**Strategy & Roadmap Deck**

**1. Problem & JTBD (Jobs To Be Done)**

* **Core Learner Pain Points**:
  + **Identification of Pain Points**: Begin by conducting user research to identify the primary challenges faced by learners. Common pain points may include:
    - **Lack of Engagement**: Learners may struggle to stay motivated or find the content uninteresting.
    - **Difficulty in Accessing Resources**: Learners may have trouble finding relevant materials or support.
    - **Insufficient Feedback**: Learners may not receive timely or constructive feedback on their work, hindering their progress.
  + **Jobs To Be Done (JTBD)**: Frame these pain points in the context of JTBD, which focuses on what learners are trying to achieve. For example:
    - "I want to complete my assignments efficiently."
    - "I need immediate feedback to improve my skills."
* **Visual Representation**:
  + **Problem-Solution Matrix**: Create a matrix that maps each identified pain point to the corresponding solution provided by the assistant. This visual can help stakeholders quickly understand how the assistant addresses specific learner needs.

**2. Market & TAM (Total Addressable Market)**

* **Who Benefits**:
  + **Target Audience**: Clearly define the target audience for the assistant. This could include:
    - **Students**: High school, college, and adult learners seeking to enhance their skills.
    - **Professionals**: Individuals looking for career development or upskilling opportunities.
    - **Lifelong Learners**: People interested in personal growth and continuous education.
* **Market Size**:
  + **Data Presentation**: Present data on the size of the market and its potential for growth. Use statistics from reputable sources to support your claims. For example:
    - "The global e-learning market is projected to reach $375 billion by 2026."
* **Why Now**:
  + **Current Trends**: Discuss trends that make this the right time to launch the solution. Consider factors such as:
    - **Increased Demand for Online Learning**: The shift to remote learning due to the pandemic has accelerated the adoption of online education.
    - **Technological Advancements**: Innovations in AI and machine learning enable more personalized and effective learning experiences.
* **Visual Representation**:
  + **Bar Chart or Pie Chart**: Use a bar chart to illustrate the market size and growth potential, highlighting key statistics and projections.

**3. Solution Architecture**

* **System Diagram**:
  + **Components of the Solution**: Create a detailed diagram that illustrates the architecture of the solution, including:
    - **Agents**: Different types of AI or human agents involved in the learning process (e.g., chatbots, tutors).
    - **Content Pipeline**: Outline how content is created, curated, and delivered to learners. This may include content creation tools, review processes, and distribution channels.
    - **Data Loops**: Show how data is collected and used to improve the learning experience. This could involve feedback mechanisms, analytics, and adaptive learning paths.
    - **Moderation**: Describe the processes in place to ensure content safety and quality, including moderation tools and guidelines.
* **Visual Representation**:
  + **Flowchart or System Architecture Diagram**: Use a flowchart to visually represent the components and their interactions, making it easy for stakeholders to understand the overall system.

**4. Roadmap (0-6-12 Months)**

* **Sequenced Bets**:
  + **Key Initiatives**: Outline the key initiatives and projects planned for the next 0, 6, and 12 months. For example:
    - **0 Months**: Launch of the MVP (Minimum Viable Product).
    - **6 Months**: Introduction of new features based on user feedback.
    - **12 Months**: Expansion into new markets or demographics.
* **Resourcing Assumptions**:
  + **Resource Allocation**: Discuss the resources required for each initiative, including team members, budget, and technology needs. For example:
    - "We will need a team of 5 developers and a budget of $100,000 for the MVP launch."
* **Kill-Switch Criteria**:
  + **Discontinuation Guidelines**: Define clear criteria for discontinuing initiatives that are not meeting expectations. This could include metrics such as user engagement, retention rates, or feedback scores.
* **Visual Representation**:
  + **Gantt Chart**: Use a Gantt chart to show the timeline of initiatives and milestones, allowing stakeholders to visualize the project timeline and dependencies.

**5. Prioritization Framework**

* **Scoring Initiatives**:
  + **Framework Explanation**: Explain the framework used to prioritize initiatives. Common frameworks include:
    - **RICE**: Scoring based on Reach, Impact, Confidence, and Effort.
    - **MoAR**: Scoring based on Momentum, Alignment, and Risk.
  + **Example Scoring**: Provide an example of how a specific initiative would be scored using the chosen framework.
* **Visual Representation**:
  + **Matrix or Scatter Plot**: Create a matrix or scatter plot to visualize the scoring of different initiatives based on the chosen framework, helping stakeholders understand the rationale behind prioritization.

**6. Risks & Mitigations**

* **Technical Risks**:
  + **Identification of Risks**: Identify potential technical challenges that could impact the project, such as integration issues, scalability, or data security concerns.
* **Ethical Risks**:
  + **Ethical Considerations**: Discuss ethical considerations related to the use of AI, such as data privacy, bias in algorithms, and the potential for misinformation.
* **Community Health Considerations**:
  + **Impact on Community**: Address potential impacts on community engagement and trust, including how to foster a positive learning environment.
* **Mitigation Strategies**:
  + **Action Plans**: Outline strategies to mitigate identified risks, such as implementing robust security measures, conducting regular audits, and establishing clear ethical guidelines.
* **Visual Representation**:
  + **Risk Matrix**: Use a risk matrix to categorize risks by likelihood and impact, providing a clear overview of the risk landscape.

**7. Stakeholder Plan**

* **Touchpoints**:
  + **Key Stakeholders**: Identify key stakeholders involved in the project, including teams from Content, Marketing, Trust & Safety, and Executives.
* **Engagement Strategy**:
  + **Communication Methods**: Discuss how and when you will engage with stakeholders. This could include regular meetings, progress reports, and feedback sessions.
* **Visual Representation**:
  + **Stakeholder Map**: Create a stakeholder map to visualize relationships and communication channels, helping to clarify roles and responsibilities.