Kabthiyudai
Kabchaiyuyak

"Traditional homework methods, like submitting PDFs or written assignments, often fail to capture students' interest and engagement.

This leads to a lack of motivation, reduced learning outcomes, and an overall disconnect between students and the material.

Teachers also struggle with effective tracking for each student."

Key Issues

Engagement Gap	Students are often **disengaged** from traditional homework, leading to **lower retention of information** and **decreased motivation** to complete assignments.
Lack of Interactive Learning	Traditional homework methods **do not** leverage modern, interactive learning techniques that have proven to boost engagement and comprehension.
Inefficient Tracking	Teachers face challenges in monitoring student progress in a meaningful and interactive way that helps both students and educators adjust learning strategies.

EverGrow.

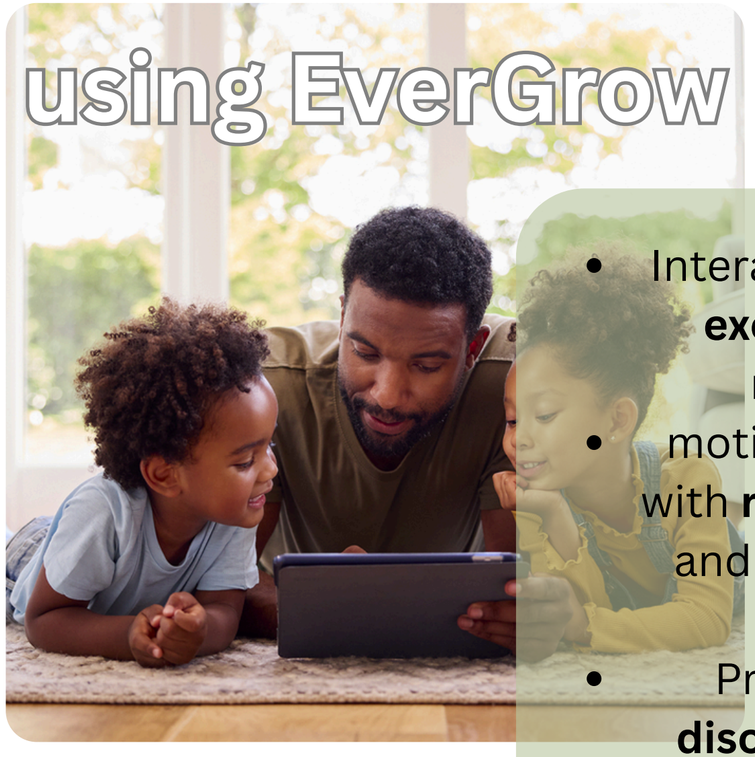
*an innovative application that integrates **gamification** into the learning process.*

Instead of assigning traditional homework like PDFs or essays, teachers can assign students to play an educational game that aligns with the study material.

Our platform enables educators to assign <u>educational games</u> instead of traditional homework tasks, fostering a deeper connection to the material and promoting better retention.



- Easy for students to **copy** answers
- Minimal opportunities for ~~**self-discovery**~~
- Monotonous and repetitive, leading to **decreased engagement**.

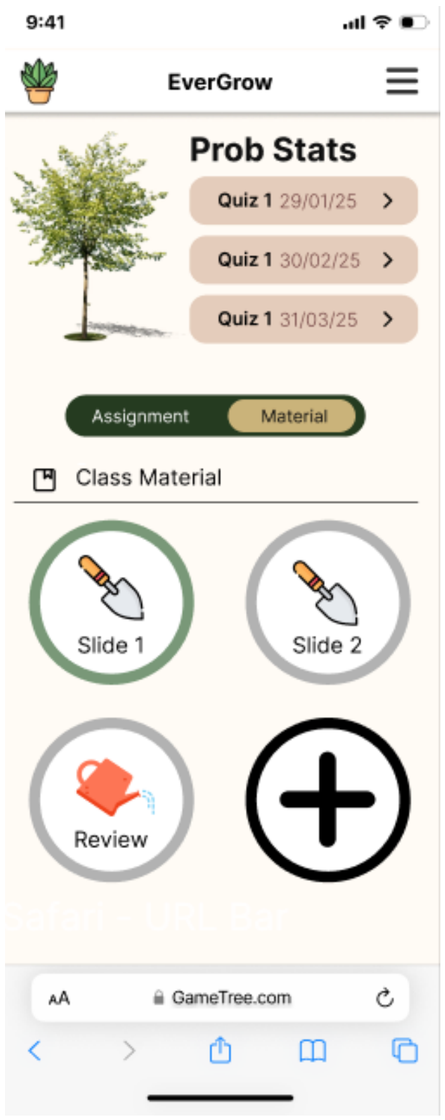


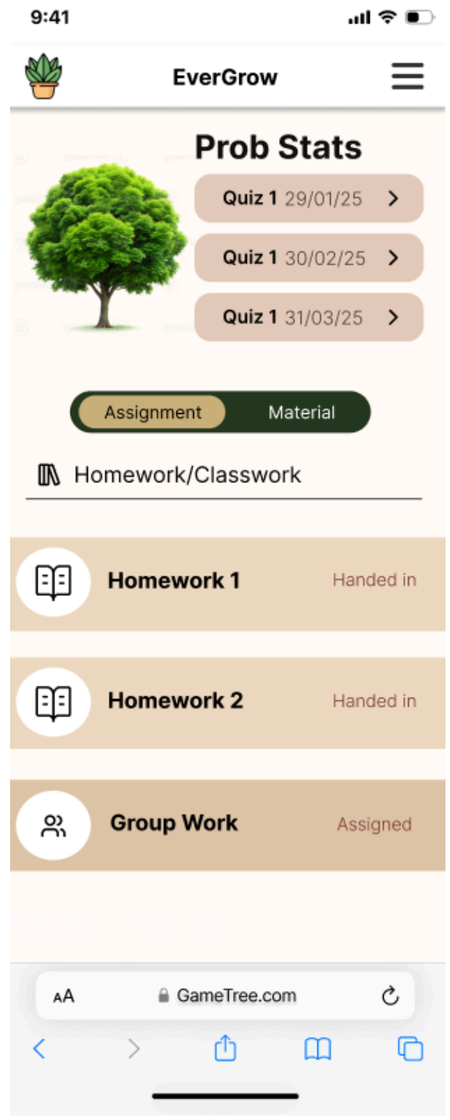
- Interactive, fostering **excitement and motivation**
- motivates students with **rewards, badges**, and **visible growth tracking**
- Promotes **self-discovery** through reflective journals
- Equips teachers with **analytics and insights**

how?

Progress tracker



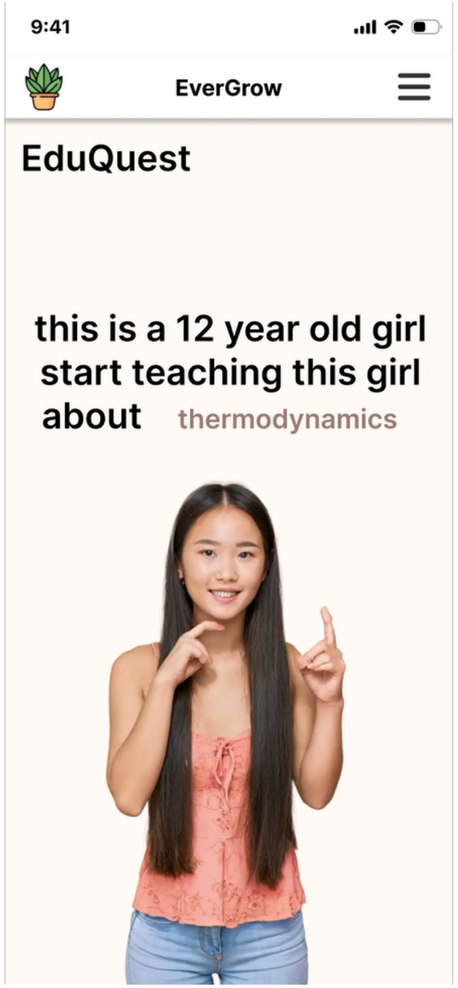


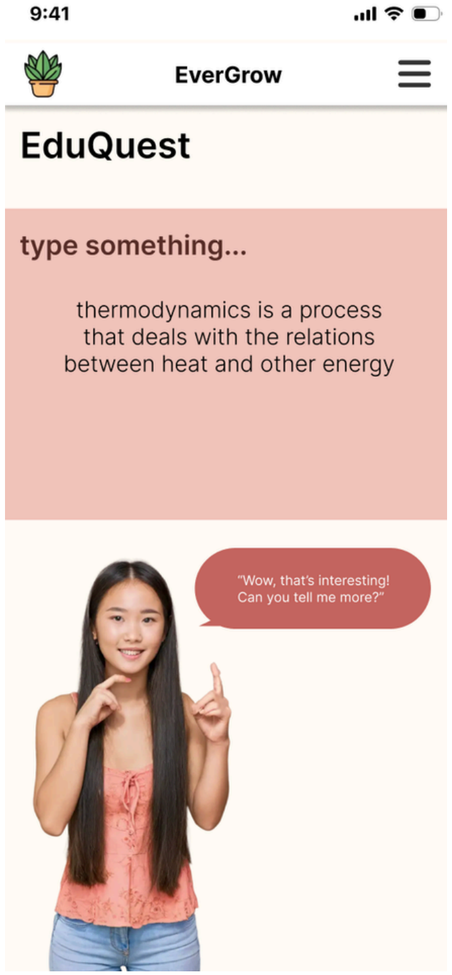


Interactive Educational Games Template

Example: EduQuest Game

using the “The Feynman Technique”

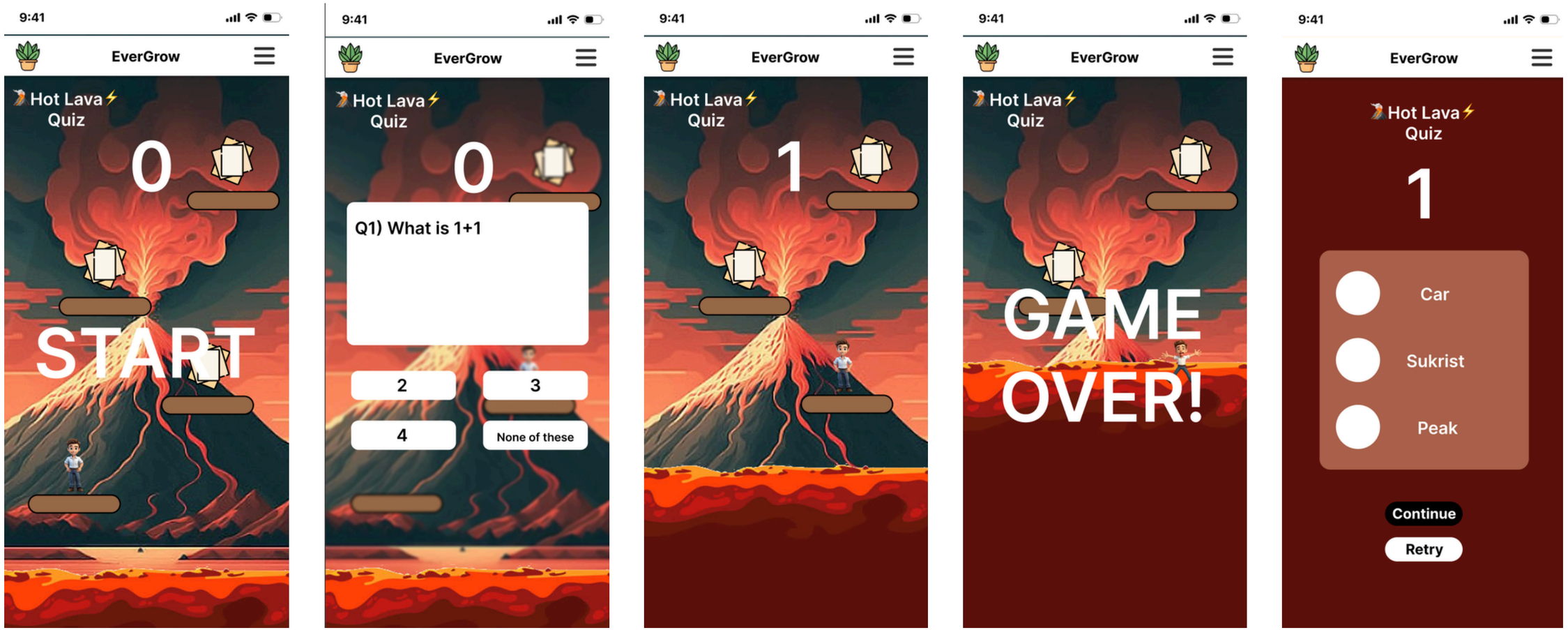




helps in “active recall”

Interactive Educational Games Template

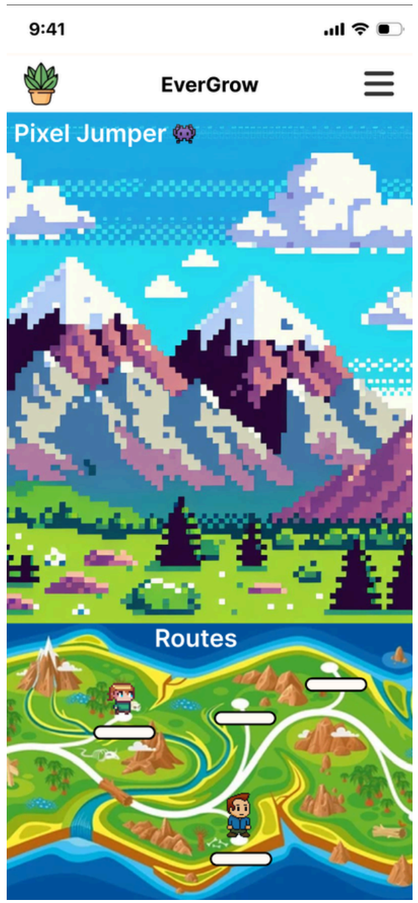
Example: Hot Lava Quiz

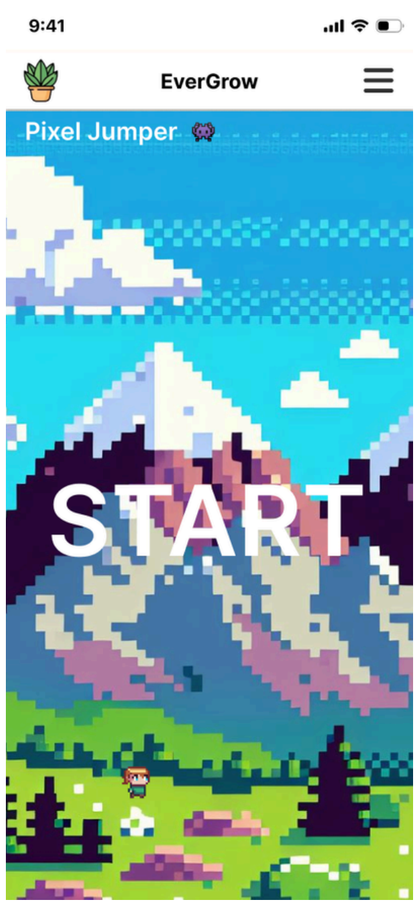


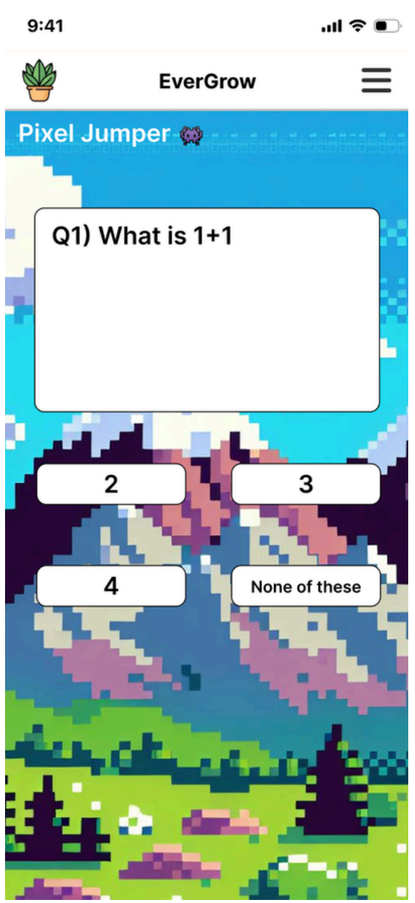
makes school assignment enjoyable

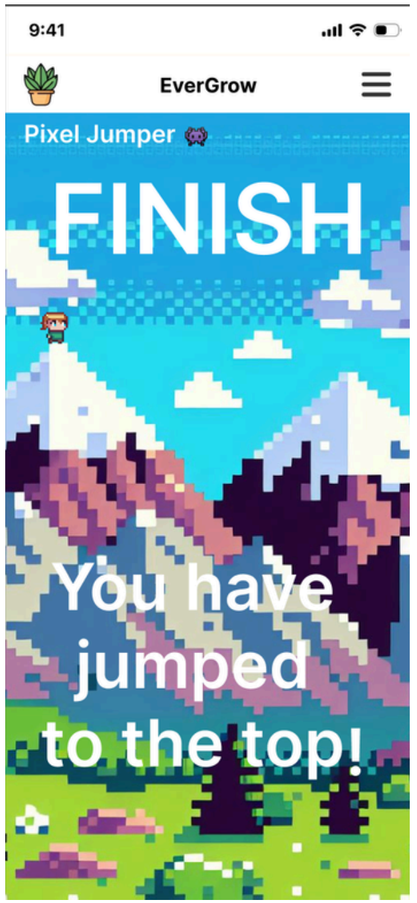
Interactive Educational Games Template

Example: Pixel Jumper

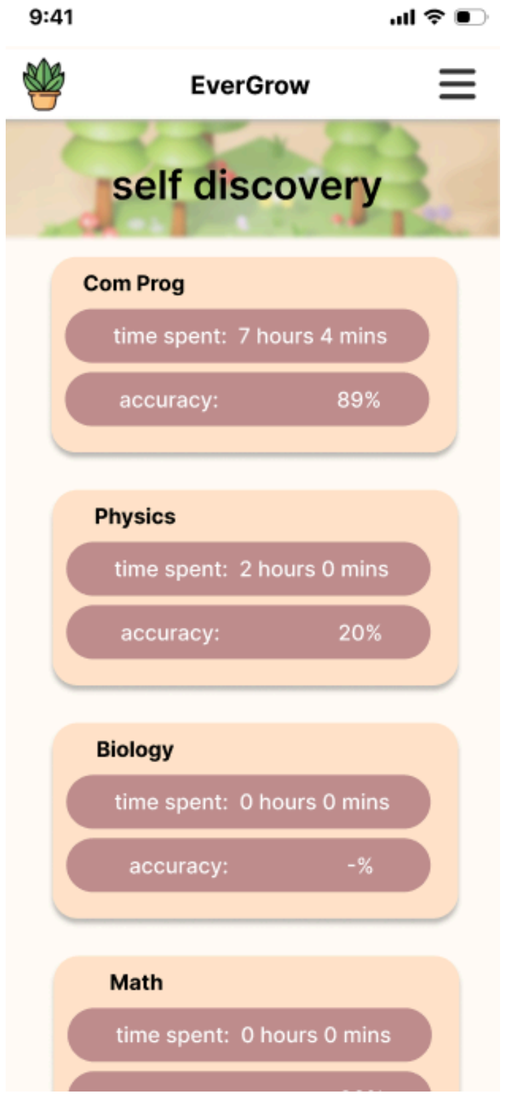


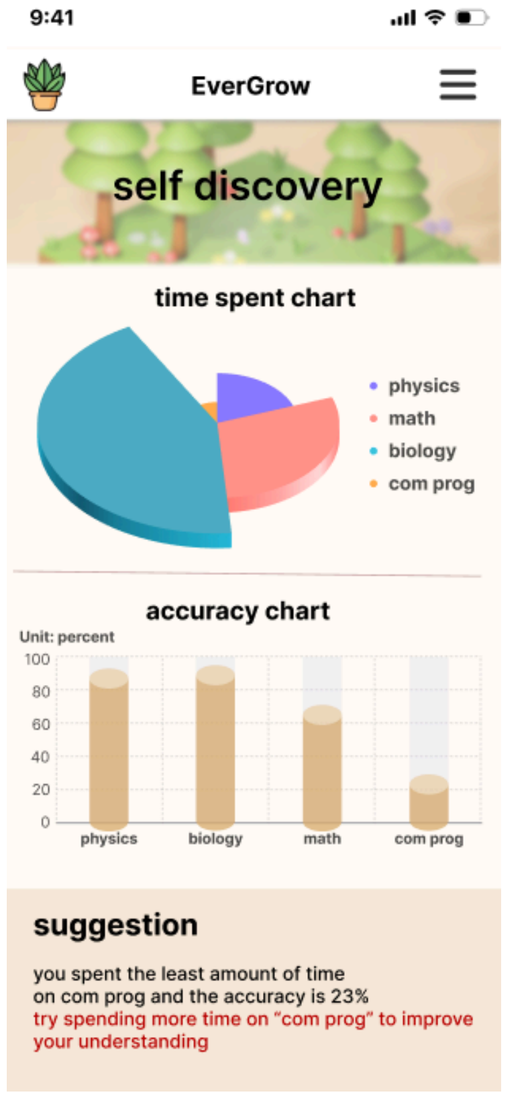




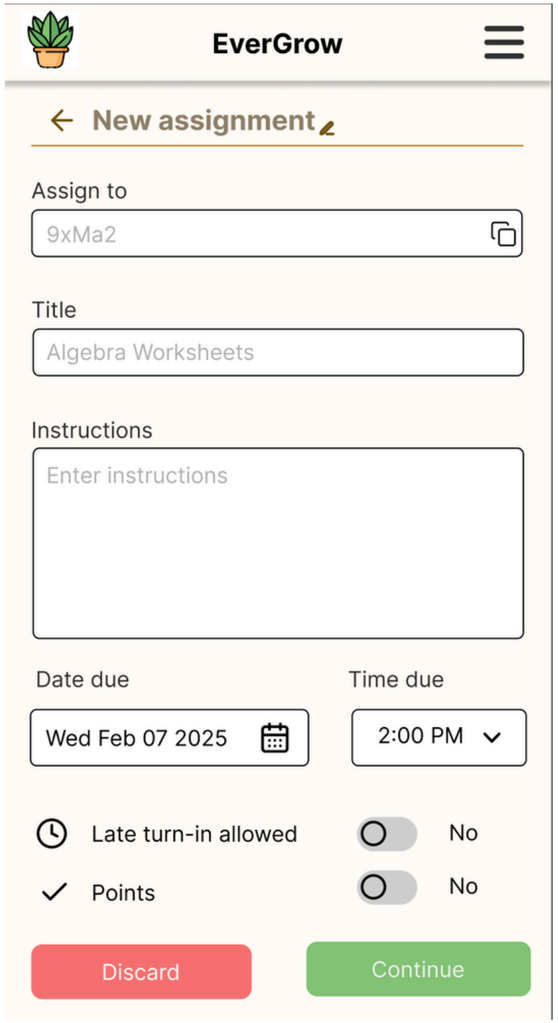


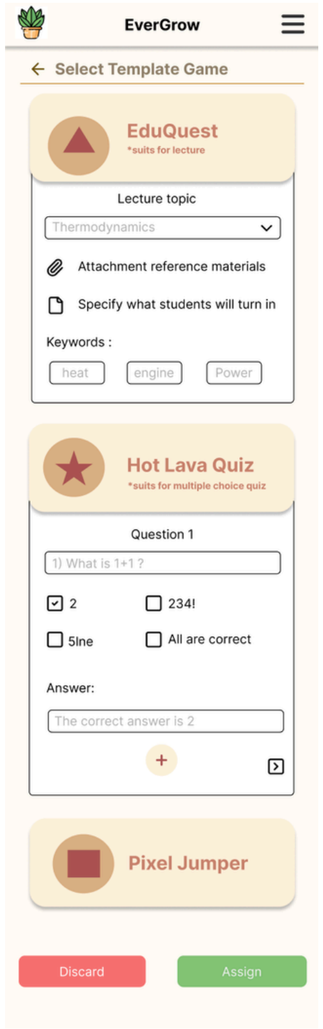
self discovery





Teacher input





1. teacher puts the study material and the asiignment in our apllication

2. The games will be created based on the materials

with EverGrow

deeper understanding

EverGrow transforms study material into interactive games. This approach encourages students to **actively engage with concepts**, improving comprehension and retention.

For example, solving a puzzle within a game requires applying subject knowledge in real time, reinforcing key ideas.

promoting self discovery

Through tracked metrics like **time spent**, **accuracy**, and **completion speed**, **EverGrow identifies patterns in student behavior.**

EX. A student excelling in logic-based tasks might be guided toward analytical challenges.

Struggles in a particular subject can prompt **tailored support**.

These insights empower learners to understand their **unique learning styles**.

what about business?

our business model

revenue stream

Subscription Models

We offer tiered subscription plans for teachers and schools:

- **Basic**: Limited templates and analytics tools.
- **Premium**: Access to advanced game templates, in-depth student insights, and integration with other LMS platforms.
- **Enterprise: Customizable features and analytics for large educational institutions.**

- **Ad Revenue:**

Integrate targeted ads for educational tools or materials within the platform for the free version.

- **Data-Driven Insights:**

Monetize anonymized data insights (while adhering to privacy laws) by providing reports on learning trends and performance analytics to schools or organizations.

our business model

cost structure

Fixed Costs:

1. Platform Development:
   - Initial development costs (coding, design, testing).
   - Setting up servers for hosting the platform.
2. Licensing and Software:
3. Branding and Marketing:
   - Creation of brand assets (logos, promotional content).
   - Website design and marketing collateral.

Variable Costs:

1. Cloud Hosting:
2. Staffing:
   - Salaries for developers, customer service, and administrative staff.
3. Customer Support:
   - Resources for handling queries
4. Updates and Maintenance:
5. Advertising Campaigns:
   - Paid online ads to target specific demographics.

target group

teacher

tech-savvy teachers who are open to integrating innovative tools into their teaching methods.

student

primary to high schools students

competitors

google classroom

- **Assignment Management**: Teachers can create, distribute, and grade assignments online.
- **Collaboration Tools**: Includes features like class streams for discussions
- **Analytics**: Provides basic insights into assignment completion and student engagement.

What makes EverGrow better

- **Gamified Homework**
- **Self-Discovery** Focus: EverGrow tracks metrics like time spent, accuracy, and speed to help students uncover their strengths
- **Interactive Teaching Tools**: Provides game templates where teachers input study materials, creating a dynamic learning experience.
- **Intrinsic Motivation**: Rewards students with badges and progress tracking

Reaching our first group of customers as an MVP (Minimum Viable Product)

1. Focus on Early Adopters

- Target teachers who are **already using technology** in their classrooms

2. Collaborate with Schools

- **Partner with schools** or educational organizations:
- Position EverGrow as a complementary tool to their existing platforms (e.g., Google Classroom).
- Focus on schools already promoting gamified or personalized learning.

3. Online Presence and Outreach

- Launch a website and **social media campaigns**
- Use case studies or testimonials to build credibility.
- Publish blog posts, videos, or tutorials showing how EverGrow works.

business timeline

Month 1–3: Research & Concept
Conduct surveys with teachers and students.
Finalize core features and validate the idea.

Month 4–6: Prototype
Development
Create a Figma prototype.
Test initial game templates with a small group.

Month 7–12: MVP Development
Build backend for tracking metrics.
Develop frontend with teacher dashboards.
Launch beta version for pilot schools.

Month 13–15: Testing & Feedback
Gather user feedback from beta testing.
Fix bugs and refine features.

Month 16–18: Marketing & Pre-Launch
Launch website and social media campaigns.
Partner with schools for pilot programs.

Month 19–21: Official Launch
Roll out EverGrow to a broader audience.
Provide training and support for teachers.

impact

Impact on Students

- **Deeper Engagement**: from passive learners to active participants through interactive, gamified homework.
- **Self-Discovery**: By tracking metrics like accuracy and speed, students gain insights into their strengths, learning preferences, and areas for growth.
- **Motivation Boost**: Intrinsic motivation is fueled by rewards, progress tracking, and the joy of learning through play.
- **Better Retention**: *“The Feynman Technique”* and interactive learning formats help students understand and retain concepts more effectively.

Impact on Teachers

- **Improved Guidance**: Detailed analytics help teachers tailor their teaching strategies to individual students' needs.
- **Enhanced Creativity**: EverGrow empowers teachers to incorporate innovative teaching methods.
- **Student-Centered Teaching**: Supports a shift to an education where every student’s learning journey is valued

Impact on Education

- **Modernization**: EverGrow complements traditional tools like Google Classroom, bringing cutting-edge gamification and data-driven insights to classrooms.
- **Bridging the Gap**: Helps schools integrate technology into the curriculum, making education more accessible and relevant in a digital-first world.
- **Long-Term Growth**: Fosters critical thinking, self-awareness, and adaptability in students—skills essential for future success.

EverGrow.

Q & A