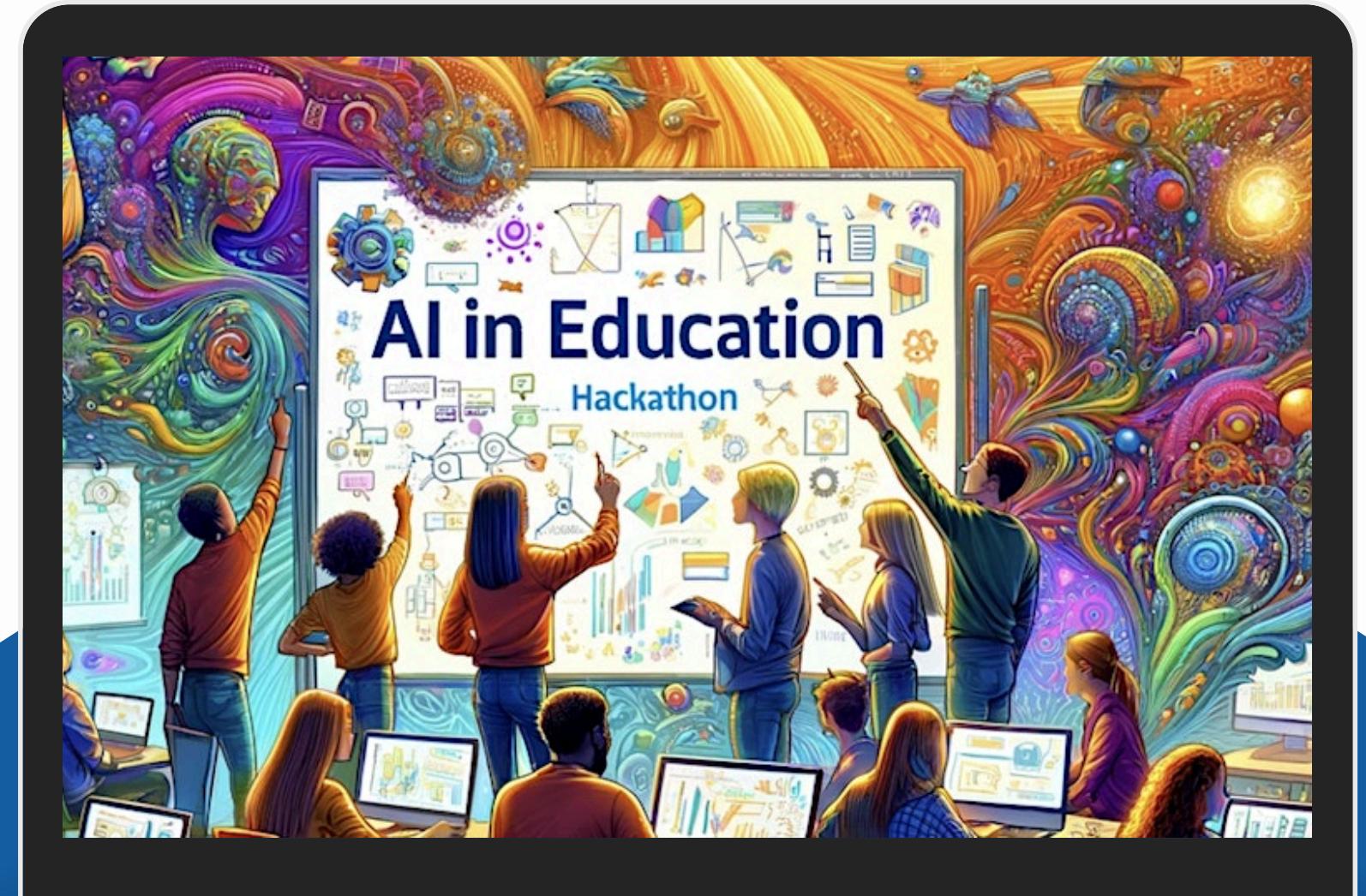
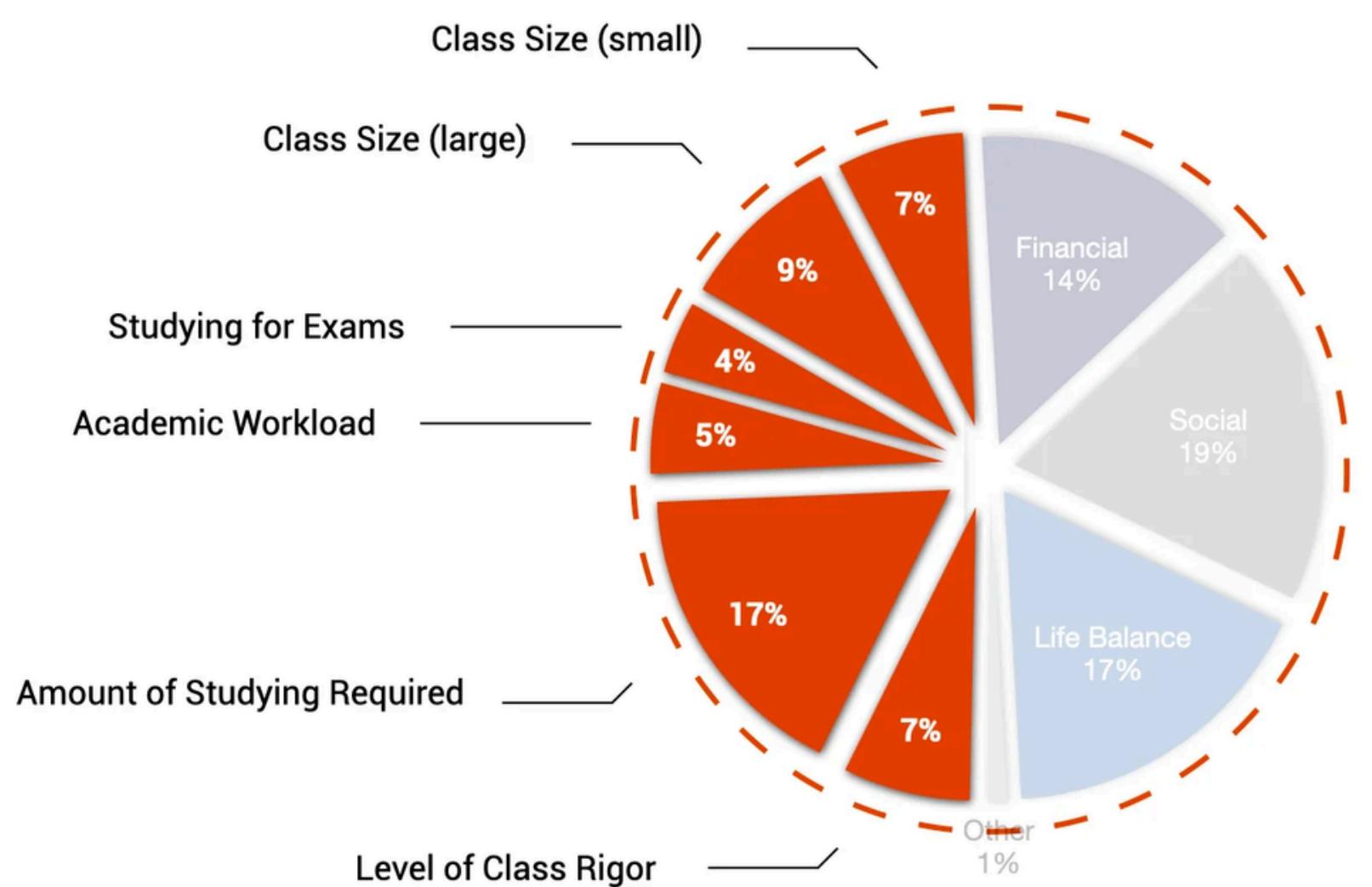




BrainCraft

Ahana Bandyopadhyay @ MS Data Science
Sourodip Ghosh @ MS Engineering Management





Problem Statement

- In higher education, the one-size-fits-all approach often fails to meet individual learning needs, leading to disengagement and poor academic performance.
- Institutions need a way to personalize learning while maintaining high academic standards.
- This graph highlights the key concerns of freshmen, with social aspects, life balance, and amount of studying required as major areas of worry in their first year of college.

CollegeData. (2021). Transition to College: Here's What Students Have to Say About It



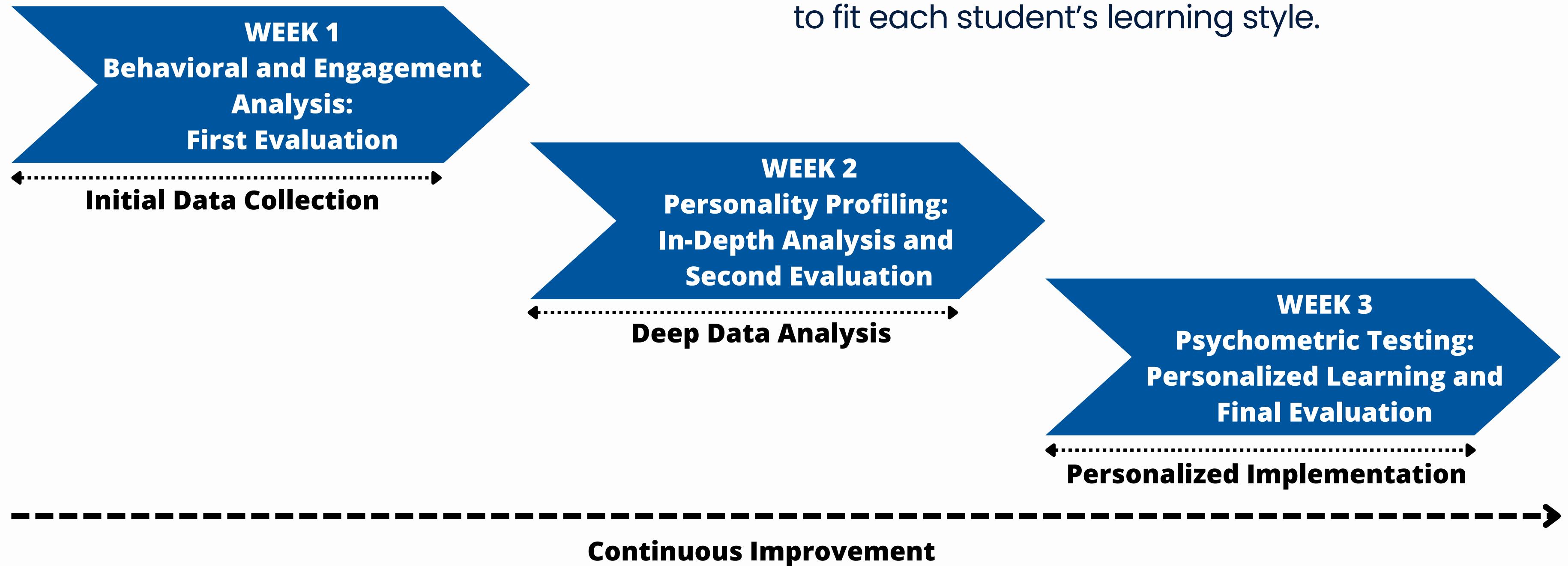
Solution

Introducing **BrainCraft**: A tailored AI-driven platform that personalizes learning based on comprehensive, deep behavioral and personality analysis to optimize educational outcomes.

Our Vision: BrainCraft aims to transform education by providing personalized, AI-driven learning experiences that adapt to each student's unique behavioral and personality traits, enhancing educational outcomes for all.

How It Works

- **Step 1:** Initial Assessment – AI analyzes behavior and personality.
- **Step 2:** Tailored Learning – Content is customized to fit each student's learning style.



Technical Architecture

Cloud Infrastructure



AI & Machine Learning



Data Flow Diagram



Integration with Existing Systems



Security & Compliance



Plugin & App Ecosystem



"BrainCraft revitalizes our teaching by **engaging students** at their own levels, enhancing both **comprehension** and **personal connection** in the classroom."

Mr. Thompson, Math Teacher at Beacon Academy (Boston, MA)

"With BrainCraft, each student receives a **learning path** that caters specifically to **their needs**, greatly enhancing engagement and **academic success**."

Ms. Lee, Science Teacher at Cambridge Rindge and Latin School (Cambridge, MA)

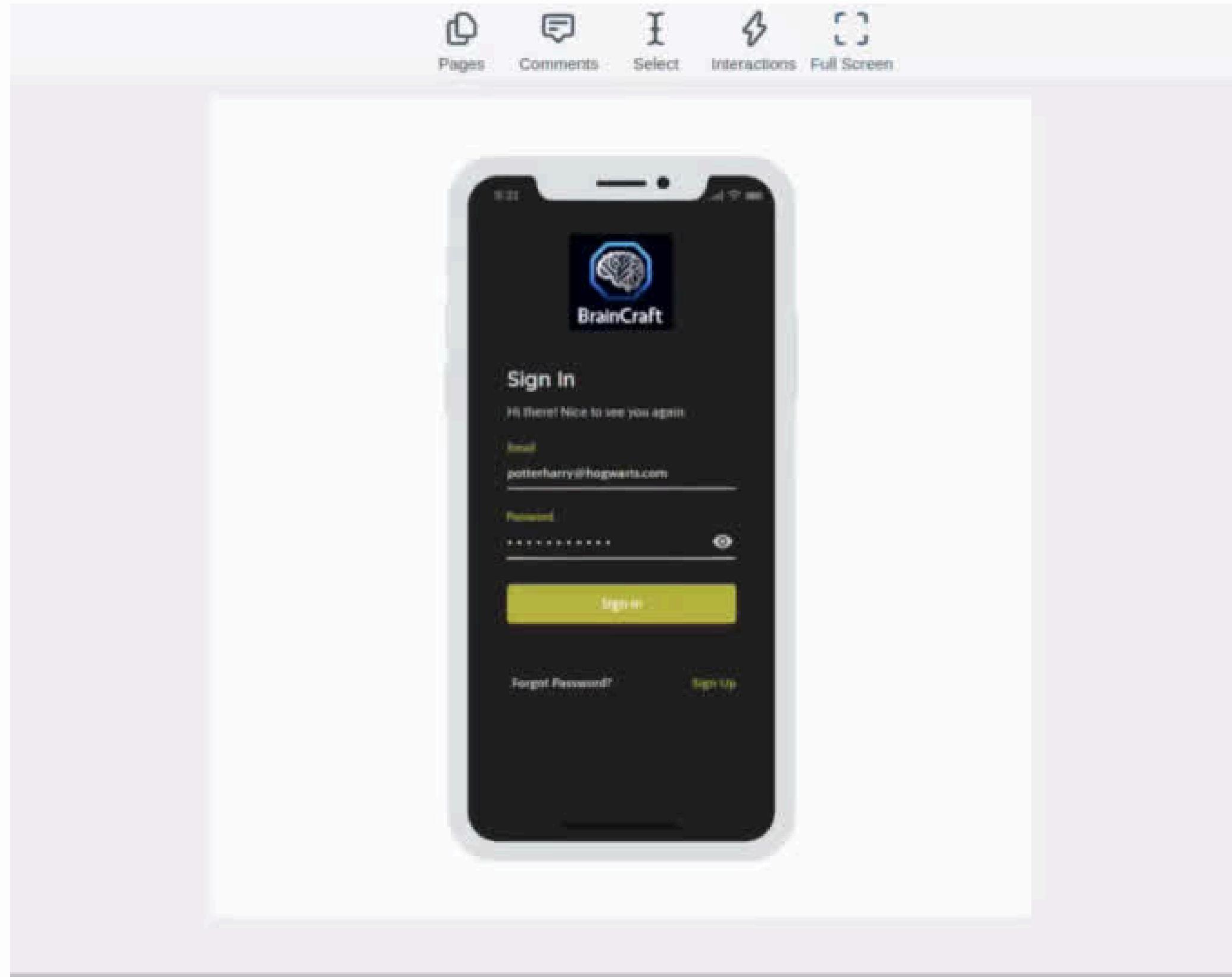
"BrainCraft allows us to employ technology that adapts to **individual learning curves**, turning educational challenges into opportunities for success."

Mr. Barnes, History Teacher at Boston Latin School (Boston, MA)

"BrainCraft helps us introduce complex concepts in a way that's **relatable and enjoyable**, bridging the **gap** between **theoretical** knowledge and **practical** application."

Ms. Kendrick, Computer Science Teacher at Kendall Square Association (Cambridge, MA)

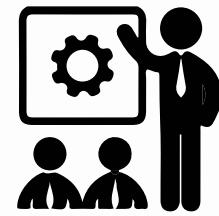
Prototype - BrainCraft



Market Analysis & Potential



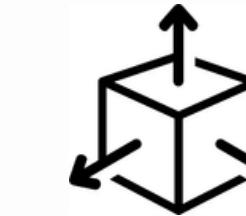
The global e-learning market is projected to reach **\$457.8 billion** by **2026**, driven by the **increasing adoption of technology-enhanced learning solutions**.



BrainCraft targets **higher education** institutions, enhancing student engagement and academic performance with **personalized learning**.



BrainCraft excels with **AI-driven personalization**, providing deeper insights and superior learning adaptations than **traditional e-learning platforms**.



BrainCraft is **scalable** and **easily integrates**, expanding into **continuing education** and **corporate training** markets.



Schools using **adaptive learning** technologies like BrainCraft report up to a **30% improvement** in **student outcomes**.

- **Total Addressable Market (TAM): \$457.8 billion** (global e-learning market by 2026)
- **Serviceable Available Market (SAM):** Approximately **\$160.23 billion** (estimate based on BrainCraft focusing on higher education and corporate training, which is **assumed** to be **35%** of the TAM)
- **Serviceable Obtainable Market (SOM):** About **\$8.01 billion** (assuming BrainCraft captures **5%** of its SAM)

Citations:

- *Global E-Learning Market to Reach \$457.8 Billion by 2026, GlobeNewswire.*
- *Endra. (2024, January 30). AI in Education: Personalized Learning Through Adaptive Technologies. Medium.*

Competitive Analysis

Feature	BrainCraft	McGraw Hill	Pearson	Adaptemy
AI-Driven Personalization	✓	✗	✗	✓
Behavioral & Personality Analysis	✓	✗	✗	✗
Real-Time Feedback	✓	✓	✓	✓
Integration with LMS	✓	✓	✓	✓
Customized Content Generation	✓	✗	✗	✗
Global Market Presence	✗	✓	✓	✗

Benefits

- **Personalized Learning:** Tailors education through AI-driven analysis of **behaviors** and **personalities**.
- **Boosts Engagement:** Adapts to each student's **preferences**, enhancing **engagement** and **retention**.
- **Insightful Analytics:** Offers educators critical **insights** into student progress for **targeted support**.

Thank You!

Join us in transforming education. We invite investors, educators, and tech partners to collaborate with us.