



# Cogito Pitch Deck

Menempa Generasi Kritis Indonesia Emas



2025





**Cogito**

# Our Team

**Meet Our Expert Team**



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Persada**

Team Lead



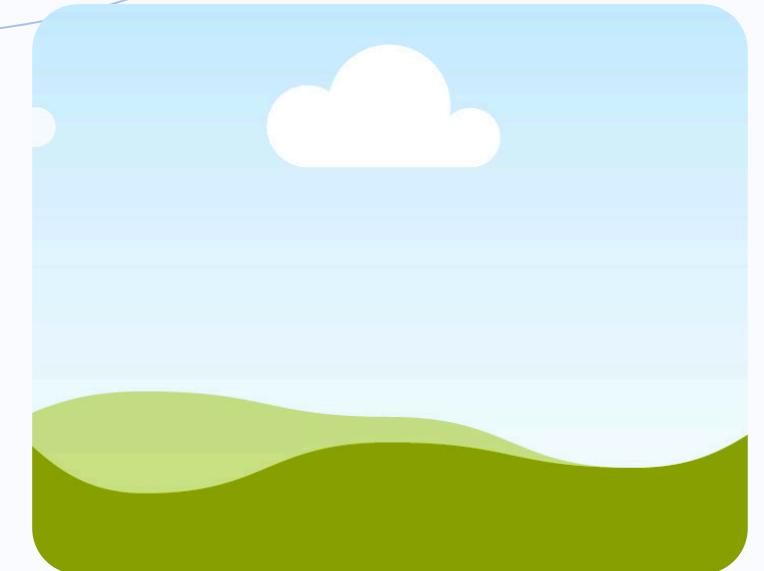
**Habibunayka Miftah  
Al-Rizqi**

Backend Dev



**Nurian Alyasa**

Machine Learning



**Akbar Dhia**

Digital Marketing



# Problem Statement



## The Main Challenge

To provide a tangible context, imagine a student named Budi, a bright 16-year-old from a village in East Nusa Tenggara. Budi has access to a smartphone and a strong desire to learn. However, his school lacks resources, and the teaching methods he receives focus more on memorization than reasoning. Budi struggles not because he isn't intelligent.

But because he has never been taught how to think critically, analyze problems, or construct a logical argument. This phenomenon is not an anomaly, Budi represents millions of students across Indonesia whose potential is hampered by this systemic gap.

### The Root of a National Education Crisis

Indonesia is currently facing a fundamental challenge that threatens the achievement of its national vision. This crisis is not about a lack of knowledge, but a deficit in foundational thinking skills. The current education system, despite its best efforts, still struggles to effectively instill the logic, critical thinking, and problem-solving abilities that are the bedrock of all advanced learning.

### The Root of a National Education Crisis

This critical-thinking gap threatens Indonesia's future workforce and economy. Without strong analytical and reasoning skills, millions of students will struggle to innovate, remain globally competitive, and break free from cycles of poverty, perpetuating social inequality and stalling national progress.



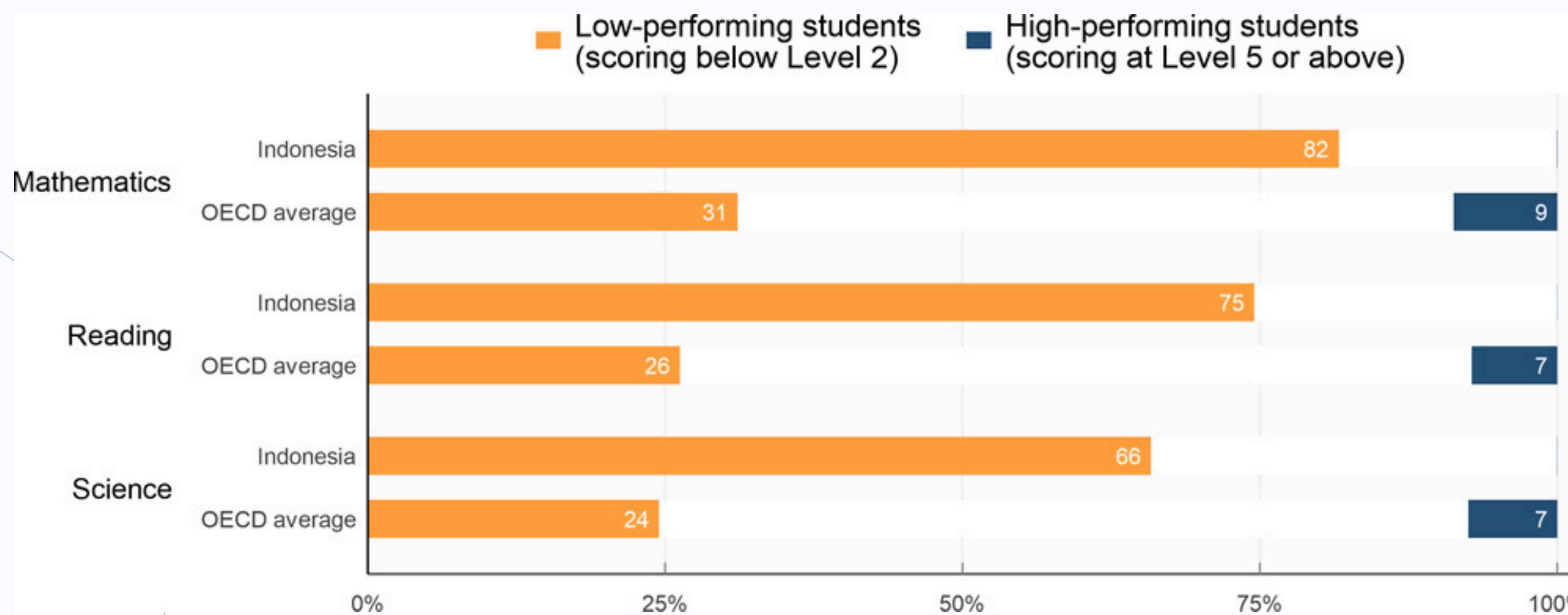
# Data Driven-Analysis



## PISA Proficiency Gap

The 2022 PISA results paint a concerning picture of Indonesian students' competency on a global level. Indonesia's scores are significantly below the OECD average, with details as follows: Mathematics 366 (OECD average 472), Reading 359 (OECD average 476), and Science 383 (OECD average 485).

However, the most crucial data lies in the level of basic proficiency. A staggering 82% of Indonesian students are below Level 2 proficiency in Mathematics, meaning they cannot even "interpret and recognize, without direct instructions, how a simple situation can be represented mathematically". This figure starkly contrasts with the OECD average of just 31%. A similar situation occurs in Reading (75% below Level 2) and Science (66% below Level 2). This is strong quantitative evidence of a deficit in basic logic and analytical skills.





# Our Solution



## A Personal Logic Trainer in Every Student's Pocket

In response to the identified foundational skills crisis, we introduce Cogito: a mobile application designed to make the practice of critical thinking, logic, and problem-solving an engaging and accessible activity for everyone, much like playing a game.

Cogito's primary focus is on building "cognitive muscles", the abilities of analysis, evaluation, inference, and reasoning. These skills are universal and essential for success in all academic subjects and, more importantly, in real life. Thus, Cogito does not compete with existing curriculum-based apps but complements them by building the foundation that will make all other learning more effective.



## AI Debate Arena

Siswa berhadapan langsung dalam debat terstruktur melawan AI canggih, bukan sekadar menghafal fakta.

Melalui debat, mereka belajar menyusun argumen kokoh, mengenali kesalahan logika, mendukung klaim dengan bukti, dan berpikir tangkas di bawah tekanan.





# Why The Solution?

## Sustainable and Scalable Model

### **It Forces Active Construction of Logic.**

Unlike passively consuming information, debating forces you to actively build a logical structure. You have to connect a claim (what you believe) to evidence (why you believe it) with a clear warrant (the link between the two). This "learning by doing" approach is the most effective way to forge strong, repeatable neural pathways for logical reasoning.

### **It Develops Multi-Perspective Thinking.**

To win a debate, you must understand the opposing argument as well as you understand your own. This process breaks down black-and-white thinking and forces you to see issues from multiple angles. It trains your brain to anticipate counter-arguments and identify weaknesses in your own reasoning, a cornerstone of advanced critical thinking.

### **It Makes Abstract Skills Concrete and Applicable.**

Debate transforms abstract concepts like "logical fallacies" or "evidence-based reasoning" into practical, applied skills. You're not just memorizing terms, you're actively trying to spot fallacies in the AI's arguments and avoid them in your own. Our app provides a safe, repeatable environment to practice these skills until they become second nature.



# Why Now?

## The Opportunity

### National Imperative: The Golden Indonesia 2045 Deadline

Debate transforms abstract concepts like "logical fallacies" or "evidence-based reasoning" into practical, applied skills. You're not just memorizing terms, you're actively trying to spot fallacies in the AI's arguments and avoid them in your own. Our app provides a safe, repeatable environment to practice these skills until they become second nature.

### Global Commitment: The Push for SDG 4

Through the UN's Sustainable Development Goals (SDGs), the world has committed to ensuring "inclusive and equitable quality education" (SDG 4). The Cogito application directly addresses several key targets that Indonesia is striving for, namely: Target 4.4 (relevant skills for employment), Target 4.5 (equal access for all, bridging the rural-urban gap), and Target 4.7 (skills for sustainable development and global citizenship). The ability to think critically is the fundamental bedrock for achieving all these targets.



### Technological Maturity: AI as a Reliable Socratic Partner

Five years ago, an application like this might have been in the realm of science fiction. However, the rapid advancements in Large Language Models (LLMs) now allow for the creation of an AI capable of engaging in meaningful Socratic dialogue, not just providing answers, but asking thought-provoking questions. Modern AI technology is also capable of generating relevant counterarguments and even analyzing the logical structure of user responses through argument mining techniques. The technology is finally ready to make this vision a reality.



# Competitive Analysis

Untuk memahami keunggulan Cogito, kami membandingkan fitur utama dengan beberapa aplikasi edukasi lainnya. Fokus kami adalah menghadirkan sebuah solusi dasar yang impactful, yang kemudian akan menjadi landasan yang kokoh bagi para siswa kedepannya.

Fitur	Cogito	Ruangguru	Kialo Edu
Fokus pada Keterampilan Dasar (Logika & Berpikir Kritis)	✓	✗	✓
Latihan Personal & Aman (User vs. AI)	✓	✗	✗
Loop Pembelajaran Gamifikasi (XP, Streaks, Level)	✓	✓ (Limit)	✓
Fokus pada Kurikulum Akademik (Matematika, Sains, dll.)	✗	✓	✗



The image displays six mobile application screens from the Cogito app, each with a yellow callout bubble containing a feature name.

- Issue Description**: A screen titled "Before Start" showing a debate topic: "Kehadiran kecerdasan buatan (AI) dalam dunia kerja memiliki banyak permasalahan. Di satu sisi, teknologi ini mampu mempermudah tugas manusia dan lebih cepat dan efisien bantah dalam lingkungan yang berisiko tinggi. Namun di sisi lain, ada juga permasalahan bahwa AI akan menggantikan peran manusia, menyebabkan hilangnya pekerjaan dan dampak pada ekonomi serta stabilitas sosial. Dalam sesi ini, Anda akan mengexplore argumen dari dua sisi tersebut." It includes "PRO" and "CONTRA" buttons at the bottom.
- Beranda**: A dashboard screen titled "Wellcome, .....". It shows a user profile for "ridho" (Level 1 - Beginner), a "Report" section, and a "Top Picks" section. The "Top Picks" section includes two items: "Apakah AI seharusnya menggunakan pekerjaan manusia?" and "Apakah sekolah online lebih baik daripada sekolah tatap muka?". It also features "START DEBATE" buttons for each item.
- Issue**: A screen titled "Issues" showing a list of debate topics. The first topic is "Apakah AI seharusnya menggunakan pekerjaan manusia?". It includes a "START DEBATE" button.
- Profile**: A user profile screen for "ridho" (Level 1 - Beginner). It shows basic information like name and level, a "History" section with a single entry about AI and work, and a "Setting" section with a "LOG OUT" button.
- Create Session**: A screen titled "Cogito" for creating a new debate session. It asks for a "Session Name" ("Apakah AI seharusnya menggunakan pekerjaan manusia?") and specifies "Opponent: AI Assistant" and "Your Role: Pro (Supporting the topic)". It includes a "START DEBATE" button.
- Chat**: A messaging screen showing a conversation between a user and an AI assistant. The user says "hal", and the AI responds with "O adalah kocak deh yang sering digunakan dalam logika dan penalaran. Ini adalah prinsip mendukung dari logika yang menuntut argumen tersebut adalah apa adanya. Prinsip ini digunakan dalam debat dan diskusi sepele retorika, yang menggunakan kerja kerja yang digunakan untuk kerja kerja yang digunakan untuk".



# Thank You So Much

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