** on top of this. Retention Engine is Software System that will help you in cognition and long-term retention of anything and everything that you learn from various different sources online and offline. It helps you to deal with confusion and helps you in better cognition.

## **Abstract:**

Finemate is a SAAS platform or signifies it as a social learning platform that will help students and employees to retain knowledge, mitigating forgetting, deepen cognition, eliminate confusion, connect knowledge with dopamine and advance student/employee management systems catering to all student's and employee requirements and eventually providing the optimum solution to institutes. Along with this an All-in-one card, an Identity card that works as an authentication card, debit card, library card, and transport authorization card. It caters to all the requirements a student and an institute might face.

## **Objective:**

Helping students in learning better and retaining what they have learnt, eliminating confusion, helping students in cognition and metacognition, Building Confidence by continuously helping students to practice, connect knowledge with dopamine (through subtle gamification), curating relevant content according to the interest and forgetting curve of user, constant state of comparison, constant state of anxiety, practical implications, substituting the existing scrolling behavior which solely gives anxiety or comparison(in case of LinkedIn as well) by a learning and retention platform.

Providing a technically advance student management system.

## **Problem Domain:**

- ✓ Institutes have no to poor student management system.
- ✓ We humans face a common problem of forgetting things, incomplete cognition, confusion between similar theories.
- ✓ Institutes lacks proper monitoring of who is entering its premises and when.
- ✓ Canteen owners face scalability issue and Monitoring issue. On the other hand, due to crowd at lunch time students can't manage their time.

- ✓ Student Management Systems are outdated. Institutes lack a Good UI/UX and the existing Student management systems does not fulfill all the students and institutes requirements.
- ✓ Students have to carry multiple cards: one for Identity, one for Library, one for payment.
- ✓ Cashless Payment option for students.
- ✓ Students lack information and sometimes misinformed.
- ✓ Students aren't updated with what's going in their specific industries.
- ✓ Long Webinars and Classes aren't Intriguing so students merely pay attention due to shorter attention span arose due to social media and short video format.
- ✓ Furthermore, students study just to pass the exams and study a day before exams due to which they do not build knowledge and hence could not retain things for longer period of time.
- ✓ In India students encounter working culture so late unlike Western countries. So instead of being dependent on pocket money students can either sell their products (artworks, stationary, books etc.) or services (sketches, graphic designing etc.).
- ✓ Institutes doesn't develop soft skills.
- ✓ Institutes have to arrange special classes for placements and moreover there isn't any system to make students retain what he has learnt in 2<sup>nd</sup> semester till placements and throughout life.
- ✓ Even in 2022 we keep focusing on theoretical knowledge rather than doing things practically and helping students with applications.
- ✓ Poor Monitoring system which can be aid by software in numerous ways.
- ✓ Networking is a major problem faced by students. Students have lots of friends but there is no medium to connect with like-minded people.
- ✓ Knowledge is directly proportional to confusion. As you will know more from multiple domains and multiple sources the more confused you will be.
- ✓ Depleting attention span and lack of motivation (the only motivation that currently drive students to study is marks and exams comes in months of gaps thus decaying the previous topics or interference with the previous or new knowledge)
- ✓ Different students have different cognition level and cognition capacity. Furthermore, a specific teaching methodology can be optimum for a subset of students but not for entire set. Some students prefer Top-down approach while some prefer Bottom-Up approach. Then there are students who prefer Top-down for certain concepts while bottom-up for certain topics.
- ✓ Practice makes a man perfect but practicing is time consuming and not a fun task.
- ✓ Data Reliability(getting reliable information), Data Integrity(getting same data in different posts but certain times we get contradictory data), Data Veracity(getting accurate data, certain times we get inaccurate data and we retain that inaccurate data), Data value(getting valuable data), data volume(reading, retaining, reviewing knowledge in large volume and going in depth), data velocity(knowledge is generated in high

velocity), data viscosity(suppose some developer made a testing tool in Japan but you aren't aware about it due to data viscosity), data variability(getting varied data from different sources and getting confused about which one is accurate and what to believe and retain on), information overflow(getting lot of information and comparatively less useful information), data management(managing all the posts, notes etc study material so next time you won't have to worry about finding it)

- ✓ Bragging and unsocial media. Bragging should be there with a different user experience as current ones in LinkedIn, Instagram just deteriorates user experience and decreases user engagement by fancy lifestyle of their friends/following.

## **Who will need Finemate?**

Learners, Institutes and Professional/People looking for intelligent friends or a better social circle.

## **The Journey of Work (As an Investor/Co-worker you may not require to read it but as a judge you do):**

So, I never wanted to get into coding although I had an IT background, all I wanted to do was get into other stuff like psychologically thinking and building the solution and looking over the business & marketing side, yes, that's the easy stuff for me but that was my plan and theirs another plan that god have for you. So, it was all online from 2022 to 2021, I thought to find some of the intelligent people from my college to work upon this project but my college never reopened for our batch and I have graduated in May 2022 after a three-month internship(the mandatory one) and nobody in my close friend circle was a developer so there was no scope of any help from them. So, the next step, I searched for people online on twitter, LinkedIn who could work with me for some share in Finemate but that too didn't work.

So, after lot of anxiety, uncertainty and not knowing where to start. I finally started somewhere in mid-June and after a 15-day break because of motherboard damage here it is today on 6<sup>th</sup> October.

Also, I have applied for spring funding @Y Combinator and had a big hope that they are going to help me financially to hire people and build it which was around March at the ideation stage but another failure and there after I never personally approached anybody.

So, in this past year, I have completed SRS which includes Idea Validation, Software Models, Market Sizing, Market STP and a MVP. Along with this, it took me a lot of time to understand Cognitive science and brainstorm to think of the optimum solutions to the problems that institutes, businesses, professors and students face in the process of learning. I got to know about existing solutions and second-order thinking on my proposed solution. I learned a lot about domain-specific knowledge like e-learning, educational technology, cognitive science, spaced repetition, cognitive psychology, serial recall, metacognition, neuroscience, linguistic, philosophy, Artificial intelligence, active retrieval, scaffolding, decay & interference, memories, cues, cognitive loads, motivations to study, solutions, mnemonic techniques, different effects on memory studied by great psychologist etc. and on top of that what could benefit different types of learners.

## **About Me:**

Name: Akshat Jain Bafna

Age: 22

Education: Completed B. Tech in Information Technology from SVVV (Indore, MP) in May 2022.

Quick Intro about me regarding Finemate: I am intrinsically motivated individual who believes in radical thinking about the problem. I have invested time to understand the problem itself and deriving the complex solution to make learning easy for others.

## **My View on Entrepreneurship:**

You might be skeptical about why is this column mentioned. So I think to judge someone better you have look upon things how he/she look things.

So, I believe Business is majorly about psychology later comes demand-supply, supply chain, technology, marketing, designing, etc. I think one should really get deep into core human motivation and understand the problem better than others firstly, to build a solution upon. And as I myself is the victim of the problem I understand it pretty well.

You might be thinking that why are two totally different features are together in a platform but all the elements I have combined in this solution are for a reason.

I think instead of one major revenue streams there must be 10 minor revenue streams likewise just one core element to drive sells there should be different faces for better positioning and all those positions should not overlap.

Talking about business it should not look lucrative and easy to avoid competitors in large number.

There are two types of Entrepreneurs: One who just grab the opportunities, they will earn whatever means they get, I am the other one.

The difference between watching videos of How to earn on Discord vs How Discord makes money, Getting the real business intend.

*Thank You for giving your valuable time to read this document. And I would love to know your opinions on retention.*