Dialogus

By CultivArte

DIGIEDUHACK   2024

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Summary

We firmly believe that achieving human flourishing requires soft skills to be as essential as hard skills. Yet, soft skills remain absent in most classrooms. Our proposal redefines education as we know it. Imagine classes where a famous or new character narrates their own story, explains physics and resilience, or engages students in a first-person quiz. This is the reality our artificial intelligence platform makes possible.

We combine advanced technology with pedagogical creativity to create interactive characters that transform learning into an immersive, fun, and personalized experience. From impactful speeches to one-on-one conversations and dynamic quizzes, we provide teachers with a powerful tool to teach more effectively and captivate students.

With our platform, we aim to reduce the growing disconnect in classrooms while also personalizing education through detailed reports that help reinforce key concepts and develop soft skills such as leadership, critical thinking, and creativity.

All of this is made possible with various artificial intelligence systems integrated into one place to enhance the teaching and learning experience for students, teachers, institutions, and corporations alike.

Introduction

Revolutionizing Education: Unforgettable Connections Through Artificial Intelligence

Imagine a classroom where Christopher Columbus narrates his arrival in the New World in the first person, Checo Pérez explains the laws of physics through the adrenaline of Formula One, or a character created by your teacher guides you in learning math, history, and science. But that's not all—these characters can also teach you essential skills like leadership and resilience.

Education has always been a bridge between the past, present, and future—but what if that bridge could speak directly to you? With our platform of AI-driven characters, the boundaries of traditional teaching dissolve, giving way to immersive, interactive, and deeply human experiences.

We aim not only to transform how teaching and learning happen but also to provide teachers and students with a tool that makes learning an exciting journey, filled with conversations and connections that leave a lasting impact.

Welcome to the future of education: an experience where stories come alive, hard and soft skills are mastered through dialogue, and knowledge is gained with curiosity and wonder.

The Challenge

Educational Gap: An Obstacle to Human Flourishing

We live in a world that is evolving at an astonishing pace, and we are convinced that education should be more than just a means of acquiring technical knowledge; it should become a catalyst for human flourishing: the path to becoming the best version of ourselves, our society, and our planet. This concept, which encompasses the holistic development of individuals in both hard and soft skills, faces significant challenges in current educational systems.

The Absence of Soft Skills in the Basic Education Curriculum

CORE (2015) highlights a survey of national teachers conducted in the U.S, revealing that 93% of teachers consider it very important for schools to promote the development of socio-emotional competencies. Additionally, 95% of teachers believe that these skills can be taught, and 97% believe that their development will benefit students.

Boredom and Attention Capacity

A study conducted in the U.S. involving more than 275,000 high school students revealed that 65% of students feel bored in school, mainly because the material does not seem interesting or relevant to them. Dr. Gloria Mark from the University of California, in her book "Attention Span," mentions that in 2004, the average attention span on a screen was 2.5 minutes. Today, people can only focus on a screen for an average of 47 seconds, and after their attention shifts away from a task, it takes about 25 minutes to refocus.

Why are Soft Skills Still Absent in Education?

Globally, an article by Gartner (2023) points out that 51% of Generation Z has not developed key soft skills, such as negotiation, networking, speaking confidently in front of crowds, and developing the social resilience and attention needed to work many hours in an in-person work environment.

In Mexico, according to the National Survey on Labor Insertion of Higher Education Graduates by INEGI (2020), which surveyed 13,297 households with people aged 18 to 20, no soft skill has been mastered by more than 50% of the individuals.

These deficiencies not only affect the holistic development of new generations but also have a direct impact on their professional future. A study by the Carnegie Foundation reveals that up to 85% of career success comes directly from the development of soft skills. Furthermore, the "Global Talent Trends" report by LinkedIn (2024) indicates that 69% of executives plan to prioritize hiring candidates with soft skills.

Teachers' Concerns About AI Management

According to a report by the consulting firm Capgemini, based on surveys of 1,800 high school teachers in Asia, Europe, and North America, 56% believe that curriculum and assessments need to be adapted to account for students' use of AI-generated content. However, 78% of teachers still express concern about the negative impact of AI on learning outcomes, especially regarding students' creativity.

Educational Trends

Educational technology trends, such as adaptive learning, artificial intelligence, and gamification, are beginning to open new possibilities. A study from Mediterranean University and RWTH Aachen University shows that 79% of students agreed that gamified elements with rewards increased their interest in learning, and 86% said they would like to see it included in all their courses. Although platforms exist that attempt to adapt to each student's learning pace and style, many of them are limited to transmitting information, sometimes changing only the way it is presented, but they fail to foster interaction, connections, and deep human development.

## The Solution: Integration of Soft Skills, Technology, and Innovative Methods

This is when the need for a solution that integrates soft skills, technologies, and innovative methods becomes not only evident but urgent. If we want future generations to flourish, it is essential to bridge these gaps and build an educational model that connects technical knowledge with personal development in a dynamic and engaging environment.

With this context in mind, we have designed an educational platform that, in addition to fostering the learning of technical skills, also promotes the development of socio-emotional competencies and other soft skills, using interactive tools based on artificial intelligence that keep students engaged while developing both cognitive and emotional abilities.
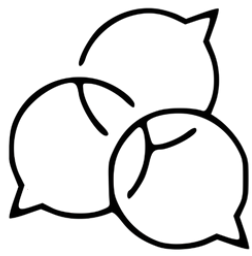
Dialogus
By CultivArte
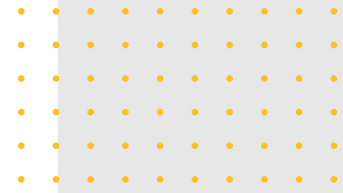
Our Solution

We have developed an innovative platform that enables teachers to create virtual characters who act as mentors for students, engaging them in real-time conversations. This approach captures students' attention and facilitates deeper, more engaging, and individualized learning experiences.

Our proposal transforms education by integrating artificial intelligence with human intelligence, serving as a tool that gives teachers an omnipresent role under an iconic figure for their students.

These characters—whether historical, famous, pop culture icons, or entirely personalized—offer three modes of interaction designed to address the primary challenges in education:
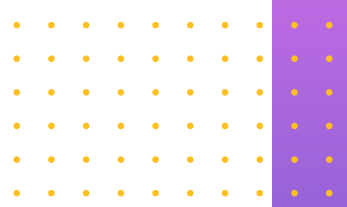

Models
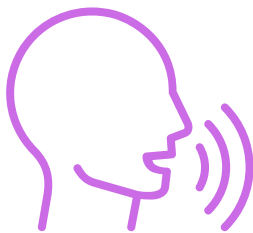
Speech Mode

For in-class projected speeches.

Conversation Mode

For one-on-one student interactions.

Quiz Mode

For interactive assessments.

Models

1. Speech Mode: Stories Told by the Source

In this mode, teachers create a character and project it into the classroom. The character delivers first-person speeches, immersing students in scenarios where they can "hear" historical figures like Charles Darwin discuss evolution or Albert Einstein explain complex theories—or even someone entirely unrelated to the subject, like Taylor Swift breaking down chemical reactions.

This not only makes lessons more memorable but also reduces the teacher's passive role as a narrator.

2. Conversation Mode: One-on-One Learning

This mode allows students to interact individually with teacher-created characters via a shared link. Through the platform's website, students can initiate real-time conversations with their virtual mentor.

Students can ask questions, clarify doubts, and explore concepts deeply using their own voice, receiving responses in real-time based on the prompts configured by the teacher and the uploaded materials (PDFs, books, lesson plans, academic documents, essays, etc.). It's like having a video call with the character, acting as an extension of the teacher.

For example, a physics teacher might create a virtual "Checo Pérez" to explain concepts of speed and acceleration (hard skills) or inspire students by sharing lessons on perseverance and resilience (soft skills).

At the end of each conversation, the platform's AI transcribes the dialogue, making it accessible for the teacher to review. Additionally, it generates reports identifying areas for improvement at both individual and group levels, offering pedagogical recommendations and practical activities to reinforce classroom concepts. This creates a safe, teacher-controlled environment that enhances teaching methods to foster the holistic development of each student.

3. Quiz Mode: Dynamic and Fun Assessments

This mode reinvents traditional assessments by turning them into interactive dialogues with characters. Instead of answering static questions on paper, students are challenged by characters like Galileo Galilei or Martin Luther King, who pose teacher-created questions, offering a playful and less intimidating evaluation experience.

This model works perfectly for exact science responses (like solving a math problem) and even subjective concept evaluations that traditional platforms (e.g., forms) cannot assess effectively. The interactive format encourages oral argumentation and expressiveness.

Similar to the Conversation Mode, this mode transcribes interactions, analyzes responses, and provides detailed reports.

Boosting Soft Skills and Human Flourishing

Dialogus goes beyond academic knowledge; its essence lies in fostering holistic personal development by prioritizing soft skills—essential competencies for navigating today's challenges. Skills such as leadership, critical thinking, creativity, resilience, empathy, and effective communication are fundamental pillars of human flourishing. Yet, traditional educational programs often overlook or underestimate their importance.

Through virtual characters, teachers can design dynamic, transformative experiences that nurture and promote these competencies. These characters act not only as conveyors of information but as emotionally engaging figures who inspire students and serve as role models.

For instance, a virtual "Nelson Mandela" could facilitate profound conversations about leadership and peaceful conflict resolution, demonstrating how to face adversity with dignity and courage. Similarly, a digital "Marie Curie" could speak about perseverance and innovation, motivating students to overcome barriers and think unconventionally.

Teachers also have the freedom to create unique characters tailored to their group's specific needs. For example, a teacher might design a character that acts as a motivational coach, helping students build resilience in the face of failure or teaching practical strategies for stress management. Another character could serve as a mediator for socio-emotional topics, fostering teamwork and mutual understanding in conflict situations.

This approach not only makes learning more meaningful but also helps students internalize critical skills through practical and experiential means. By interacting with characters that model values such as empathy, teamwork, creativity, or strategic thinking, students have the opportunity to practice these competencies in a safe, controlled environment, preparing them to apply them in real-world contexts.

Accessible and Scalable Education

Dialogus is designed to adapt to a wide range of educational environments, from schools with advanced technology to those with limited resources. By being entirely web-based, its compatibility with basic devices and the only requirement of internet access makes it an inclusive and democratizing solution capable of reaching communities historically excluded from educational innovations.

For instance, a classroom in a rural area can interact with the characters using a basic projector or even a smartphone connected to a speaker, while an urban school might use a computer lab to provide individual access for each student, requiring no additional equipment beyond the computers themselves. This reaffirms our commitment to ensuring that the platform's benefits are not reserved for privileged contexts but are an opportunity accessible to all.

Accessibility extends beyond hardware: the platform is also intuitive and easy to use for both teachers and students. Educators, regardless of their technological proficiency, can design characters and plan lessons without extensive training, thanks to the simplicity of the platform's interface and its user-friendly button layout, enabling faster integration into educational systems.

As a cloud-based solution, the platform can be implemented locally, nationally, or even globally without requiring additional physical infrastructure. A teacher in Mexico, for example, could design a character and share it with colleagues anywhere in the world, fostering a collaborative and enriching network of educational resources.

Ultimately, by ensuring that any institution, student, or teacher can access our platform, we eliminate barriers that limit access to quality education. In doing so, we narrow the digital divide and transform education into a genuine catalyst for equal opportunities and human flourishing.

The Future of Learning

Our solution aligns with emerging trends in personalization and the increasing application of technology in education through AI. But it goes beyond that, transforming learning into a deeply interactive and emotional experience. All trends are gradually guiding us toward personalized learning, but what's more personalized than a one-on-one conversation? We're no longer talking about personalized education; we're talking about individualized education.

Today, classrooms face the challenge of keeping students' attention and interest: Our platform proposes an amazing interaction to connect with them emotionally and cognitively. With our characters, we break away from traditional teaching methods and take learning to an extraordinary immersive level.

By integrating the development of soft skills alongside hard skills, our platform prepares students not only to be good professionals capable of facing the challenges of tomorrow but also to be empathetic and conscious citizens, ready to be agents of change around the world.

Therefore, our proposal isn't just about transmitting information, but about inspiring, motivating, and empowering each student through the stories that each character has to tell, so that the student embraces their role in building a better future where the world experiences human flourishing.

The future of education isn't just about delivering content more efficiently; it's about creating a learning environment where every student feels seen, valued, and empowered to reach their full potential. With our solution, we envision a world where classrooms become spaces of inspiration and creativity, where students are not passive recipients of information but active participants in their own growth.

This is the beginning of a revolution—where education moves beyond imparting knowledge to fostering wisdom, beyond skill-building to character-shaping. By embracing this vision, we aim to redefine what learning means in the 21st century, ensuring that education becomes a transformative force for individuals and society alike.

How to use
Dialogus
By CultivArte

The Dialogus Journey

Now, we will walk you through the journey of a teacher within our platform, showcasing the step-by-step process to utilize it effectively. Let's dive into how our platform makes teaching more intuitive, impactful, and rewarding!

1- Create an Account:
Visit the platform, register with your email, and create a password. Alternatively, log in using linked social media or educational accounts.

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2- Go to the "Conversations" Section
Navigate to the main menu and select Conversations to manage previous interactions or start new ones.

3- Start a New Conversation:
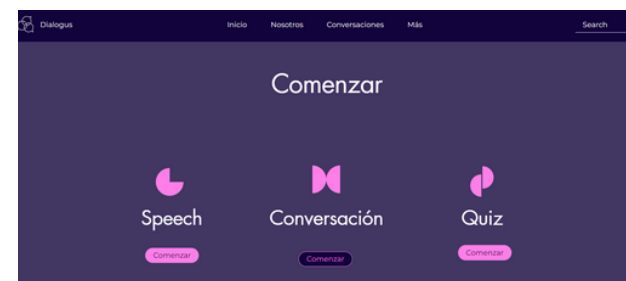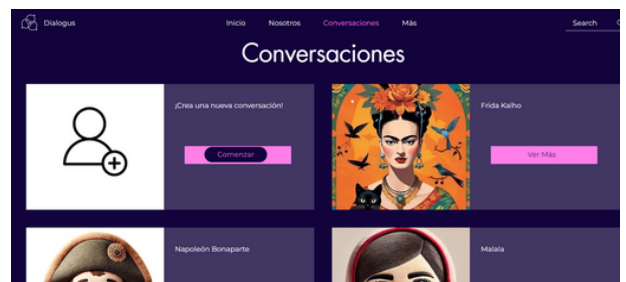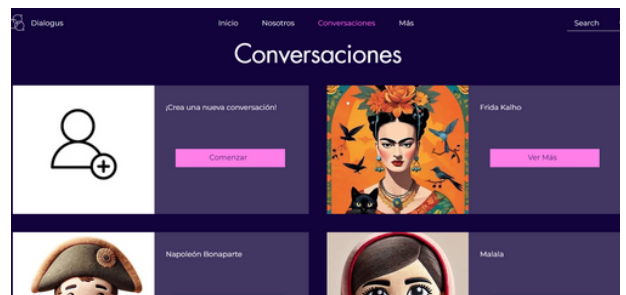Click Create New Conversation, opening a panel to configure the details.

4- Select an Interaction Mode:
Choose the desired mode for using the character:
Speech Mode: For in-class projected speeches.
Conversation Mode: For one-on-one student interactions.
Quiz Mode: For interactive assessments.
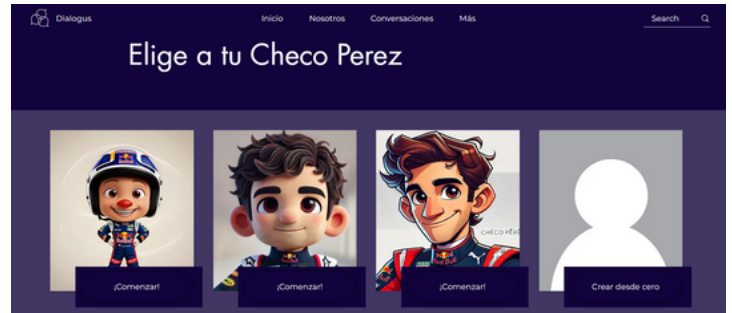
5- Create the Character:
Provide a prompt describing the character's features (e.g., "Checo Pérez, Formula 1 driver and Mexican role model").
The AI generates several visual and textual proposals based on your description.

6- Choose a Proposal:
Preview and select the most suitable character. If needed, refine the prompt to generate new options.
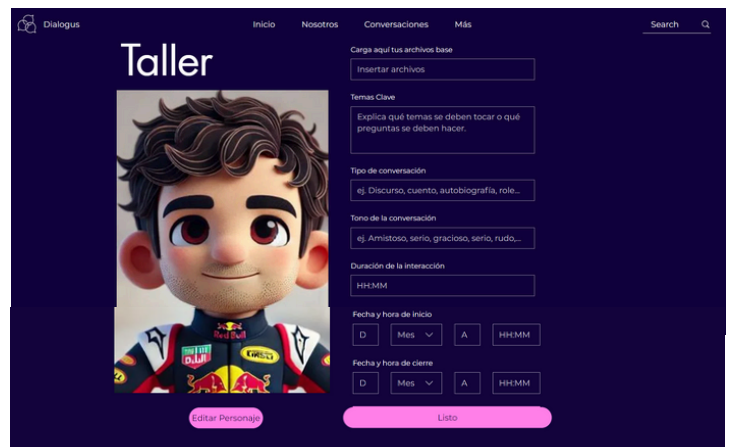

7- Configure the Interaction Prompt:
Customize the character's behavior through:

Upload Information: Add documents, lesson plans, or other specific details for the character to use.
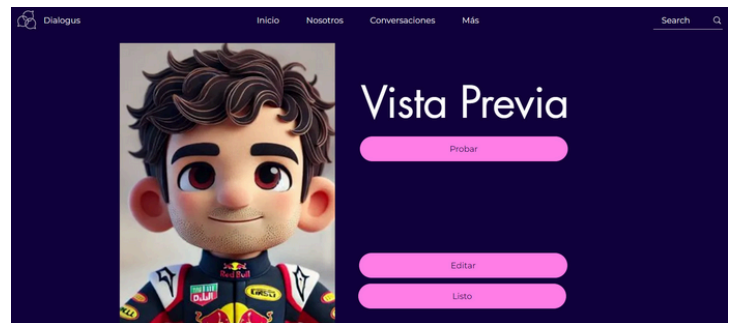Interaction Style: Choose formats like speeches, autobiographies, interviews, or storytelling.
Tone: Select from friendly, formal, humorous, or roleplay tones.

8- Additional Settings: Tailor specifics like must-include questions or key talking points.
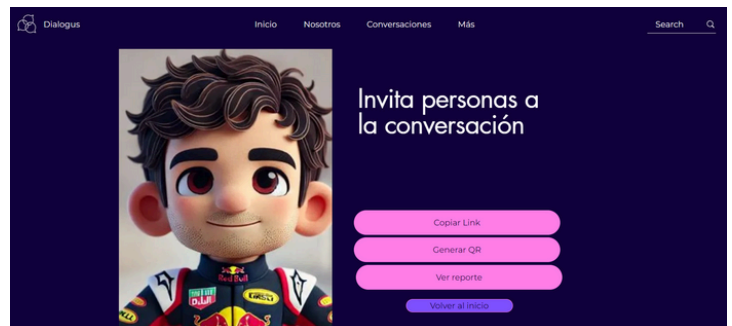Test with a Preview:
Conduct a trial run to ensure accuracy. Adjust the configuration if needed.

9- Ready for Use:
Once finalized, the system confirms the character is ready. Use it in class, share the link with students, or integrate it into activities.

Our Value Proposition
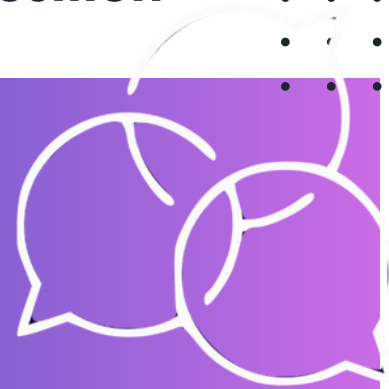
Our platform transforms traditional education by combining the power of artificial intelligence with the creativity and personalization of human intelligence. It allows teachers and students to interact with dynamic characters that make learning an immersive, immediate, and fun experience.

Benefits

## For Students

- Interactive Learning: The immersive experience with characters makes learning more engaging, helping to capture and maintain attention.
- Soft Skills Development: Characters not only teach academic concepts but also competencies like leadership, empathy, creativity, and resilience, which are essential for personal growth.
- Personalized Learning: Each student interacts uniquely with the characters, receiving explanations and answers tailored to their knowledge level and learning style.
- Better Information Retention: Learning through narratives and conversations makes concepts more memorable and easier to apply.
- Continuous Access to Knowledge: Students can use the platform outside the classroom to study, resolve doubts, or reinforce topics.
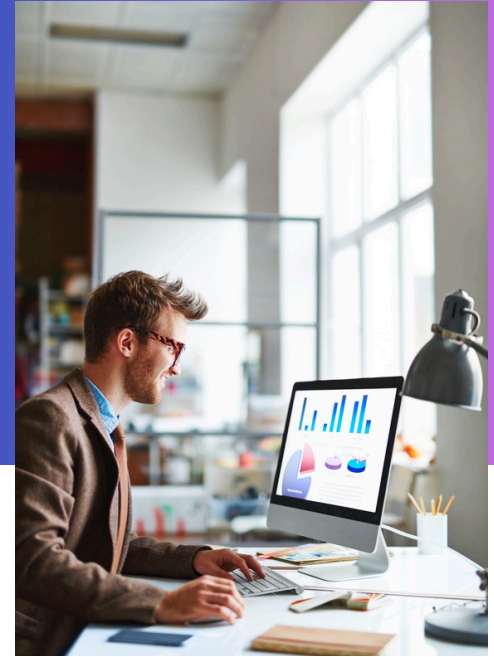
For Teachers

- More Engaging Classes: Teachers can transform their lessons with speeches, conversations, and interactive quizzes that revitalize traditional topics.
- Time Optimization: The platform handles repetitive interactions and generates automatic reports, allowing teachers to focus on strategic activities.
- Actionable Insights: Group and individual reports identify areas for improvement and suggest specific activities to reinforce challenging topics.
- Versatility in Teaching: The tool can be used for academic subjects, soft skills, and personal development, expanding educational possibilities.
- Ease of Use: The intuitive interface ensures that any teacher, regardless of their technology experience, can make the most of the platform.

For Institutions

- Competitive Differentiation: By incorporating advanced technology and personalized learning, schools can stand out as innovative and future-oriented.
- Workforce Readiness: Students develop both technical skills and soft skills, making them more competitive in a globalized world.
- Increased Student Engagement: An interactive educational experience reduces boredom and school dropout rates.
- Alignment with Global Trends: The platform aligns education with current technological and labor market demands.
- Scalability: The tool can be implemented at any educational level, from primary to professional, and is easily adaptable to different cultural and academic contexts.

Business Model

To ensure the sustainability of the project and provide flexibility for both individual users and educational institutions, we have designed a robust business model based on the use of credits. The model is structured to cater to different needs, from independent teachers to large institutions, allowing for tiered access to the platform's features.

Credits act as an internal currency, which facilitates precise control over the use of the main modes: Speech, Conversation, and Quiz. Additionally, we have incorporated subscription plans, content customization options, and freemium strategies to attract and retain users. This approach not only guarantees diversified revenue streams but also promotes scalability, accessibility, and adaptability of the platform. The following section outlines the business model, breaking down the key components, costs, and benefits of each element.

Revenue Model		
Element	**Description**	**Cost/Credit**
Costs per interaction model		
Speech Mode	Basic access for class speeches.	5 credits per use
Quiz Mode	Interactive and dynamic evaluations.	10 credits per use
Conversation Mode	One-on-one interactions with characters.	15 credits per use
Credit Packages		
Basic Package	Ideal for individual teachers or small groups.	50 credits for $15
Intermediate Package	Suitable for small educational institutions.	200 credits for $40
Advanced Package	Scaled for large educational institutions.	500 credits for $80

Subscription Plans

Basic Plan	Includes 50 credits per month for any mode usage.	$10/month
Intermediate Plan	Includes 200 credits per month and priority access to new features.	$35/month
Advanced Plan	Unlimited credits and access to all platform features, including unrestricted character customization.	$100/month

Freemium Trial

Initial Free Access	Limited access to try all three modes (Speech, Conversation, Quiz).	Free 30 credits to use as you prefer.

Content Customization

|		
Character Creation	Create a customized character with up to two included modifications.	10 credits per character
Additional Modifications	Additional changes to the character design after the two free modifications.	5 credits per character
Unlimited Customization Plan	Unrestricted access to customize characters and scenarios.	$20 added to the advanced subscription plan
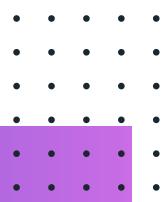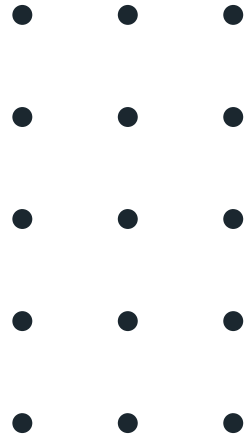
Considerations

Character Marketplace: We will add this feature where users can purchase characters designed by others, previously approved by the platform. This allows teachers to acquire already created characters that fit their needs, saving time and effort in customization. The price is 10 credits, is the same as making a new one.

If users do not utilize all their credits within the assigned month, these credits will be accumulable for just one additional month. After this period, unused credits from the previous month will be automatically deleted, while credits for the current month will remain available. This ensures flexibility for users without compromising the sustainability of the system.

The cost estimation for credits on the platform was made by referencing business models and pricing structures implemented by other AI-based platforms that offer interactive, customizable tools based on credits or subscriptions. This analysis included the following key references:

- Leonardo AI
- OpenAI GPT (ChatGPT Pro)
- Canva Pro (Creative AI)

These platforms have set pricing standards and served as a foundation for structuring the cost of credits in our initial financial proposal. Of course, we recognize that adjustments may be necessary, but we remain committed to ensuring the greatest financial accessibility for potential users.

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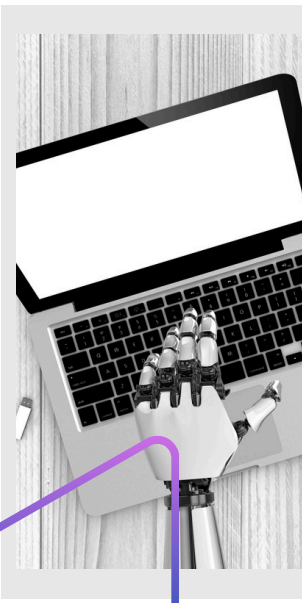
Our Social Impact Core

As social impact leaders and change agentes oursevles, we created this model with a strong social foundation, as its main goal is to create a positive impact on education, particularly in institutions facing resource limitations. We understand that not all schools or communities can access cutting-edge educational technologies due to economic barriers, which is why we are seeking strategic partners, such as sponsors, non-governmental organizations (NGOs), privete education institutions and other educational entities.

Our goal is for this model to reach public institutions that need it the most, ensuring that all children and young people, regardless of their context or economic situation, have equal opportunities to access quality educational tools. We want to make a real and meaningful difference in global education, providing access to resources that transform learning and promote human flourishing worldwide.

Through collaboration with these partners, we are committed to ensuring the platform is accessible to everyone and can be implemented in institutions that would otherwise not have the means to benefit from it, always seeking the common good and social development.
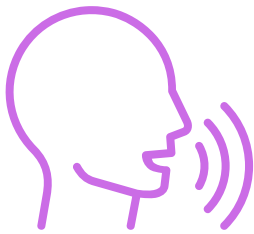
Check out our Prototypes!

We invite you to explore the prototypes we created during the hackathon! Each one reflects our creativity, innovation, and effort to find practical and effective solutions. Come discover how we transformed ideas into tangible projects that could have a great impact.

Access to Website:

https://enmemoriadeedu.wixsite.com/dialogus

Speech Mode

https://drive.google.com/drive/folders/1NmziG9zUEAkF7lYiwMtymqah4lA12FDD?usp=drive_link

Conversation Mode

https://drive.google.com/drive/folders/1goDMiOMr_heuHt-R8u9XZMlRBXI7hLZ8?usp=drive_link

Quiz Mode

https://drive.google.com/drive/folders/1u5EmQu_4EwilETuhaVWWh6xkL-VKwb0c?usp=drive_link

Validations:

During the hackathon, we had the opportunity to validate our platform with some children who interacted with characters via Zoom session that simulated the platform's functionality. This allowed us to gather valuable insights and refine our design. You can review these validations and see how the platform performed by following the link below.

https://drive.google.com/drive/folders/1ghp6mq2RLITJbDB45FqEh-7aBorswb-q?usp=sharing
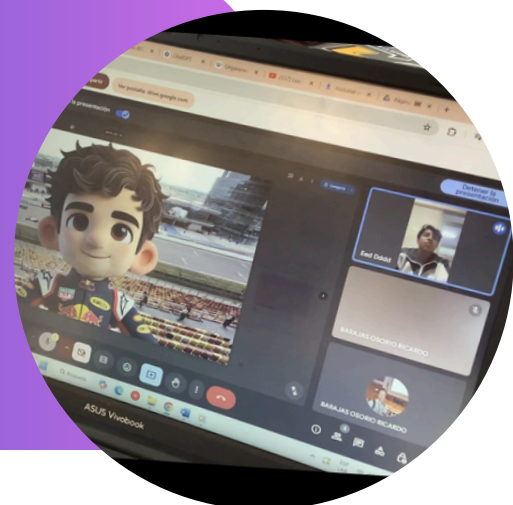
Solution Canvas

DIGIEDUHACK SOLUTION CANVAS

DIGI EDU HACK 2024

Title of the solution:	Dialogus
Challenge addressed:	How might we individualize learning of hard and soft skills to boost human flourishing?

Team name: Challenge	CultivArte
Category:	Emerging Technology for education

Background of the team:

(multiple selections possible in case of mixed teams)

- [x] Higher Education Students
- [ ] Teachers
- [ ] Others (please specify)
- [ ] Researchers
- [ ] Primary School Students
- [ ] Professionals
- [ ] Secondary School Students

Describe it in a tweet

Transform learning with AI-powered characters that narrate, quiz, and converse, merging fun with skill-building. Personalized, engaging, and accessible—Dialogus inspires curiosity and nurtures both hard and soft skills, redefining education for the future.

Innovativeness

Currently, while educational technologies such as adaptive learning systems and gamification platforms exist, they primarily transmit knowledge without fostering deep connections or human flourishing. Dialogus surpasses these by making learning highly interactive and relatable, using characters tailored to the needs of teachers and students. This ensures better engagement, retention, and applicability powered by AI.

Solution description

Dialogus is an innovative educational platform that integrates artificial intelligence with human creativity to transform traditional learning experiences. The platform allows educators to create dynamic, interactive characters, such as historical figures, pop culture icons, or customized avatars, that engage students in immersive and personalized ways. These characters operate in three modes: Speech Mode, where they deliver first-person lectures; Conversation Mode, enabling real-time, one-on-one dialogues; and Quiz Mode, which turns assessments into interactive and engaging experiences.

Dialogus uses artificial intelligence to personalize learning and provide actionable insights through detailed progress reports. By incorporating both academic concepts and essential soft skills, the platform addresses the gap in current educational systems that often neglec for the human flourishing. Furthermore, it emphasizes accessibility, being entirely web-based and compatible with minimal technological requirements, ensuring its reach extends to resource-limited environments.

The implementation plan begins with refining the platform's prototype through validations and adjustments based on user feedback. A pilot program will follow, testing Dialogus in diverse educational contexts to ensure adaptability. Finally, the platform will be launched globally, supported by tiered subscription models and partnerships with NGOs to make it accessible to underprivileged communities. Resources required include differents AI's integration in our web platform.

Potential barriers include resistance from educators unfamiliar with AI and limited access to stable internet in some regions. However, the platform's intuitive design and low technical requirements aim to mitigate these challenges.

Context

In today's rapidly evolving digital landscape, education must transcend its traditional role as a mere transmitter of technical knowledge and become a cornerstone for integral human development. The challenge posed by this hackathon, "Imagining the Digital Education of the Future," aligns perfectly with this imperative. Current education systems face a critical gap: The lack of integration between hard and soft skills, exacerbated by students' boredom and rapid distraction.

This solution redefines the digital classroom by offering real-time, one-on-one interactions between students and their virtual mentors set up by teachers, reducing their fear towards the use of artificial intelligence. Students can explore topics in depth, clarify doubts, and engage in meaningful dialogues that promote critical thinking and creativity. Teachers, on the other hand, are equipped with tools that provide actionable insights into student performance through detailed analytics, helping them tailor their teaching strategies to individual needs.

Through this vision, we bring to life a tool for universal understanding that prioritizes human connection with the enormous capabilities of artificial intelligence and prepares citizens of tomorrow capable of facing challenges and generating changes.

Target group

The target groups for our solution are students, teachers, and educational institutions (Specially but not limited to those in elementary and middle school), each of whom benefit in unique ways. For students, the platform addresses the disconnect and boredom commonly experienced in traditional classrooms by offering an engaging, immersive learning environment that develop skills in them.

Teachers gain a dynamic tool that revolutionizes their educational approach, transforming them into mentors who guide and inspire through personalized, AI-driven characters. The platform streamlines repetitive tasks and delivers automated reports, allowing educators to dedicate more time to strategic and impactful teaching activities. Its intuitive interface and customizable features enable teachers to design characters and tailor interactions to their students' unique needs, all without requiring advanced technical expertise.

Educational institutions gain a competitive edge by integrating innovative technology that aligns with global trends in his offer. The platform's scalability and inclusivity ensure it can be implemented across diverse educational contexts, from resource-limited rural schools to technologically advanced urban environments.

To fully meet the specific needs of these groups, we plan to engage them through ongoing feedback loops and pilot programs applied in schools where we currently work actively with children as a CultivArte team.

Impact

On a social level, this platform fosters holistic personal development by emphasizing soft skills. For instance, students might interact with a virtual "Nelson Mandela" to explore leadership and conflict resolution or engage with a digital "Marie Curie" to understand perseverance and innovation. Such interactions are not merely educational but also deeply inspiring, equipping students with the tools to apply these competencies in real-world contexts.

Environmentally, the platform's digital nature reduces reliance on physical teaching materials, promoting sustainable practices within educational institutions. By leveraging cloud-based technology, it minimizes the need for additional physical infrastructure, making it both scalable and environmentally friendly. Furthermore, its accessibility via basic devices like smartphones or projectors ensures its application even in rural or underserved areas, bridging the digital divide and democratizing access to quality education.

For example, a rural school with limited resources could utilize the platform to deliver lessons through a shared device, while urban institutions might integrate it into personalized, one-on-one learning experiences only with smartphone or PC. By redefining education as a catalyst for human flourishing, the platform creates a transformative impact that resonates beyond the classroom for the future.

Transferability

The Dialogus platform offers transferability potential with universal meaning, making it applicable across various educational and learning contexts around the world. The platform's core features—Speech Mode, Conversation Mode, and Quiz Mode—are versatile enough to address the needs of different disciplines and learning environments.

Dialogus's scalability and compatibility with different cultural and academic contexts accord with the needs of each teacher, position it as a transformative tool, not only for traditional classrooms but also for diverse learning settings worldwide.

Sustainability

Our sustainability strategy combines innovative technology with a robust revenue model to ensure long-term impact and financial viability. Once the prototype is refined, our focus will shift toward scaling and implementation through strategic partnerships with private institutions, NGOs, and public schools. These collaborations will allow us to integrate the platform into diverse educational environments, ensuring accessibility, especially for underserved communities.

In the mid-term, we will leverage cloud-based technology to scale globally, fostering a network of educators who share resources and best practices. Over the long term, the platform will generate consistent income streams through recurring subscriptions and credit purchases, while reinvesting in platform enhancements and accessibility. This model not only ensures financial sustainability but also positions our solution as a transformative tool in fostering cognitive and socio-emotional skills globally

Team work

The Dialogus team is composed under the CultivArte organization that has 50 volunteer leaders, young people committed to the educational development of Mexico. The participant team for DigiEduHack is composed for: Paola Sosa is the technological visionary of the group, driven by her dedication to empowering youth through innovative tools. Her expertise ensures the effective integration of advanced AI technologies, maximizing the platform's impact. Ricardo Barajas, the founder and CEO of CultivArte, leads with a profound belief in the transformative power of education. His leadership experience in rural and semi-urban schools across Mexico has given him valuable insights into the educational challenges faced by underserved communities. Luis Eduardo Macedo is a social entrepreneur focused on empowering children and communities. His leadership in educational innovation ensures that Dialogus addresses real-world needs effectively. Rogelio Díaz is an expert in business models and user potential research. His strategic vision and analytical skills provide the foundation for a sustainable business model. Together, they are supported by mentors such as Mildred Rendón, a renowned researcher in social entrepreneurship, and Miguel Gilabert, an AI specialist, whose guidance has been instrumental in refining the platform.

European Commission
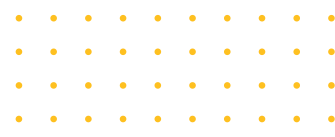
We Are CultivArte

The creation of Dialogus comes from the inspiration of a team of over 50 leaders across Mexico: CultivArte. Since our founding in 2021, our thousands of children have inspired us deeply to give them the best of ourselves through education... And as you have seen throughout our proposal, it is this education that combines human flourishing through soft skills with technical knowledge so that we can cultivate human beings capable of changing the future of their reality.

While you are reading the Dialogus proposal, our team is currently delivering a soft skills program through human rights and drawing that lasts the entire school year for rural and semi-urban schools... And in its 3 years of existence, it has achieved:

- Reaching over 4,600 children in 45 schools across Mexico, completely FREE, thanks to the annual investment from our 3 sponsoring companies: Mr. Lucky, Biokrone, and Agrobal.
- In 2024, we won the Rise Awards (an entrepreneurship competition involving some of the best universities worldwide through the U21 consortium), were named in the 2023 top 10 for the Youth Carnegie Prize by the UN, and in 2022, we won the State Youth Award (the highest recognition the Mexican State can grant to a youth initiative).
- Our children have had the opportunity to showcase the work they generate with us in around 13 countries, in spaces like the Roman Colosseum and the Border Wall, among others.
- We've participated in spaces like the UN High Commissioner for Human Rights, IIN-OEA, Reiyukai in Japan, and the University of Cambridge.

This great driving force is why we enrolled in DigiEduHack: the PERFECT opportunity to propose a digital solution for human flourishing in education, build it with a world-class ecosystem of experts, and bring it to life. This solution will not only enhance our educational impact within CultivArte but will also extend to other educational institutions and organizations. No matter where we are, we are united by the same global purpose: to create a better planet through education.

CultivArte has the team, active schools, international strategic partnerships, and donor companies necessary to generate testing, adjustments, and the final development of Dialogus, so we can successfully launch it into the market with financial sustainability—whether through private use or funded for other NGOs.

For More Information About CultivArte: https://www.youtube.com/watch?v=3qhBDasGhQY

Our Team

Composed of 4 scholarship students from the Tecnológico de Monterrey in the Bachelor's degree in Entrepreneurship, as active members of CultivArte and part of a university program that prepares us to create organizations capable of generating value for society, we have witnessed the transformative power of education when combined with sensitivity, creativity, and technology.

We are:

Paola Sosa: Our technological spark. Passionate about the future of youth and the country, she brings an innovative vision capable of providing the necessary tools to maximize the value of technology in the present.
LinkedIn Profile: https://www.linkedin.com/in/paososc/

Ricardo Barajas: Founder and CEO of CultivArte, leading with heart. His love for the countryside and his unwavering belief that children are the key to a better Mexico and world remind us that deep change can be made with the youngest.
LinkedIn Profile: linkedin.com/in/ricardo-barajas-osorio-866701310

Luis Eduardo Macedo: He is an education entrepreneur actively involved in social impact projects aimed at empowering children, communities and nurturing future generations. His leadership in social entrepreneurship has positioned him as a key figure in promoting collaborative and innovative educational practices in our team.
LinkedIn Profile: linkedin.com/in/luis-eduardo-macedo-cortés-3942b1310

Rogelio Díaz: Expert in business models and user potential research, he is a born strategist. With his love for the countryside and extreme sports, he embodies the boldness necessary to turn big dreams into tangible realities.
LinkedIn Profile: www.linkedin.com/in/rogeliodiazol

Our Mentors

Each mentor guiding us on this journey not only brings knowledge and experience but also a deep commitment to our purpose:

They are:

Mildred Rendón: Renowned researcher in social entrepreneurship and Chair of the Entrepreneurship Department at Tecnológico de Monterrey's South Region.
LinkedIn Profile:
https://www.linkedin.com/in/mildreddaniela/

Ján Rehák: A visionary for business model development and National Director of the Entrepreneurship Program at Tecnológico de Monterrey.
LinkedIn Profile: https://www.linkedin.com/in/janorehak/

Víctor Jiménez: Outstanding expert in communication and storytelling. Official pitch coach for the team.
LinkedIn Profile: https://www.linkedin.com/in/vjr05/

Miguel Gilabert: Expert in AI and official coach for technological innovations.
LinkedIn Profile: https://www.linkedin.com/in/miguel-%C3%A1ngel-gilabert-04aa5526b/

Our Commitment

We are not here just to compete: We are here to change lives. Because no matter where you come from or what you believe in, we are all human beings, and we are all inspired by stories that push us to dream big. Beyond its universality, this is the soul of Dialogus: Providing a tool that unites all these dreams in the learning process, merging the impressive technological development of our times created by humans with their boundless creative spirit.

That is why we have built this bridge between the technical and the human, between knowledge and empathy, between traditional teaching and the infinite possibilities of technology; because we want to see children and young people, especially those facing the greatest adversities, build a world that, now more than ever, needs to dream again that things can be different for the better and make them a reality.

Because we know deeply that every child impacted by education can build a new story for their country and the world; because even if it seems impossible, they have shown us that...

The impossible, IS POSSIBLE!

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