



# QuickScore | Grading Solution

Solution involving **3 button clicks** that saves 66 hours of time



# Team Members

- 1) Raahul Vignesh (Software Developer at IBM)
- 2) Deva Dharshini Ravichandran Lalitha (MS in CS at ASU)
- 3) Aswin Ravikumar Rangasamy Veerasamy (MS in CS at ASU)

**Track 1: Best use of RAG with document and query generation modes**

# Current Challenges in Grading

## Time-Consuming

Manual Labor Intensive, Delay in Results

## Potential for Human Error

Inconsistency, Errors in Marking

## Lack of Immediate Feedback

Delayed Learning Opportunities, Reduced Engagement

## Impact on Professors and Students

Productivity Decrease, Increased Workload, Delayed Academic Progress



# QuickScore

A comprehensive solution that automates the grading process, offers to increase the productivity of the professors/teachers/graders.

Avg. time spent on evaluation = 10 mins

Avg. No. of students = 50

Avg. No of exams per subject = 4

Avg. No of subjects per semester per user = 2

So, in total **66 hours** of **640 hours** is spent in evaluation per semester.

# Market Potential: Total Addressable Market (TAM)

- As of 2023, **global educational software market** = around **\$250 billion**
- Only expect to Increase as digital and remote learning enhances.
- Moving towards 5G and AI era = More advanced digital education

# Market Potential: Serviceable Available Market (SAM)

- Our Serviceable Available Market = **online grading and assessment tools**.
- Growth in this area due to increasing need for remote learning capabilities and digital transformation in education.

our **SAM = 4% of the TAM = \$10 billion**.

- Expected to reach **\$23 billion** by 2030 - (**12.1%** CAGR)

## References

<https://www.coherentmarketinsights.com/market-insight/assessment-services-market-5935#:~:text=The%20global%20assessment%20services%20market,from%202023%20to%202030>

# Market Potential: Serviceable Obtainable Market (TOM)

- education institutions in North America.

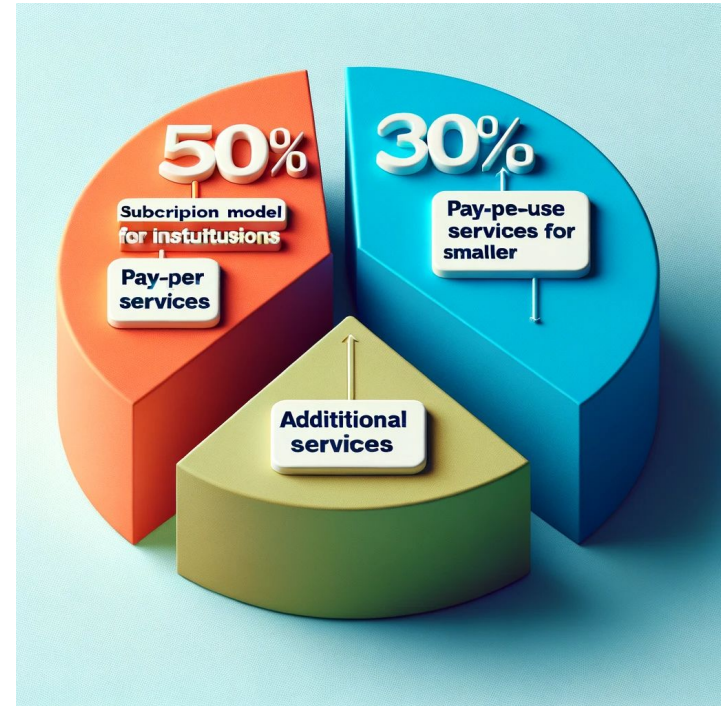
initial TOM = around **15%** of SAM = **\$1.5 billion**

- New market with the emergence of LLM.
- expect the TOM to increase atleast to 30% (less-competitive market as of now)

**Market Value = \$1.5 billion to \$3 billion**

# Sustainable Revenue Streams

- Subscription model for institutions
- Pay-per-use for smaller entities
- Additional services (e.g., customized report generation or integration support)



**Figure:** A pie chart showing revenue distribution.



# Subscription Model

## Target Audience:

Primarily aimed at larger educational institutions like universities and colleges.

## Flexible Plans:

Tiered subscription plans based on the volume of graded assessments and unlimited plans per semester (Fall, Spring, Summer) basis.

## Features:

Tiered feature availability for wider market adaptation, increasing the buying power.

Eg. Hand-written Text based grading will be available for higher priced tiers compared to entry level typed text grading.

# Pay-Per-Use Model

## Target Audience:

Smaller institutions, individual educators, or those who require occasionally.

## Credits-Based Pricing:

Credits are offered for paying upfront and used for evaluations based on features.

## Features:

Advanced Features cost more credits compared to entry-level capabilities.

Eg. Hand-written Text based grading will cost 3 credits compared to entry level typed text grading costing 1 credit for same number of pages.

# Additional Services

## **Customized Report Generation:**

Offer advanced analytics and customized report generation (deeper insights into student performance) for an additional fee.

## **Integration Support:**

Provide API based integration support to existing application with diff. Pricing model

## **Misuse detection:**

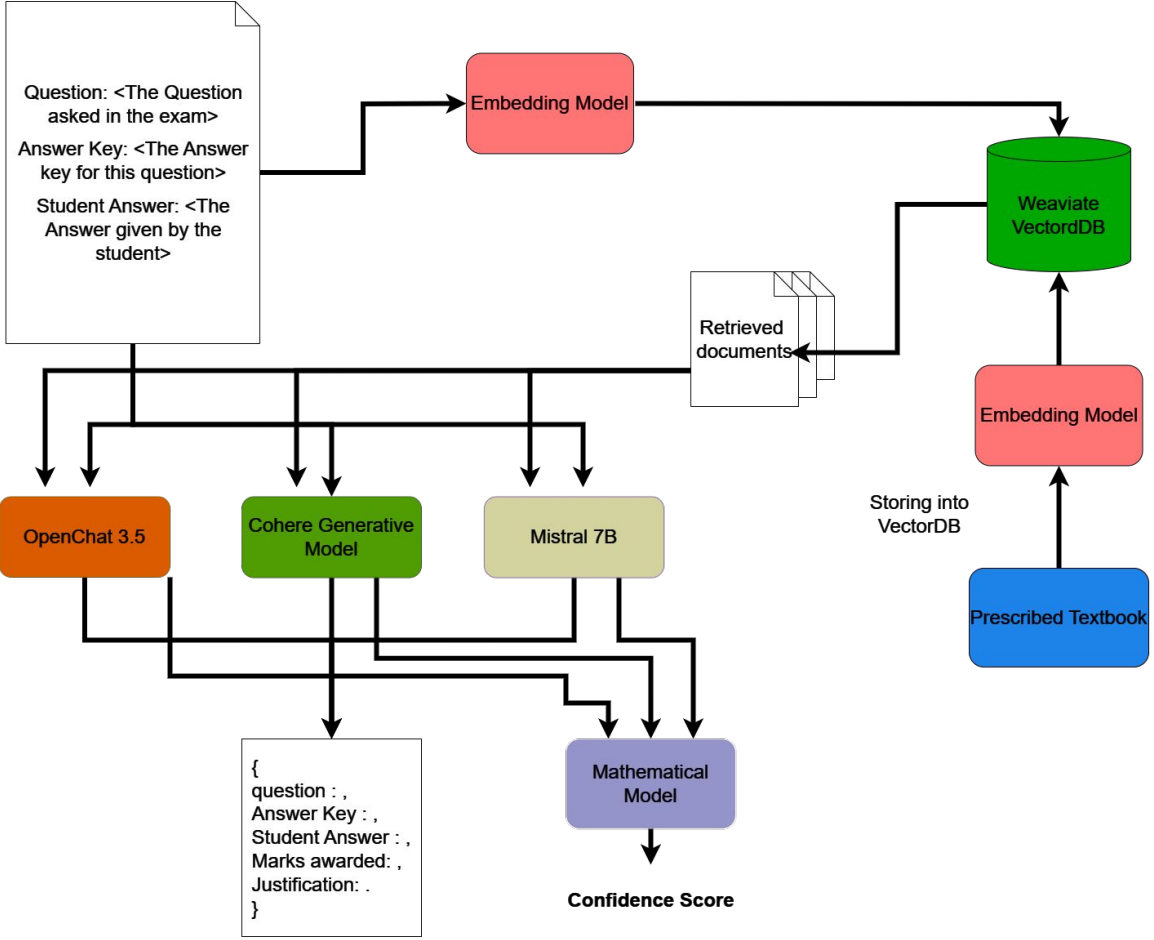
Starting from plagiarism, to Question Set tampering could be alerted. Added as an extra-integrated product for an additional fee.

# Tools & Architecture



PostgreSQL

Weaviate

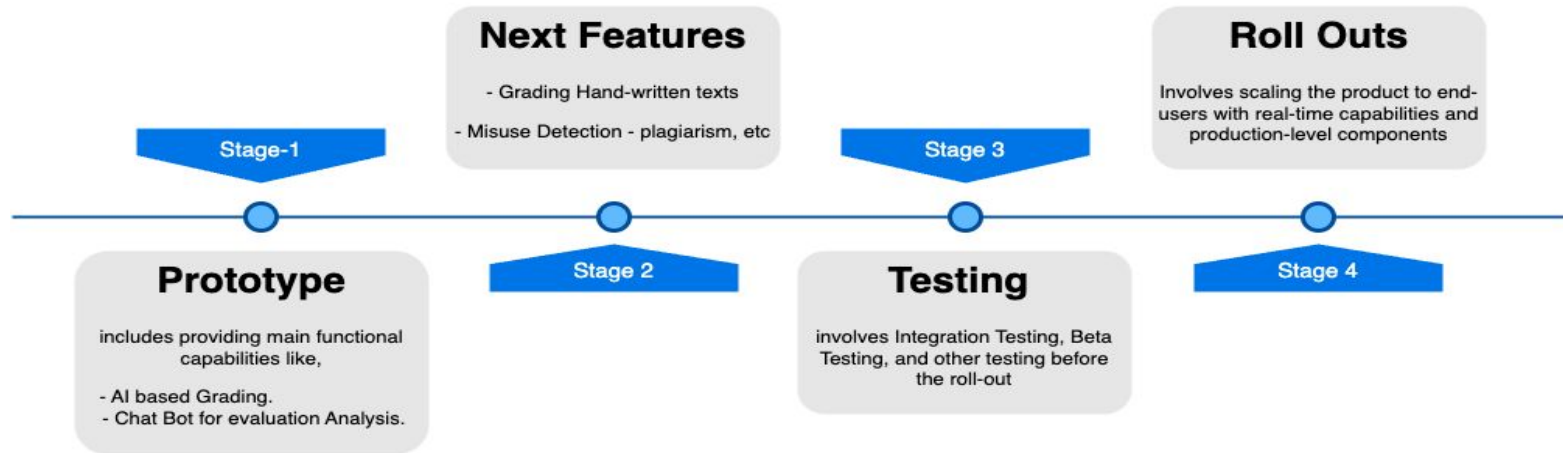


# What's Next: Our Roadmap

## Next features

- **Grading Handwritten Texts**
- **Misuse detection - plagiarism, etc**
- **Personalized Feedbacks based on student performances**

## Roadmap



Thank you!