αScenario

Every Choice Matters

Problem

- Educators and content creators face significant challenges in developing adaptive, non-linear lessons and stories due to the complexity and time required.
- A 2019 survey by the Education Week Research Center found that 70% of teachers are interested in using adaptive learning technologies to tailor instruction to individual student needs.
- However, the complexity of this kind of adaptive "non-linear" decision making can quickly scale out of control
- A 2020 report by the International Society for Technology in Education (ISTE) highlighted that 65% of educators find it challenging to integrate adaptive content due to a lack of user-friendly tools.
- As a result, the potential benefits of adaptive learning remain untapped in many educational settings.
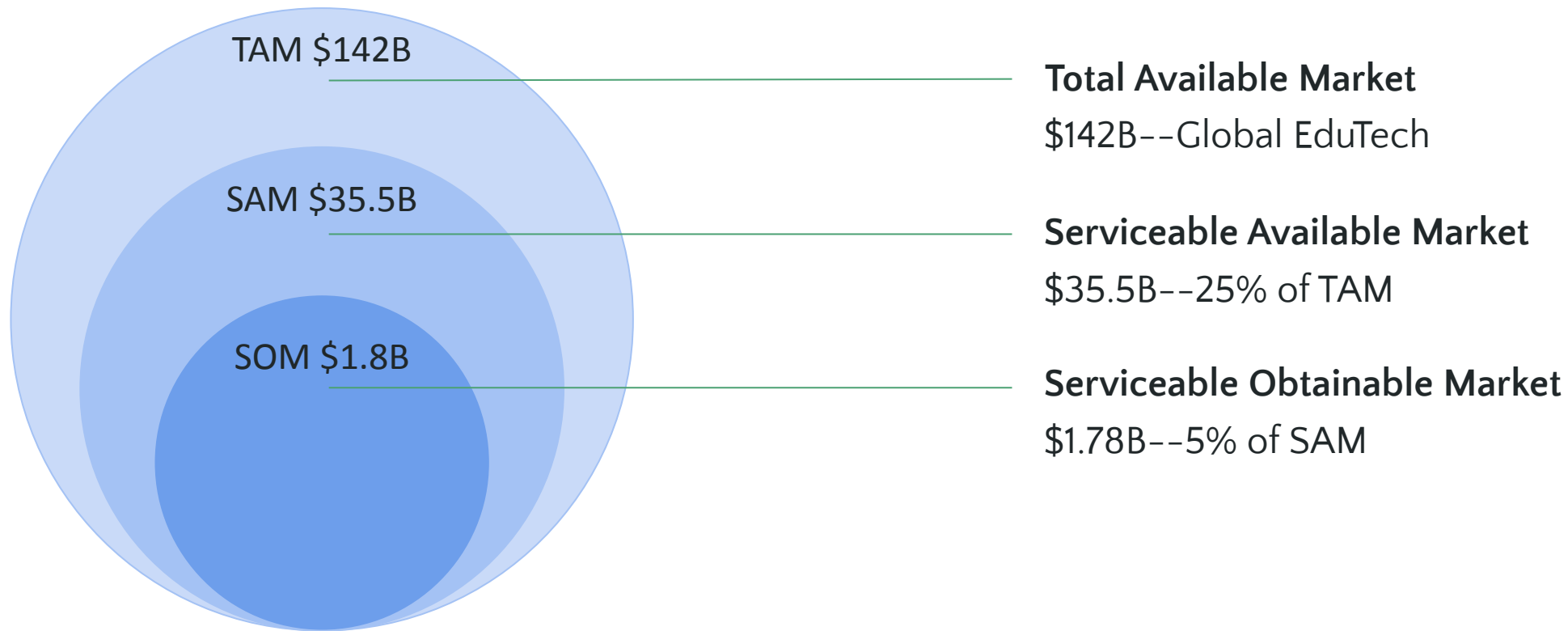
Creating adaptive content is challenging

Solution

- **AlphaScenario provides a user-friendly platform empowering educators and creators to easily develop and share adaptive lessons, stories, and scenarios that respond to user decisions.**
- With an intuitive drag-and-drop interface, users can effortlessly design and visualize complex decision maps without technical expertise.
- We have developed an algorithm that simplifies the management of intricate scenarios, reducing development time and effort.
- As a platform, we also enable the publishing and sharing of scenarios, fostering a community of educators and learners.
- Dedicated classroom features allow teachers to manage student progress and engagement effectively, while creators can build and nurture their own communities.

Market Size

Expected to grow at a CAGR of 13.4%
from 2024 to 2030

TAM $142B

SAM $35.5B

SOM $1.8B

Total Available Market
$142B--Global EduTech

Serviceable Available Market
$35.5B--25% of TAM

Serviceable Obtainable Market
$1.78B--5% of SAM

Value Proposition

Competition

Features	AlphaScenario	Twine	Inklewriter	BranchTrack
Create adaptive scenarios				
2D-friendly visual interface			✗	
Publish creations on the platform		✗	✗	✗
Create and manage classrooms		✗	✗	
Collaborate with other creators		✗	✗	
Browse other user creations		✗	✗	✗
Small barrier to entry				✗

Team

Andrew Guo, founder

- Full stack web developer (4 years)
- K-12 and College Prep tutor (2 years)
- Consultant/Project Manager at TEMN TechLabs, a Swiss online education firm
- University of Pennsylvania Class of 2022
    - Major: Mathematics
    - Minor: Computer Science

Dean Gladish, web developer

- Full stack web developer (5 years)
- Lead developer at Qooley, an online event-hosting platform
- Carleton College Class of 2020
    - Major: Computer Science

Traction

- Finished MVP and launched site

- Over 20 active registered users

- Adopted by FengHua academy, a Chicago-based school program for Chinese American students

- Used by Northeastern Illinois University for their 2024 esCAPE summer school program

Beyond

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Strategy slide??

In the future want to make it possible to parse document uploads and generate scenarios based on those document uploads (e.g. PDF, PowerPoint Presentations, Microsoft Word Documents)

Scaling is done by the users, fully integrated into the scenario creation process