

DawnAI

Venture Viability Analysis

Kalasalingam Academy of Research and Education, Krishnankoil

DawnAI

We develop AI-driven personalized study tools that simplify learning and improve outcomes

Kalasalingam Academy of Research and Education, Krishnankoil



Venture Team



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Major: B.tech [CSE]



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Major: B.tech [CSE]



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Major: B.Tech [CSE]

Context

78% of students struggle with time management; 50% study under 2 hours daily affecting academic goal



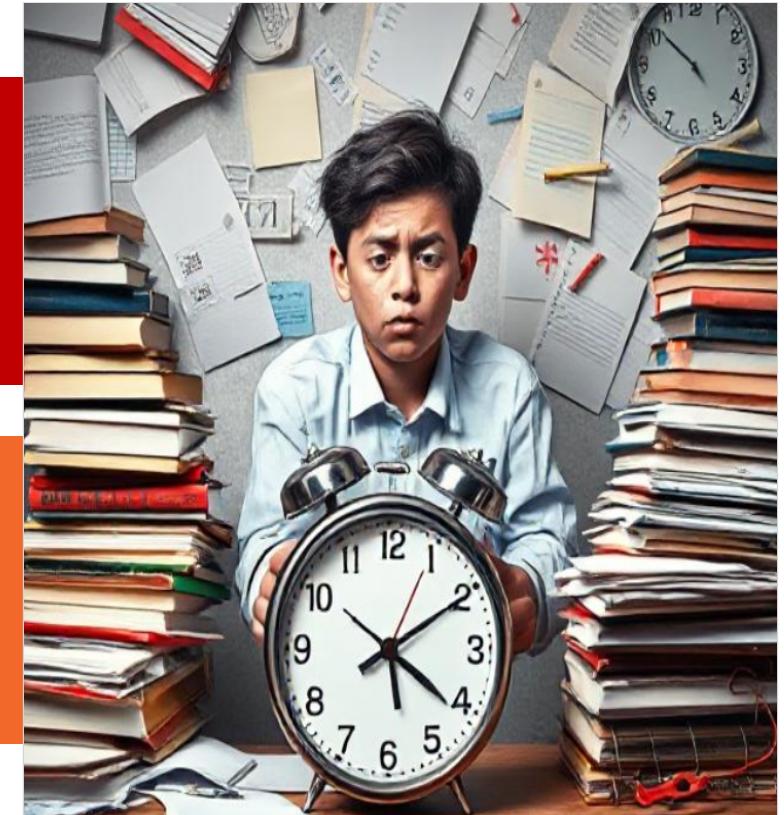
Problem Statement

Problem

Students struggle with managing time, organizing study materials, and staying engaged, leading to inefficiency and unclear concepts.

Impact

Students face poor performance and low confidence parents worry about progress, teachers struggle to engage, and institutions risk reputational damage



Problem Statement/Industry

Problem Being Solved

Managing their time to meet deadlines, keeping their attention throughout the learning process, and efficiently organizing their study materials are challenges that many students and learners face. These difficulties frequently result in inefficiency, subpar test scores, and unclear conceptual understanding.

Supporting Data

78% of students struggle with time management; 50% study under 2 hours daily affecting academic goal

Source: College Success Plan, PMC study on distractions, GCU Blog analysis of student study habits.



Area
Education



Industry
Educational
Technology



Domain
AI-powered Learning
Solutions

Problem Analysis



Affected Stakeholders

The problem affects students, who struggle with time management and engagement; parents, who are concerned about their child's academic progress; and teachers, who face challenges in ensuring students meet learning objectives. Educational institutions are also impacted as they seek better tools to enhance student outcomes and maintain high standard.



Impact on Stakeholders

Students face poor academic performance, low confidence, and unclear concepts. Parents experience anxiety about their child's struggles and future. Teachers face challenges in meeting curriculum goals and maintaining engagement. Educational institutions suffer from reduced academic outcomes, impacting their reputation and success metrics.



Root Causes

Lack of time management skills and disorganized study materials hinder students' efficiency. Traditional learning methods fail to engage, reducing motivation and comprehension. Limited access to personalized tools prevents learners from addressing individual needs, contributing to poor academic performance and unclear understanding of concepts.



Personal/Team Connect

As students passionate about education and technology, we've personally experienced challenges like disorganized study materials, poor time management, and low engagement. Our team aims to leverage our skills in AI and problem-solving to help others overcome these barriers and succeed academically.

Target Customer Segments

Primary

High school and college students aged 15-25 with medium to high tech adoption skills.



Secondary

Educators and academic institutions

Customer Segment & Persona

Primary Segment

High school and college students aged 15-25 with medium to high tech adoption skills.

Persona



Jason Joel

Age in years: 20

Location: Metropolitan
Organizational Role:

{Persona's primary role}
(if applicable)

Secondary Segment

Educators and academic institutions

Jobs-to-be-Done

Functional JTBD



Understand concepts, manage time effectively, and achieve good grades

Emotional JTBD



Feel confident, reduce stress from deadlines, and gain a sense of accomplishment

Social JTBD



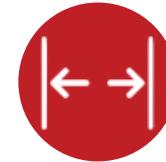
Gain peer recognition and receive appreciation from teachers and parents

Current Alternatives



Current Alternatives

Students rely on tutoring, group coaching, online study apps, or manual planning methods



Gaps in Current Alternatives

Current solutions don't adapt to individual needs, fail to integrate multiple resources seamlessly, and lack engaging and motivating features to maintain focus

Problem Validation (GOOTB)

Partial List of Potential Customers/Users Interviewed

Name: Jason Joel

Occupation: Student

Name: Nirmal

Occupation: Student

Name: nazar

Occupation: Student

Problem Validation

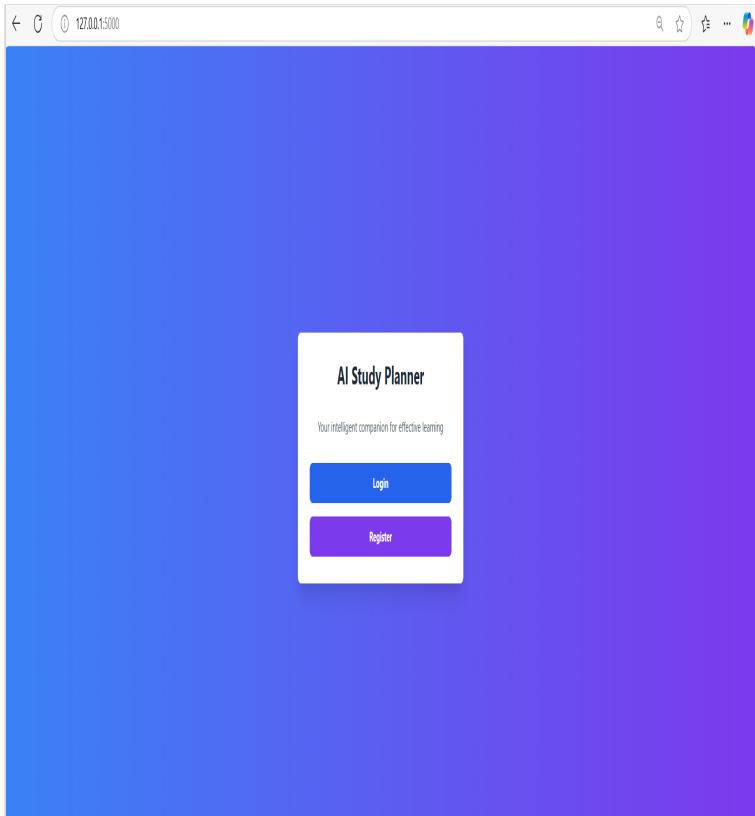
Total customers/users interviewed:

• In-person: 8
• Virtually: 2

Total customers/users for whom this problem is important to solve: 7

Total customers/users who are dissatisfied with the current alternatives: 1

Our Solution



Solution

AI-Powered Study Planner: Creates personalized study plans using uploaded materials, deadlines, and goals, with gamified features and AI assistance for doubts

Core Technologies/ Methodologies

html and
css(frontend),python(backend),sql(database),youtube
api key.

Solution Design



Our Solution

AI-Powered Study Planner:
Creates personalized study plans using uploaded materials, deadlines, and goals, with gamified features and AI assistance for doubts



Key Features

Personalized study plans. Gamification with rewards and challenges. AI-powered doubt-solving assistant. Video learning integration. Progress tracking and analytics.



Uniqueness

Proprietary algorithms for adaptive study plans, gamified engagement strategies, and AI-driven learning assistant for real-time clarification.

Solution Format:

Digital Product: AI-powered web and mobile applica

Core Technologies/ Methodologies:

html and css(frontend),python(backend),sql(database),youtube api key.

Solution Benefits



Functional Benefits

Complete study tasks on time. Improve test scores through personalized quizzes. Gain clarity on complex concepts with AI assistance.â€¢



Emotional Benefits

Reduced stress from disorganized learning. Confidence in academic progress. Motivation through gamification and achievements.â€¢



Social Benefits

Recognition for better performance. Positive feedback from peers and mentors. Enhanced reputation as a focused learner.â€¢



Macro Benefits

Empowers learners for improved productivity. Reduces education inequality with accessible AI tools. Promotes lifelong learning and digital inclusion.â€¢

Competitors



Direct



Embibe, Unacademy, Byju's, Gradeup
Khan Academy, Quizlet, Chegg, Coursera

Indirect

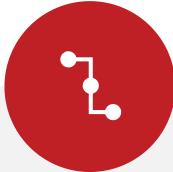


Google Workspace for Education, WhatsApp study groups
Notion, Trello, YouTube educational channels

Our UVP

AI-driven study planner offering tailored schedules,
interactive quizzes, and personalized learning

Competitors



Direct Competitors

Embibe, Unacademy,
Byju's, Gradeup



Indirect Competitors

Google Workspace
for Education,
WhatsApp study
groups



Direct Competitors Globally

Khan Academy,
Quizlet, Chegg,
Coursera



Indirect Competitors Globally

Notion, Trello,
YouTube educational
channels

Macro Analysis



Favourable Trends

AREA	DESCRIPTION
Technology	Increasing adoption of AI in education enables personalized learning experiences.
Demographics	Rising tech-savvy student population creates demand for innovative digital learning tools.

Unfavourable Trends

AREA	DESCRIPTION
Economy	High development costs for advanced AI tools may limit initial scalability.
Legal	Stricter data privacy regulations could complicate the collection and usage of student data.

Data Sources:

Area: Economy - Referenced from "McKinsey & Company AI Adoption Report 2024" Area: Legal - Referenced from "GDPR and Global Data Privacy Trends Report 2025"

Prototype

Prototype Format

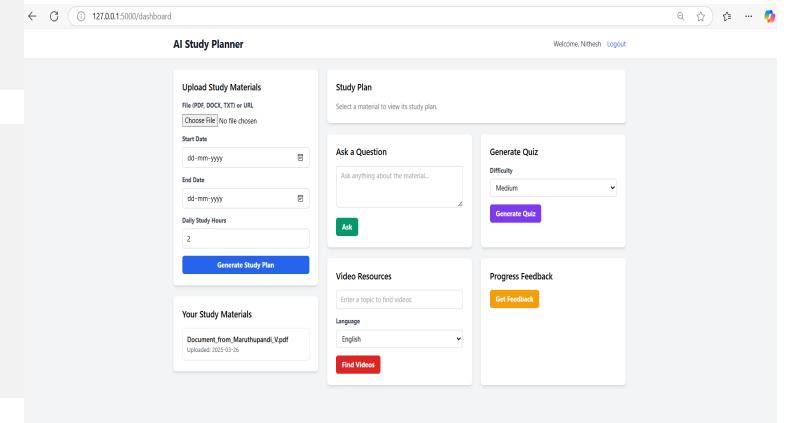
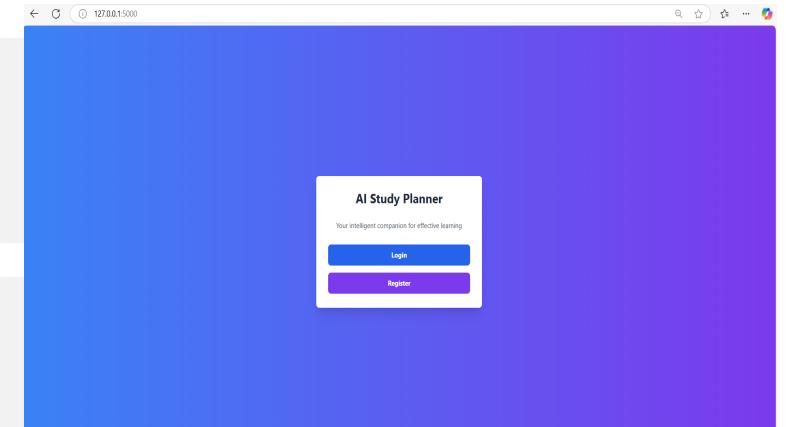
Digital app prototype in Figma with functional Flask demo showcasing key features and user flows.

Functionality included in the Prototype

The prototype will include AI-driven study plan creation, material uploads, quizzes, gamified progress tracking, and an intuitive user dashboard.

Functionality NOT included in the Prototype

ChatGPT said: The prototype will exclude advanced analytics, multi-user collaboration, third-party integrations, and voice-based AI assistance, focusing instead on core study planning and tracking fea



Prototype Validation



Number of users engaged with?

10

How many people liked or loved the prototype?

8

How many people were either neutral or mostly unhappy with the prototype?

2

Prototype Feedback

What aspects of the prototype did the users LOVE?

Users appreciated the intuitive study planner, the ability to upload various materials, and the personalized schedule generation based on deadlines. They also loved the quiz feature with difficulty levels, the AI assistance for answering questions, and the futuristic UI design inspired by "Solo Leveling."

What aspects of the prototype were DISLIKED by the users?

Some users found the quiz feedback too generic and suggested more detailed explanations. Others wanted better video resource recommendations tailored to their preferences.

Competition Analysis

COMPETITOR NAME	TYPE	STRENGTHS	WEAKNESSES
BYJU'S	Direct	High-quality content, strong brand	High pricing, over-reliance market
Unacademy	Direct	Affordable pricing, live stream	Limited personalized features
Coursera	Direct	partnerships with top universities	partnerships with top universities
KhanAcad	Direct	high-quality educational videos	no detailed study planning

Our Product/Service will be better than the competitors' solutions because:

Personalized Study Plans Interactive Features Comprehensive Integration

Market Size & GTM

GTM Channels

Digital

Students struggle with managing time, organizing study materials, and staying engaged, leading to inefficiency and unclear concepts.

Physical

Students face poor performance and low confidence parents worry about progress, teachers struggle to engage, and institutions risk reputational damage

Market Size

Globally:
\$2 billion annually for the global market

Growth Rate:
Annual Growth Rate: 16.3% CAGR (2025-2030)

Source: HolonIQ EdTech Report, 2025

Market Size

Total Addressable Market (TAM)

\$2 billion annually for the global market

Serviceable Available Market (SAM)

\$500 million annually

Serviceable Obtainable Market (SOM)

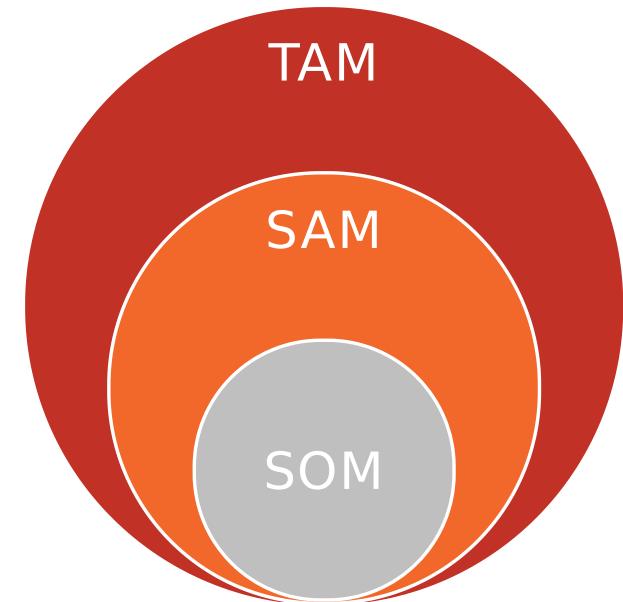
Rs. 15 Cr in 2 years.

Assumptions

Targeting English-speaking students aged 15–25 in urban areas with high digital accessibility,
3000,
50000

Sources of Research

Source: HolonIQ EdTech Report, 2025



Revenue Models / Pricing

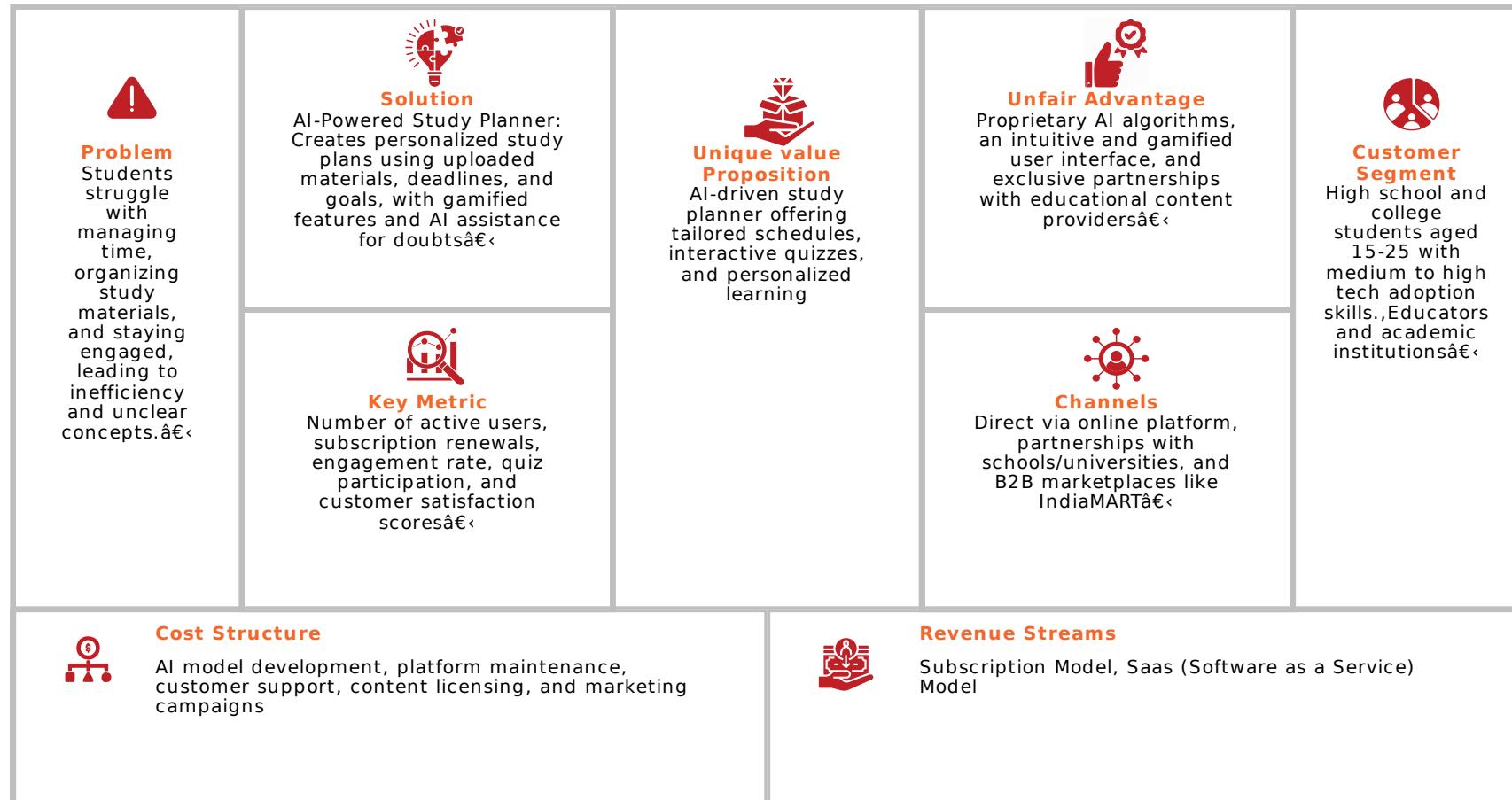
Revenue Model (Primary)

Subscription Model

Revenue Model (Secondary)

SaaS (Software as a
Service) Model

Lean Canvas



Go-to-Market Approach

Geographic Focus

Top-5 cities in India, expanding into Southeast Asiaâ€¢

Digital Marketing Channels

Google Ads, Facebook Ads, Instagram, YouTube, LinkedIn, Email Marketing, SEO, Affiliate Marketingâ€¢

Physical Marketing Channels

Trade shows, Conferences, Event sponsorships, Flyers, Direct mailâ€¢

UVP

AI-driven study planner offering tailored schedules, interactive quizzes, and personalized learning â€¢

GTM Partners

Industry Influencers, Content Agencies, Digital Marketing Firms, Event Organizersâ€¢

Marketing KPIs

CAC, CLV, Conversion Rate, Churn Rate, Revenue Growth Rate

Competitors' GTM

Competitor #1 excels in Influencer Marketing but lacks strong SEO, Competitor #2 focuses on radio and TV ads

Sales & Customer Service

Customer Service

AI Chatbot, Live Chat, Email Support, Phone Support, Social Media, Helpdesk (Zendesk, Salesforce)

Distribution Channels

Direct via online platform, partnerships with schools/universities, and B2B marketplaces like IndiaMART

Digital Sales Channels

Website, Mobile App, Amazon, LinkedIn, Email Sales, AI-powered Chatbot, SEO-driven landing pages

PRIMARY CUSTOMER SEGMENT

High school and college students aged 15-25 with medium to high tech adoption skills.

UVP:

AI-driven study planner offering tailored schedules, interactive quizzes, and personalized learning

Physical Sales Channels

Educational conferences, University partnerships, Book fairs, EdTech expos, Workshops

Sales KPIs

Revenue Growth, Conversion Rate, Average Subscription Value, User Retention, Customer Acquisition Cost (CAC)

https://drive.google.com/file/d/1DdSarqf_2IJm2r1hosf4W4XZoHKumAIR/view?usp=sharing

GTM Partners
NPS, CSAT, Google Forms Surveys, Focus Groups, In-app Feedback, User Reviews & Ratings

<https://drive.google.com/file/d/12uPDdmY51YpPillFZ2-DKSMzjpjV3EP5/view?usp=sharing>

Financials

Revenue Models/Streams

- Subscription Model
- SaaS (Software as a Service) Model

Pricing

- **Unit of Sale:** Subscription (byjus)
- **Selling price per unit:** Subscription at ₹399 per month

First Year Projections

Revenues:
₹12,00,000

Operating Profits:
₹12,40,000

Revenue Models / Pricing



Revenue Model (Primary)

Subscription Modelâ€¢

Unit of Sale

Subscription (byjus)â€¢

Sale Price per Unit

Subscription at ₹1399 per monthâ€¢

Expected units to be sold in Year 1

Approximately 100 subscriptionâ€¢

Expected growth in monthly sales

15% per monthâ€¢

Costs & Revenues: Key Assumptions

127.0.0.1:5000/dashboard

AI Study Planner

Welcome, Nithesh [Logout](#)

Upload Study Materials

File (PDF, DOCX, TXT) or URL

Choose File No file chosen

Start Date

End Date

Daily Study Hours

[Generate Study Plan](#)

Your Study Materials

Document_from_Maruthupandi_V.pdf
Uploaded: 2025-03-26

Study Plan

Select a material to view its study plan.

Ask a Question

Ask anything about the material...

[Ask](#)

Generate Quiz

Difficulty

[Generate Quiz](#)

Video Resources

Enter a topic to find videos

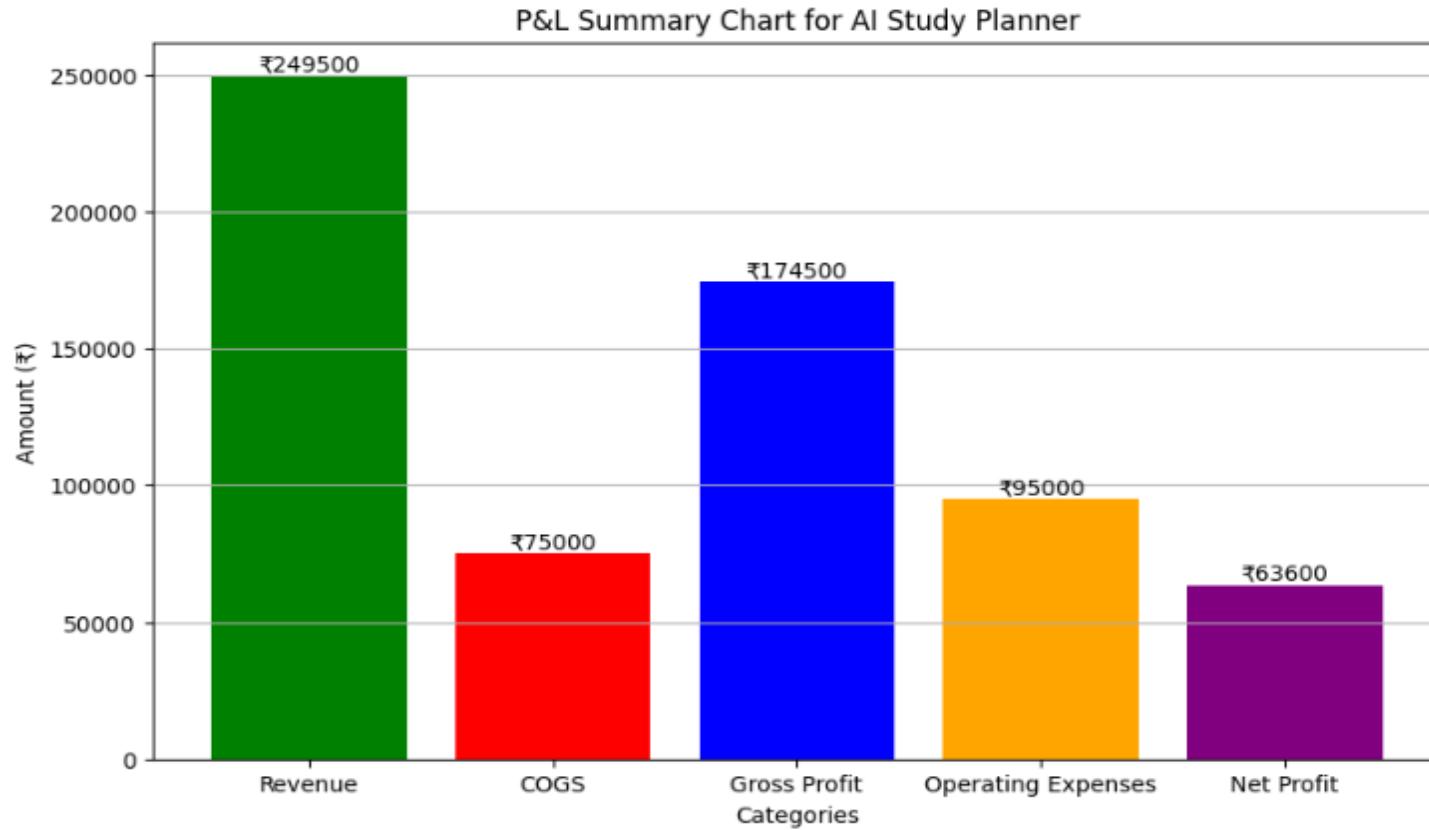
Language

[Find Videos](#)

Progress Feedback

[Get Feedback](#)

Profit & Loss Projections: Summary



Performance & Break-Even Analysis

**Year 1
Revenues**

₹12,00,000

**Gross Profits
for Year 1**

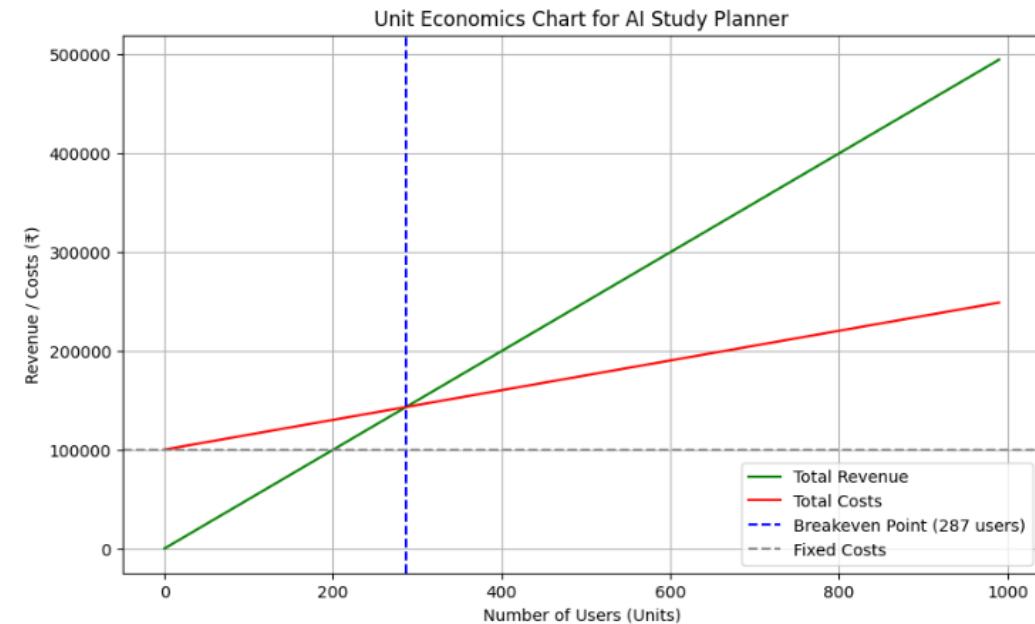
₹7,20,000

**Net Profits for
Year 1**

₹2,40,000

**Break-even
Month**

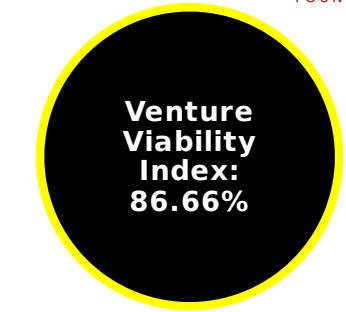
Month 6



Next Steps

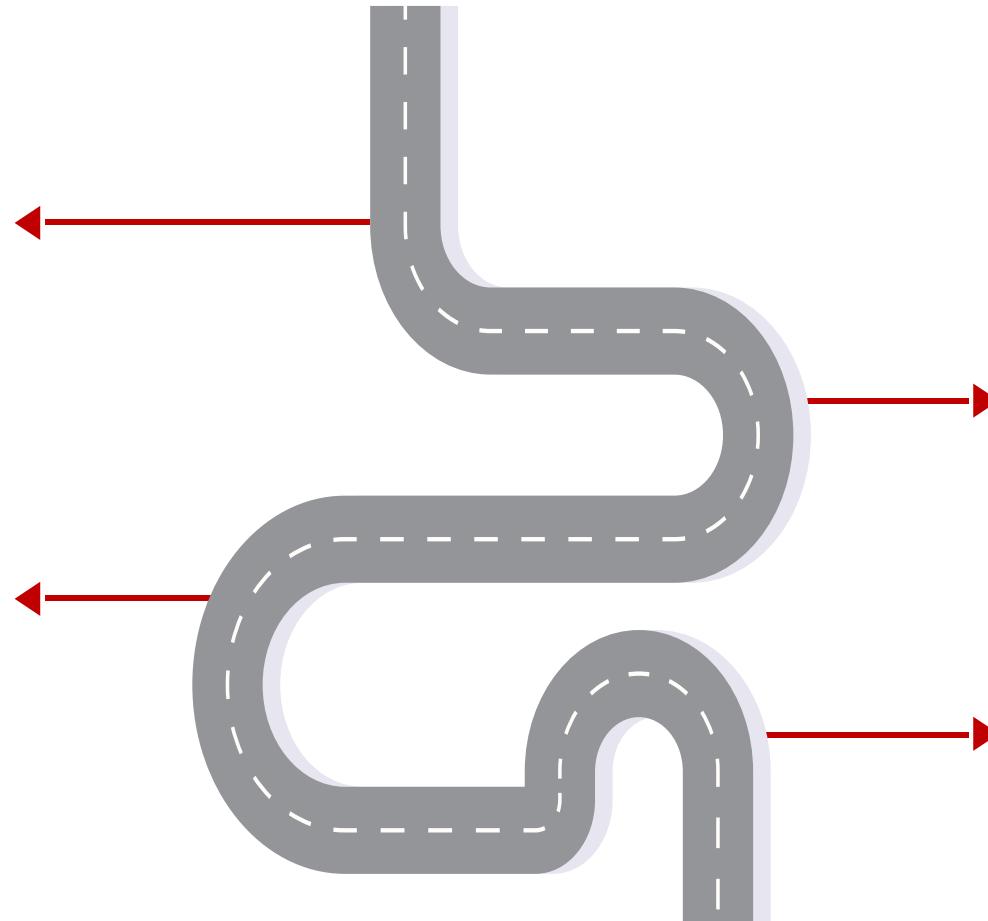
Goals for Months 10-12
Launch

Goals for Months 4-6
Website



Goals for Months 7-9
Beta Test

Goals for Months 1-3
Prototype



Venture Viability Assessment



Venture Viability Index

86.66%

Strengths

Strong understanding of target customer needs, unique value proposition that differentiates from competitors, a large and growing target industry, a committed and skilled team, and realistic financial projections supporting long-term sustainability.

Areas of Improvement

Strengthen marketing and sales strategies for better lead generation, enhance prototyping capabilities for faster delivery, and refine the pricing strategy to maximize revenue potential.

Next Steps



TIMELINE	GOALS	TEAM NEEDED	PHYSICAL RESOURCES NEEDED	FUNDS NEEDED
Months 1-3	Prototypeâ€¢	2 Devsâ€¢	GPUâ€¢	â,15 Lacsâ€¢
Months 4-6	Websiteâ€¢	2 Devsâ€¢	Toolsâ€¢	8 lacsâ€¢
Months 7-9	Beta Testâ€¢	3 Internsâ€¢	Devicesâ€¢	6lacsâ€¢
Months 10-12	Launchâ€¢	2SM1Supporâ€¢	CRMâ€¢	10 lacsâ€¢

Venture Team



Name: NITHESHWAR A S

University/College: Kalasalingam Academy of Research and Education

Major:B.tech [CSE]

Key Skills: Strategy, Programmingâ€¢

Role in the Venture: product developmen

Keen on continuing with the venture:

Yes



Name: KISHORE KUMAR R

University/College: Kalasalingam Academy of Research and Education

Major:B.tech [CSE]

Key Skills: AI/ML, Digital Marketingâ€¢

Role in the Venture: Market Researchâ€¢

Keen on continuing with the venture:

Yes



Name: MUKESH KUMAR S

University/College: Kalasalingam Academy of Research and Educatio

Major:B.Tech [CSE]

Key Skills: Presenting, Salesâ€¢

Role in the Venture: Marketing, S

Keen on continuing with the venture:

Yes

Current Mentors:

Sundaresan

Mentors Needed in these Areas:

product development

Venture Summary

OVERVIEW

We at Dawn AI aim to revolutionize education by providing AI-driven, personalized study planning tools that simplify learning for students. Our platform creates dynamic study plans, interactive quizzes, and tailored learning resources to enhance productivity and engagement. Currently, we are in the prototype phase, testing the solution with real users to refine its effectiveness.

Mission

Empowering students worldwide by providing AI-driven, personalized study tools to enhance learning efficiency, engagement, and academic success.

Social/Economic Relevance

Education is the cornerstone of progress, yet many students struggle with access, organization, and motivation. Our solution bridges these gaps, ensuring better outcomes for learners globally.



Thank

You!
Empowering students worldwide by
providing AI-driven, personalized study
tools to enhance learning efficiency,
engagement, and academic success.

