

grAId

DEV AND DEPLOYMENT

A P R I L

Start basic mobile app development (initial UI, q set design. Train baseline AI model to categorize student errors. Run private alpha tests (homeschoolers). Collect research-backed strategies for Toolkit dev.

J U N E

Expand gamification and improve UI. Implement more engagement features such as push notifs. Collect feedback from users. Run marketing campaigns for homeschool groups, charter schools, and edtech influencers.

A U G U S T

Launch public beta. Continue to optimize data collection for demographic trends. Begin outreach to local businesses for reward partnerships. Maintain tight feedback loop.

O C T O B E R

Launch referral programs. Continue updating gamification system. Bring on team of small number. Accelerate growth through new marketing channels. Push updates frequently.

M A R C H

Define key failure metrics. Begin data collection prototype using small-scale test groups (students from my tutoring). Develop an adaptive scoring model that classifies errors based on reasoning.

M A Y

Begin mass collection of verified, outsourced q sets. Expand app and model functionality, implementing adaptive q sequencing (error-based). Implement Toolkit and assess success of strategies.

J U L Y

Expand beta testing to 100+ students. Optimize UI/UX for engagement. Develop in-app challenges, leaderboards, and rewards.

S E P T E M B E R

Begin score assessment on real-student tests to evaluate feature effectiveness. Continue adding AI driven insights. Market on socials. Launch app officially.