

2024 DIGITAL INNOVATION COMPETITION



duolingo english test

AI-sisting DuolingoExpansion: Swipe Right on Institutions

From S&A -- Sherry and Adeline

Problem Identification

- KEY OBJECTIVES

- Consistent
- Personalized
- Effective

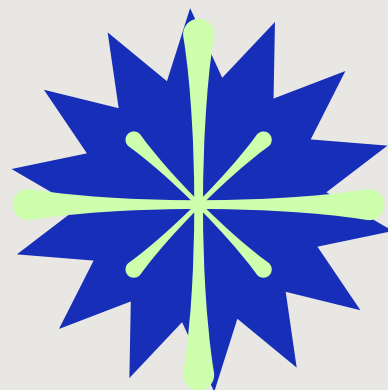
-----> Empowering Scaling



- PAIN POINTS

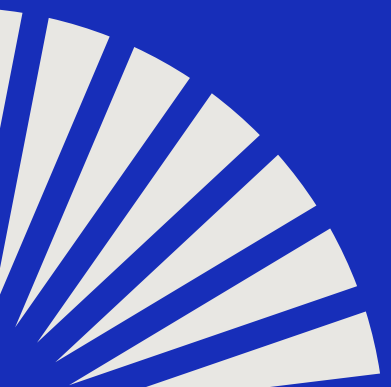
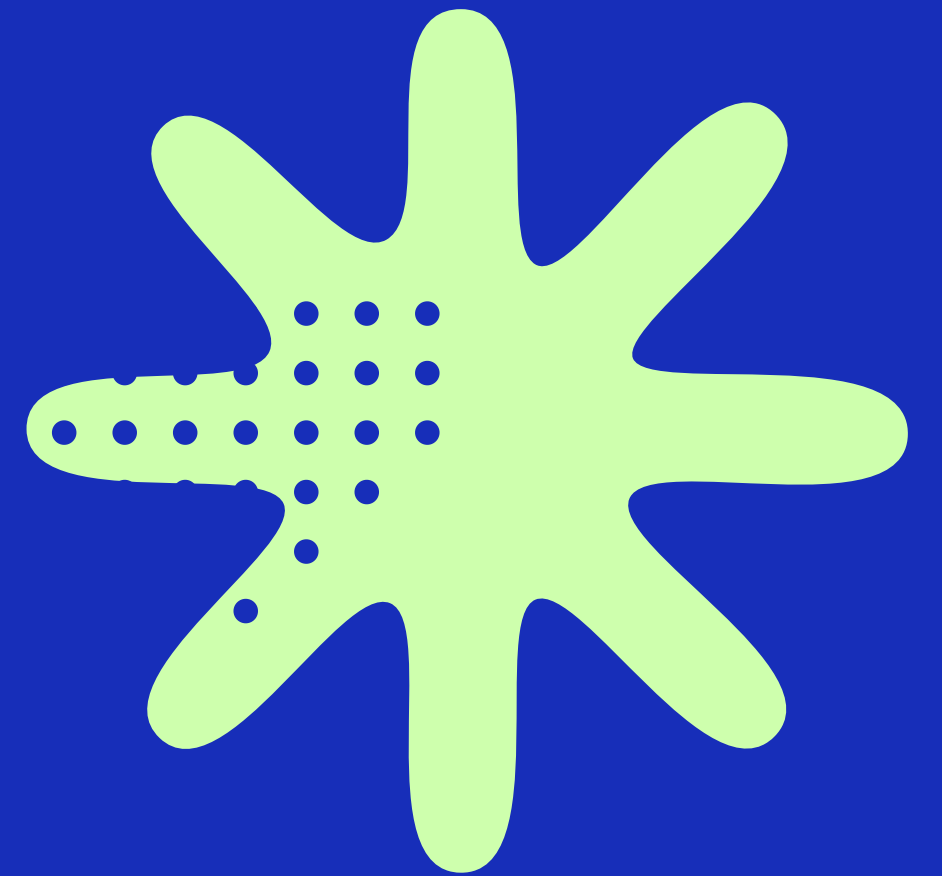
- Labor-intensive
- Time-consuming

-----> Low efficiency

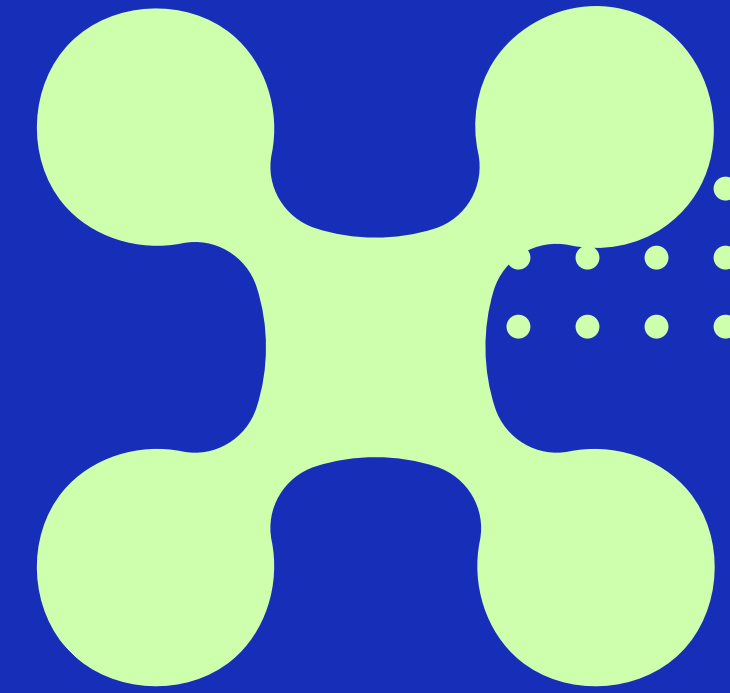


You need:

AI-Powered
Institution
Engagement
Assistant



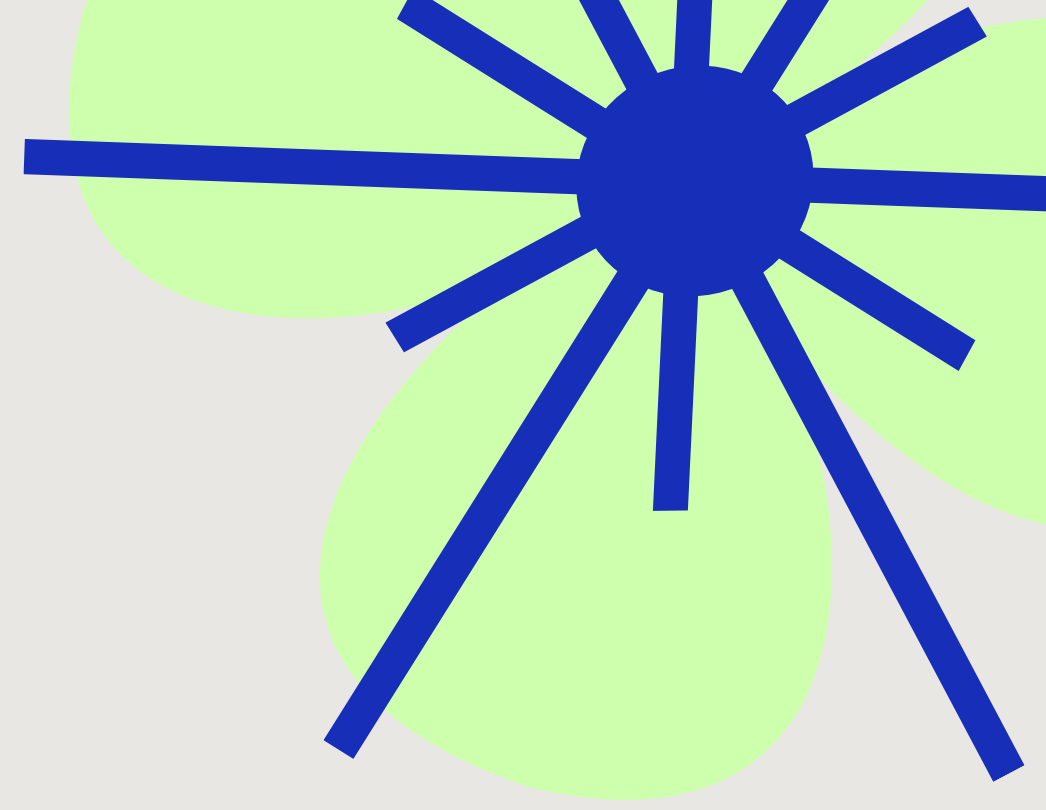
INSPIRATION



- How We Interpreted the Problem
- Why Targeted Market Expansion
- Why AI Is Imperative

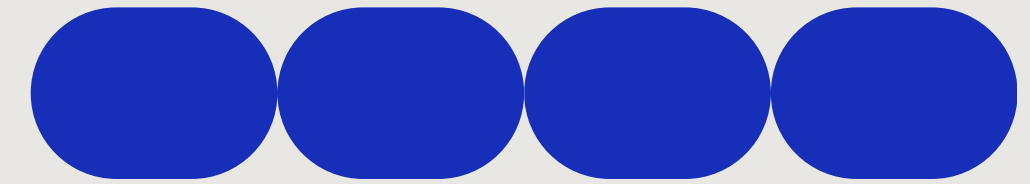


Implementation Roadmap



Dynamic Institution Tracker / AI-Powered Communication Assistant /
Institution Finder Tool

Technological Foundation →



01 Web Scraping + NLP

For gathering and analyzing institution data from websites, social media, and reports.

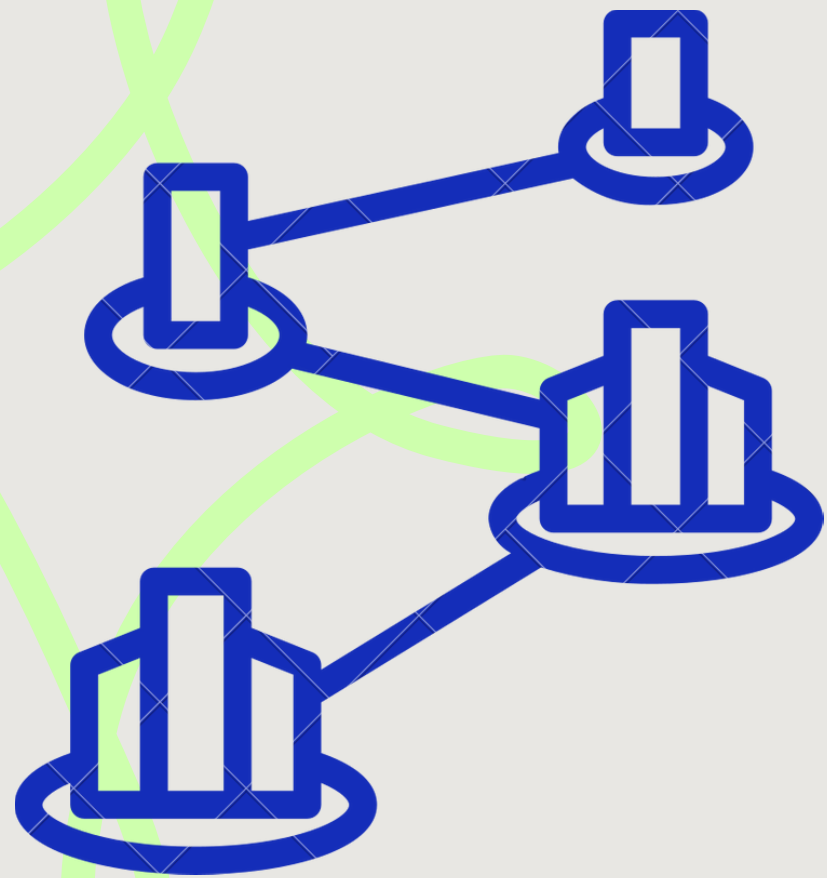
02 Predictive Analytics:

Identifying new accepting institutions and those likely to disengage.

03 Custom LLM Chatbot

Generating personalized messages and automating FAQ responses.

Expected Impact

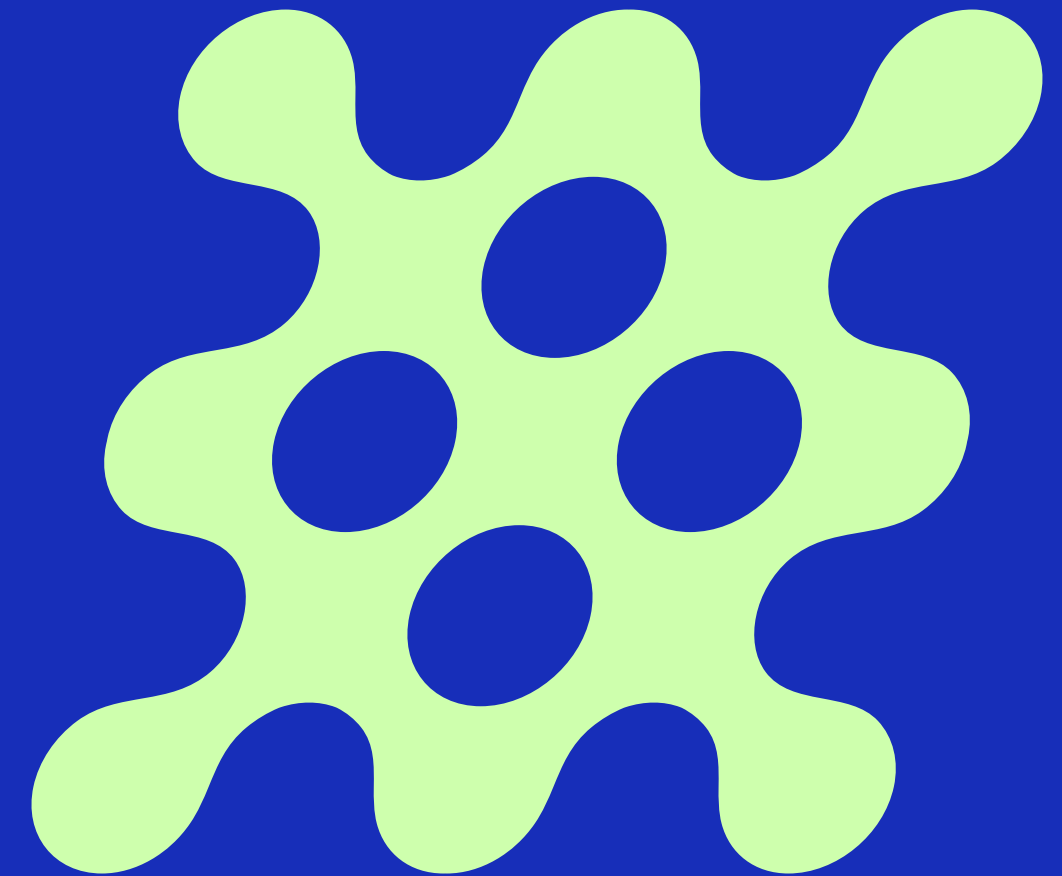


- Efficiency
- Growth
- Engagement
- Scalability



Revolutionizing Institution Relationships with AI

Thank
You!



2024 Digital innovation competition

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