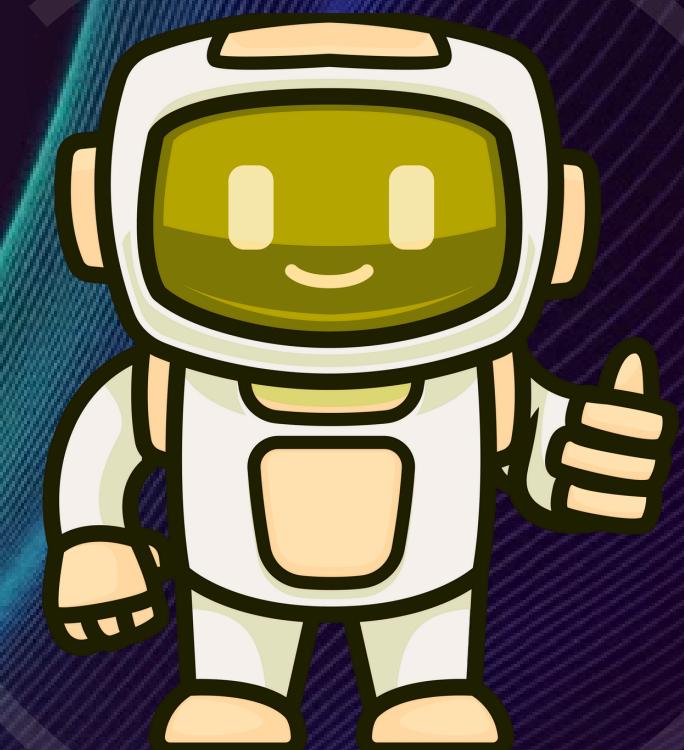


# REVOLUTIONIZING EDUCATION WITH EDVANCE

## AI-POWERED PERSONAL TUTOR



EMPOWERING MINDS, ONE TUTOR AT A TIME

# MEET THE TEAM



DIVYA LACHMAN

MS in Finance - Fintech



NIKITA JAIN

MS in Marketing Analytics



AKASH KARMAKAR

MS in Finance - Fintech

# HEADLINES (Ethical Concerns and Challenges in AI for Education)

## 56% of College Students Have Used AI on Assignments or Exams

Over half of students BestColleges surveyed (54%) say that the use of AI tools on college coursework counts as cheating or plagiarism.

## Instructors Worry AI Will Lead to Increased Cheating

## Cheat code? Study points out how AI may pose risks to integrity of education system

Anuja Jaiswal / TNN / Updated: Jun 28, 2024, 09:36 IST

Wallet Balance \$5

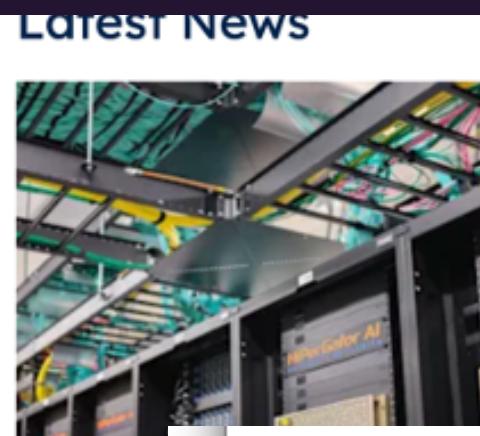
SHARE



AA

Students using AI... Cheating or harnessing the power of technology?

Picture this: You're a 10th-grade student who hasn't



Posted on February 5, 2025 by Tina Reed

## Striking a Balance: Navigating the Ethical Dilemmas of AI in Higher Education

'I massively regret using AI to cheat at uni'

October 2024

Educator concerns about students using AI for school purposes

## The Negative Impact of AI on Academic Integrity in Tertiary Education

PBS NEWS WEEKEND

Educators worry about students using artificial intelligence to cheat

Jan 14, 2023 5:40 PM EDT

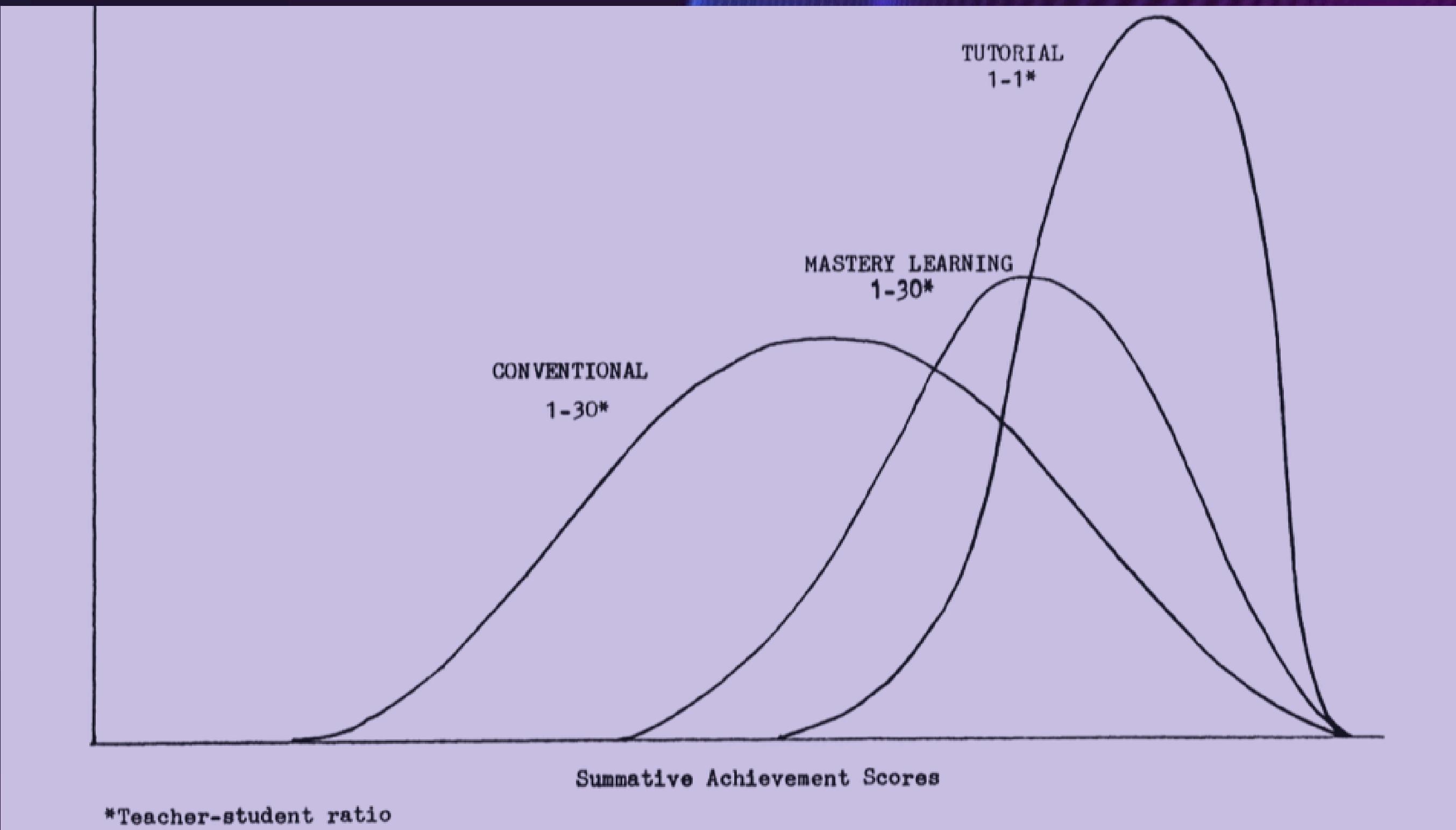
# THE REAL PROBLEM IN EDUCATION

- Lack of Personalized Learning: Traditional methods fail to meet diverse student needs.
- Overcrowded Classrooms: Individual attention is limited, leaving many students behind.
- AI Misuse: AI tools can encourage cheating if not used ethically.
- Need for Ethical AI: Ethical AI can empower educators and enhance learning experiences.

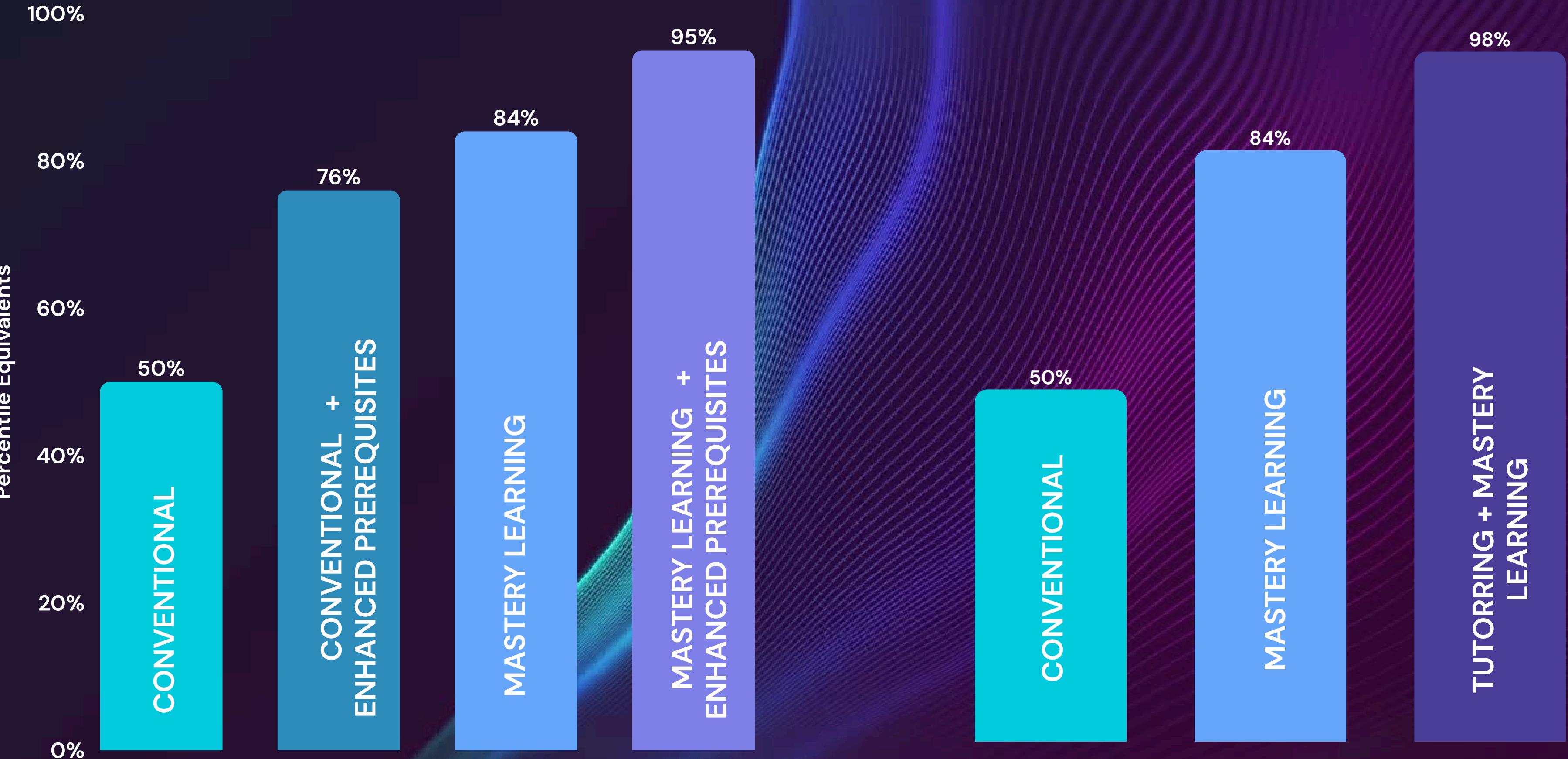


# THE SIGMA PROBLEM - BRIDGING THE GAP IN EDUCATION

Achievement Distribution under Conventional vs. Mastery Learning and Tutorial Models



# GROUP INSTRUCTION V/S ONE-ON-ONE TUTORING EFFECTIVENESS



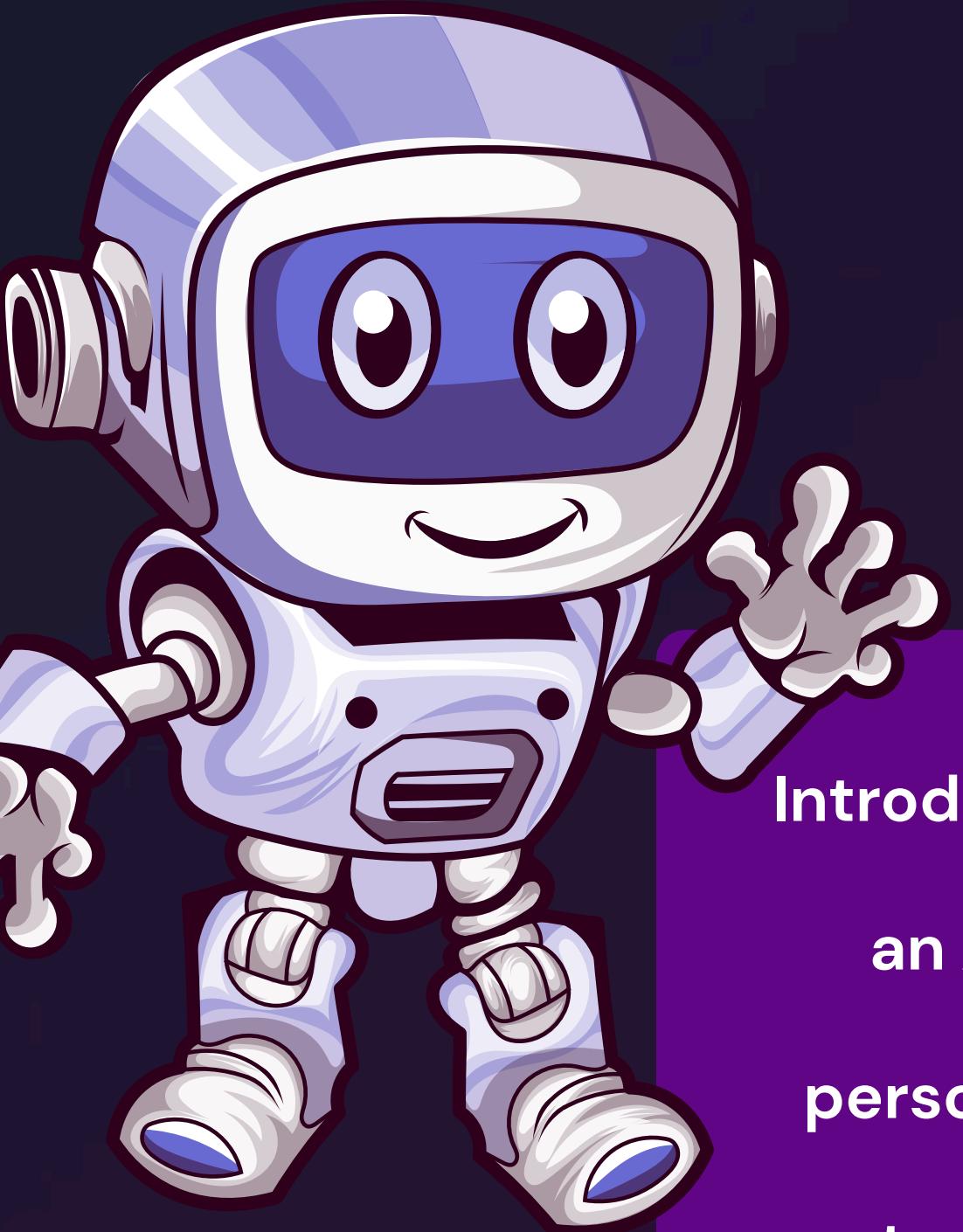


EDVANCE

# OUR BIG IDEA

Exploring the advancements in AI that are shaping the future of technology and society





# INTRODUCING EDVANCE

## AI-powered personalized tutor avatars that transform one-on-one learning.

Introducing Edvance,  
an AI-powered  
personal tutor with  
customizable avatars  
that transform one-  
on-one learning.

With Edvance,  
students begin by  
creating their own AI  
tutor, customizing its  
appearance, voice,  
and personality.

These AI tutors adapt in  
real-time, adjusting to  
each student's learning  
style, pace, and emotions  
for a truly personalized  
experience.

# OUR SOLUTION



# KEY FEATURES

1

## AI-POWERED LEARNING & PERSONALIZATION

- Personalized AI mentor
- Real-time feedback
- Emotion-recognition AI avatars
- Adaptive learning
- Career guidance

2

## INTERACTIVE & COLLABORATIVE EDUCATION

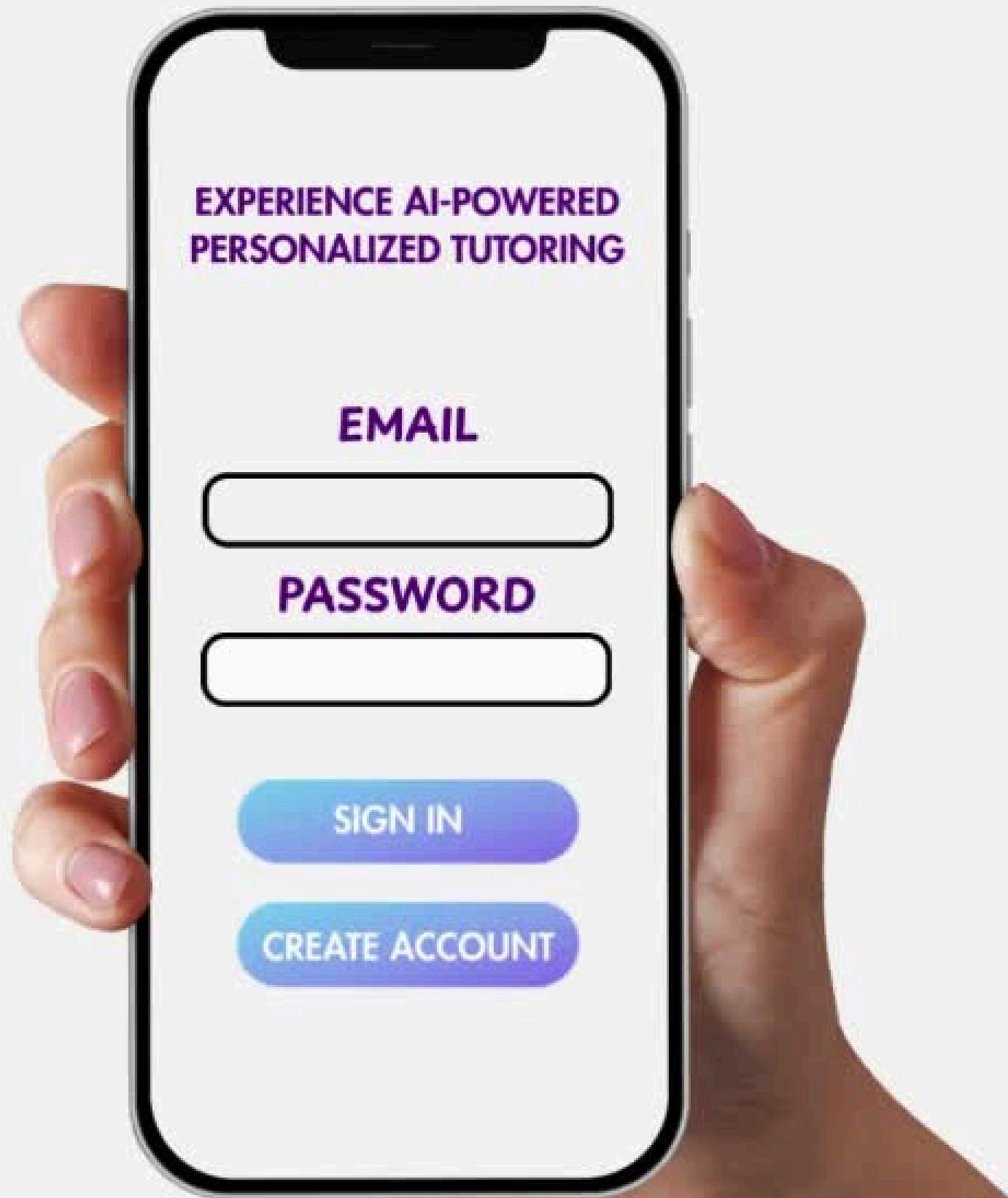
- Interactive lessons
- Global classroom
- Peer-learning & collaboration
- Test prep modules

3

## ACCESSIBILITY & INSTITUTIONAL SUPPORT

- Multilingual support
- Parental tracking
- Offline mode
- Special multilingual dubbing support for institutions





2018

AI for Europe

# Microsoft AI Principles

# CORE VALUES FOR ETHICAL AI IN EDUCATION

HUMAN RIGHTS AND DIGNITY

ENVIRONMENTAL SUSTAINABILITY

DIVERSITY & INCLUSIVENESS

JUSTICE & INTERCONNECTEDNESS

# HUMAN RIGHTS APPROACH TO AI IN EDUCATION

Ethical AI Use

Privacy & Data  
Protection

Inclusivity &  
Accessibility

Transparency &  
Accountability

# AI RISK & ETHICAL CHALLENGES IN EDUCATION V/S OUR BUSINESS SOLUTION

## AI RISK & ETHICAL CHALLENGES IN EDUCATION

- BIAS & DISCRIMINATION
- DATA PRIVACY ISSUES
- LEGAL & REGULATORY CONSIDERATIONS
- AI HALLUCINATIONS & MISINFORMATION
- SURVEILLANCE & OVERREACH

## OUR BUSINESS SOLUTION

- CONDUCTS FAIRNESS AUDITS
- ENSURE INPUT OF DIVERSE TRAINING DATASETS FOR EQUAL OPPORTUNITIES
- END-TO-END ENCRYPTION & GDPR COMPLIANCE
- MINIMAL DATA RETENTION FOR STUDENT SAFETY
- TRANSPARENT & EXPLAINABLE AI
- RESPECTS DIVERSITY IN LEARNING & CULTURE



# MARKET DYNAMICS

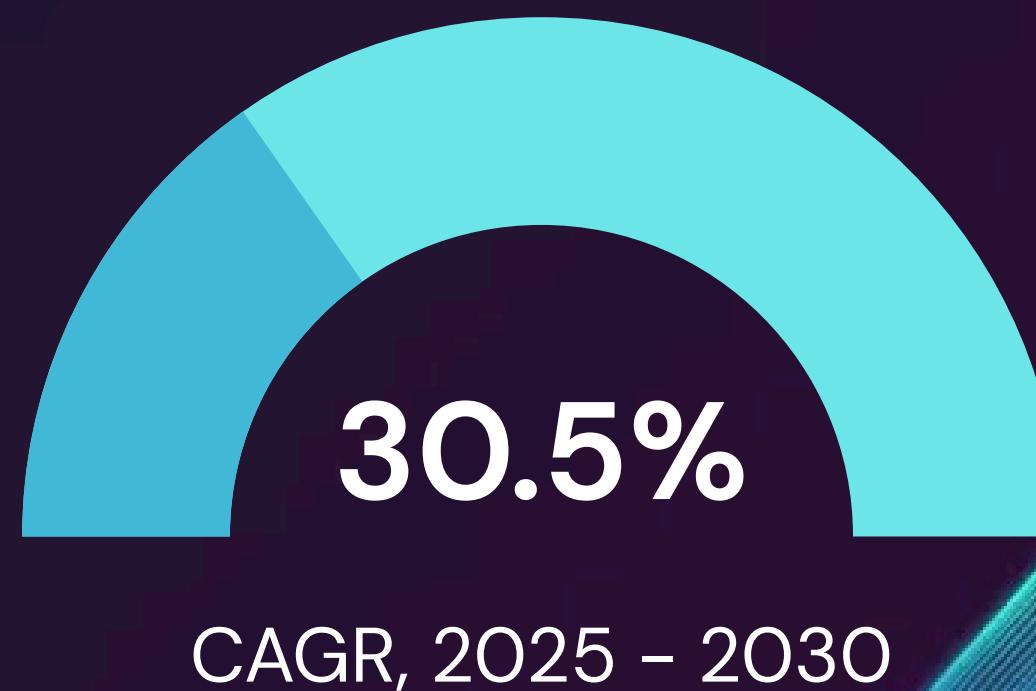


# GLOBAL AI TUTOR MARKET

\$1.63 Billion  
Revenue, 2024

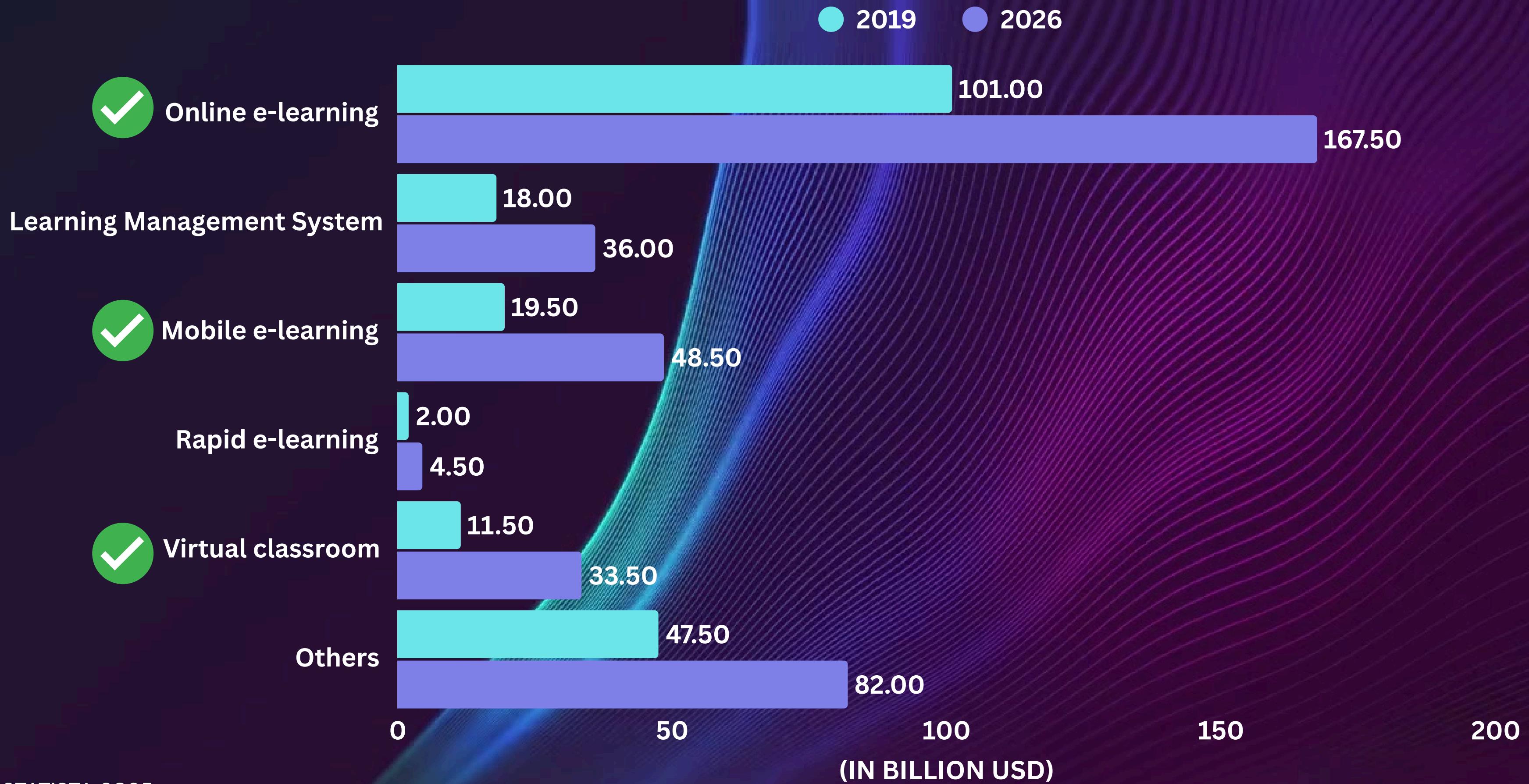
\$7.99 Billion  
Forecast, 2030

35.6%  
North America Market  
Revenue Share, 2024

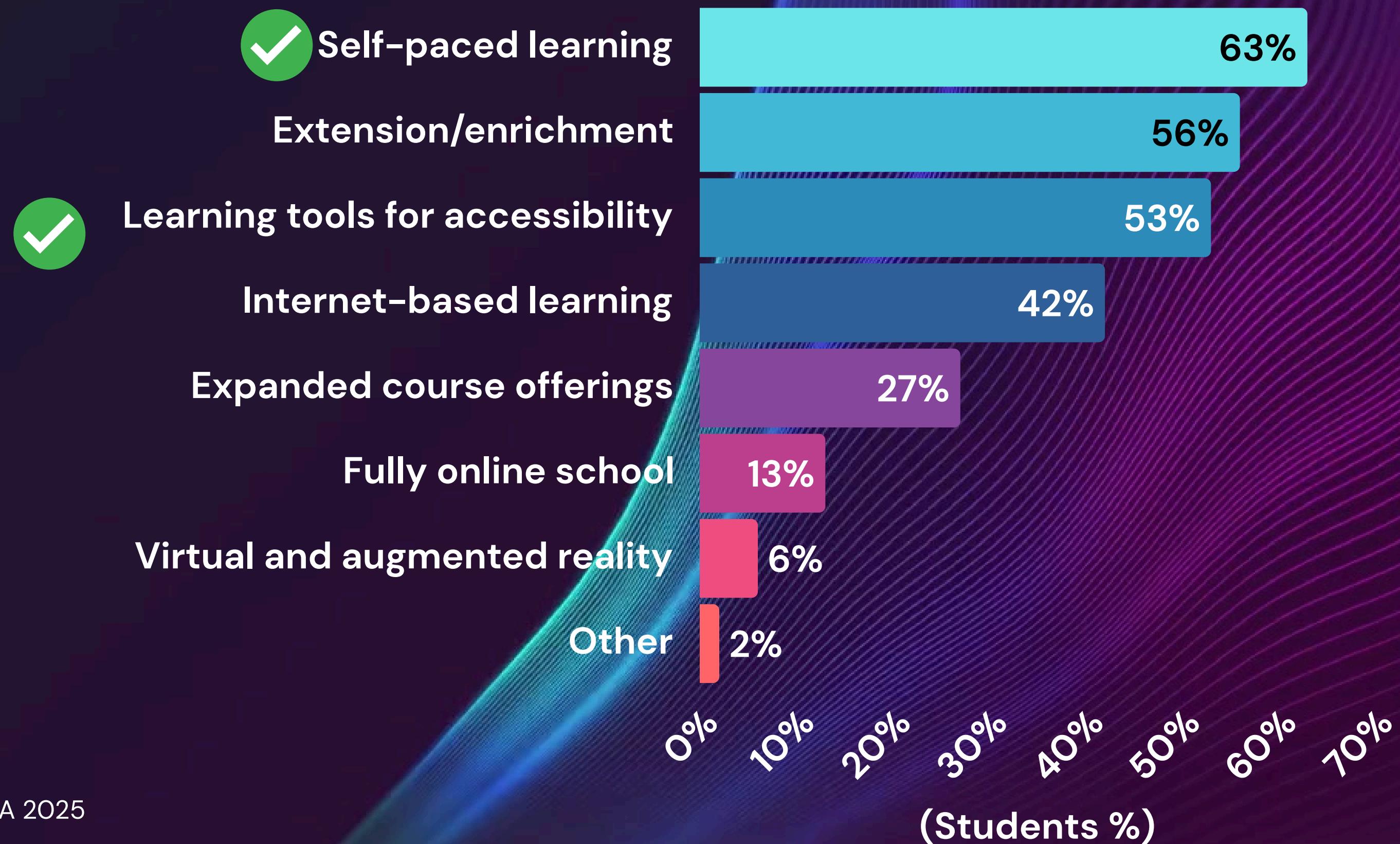


- Key Drivers**
- ✓ Growing demand for personalized learning experience
  - ✓ Rising adoption of e-learning platforms
  - ✓ Rising demand for AI assessment & real time feedback
  - ✓ Increased EdTech Investments
  - ✓ Rapid advancement in AI technologies

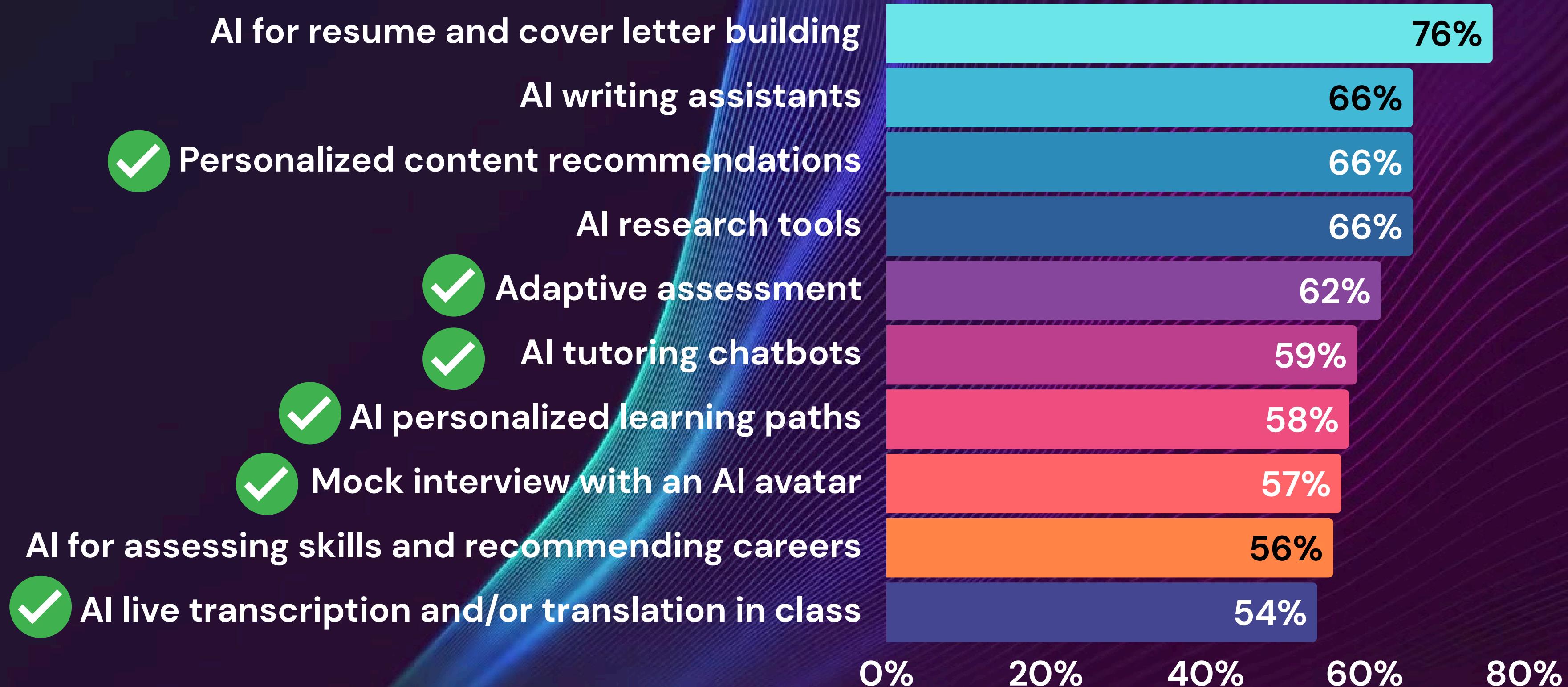
# GLOBAL E-LEARNING MARKET SIZE BY SEGMENT



# TOP EDTECH IMPACTS ON K-12 LEARNING (U.S., 2023)



# GLOBAL AI USE CASES IN HIGHER EDUCATION ( JULY 2024)





**Squirrel Ai  
Learning**



# KEY PLAYERS



# COMPETITIVE POSITIONING CHART

FEATURES	EDVANCE	CARNEGIE LEARNING	COGNII	TUTOR OCEAN	SQUIRREL AI	KHAN ACADEMY	DUOLINGO	KNEWTON (WILEY)	PEARSON
AI-Powered Tutoring	✓ Yes	✓ Yes	✓ Yes	✗ No (Tutor Marketplace)	✓ Yes	✓ Limited	✓ Limited	✓ Yes	✓ Yes
Real-Time Emotional Adaptation	✓ Yes	✗ No	✗ No	✗ No	✓ Yes	✗ No	✗ No	✗ No	✗ No
Customizable AI Tutor (Appearance, Voice, Personality)	✓ Yes	✗ No	✗ No	✗ No	✗ No	✗ No	✗ No	✗ No	✗ No
Subjects Covered	All subjects	Math, Literacy	General	General	Math, Science	General	Languages	General	General (Textbooks, Online Learning)
Adaptive Learning	✓ Yes	✓ Yes	✓ Yes	✗ No	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Conversational AI	✓ Yes	✗ No	✓ Yes	✗ No	✓ Yes	✗ No	✗ No	✗ No	✓ Yes (Some Products)
Higher Education & Adult Learning	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes (College Textbooks)
Support for Special Needs Children (ADHD, Dyslexia, etc.)	✓ Yes (Emotional AI, Adaptability)	✓ Yes (Structured Learning Support)	✗ No	✗ No	✓ Yes (Adaptive AI)	✓ Limited (Text-to-Speech, Accessibility Features)	✗ No	✓ Limited (Personalized Learning Paths)	✓ Yes (Special Education Resources)

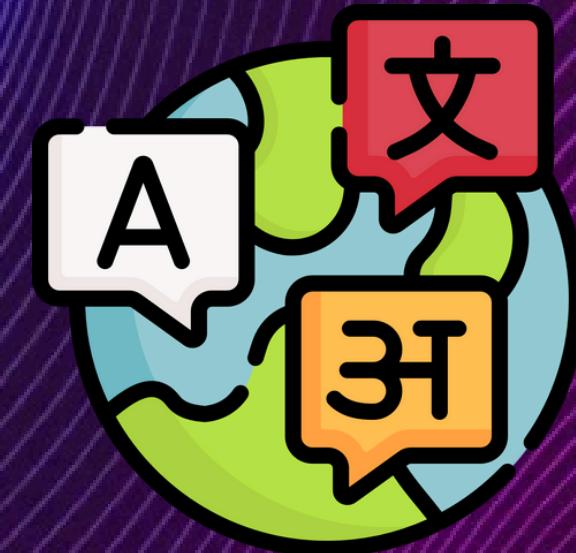
# VALUE PROPOSITION



HYPER-PERSONALIZED  
AI TUTOR AVATARS



REAL-TIME EMOTIONAL  
ADAPTATION  
(EXPLICIT CONSENT BASED)



MULTILINGUAL  
SUPPORT



NANOLEARNING  
APPROACH

# TARGET AUDIENCE



# TARGET AUDIENCE

## PRIMARY



K-12  
STUDENTS

HIGHER  
EDUCATION

HOME  
SCHOOLING

SCHOOLS/  
UNIVERSITIES

## SECONDARY



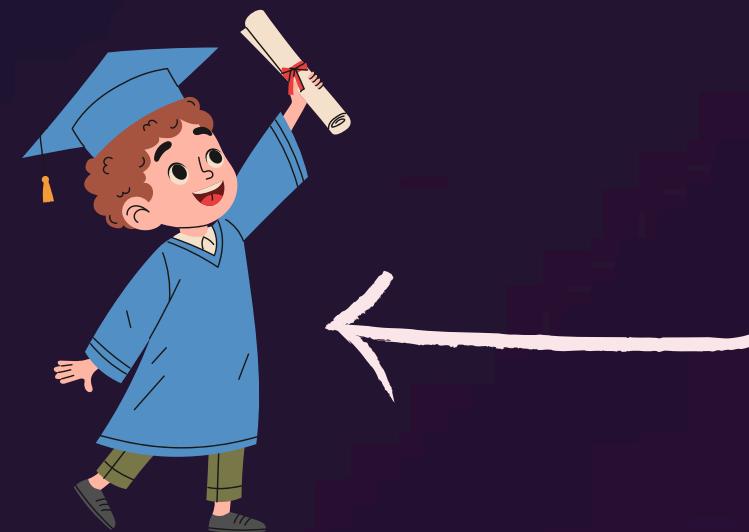
ADULT LEARNERS &  
CAREER SWITCHERS

SPECIAL NEEDS &  
DIFFERENTIATED  
LEARNING STUDENTS

# CONSUMER JOURNEY



SIGN UP & TAKE  
A QUICK  
DIAGNOSTIC  
TEST



STUDENT  
SUCCESSFUL IN  
LEARNING



CUSTOMIZE YOUR AI  
TUTOR (APPEARANCE,  
VOICE, PERSONALITY)



ACCESS OFFLINE  
LEARNING &  
EARN



ENGAGE IN REAL-TIME  
INTERACTIVE  
LESSONS WITH  
FEEDBACK

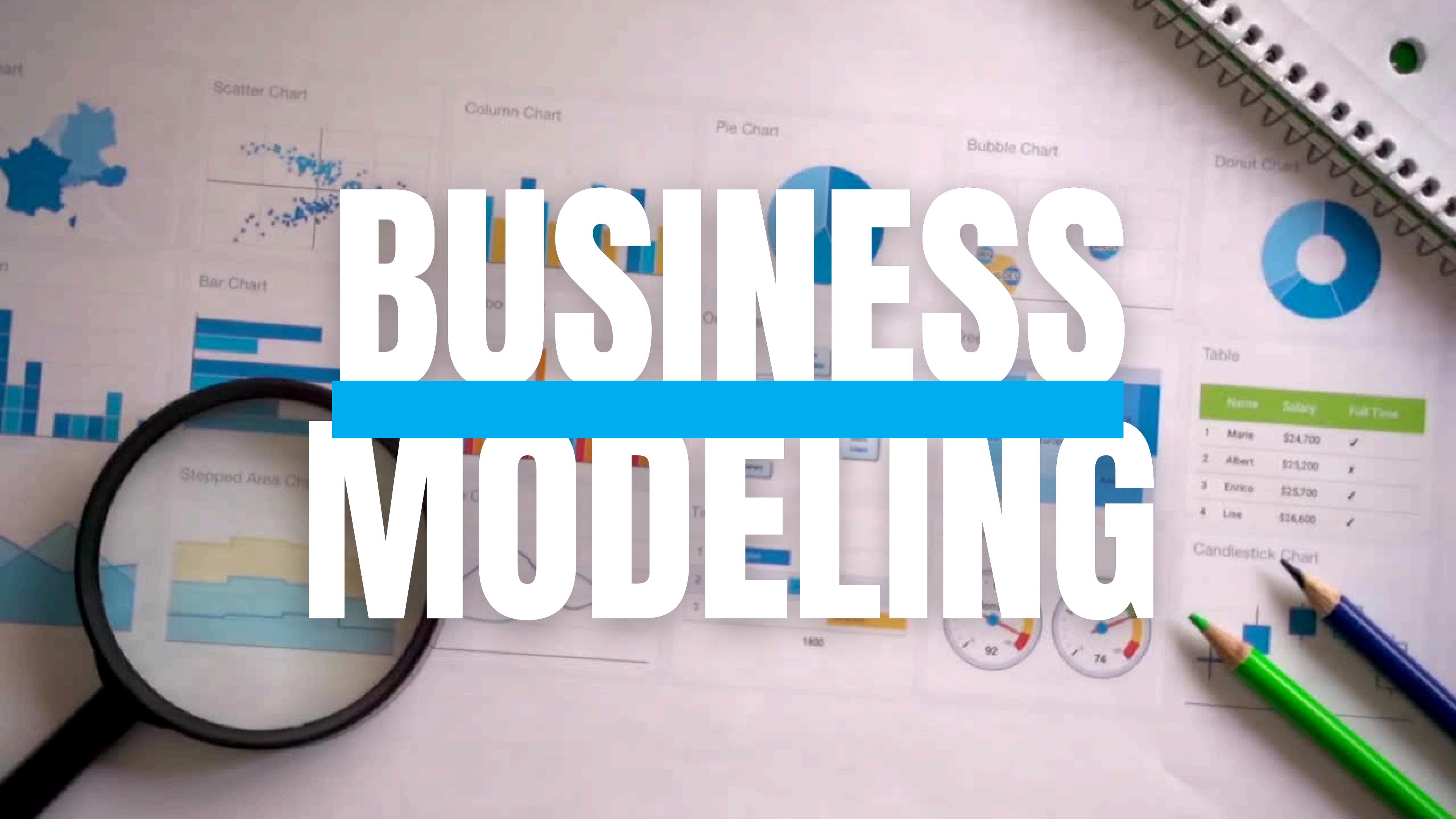


COLLABORATE WITH  
GLOBAL PEERS IN MULTIPLE  
LANGUAGES



TRACK PROGRESS  
WITH DETAILED  
REPORTS & PARENTAL  
DASHBOARD

# BUSINESS MODELING



# Our Multi-Faceted Revenue Model



## B2C Subscriptions

Basic, Premium, and Pay-Per-Course options for individual learners.  
\$3 – \$25



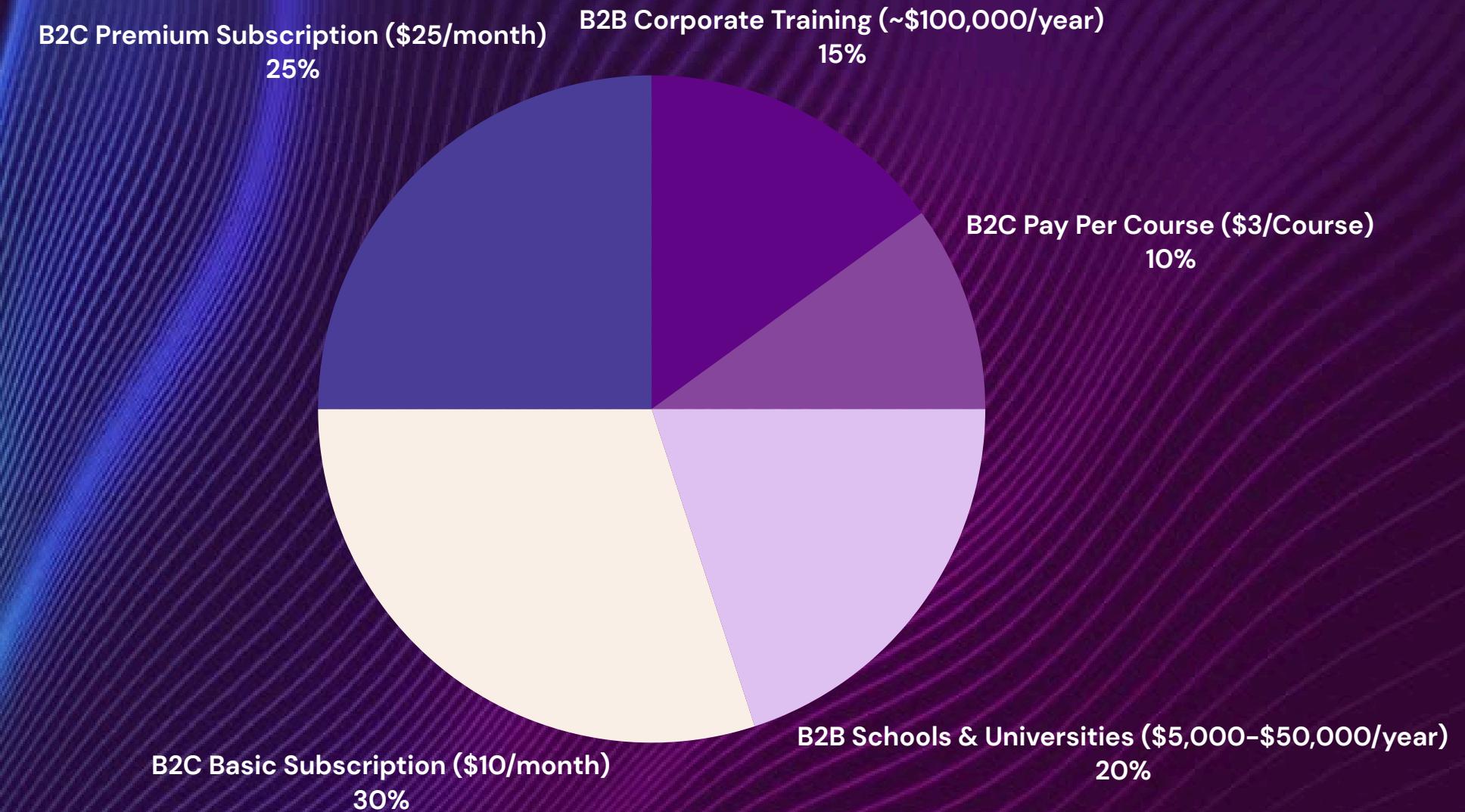
## B2B Institutional Plans

Customized solutions for schools and corporate training programs.  
\$5,000 – \$100,000



## Expansion

Growth through AI-powered tutor marketplace and global partnerships.



Our diversified revenue strategy balances direct consumer offerings with institutional partnerships. The B2C subscription model provides recurring revenue with tiered pricing to capture different market segments. Our B2B institutional plans deliver larger contract values with schools and corporations, while our innovative AI tutor marketplace creates a scalable ecosystem that grows organically with user adoption.

# IMPLEMENTATION ROADMAP & MILESTONES

## Phase 1: Market Entry

Launch B2C subscription and initial school partnerships in North American markets. Establish ethical AI framework and complete compliance certifications.



## Phase 3: Global Growth

Enter Asia-Pacific markets with localized content. Launch specialized vertical solutions for healthcare, technical, and specialized professional education.



## Phase 2: Expansion

Introduce AI tutor marketplace and expand B2B offerings to corporate training. Begin strategic partnerships with educational content providers.

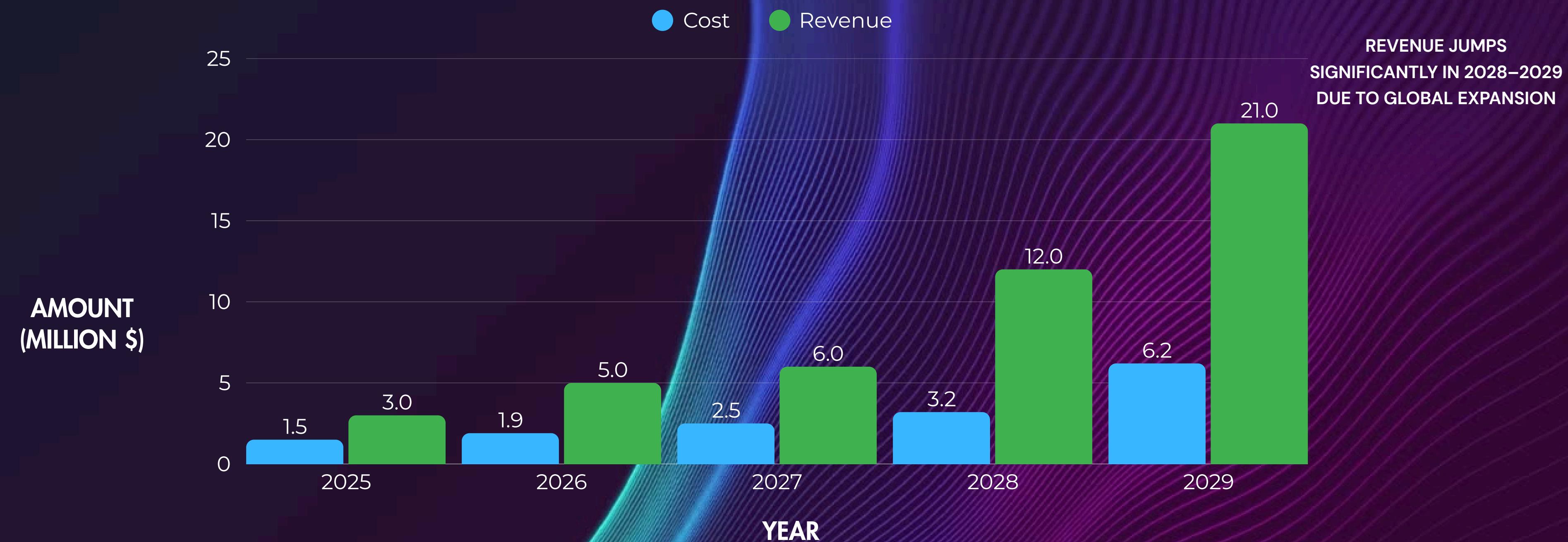


## Phase 4: Market Leadership

Establish industry standards for ethical AI in education. Expand through strategic acquisitions of complementary technologies and content libraries.



# FORECASTING COSTS AND REVENUE ANALYSIS OVER 5 YEARS



The AI education market is poised for explosive growth over the next decade. North America currently dominates with the largest market share, while Asia Pacific represents the fastest-growing region – providing us with clear targets for phased global expansion. Machine learning technologies currently lead with 64% of implementations, while Natural Language Processing applications are growing even faster at

36.5% CAGR

# INVESTMENT OPPORTUNITY & NEXT STEPS

## CURRENT FUNDING ROUND

We're raising \$3M in Series A funding to accelerate product development, expand our AI research team, and launch comprehensive marketing campaigns targeting educational institutions.

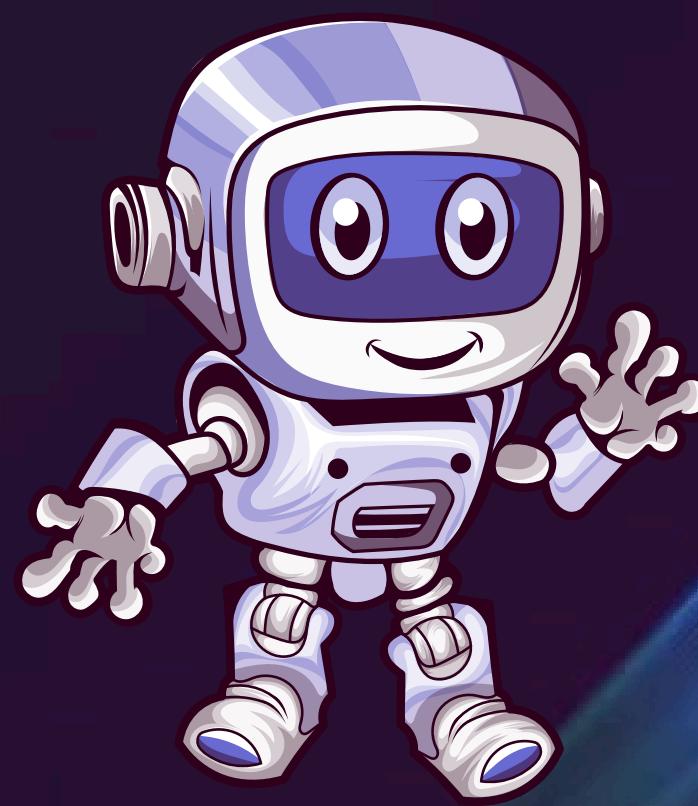
## USE OF FUNDS

40% Product Development, 25% Market Expansion, 20% AI Research & Ethics Framework, 15% Operational Scaling. Capital efficiency is prioritized with a runway extending 24 months.

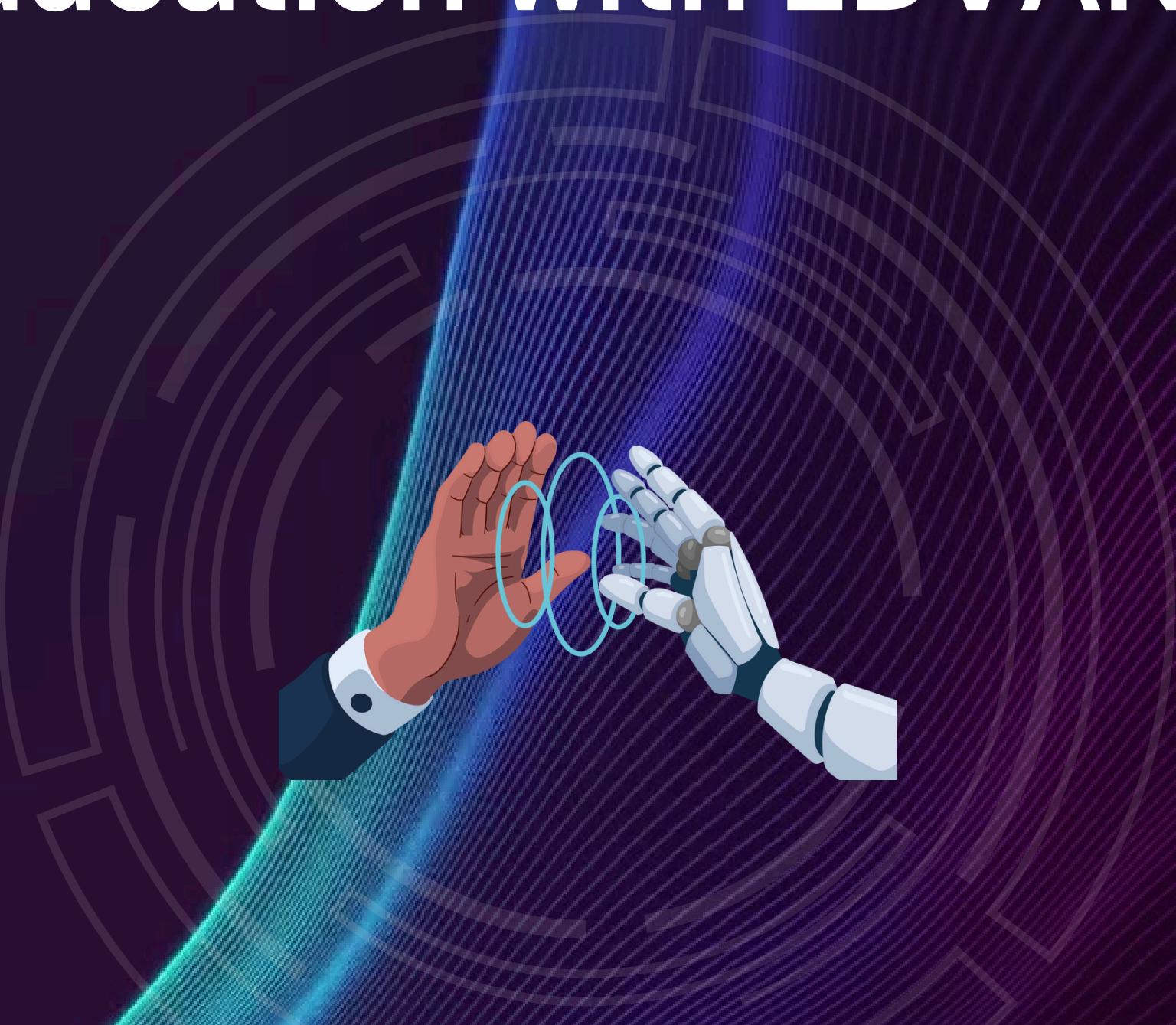
## INVESTOR VALUE PROPOSITION

Early entry into a market projected to grow 20x over the next decade. Our ethical AI focus aligns with ESG investment principles while targeting exceptional financial returns.

Join us in revolutionizing the future of  
education with EDVANCE!



THANK YOU



# **BACK UP SLIDES**

## AI IN EDUCATION MARKET

### LEARNING MANAGEMENT SYSTEM PROVIDERS



### ADAPTIVE LEARNING PLATFORM PROVIDERS



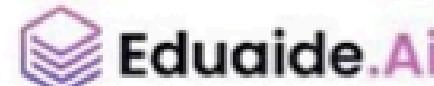
### CHATBOTS & VIRTUAL ASSISTANT PROVIDERS



### AUTOMATED GRADING & FEEDBACK SYSTEM PROVIDERS



## AI IN EDUCATION MARKET



## AI IN EDUCATION MARKET

## **Actions Being Taken to Manage the Risks of Generative AI (GenAI) According to Business Leaders Worldwide, June 2024**

**% of respondents**



Note: n=2,770 at companies with pilots or working implementations of genAI

Source: Deloitte, "The State of Generative AI in the Enterprise: Now Decides Next," Aug 20, 2024

- **Personalizing Learning Without Invasion of Privacy – anonymizing data**
- **Transparency and Explainability – Pearson could clarify how AI made a study suggestion by explaining it based on the student's previous performance.**

# OUR ETHICAL EMOTION RECOGNITION AI

- **Transparency and Consent:** We obtain explicit, informed consent before collecting emotional data and provide opt-out options.
- **Anonymize and Minimize Data:** We collect only necessary data, anonymize it, and use edge computing for on-device processing.
- **Regular Audits and Accountability:** We conduct third-party audits, test for biases, and ensure clear accountability for ethical AI use.
- **User Privacy:** We encrypt data, comply with privacy laws (e.g., GDPR), and give users control over their information, including the right to delete data.
- **Continuous Monitoring and Feedback:** We gather user feedback, adjust systems as needed, and provide ongoing ethical training for AI developers.

# EDGE COMPUTING – OUR SAFETY ASSURITY



## 1 TRAINING ON CENTRALIZED SERVERS

- Model training occurs on centralized servers or in the cloud, where large datasets are processed.
- The models are then trained on aggregated, anonymized data from users (ensuring privacy) rather than raw, individual data.

## 2 DEPLOYMENT TO EDGE DEVICES

- E.g., smartphones, wearables, etc.
- The edge devices then use the pre-trained models to process real-time data locally. This minimizes data transfer and enhances privacy.

## 3 FEDERATED LEARNING (CONTINUOUS LEARNING)

- Edge devices train the model locally on user data (without transmitting sensitive information).
- The model updates are then aggregated on the server to improve the central model, ensuring no personal data is shared directly.
- This method allows the system to learn and improve while respecting privacy.

# MARKETING PLAN

# KEY MARKETING STRATEGIES



## SOCIAL MEDIA MARKETING:

- Create visually engaging posts, videos, and infographics showcasing EDVANCE's AI customization features and its emotional adaptability
- Share real-life stories
- Platforms: Instagram, Facebook, TikTok, and LinkedIn (for reaching educators).
- Partner with influencers in EdTech or education bloggers for reviews and demos.



## CONTENT MARKETING

- Develop a series of educational blog posts, case studies, and success stories
- Create a YouTube series showing the power of AI customization and emotion-based adjustments in real-time during lessons



## PR & PARTNERSHIPS

- Reach out to EdTech publications and parenting magazines for features on how EDVANCE is transforming traditional tutoring models
- Schools and Universities tie ups
- EdTech Conferences and Webinars: Sponsor and present at EdTech even
- Parenting Communities: Partner with online communities, forums, and parenting blogs to offer exclusive discounts
- Launch a referral program where existing users can earn rewards (free months of subscription, bonus features, etc.) by referring new users

# MARKETING CHANNELS

**Social Media:** Engaging content across various social media platforms to drive brand recognition and lead generation.

**Email Marketing:** Targeted email campaigns offering educational content, updates, personalized offers, and reminders about free trials.

**Paid Ads:** Google Ads, Facebook Ads, and LinkedIn Ads targeting specific personas such as parents of K-12 students, educators, and adult learners.

# BUDGET ALLOCATION

- **Product Awareness Campaigns** (Social Media, Content Marketing, PR): 40% = **US\$ 30,000 MILLION**
- **Partnerships and Sponsorships** (Schools, EdTech Events): 25% = **US\$ 18,750 MILLION**
- **Product Demonstrations/Free Trials** (Website, Free Trial Campaigns): 15% = **US\$ 11,250 MILLION**
- **Referral Program & Incentives:** 10% = **US\$ 7,500 MILLION**
- **Paid Advertising** (Google, Facebook, LinkedIn Ads): 10% = **US\$ 7,500 MILLION**

**MARKETING  
BUDGET  
US\$75,000  
MILLION.**

# METRICS AND KPI'S

- **User Engagement:** Number of website visits, time spent on demo pages, and social media engagement metrics (likes, shares, comments).
- **Lead Generation:** Number of new sign-ups for free trials and demos.
- **Conversion Rate:** Percentage of free trial users converting into paid subscribers.
- **Customer Retention:** Rate of renewals and long-term subscriptions.
- **Brand Awareness:** Media mentions, social media followers, and influencer collaborations.

# TIMELINE

- **Month 1-2:** Brand awareness campaigns and influencer outreach. Launch demo version on website.
- **Month 3-4:** Begin strategic partnerships with schools and universities. Roll out referral program.
- **Month 5-6:** Expand content marketing and PR efforts. Begin paid advertising campaigns.
- **Month 6 and beyond:** Continue expanding user base, engage in feedback loops, and refine marketing strategies based on performance data.

# EDVANCE: SUPPORTING LEARNERS WITH SPECIAL NEEDS

1

## NEURODIVERGENT CONDITIONS

- ADHD (Attention Deficit Hyperactivity Disorder) – Adjusts lesson pacing, provides focus reminders, and integrates interactive elements to sustain attention.
- Autism Spectrum Disorder (ASD) – Personalized learning styles, reduced sensory overload, and structured learning paths.
- Dyslexia – Text-to-speech support, font adjustments (e.g., OpenDyslexic), and AI-assisted reading comprehension.
- ✓ Dyscalculia – AI-guided math problem-solving with step-by-step breakdowns and visual aids.

2

## SENSORY & MOTOR DISABILITIES

- Visual Impairment – Screen reader compatibility, voice-guided navigation, and high-contrast UI options.
- Hearing Impairment – AI-generated real-time captions, sign language avatars, and text-based interactions.
- Motor Disabilities (e.g., Cerebral Palsy, Muscular Dystrophy) – Voice-activated commands and adaptive UI for easier navigation.

3

## COGNITIVE & LEARNING DISABILITIES

- Processing Disorders (e.g., Slow Processing Speed, Auditory Processing Disorder) – Simplified explanations, adjustable reading speed, and AI-assisted note-taking.
- Memory-Related Conditions (e.g., Brain Injury, Early Dementia) – Repetitive reinforcement, spaced learning techniques, and AI-powered reminders.