App / Project Name:

Linaw

Track:

SDG 4 - Quality Education

Problem Statement:

Many learners, commonly non-native English speaking countries, like in the Philippines, struggle to comprehend academic textbooks above their grade level. They often resort to either rote memorization or keyword association to merely pass examinations. The root cause of this phenomenon is that learners feel more alienated ("zoned out") when confronted with unfamiliar jargon. As a result, a significant number of learners are promoted to higher grade levels with limited mastery of the competencies from their previous grade levels. According to the EDCOM 2 Report: Turning Point, approximately 88% of learners are not equipped enough to be grade-level ready in reading.

Moreover, reading materials do not necessarily determine their learning styles as individuals. This leads to poor knowledge retention and a lack of genuine learning, worsened by a language barrier where learning resources in their mother tongue are limited. There is an urgent need for learners to reduce the friction between reading and comprehension.

Target Users / Beneficiaries:

K-12 learners and college students in Philippine regions with strong local dialects who often lack access to reading materials in their mother tongue and instead rely primarily on English resources.

Current Pain Points:

- Lack of learning materials in the local language [2].
- Lack of concentration when it comes to complex sentences [1], [4].
    - According to the EDCOM 2 Report: Turning Point, approximately 88% of learners are not equipped enough to be grade-level ready in reading.

- Learners lack vocabulary [1], [4].
- Lack of comprehension due to reliance on memorization [1], [4].
- Overreliance on memorization instead of conceptual understanding [3].

[1] Second Congressional Commission on Education (EDCOM 2), "Miseducation: The Failed System of Philippine Education (Year One Report)," Feb. 2024. [Online]. Available: https://edcom2.gov.ph/media/2024/02/EDCOM-II-Year-One-Report-PDF-022924.pdf

[2] Second Congressional Commission on Education (EDCOM 2), "Fixing the Foundations: The EDCOM 2 Year 2 Report," Jan. 2025. [Online]. Available: https://edcom2.gov.ph/media/2025/01/EDCOM-2-Year-2-Report-Fixing-the-Foundations-2025.pdf

[3] N. P. J. Atienza, "Conceptual understanding and academic performance of students in mathematics," Journal of Education and Educational Research, vol. 3, no. 1, pp. 45–50, 2024. [Online]. Available: https://scimatic.org/storage/journals/11/pdfs/788.pdf

[4] Second Congressional Commission on Education (EDCOM 2), "Turning Point: A Decade of Necessary Reforms (Year 3 Report)," Jan. 2026. [Online]. Available: https://edcom2.gov.ph/media/2026/01/EDCOM-II-Y03-for-web-012626_final.pdf

One-Sentence Solution:

We aim to reduce the friction between reading and comprehension by presenting the option to explain technical concepts to the learner in their native language via language models.

Proposed MVP:

- The app analyzes the individual user's learning preferences, strengths, and weaknesses to later cater information in specific media forms to address them.
- The app analyzes the text and highlights the words that are above the user's grade level.
- When the user taps a highlighted word (e.g., "Myocardium"), it explains the term in Cebuano. (e.g., "Ang *myocardium* ang responsable sa pag-pump og dugo sa lawas.")
- Then, the explanation may be supplemented by::
  - Retrieved images or GIFs from the internet.
  - AI-generated diagrams illustrating the concept or process
  - Generated audio format of the explanation, which can also be descriptive according to the image provided (e.g., "Kining naka-kolor pula sa hulagway mao kini ang kasing-kasing…").

Proposed Revenue Model:

- B2G - Contract-based for public schools (MoA for annual licensing)
- B2B - SaaS for private schools (semestral fee per student)
- B2C - Subscription (w/ 1 month free trial) for individual users (monthly, annual)

Existing Solutions / Alternatives:

- NotebookLM
- Google Translate
- Dictionary (Book/Web/App)

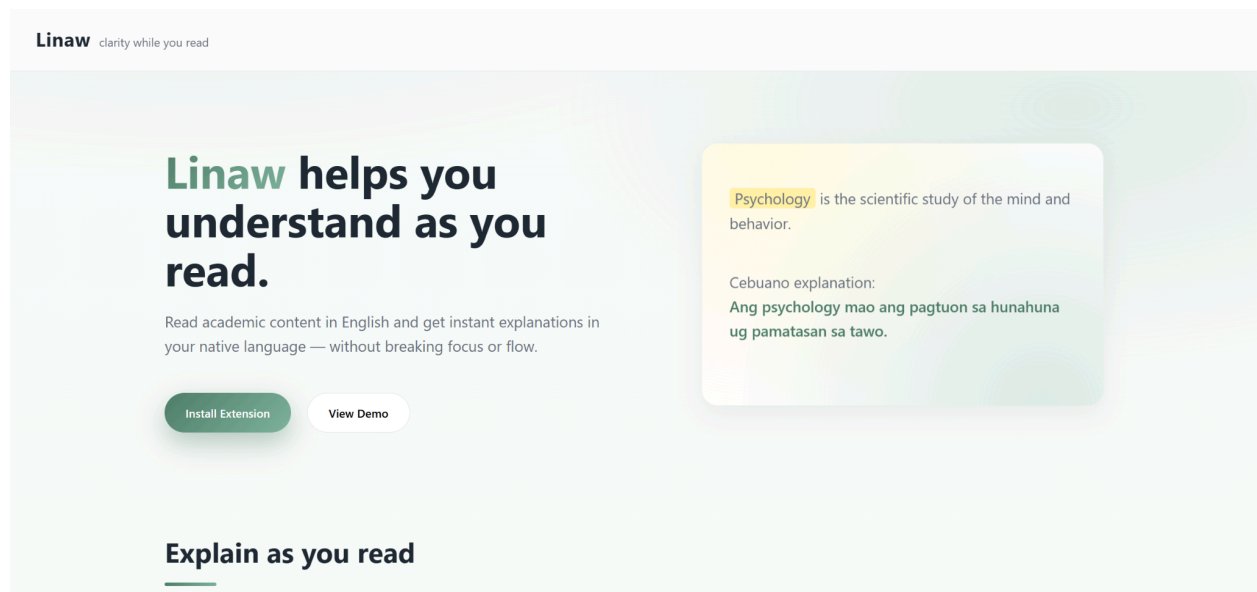## What Makes This Solution Different:

The app focuses on localization rather than mere translation. We use native Philippine languages like Cebuano to explain concepts intimately and logically to the learner. Generative AI and analytics creates an immersive learning experience that also caters to the user's learning styles, effectively targeting the ("memorization vs comprehension") problem.

Technologies Used:

- Large Language Model
- Multimodal Model -
- Text-to-Speech / Speech-to-Text

Media Section:

Proposed Homepage:

Explanation Page:

Explain as you read

Linaw removes the friction between reading and comprehension. Highlight unfamiliar words and understand them instantly — without switching tabs or memorizing blindly.

Localized explanations

Concepts are explained in native Philippine languages, not just translated word-for-word.

Visual learning

Diagrams and imagery help make abstract concepts intuitive.

Audio support

Listen to explanations when reading becomes overwhelming.

More than translation

Linaw does not simply convert words between languages. It explains ideas the way learners

Linaw does not simply convert words between languages. It explains ideas the way learners naturally understand them.

Literal translation

❌ What most tools do

Psychology → Sikolohiya

Direct word substitution with little regard for meaning, context, or cognitive load.

Localized understanding

✅ What Linaw does

Psychology → Pagtuon sa hunahuna ug pamatasan sa tawo

Concepts are explained in familiar language, grounded in how learners think and reason.

Sample Functionality:

:

⬆ Upload File

🔍 Search documents...

🕐 RECENT

📄 Introduction to Psychology.pdf
Sample

📖 Introduction to Psychology.pdf   🔍 16 🔍

Introduction to Psychology.pdf

Psychology is the scientific study of the mind and behavior, according to the
American Psychological Association. Psychology is a multifaceted discipline
and includes many sub-fields of study such areas as human development,
sports, health, clinical, social behavior and cognitive processes.

The field of psychology is considered a "Hub Science" with strong
connections to the medical sciences, social sciences, and education.
Research in psychology seeks to understand and explain how people think,
act, and feel. Applications of psychology include mental health treatment,
performance enhancement, self-help, ergonomics, and many other areas
affecting health and daily life.

Early psychological studies focused primarily on observable behavior, an
approach known as behaviorism. This school of thought, pioneered by John
B. Watson and later expanded by B.F. Skinner, posited that psychology should
concern itself only with measurable actions rather than internal mental
states.

The cognitive revolution of the 1950s and 1960s shifted the field's focus

Highlight any word or sentence to get an instant explanation

+ Paste Text

💡 Explain   🌐 EN → Cebuano ⌄

CE EXPLANATION

Ang Psychology mao ang pagtuon
kon giunsa paglihok ang hunahuna
sa tawo ug ngano nga nagbuhat
kita sa mga butang. Pananglitan,
gitan-aw niini ngano nga mahadlok,
malipay, o maguol kita.

EN ENGLISH DEFINITION 🔊

"Psychology" is a term used in
academic contexts. It refers to a
specific concept, principle, or
phenomenon that plays a key role in
understanding this field of study.

🖼
Visual explanation

Diagram illustrating the concept

📖 Explain Simpler ›