PROBLEM

Many students lack access to timely, personalized educational support.

Teachers and NGOs struggle to assist a large number of learners at scale.

Students often have questions outside school hours with no one to answer them.

EXISTING ALTERNATIVES

ChatGPT (via web)

Teachers / Tuition Centers → Limited to availability and location; not 24/7.

Google Search / YouTube

SOLUTION

A conversational chatbot that can:

Answer education-related questions instantly.

Be integrated into Telegram for ease of use.

Use Google's Gemini AI API for intelligent, natural replies.

KEY METRICS

Number of students using the bot

Total queries answered

Daily active users

Accuracy/quality rating of bot responses

Feedback from NGOs/teachers

UNIQUE VALUE PROPOSITION

☒ "ShikshaAI – Your 24/7 AI tutor in your pocket!"

Provides instant, multilingual answers to education-related queries.

Runs directly inside messaging platforms like Telegram – no app download required.

Powered by Google's Gemini AI.

HIGH-LEVEL CONCEPT

ShikshaAI is like ChatGPT for students — available 24/7 on Telegram, answering education questions instantly.

The personal tutor for every student — in their pocket, on their favorite messaging apps.

UNFAIR ADVANTAGE

Combines powerful LLM tech (Gemini) with user-friendly access via Telegram.

Works on **low-infrastructure devices** (no new app needed).

Built specifically with the **UN SDG 4 goal** in mind for social impact.

CHANNELS

Telegram (Initial Launch)

WhatsApp via n8n or Twilio API (Next Phase)

NGO/Education community partnerships

School integrations and demo events

CUSTOMER SEGMENTS

School students (Primary to Higher Secondary)

Underprivileged learners in rural/semi-urban areas

NGOs and educational outreach programs

Parents and teachers looking for reliable educational resources

EARLY ADOPTERS

School and college students seeking on-demand study help

NGO-led learning programs in rural/urban slum areas

Tech-savvy learners who already use Telegram

COST STRUCTURE

Google Gemini API usage (paid tier if needed)

Telegram bot infrastructure

Hosting/Server cost (if moved from local to cloud)

Development time and future scaling (voice, image, analytics)

REVENUE STREAMS

Freemium model for students; paid API access for schools/NGOs.

Subscription-based advanced tutoring.

Partnerships with EdTech companies.

Grants and government funding (for SDG alignment).