EduThrift: "From School Life to Campus Life — Your GenAI Student Companion to Save, Earn, and Showcase who you really are."
Website Prototype: www.eduthrift.com

Problem Statement

Students today face growing academic pressure but their real contributions outside the classroom often go untracked, unrecognized, and unsupported. They the infrastructure to turn their real-world efforts into tangible value — academically, socially, or financially. EduThrift addresses four critical gaps:

1. **No streamlined way to connect students to volunteering or event roles** on campus or locally — making it hard for clubs to find support and for students to gain real-world experience.
2. **No standardized, shareable impact portfolio** to document growth across co-curricular and extracurricular activities — from school to college — for UG/PG admissions or job placements.
3. **Scholarship discovery is inefficient and overwhelming**, with no personalization or guidance for eligibility.
4. **There's no safe, campus-verified marketplace** for students to buy, sell, or rent essentials — everything is informal as students depend on WhatsApp groups and scattered.

Target Audience & Context

EduThrift is designed for high school and college students aged 13–25 in India, especially first-generation learners and students from Tier 2/3 cities. This audience is digitally aware but underserved by current platforms. They engage actively in co-curriculars like MUNs, olympiads, debates and extra-curriculars like sports competitions, campus events, and volunteering, yet have no formal way to track or showcase these efforts. Scholarship discovery is manual and scattered and peer-to-peer marketplaces are unsafe and informal.

EduThrift uses GenAI to unify these needs into a single, smart, student-first experience.

Use of Gen-AI and Solution Framework

EduThrift leverages GenAI to automate, personalize, and scale four critical workflows in student life. Each feature is designed as a modular service, powered by LLMs and accessible via a shared user profile.

- **VolunteerConnect** uses GPT-4 to generate post-event impact summaries and jsPDF to create verified certificates. Admins (club/event heads) can log events, and students receive proof of participation — all logged automatically in their profile.

- **MyTrail** takes uploaded certificates or activity logs from a student's school to college experiences and uses GPT-4 to write clean, categorized summaries. The entries are structured into a timeline-style portfolio with category filters (e.g., MUNs, Olympiads, sports, college events), and a shareable link.

- **Scholarship Finder** uses sentence-transformers to semantically match a student's profile with available opportunities. GPT-4 then summarizes listings and provides "Why you qualify" explanations — creating a human-like discovery experience with zero manual research.

- **On-Campus Marketplace** applies GPT-Vision or image captioning APIs to auto-generate listing titles, descriptions, prices, and hashtags based on user-uploaded photos. College-based domain filters or geo-fencing restrict listings to trusted, hyperlocal networks.

All features are hosted within a mobile-first frontend (React + Tailwind), backed by FastAPI and Firebase/Supabase. GenAI logic runs via APIs (OpenAI GPT-4, HuggingFace, LangChain), and the UI prototype is live at www.eduthrift.com.

This structure ensures each feature works independently but contributes to a cohesive student growth ecosystem.

Feasibility & Execution

The frontend will be built using React + Tailwind CSS and prototyped using Lovable.app. Backend logic can be handled with FastAPI + Firebase or Supabase. GPT-4, LangChain, and sentence-transformers will power the GenAI workflows. jsPDF will handle certification. Data remains user-first and privacy-protected. The MVP version is already deployed for visual demonstration on Lovable.

Scalability & Impact

EduThrift's modular, GenAI-first architecture makes it scalable across schools and colleges with minimal customization. Features like MyTrail and VolunteerConnect work independently but sync through a shared student profile, enabling deep personalization and adaptive UI across languages and regions.

India has over 300 million students in school and higher education. Capturing even 0.1% translates to 300,000 users — with each core feature offering both immediate utility and long-term career value. Verified co-curricular portfolios, certificate-backed volunteering, and personalized scholarships directly contribute to student confidence, opportunity access, and institutional credibility.

Business Model

EduThrift follows a **freemium + microtransaction model**:

- Core tools like MyTrail and VolunteerConnect are free to use.

- Students can upgrade to a **premium plan at ₹49/month**, unlocking certificate branding, more volunteering posts, exports, premium scholarships, and advanced analytics.

- A **Thrift Token** system allows students to earn unlocks by volunteering or referrals.

- Institutions can subscribe to **white-labeled kits** for event coordination and internal validation.

With no heavy infrastructure costs and a student-first approach, EduThrift is not just scalable — it's highly profitable at scale.

Conclusion & Minimum Lovable Product

EduThrift is more than a concept — it's a functioning MVP built with Lovable.app. It solves a real, validated student problem with GenAI, delivers structured value, and has clear paths to monetization and growth. It's usable, lovable, and scalable from day one.

Built with GenAI. Built for Students.

Timeline for implementation: www.notion.so/48-Hour-Implementation-Timeline

By Team Otters:

Deepthi Sree Dubasi, VIT Vellore

Snehashish Ghosh, Reva Bangalore