PersonalLearn

Key Partners

- Universities and schools
- Educational content platforms
- Tech & data team
- Educational coaches
- Cognitive science experts

Key Activities

- App & algorithm development
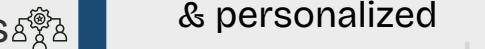- Course unit & quiz creation
- User data analysis

Key Resources

- Adaptive learning algorithm
- Content database
- Cloud infra

Value Proposition

- Adaptive learning path based on a cognitive quiz
- Efficient micro-learning units
- Gamified progress & personalized coaching

PersonalLearn

Customer Segment

- High school & university students
- Schools & universities

Channels

- School Partnerships
- Social media
- Google Play/App Store

Customer Relationship

- Integrated in-app user experience
- Personalized notifications
- Engaging progress-tracking system
- In-app support (chatbot, Q&A...)

Cost Structure

- App & algorithm development
- Creation / integration of educational content
- UX/UI design
- Marketing expenses (student acquisition)
- Servers & maintenance

Revenue Streams

- Freemium → Premium (5–8 €/month)
- Licensing for universities / schools
- Optional services (advanced analytics, premium classes)