

EduSphere

Empowering minds, Shaping futures

About Us

We deliver **high-quality video lessons** across various high school subjects, combining effective pedagogy with engaging, production-quality videos. Our new product takes this a step further by adding a **personalized, project-based learning component**. Through custom project generation aligned with each student's goals, EduSphere enables learners to **apply concepts in practical, hands-on ways** which reinforce their understanding, build critical skills, and foster deeper engagement with the material. This integration offers students a unique **blend of structured instruction and experiential learning** tailored to individual academic needs.

The Problem

Traditional learning forums often lack opportunities for students to **practically apply classroom knowledge**. High school students **struggle to stand out** in an increasingly competitive environment due to the **lack of resources** bridging the disconnect between theoretical concepts and real-world career experiences.

"Classes are not giving me the opportunity to explore what I am interested in."

-Rauanak, senior at West Lafayette High School

Our Why

Modern education often falls short in preparing students for college and careers, with nearly **40% of college-bound students feeling unprepared** and only 11% of business leaders considering them workforce-ready (NCES). Project-based learning bridges this gap, **improving problem-solving skills by up to 8%** (EEF) and **increasing retention by 60%** (Harvard Study for Adult Development).

Timeline

Beta launch

- Rigorously test LLM integrity
- Test with 500 student betas
- Which skills are most desired

Summer 2025

MVP v1 launch

- Include UI/backend for project generation
- Test engagement, completion rates

Winter 2025

MVP v2 launch

- Include AI-powered feedback & custom learning path generation

Spring 2026

Success

To measure EduSphere's success in project-based learning, we'll track **student engagement, project completion, and testimonials**. High engagement and completion will indicate value and relevance, while positive feedback will highlight impact. Improved academic outcomes and retention will further validate EduSphere's effectiveness in providing personalized, project-based learning for high school students.

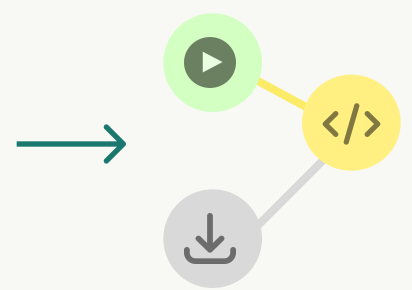
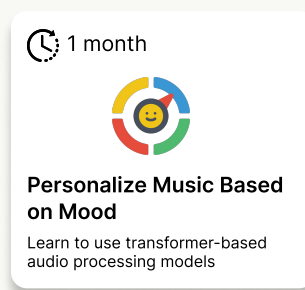
Audience

EduSphere targets **high school students** who aim to stand out, explore career options, and develop professional skills through demonstrating meaningful application of classroom learning to relevant real-world problems & scenarios.

The Product

A personalized project generation feature bridging EduSphere's video modules with hand-on application through tailored, **guided learning paths**.

1. Users fill out a **questionnaire** about what they want to learn, for what purpose, and in what time frame.
2. EduSphere's LLM generates 3-5 project options and users can **refine** their input until they are satisfied with the generated project.



3. EduSphere provides a guided learning path walking students through a sequence of video modules and hands-on activities with **real-time feedback** to ultimately produce a finished project.
4. Depending on the purpose of the project, EduSphere will provide **citation guidelines** and **best practices** for publicly sharing the project.

*Paying customers receive the guarantee that generated projects are unique to them, hammering on the value prop of helping students stand out

Experiment Plan

Our experiment plan entails the following tests:

- Evaluating **user satisfaction** by tracking how often students **refine their search prompts** after seeing the initial projects suggested by our LLM
- Evaluating **strength of our differentiators** through an **A/B test comparing EduSphere to Udemy's project-based features** through feedback surveys
- Evaluating impact on ROI through comparing **MAU, usage frequency, and paid conversion rate** before and after project implementation