BRAINY BUNCH - GEMMA 2 AI CHALLENGE

AI-powered fun learning app with voice, open-ended questions, adaptive lessons and humorous feedback

PROBLEM & SOLUTION

- **Problem:** Generic educational/trivia apps fail to personalise experiences, evaluate open-ended responses, or provide engaging learning options.

- **Solution:**

- AI generates unlimited questions in different format (Multiple Choice, True or False, Images, Audio Open Ended), evaluates responses with precision, and adds a touch of humour to enhance the overall experience.

- Endless educational/trivia challenges tailored to users' interests and skill levels, ensuring continuous learning and engagement.

PRODUCT FEATURES

- Customisable educational activities with subject and difficulty selection. timer

- Supports open-ended answers, true or false, multiple question formats and voice responses.

- Provides hints, explanations, and humorous feedback to keep users engaged and motivated.

MARKET SCOPE

- **Education:** Adaptive learning for schools and e-learning.

- **Corporate Training:** Custom trivia for skill development.

- **Entertainment:** Multiplayer trivia for casual gamers.

- **Social Engagement:** Quizzes on social media.

- **Events:** Trivia for team-building and fundraisers.

- TAM: £3.5B market by 2027, 12.6% growth.

- SAM: AI-powered apps, 20-30% of TAM.

REVENUE STREAMS

- Freemium Model: Free version + premium subscription for advanced features like in-depth personalisation and unlimited hints.

- In-App Purchases: Extra lives, hint tokens, specialised educational packs.

- Enterprise Partnerships: Customised solutions for educational institutions and corporate training programmes.

COMPETITORS

- AI-generated unlimited questions.

- Precision in evaluating responses.

- Humorous feedback for a unique, engaging experience.

- Adaptive learning for individual skill levels.

FUTURE PROSPECTS

- AI-generated unlimited questions.

- Precision in evaluating responses.

- More formats eg Images

- More Humorous feedback for a unique, engaging experience.

- Adaptive learning for individual skill levels.

- More animations to provide more engagement.

THANK YOU

TSGUMUNYU20@GMAIL.COM

+447909463564

https://www.linkedin.com/in/trevor-gumunyu-0b2791115/

https://github.com/simbahh