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me to life in a way that truly impacts learning.

### BACKGROUND OF THE PROBLEM

It was the year 2021, and I had just gotten admission to Lagos State University. I entered the lecture hall excited for my classes, but what I encountered was overwhelming. Everywhere was overcrowded. The heat was too much because the ventilation wasn't properly equipped, or probably because of the overcrowding. The class was so overcrowded that you could barely hear what the lecturer was saying due to murmuring, especially if you were sitting at the back. Some people were even standing up. It was rowdy and crowded. I thought for a second maybe because it was my first day, well turns out that didn't stop I meant the overcrowding, because of that, most students about 75% had to rely on other ways to catch up because as you know it this is University like our lecturer do tell us even if they didn't come to class our exam questions are ready so that's frightening to us eventually there were established tutorial bodies some of which are non profit organizations that's students from higher levels like 300levels do organize tutorials for us, that's good and it helped but not without its stumbling blocks.



(Premium Times: Nigerian Universities Admit 2 million capacity for 600 k)

Firstly, because most students rely on that system to learn class was nevertheless always filled up too which is mostly or partially overcrowded too but not worse than the latter, secondly, if the class was not overcrowded the timing of the various tutorials do clash with some of our lectures or let's say other school activities so trying to balance everything was t asking and it was a zero sum game. This went on and on until...

Fast forward to 2022, when generative AI was becoming more and more popular, particularly ChatGPT, it had become so popular that it became the fastest consumer app to reach over 100 million downloads. I as a student do rely on my school library particularly the E-Library to carry out my research on the various topics we were taught in class, it was there I discovered chatGPT because it was becoming increasingly more popular among students particularly History students who relied on it due to how fast it could comb results from the web thus making their research faster and more personalized but most importantly how it reduced the time students do use to learn and carry out their various research studies, I discovered that (chatGPT) in the library and started using it most frequently for my studies, I was fascinated by how fast and efficient it do yield results. However, there's a particular notion first, there were concerns about its ethical use because what it does is surf through the Internet and paraphrase answers, so that was one of the main concerns and also the facts that even though it's personalized in terms of the results its yield it lacks the basic function of tailoring queries because of how broad the results was, particularly to various academic needs.

Secondly, there's a notion among lecturers that it's what or the definitions they gave us in classroom that they wants to see, it's not as if they'll mark you wrong but you won't be allocated your full mark, that was a concern because I had just discovered this tool that I thought was flawless and then several factors started coming up, with time I reduced my reliance on it but was still searching for tools that'd be beneficial for me and help me in my academic journey.

Nigeria bottling Company, organized an events where students were asked to choose various fields that they'd like to learn, I knew what I wanted

d when I saw AI I jumped on it quickly registered for it and explored more of it by actually studying to know more about it and how it works, learned about recommendations algorithms and language translation. On the day of the events, various students went to their facilitators and we discussed more explored different dynamics, it was that day it dawned on me that it'd be great to develop a central system which will serve as students digital academic hub that both the Classroom lectures failed to address and the tutorial bodies also partially achieved but not fully.

The what-if moments I experienced...

What if we had a central platform for a start, where students can access various courses in their fields of study remotely?

What if the website made use of the already established tutorial bodies with vast amounts of past questions, resources and educational materials that are tailored and suited towards what they are studying?

And that's the problem LearnPath.AI was conceived to solve

## LEARNPATH.AI

### Our Mission

To democratize access to quality, curriculum-aligned education for Nigerian university students by leveraging generative AI, local academic resources, and ethical learning tools – making studying more accessible, personalized, and effective.

### Our Vision

To become Nigeria's leading academic hub – a trusted digital companion that empowers every student to succeed, regardless of physical limitations, overcrowded classrooms, or institutional gaps.

### Platform description

LearnPath.AI will be an AI-powered, curriculum-aligned learning platform designed to make university education easier, smarter and more personalized. Rooted in the NUC Curriculum, Learnpath.AI offers a comprehensive suite of tools—ranging from realistic exam simulations and smart flashcards to AI-powered tutorials that generate course-specific answer

s across various faculties and departments.

By combining deep curriculum alignment with generative AI technology, LearnPath.AI doesn't just prepare students for exams—it helps them master their learning paths. Whether you're brushing up on key terms, practicing CBT-style questions, or seeking tailored explanations that follow your departmental syllabus, LearnPath.AI will be your intelligent study companion every step of the way.

LearnPath.AI will be an innovative educational platform designed specifically for Nigerian university students. The main objective here is to ensure that university students can study and have access to wide arrays of learning materials remotely, ensuring it's relevant, useful, practical and removing the physical barriers that has made the physical and traditional way of learning increasingly worrisome to students; it's an assistive AI and it does not replace the traditional way of lecturing in contrast it leverages the existing infrastructure that's constrained by the physical factors and tries to scale that up more efficiently and effectively also it will be set up to remove the difficulties that has plagued the physical tutorial ensuring convenience among students who can choose where, when and how they'll study.

How does this solves the issues of overcrowding?

LearnPath.AI helps ease classroom overcrowding by removing the need for every student to physically be present in a hall that's already bursting at the seams. Instead of squeezing into packed lecture theatres or missing lessons due to lack of space, students can access their course materials, explanations, and assessments right from their devices. It shifts learning from a location-based struggle to an accessible, on-demand experience. This not only lightens the load on overstretched facilities but also gives every student equal room to learn—virtually, without limits.

### LearnPath.AI Features

#### Overview of Features

LearnPath.AI will include the following features for students based on the NUC curriculum:

#### Dashboard

Students can have access to their overall learning tools, including the number of hours they used studying, and the points gained from using various features on the platform with real time integrated statistics they could use to measure their day-to-day learning metrics, which will allow them to keep track of their progress on those courses they are studying.

#### Course Materials

Access to various resources for learning based on the NUC curriculum. Course materials will be available to students from the 100 to 400 levels. This will include a vast amount of resources where students will be able to :

- Select their department; a drop-down menu at your level.
- Select the courses, maybe BUS 301, with the course Title written at the front, let's say:

BUS 301 (Human resources management), and once that's initiated, they'll be able to see all the reading resources about Human resources management from definitions to functions and so on while following the standard curriculum and guidelines, which is supported across universities in Nigeria.

This will further remove the barrier that generative AI doesn't follow (the standard curriculum) in terms of the definitions of some terms that some lecturers specifically want to see in their exams, giving students the edge in that area.

#### Why Access to the NUC Curriculum Is a Game-Changer for LearnPath.AI

Getting access to the NUC (National Universities Commission) curriculum isn't just a smart move — it's a strategic accelerator for LearnPath.AI's growth across Nigeria's tertiary institutions.

##### 1. Rapid Scalability Across Universities

By aligning with the NUC-approved syllabus, we ensure that our content is universally accepted across all accredited universities in Nigeria. This means:

We don't have to rebuild course content for each institution.

We can roll out to multiple universities at once without customization delays.

Departments and lecturers are more likely to adopt us, knowing we follow



w standard guidelines.

Think of it as building one engine that powers thousands of vehicles – uniformity = speed.

## 2. Cost Efficiency

Creating custom course materials for every school is expensive – in time, staffing, and resources. But with access to the NUC curriculum:

Our content development becomes streamlined and replicable.

We reduce redundancy – no more repeating efforts for the same topics.

We can invest more in improving platform features rather than duplicating academic content.

In short, it's cheaper to scale and faster to iterate.

## 3. Trust and Credibility

Students, lecturers, and even schools are more confident in platforms that follow a recognized academic framework. With the NUC curriculum:

We gain institutional trust.

Our answers, quizzes, and notes are verified and relevant to students' actual assessments.

We're better positioned to partner with faculties and departments.

This sets us apart from generic AI tools that "guess" what students need – we know exactly what they need.

## 4. Improved Learning Outcomes

With NUC-aligned content, our AI can:

Personalize learning based on students' courses and departments.

Recommend materials that are not just helpful, but exam-relevant.

Reduce confusion caused by mismatched syllabi.

This makes learning more effective, targeted, and results-driven.

## How to Get Access

- By requesting directly from NUC
- Visit: <https://www.nuc.edu.ng>
- Contact via email: [info@nuc.edu.ng](mailto:info@nuc.edu.ng) or official phone lines
- Submit a formal request letter:

Describe LearnPath AI's mission (supporting students using AI un

der the NUC's own guidelines)

- Request access to BMAS acronym for Benchmark Minimum Academic Standards which outlines what each course must include (course titles, units, expected outcomes) course syllabi for specific departments

And our intentions will be clearly stated to comply with national academic standards.

### CBT Practice Question

Most tutorial organizations don't offer this type of experience, which will position us as a pioneer in this area and give us that first mover advantage.

For CBT-based exams (common in the 100 level). There'll be a Start practice section where students can click on, and then input the course they want to practice.

Real-life simulation, Timed and Untimed Practice Question:

Timed Practice Questions: For these parts, students can set their time based on the time they'll use for their actual exams, ensuring a real-life scenario and how they can be better prepared to ace it on the actual day.

Untimed Practice Questions: For these parts, students can also choose not to set a time, allowing them to practice questions at their own pace before gaining the level of confidence to put a timer on practice questions, allowing for a more inclusive and understandable learning, which allows them to study and develop at their own pace. In general, there'll also be the option to flag incorrect options or questions, further giving us the feedback we need to improve our platform.

While generating multiple-choice or single-choice questions across various courses on our platform, users will have the option to flag any question or answer they find unclear, inconsistent, or incorrect. This feature not only enhances the user experience but also serves as a valuable feedback loop, allowing us to identify and correct issues quickly, and continuously improve the quality of our content.

### Past questions

One thing students can't do without in their various institutions is past questions. Even though other tutorial organizations have various past questions, the problem is that there's no centralized place where students can access them all at once; they're scattered in PDFs. This is where it gets interesting due to the facts that most of those traditional or established tutorial organizations are non-profit meaning our goals are well aligned that's making sure that students academic excellence and performance is achieved, we'll be able to partner with them based on that shared values and leverage the vast amounts of resources, past questions and other resources that'll help students learn which will position our platform as a central hub where students both now and the incoming ones can get access to those vast amounts of academic resources, which for most part are likely to come out as some lecturers do repeat their exam questions or sets similar questions as before by so doing further removing the barriers students are likely to face scouting through various PDFs files just to look for past questions on a particular course or courses, ensuring convenience, our platform will serve as a necessity for students and a central hub of their academic life on campus.

### **LearnPath.AI "Chatbot"**

#### Features

The "Chatbot" in LearnPath.AI will be designed to differentiate itself from other generative AI by:

Tailoring responses: Based on students' department and specific courses. After studying a specific course material e.g BUS 301 (Human Resources Management) if students want clarifications or answers to some topics under that particular course, this is where the chatbot will come in handy for example, students need an answer or more clarity on the "functions of HR manager" they'd go to the chatbot input department (Business administration), course code BUS 301 (HRM) and they can ask any questions under that particular course.

Relevance to studies: Answers are more relevant to what students are s

tudying based on the standard curriculum.

Lecturer alignment: Supports lecturers' expectations tied to the NUC curriculum.

Voice-based search: As we improve our platform voice enabled communication will be incorporated to ease the stress of students who get tired easily of inputting text on the chatbot.

Ethical response generation: Rather than paraphrasing web results, which is increasingly becoming a bone of contention among academia, responses will be guided by the NUC curriculum for relevance and accuracy in students' studies. To ensure an even more ethical use, there'll be citations to the prompt answers where students cannot only track but also explore the question(s) on a deeper level.

## **MARKET ANALYSIS FOR LEARNPATH.AI**

Target Market: (Nigerian University Students)

Primary Users: Undergraduate students in public and private universities (especially 100–400 level students).

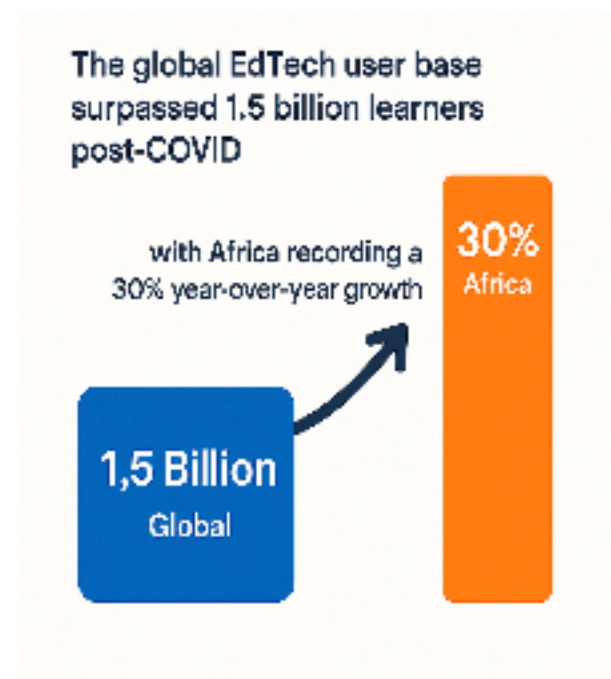
Early Adopters: 100–200 level students, who often struggle to adjust to university learning systems.

## **MARKET SIZE AND DEMAND**

Nigeria has over 273 universities (public and private), with more than 2 million+ students enrolled. As a result of the challenges students face in lecture halls, they often rely on tutorials and past questions to study, but there's no centralized platform offering structured, curriculum-aligned support. Growing demand for remote, personalized, and tech-enabled learning solutions, especially since COVID-19 normalized online education.

Stat:

The global EdTech user base surpassed 1.5 billion learners post-COVID, with Africa recording a 30% year-over-year growth in EdTech usage – one of the fastest globally.



(Source: UNESCO, 2023)

What it means for LearnPath.AI:

This growth shows students are already turning to digital tools – but in Nigeria, many still rely on WhatsApp groups, scattered PDFs, and generic AI like ChatGPT.

LearnPath.AI can capitalize on this boom by offering what's missing:

a centralized, curriculum-specific, mobile-friendly learning platform tailored to Nigerian university students.

## USER BEHAVIOUR AND INSIGHTS

Most students:

Use smartphones daily.

Belong to class WhatsApp/Telegram groups for updates and shared PDFs.

Use Google, ChatGPT, or YouTube to study, even though results are often broad or not curriculum-specific.

## **PSYCHOGRAPHICS**

Students want to pass exams, understand courses, and reduce study stress.

They care about:

Accuracy of information (some lecturers want NUC definitions).

Convenience (reduce study anytime).

Value for money (affordable with vast and well-tailored amounts of educational resources).

## **MARKET OPPORTUNITY**

Stats (Africa-focused):

EdTech usage in Africa has grown by over 30% annually since 2020, making it one of the fastest-growing regions for digital education globally.

In countries like Nigeria, Kenya, and Ghana, over 65% of university students now engage in some form of digital learning, especially via mobile devices. (Sources: EdTech Hub and UNESCO, 2023).

What does this mean for LearnPath AI?

This surge shows that students are hungry for accessible, mobile-first, a

and tailored learning tools. But while many platforms offer general content, LearnPath AI can stand out by:

Aligning with the NUC curriculum

Offering past questions, CBT practice, and AI-powered course-specific chat

Providing a centralized academic hub—filling the gap between overcrowded lectures and unstructured online Resources.

Nigerian students are mobile-first, and the need for digital academic support is increasing rapidly.

Universities are now encouraging digital learning due to infrastructural limits — LearnPath AI can be a vital solution.

## BUSINESS MODEL

One thing we'll prioritize is user experience and user friendliness of our platform. Why we scale up and as new users come on board ads won't be displayed because that might affect our user experience; instead of that we'll go for various time-tested subscription models, such as:

**LearnPath.AI Pricing Structure**

Plan	Features	Price
Free Trial	Full access to all features for 3 days - Try out chatbot, CBT, and download materials	₦0
Standard	Access up to 3 courses - Download past questions - 10 CBT practices/week - 3 chatbot queries/day	₦2,000/month
Premium	Unlimited course access - Unlimited downloads - Unlimited CBT practice - Unlimited chatbot queries -	₦2,500/month

## PROMOTION AND BRAND TOOLS

### LearnPath.AI Programs

LearnPath.AI Programs is a simple but powerful concept that we will use to drive engagement and awareness to our platform, it's cheap, cost effective and we'll use it to drive word of mouth recommendations within faculties, by hosting events and programs from faculty to faculty here's where it get interesting after going from faculty to faculty we'll ensure we have some representatives in those faculties to give us feedback from time to time about what students think, we'll have them in each department and all levels to allow us to assess and better improve our platform by giving us a direct feedback and also serving as a mouthpiece for LearnPath.AI. And after every program, we'll create a WhatsApp group to track and pass information to our potential users on the latest developments and how they can use our platform to enhance their academic performance.

One of the most effective ways we'll also leverage is:

### On-Campus Promotion

On-Campus Events: Organize a Tech-for-Learning workshop or seminar. Here we don't need huge funding, all we need is to host events within those institutions and speak to students about the platform.

Class Representatives & SUG: Partner with them to spread awareness. Offer them early access to our platform or incentives as their rewards.



Tutorial Bodies: Partner or collaborate. We'll do this to leverage the vast amounts of resources they are sitting on, which have made it difficult for students to have easy access to them due to their uncoordinated nature and how scattered they are.

Flyers & Class Announcements: We'll create branded flyers (digital and print) and ask our representatives in each faculty to push them across their various platforms.

### Digital Promotion

Campus Influencers: Micro-influencers within schools with 500–2k followers, we'll likely partner with them to bring awareness to our platform.

Storytelling: The idea of shooting a short, but impactful, video-themed storytelling. "A day in the life of a Student" we'll highlight how the rigorous challenge of waking up as early as 8 am to attend to lectures (which will make the video more relatable) and trying to balance things from attending necessary lectures and attending physical tutorials which can be cumbersome for students that has lots of activities going on in their campus life then LearnPath.AI will be positioned as the academic central hub, which will help and assist students in their daily life, a platform they can have access to from anywhere without any hassle or stress.

Referral Campaigns: Users will be given points for referring others. These points could be redeemable for extra rewards later on.

## **LEARNPATH CONNECT (LPC)**

Empowering Students, Enriching Communities: The B2Com2C Model for Smart Learning and Local Living.

Business-to-Community-to-Consumer (B2Com2C), LearnPath will create

a powerful bridge between students and their communities. Instead of just offering learning tools, LearnPath partners with local businesses—like eateries and shops—to reward students with vouchers or points that's convertible to digital wallets (denominated in naira), further enhancing and encouraging digital inclusion and empowerment in local communities and to spark FOMO among local businesses and also among our target audience (students).

It's more than just education; it's a lifestyle ecosystem. Students not only gain academic value but also enjoy real-life perks in their everyday environment, making learning feel rewarding both on and off campus.

## How It Works

### Students rewards and digital wallets conversion

LearnPath isn't just about studying; it's also about rewarding students' efforts who have been consistently using our platform. As students hit milestones, complete quizzes, or stay active on the platform, they earn points. These points can be turned into real-life perks like free meals, discounts, or vouchers.

But here's the twist —

You can only redeem these rewards at our selected partner spots — think popular local restaurants, salons, cafés, and more. These are verified LearnPath Connect businesses that are student-friendly and ready to give you extra value for your effort. As part of these initiatives, we'll be focusing on local businesses that prioritize sustainability.

### What's in it for Local Businesses?

We get it — community support has to go both ways. Here's how local b

businesses can benefit from this initiative.

More Foot Traffic: Students come in to redeem points. That means new faces, new customers, and more buzz around your designated local businesses.

Free Promotion: Local businesses gets featured on the LearnPath platform— no extra ad budget, just organic visibility making it attractive.

Repeat Customers: A student might come in for a discounted meal, but next time? They're paying full price and bringing friends.

Community Credibility: Local businesses will be part of a network that helps them improve customer service through our affiliate partnership, synchronizing our AI-powered platforms with local businesses, and while also helping students get rewards through our point conversion initiatives that build loyalty, trust and empowerment. It's a cycle that works,

Students get rewarded, businesses grow and communities thrive.