



cubix

CAT | GMAT | GRE | SAT

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Business Plan – Incorporating AI to develop training program

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The IDEA

The basic idea is to develop an ANDROID BASED LEARNING APP (using AI). The app will be used to typically allow a student to self-pace his preparation comprehensively for his/her course without any outside support from teachers.

Algorithm

Step 1: The student creates a profile and selects the course

Step 2:

Option 1: The student selects the tentative exam date – by when he/she wants to be prepared (ex. GMAT, GRE, SAT)

Option 2: For exams having a fixed date, no requirement as above (ex. CAT)

Step 3: The app asks the student to take an abridged version of the exam to test the capability of the student

Step 4: Based on the time left before the actual exam, the following is suggested (sample given for GMAT):

- i. 4 months: 4 concepts per week
- ii. 2 to 3 months: 5 – 6 concepts per week
- iii. 1 to 2 months: 8 – 10 concepts per week
- iv. < 1 month: > 16 concepts per week

Step 5: Based on the subject scores, a study plan is prepared which enlists the following:

- i. The number of sessions required per subject
- ii. The number of subject tests required to be taken
- iii. Based on the progress in the tests, either the same subject will be repeated or the next subject will be presented

Step 6: Full-length tests and analysis:

- i. Once the preparation for all the subjects are completed, the student shall be asked to take a full-length test
- ii. Depending on the performance, the app shall suggest the areas that need to be further worked on
- iii. This process shall repeat for every test in the module till the students arrives at a score he/she is satisfied with

There should be a provision initially for a demo of the app and a few sample concepts and tests, after which the student will have an option to purchase the remaining part.

Budget and Time-line for development, testing & launch

Budget: 2 lakhs for the entire project

1. Payment to be made in pre-agreed stages
2. Testing will be provided by the development team
3. Support for the first launch shall be provided by the development team
4. Any further enhancements shall be re-negotiated

Time-line: The launch of the first phase shall be developed in the following estimated time-line:

1. Requirement gathering and initial design sign-off: 2 weeks
2. Initial development and first demo: 3 weeks after 'Step 1'
3. Buffer period for changes and testing: 3 weeks after 'Step 2'
4. Product launch