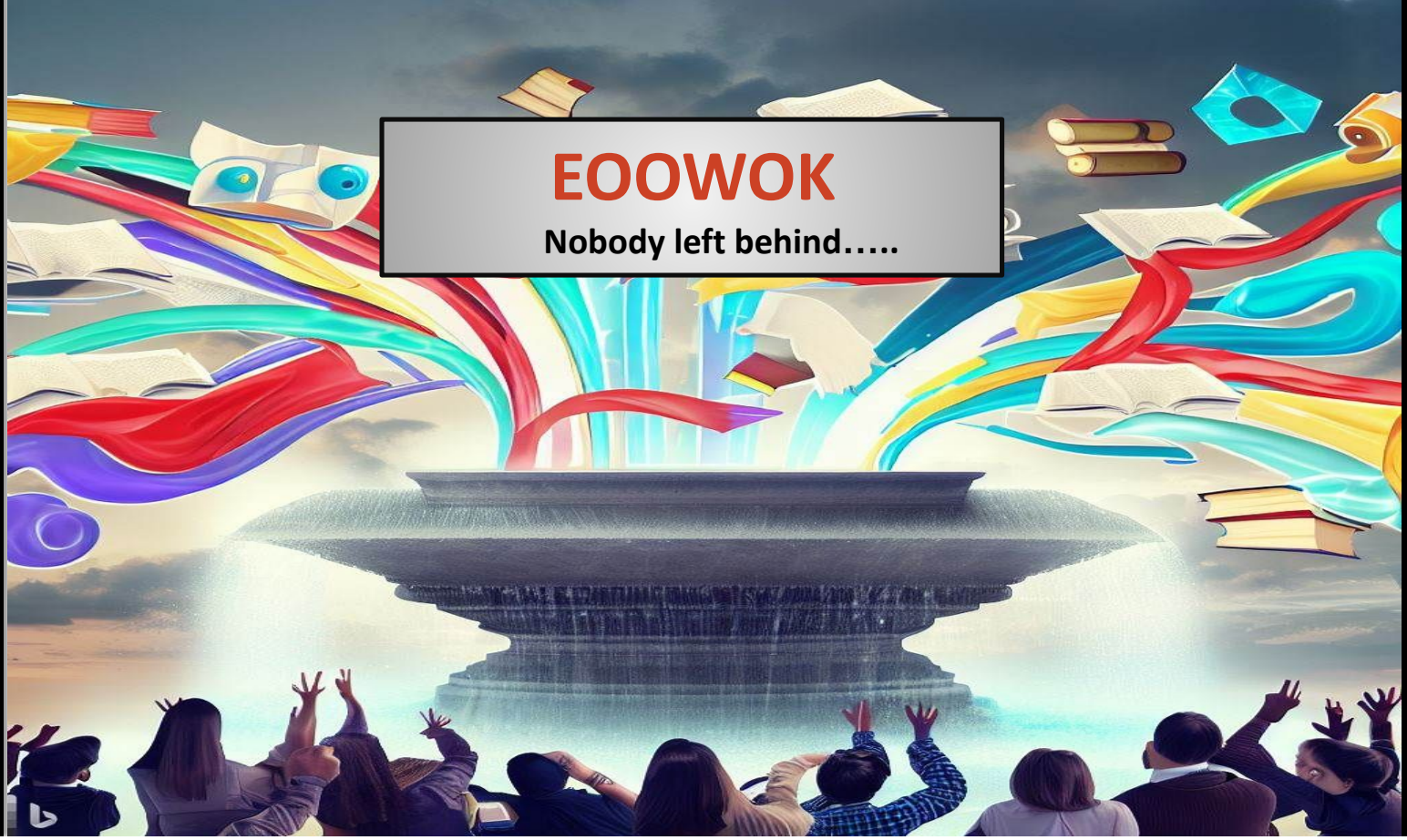
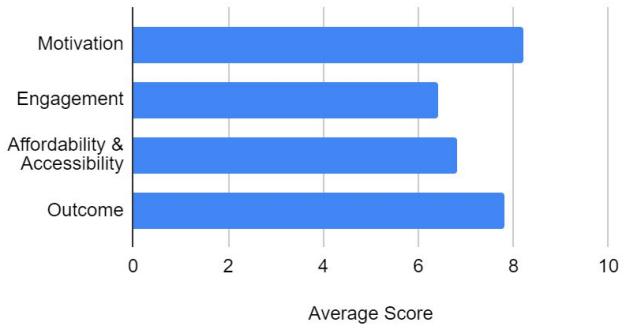
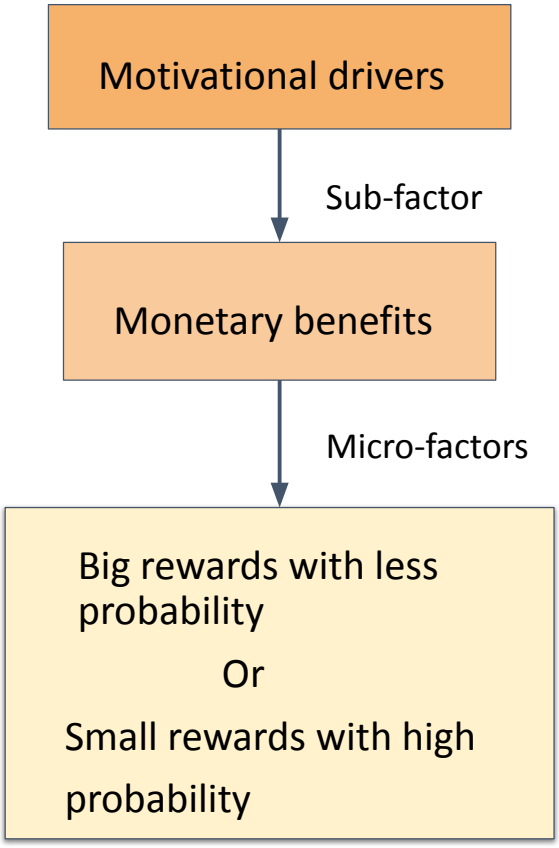

EOOWOK
Nobody left behind…..

Customer discovery

Factors

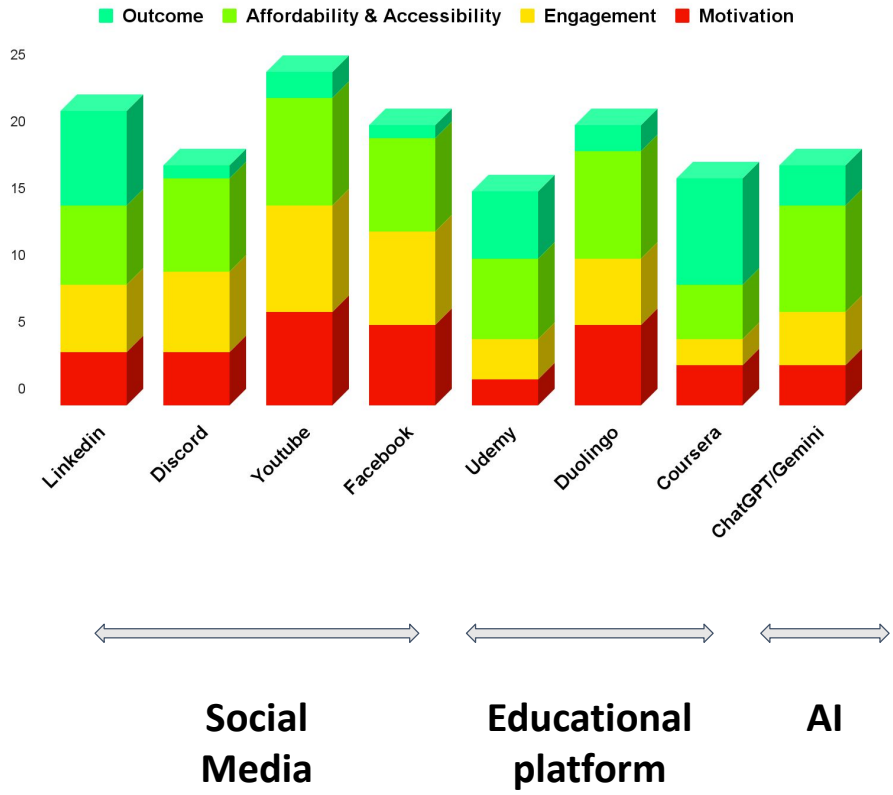
- Engagement drivers
- Motivational drivers
- Outcomes
- Affordability and Accessibility





Customer discovery

- Survey result of major existing platforms based on these four factors



AI (70M+ users)	Social Media (2B+ users)	Educational platform (1.2B+ users)
Gemini • Less motivation and engagement • Unstructured learning • Not peer engagement	YouTube • No focus on outcome • Lack of micro credibility LinkedIn • Not affordable for learning • Lack of motivational drivers	udemy coursera duolingo • Lack of motivation and engagement drivers • No personalized curriculum • High cost

AI (70M+ users)	Social Media (2B+ users)	Educational platform (800M+ users)
Gemini • Personalization • Feedback and analysis • Discussion and quick response	YouTube, LinkedIn • Multiple choices • Networking and community building • Cutting cost down	udemy, coursera, duolingo • Structured learning • Certification

Why current platforms screwed up ?

Unable to focus equally on solution, outcomes, ecosystem and business model

- Cohort - Costly, low penetration, lack of defensibility, low market size
- Free content - Not add any meaningful value in career , direction less
- Courses - Low completion , lack practical attributes, high competition
- Traditional - Unable to fulfil the current requirements of industries

Solution

We are building the first gamified community based educational-social media platform driven by AI

Use cases

Personalization, statistics, compatibility test

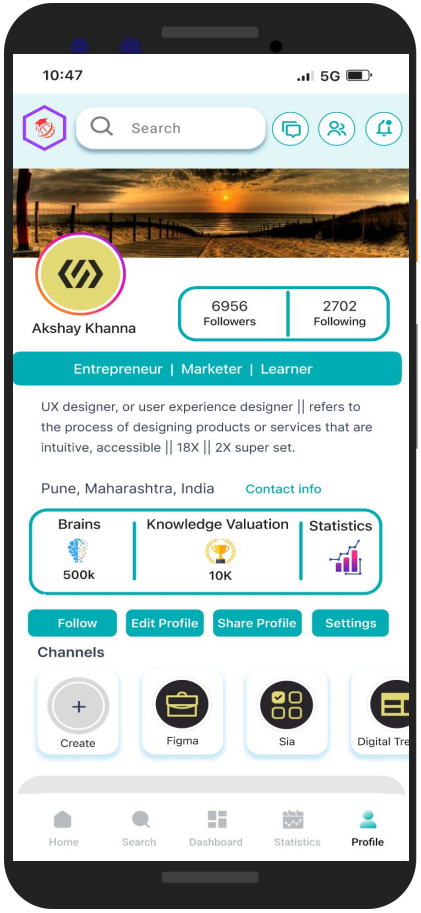
Interactivity and Engagement

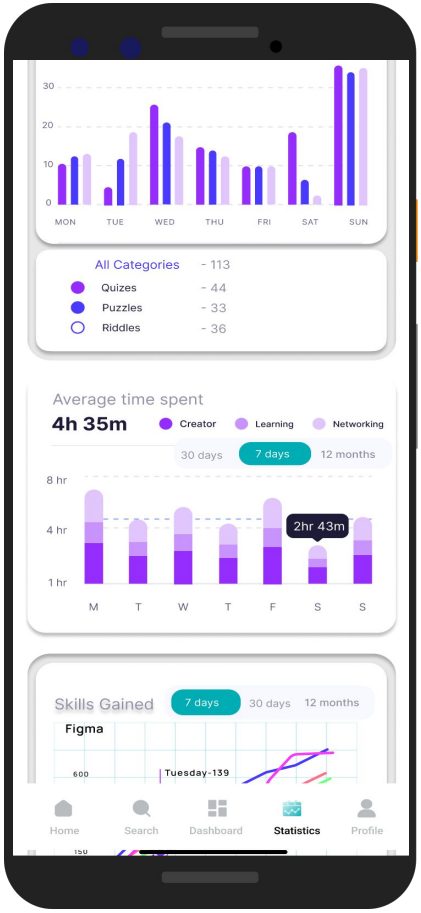
Learning outcomes

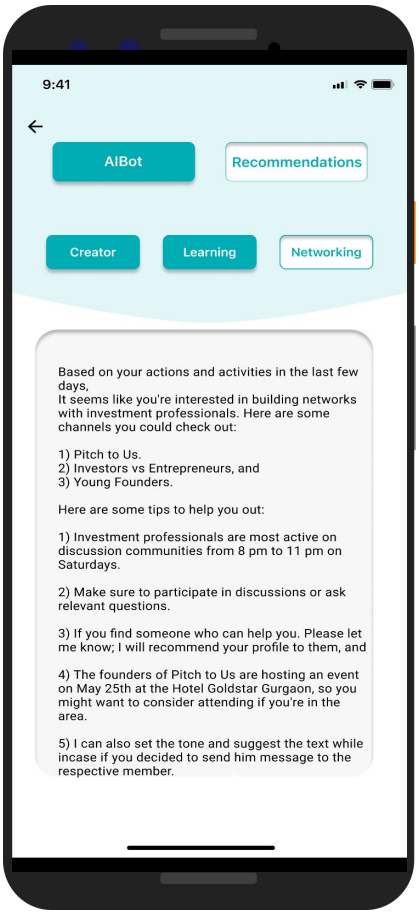
Anthropological Aspects

Social Aspect

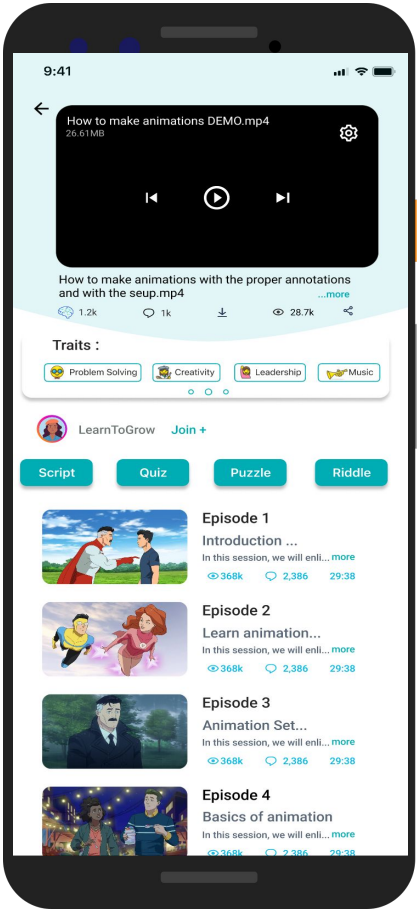
Generative AI

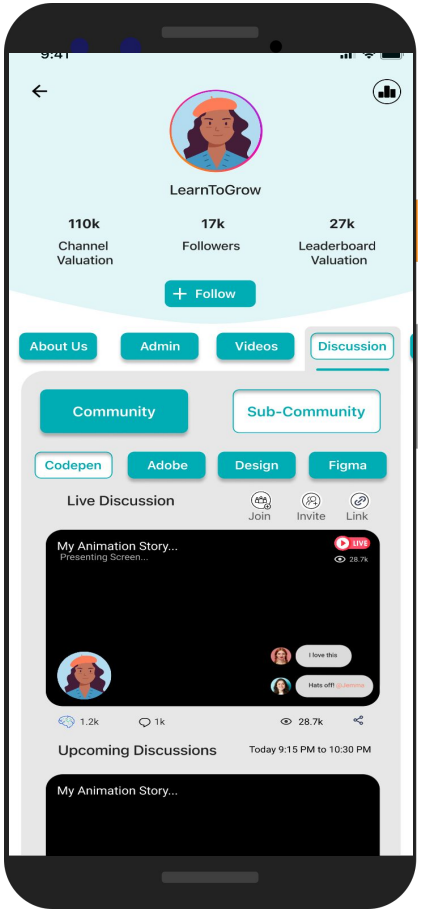


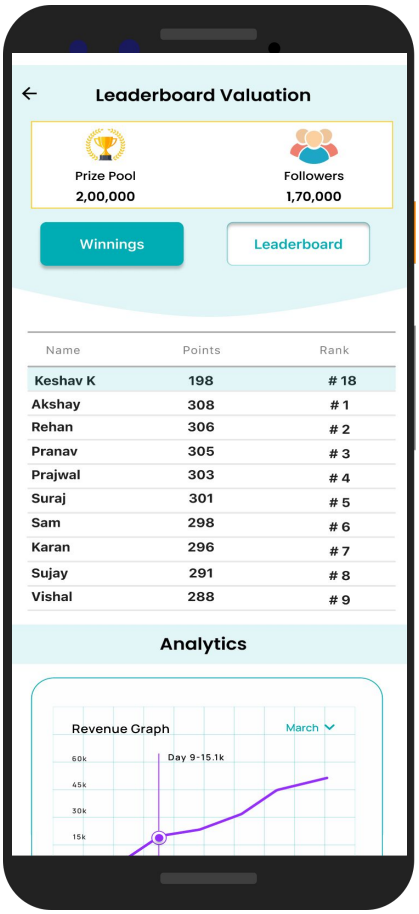




SOME HIGHLIGHTS







SOME HIGHLIGHTS

Revenue Model

Freemium model

Native ads -timeline or search
Interstitial ads - Videos
Rewarded ads - AI usages, Assignments

Premium subscription and consumption model

Subscription plans

Tokens - Micro spending, Workshops, AI activities

Corporate Subscription

Hiring
Assessments
Workshops
Branding

Future possibility - listing ads , API service, sponsor and affiliate marketing etc

Around 80 percent of students out of 150 students are motivated to watch reward ads due to cumulative multiple benefits.

Market size

100
Billion dollar creator economy 2022

Forbes

600
Billion dollar mobile learning by 2030

Report senddata

1.25
Trillion dollar digital ads market size by 2030

Precedence research

95
Billions dollar by 2030
40% CAGR
Educational games

Verified market research

75
billion dollar TAM SIZE globally
considering our 3 initial revenue models

Value proposition for Stakeholders

Users
Personalization
Integrated Learning
Networking

College/Schools
Better management
Upskilling
AI for Assignments
Branding

Creators
Better revenue
Activities and Leatherboard
Community building

Corporates
Data driven recruitment
Large talent pool
Faster and cost effective

Business
Scalability & defensibility
Low CAC
Positive unit economics

Value proposition for Stakeholders

Users

- Networking
- Different modes of learning
- Multiple choices
- Personalization
- Gamified and integrated learning
- Motivational drivers
- Micro Credibility

Colleges/Schools

- Upskilling of students
- Better Management
- Branding
- Hackathons/competitions
- Connecting to the recruiters
- Having access of AI in creating assignments and evaluations

Creators

- Better Revenue sharing
- Community building
- Activities & Leatherboard
- Branding
- Multiple revenue option

Corporates

- Large talent pool
- Data Driven Recruitment
- Combined ATS, assessment and Interview
- Faster and cost effective
- Upskilling for professionals
- Branding

Business

- High scalability
- Novelty
- High defensibility
- Positive unit economics
- Low CAC

Market Size

Forbes: 100B$ creator economy in 2022

01

Report Senddata: 600B$ mobile learning by 2030

02

Precedence Research: 1.25T$ digital market by 2030

03

90B$+ TAM size Globally

04

Fortune Business Insight: 40.45B$ Market size in 2024 & 9.2% CAGR in HR Tech

05

95B$ Market by 2030 & 40% CAGR in Educational Games

06

Competitive landscape and validation

We are not only covering all the aspects very well but also have huge competitive advantages in respective parameters.

Community	Evaluation	Variety of content	Personalized feed	Courses
Q, discord, mindvalley	Kahoot!, Quizizz, gradescope	YouTube, coursera	AI BOTS, duolingo	udemy, coursera
Freemium	**Motivation and fun**	**Hackathons**	**Outcomes/jobs**	**Creator economy**
YouTube, MOOC	YouTube, facebook	unstop, Qureka	naukri, indeed, W:	GRAPHY by Unacademy, YouTube, instagram

Around more than 2 billion people are engaging with all these platforms

Progress to date

- Collaboration with schools colleges.
- Collaboration with 2 schools associations with more than 10 k schools under their umbrella.

- Earn 14 lakh Rs last year through activities and case studies sessions while also doing customer discovery

- More than 100 hours of interviews with stakeholders and customers
- Interact with more than 2000 students to collect insights
- Interact with more than 150 schools and colleges for customer discovery.

- M.V.P is almost ready
- Looking forward to work on IPR
- Design of main product / vision is ready

Market adoption / GTM

REACH

- Viral content - eg Students journey and podcast. Sense of emotion
- Referral systems-eg based on senses like sense of achievement/benefits/superiority and social currency
- WOM, product virality, target users loop
- Partnerships

CONVERSATION

- Referral systems
- Monetary benefits and career benefits
- Credibility and social currency
- WOM, product virality, target users loop
- Positive peer pressure

ACTIVENESS

- 5 different product features to every user for engagement.
- Create sense of superiority, achievement, benefits, emotion, entertainment, engagement,
- Connect Short term benefits to long term benefits
- Fomo and dopamine

CUSTOMER

- Premium features
- 10 different subfeatures for the section of users, so they can utilize token
- Short and long term benefits
- Strong value proposition for each feature

RETENTION

- Results
- Develop more sense of benefits and superiority comparison to non paid users
- Meet their expectations
- Strong value proposition for each feature
- Provide value 20 times more than money and time they spend

Team

Product breakout and flow

Personalized curriculum	Basic to advance	2,4,6,7,8,9
Personalized recommendation	Basic to advance	2,6,8,9
Timeline	Grow over the time	2,6,7,8,9
Statistics	Basic to advance	1,2,3,4,5,6,7,8,9
Community	Add one by one	1,2,3,4,5,6,7,8,9,10
Educational games	Add one by one	1,2,4,5,6,9,10
Activities	Add one by one	2,5,6,7,9,10
Other learning contents	Add one by one	
Leaderboard	Grow over the time	1,2,3,4,5,6,7,8,9,10
AI recruiter	Basic to advance	6,9
Other platforms		

1. Sense of superiority
2. Sense of engagement
3. sense of monetary benefits
4. sense of achievement
5. sense of gamification
6. sense of motivation
7. sense of peer pressure
8. Sense of fear of loss
9. Sense of career benefit
10. Sense of entertainment

Ist assessment

Compatibility test

Evaluate compatibility and interest

2nd assessment

Evaluation based on statistics and resume.

Evaluate interest, relevancy , skills and experience

3rd assessment

Create interview by AI based on 1st and 2nd assessment

Conduct interview

Automatic result and feedback

Evaluate soft skills, traits and technical skills

Why this solution need now ?

- ➔ Evolution of generative AI
- ➔ More than 5 billion smartphone users by 2030
- ➔ Users want to pay money for the system not only just for the learning.
- ➔ Need of synergies between learning, networking and outcomes at peak.
- ➔ An era of micro, personalized, holistic and social learning have been started.
- ➔ Shorter average attention time

Our product - Avengers

Iron man- Statistics

Other platforms can also integrate in our foundation model (avengers) to fight against thanos

↑ **Productivity** **Motivation** **Cost effectiveness** **Outcomes**	**Hurdles** **Time** ↓

Competition/jobs/outcomes/career - Thanos

Key differentiators (why we are better)

- **Content -** Different types of content that can offer high practicality and engagement:
- **Personalized feed -** Polish the respective topic/skills with different type of content/methods.
- **Motivation** - Addictive and gamified components, statistics, outcomes, different type of content, benefits.
- **Robust infrastructure** - AI powered, gamification, monetization, outcomes, All senses
- **Income -** Sustainable and better income per subscriber to the creators and users as well.
- **Community** - Merger and acquisition, easy to build, subcommunities, advanced tools and library
- **Learning** - Complete process of learning with all modes of learning like social, audio, video , reading.
- **AI BOT -** Assist you in learning, career, creating content and networking
- **Synergy** - Creating synergies between learning, networking and outcomes
- **Recruitment process** - Whole process on steroid
- **Skills/subjects -** Equally focus on technical skills, soft skills and traits

A 1st year college student Akshay singh want to be an entrepreneur

Akshay is directionless
Akshay love practical learning and social learning
Akshay like gamification environment.
Akshay has no networks that can help him

Productivity **Motivation** **Cost effectiveness** **Outcomes**	**Hurdles** **Time**

1. AI will provide personalized curriculum and personalized recommendations for akshay
2. Akshay will able to polish important traits like leadership, communication through educational games, activities and social discussion.
3. Akshay will able to polish technical skills through case studies, assignments, videos and other content
4. Akshay biggest motivational driver will be money that he could earn through leaderboard.
5. Akshay can create networks by participating in discussions and activities
6. Akshay can get job/internship in startup based on his statistics
7. Akshay can get all these benefits free but also he can get 3x- 5x of these benefits with spending some money.

As per 2023 ideal learning and upgrading knowledge system should have

- Interactive engagement among all stakeholders
- Personalized, holistic,micro and adaptive learning
- Evaluation aspects
- Motivational, entertainment and gamified aspects
- Outcomes
- Qualitative content with different modes of learning methods
- More focus on practicality and real world rather than memorising
- Robust infrastructure for the creators to provide contents.
- Affordability and robust technology

Its 2023 and it's still a pain to see…..

- Online learning System is disorganised.
- Pricing is the issue for the learners.
- Low motivation among learners due to number of factors
- One size fits all
- Unable to connect learning to outcomes at macro level
- Unable to focus equally on technical skills, soft skills and traits

Currently, over 50 percent of individuals are directionless regarding career path , especially those aged 14 to 30 and also struggling a lot due to complexities of career path, lack of motivational drivers and lack of affordable holistic solutions

Solution

We are building the first gamified community based educational-social media platform driven by AI

Personalization

Interactivity and Engagement

Learning outcomes

Anthropological aspects

Community

Generative AI

We are building best AI powered infrastructure universally available to disrupt the traditional learning, networking and recruitment processes by creating an ecosystem while also providing measurable outcomes and benefits to users, creators, educational institutes, and organizations multidimensionally.

Target market

Users

PHASE 1

- Educational institutes
- Users from age group 12-25

PHASE 2

- Corporate organizations
- Users who want to upgrade skills,knowledge and get outcomes at minimal cost

Creators

Educators and influencers who belongs to educational and corporate industry.

Corporate employees who can earn money by making content and community.

Users will also be a micro creators.

Starting from india then expanding to the global

Learning requires outcomes and outcomes depends on the <u>system</u>

Market adoption / GTM

REACH

- Social Media & PR
- Referral systems
- WOM, product virality, target users loop
- Partnerships
- Offline events
- Influencer marketing

CONVERSATION

- Referral systems
- Monetary benefits and career benefits
- Credibility and social currency
- WOM, product virality, target users loop
- Positive peer pressure

ACTIVENESS

- 5 different product features to every user for engagement.
- Create sense of superiority, achievement, benefits, emotion, entertainment, engagement,
- Connect Short term benefits to long term benefits
- FOMO and dopamine
- Activities and gamification

CUSTOMER

- Premium features
- 10 different subfeatures for the section of users, so they can utilize token
- Short and long term benefits
- Strong value proposition for each feature

RETENTION

- Results
- Develop more sense of benefits and superiority comparison to non paid users
- Meet their expectations
- Strong value proposition for each feature
- Provide value 20 times more than money and time they spend