

ENLIGHTEN

For International Students by International Students!



November 2024
Team International

How it began

Why



Ahmed

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



Kak

- Undergrad, 22
- Learning on his own
- Interested in AI

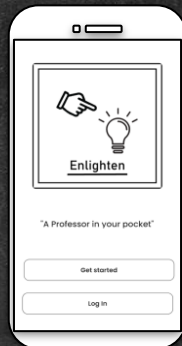


Ruth

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

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

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

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?

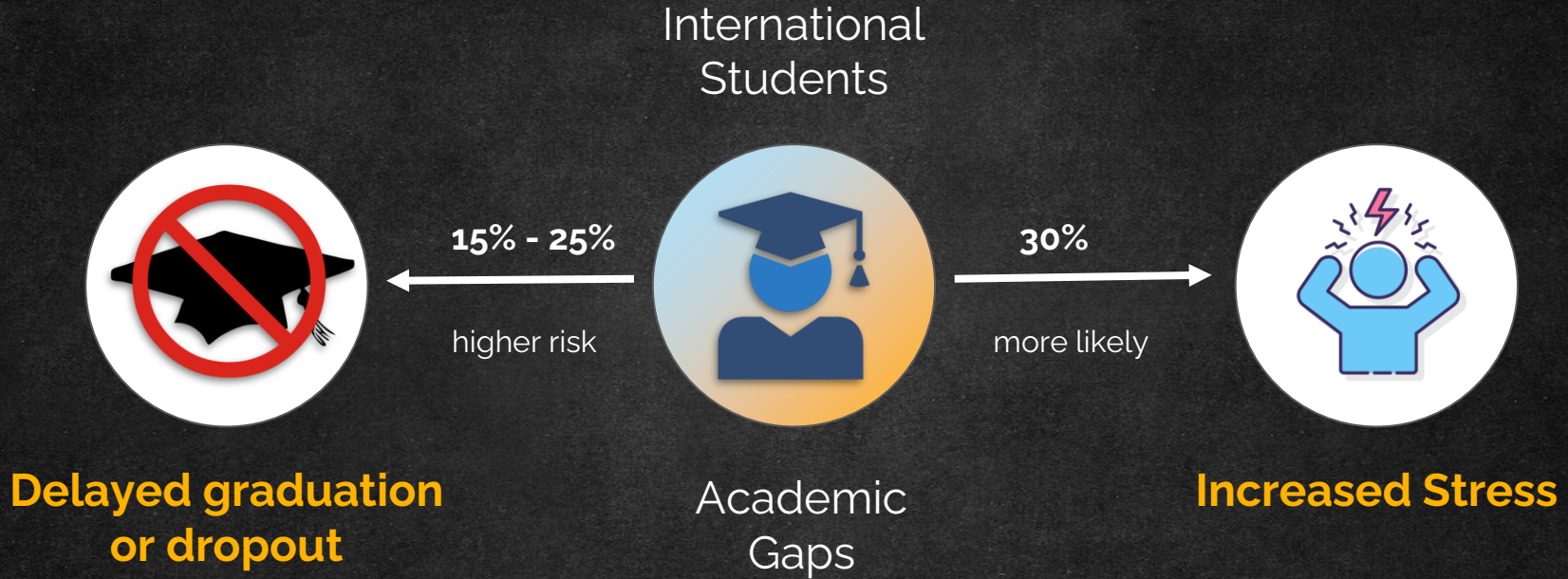
With limited time and abundant resources, he needs personalized learning support to quickly adapt and excel in his new education system.

"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



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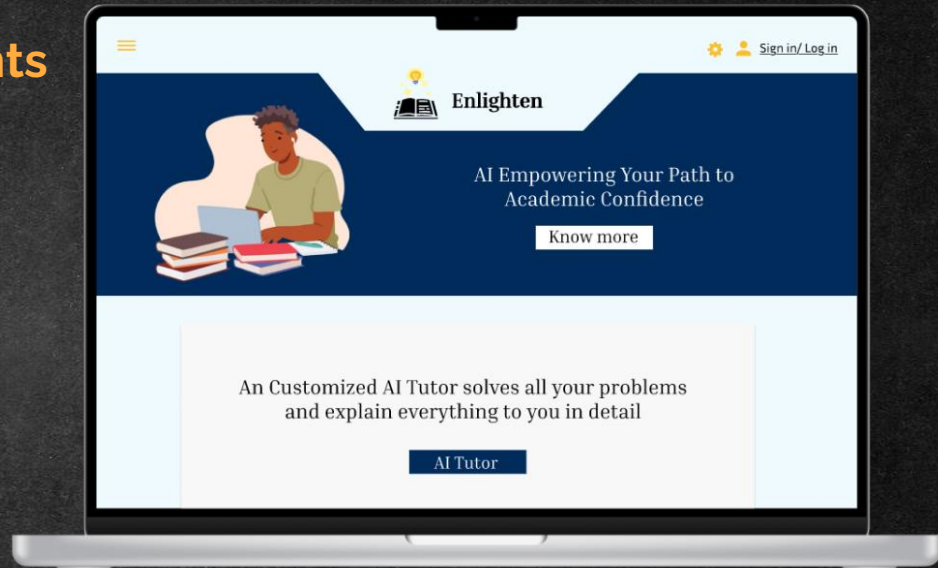
Enlighten bridging the gap

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**

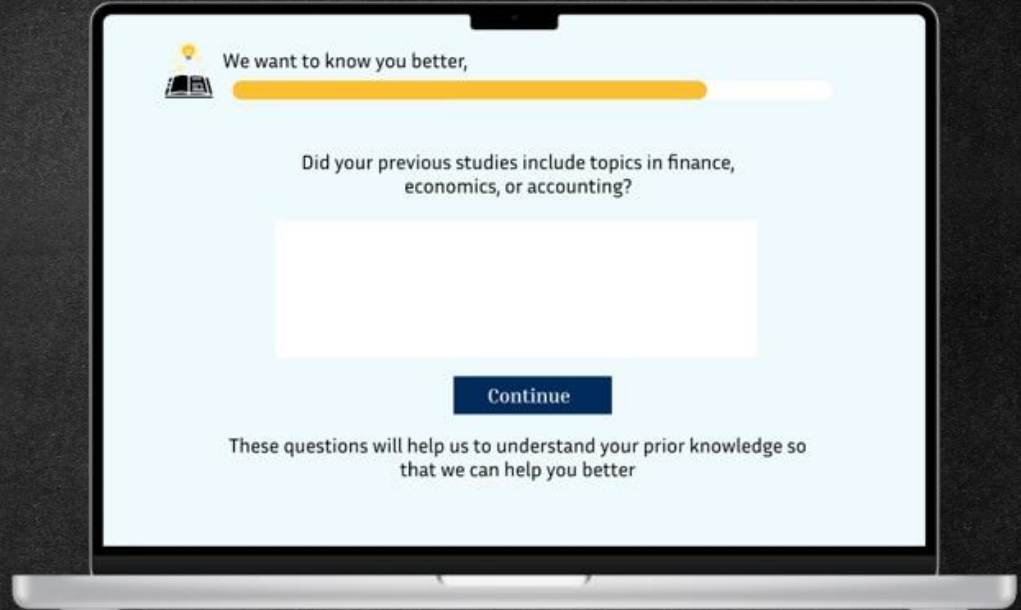


Pain Point 1

Academic knowledge gaps

Our Solution

AI-Generated Adaptive
Syllabus





Pain Point 2

Keeping up with the professor's accent and lecture pace

Our Solution

Real-Time Translations & Transcriptions



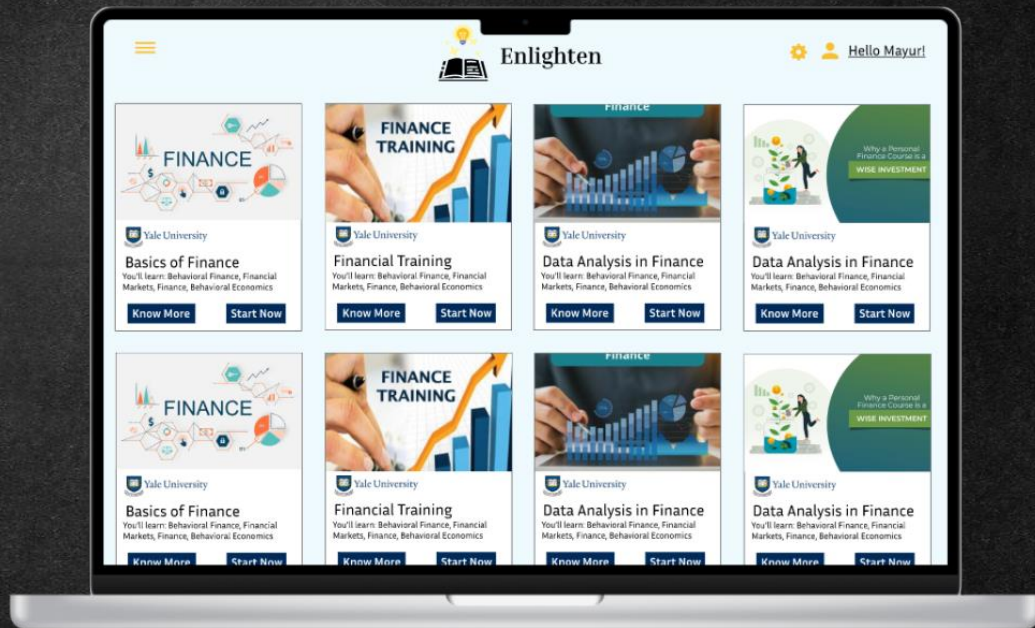


Pain Point 3

Struggling to keep up with the classes efficiently

Our Solution

Personalized learning with quizzes & flashcards

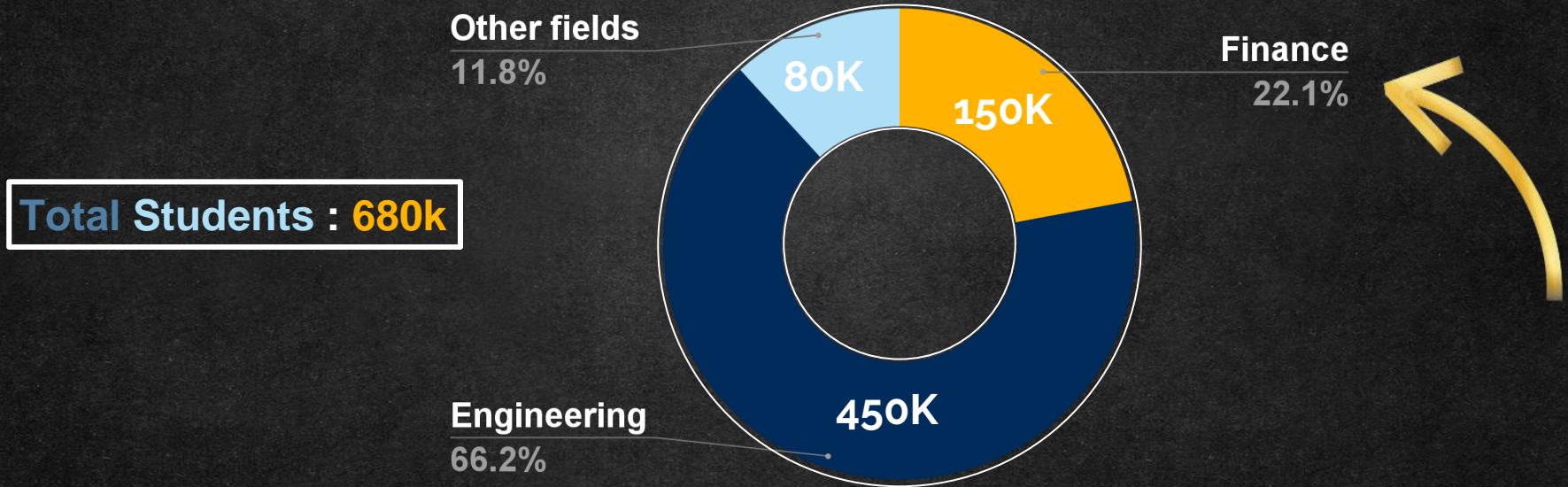


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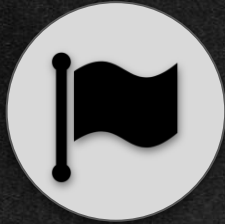
Enlighten Empowering Internationals Finance Students

Our Target Academic Field

Top Educational Fields 2023-24



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

**Extended
Customer
Discovery**

1

Q1 2025

Q2 2025

2

**Early
Prototype
Development**

**Customer
Validation**

3

Q3 2025

Q4 2025

4

**Prototype
Refinement**

**Limited
User Testing**

5

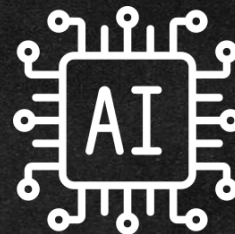
Q1 2026

Our Ask



**Solution Concept
+
Customer Discovery**

\$2000



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

The Team



Kofi Wood
Founder



Utkarsha Paraspatki
Team Lead



Hung-Fang Chen
Product Designer



Apurva Dange
Product Manager



Sai Maha Teja Vanagiri Ravikumar
Web Developer



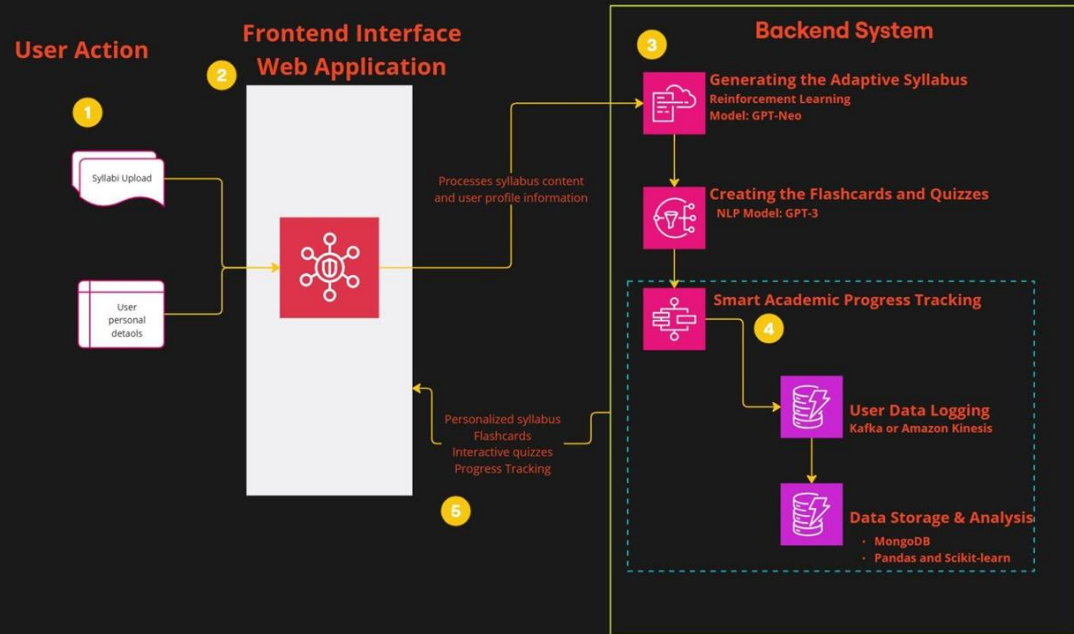
Saloni Chavan
Market Researcher



ARE YOU
ENLIGHTENED ?

How it works

Enlighten For International Students System Diagram



Breakdown of our Ask

