



EduDo Brief

About us	<p>We are EduDo, a bite-sized mobile learning platform with short user-generated videos.</p> <p>We are all about 3E-learning - Exciting, Engaging, Easy watching on-the-go.</p> <p>EduDo is an app for people who want to gain knowledge in various fields quickly and in the most convenient format wherever you want.</p> <p>What's inside?</p> <ol style="list-style-type: none">1. Now we have 13 content categories: from Beauty and Food to Environment and Business.2. Videos are divided into Points (stories-like) in order to assimilate information better3. Quizzes after every videos for memorizing content4. Achievements for your activity in the app and an possibility to earn in future <p>"EduDo" means - "engage in EDUcation - DO something great!"</p>
TA	<p>Direct - Gen Z, young people who were born after 1995.</p> <p>Indirect - Gen Y and X.</p> <p>Active, curious, soul-young, pen-minded and diverse.</p>
Target market	<p>Main and first - USA and Canada</p> <p>Further - all over the world</p>
Mission	<p>The modern world forms new habits and sets rules in all areas of human life. Including education. Our goal is to make education relevant, maximally assimilable, and the format of its presentation - seamlessly integrated into the reality of a modern person.</p>
Main task	<p>Form a new culture of consumption of educational content by developing an intuitive platform.</p> <p>Optimization of the learning process and the development of intellectual abilities.</p>
Media purpose	<ol style="list-style-type: none">1. promote soft launch and app's main ideas2. attract potential creators for video content3. attract potential users
Background points	<ol style="list-style-type: none">1. Today's young people have experienced a couple of economic crises that drastically influenced their families' welfare. Their main fear is becoming uncompetitive and

	<p>poor, so they're motivated to learn, and want to do it in the way they've got used to consuming information - through video, in an interactive format, and on the go.</p> <ol style="list-style-type: none"> Zoomers have grown up with technologies that allowed them to engage with the world as it changes. And they want education to be the same. Existing educational system struggles to meet their demands. Colleges are facing a crisis of completion — only about 50% of matriculating students ever complete a degree. Zoomers go for education online, and do it via video. 51% of watchers follow content-makers to learn something new, signifying that video has become a way of learning The existing solutions like TikTok/ Insta/ YouTube educational profiles, Coursera-like platforms, topic-focused apps, podcasts, and articles fail to meet all of their demands. That's why we decided to build EduDo - a mobile learning app with short user-generated interactive videos to watch on the go. We're now building MVP, partnering with content creators and testing different content formats in Social Media to make this story happen.
Contacts	<p>TRY THE APP https://apple.co/34j7p5q Questions or feedback? Write yo@edudo.app Are you a content maker? Write ora@edudo.app Follow EduDo https://edudo.app/links</p>