Learning App

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## Executive Summary

Learning app is a startup-idea where we want to create an app for the young generation to utilize their free time and learn a whole new things rather than just wasting their time playing games like pubg or watching youtube videos such as Baby Shark.

Learning app will consist of several topics that you need to either read, listen to or watch a certain video that’s related to the topic. A number of questions will be asked after reading the topic. Every question will have marks. If you get above a certain number of marks, you will be awarded a gift that you can get from our shop. The gift can either be any amount of money or a stationary item.

We have identified two customer segments that we will go after. The first segment are the children aged between 5-8. The second segment of the kids are aged between 9-13.

### 1.1 Objectives

* Create a successful product.
* Maintain the interaction of the child with the app.
* Improve the learning curve for children through the use of interactive study topics.

### 1.2 Mission

It is our team’s mission to divert the attention of the young kids from wasting their time on playing games to learning and opening up to the world.

### 1.3 Keys to Success

* Develop creative, educational and interactive learning app.
* Grant a reward after every milestone.
* Adapt the changes from the feedback