

The image shows the Lulu logo, which consists of the word "Lulu" in a stylized, rounded, blue font. The logo is centered within a white rectangular box with rounded corners. The box is set against a light gray background and has a subtle drop shadow.

The Paradox

Why Does Luxembourg Struggle?

A rich country. Excellent teachers. Some of Europe's highest education investment. Yet PISA scores consistently fall below the European average.

What if the answer isn't what we think?

HYPOTHESIS

Cognitive Delay to Multilingualism (?)

For decades, researchers believed multilingualism was the culprit as 51% of the children in Luxembourg are from expat families – and in areas as Ville de Luxembourg, **71%**.

What Lux Researchers Believed

Multilingualism Causes Cognitive Delay

"Children simply need more time to adapt to multiple languages." This became the dominant narrative. Solutions were implemented.

What Happened

The Problem Persisted

After *decades of research*, after *billions invested*, after *countless interventions*... the problem didn't improve

What if we were treating a symptom, not the cause?

What if multilingualism is not the problem, but simply the **visible symptom** of something deeper?

What if the real issue is *something we haven't been measuring?*



Meet João

A Story of Belonging

13 years old. Newly arrived from Portugal. And completely misunderstood.

João moved from Portugal with his family, hoping for a better future. Suddenly, he must learn **German and French at once**. At recess, he feels excluded because he doesn't yet speak Luxembourgish. At home, adaptation is *overwhelming*.

In staff rooms, João is labeled as having "*cognitive delay*." Teachers worry. Parents worry. João begins to believe it too. He internalizes the label. His confidence crumbles.

But João is **not delayed**. João is *lonely*. João is *scared*. João does not feel he *belongs*. And belonging is not a luxury—it is a **core human need for development, learning, and motivation**.

Children cannot learn where they do not feel they belong.

THE REAL PROBLEM

Belonging Predicts Everything

Cognitive delay is not about languages. It's about a fundamental human need.

School Engagement

Students who feel they belong participate more, ask questions, and invest in their learning.

Cognitive Performance

Belonging reduces cognitive load from stress, allowing students to focus on learning and problem-solving.

Human Development

Belonging is foundational to identity formation, resilience, and long-term wellbeing.

Gap Yet belonging is almost never measured, *visualized*, or supported at scale in education systems.

We measure test scores. We measure attendance. We measure language proficiency. But we don't measure the one thing that predicts everything:

Does this child feel? And how it affects learning ability?

Meet Lulu:

Your First Luxembourgish Friend

An AI companion designed to help you belong.

Lulu is not just an app. She's a **companion**. A guide. A **safe space**. For newly arrived students like João, Lulu becomes a first Luxembourgish friend who listens, understands, and supports - without judgment.

Cultural Onboarding

Lulu explains the country, the school system, and local norms in a **friendly, understandable way**.

Emotional Support

She understands feelings, fears, and needs with **empathy, encouragement, and dignity**.

Sense of Connection

Lulu becomes a **first friend** who listens, supports, and celebrates every step of progress.



Lulu



3 PILLARS OF SUPPORT

How Lulu Works

A comprehensive system addressing every dimension of student support.



Pillar 1

Gentle Cultural Onboarding

Lulu explains the country, school system, and local norms in a **friendly, understandable way**. No jargon. No overwhelm. Just clarity.

Understanding and clarity from day one



Pillar 2

Emotional & Social Support

Lulu understands feelings, fears, and needs with **empathy, encouragement, and dignity**. A first friend who truly listens.

Emotional safety and human connection



Pillar 3

Anonymous System-Level Insights

Aggregated indicators on **institutional trust, wellbeing, and belonging** help schools and educators see the real causes behind learning blocks.

Systemic understanding and targeted action



At the heart of Lulu: the human connection between student, family, and community.

"IT TAKES A VILLAGE TO RAISE A CHILD."

What Makes Lulu Different

Innovation in Education & SHH – Belonging as a metric to Education

Four pillars that redefine student support.

EU-Sovereign AI

Understanding **context, not just content**. A multilingual AI capable of interpreting *emotional cues, environmental stressors, and cultural nuance*—not merely answering questions.

Culturally Responsive Guidance

Every interaction adapts to the student's **linguistic background, family reality, and personal challenges**. Support that truly *fits their life*—not a generic script.

Ethical Emotional Intelligence

Detecting patterns of **distress, exclusion, or potential harm** through everyday conversations—*safely, transparently, and without diagnosing*.

Institutional Trust-Building

Designed to **work with schools, teachers, and parents**, not around them. Offering *actionable insights* while respecting roles, privacy, and educational boundaries.

Lulu is not just a digital tool – it's a systemic ally for transparency, educational transformation & social impact.

From Misunderstanding and stigma to Belonging. From performance to Potential.

Lulu creates real, measurable change in how students experience school and how adults understand them.



Clarity & Confidence

Students report improved clarity about school processes and increased confidence in navigating their environment.



Mislabeling Reduced

Teachers and parents distinguish between language struggles, emotional stress, and cognitive concerns—reducing harmful mislabeling.



Early Signals

Faster identification of emotional distress, isolation, or potential exposure to violence enables timely intervention.



Belonging & Identity

Students develop a stronger sense of identity and belonging, reducing internalized stigma and shame.

Measurable Impact

These numbers represent children who moved from "*I can't*" to "*I can.*"
From *misunderstanding* to belonging. From *stigma* to potential.

From Luxembourg to Europe

Scaling Belonging Across Borders

A three-tier expansion strategy of INCLUSION in Education built on proof, partnership, and local adaptation.

Tier 1: Local Pilot

Luxembourg

Students: 5,000+

Timeline: Year 1-2

Goal: Proof of concept, build partnerships, refine platform

Tier 2: EU Expansion

Europe

Students: 50M+

Timeline: Year 3-4

Countries: Belgium, France, Germany, Portugal

Tier 3: Global Scale

World

Students: 281M+

Timeline: Year 5+

Focus: OECD countries, multicultural cities



The Localization Model

90%

Universal Core: AI engine, learning pathways, emotional support framework

10%

Local Adaptation: *Language content, cultural examples, system integration*

The Vision

One platform. Many languages. Universal belonging. Lulu scales without losing its human-centered heart.



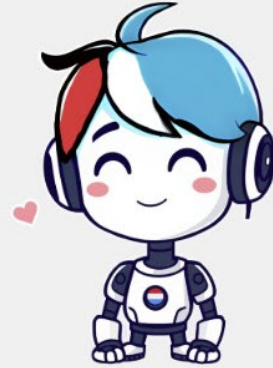
Watch our [intro video Here](https://app.heygen.com/videos/f70aa7addf6c485bb0a368cbbb4f58c7):

<https://app.heygen.com/videos/f70aa7addf6c485bb0a368cbbb4f58c7>

Meet

The new AI buddy
to support kids in
Luxembourg
to belong

Lulu



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2:27

Watch our [product demo video Here:](https://www.canva.com/design/DAG4x6tu8HU/GrmAhrcGS8A1VAOo9Scd4Q/watch?utm_content=DAG4x6tu8HU&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=h6190d5b64d)

https://www.canva.com/design/DAG4x6tu8HU/GrmAhrcGS8A1VAOo9Scd4Q/watch?utm_content=DAG4x6tu8HU&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=h6190d5b64d