

<div>1. Problem</div> <div>Students facing digital or language barriers often can't tell if they truly understand technical concepts — and traditional tools don't help them catch misunderstandings early.</div> <div>Traditional instruction skips multi-sensory, active methods that support diverse learning styles.</div> <div>Learners forget or misunderstand key ideas due to passive study habits and lack of real-time feedback.</div>	<div>4. Solutions</div> <div>A multi-sensory learning tool that uses the D.A.B. method — Draw, Act, Build — to help learners simplify technical concepts and retain them through association building.</div> <div>5. Key Metric</div> <div># of user accounts created (activation).</div> <div># of D.A.B. entries completed (engagement).</div> <div># of D.A.B. steps per concept (depth of use).</div> <div># of returning users / session frequency (retention signal).</div> <div>% of users who complete &gt;1 concept (learning progression).</div>	<div>3. Unique Value Prop.</div> <div>A multi-sensory method that helps new coders understand and retain abstract concepts.</div> <div>D.A.B. — a 3-step process (Draw, Act, Build) that makes abstract concepts stick.</div> <div>Adaptive onboarding that identifies each learner's unique style.</div> <div>6. Channels</div> <div>Partnerships with intro coding programs (e.g., The Knowledge House, NPower, Per Scholas).</div> <div>Code bootcamps looking to enhance pre-work or beginner curriculum.</div> <div>Organic social media content demonstrating D.A.B. learning (short-form videos, visual posts).</div> <div>Educators and instructors looking for active learning tools (via LinkedIn, workshops, webinars)</div>	<div>9. Unfair advantage</div> <div>A growing dataset of user-created D.A.B. learning entries that reflect personalized understanding — hard for competitors to replicate.</div> <div>Unique combination of visual, kinesthetic, and narrative-based instruction — built into product flow, not bolted on.</div>	<div>2. Customer segments</div> <div>Primary Learners (B2C):</div> <div>Adult code newbies learning online (self-taught or YouTube learners)</div> <div>Career changers enrolled in bootcamps.</div> <div>CS undergraduates in intro-level courses (e.g., recursion, data structures)</div> <div>Influencers (B2B2C):</div> <div>Code bootcamp instructors and curriculum designers.</div> <div>Intro CS professors and teaching assistants.</div> <div>Foundations or nonprofits offering digital literacy/coding programs (e.g., TKH, Per Scholas)</div>
<div>7. Cost structure</div> <div>Hosting (Fly.io, Supabase, etc.).</div> <div>Content design (D.A.B. modules).</div> <div>Product development (engineering + design).</div>	<div>8. Revenue streams</div> <div>Freemium model with paid learner subscriptions.</div> <div>Instructor/classroom licenses for educators.</div> <div>Learning style assessment sales.</div>			