

EdMe Content & Marketing Submission – Ideation Scripts

Core Messaging Ideas

- 1. **Your Journey. Your Speed. Your Success.**
Every student learns differently. This is your path.
 - 2. **Personal Learning. Perfect Fit.**
AI adapts to you, not the other way around.
 - 3. **Quick Feedback. Smarter Practice. Better Results.**
Personalized learning saves time and helps you improve faster.
 - 4. **Learning Made Just for You.**
Study your way. Focus on what matters to you.
 - 5. **Your Learning Partner, Not Just a Tool.**
The AI listens, learns, and supports you like a guide.
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Storyboard (Scene by Scene)

Scene No.	Visual Description	Character	Emotion
1	Student sitting at a desk, surrounded by big books, feeling tired, stressed, and confused.	Student	Confusion, frustration
2	AI appears on the student’s screen offering a personalized study path.	Student + AI	Curiosity, surprise
3	Student studying selected topics, getting instant feedback and seeing weak areas highlighted.	Student	Motivation, interest
4	Progress bar increases, student is happily learning, feels confident, celebrates small wins.	Student	Happiness, confidence
5	Student wearing graduation cap, smiling proudly, showing success and satisfaction.	Student	Success, pride