RESEARCH **&** **D**EVELOPMENT

TSB AI

What is TSB AI?

TSB AI is your "second brain" and "student best friend" AI, designed specifically around a student's daily life rather than being a generic chatbot.

A companion AI focused on three pillars: planning, study help, and mental support for students.
- It aims to live alongside the student every day: tracking tasks, answering academic doubts, and checking in on mood and motivation.

Core Pillars
- <u>Planning</u>: Creates and adapts study timetables, exam countdown plans, and daily/weekly schedules based on goals and deadlines.
- <u>Study help</u>: Explains concepts, helps with practice questions, generates quizzes, and acts like a 24/7 tutor aligned with the student's syllabus.
- <u>Mental support</u>: Provides emotional check-ins, motivational nudges, journaling prompts, and basic coping tips (without pretending to replace a therapist).

Identity and Positioning
- Branded as "TSB AI – The Second Brain / Student's Best Friend," not just another productivity app.
- Built for students first (school/college), with the long-term memory of their goals, habits, and struggles so it feels personal and consistent. Not only for students only but for every person who wants to learn more.

Scope

TSB AI has strong real-world scope because student-focused AI tools, study planners, and mental health chatbots are all fast-growing markets with proven demand and clear gaps you can target.

Market scope

- The AI tools for students market is estimated at about USD 1.2 billion in 2024 and projected to reach around USD 5.8 billion by 2033, showing sustained high growth.
- The broader AI in education market is projected to grow from about USD 2.2 billion in 2024 to around USD 5.8 billion by 2030, driven by personalization and automation in learning.
- Forecasts for AI EdTech overall show potential expansion to tens of billions of dollars by the early 2030s, reflecting global adoption across K–12, universities, and test prep.

Existing tools and gaps

- There are already AI study planners (e.g., MyMap, Eduplanner, Athenify, MyStudyLife) that do scheduling and task management, which proves demand for planning + productivity.

- Most current tools focus on either planning or content help, but not a tightly integrated "second brain" that connects schedule, notes, resources, and reflection in one place.

- Many apps are generic and not optimized for specific boards, exams (like JEE/NEET/CBSE), or local languages, leaving a gap for regionalization and exam-focused depth.

Mental support potential

- Research on student mental health chatbots shows they can offer accessible, private, 24/7 support and are perceived as helpful for self-reflection and emotional support, though not as a replacement for therapists.
- Qualitative studies with university students found that AI mental health chatbots are generally accepted and seen as a promising confidential support option, especially where human services are limited.
- Current usage is still low (only a small percentage of students have used chatbots specifically for mental health), which means there is both room to grow and a need to design something that feels safe, trustworthy, and student-centric.

Why a "student bestfriend / second brain" is promising

- Students already use multiple separate tools: one for planning, one for AI Q&A, another for notes, and maybe another for mood tracking; combining these into one **companion** creates extra value and stickiness.
- A single system that remembers goals, tracks progress, understands upcoming exams, and checks on mental state can deliver more personalized nudges and support than a generic chatbot or basic planner.
- As AI adoption in education accelerates, institutions and parents are increasingly open to tools that can improve study outcomes and well-being, especially if privacy and safety are handled properly.

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Execution

1. User and context info

You need clarity on who exactly TSB AI is for and how their life looks day to day.[1][4]
- Target segment: Age, class/degree, board or exam

- Daily routine: When they study, how they currently plan, what devices/apps they use (phone vs laptop, WhatsApp, Notion, Google Calendar, etc.).[5][6]

- Environment: Coaching vs self-study, school pressure, parental expectations, internet quality, language preferences.[1]

2. Problem and pain-point info

You must validate what actually hurts students enough that they will use TSB every day.[1][7]
- Planning pain: Where they struggle now (creating plans, sticking to them, last-minute cramming, forgetting deadlines).[2][6]
- Study pain: Doubts, weak concepts, lack of structured practice, difficulty focusing, confusion about what to study when.[8][9]
- Mental side: Stress sources, burnout, loneliness, fear of failure, how comfortable they are sharing feelings with an AI vs humans.[10][11]

3. Solution and feature info

You need information to decide what the first version (MVP) will actually do and how it should work.[2][5][3]
- Core flows:
  - Planning flow (how a student adds syllabus, deadlines, and gets a daily plan).
  - Study-help flow (how they ask doubts, get explanations, get quizzes).
  - Mental-support flow (check-ins, journaling, mood tracking, crisis handling boundaries).[2][3][10]
- Must-have features vs nice-to-have: From competitor research on planner apps, AI study planners, and mental health bots.[8][12][5][6][13]
- Personalization rules: How TSB remembers progress, adapts plans when they miss tasks, and changes tone based on their stress level.[5][3]

4. Safety, legal, and technical info

Because TSB touches mental health and minors, you need clear safety and implementation information.[14][3][10][15]
- Safety boundaries: What TSB can and cannot do (not a therapist, how it responds to self-harm, bullying, abuse, severe anxiety, etc.).[3][10][11]

- Escalation design: Local and international helplines, when to show them, and how to word disclaimers clearly.[3][10]
- Privacy and What data you collect (messages, mood logs, study history), where it is stored, retention period, and consent flows.[3][15]
- Tech stack decisions:
  - Which LLM(s) you will use.
  - How you store user data (databases, vector store for "second brain" memory).
  - Integrations needed (calendar, school LMS, Google tools, etc.).[2][5][16]

5. Business and validation info

To make TSB AI sustainable, you also need information about viability and growth.[1][4]
- Monetization: Free vs paid, freemium, subscription, school/college partnerships, test prep coaching tie-ups.[17][16]
- Acquisition channels: How students will discover TSB (Instagram, YouTube, campus reps, coaching institutes, Discord/Telegram communities).
- Validation metrics: What "success" looks like initially (daily active users, weekly planning sessions, messages per day, retention after 4 weeks).

If you want, the next step can be a concrete checklist: "20 questions you must ask 10 students before building TSB AI," so you can actually gather this info in Vadodara or online.

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Production

So basically TSB AI will be produce in 3 important phases

1. Telegram Prototype

2. Google-centric expansion

3. Mobile apps (android & ios)

1 Telegram Prototype

- Production will start with a Telegram bot because it is free to deploy, easy for students to access, and fast to iterate.

- Focus on three flows: creating a daily/weekly study plan, answering doubts, and simple mood check-ins with text logs.

2 Google-centric expansion

- Once students use the bot regularly, next is build:
  A simple web app (works on Chrome) that connects with Google Login.
  Optional integration with Google Calendar/Tasks for reminders and schedules.

- This becomes "TSB dashboard" where students can see plans, history, and progress.

3 Mobile apps (android & ios)
- Package the web experience into a proper Android app first (Google Play) because your student audience will heavily be on Android in India.
- After validating usage and retention on Android, invest in a native or cross-platform iOS app for reach and brand value.