BITE-SIZED LEARNING APP

Reels-Based Learning That Fits Your Lifence

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The Problem: Learning in the Digital Age

Lengthy & Tedious Content

Traditional learning platforms often feature extensive videos and courses that struggle to retain learner attention. The sheer volume of information can be overwhelming, leading to disengagement.

High Drop-off Rates

Students frequently abandon long-form courses or videos before completion. This high drop-off rate indicates a fundamental mismatch between current learning formats and modern attention spans.

Lack of Educational Structure on Short-form Platforms

While platforms like Instagram and YouTube are highly engaging with their short-form content, they inherently lack the pedagogical structure required for effective learning outcomes.

Demand for Modern Learning

Learners in 2025 are seeking fast, personalised, and creator-driven educational experiences that align with their digital consumption habits and busy lifestyles.

The Solution: Introducing Bite-Sized Learning App

Our innovative platform merges the addictive engagement of short-form video with structured educational content, making learning accessible and enjoyable.

1

30-90 Second Educational Reels

Concise, impactful videos designed for quick learning bursts.

2

Personalised AI Learning Feed

An intelligent algorithm curates content based on individual learning goals and progress.

3

Micro-Courses & Playlists

Aggregate short videos into structured micro-courses and customisable learning playlists with progress tracking.

4

AI Tools for Enhanced Learning

Instant quizzes, practice questions, and AI-generated summaries reinforce understanding.

Business Strategy & Key Differentiators

Business Model

→ **Freemium & Premium Subscription**

Offering a tiered access model to cater to a broad user base.

→ **Creator Monetisation**

A marketplace revenue share model incentivises high-quality content creation.

→ **Sponsored Micro-Courses**

Partnerships with institutions and businesses for branded educational content.

Why We Stand Out

More Structured than Instagram

We provide pedagogical structure where short-form social media falls short.

More Engaging than Udemy

Our reels-based format captivates learners more effectively than traditional platforms.

AI-First Adaptive Learning

Leveraging AI for personalised learning paths and real-time feedback.

Education Designed Like Reels

Short, addictive, and highly effective for modern learners.

Reimagining learning for the next generation