



LearnShift

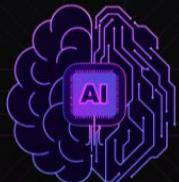
Putting humans back in the **AI building loop**

AI builds the code. Humans build the intelligence



Our Last Website

LearnShift



AI Tutor Generated



Upload Your Content



Student Learns Instantly

Where Learners and
AI Grow Together

Master Cybersecurity, AI & Coding — with
an AI Tutor who speaks your language

Personalized help, fast lessons, and visible results.

[Browse Courses](#)



Product Demo

Experience LearnShift's interactive course-player – where students learn through guided videos, code in a live IDE, and chat with an AI tutor that truly understands their progress, goals, and challenges.

01 Interactive Learning

02 Real-Time Tracking

03 Context-Aware AI

04 Student Dashboard

The screenshot shows the LearnShift course player interface. On the left, a sidebar lists the "Django Mini Course" structure: 1. Introduction (Overview, Done), 2. Short St... (In progress), 3. Python Basics Quiz 1, 4. Exercise 1, 2. Setup (VSCode + Python), 3. Terminal, and 4. Programming Fundamentals. The main area features a video player with a rocket launch animation and the word "django". A sidebar on the right shows a "Tutor Chat" window with a message from the AI tutor: "Hi I'm your LearnShift tutor. Ask me about the current lecture anytime." Below it is a text input field "Ask about the current lecture..." and a "Send" button. At the bottom, there's a tracking summary: "Tracking 0:00 / --:-- In progress", "Item: 6895ce5d38a26f5abb0e78 Type: Lecture", and a "Next Lesson →" button.

The screenshot shows the LearnShift student dashboard. On the left, a sidebar includes "Overview", "Messages", "Courses", "Certificates", "Saved", and "Settings". The main area displays the "Django Mini Course" with a brief description: "Build a simple web page using Python, HTML, CSS, and Django Framework." It shows the course level ("Beginner"), language ("Arabic"), number of lessons (61), and price ("SAR 99"). A progress bar indicates 2% completion. Below this are sections for "Continue Reading" and "Recommended For You". On the right, a summary box shows the student's progress: "1,240 XP", "7 Badges", "5 Certs", "Daily Streak 12 days", "Precision 95%", "AI Quizzes 48 passed", "Sec Labs 14 done", and "Watch Time Last 7 days".



What the Market Told Us

What We Built

HackerGee: video-based learning

- 3.5k learners, ~10% completion
- Before the AI Boom, 2022

One-on-one with top students

- Students reject AI-first learning

LearnShift V1: AI tutor + videos

- 45-40 users testing UX
- 0% completion rate

What We Learned

- ✓ Students avoid AI for learning
- ✓ Builders embrace AI for building
- ✓ AI-built systems break quickly
- ✓ Non-tech founders can't fix them



AI Removed The Barriers To Building – Except One

AI can build everything

- ✓ One prompt = full app
- ✓ MVP in days, not months

But non-technical builders end up with products
they can't understand, fix, or scale.



Why AI-Built Products Fail

One prompt, get a system – flaws included

1

SDLC

AI Tools Can't Iterate

Requirements are discovered progressively, but AI tools generate once.

2

Knowledge

Founders Can't See the AI's Assumptions

Lack of visibility into AI's business assumptions → no control



The LearnShift Solution



AI builds in small steps – not one big broken system

Human + AI progressively refine requirements so the system matches the actual business needs

Shows the AI's assumptions, decision, and architecture in real time



Proprietary Learning Graph

LearnShift captures every requirement clarification, misconception, and correction



Forming a proprietary graph of how people build



Improving:

- ✓ Intent alignment accuracy
- ✓ User control & visibility
- ✓ Iteration smoothness
- ✓ Build success rates



Target Market



Non-Technical Builders (18-35)

Individuals using [Replit](#) or [Lovable](#) – but get stuck when systems break. Fast growing segment in MENA & Australia



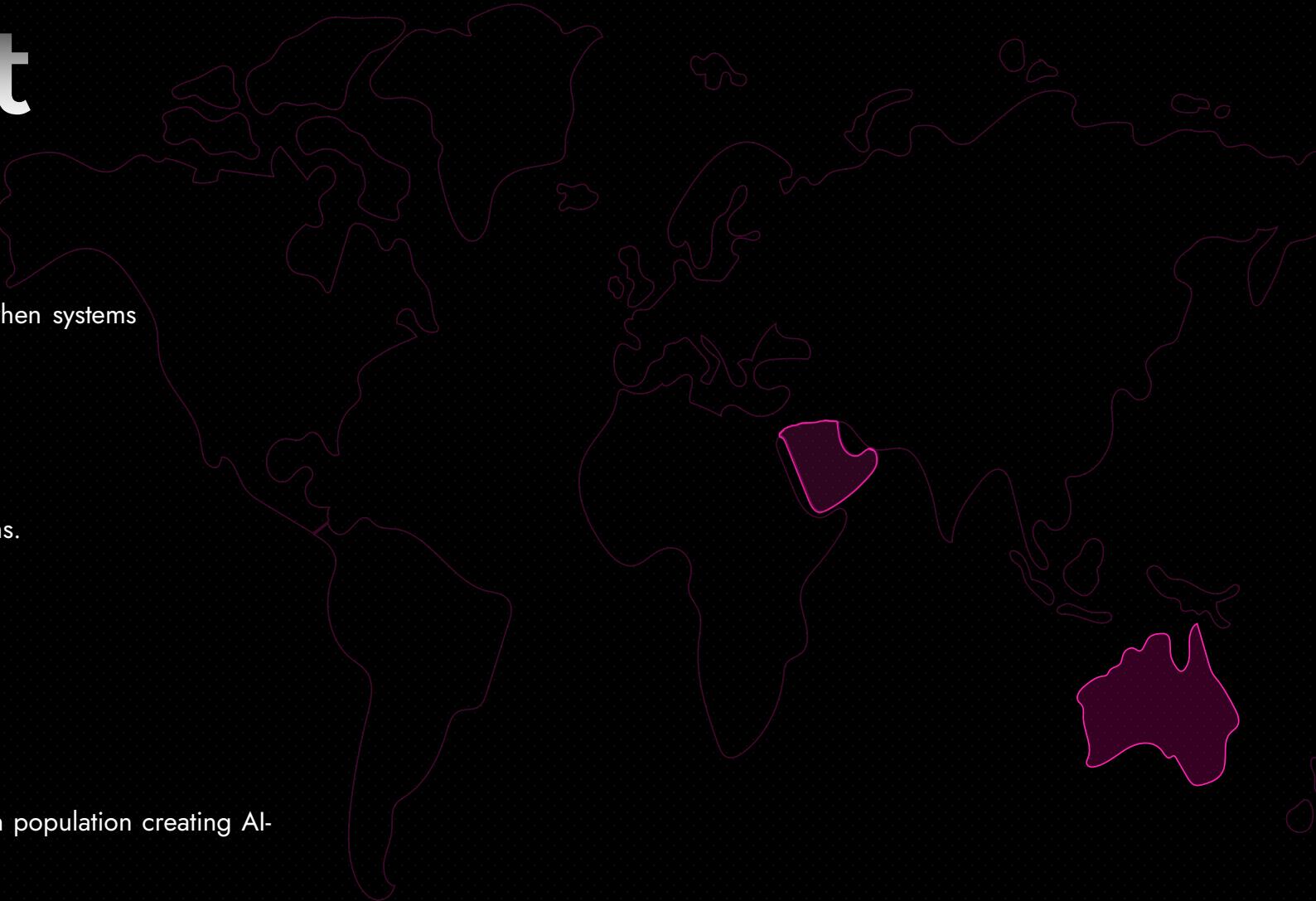
Founder-Creators & Solopreneurs

Launching AI-powered MVPs without engineering teams.
High willingness to pay for speed & reliability



First Focus Regions

- **Saudi:** lack of localized AI-building platforms
- **Saudi & Australia:** surging AI adoption, large youth population creating AI-native projects





Market Opportunity

TAM

\$1.3T
(Global Market)

AI in Software Development (by 2030)

Including: AI agents, AI testing, AI-native platforms, etc.

SAM

\$6B+
(Global AI Builders)

Global users actively building with AI

$\sim 25M \text{ builders} \times \$250/\text{year} = \$6.25B$

SOM

\$100M
(Saudi + Australia)

AI builder audience: ~400k

$$400k \times \$250 = \$100M$$

(excluding small founder communities)



Revenue Model

Starter

- Requirement clarifier (basic)
- Limited understanding checks
- Code generation (limited)
- Basic architecture visualizer
- Community access

Purpose: hooks users into the loop

Free

Pro

- ✓ Everything in **Free**, plus:
- Full SDLC Build Loop
- Unlimited text clarification
- AI micro-lessons (limited)
- Learning Graph
- Architecture visualization per iteration
- Debug + explain fixes

\$29/month

Elite

- ✓ Everything in **Pro**, plus:
- Visual micro-lessons
- Voice AI
- Larger multi-module builds
- Priority support
- Early access features

\$59/month

Deployment is priced separately



Lessons Learned. Vision Reborn

Founder Story

“

In 2017, my first EdTech startup split before reaching scale – my co-founder later sold it to AlGooru. I launched HackerGee.io in 2022, growing to 3,500 learners across MENA. Teaching coding revealed a deeper barrier: language. Before the AI boom, I realized only AI could bridge it — and the first version of LearnShift was born.

Majeed Garoot



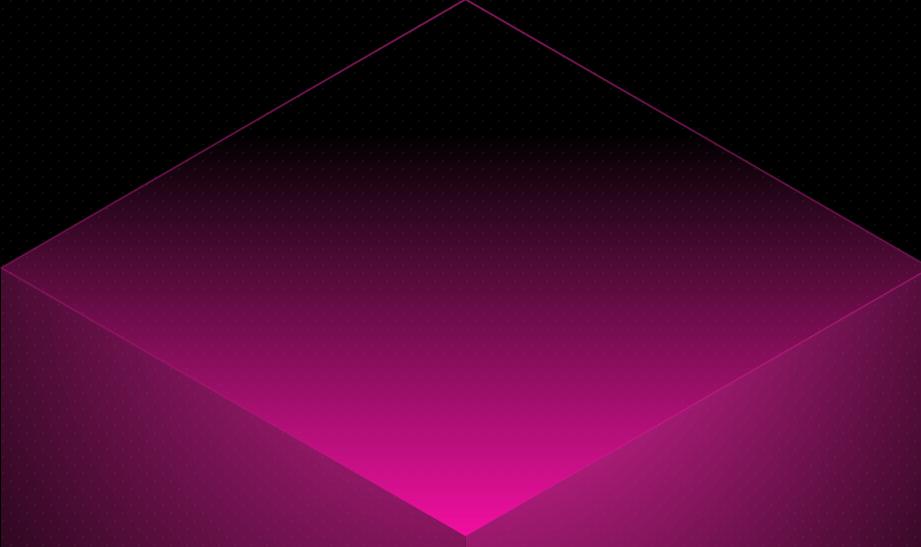
Traction – During Launchpad 8.0





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Get in Touch



Let's Harness AI To
Redefine Building ↗