

AIN FOUNDRY

POWERED BY AIN CFEI

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Model Competition

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DATE : Oct 22, 2025

VERSION : 1.0

KEY PARTNERS

- Experienced IELTS teachers for feedback, mentoring, and content validation.
- AI developers and UX designers to tailor EdPrep AI to real student needs.
- Training centers and tutors partnering for pilot programs and student recruitment.
- EdTech collaborators for integration and distribution across digital platforms.
- Early users (students and teachers) providing data to refine accuracy and engagement loops.

KEY ACTIVITIES

- Develop and refine AI modules for writing, speaking, listening, and reading.
- Build mock-test systems with auto-scoring and feedback dashboards.
- Design adaptive study plans, mistake tracking, and motivational gamification.
- Market via digital channels, social media, and partnerships with IELTS communities.

KEY RESOURCES

- Proprietary IELTS-aligned dataset (exam feedback, real writing data).
- Adaptive AI engine combining natural-language processing and pedagogy.
- Expert-authored content: mock tests, podcasts, cheat sheets, and curated lessons.
- Brand trust built on transparency and measurable learning outcomes.
- Skilled multidisciplinary team: educators, developers, and marketing professionals.

VALUE PROPOSITIONS

- A complete IELTS learning ecosystem combining AI precision with teacher expertise.
- Helps learners think first, write better, and speak confidently, not rely on shortcuts.
- Personalized dashboards show progress, errors, and tailored improvement paths.
- Built-in reflection and thinking prompts turn AI use into real learning, not dependence.
- More affordable and accessible than 1-to-1 tutoring while maintaining professional quality.

CUSTOMER RELATIONSHIP

- Free initial checks (3) and a 7-day trial plan to build trust before subscription.
- Continuous personalized guidance and real-time feedback keep users engaged.
- Mentor-mentee option offers human support alongside AI assistance.
- Progress tracking and motivational features (badges, reminders, breathing breaks) sustain loyalty.
- Transparent updates and responsive user support strengthen brand credibility.

CHANNEL

- Direct-to-consumer website and app (freemium - subscription conversion).
- Tutor and training-center collaborations for group subscriptions.
- Social-media marketing (YouTube, Instagram, LinkedIn) featuring study posts and explainer videos.
- Participation in education fairs, AI-in-learning events, and online communities.
- Strategic partnerships with EdTech platforms for integrated access.

CUSTOMER SEGMENTS

- Students preparing for IELTS, TOEFL, and GRE - the first and largest user group.
- Teachers and tutors seeking scalable, AI-supported tools to guide learners.
- Language schools and training centers wanting efficient, data-driven performance tracking.
- Professionals in communication-heavy fields (PR, marketing, banking, military, engineering) using AI for writing practice/improvement.
- Individual lifelong learners improving English proficiency for study or career advancement.

COST STRUCTURE

- AI model development and testing across four language skills.
- UX/UI design, interface building, and mobile responsiveness.
- Content creation (mock tests, feedback, study plans, gamified features).
- Hosting, maintenance, data management, and user-support operations.
- Marketing, pilot execution, and continuous improvement based on analytics.

REVENUE STREAM

- Student subscriptions (weekly, monthly, and exam-bundle plans).
- Institutional and tutoring-center licenses with volume discounts.
- Paid mentor-mentee services for personalized guidance.
- Partnerships and API integrations with education platforms.
- Future: premium analytics dashboards and progress-tracking reports for schools.