

ENLIGHTEN

For International Students by International Students!



November 2024
Team International

How it began

Why

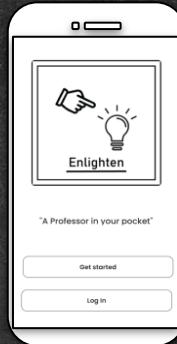


- High school, 17
- Lacks of science teacher
- Aims to be a doctor

Ruth

- High school, 16
- Misses 40% of classes
- Aims to be a nurse

Solution



An Edtech Platform

- Take a photo of a question
- Get step-by-step solution
- Custom learning path
- Interactive Quizzes

Impact



120 million school children in Africa at risk!!



Improving learning outcomes by 10% uplifts an entire generation



Solution won Venture Devil Innovation Showcase Award



Used by 100+ Ghanaian high school students

1. **Limited Access to Textbooks**
2. **No teachers**
3. **Hindered education access**



Enlighten Enters USA

Our Customer Discovery



51/72
ASU
International Students
Interviewed



6
Main Pain Points
Discovered



94%
48 International
Students
Interested

The Problem We Are Addressing

Who International graduate students

What Struggle academically due to educational gaps

Why No efficient ways to bridge these gaps.

One of the Faces Behind The Need



Meet **Mayur Sabankar** a 24-year-old finance student

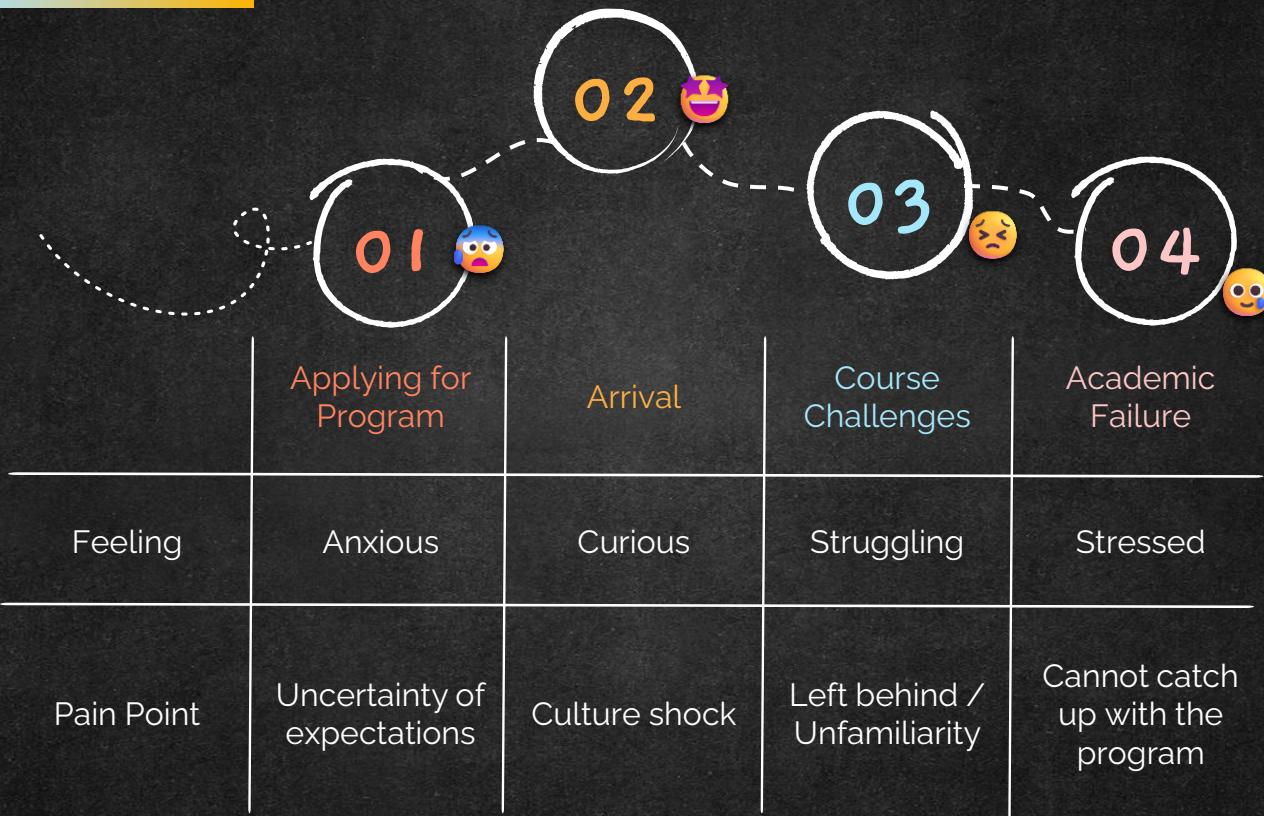
Facing **knowledge gaps**, project challenges, and adapting to U.S. academics while preparing for the CFA exam.

His ultimate goal?

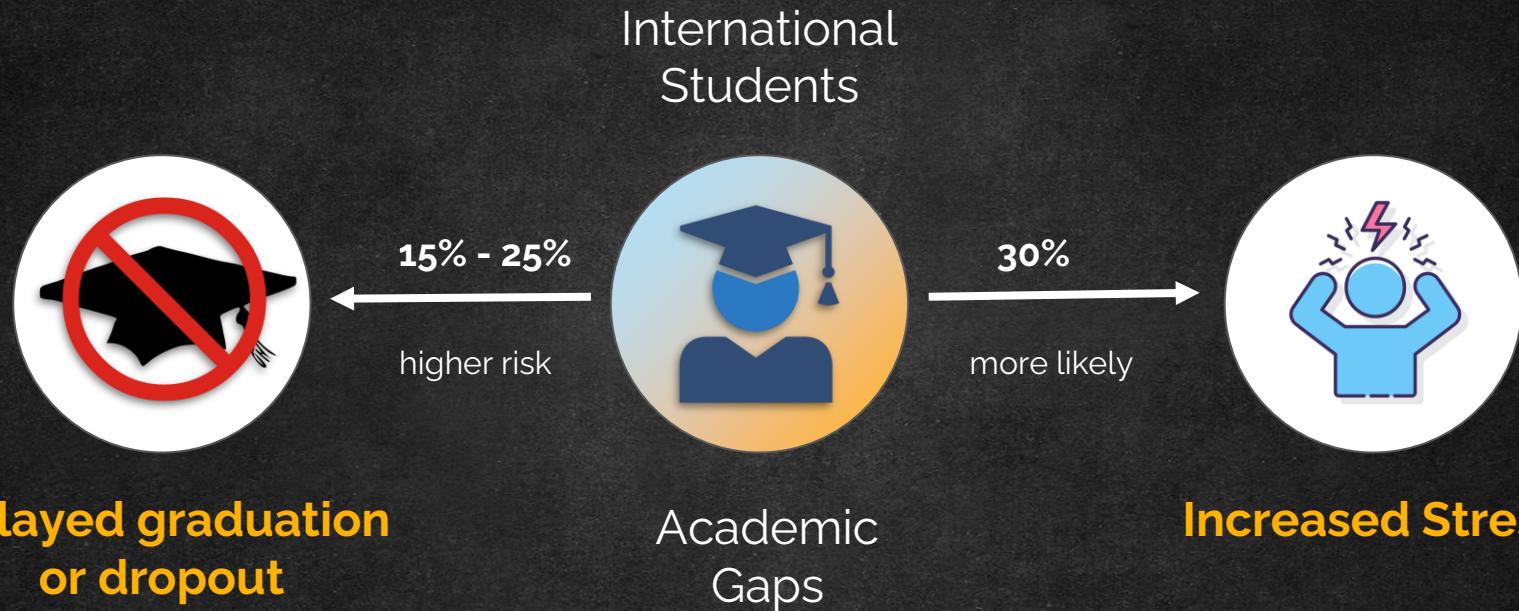
With limited time and abundant resources, he needs personalized learning support to quickly adapt and excel in his new education system.

"I thought I was ready for the finance master's program, but when I got here, I realized there were so many concepts I hadn't covered back home. It felt like everyone expected me to know things I had never even heard of."

Mayur's Journey



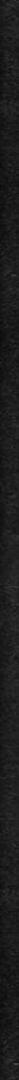
Effect on International Students



Individuals impacted by these issues

International Graduate Students entering USA





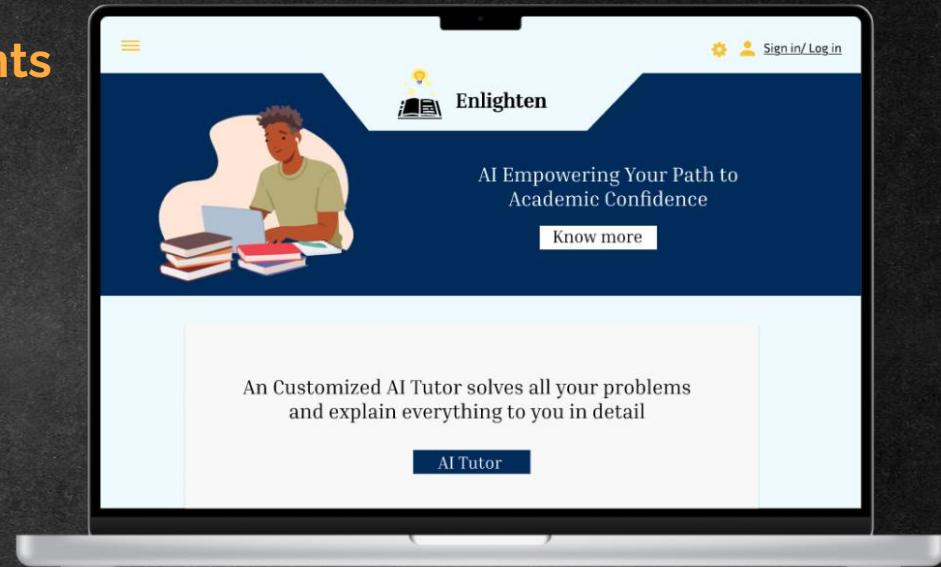
Enlighten bridging the gap

The Solution: Enlighten

- A Platform for International Students
by International Students

Features:

- AI Generated Adaptive Syllabus
- Interactive Quizzes & Flashcards
- Smart Progress Tracking
- Translations & Transcriptions



**Web Platform +
Integratable with Canvas**



Pain Point 1

Academic knowledge gaps

Our Solution

AI-Generated Adaptive Syllabus

A screenshot of a laptop screen displaying a user interface for an AI-generated syllabus. The interface includes a profile icon, a message "We want to know you better," and a question "Did your previous studies include topics in finance, economics, or accounting?". A "Continue" button is visible, along with a note at the bottom stating, "These questions will help us to understand your prior knowledge so that we can help you better".



Pain Point 2

Keeping up with the professor's accent and lecture pace

Our Solution

Real-Time Translations &
Transcriptions

A screenshot of a mobile application called "Enlighten". The top navigation bar includes a menu icon, the "Enlighten" logo with a lightbulb icon, and a user profile section with the text "Hello Mayur!". Below the header, the title "AI Tutor" is displayed. The main content area shows a message from the AI tutor: "Got it! I'm analyzing the problem you uploaded. It looks like you're working on a net present value (NPV) calculation. Here's a breakdown to help you solve it: 1. Identify the Cash Flows: Start by listing each year's cash inflow and any initial investment. 2. Choose the Discount Rate: This is often the required rate of return. 3. Apply the NPV Formula: $NPV = \sum(Cash\ Flow / (1+r)^t) - Initial\ Investment$ $NPV = \sum(Year\ 1\ Cash\ Flow / (1+r)^1) + \sum(Year\ 2\ Cash\ Flow / (1+r)^2) + \dots - \$5,000$ ". Below this, there is a section titled "Initial Investment" with the note "In your case, based on the values in the image, it looks like..." followed by a bulleted list: "Initial Investment: \$5,000" and "Year 1 Cash Flow: \$1,500, etc.". A note below states "Using these numbers, the NPV comes out to...". At the bottom of the screen is a text input field with the placeholder "Ask me anything" and two small yellow icons on the right.



Pain Point 3

Struggling to keep up with the classes efficiently

Our Solution

Personalized learning with quizzes & flashcards

The image shows a laptop screen displaying a grid of Yale University finance courses from the platform 'Enlighten'. The courses are categorized under 'Finance' and include:

- Basics of Finance**: You'll learn: Behavioral Finance, Financial Markets, Finance, Behavioral Economics.
- Financial Training**: You'll learn: Behavioral Finance, Financial Markets, Finance, Behavioral Economics.
- Data Analysis in Finance**: You'll learn: Behavioral Finance, Financial Markets, Finance, Behavioral Economics.
- Why a Personal Finance Course is a Wise Investment**

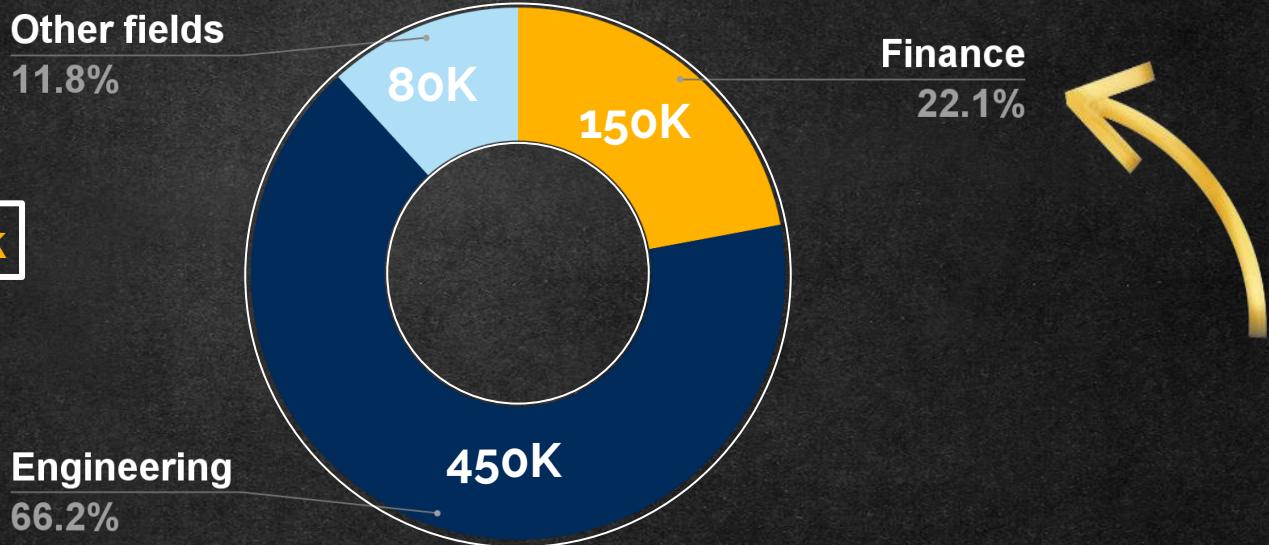
Each course card features a 'Know More' and 'Start Now' button. The 'Enlighten' logo is visible at the top right of the screen, along with a user profile icon and the text 'Hello Mayur!'. The overall theme is personalized learning with quizzes and flashcards.

Enlighten Empowering Internationals Finance Students

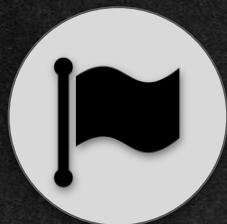
Our Target Academic Field

Top Educational Fields 2023-24

Total Students : 680k



A Niche Market



**Early Mover
Advantage**



**Massive Underserved
Market**

Streams in the Fields



**Enlighten
(Finance)**



**Law School AI
(Law)**



**Osmosis
(Medicine)**



**PhotoMath
(Math)**



**EdX
(Engineering)**

Competitors

Parameter	ENLIGHTEN	MyLab Finance	CHEGG	Khan Academy	COURSERA
Target Audience	International Finance Graduate Students	Finance and Mgmt students	All Students	All Students	All Students
Personalized Learning Pathways	YES	Pre Recorded Lectures	Limited	NO	YES
Custom AI-Generated Syllabus	YES	NO	NO	NO	NO
Adaptive Content Education System	YES	NO	NO	NO	NO
Pricing	Freemium + Premium paid features	Monthly subscription	Monthly subscription	Free	Monthly subscription
Market Focus	International education	Skill Development	General Academic Support	Free Online Education	Skills Development and Open Source Learning

Business Model



B2C

Individual
Students



Freemium

Freemium
+
Paid Premium
Features

Go-To-Market Plan

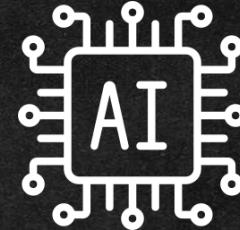


Our Ask



Solution Concept
+
Customer Discovery

\$2000



**Extended Customer
Discovery**
+
Refining our solution
+
Early Prototype

The Team



Kofi Wood
Founder



Utkarsha Paraspakti
Team Lead



Hung-Fang Chen
Product Designer



Apurva Dange
Product Manager



Sai Maha Teja Vanagiri Ravikumar
Web Developer

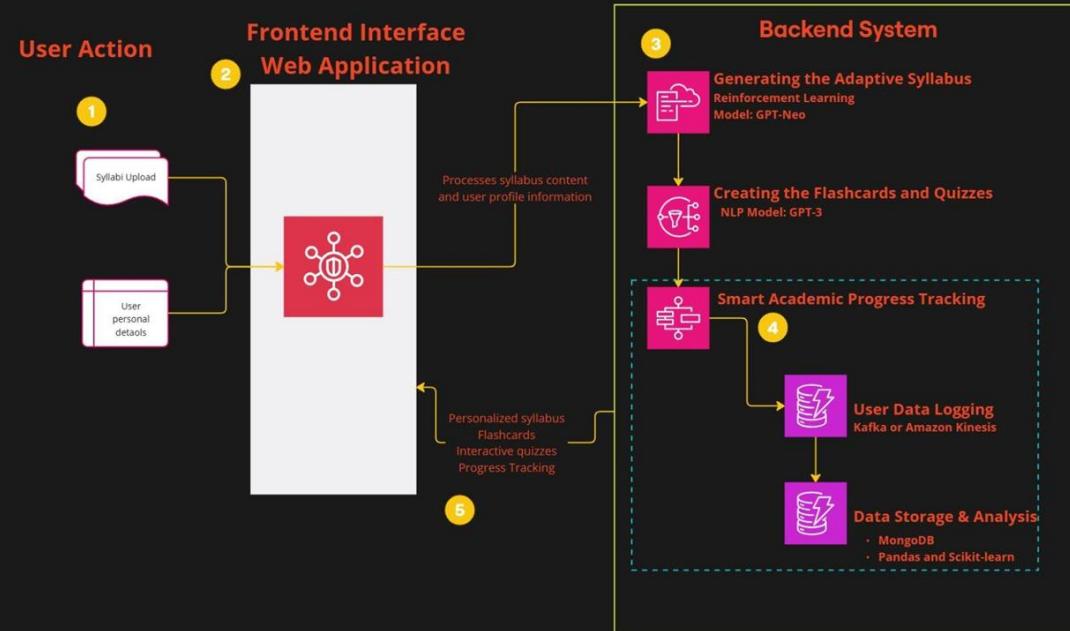


Saloni Chavan
Market Researcher

ARE YOU
ENLIGHTENED ?

How it works

Enlighten For International Students System Diagram



Breakdown of our Ask

