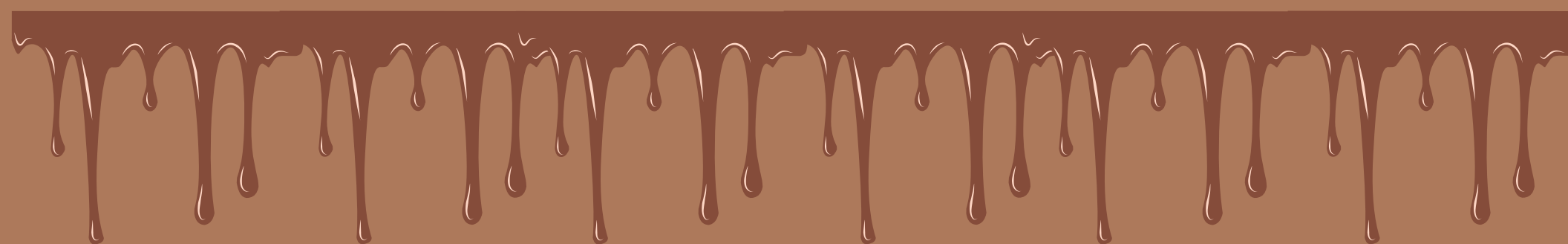




EduConnect

Reimagining the Future of Work, Learning and Belonging

CHOCO LAVA



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CURRENT ISSUE

The chocolate market in Ukraine and globally is dominated by mass-produced products with standard flavors, offering little personalization or consumer involvement in creation. As a result, chocolate is often seen merely as a dessert rather than an emotional, cultural, or educational experience. Limited interactivity reduces customer engagement, while most producers overlook social and environmental responsibility — rarely using local ingredients or sustainable packaging.



This gap is crucial because modern consumers seek personalized, creative, and socially responsible products. The growing demand for premium and craft chocolate in Ukraine — especially among young and middle- to high-income consumers — highlights the untapped potential for innovative, experience-driven solutions in this sector.



THE SOLUTION

Our startup introduces an interactive chocolate workshop that merges craft production, technology, and education. Visitors can design their own chocolate bars through an online or in-person flavor constructor, join masterclasses, and explore the history and process of chocolate-making. Artificial intelligence enables personalized flavor recommendations, demand forecasting, and production efficiency.



Beyond production, we integrate educational and social programs — from workshops for children to support for local producers — turning chocolate into a platform for creativity, learning, and community impact. This innovation fills a market gap and appeals to consumers seeking personalized, meaningful experiences.



INNOVATION

Our project introduces an innovative concept in the chocolate industry by combining AI, technology, and education in one space. Using artificial intelligence, clients receive personalized chocolate recipes based on their taste preferences and seasonal ingredients, ensuring every creation is unique.

Through VR and AR technologies, visitors can virtually explore the history and production of chocolate—from cocoa beans to modern bars.

The project also integrates educational and social programs, offering masterclasses, lectures, and charity initiatives that promote creativity and social awareness.

Overall, our innovation lies in a holistic approach where chocolate becomes a means of learning, creativity, and connection, offering a personalized and high-tech experience unlike any traditional workshop.



POTENTIAL

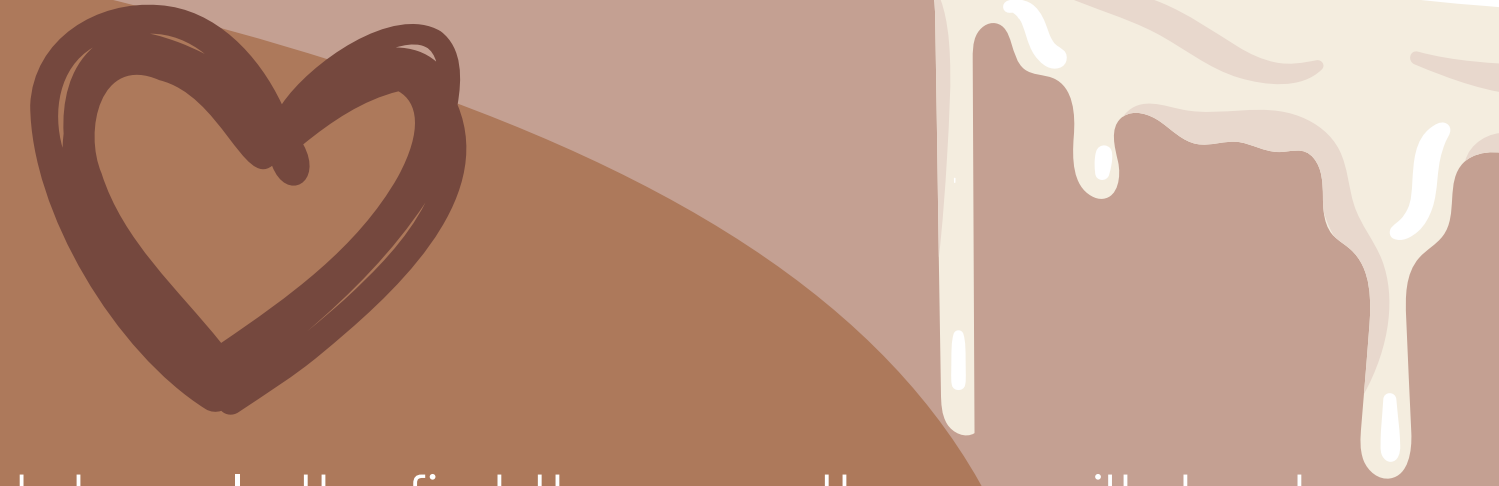
After the hackathon, our project has a clear plan to evolve from concept to prototype. In the first three months, we will develop an MVP online platform with an AI-based flavor constructor and test a mobile chocolate studio at festivals, fairs, and universities. This will help us gather feedback and refine the model before opening a permanent location.

The project can grow in two directions:

- 1.as an interactive offline workshop combining production, education, and entertainment;
- 2.as an online platform for personalized chocolate orders with home delivery.

In the medium term, we see potential for franchising across Ukraine and Europe, particularly in gastro-tourism regions.

Our team unites experts in food technology, marketing, VR design, and project management—ensuring product quality, strong branding, and audience engagement. We also have preliminary agreements with local cocoa distributors and educational partners, providing a solid foundation for post-hackathon growth.



BUSINESS MODEL CANVAS

KEY PARTNERS

Suppliers of premium cocoa and natural ingredients, EdTech and IT companies developing AI personalization tools, local craft brands for collaborations, and travel agencies promoting gastronomic tourism in Kyiv.

KEY ACTIVITIES

Handmade chocolate production, AI-based flavor constructor, interactive workshops, VR/AR educational content, marketing, and strategic partnerships.

KEY RESOURCES

Professional team, modern production equipment, AI flavor personalization platform, flagship store in central Kyiv, partner network, and a strong brand uniting craftsmanship, technology, and creativity.

VALUE PROPOSITIONS

We offer not just chocolate but a creative and emotional experience. Customers design unique flavors with AI, explore cocoa history through interactive tools, and join a conscious, artistic community combining innovation, sustainability, and taste.

CUSTOMER RELATIONSHIPS

Personalized service through individual “chocolate profiles,” exclusive tastings, loyalty rewards, and creative events — focusing on emotional engagement over transactions.

CHANNELS

Physical workshop in central Kyiv, online platform for personalized chocolate orders, social media, participation in festivals and gastronomic events, corporate and B2B orders.

CUSTOMER SEGMENTS

Middle- and high-income consumers, young professionals, tourists, families, and corporate clients seeking authentic, creative, and natural products.

COST STRUCTURE

Key expenses include premises rent, raw materials, staff salaries, marketing and advertising, AI platform development and maintenance, production equipment, packaging design, workshops, and partnership programs.

REVENUE STREAMS

Retail and online sales, personalized orders, workshops, corporate kits, franchising, travel collaborations, and licensing of AI flavor technology.

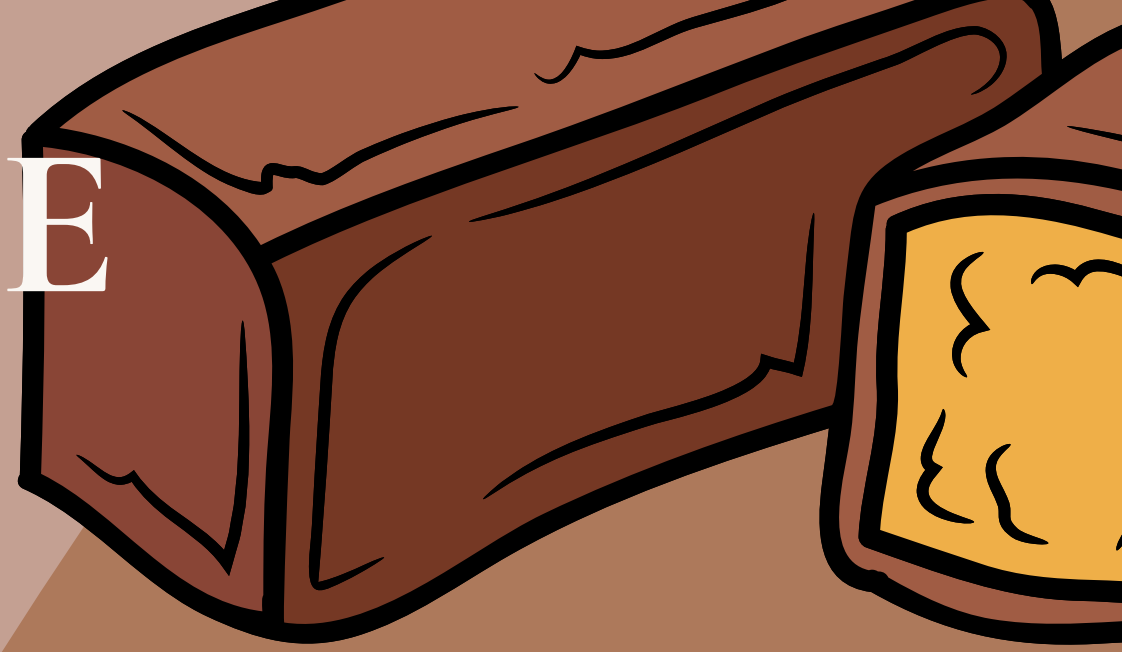
IMPACT AND SCALE

Our project combines economic and social impact by creating high-quality chocolate while fostering an inclusive, educational environment. We employ internally displaced persons and those affected by the war, turning the workshop into a platform for professional growth.



The “Chocolate and Opportunities” program offers short courses in craft chocolate, marketing, and entrepreneurship. Using AI flavor constructors and VR learning, participants can experiment, develop recipes, and gain practical skills, promoting a culture of socially responsible craft production in Ukraine.

The project can scale through community workshops, enabling residents to master the craft and create mini-brands. This model is adaptable across Ukraine and in European countries supporting refugee integration. Overall, our initiative unites technology, business, and humanity, creating chocolate that inspires, educates, and empowers.



NEXT STEPS

- **AI Flavor Constructor (Months 1–2):** Finalize the prototype with a flavor database, recommendation model, and user-friendly interface.
- **MVP Online Platform (Months 2–4):** Launch a test website for personalized chocolate creation, 3D visualization, ingredient info, and ordering.
- **Mobile Chocolate Studio (Months 5–6):** Test the “Chocolate Lab on Wheels” at festivals and events to assess demand and gather feedback.
- **Social & Educational Program (Months 6–8):** Start the “Chocolate and Opportunities” course for displaced persons, students, and young entrepreneurs.
- **First Physical Workshop (Months 9–12):** Open a permanent Kyiv location with production, café, and educational activities.
- **Scaling (Months 12–18):** Develop a franchise model, expand the AI-powered delivery platform, and integrate VR training modules.





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Thank you for your attention!

It's more than chocolate – it's a way to build the future together.