PROBLEM

List your top 1-3 problems.

- 1) Remembering information long-term is hard
- 2) People are unaware of scientifically proven learning methods such as active recall and spaced repetition
- 3) Converting documents into flashcards or quizzes manually is time and energy consuming

EXISTING ALTERNATIVES

List how these problems are solved

Paper flashcards
Quizlet, Kahoot: manual creation of
flashcards and quizzes online
Quillionz: automatic quiz creation, no
learning assistant

SOLUTION

Outline a possible solution for each

Whyze is a personalized learning assistant that uses Natural Language Processing (NLP) to automatically convert documents into better formats such as flashcards. Users can then learn using an algorithm drawing on scientific principles such as spaced repetition.

KEY METRICS

List the key numbers that tell you how your business is doing.

- 78% of medical students would use our product (Market research with 100+ medical students)
- 230 likes on social media
- 130 people on the product release waitlist

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

Whyze helps users learn quicker, more efficiently and long term. It turns documents into flashcards saving time and effort and acts as a learning assistant allowing everyone to learn better.

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

Whyze is a personal trainer for learning. Like Quizlet, but automatic.

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

CHANNELS

or outbound)

List your path to customers (inbound

App / Mobile App

student platforms.

partnerships with

universities, schools and

content providers, blogs

Inbound: Website, Social

Media, Word of Mouth, Web

Outbound: Facebook groups,

Once fully built, the NLP model will be our unfair advantage.

CUSTOMER SEGMENTS

List your target customers and

University students:

Mostly 18-24 years old, all genders, initial focus on medical and science students

School students:

16-18 years old, all genders (A-Level)

Professionals:

Lawyers, actors (and other professions requiring lots of learning)

We want to target Englishspeaking markets first and then expand to other languages.

EARLY ADOPTERS

List the characteristics of your ideal

- Required to remember a large amount of information
- Vocal about product
- eager to learn OR have trouble learning

COST STRUCTURE

List your fixed and variable costs.

Fixed:

- Salaries
- Infrastructure
- Software

Variable:

- Cost per acquisition (CPA), mainly social media advertisements
- IT costs

REVENUE STREAMS

List your sources of revenue.

Direct to customer:

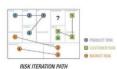
Freemium model:

- Monthly subscription fee
- Limited number of free projects

Partnerships:

- Universities
- Schools
- Content Providers





Whyze

Ali Amin-Nejad, Annika Schmid, Dimitri Zogg, Nicole Maug



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