

EDU-AI

**Empowering Underserved
Learners Everywhere,
Anytime.**





Problem Statement

The concept of "learning poverty" is particularly alarming: 90% of children in sub-Saharan Africa cannot read a simple sentence by age 10, according to the World Bank. Traditional schooling models, often constrained by geography, fixed schedules, and limited resources, are failing to reach these vulnerable populations, deepening existing divides.

Despite global efforts, a significant portion of the world's children remains deprived of basic educational opportunities. Over 250 million children worldwide lack access to quality education, a stark reality highlighted by UNICEF in 2024. This isn't just a number; it represents generations of lost potential.



Write Your Solution

UNESCO estimates that achieving universal basic literacy could reduce global poverty by 12%. Education is a direct pathway out of systemic poverty for individuals and communities.

Education gaps severely limit individual potential and hinder national economic growth. A skilled, educated workforce is fundamental for innovation and prosperity.

The COVID-19 pandemic exacerbated existing learning losses, especially in underserved communities lacking digital access or stable learning environments. This created an urgent need for flexible, accessible solutions.

- 1. Personalized learning experiences**
- 2. Real-time feedback and assessment**
- 3. Adaptive learning pathways**
- 4. Access to high-quality educational resources**
- 5. Enhanced engagement through interactive learning experiences**

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Product

The Edu AI platform offers a variety of features:

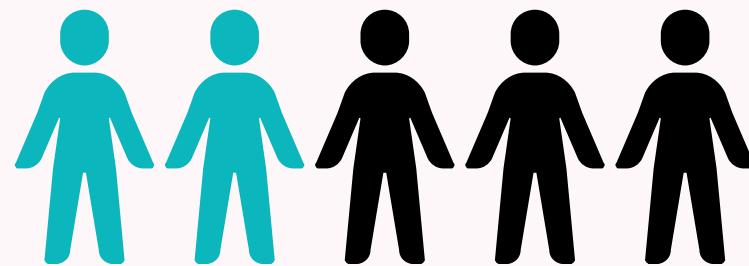
- Offline Content:** Allows users to download lessons for offline study. Statistics shown: 2 Downloaded Packs, 27 Available Lessons, 33 MB Storage Used, and a Yes/No Internet Available toggle.
- Downloaded Content:** Lists 2 items: Basic Reading Skills and Health & Nutrition.
- Available for Download:** Lists 4 items: Elementary Math, Spanish Reading Pack, Advanced Science, and French Language Basics.
- Storage Tips:** Provides tips for managing storage.
- Life Skills:** Focuses on Health & Wellness, featuring Personal Hygiene Basics, Exercise and Physical Activity, and Mental Health and Well-being.
- Supporting UN Sustainable Development Goals:** Lists SDG 3: Good Health, SDG 6: Clean Water, and SDG 4: Quality Education.

Edu AI is an innovative platform that uses artificial intelligence to enhance learning. It provides:

- Personalized learning experiences
- Real-time feedback and assessment
- Adaptive learning pathways
- Access to high-quality educational resources
- Enhanced engagement through interactive learning experiences

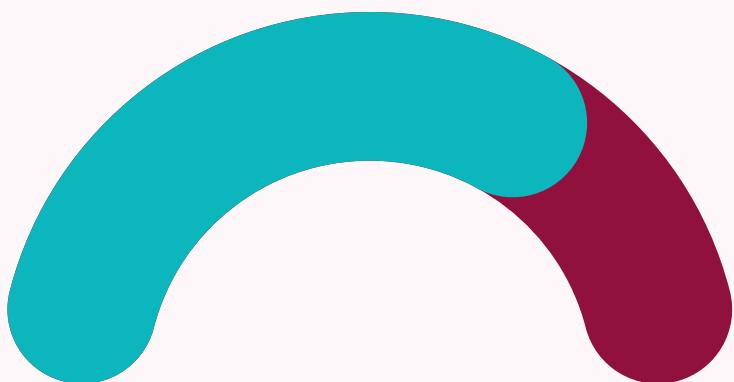
By leveraging AI, Edu AI aims to transform education, making learning more effective, efficient, and enjoyable for students.

Target Market



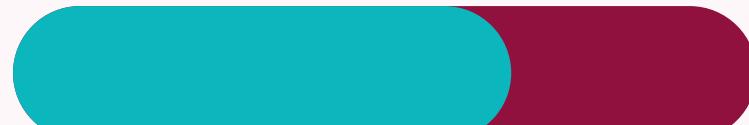
2 out 5

Elaborate on the featured statistic.



95%

Elaborate on the featured statistic.



250 million

Elaborate on the featured statistic.

Market Size

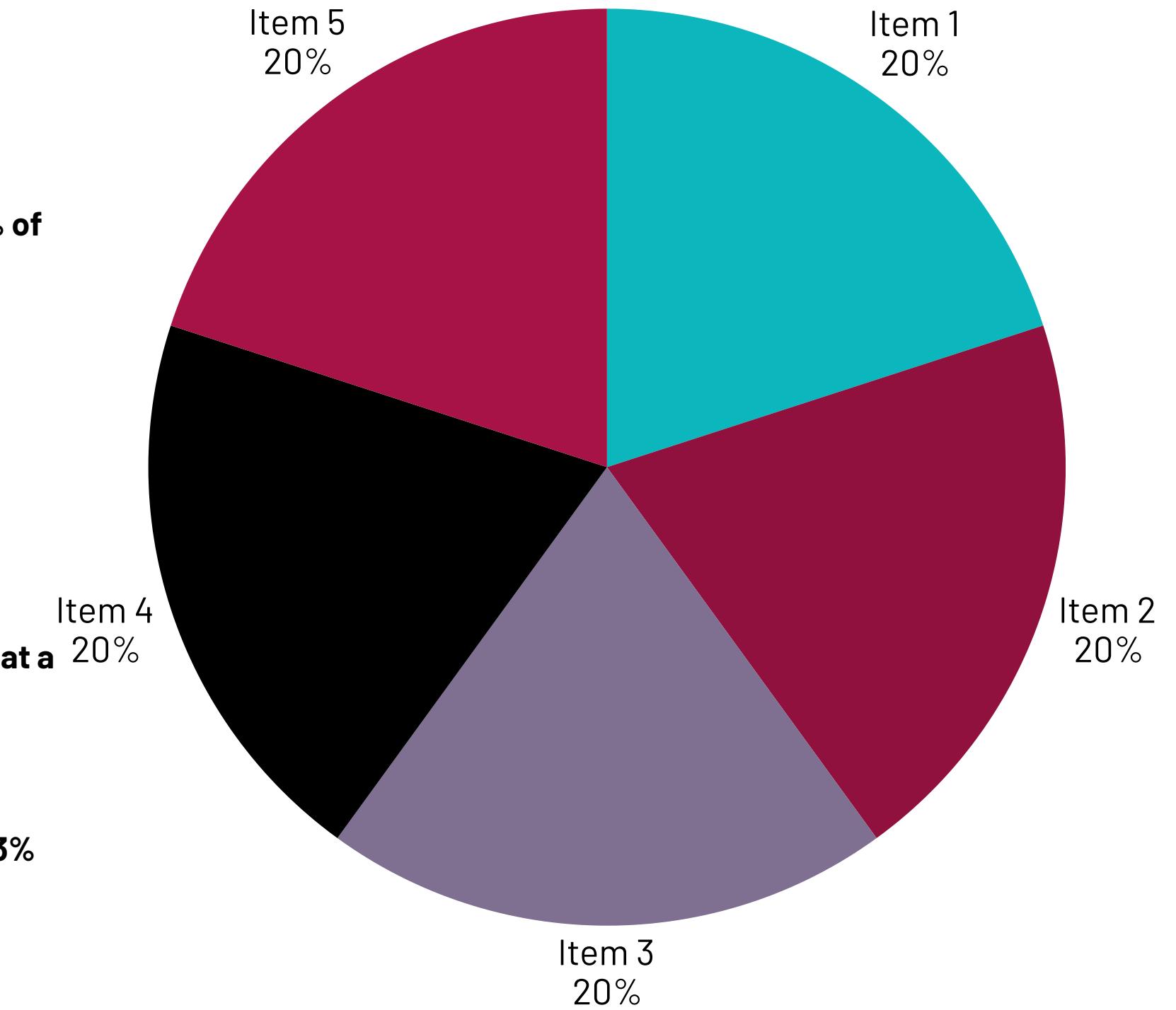
The global AI in education market size is estimated to be around \$7.71 billion in 2025, with some sources estimating it to be \$7.05 billion or \$8.30 billion. The market is projected to grow at a compound annual growth rate (CAGR) of 31.2% to 36.02% from 2025 to 2030 or 2034, reaching a market size of:

- \$32.27 billion by 2030, with North America being the largest market, accounting for 36% of the market share in 2025
- \$112.30 billion by 2034, with North America dominating the market with a 38% share in 2024 and Asia Pacific expected to host the fastest-growing market during the forecast period

Regional Breakdown:

- *North America*: Largest market, projected to reach \$10.8 billion by 2030, growing at a CAGR of 31.1%
- *Asia Pacific*: Fastest-growing region, projected to reach \$9.7 billion by 2030, growing at a CAGR of 35.3%
- *Europe*: Projected to grow fourfold between 2025 and 2030, reaching \$8.0 billion
- *Latin America*: Projected to reach \$2.1 billion by 2030, growing at a CAGR of 33.5%
- *Middle East & Africa*: Projected to reach \$1.6 billion by 2030, growing at a CAGR of 34.3%

These estimates vary slightly depending on the source, but overall, the AI in education market is expected to experience significant growth in the coming years¹².





Competitors

Khan Academy: Renowned for its free online courses and resources, Khan Academy leverages AI to deliver personalized learning journeys for students.

Duolingo: This popular language-learning app uses AI-driven chatbots and gamification techniques to actively engage users.

Coursera: A leading MOOC platform partnering with top universities, Coursera utilizes AI to recommend courses tailored to each learner's interests and goals.

DreamBox Learning: An AI-powered math platform providing customized learning experiences specifically for K-8 students.

Carnege Learning: A math education solution that employs AI to create adaptive learning paths for students.

Competitive Advantage

Edu AI stands out with its unique blend of features, including a curriculum tailored to all students, an advanced adaptive learning algorithm, and interactive learning experiences. Additionally, it provides real-time feedback and assessment, as well as personalized support and mentorship, setting it apart in the AI-powered education platform space.

Additionally, What Makes Edu AI Stand Out:

Innovative Adaptive Learning Algorithm: Edu AI's algorithm uniquely adapts to each learner's style, pace, and ability, ensuring a highly personalized education.

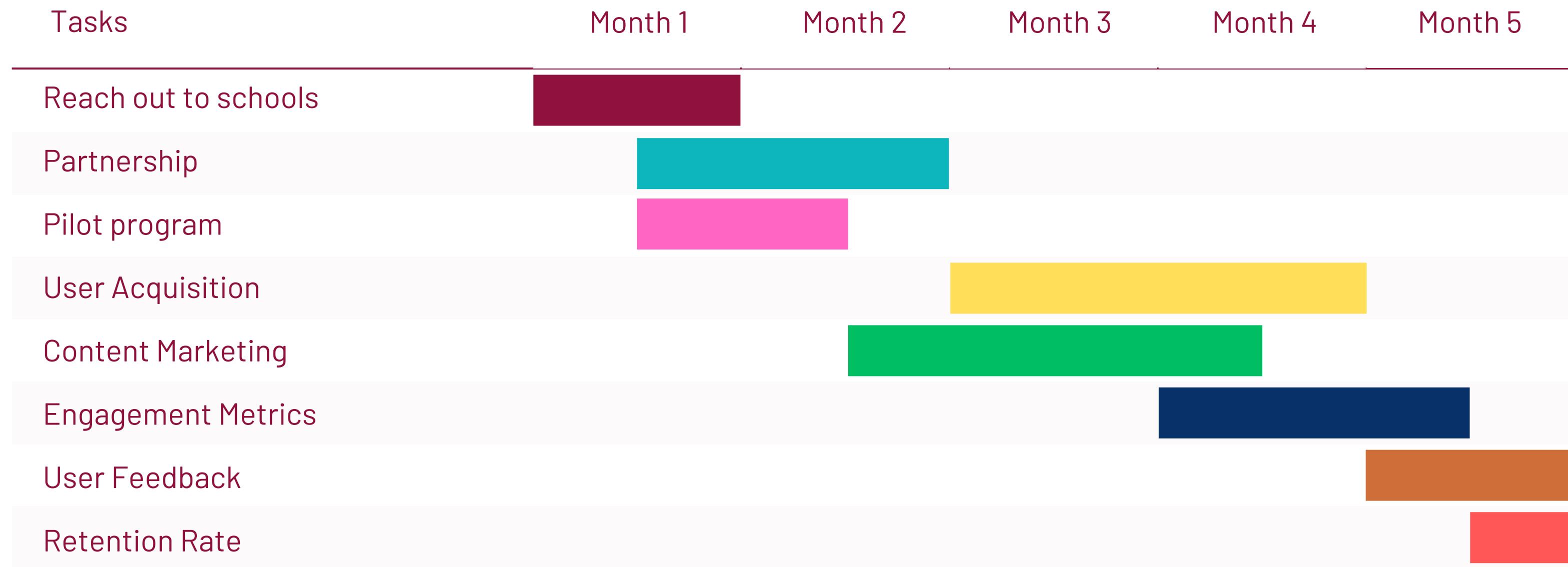
Tailored to the Nigerian Curriculum: Edu AI is purpose-built to align with the Nigerian education system, guaranteeing content relevance and effectiveness for local students.

Engaging and Immersive Learning: Through multimedia content, gamification, and active discussion forums, Edu AI makes learning enjoyable and interactive.

Instant Feedback and Assessment: The platform's AI-driven assessment tools provide real-time feedback, helping students monitor progress and pinpoint areas for improvement.

Dedicated Personalized Support: Edu AI offers mentorship and support to keep students motivated and focused on achieving their educational goals.

Project Traction



Business Model



1. Subscription models
2. Data-driven content licensing
3. Corporate training
4. Advertising
5. Course licensing and content partnerships

Leverage AI-powered features like personalized learning, recommendation engines, adaptive assessments, and content generation to enhance the learning experience and drive revenue growth. The global AI in education market is projected to reach \$32.27 billion by 2030, offering significant growth potential.

Go To Market

Digital Marketing Strategies Social Media: Leverage platforms such as Facebook, Twitter, LinkedIn, and Instagram to promote Edu AI and actively engage with your target audience.

Content Marketing: Produce valuable content like blog posts, videos, and infographics that highlight Edu AI's benefits and showcase success stories.

Email Marketing: Build and maintain an email list to send targeted campaigns to potential users, educators, and institutions.

Search Engine Optimization (SEO): Optimize your website and content to improve search engine rankings, enhancing visibility and driving organic traffic.

Partnerships and Collaborations Educational Institutions: Form partnerships with schools, universities, and educational organizations to promote Edu AI and tailor solutions to their needs.

Influencer Marketing: Collaborate with influential educators, thought leaders, and industry experts in the education sector to boost Edu AI's reach.

EdTech Events and Conferences: Participate in relevant trade shows, conferences, and events to showcase Edu AI and connect with prospective customers.

Paid Advertising Google Ads: Utilize targeted Google Ads campaigns to reach users searching for related educational technology solutions.

Social Media Ads: Run focused advertising campaigns on social media platforms to target specific audience segments.

Native Advertising: Promote Edu AI through native ads on relevant education and technology websites.

Word-of-Mouth and Referrals Customer Success Stories: Share testimonials and success stories from satisfied users to build trust and attract new customers.

Referral Programs: Implement referral incentives to encourage existing users to recommend Edu AI to others.

By employing these strategies, Edu AI can effectively reach and engage its target audience, fostering growth and wider adoption.

Revenue Generation Edu AI can generate revenue through multiple streams including:

Subscriptions: Offering tiered subscription plans for individual users and institutions.

Content Licensing: Licensing educational content and AI-powered tools to schools and organizations.

Corporate Training: Providing tailored AI-driven training programs for corporate clients.

Advertising: Integrating relevant advertising partnerships.

Strategic Partnerships: Collaborating with other educational technology providers.

Leveraging AI-driven capabilities and tapping into the projected \$32.27 billion AI in education market by 2030 positions Edu AI for strong financial growth.

--Here is a rewritten version of the digital marketing and revenue content for Edu AI:

Digital Marketing Strategies Social Media: Use platforms like Facebook, Twitter, LinkedIn, and Instagram to promote Edu AI and engage with your target audience.

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Native Advertising: Promote Edu AI through native ads on relevant websites.

Word-of-Mouth and Referrals Customer Success Stories: Share testimonials and success stories to build credibility and attract new users.

Referral Programs: Create referral incentives to encourage current users to recommend Edu AI.

Using these strategies will help effectively reach and engage your audience, driving growth and adoption for Edu AI.

Revenue Generation Edu AI can generate revenue through several channels:

Subscriptions

Content Licensing

Corporate Training

Advertising

Partnerships

By harnessing AI-driven features and tapping into the growing \$32.27 billion AI in education market projected by 2030, Edu AI is well-positioned for strong financial growth.

Social Impact

Based on Edu AI, here are some Sustainable Development Goals (SDGs) problems we are potentially solving:

- 1. Quality Education (SDG 4):** Enhancing access to quality education, particularly for disadvantaged groups.
- 2. Reduced Inequalities (SDG 10):** Bridging the education gap by providing personalized learning experiences for students with varying abilities and backgrounds.
- 3. Industry, Innovation and Infrastructure (SDG 9):** Leveraging AI and technology to drive innovation in education.

Our Ask

- **With \$1 million in funding, here's a potential breakdown for Edu AI:**

Allocation

1. ***Development and Technology (40% - \$400,000)***
 - Enhancing AI-powered features
 - Building scalable infrastructure
 - Integrating new technologies
2. ***Content Creation and Curation (20% - \$200,000)***
 - Developing high-quality educational content
 - Curating relevant resources
 - Ensuring content accuracy and relevance
3. ***Marketing and Promotion (20% - \$200,000)***
 - Digital marketing campaigns
 - Social media advertising
 - Influencer partnerships
4. ***Operations and Management (10% - \$100,000)***
 - Hiring key personnel
 - Establishing partnerships
 - Managing day-to-day operations
5. ***Contingency Fund (10% - \$100,000)***
 - Unexpected expenses
 - Future opportunities



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Thank you!

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