

PROBLEM Children in India especially from rural areas or underprivileged children, do not get access to quality education. 50% of India's children do not have access to quality education after primary school. 45.2% of students achieving the targeted performance levels across all subjects and classes at the national level.	SOLUTION A personalized AI agent that will work as a tutor for students to teach them any subject they want to learn.	UNIQUE VALUE PROPOSITION Personalized, scalable, and instant learning assistant for students and teachers. Real-time feedback after quizzes. Custom learning path creationBuilt-in content + AI generation = no teacher bottlenecks. Works across subjects and levels in a clean, responsive UI.	UNFAIR ADVANTAGE AI integration with Relay for auto-analysis of quiz performance and weak topic detection. Generates personalized learning paths and feedback PDFs dynamically. Structured JSON + modular content = ultra-scalable and lightweight. Fully multi-subject & multi-level from the start (English, Math, Science, Computer).	CUSTOMER SEGMENTS Government and Public Schools. Private Coaching Institutes.Educational NGOs. Edtech Companies. Parents of Home. CSR Initiatives in Corporates.
	KEY METRICS Number of students completing quizzes. Number of weak topic reports generated. AI-generated questions used by students. Average time spent on each subject/level. Student return rate after one feedback loop. % of users improving on follow-up quizzes..		CHANNELS Direct deployment in schools, colleges, or coaching centers. Demo videos for educators and institutions. Partnerships with edtech companies or Relay-adjacent platforms. Social media showcasing personalized quiz insights.	
EXISTING ALTERNATIVES NGOs working for education equality. YouTube.	HIGH-LEVEL CONCEPT “Khan Academy meets ChatGPT” — an ”AI-powered learning platform that quizzes, analyzes, and adapts content to the learner in real time.		EARLY ADOPTERS NGOs. Low-income schools.	
COST STRUCTURE Development of frontend, backend, and quiz engine. Integration with Relay.app and AI processing. Creation and curation of subject-wise learning content (text, video, quiz). Hosting, database, and cloud storage costs. Design and formatting across multiple subjects and levels.			REVENUE STREAMS White-Label Solutions: Offering the platform as a customizable solution for other edtech businesses under their branding. Institutional Licensing: Licensing the platform to schools, colleges, and coaching institutes for widespread use. Student Subscriptions: Monthly or annual subscription plans for individuals or families, with tiered access to subjects, difficulty levels, and customization.	

