

Improve  your  
 study life  
with  lumo

⌘ Achieving your next goal is one spell away





# 92%

failed to achieve their Goals

The resolution solution: longitudinal examination of New Year's change attempts





76%

Students who set SMART goals — by writing them down, outlining action steps, and sharing weekly updates are more likely to succeed.  
compared to just 43% without that structure.

A Michigan State University Extension study



# 48%

People cite lack of time or find goal-setting too time-consuming to consistently define SMART goals.

national OnePoll survey of 2,000 Americans about personal productivity



Market Fit & Validation ↓





## We listened before we built



Understanding came before execution,  
because the best products start with people.

## brought in expert perspective



Real change needs real wisdom, so we  
brought it in early.

## Then we went deep

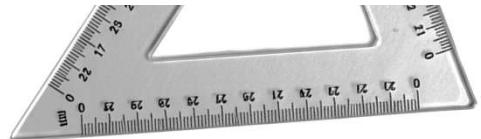


Those intense 'what if' to 'let's build it'  
moments that turned vision into product.



The Solution ↓





Lumo Helps students stay grounded today — so they can reach the future they dream of. It is a web application designed to help students move from uncertainty to clarity by building a meaningful long-term vision — and guiding them toward it, one step at a time.



⚠ Do not erase or modify!

TEAM  
06

1

## Onboarding Process



G Login

2

## Set the vision **BOLD**



Hi Jhon, Good Evening! 🌙



2

## Set the vision **BOLD**



Hi Jhon, Good Evening! 🤙

Your Vision 5 yr

I see myself starting my own business that solves a real-world problem, focusing on continuous learning, adaptability, and...

◆ Help me Write My Vision



3

## Structuring The Plan

Whant's on your mind?

◆ Help we write a SMART goal

### Build Your Study Routine

Set your start and end dates, and let us know which days you're available to study — we'll handle the rest.

Select date range

S M T W T F S

Advance ▾



4

# Facing The Day with Clarity

## Task Progress

4/12

Eisenhower Matrix

### Today Task

Last updated: Recently

#### Urgent and Important ②



Start

#### Urgent but Not Important ①



Start

#### Urgent but Not Important ①



Start

#### Not Urgent and Not Important ③



Start

67%

progress

17 Apr 2024

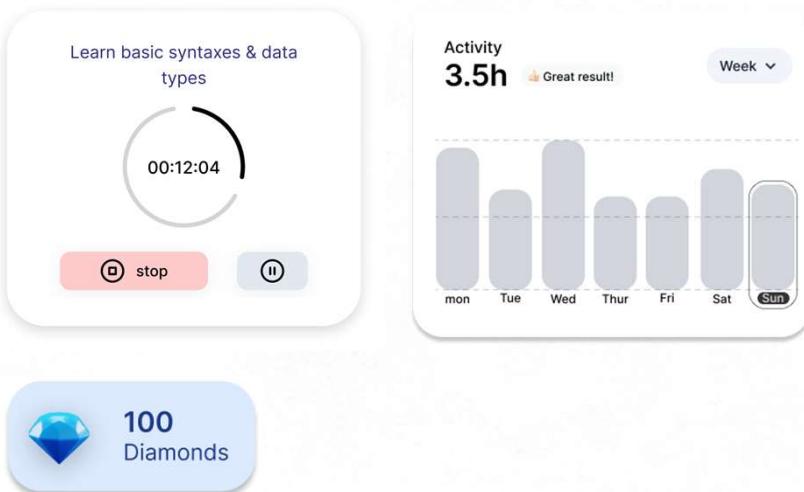
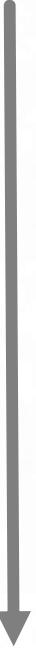
Start Next Task

◆ You've completed 80%  
of your tasks — that's 20%  
better than your peers 🧑‍💻  
on average!



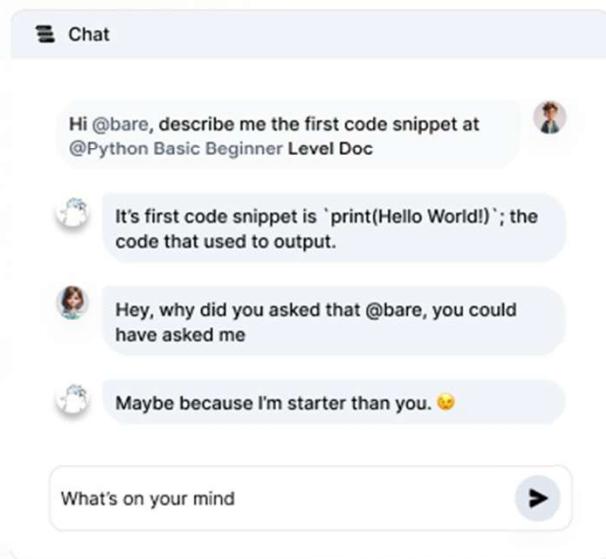
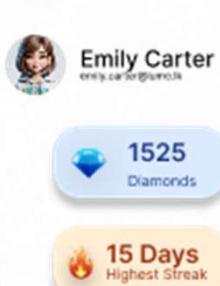
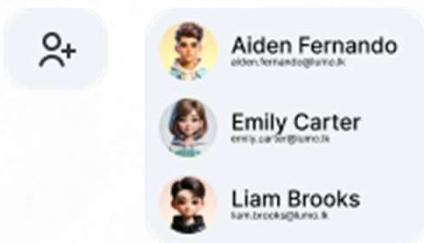
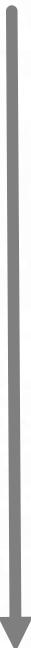
5

## Every Minute Becomes Visible Progress



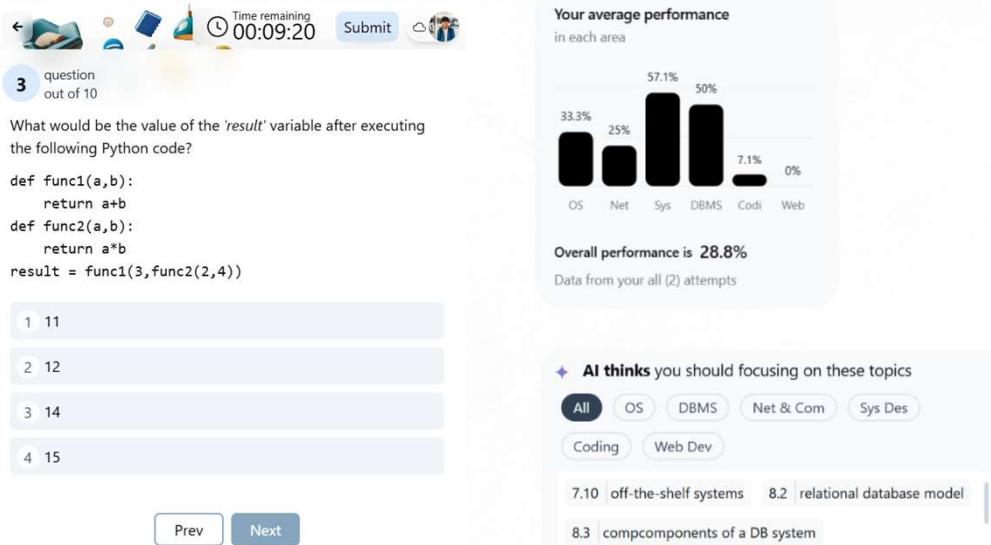
# 6

## It's a Journey of Grow Together



7

# **Learning with Depth & Joy**



# 8

## Ending the Day with Insight

On average, how energized did I feel today?



Which best describes how you felt most of today?



Say Hello to BEAR

Not everyone gets a soulmate. But everyone deserves someone who says, "You're doing great."



# Say Hello to BEAR



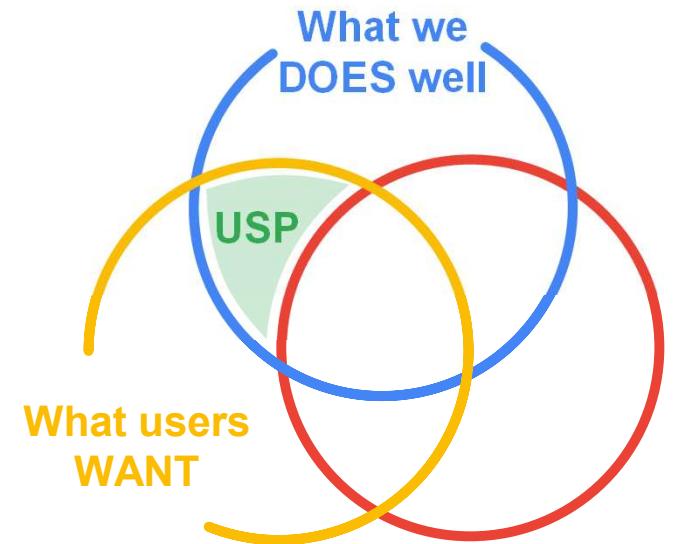
Not everyone gets a soulmate. But everyone deserves someone who says, "You're doing great."

Market Fit & Validation ↓



## ⌚ Unique Selling Proposition (USP) of Lumo

- 1 Big dreams, daily steps.
- 2 Smart support.
- 3 Motivation, gamified.
- 4 Mind meets heart.
- 5 A bear who cares.
- 6 Together is better.



# Competitor Analysis & Differentiation



	lumo	N	✓	💡	🌱	🌿
Vision-based Planning	✓	⚠️	⚠️	✗	✗	✗
AI Task Suggestions	✓	✗	✗	✗	✗	✗
Gamification (XP/Streak)	✓	✗	✗	✓	✓	✗
Emotional Check-ins	✓	✗	✗	✗	✗	✗
Collaboration & Shared Goals	✓	⚠️	✗	✗	✗	⚠️
AI Chat & Goal Reflection	✓	✗	✗	✗	✗	✗

## Market Segment

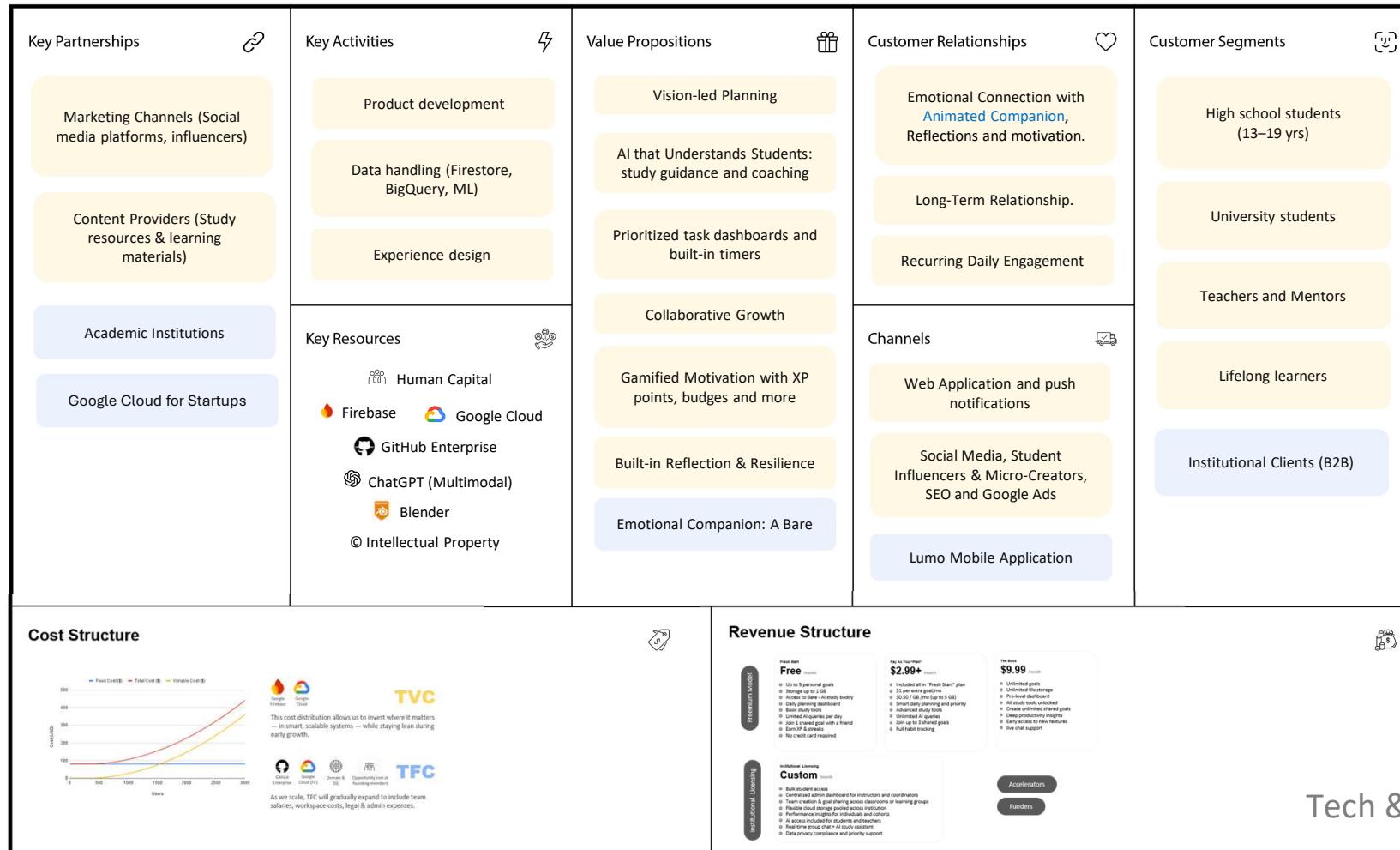
Demographic



Education: High School and University students

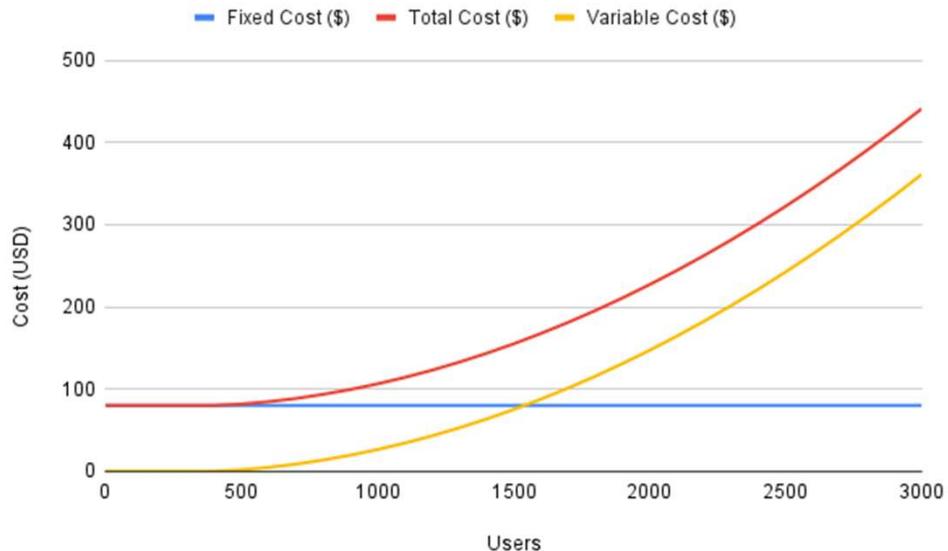


# The Business Model Canvas



Tech & Roadmap ↓

# Cost Structure



**TVC**

This cost distribution allows us to invest where it matters — in smart, scalable systems — while staying lean during early growth.



**TFC**

As we scale, TFC will gradually expand to include team salaries, workspace costs, legal & admin expenses.

# Revenue Structure

Freemium Model

Fresh Start

**Free** /month

- ⦿ Up to 5 personal goals
- ⦿ Storage up to 1 GB
- ⦿ Access to Bare - AI study buddy
- ⦿ Daily planning dashboard
- ⦿ Basic study tools
- ⦿ Limited AI queries per day
- ⦿ Join 1 shared goal with a friend
- ⦿ Earn XP & streaks
- ⦿ No credit card required

Pay As You “Plan”

**\$2.99+** /month

- ⦿ Included all in “Fresh Start” plan
- ⦿ \$1 per extra goal/mo
- ⦿ \$0.50 / GB /mo (up to 5 GB)
- ⦿ Smart daily planning and priority
- ⦿ Advanced study tools
- ⦿ Unlimited AI queries
- ⦿ Join up to 3 shared goals
- ⦿ Full habit tracking

The Boss

**\$9.99** /month

- ⦿ Unlimited goals
- ⦿ Unlimited file storage
- ⦿ Pro-level dashboard
- ⦿ All study tools unlocked
- ⦿ Create unlimited shared goals
- ⦿ Deep productivity insights
- ⦿ Early access to new features
- ⦿ live chat support

Institutional Licensing

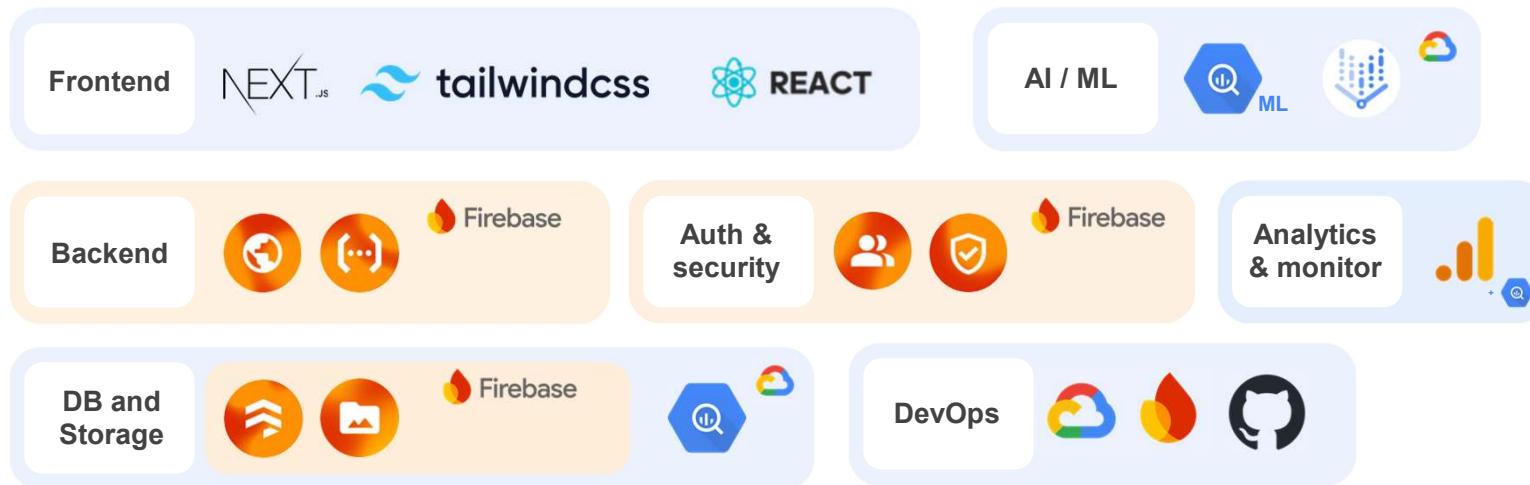
**Custom** /month

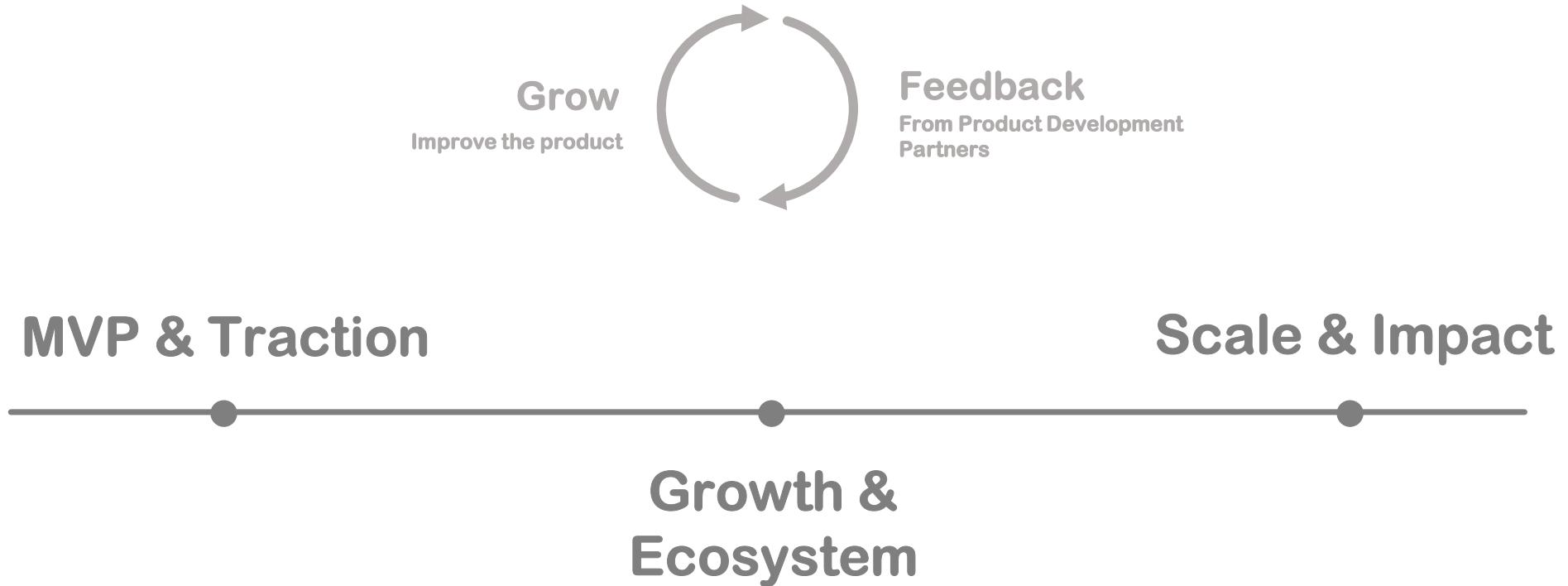
- ⦿ Bulk student access
- ⦿ Centralized admin dashboard for instructors and coordinators
- ⦿ Team creation & goal sharing across classrooms or learning groups
- ⦿ Flexible cloud storage pooled across institution
- ⦿ Performance insights for individuals and cohorts
- ⦿ AI access included for students and teachers
- ⦿ Real-time group chat + AI study assistant
- ⦿ Data privacy compliance and priority support

Accelerators

Funders

## 💡 Technologies to be used in the solution





**There is always more to build than we have time, people, or money for**

Inspired by User Story Mapping by Jeff Patton — we don't wait to launch it all at once. Instead, every sprint delivers real value into the hands of students, ready to test, use, and grow from.

# MEET OUR TEAM





Visit us at

**lumo.lk**



I might say “Hello”