

Bite-Sized Learning Platform

Short-form learning meets structured micro-courses.

AI-powered learning for students, professionals, and creators.

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Understanding Our Users: Identifying Key Pain Points

Our extensive user research reveals critical challenges faced by various learning demographics. We've identified three core user personas, each with distinct needs that current platforms fail to address effectively.



Students

Struggle with overwhelming long-form content, lack of engagement, and difficulty tracking progress on short-form platforms.



Working Professionals

Need concise, relevant, and time-efficient learning. Traditional courses are often too time-consuming, and short-form content lacks structure for career development.

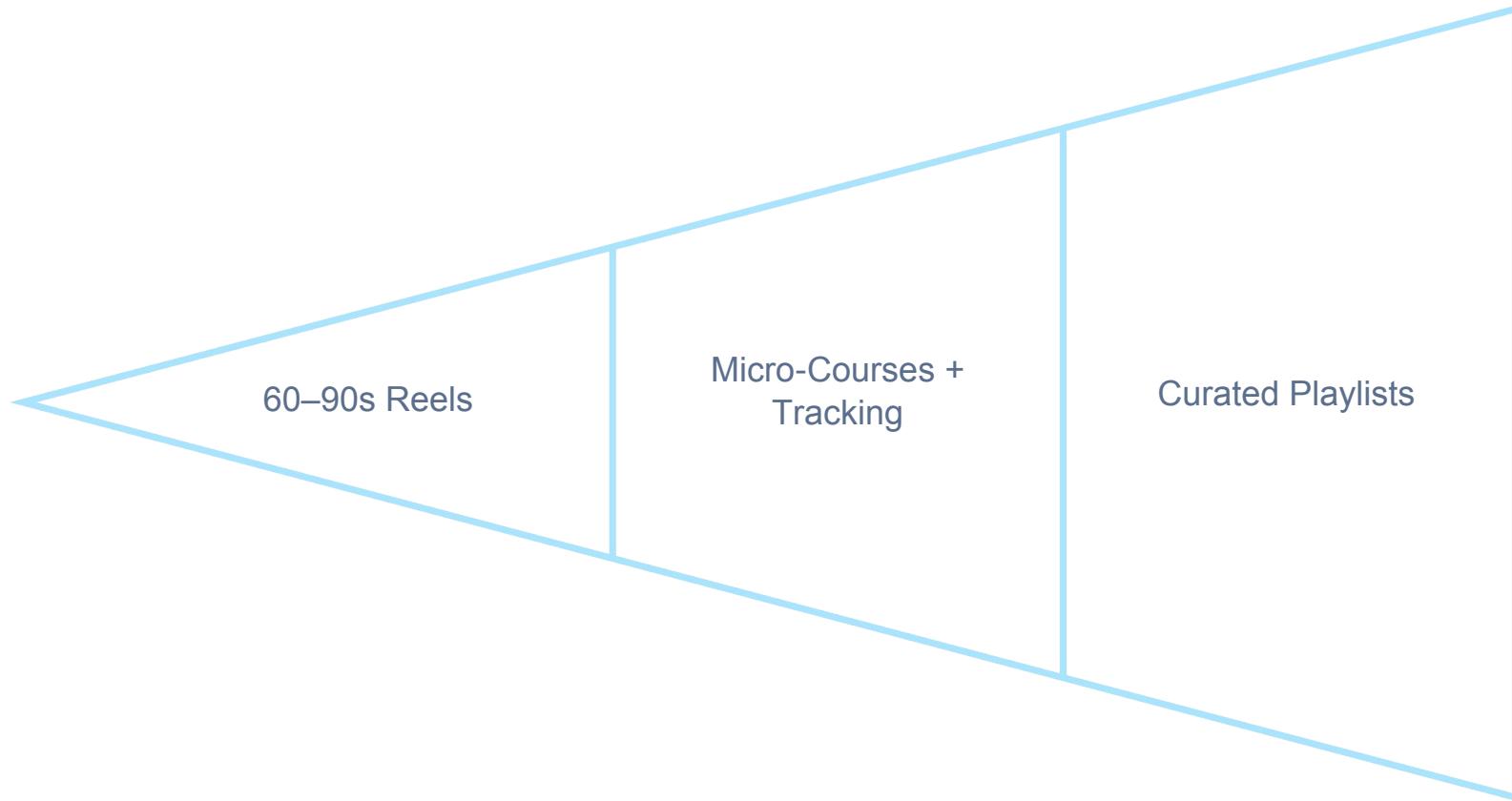


Creators

Face hurdles in discoverability, monetisation, and converting their valuable knowledge into structured, trackable learning experiences.

Our Product Concept: The Hybrid Learning Model

We are pioneering a hybrid learning model that seamlessly integrates the engagement of short-form video with the rigor of structured micro-courses.



Our vision: "Instagram Reels meets Udemy, built for modern learning needs," offering an intuitive and effective learning journey.



Core Features for Learners: Engaging & Effective

Our platform is designed to make learning intuitive, engaging, and measurable, providing a personalized and rewarding experience for every learner.



Personalized Feed

An AI-driven feed tailored to individual learning styles and interests, ensuring relevant content discovery.



Bite-Sized Reels & Quizzes

Engaging 60-90 second videos complemented by quick summaries and interactive quizzes to reinforce learning.



Save & Build Playlists

Seamlessly save valuable reels and organise them into custom skill playlists for focused learning paths.



Micro-Course Modules

Structured learning paths broken into manageable modules, complete with robust progress tracking and mastery checks.



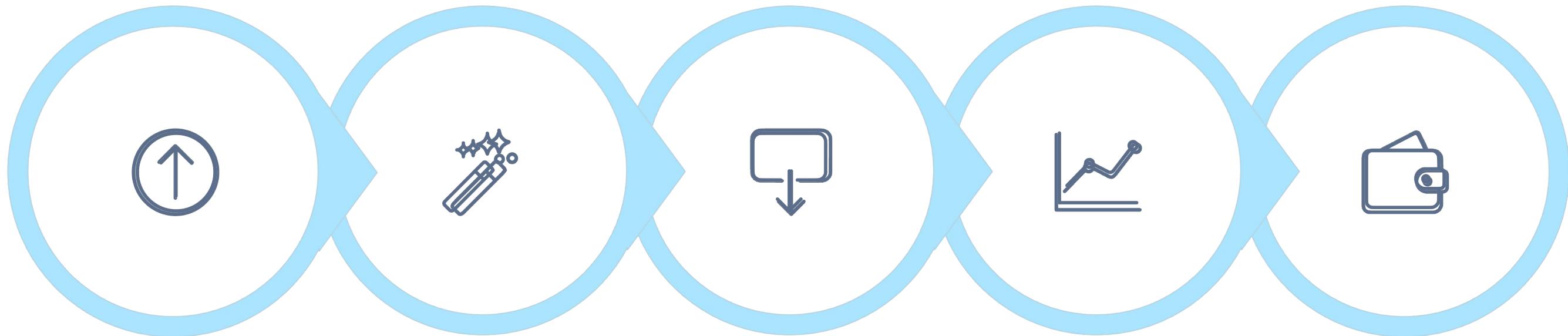
Gamified Learning

Boost motivation with XP, streaks, badges, and detailed analytics to celebrate achievements and track growth.



Core Features for Creators: Empowering Educators

We provide creators with powerful, intuitive tools to transform their expertise into impactful micro-courses and reach a global audience, fostering a thriving ecosystem.



Fast Reel Upload

AI Tagging

Micro-Course Builder

Creator Analytics

Monetization Tools



Seamless Journeys: Learner & Creator Flows

Our platform is designed for intuitive and efficient user experiences, guiding both learners and creators through a streamlined process to achieve their goals.

Learner Flow



Onboard & Discover

Quick sign-up and immediate access to a personalized learning feed.

Engage & Absorb

Watch bite-sized reels, complete quick quizzes, and save valuable content.

Organise & Progress

Build skill playlists, enroll in micro-courses, and track learning progress effectively.

Creator Flow



Upload & Enhance

Fast reel upload, followed by AI-assisted processing for tags, summaries, and transcripts.

Build & Publish

Utilise the drag-and-drop micro-course builder to structure and publish content.

Analyse & Monetise

Access detailed analytics to understand engagement and leverage tools for monetisation.

Content Discovery, Feed Logic & Smart Tagging

Our sophisticated algorithms ensure that learners find the most relevant content, while creators benefit from intelligent content structuring and recommendation.

Discovery Model

- Trending & Popular Content
- Personalised Recommendations
- Curated Topic Buckets

Feed Ranking Signals

- Watch Completion (+4 points)
- Quiz Accuracy (+5 points)
- Saves (+2 points)
- Creator Follows (+3 points)
- Topic Similarity

Smart Tagging System

- Hierarchy: Topic → Subtopic
- Granularity: Difficulty Level
- Clarity: Learning Objective

AI-Powered Micro-Course Creation

- AI Suggests Modules
- Automatic Summaries
- Quiz Generation from Reels



Prototype / MVP: Bringing the Vision to Life

Our Minimum Viable Product (MVP) demonstrates the core functionalities, offering a tangible glimpse into the future of bite-sized learning.

The image displays three screenshots of a Streamlit-based application interface:

- Micro-Course Details:** Shows an intermediate-level course with a total duration of 35 min and 45% completion. It includes sections for "Prompt Patterns" and "Modules". A placeholder video player is shown with the message "Placeholder video player coming soon".
- Creator Dashboard:** Displays statistics for the user "Bite-Sized Learning": 18,400 followers, 68 reels published, 5 micro-courses, and a total watch time of 182,000 min. It also shows a "Recent Reels" table and a "Topic Performance" bar chart.
- Topic Performance:** A bar chart titled "Topic Performance" showing views for four topics: AI, ML, Ethics, and Skills. The AI topic has the highest views at 12,000, followed by ML at approximately 7,500, Ethics at approximately 5,000, and Skills at approximately 5,000.

Our Streamlit-based working model currently features:

- Seamless Reel Viewer with Save/Like Interactions
- Interactive Quizzes for Content Reinforcement
- Personalised Playlists and Micro-Course Modules
- Creator Upload Functionality with Integrated Analytics

Bite-Sized Learning

Choose your space
 Learner
 Creator

Navigate
[Home Feed](#) ▾

Your mini-learning universe •
[Explore](#) • [Create](#) • [Grow](#)

Python List Tricks
CodePulse • Programming • Intermediate
Duration: 1:15
👍 2120 | 950

Like Saved

+ Follow CodePulse

Key takeaway: Short, focused concept you can re-watch in under a minute.

Questions / Comments

Post comment

Creator Analytics

| reel | views | likes | watch_time |
|------------------|-------|-------|------------|
| Explain CRISPR | 8200 | 640 | 4920 |
| Quantum in 90s | 10200 | 720 | 6120 |
| Ethical AI Cheat | 5600 | 480 | 3360 |

Views vs Likes

likes

views

likes

Upload Reel

30-90s vertical nugget. Keep it crisp, actionable, and aligned to a topic.

Title

Topic

Duration (seconds)

Difficulty
 Beginner

Tags (comma separated)

Video URL (YouTube / CDN)

Bite-Sized Learning

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Navigate
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Your mini-learning universe •
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Business & Growth Strategy: Scaling Impact

Our multi-faceted strategy focuses on robust creator and learner acquisition, coupled with diverse monetisation channels, to ensure sustainable growth and market leadership.



Creator Acquisition

- Early Creator Grants
- "Teach in 60 Seconds" Campaign
- Cross-Post Tools (Instagram/YouTube)
- Partnerships with Colleges & Educators



Learner Acquisition

- Campus Ambassadors Program
- Daily Streak Challenges & Rewards
- Referral Incentive Programs
- Topic-Based Learning Paths



Monetisation

- Freemium Model
- Premium Micro-Courses
- Creator Marketplace Revenue Share
- Certification Add-Ons

Our Unfair Advantage: AI-First Innovation & Differentiation

We stand apart by integrating cutting-edge AI with a deep understanding of modern learning, offering a truly unique and powerful educational experience.

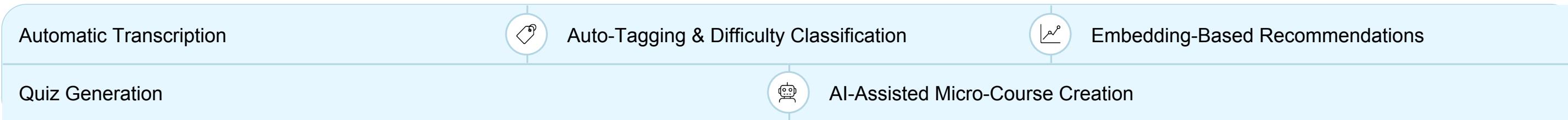
Vs. Instagram/YouTube Shorts

- Structured Learning Paths
- Integrated Quizzes & Progress Tracking
- Advanced Educational Tagging
- Micro-Course Assembly

Vs. Udemy/Coursera

- Short-Form, High-Completion Content
- Mobile-First Micro-Learning
- AI-Generated Modules, Summaries, Quizzes

AI Innovations



"Short like Instagram. Structured like Udemy. Smarter than both."