
HamaraLabs

<https://app.hamarylabs.com>

Problem/Need Description

Problem and Target Audience

- Around 25 crore Indian school students need practical resources to enable **experiential learning**
- **Atal Tinkering Labs (ATL)** established by NITI-Aayog(Govt. of India), are makerspaces for high school students in India to do hands-on-activities
- ATLs, where practical resources are already established are not being utilized to the full capacity

Valid Relevant Data

National Education Policy 2020 :

“In all stages, experiential learning will be adopted, including hands-on learning”

National Curriculum Framework for School Education 2023 :

Recommended Pedagogical Approaches and Settings :

“The most important part of learning science is actually ‘doing science’ through hands-on experiential learning”

Problem validation

- Researched in 7 schools having Atal Tinkering Labs(ATL)
 - Sri Sarada Vidya Nilayam - Visakhapatnam - Andhra Pradesh
 - Prathiba Vidyalayam - Sabbavaram - Andhra Pradesh
 - Ramanath Secondary school - Visakhapatnam - Andhra Pradesh
 - Little Angels Public School - Chillakur - Andhra Pradesh
 - Sri Prakash Vidyaniketan - Visakhapatnam - Andhra Pradesh
 - St. Ann’s High School - Visakhapatnam - Andhra Pradesh
 - Sri Krishna Vidyamandir - Visakhapatnam - Andhra Pradesh
- Physically got involved in the ATL functioning process and interacted with school management, ATL In-charges, mentors and students

Solution/Product Details

HamaraLabs is a:

- Digital platform to manage tinkering activities to enable experiential learning amongst students.
- Target customers are Atal Tinkering Labs(ATL) established in 10,000 schools across India.



Product Features

- Customise tinkering activities as per students area of interest/previous tinkering activity
- Forms & Reports - School / Student / Tinkering activity / Competitions / Courses / Projects / Teams
- Dashboard for ATL schools
- Task management for ATL In-charges
- “GitHub” for school subjects(Science / Maths etc)
- Accessible through web browser(Link - <https://app.hamarylabs.com>) on desktop / mobile

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Solution/Product Details

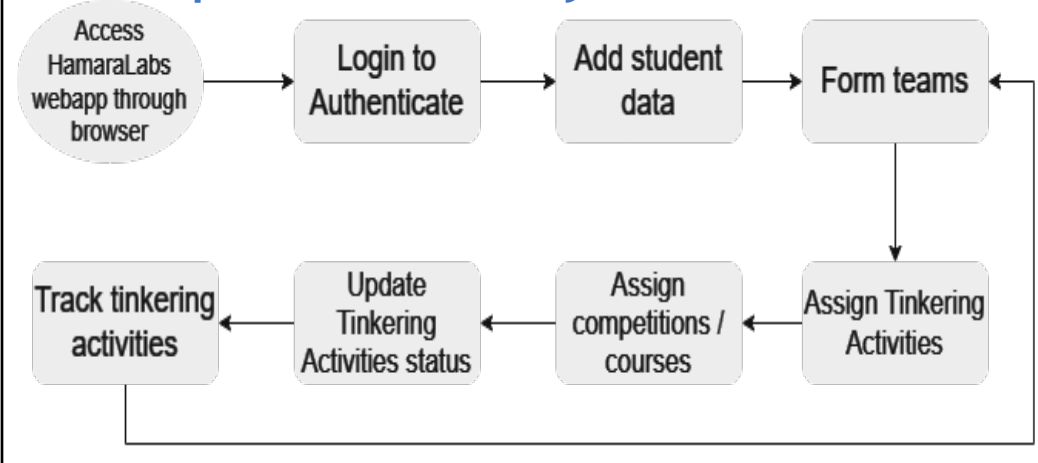
Competitors

Competitor	Competitor Product Features	Our Product Features	How is our product better?
Google Sheets	<ul style="list-style-type: none">Enter tinkering activities data.Accessible from any device 24/7	<ul style="list-style-type: none">Pre-loaded Tinkering ActivitiesAccessible from any device 24/7	Tinkering activities can be assigned just with a click of a button
WhatsApp	<ul style="list-style-type: none">Know competitions from othersCommunicate with students	<ul style="list-style-type: none">Pre-loaded competitionsCommunicate with students	Competitions mapped to students as per their aspiration & tinkering activities history

Technology Used/Developed

- AI - OpenAI Assistants API, Custom GPT + RAG
- Frontend - HTML, CSS, React JS
- Backend - Node JS, Firestore, Storage Bucket
- Hosting - Firebase
- IDE - Webstorm, IntelliJ Idea
- Code Backup - Github

User Experience Journey



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Business Model Canvas

Key Partners Atal Innovation Mission Mentors Cloud Service Providers Technology Experts	Key Activities Web app development Marketing Sales Key Resources Open-source technologies Cloud computing Software developers	Value Proposition Pre-loaded tinkering activities Report generation Reduces manual activity 24x7 availability Chat functionality Adaptable tinkering activities	Customer Relationships Query handling and resolution using chat Channels Website Atal Innovation Mission	Customer Segments Schools with Atal Tinkering Labs High schools Makerspaces Colleges/Universities Industries Individual tinkerers
Cost Structure Salaries Marketing Cloud services			Revenue Streams Payments from openAI custom GPT store Provide Interns to corporates	

Market Details

Market segments and target market size

- Target market size:
 - 250 million high school students across India

Go-To-Market Strategy

- Phase 1 - onboard Atal Tinkering Labs in India
- Phase 2 - onboard students studying in high schools across India

Sales and Revenue Model

Costs and product pricing details.

Direct costs:

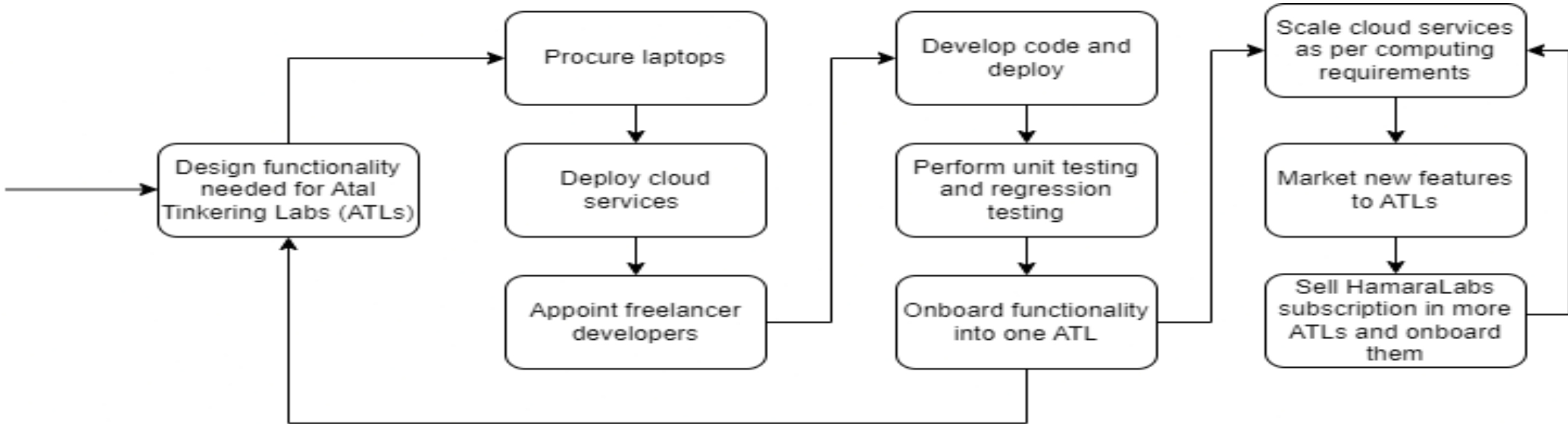
- Employee salaries
- Hardware cost - Laptops, networks
- Software - email service, hosting, database, Microsoft 365
- Subcontracting - Freelancers

Indirect Costs:

- Administrative and overhead costs
- Marketing & Sales
- Legal and compliance cost
- Training costs
- Research & development

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Operations



Challenges & Requirements

Current challenges & how we are addressing them

- Awaiting for openAI appstore access to non chatGPT plus users
 - More functionality to be programmed skilled persons
 - Low configuration laptops for founding team is reducing productivity
- Add UPI based payment option
 - Onboard advanced Generative AI & ReactJS
 - Buy laptops with needed configuration

Needs and requirements

- Partner with Atal Innovation Mission by offering ATL dashboard and get recommended to ATL schools.
- Onboard freelancer with Generative AI & advanced ReactJS skills
- Add features -
 - “Hub & Spoke” functionality to support model of ATL management
 - “GitHub for subjects” functionality to store and retrieve all tinkering activities
 - Improve chat functionality