

Questo AI

Using AI to Transforming Education

Problem

“Students do not receive enough individualised attention to learn effectively.”

3 Factors

Materials

Reliance on textbook and worksheets created by teachers

Teachers

Not all students can afford individual teachers to cater to their unique needs to maximise their ability

Techniques

Ancient learning techniques still used commonly in schools around the world.

Bad Alternative	Value proposition	Improved outcome
Wasting time finding study material	Create your own personalised study material instantly	Able to study without wasting time → study more efficiently
Too much time spent creating study material, not enough spent on studying	Can create studying material in a snap → more time spent studying	Able to spend less time making study material and more time actually studying
Students too reliant on teachers for study material, constrained to what they are provided with so if the teacher supplies poor quality quizzes (if at all any) theres a problem)	Students now able to create their own independantly	Learning far more accessible since students are no longer reliant on their teachers to provide study material
Traditional revision is extremely tedious and forces students to waste time inefficiently studying	Now able to create quizzes with much greater ease and test knowledge quicker	Learning made a far more enjoyable experience through Questo (b/c of gamification) rather than the more tedious traditional rote methods

Solution

Using AI to cater learning to each students' needs to maximise their learning

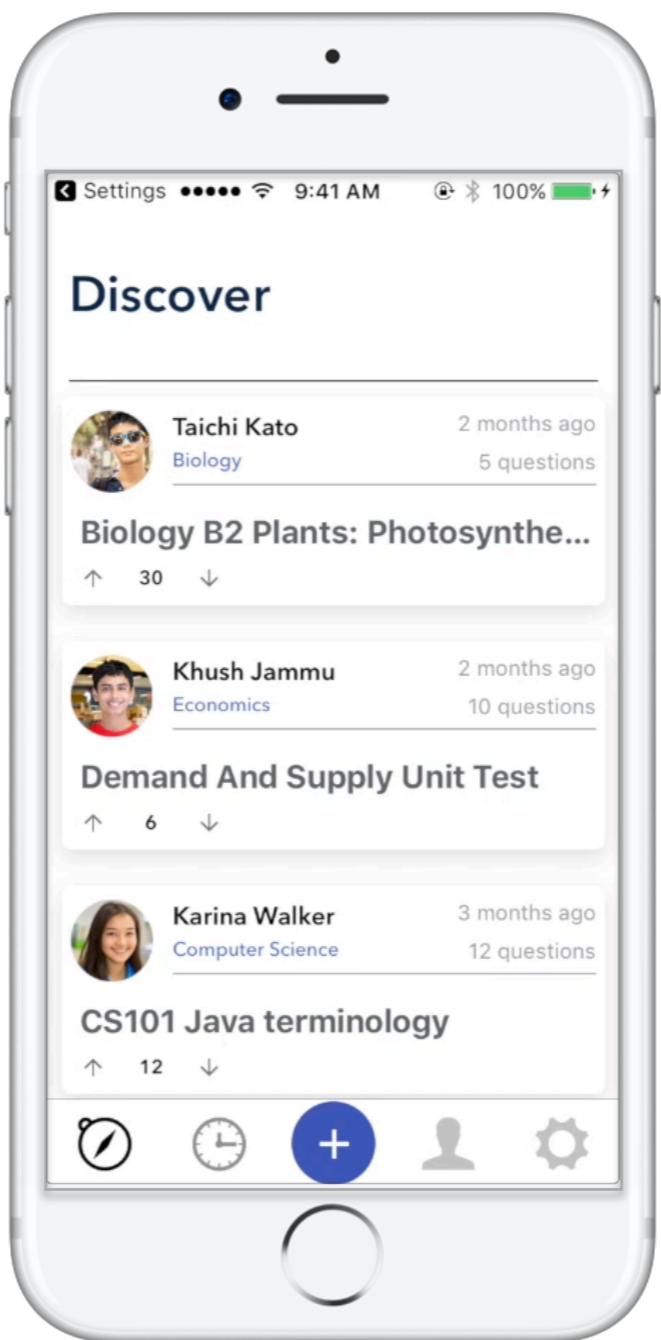
- **Students learn best one-on-one**
- **Use of AI-powered solutions to alleviate pressure on teachers**
- **Automated quiz generation for easy revision and better retention rate.**

Questo - The App

Provide students an easy tool to learn independently and more efficiently.

AI creates quizzes for students based on their textbook/website

Demo



Business Model

- Business Model - B2C: Subscription for premium, B2B: Partnership with publishers/schools etc.
- Technology validation and showcase
- Growing user-base, obtaining training data
- Develops our skills as a team
- Building reliable & scalable solutions to deploy to B2B
- B2B will take time, B2C first and display success to institutions and schools

Business Model

B2B

Licence Questo's question generation technology/platform to businesses.

Text Analysis

Quiz Generation

Distractor Generation

Institutions

Quiz generation platform for teachers and students

Publishers

Quiz generation SaaS for publishers

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Go-to-Market Plan (?)

- Target Market: UWC Dover & East (HS)
- Made up of two distinct phases:
 - Phase 1: G10 Rollout
 - Phase 2: High-school Rollout

Phase 1

Sub-phase 1.1:

- Focuses on G10 (Dover)
- Easiest to accomplish with smallest target audience segment
- Relies on personal sales techniques and advertising
- Aims to begin generating organic growth

Phase 1

Sub-phase 1.2 & 1.3:

- Focuses on the rest of high-school (G9,11,12 - Dover)
- Use school infrastructure to advertise effectively
 - Assemblies, Teamie, Notices, Library etc.
- Capitalize on endorsement by teachers
- Aim to propagate through UWC community

Phase 1

Sub-phase 1.4:

- Focuses on East Campus's High-school
- Get a "champion" to spread our product organically
 - Someone with high social capital to lend credibility
 - Get them to present on various mediums: assemblies etc.
- Aim to acquire high-school on both campuses

Phase 1

END GOAL:

Acquire 300 monthly active users from a target market of 1000 HS students in UWC

Competitors

Quizlet

Very popular online flashcard platform.
(30M MAU)

Reliance on manual creation of quiz materials by the teachers or students

Not individualised

Kahoot!

Live quiz platform made for classroom situations, also very popular. (50M MAU)

Not suited for serious learning

Requires teachers and other students to compete against.



Intelligent student response system used commonly for student assessments by teachers.

Allows in-depth analytics of students' performances.

Reliance on manual creation of quiz materials by the teachers or students

Growth Projections

Current Sign Ups

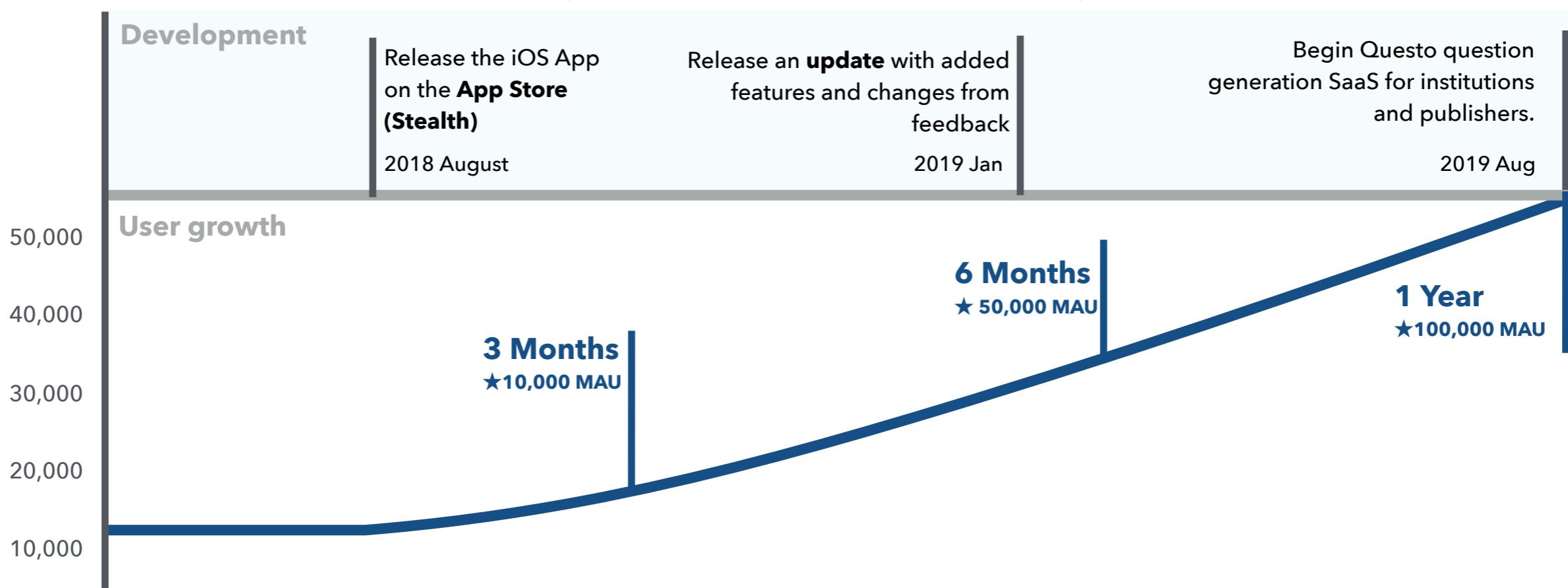
800+

First 3 Months MAU

10K

Profitable by

2020



2018

Confidential And Proprietary

FOUNDERS@QUESTO.AI

The Team



Taichi Kato

Co-Founder
Product Development



Taichi Kato

Co-Founder
AI Research



Khush Jammu

Co-Founder (?)
Business Development