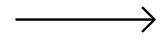




Enhancing Learning Experience using Artificial Intelligence & Data Analytics

# WHO WE ARE



Focus Project is an Education Technology company with a mission to -

*Bridge Learning Gaps of Every Student Using Technology.*

Our Collaborative Platform acts as -

*A Guide for Students, An Assistant for Teachers, An Advisor for Parents & An Aide for Schools*



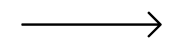
*Subject-Agnostic Learning Lifecycle  
Management System*

*First-in-market Globally to implement Skill Impact  
Analysis between Subjects & to create Learning DNA  
using Artificial Intelligence & Data Analytics*

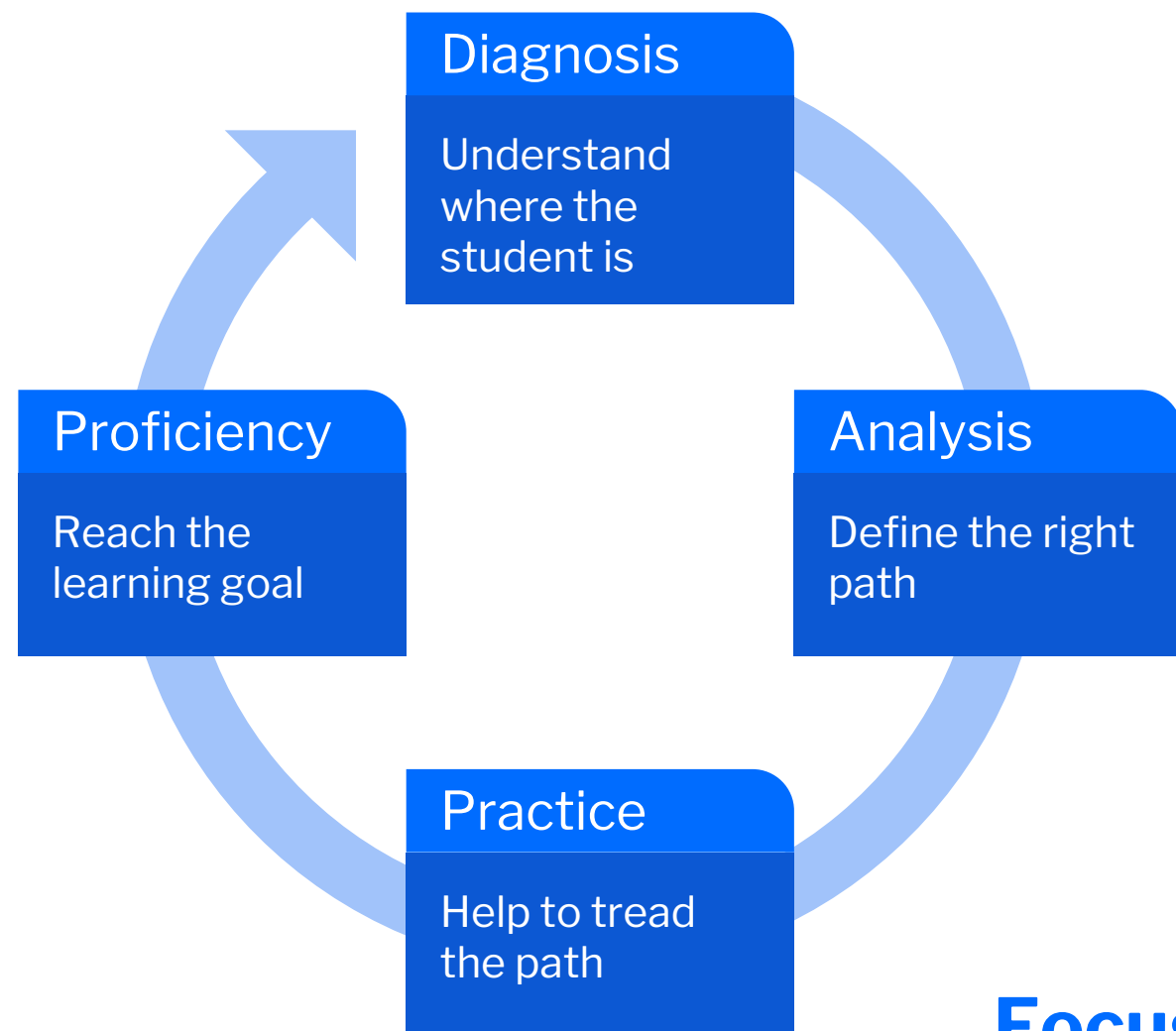


# PRODUCT

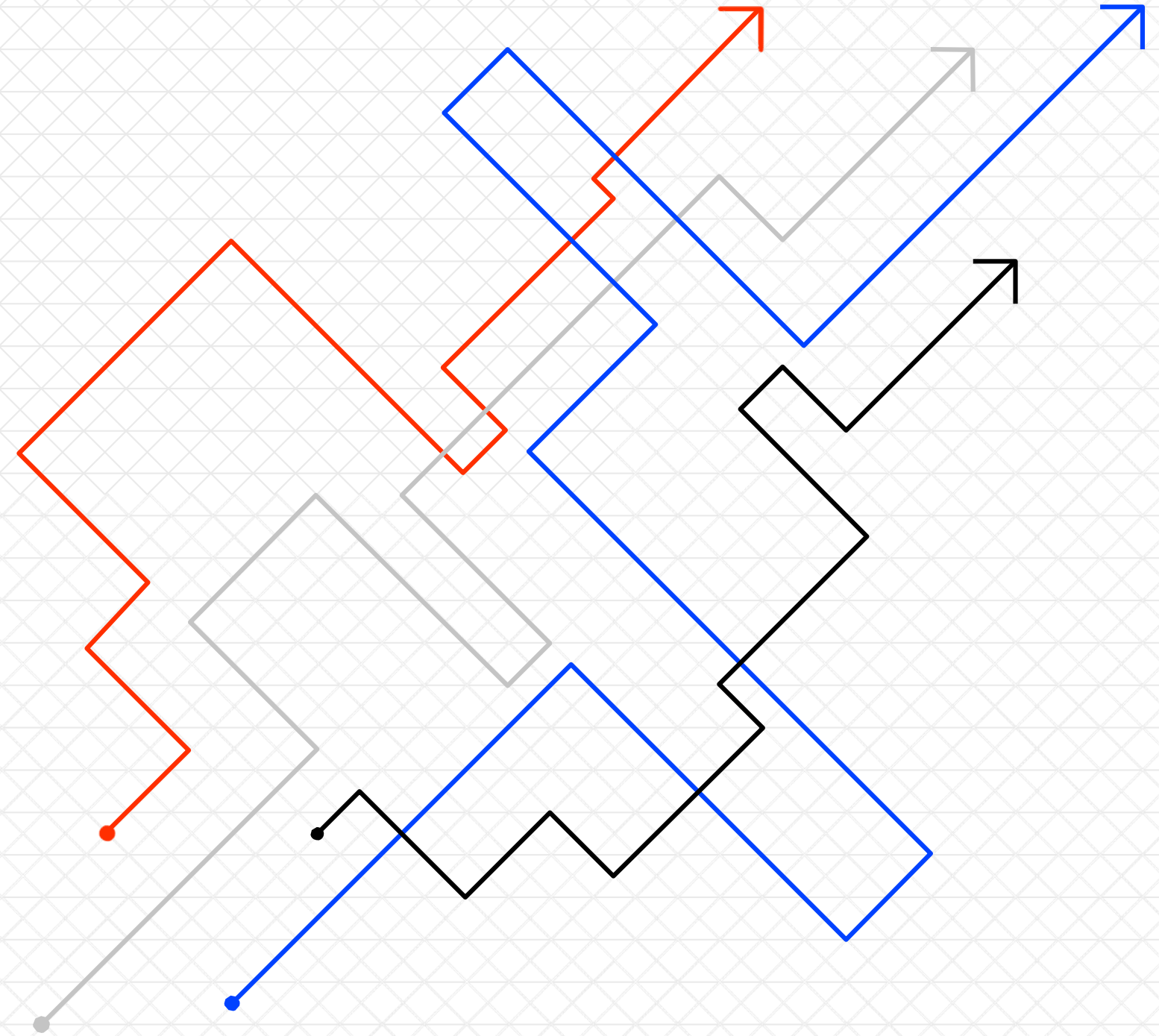
Intelligent | Insightful | Individualized



Focus Project empowers the school ecosystem to define a personalized learning lifecycle for every student.

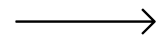


**Focus Loop**



# DIAGNOSIS

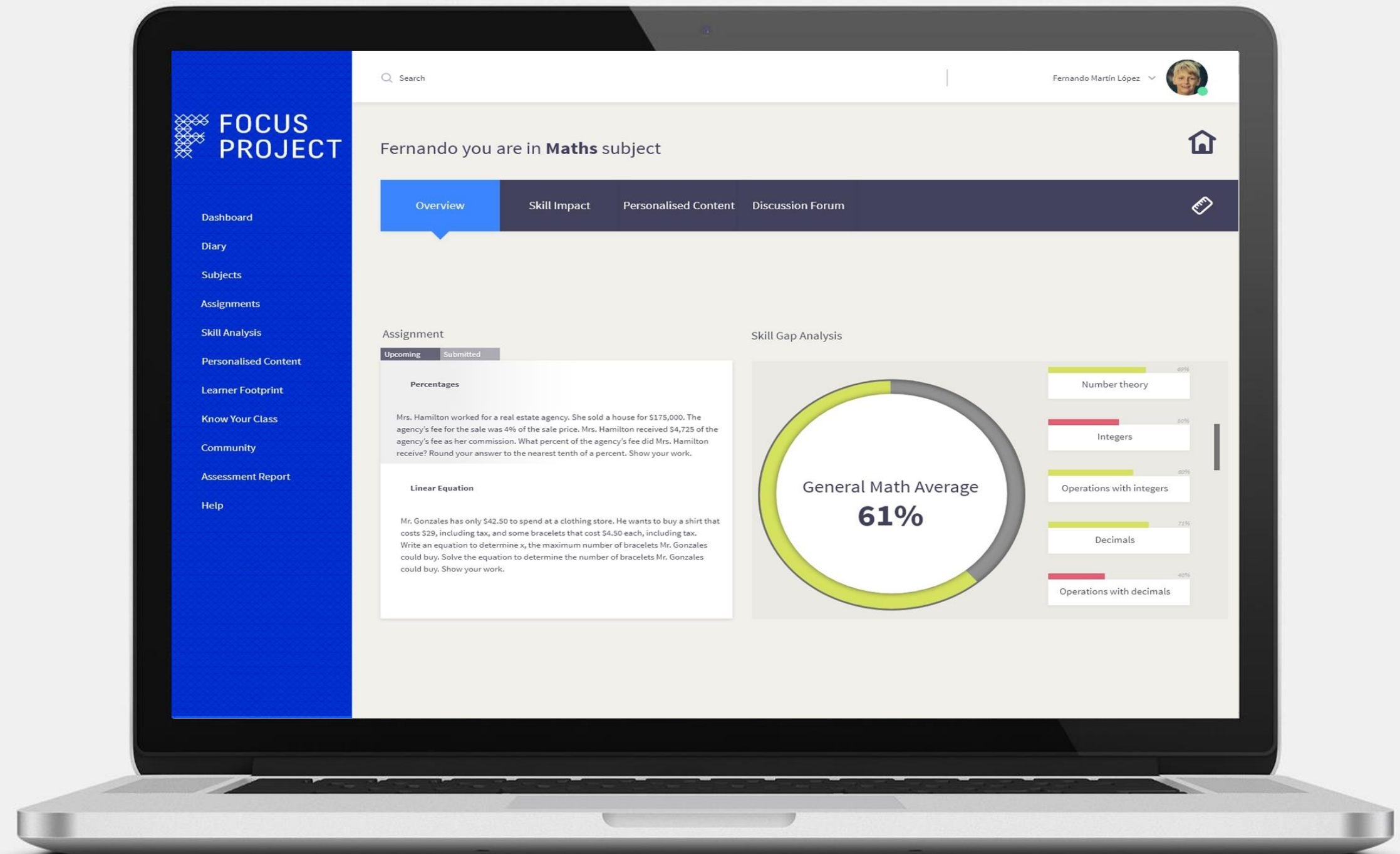
## Skill Gaps



Evaluating the conceptual understanding through identification of skill-based strengths and development areas.

### Example

*Algebra, Geometry, Number Theory are some skills in Maths. A student can be strong in Algebra and Number Theory but Geometry can be a development area.*



# ANALYSIS

## Intra & Inter-Subject Skill Impact



Analysis of impact of a skill on other skills within the subject.

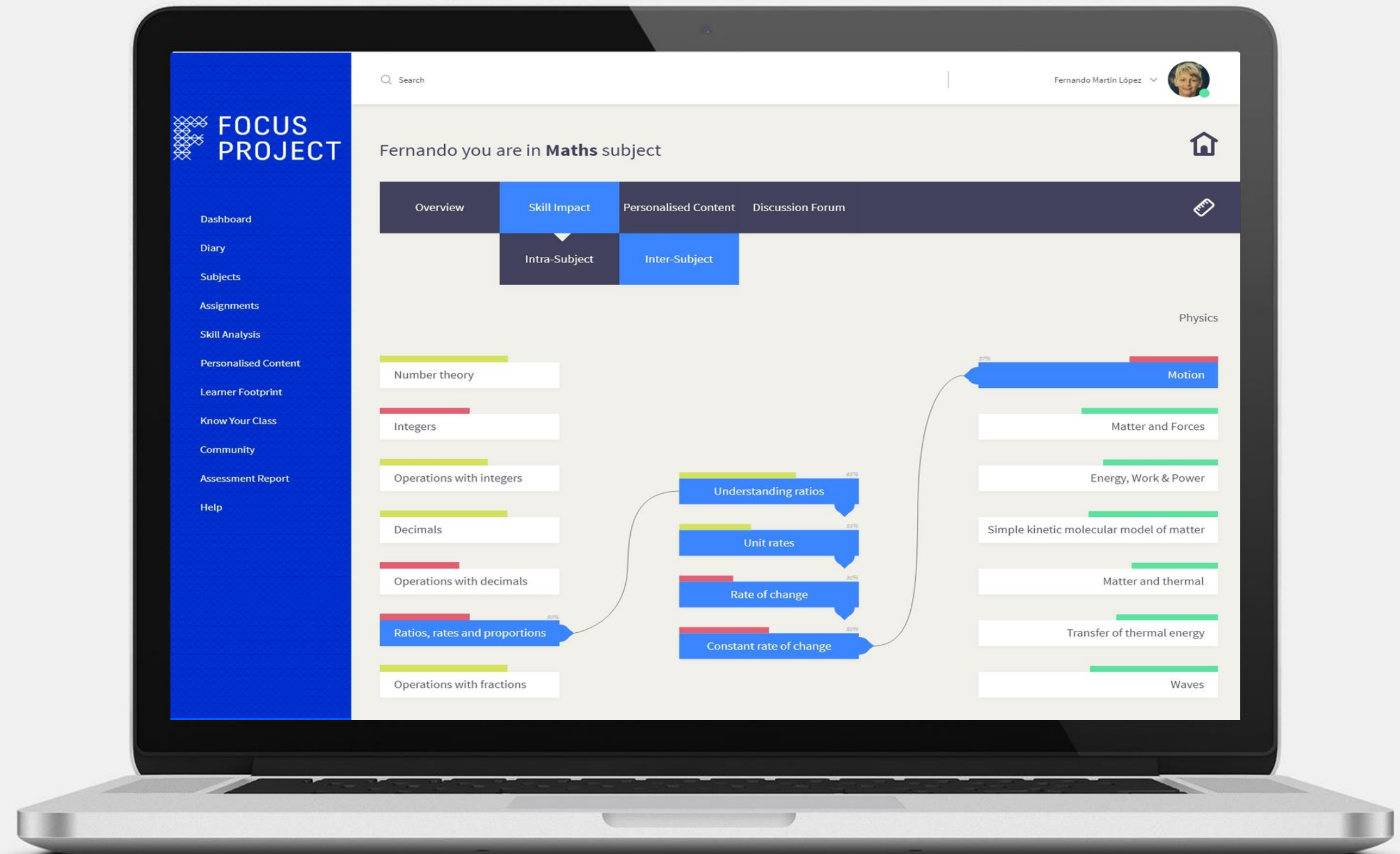
### Example:

*In Maths, Algebra impacts performance in Geometry. So, a student weak in Algebra will have issues in solving problems in Geometry.*

Analysis of impact of a skill in a subject on skills in another subject.

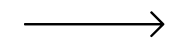
### Example:

*Reading comprehension from English has impact on word problems in Maths.*

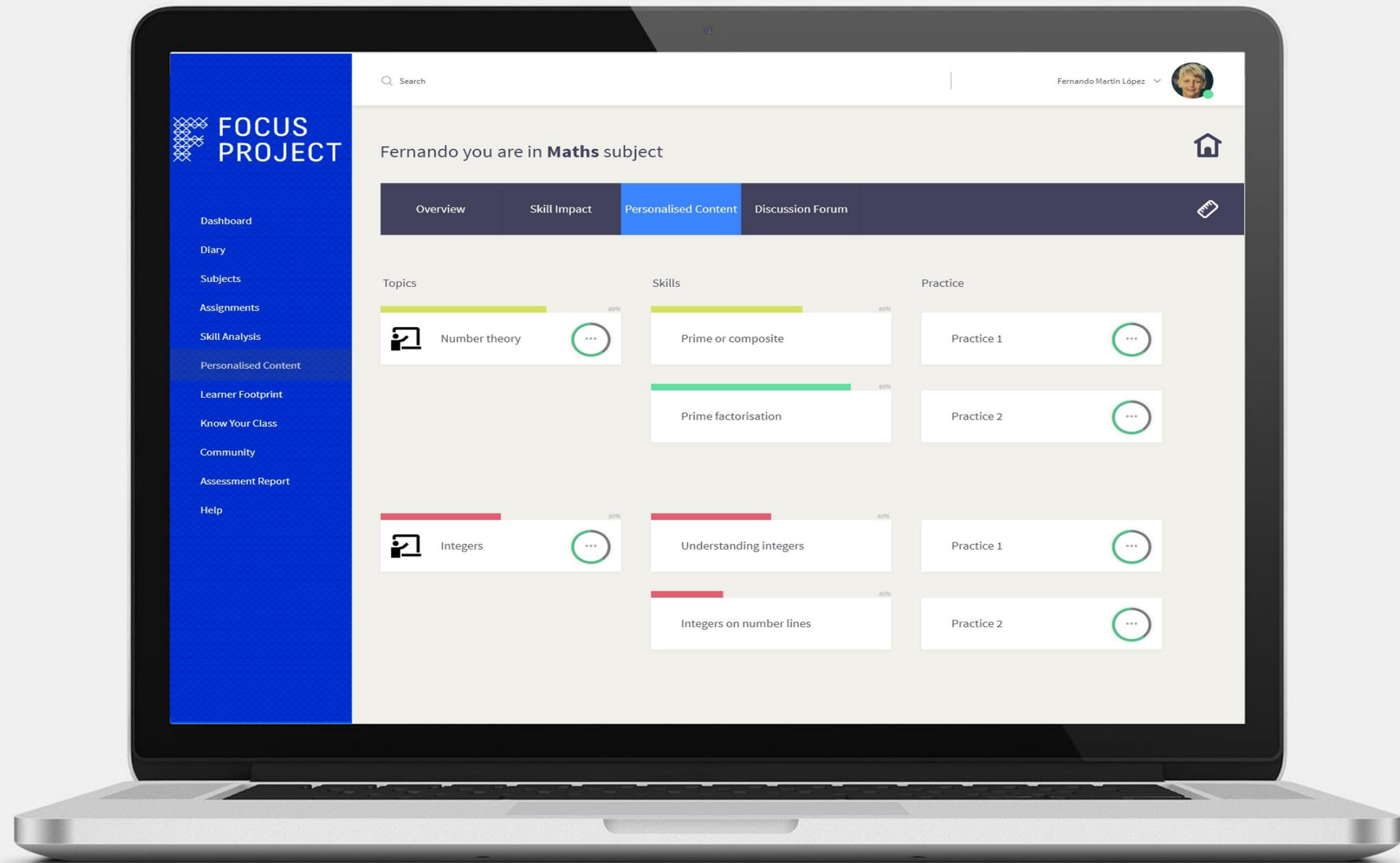
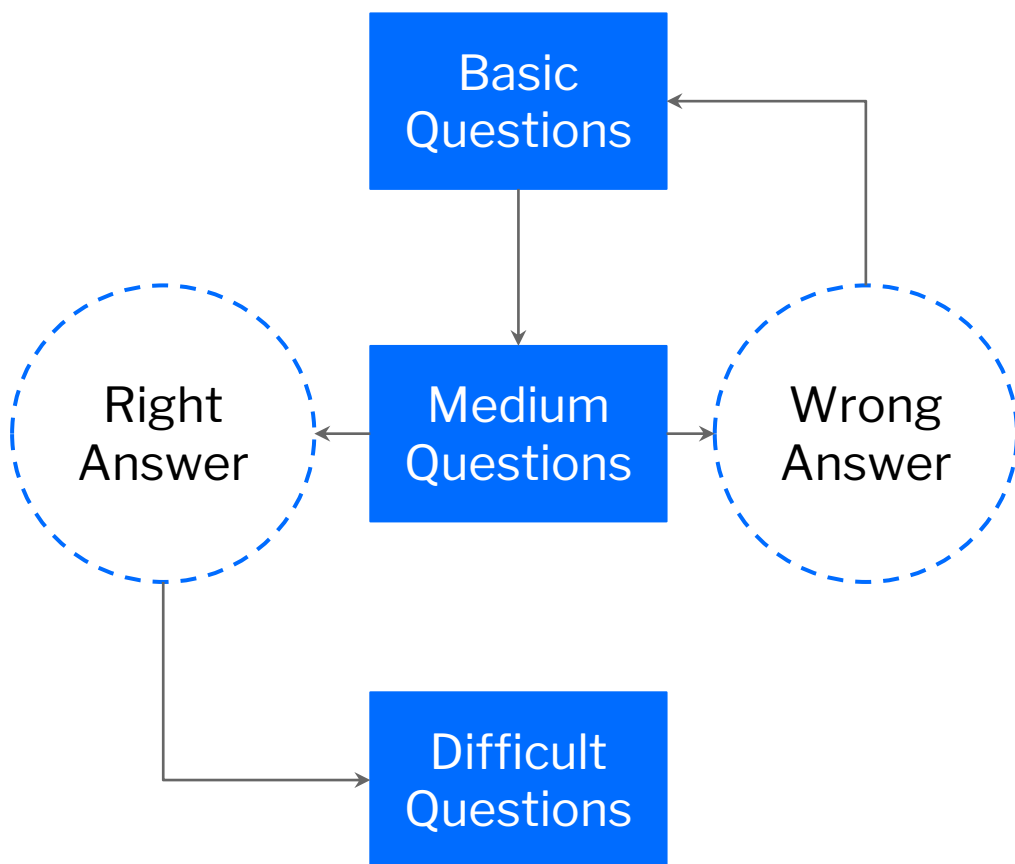


# PRACTICE

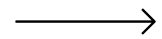
## Personalized Focus



Adaptive practice customized to weak, average and strong sub-skills. Each student can progressively master the topic at his/her own pace.



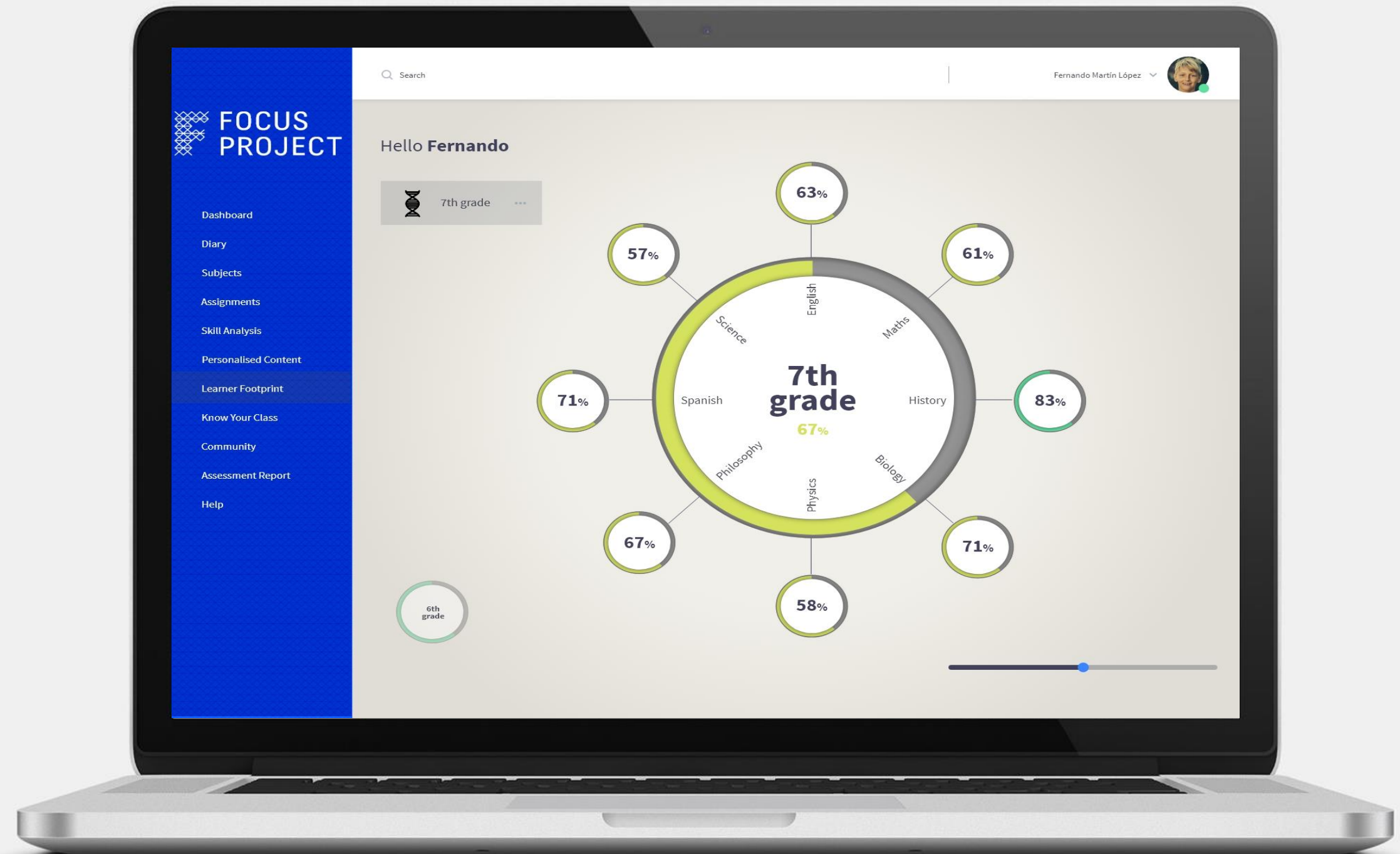
# PROFICIENCY Learner Footprint



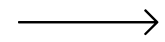
Complete [Learning DNA](#) of the student.

Captures and presents skill progression and impact across grades and between subjects.

Recommends & helps students make optimal career choices.



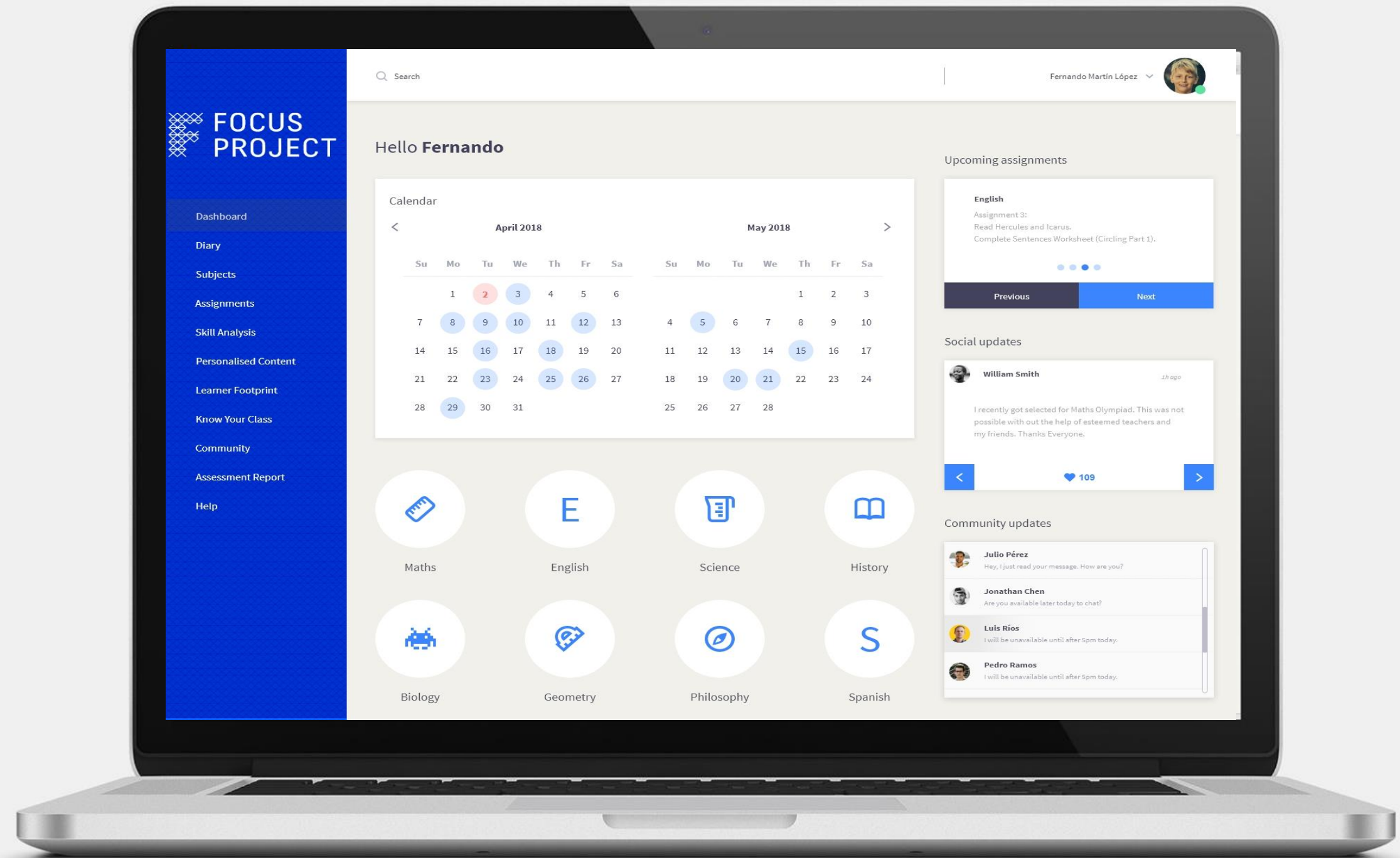
# COMPLETE TOOL



A complete solution for Students, Parents, Teachers & Schools.

Some additional features:

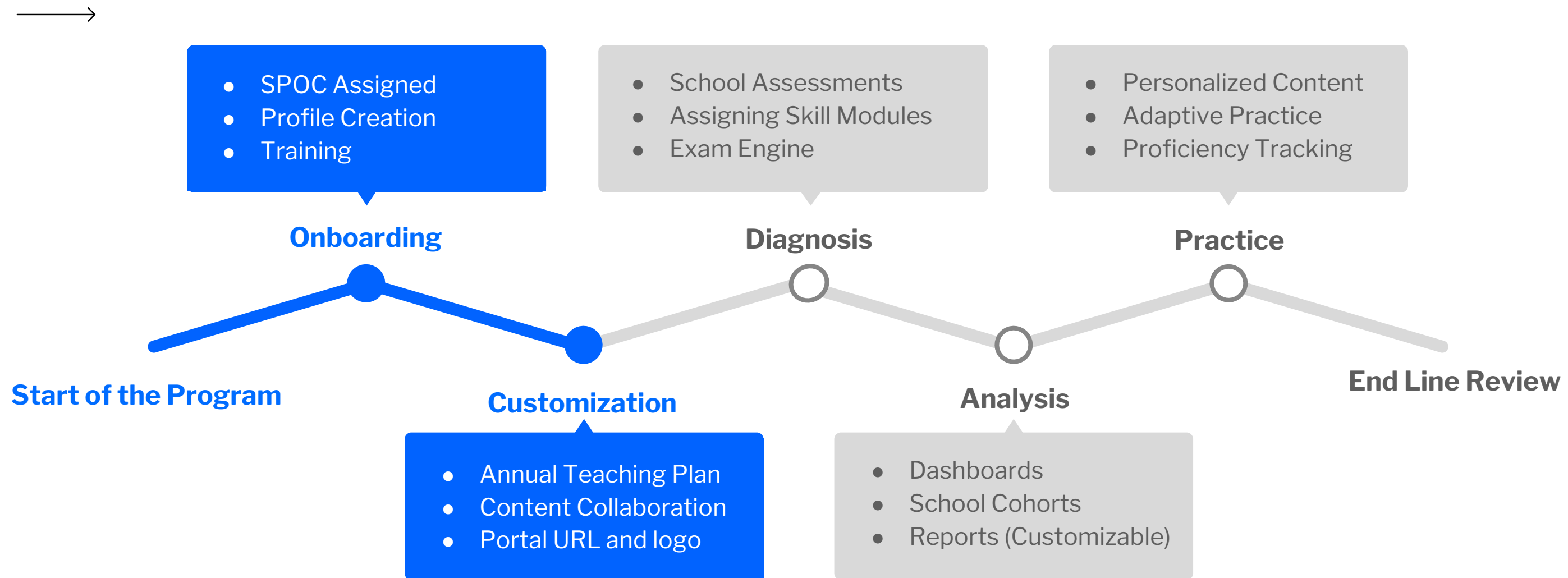
- Assessment Report
- Calendar
- Class Performance
- Dashboard
- Personalized Content
- Student Performance
- Teaching Plan





# HOW IT WORKS?

## Implementation in a School

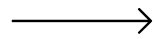


Focus Project works with the school in a collaborative manner to help them achieve their educational goals



# WHAT'S IN IT FOR YOU?

## Value Created

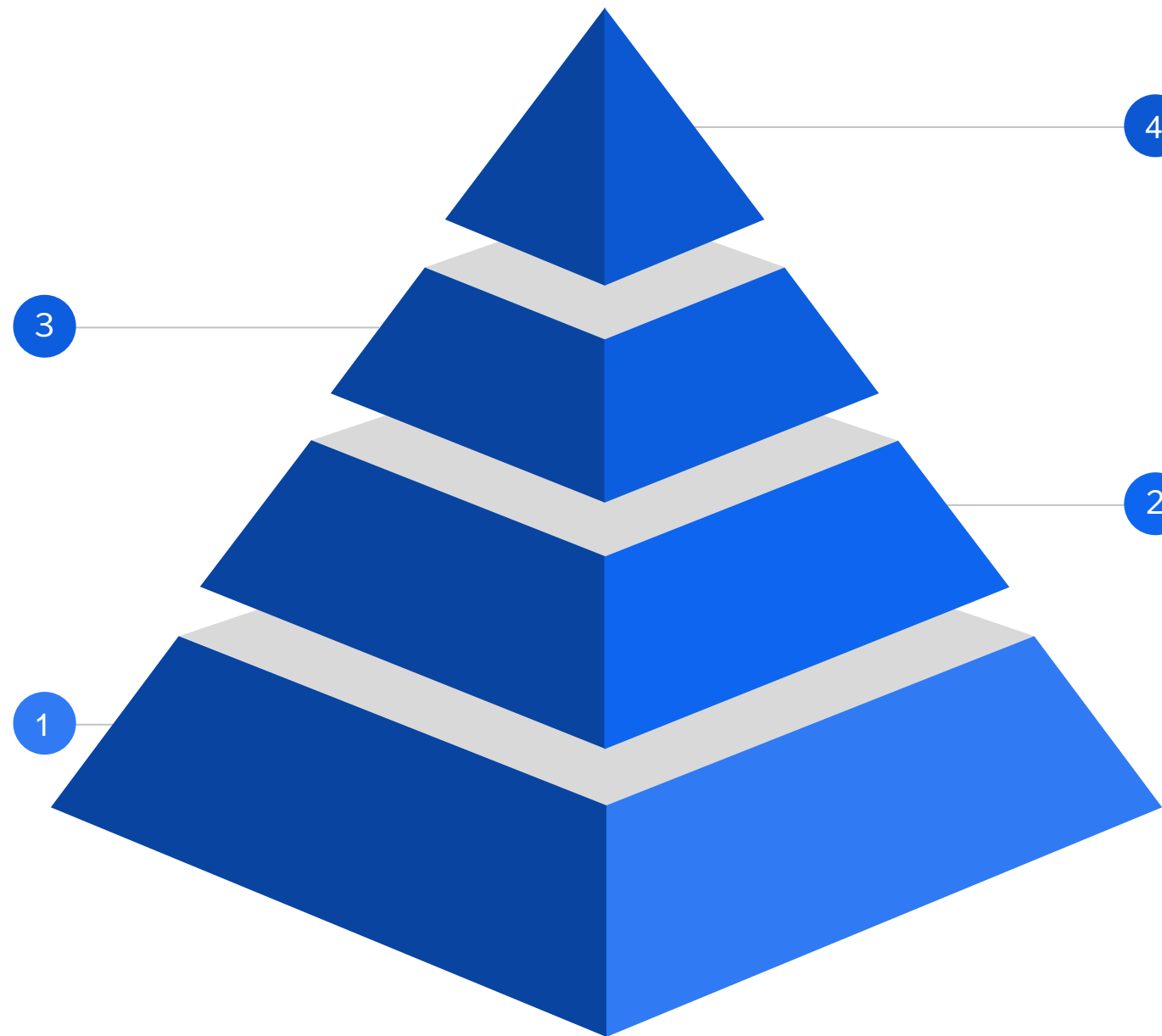


### For Parents

- Meaningful Decision Making
- Child's Skill Sets
- Skill Progress Tracking
- Transparency

### For School

- Benchmarking
- Performance Tracking
- Teacher Training
- Parent Connect



### For Students

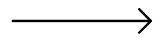
- Personalized tool
- Performance Improvement
- Motivation
- Achieving Goals

### For Teachers

- Efficient Time Management
- Meaningful Communication
- Class Performance
- Individualized Attention



# MEDIA COVERAGE



## Struggling in school? Take help from artificial intelligence to improve grades

**isha.jain@timesgroup.com**

Lucknow: Students struggling to keep up with competition can now use artificial intelligence to map their 'learning DNA' on a platform designed by education startup Focus Project.

"I wanted to build an enterprise that had a mission and could make an impact," says Sachin Mishra, the 36-year-old founder of the startup. The idea of doing something in the field of education made Mishra opt out of the placement exercise at his management school in Milan, Italy. Mishra has his roots in UP and was brought up in Gujarat. Prior to pursuing his MBA, he worked with an IT firm in Pune.

In Spain, when Sachin was helping a friend in searching for a perfect school for his daughter, he came across learning gaps in schools and career choices being provided by schools to students in an unscientific manner. Soon after, Focus Project was founded in 2019 and it started operations the same year from Spain as Mishra found schools there more open to innovation and trying out new technologies. After a year, Mishra decided to come to his homeland to launch his startup.

"We leverage AI to predict and recommend a student's future using his past data," said Mishra, who visited Lucknow last week to keep his startup rolling.

Edtech, which is in the form of a web browser, creates a learning DNA of a student which keeps updating acquired and lacking skills across grades and eventually recommends an optimal career path/stream. "The startup is not limited to mathematics or science, but also works with one or more, core and non-core subjects. It is developed in a modular way to be suitable for any subject and any curriculum," said chief growth officer at Focus Project Nishant Reddy, an IIM Indore alumnus.

The platform identifies skill-level gaps by analysing the student's performance data in regular formative and summative assessments. "We do comprehensive skill-mapping and then use data analytics to analyse the performance data. The end result is identification of skill-level learning gaps," Sachin explained.

The focus then is on finding the root causes. This is done through a four step approach which begins with diagnostics, then analysis, followed by practice with the loop ending in proficiency.

Subsequently, subject-wise remedial teaching plans with a curated list of skills and sub-skills that students need to focus upon is given to teachers. Students too can access personalised practice worksheets to master a particular skill at their own pace.

Times of India

<https://timesofindia.indiatimes.com/city/lucknow/struggling-in-school-take-help-from-artificial-intelligence-to-improve-grades/articleshow/79787346.cms>

## Focus Project

Empowering the Ecosystem to Personalise Students' Learning Lifecycle

**Sachin Mishra**  
Founder & CEO

**Alejandra Fraile**  
Co-Founder & COO

**Nishant Reddy**  
Co-Founder & CGO

Startup Chronicles

<https://t-hub.co/blog/focus-project-empowering-the-ecosystem-to-personalise-students-learning-lifecycle/>





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