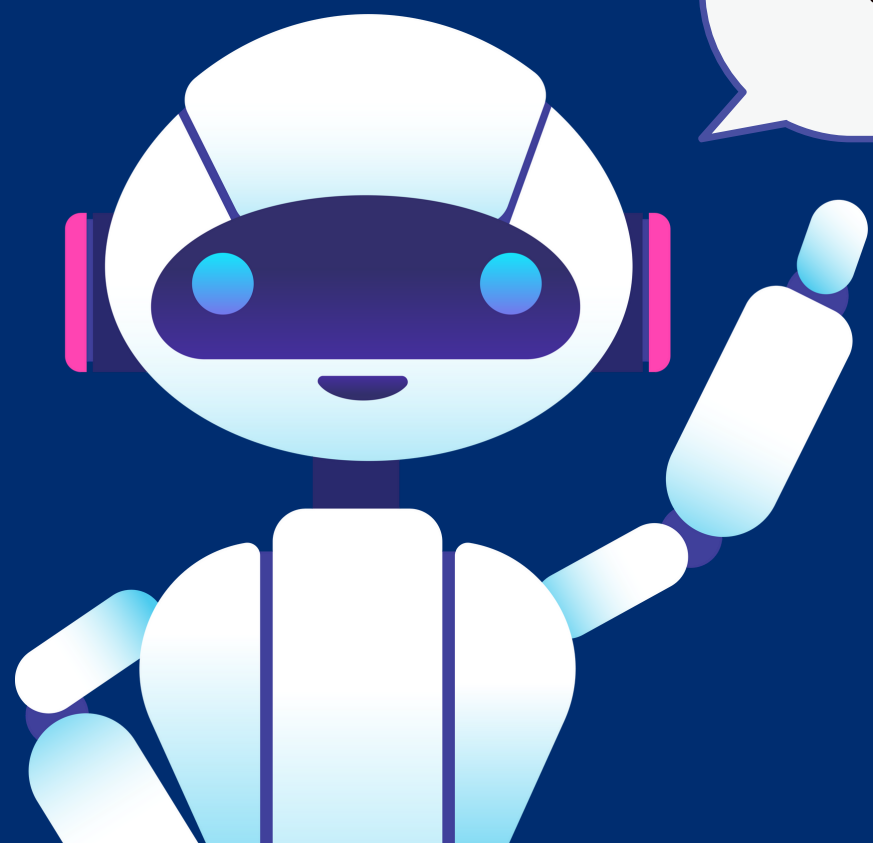


FocusX

by Inclusive Solutions

LABLAB AI
BUILD YOUR AI STARTUP HACKATHON 2023

Hi, I'm FocusX,
an intelligent bot helping people with attention
deficit disorder to study in more efficient way!



Meet Our Team!



Adrian Przybysz
Team Leader



Alicja Kołodziejczyk
Design & Frontend



Aleksandra Kowalczyk
Tech Leader



Ida Skubis
Scientist



Kamil Neumann
Data Scientist

Hi, I'm Ala!

And these are my learning struggles

- Spending **much more time** on learning than my peers
- Being **distracted** by surroundings and my own thoughts
- Being easily **bored** during study from traditional materials





My learning superpowers

- **hyper-focusing** on subjects that are interesting to me
- **Creativity** as I see the world differently
- **Patterns recognition**

The Scale of the Challenge

We took results of our survey research and commonly available data

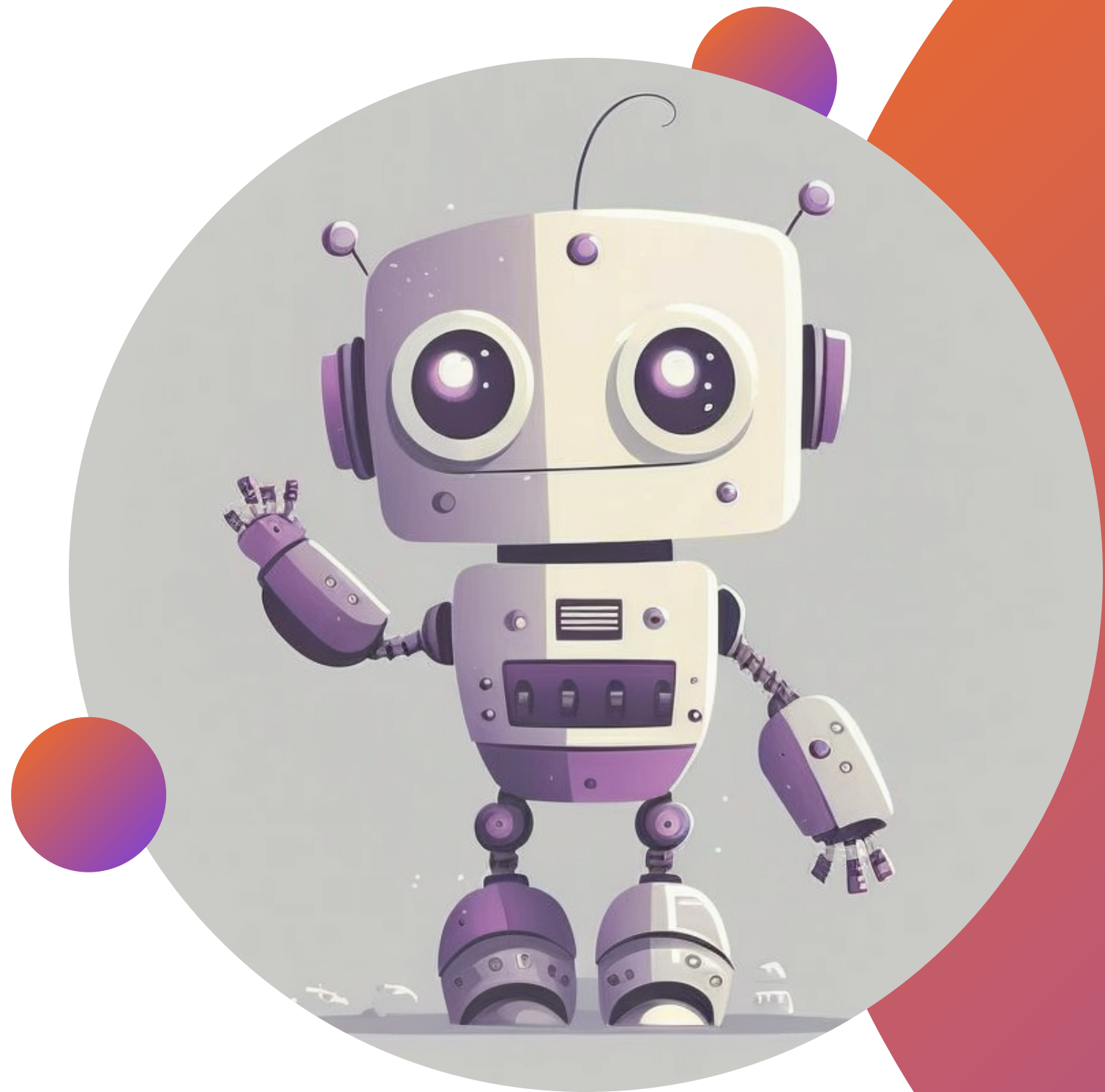
7.2 mln people with

learning disabilities **worldwide**



93%

People with ADHD who agreed that they struggle with learning

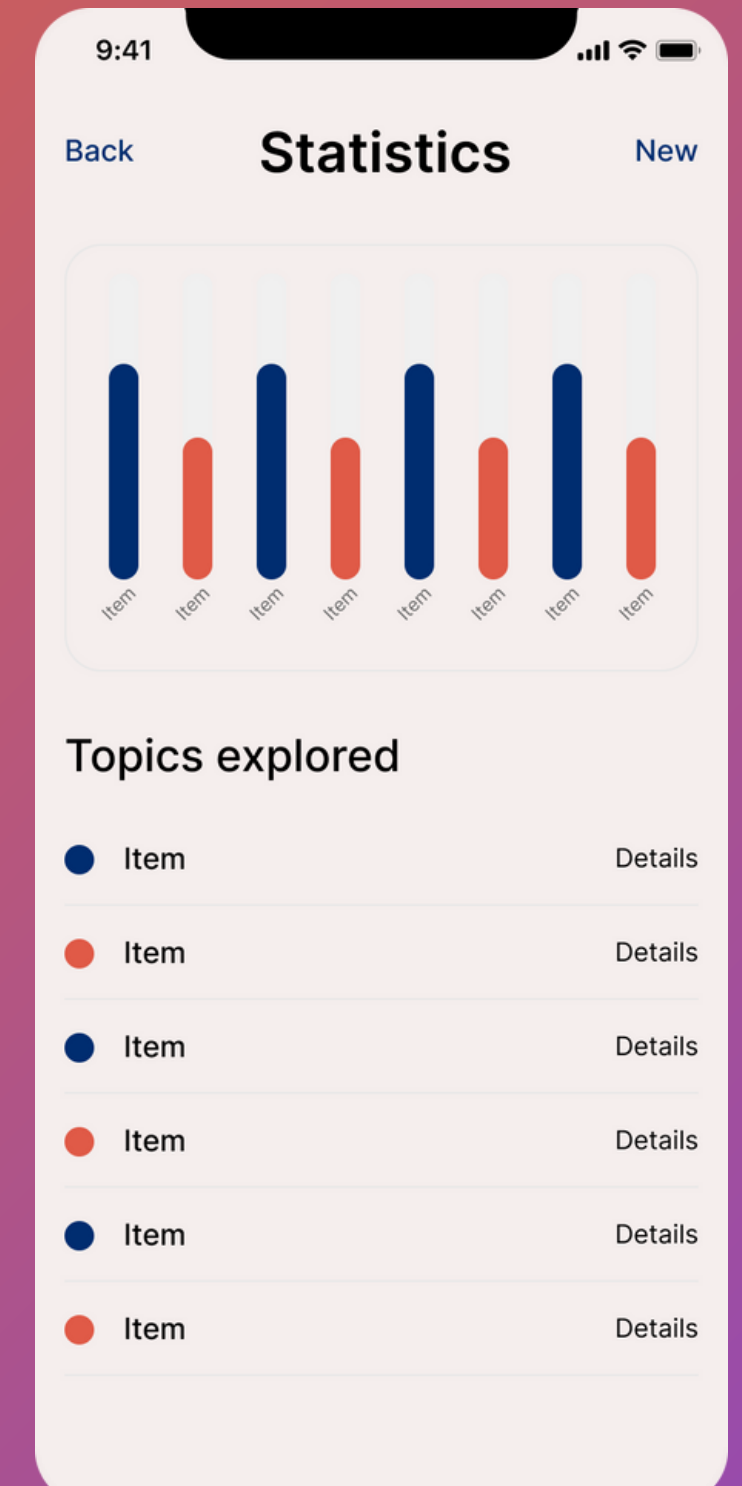
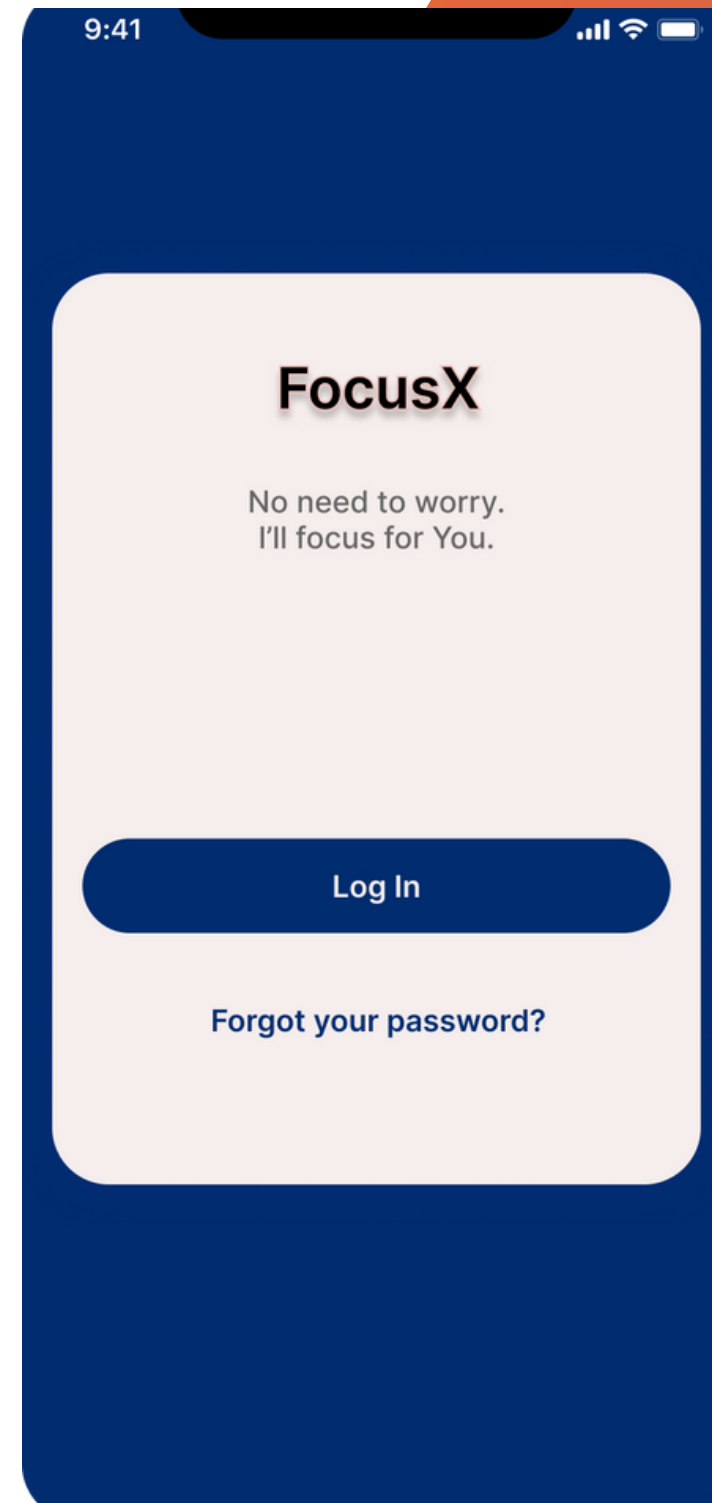


What is FocusX?

Our response to the needs of the market

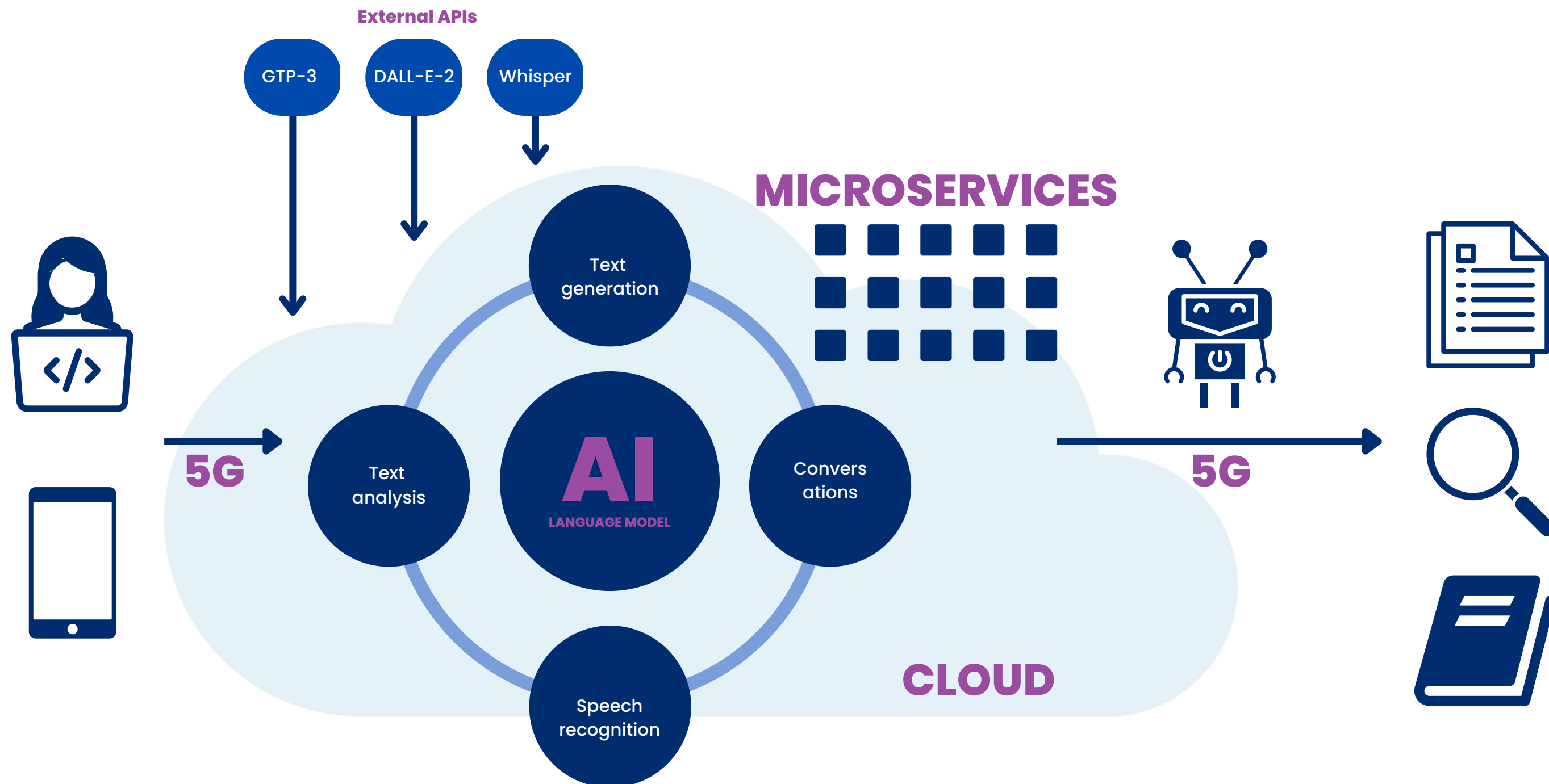
An **intelligent chatbot** supporting people with learning disabilities as well as those without to guide them through the personalized learning journey.

Check the Application
Register,
complete short
survey and you
are ready to
learn!



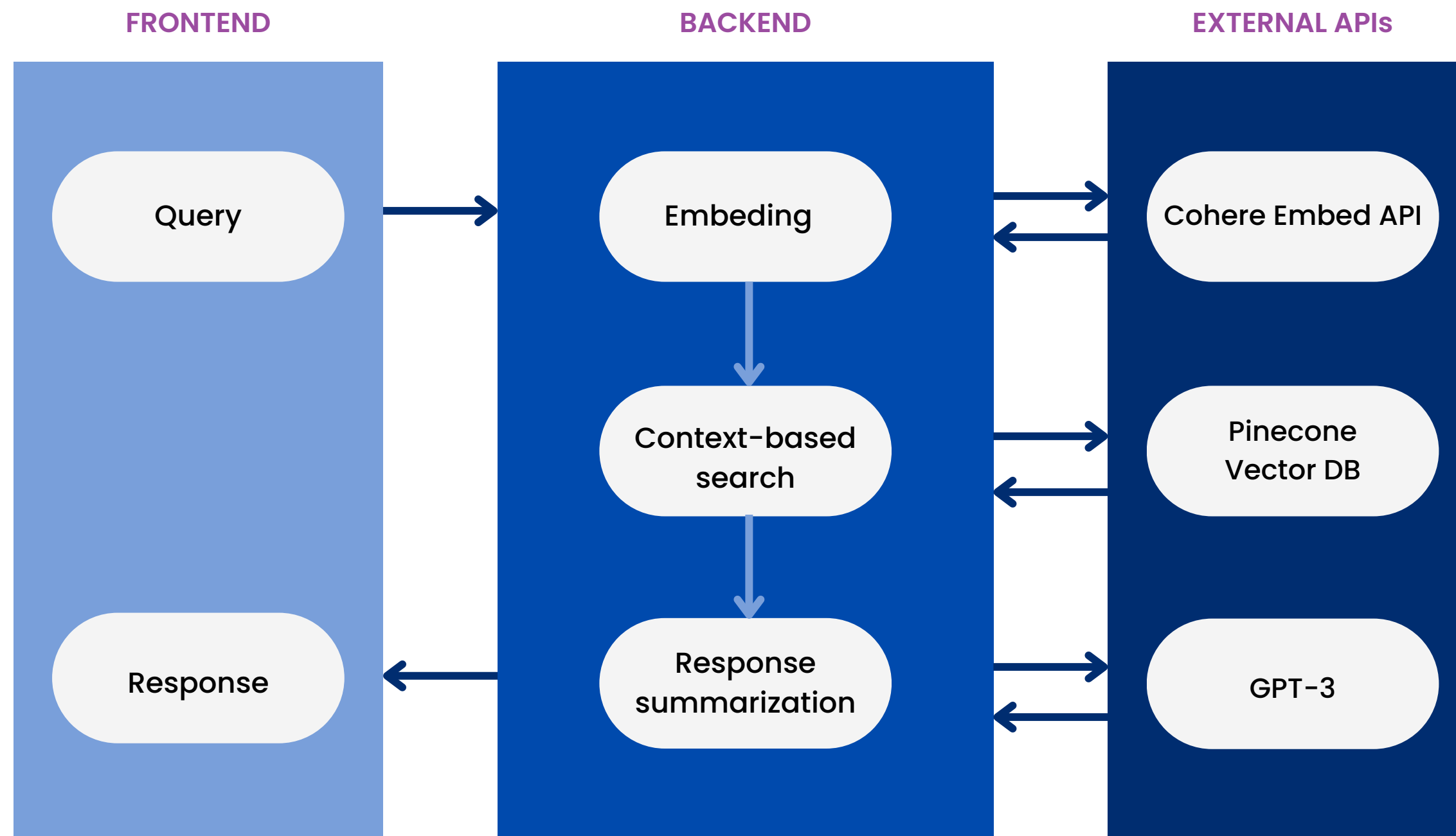
How Does it Work?

The bigger picture: we use the power of algorithms combined with other technologies.



Deep Down Into Details

Current status of our implementation.



Competition

Blue ocean market

Indirect Competitors:

- Mainly time-scheduling apps: *Focus To-Do, Canban Flow, etc.*
- Apps to increase focus: *SimpleMind, MindNode*
- Apps for learning: *studyBlue, NeuroNation, Pople*
- Apps for materials organization
- Educational chatbots: Duolingo, Mondly, Andy

No direct competitors: Blue ocean market





Competitive Advantage

Why we are doing it better?

Thanks to machine learning methods, the solution enables personalized learning paths.

Natural Language Processing algorithms enable creation of smart notes starting from typical learning materials.

Learning progress is analysed and adjusted by using gamification methods.

Business Model

What is our strategy?

- Business Model Canvas
- Full software/plugin integration
- Subscription-based model
- Market entries:
 - Business meetings with traders,
 - Trade fairs, industry conferences,
 - Internet (ads on Tik Tok, Instagram, Tencent),
 - Official web page.



Cashflow

Sources of income and costs



- **Key Partners:** investors (business angels, venture capital/investment funds), government (grants), startup incubators and accelerators
- **Revenue streams:** Freemium for private use, sell to: schools(public, private), learning centers, centers that care for people with disabilities.



Next Steps

We are going to expand our product



Product Development

Building a prototype and MVP with basic functionalities, dedicated to a small group of users.

Business Activity

Starting marketing activities, building a network of contacts, and reaching potential customers.

Carry out our Mission

Developing brand by building awareness of the problem: information campaigns, promotion at conferences, organisation of workshops.

Expand the Target Group

Expanding application's functionality into a tutor system, and launching the offer to a wider group of recipients (including gifted people).

Sustainable Development Goals

Agenda 2030



Thank You!

WE INVITE YOU TO INVEST IN OUR IDEA!

