DIGIEDUHACK SOLUTION CANVAS

DIGI EDU HACK 2025

Describe it in a tweet

PathWise is the all-in-one EdTech ecosystem that turns scattered talent into real trajectories: 🧠 AI-driven roadmaps + 🤝 verified hyper-local student social network. Co-create projects, volunteering & startups that become certifiable CV assets. Unlocking equitable opportunity for every learner. **#Digieduhack2025 #EdTechEcosystem**

Title of the solution:	PathWise
Challenge addressed:	Social Mobility
Team name:	Les Huntrix
Challenge category:	AI and Emerging Technologies

Background of the team:
(multiple selections possible in case of mixed teams)

- **Higher Education Students**
- Teachers
- Others (please specify)
- Researchers Primary
- School Students
- Professionals
- Secondary School Students

Innovativeness

PathWise is innovative because it **unifies key domains into a centralized ecosystem that solves a systemic problem through emerging technology, positioning itself as a pioneer of a Society 5.0 approach.** It creates the first platform that safely connects students across different institutions within the same city to co-create entrepreneurial, volunteer, and civic initiatives. By linking each roadmap to multimodal, AI-generated learning materials and enabling locally verifiable experiences accessible to underserved students, **PathWise transforms scattered talent, fragmented resources, and informal groups into structured pathways for academic advancement**, equitable portfolio-building, and community-driven innovation.

Solution description

PathWise is a **Progressive Web App that acts as a fully integrated educational ecosystem** where students receive a **concrete roadmap toward tangible goals**—such as university admissions, scholarships, or academic milestones—while also accessing a Community section, **an institutionally verified social network that helps them connect with local students**, build real on-site experience, and strengthen their CV through opportunities within their city or state.
The platform combines three interconnected layers:

1- Goal-driven roadmap that generated from a standardized diagnostic test for scholarships, university admissions, or academic regularization,

2- A learning hub that centralizes all types of open-source digital content in multiple formats and creates personalized materials based on each student's learning method,

3- Community, a safe, verified, city-level social network where students collaborate on real projects, volunteering, entrepreneurship, and local initiatives.

PathWise integrates a **hyper-local Community where verified students from different institutions within the same city connect** to collaborate, create projects, and access local opportunities that would otherwise remain hidden. At the same time, it **centralizes thousands of open educational resources into a single platform** linked to each student's personalized roadmap, while still allowing free exploration of any topic. **When existing materials don't match a student's learning style, the AI generates personalized content in multiple formats.**

Target group

PathWise is designed for high-school students (12–24 years old), especially those in public schools from low- to medium-income households. These students often face:

- **Little access to study resources,** shared devices, and unstable internet
- **Low academic support** at home and almost no guidance to choose a career path
- **Isolation and absence of safe, verified spaces** to connect with peers in their own city or region to build real extracurricular experience and strengthen their CVs
- **Limited access to local opportunities** (volunteering, entrepreneurship projects, internships, research groups, and civic initiatives) that remain hidden or inaccessible without a structured local network
- **Limited digital skills**, including how to use AI tools in a safe and useful way

PathWise is built specifically to support this group, the students who are most often left out by traditional educational systems.

Transferability

The platform is **highly transferable thanks to its modular design and AI-driven diagnostic system: PWA (Progressive Web App).**
Its core technology—personalized learning plans, progress tracking, and goal-based recommendations—**can be adapted to any educational level or context.** It could deliver math remediation for middle school, digital upskilling for university students, or tailored training paths for vocational programs or adult education.

Wherever learners want to grow, the platform can adapt and guide them—making it scalable across disciplines, countries, and learning environments. PathWise evolves with the user and with the context.

Sustainability

PathWise follows a sustainable **freemium model** where the core platform **remains free for all students and schools**, while a future **Premium tier offers advanced analytics**, automated dashboards, expanded social features, and priority support. To ensure long-term viability without compromising safety, **the platform will also include strictly filtered family-friendly ads**. This approach balances equitable access with ethical monetization, enabling scalable and responsible growth.

Context

Mexico's upper-secondary system shows **deep inequality**: many public-school students have limited devices, weak internet, few learning resources, and often must balance school with work, increasing disengagement and dropout. **Because online content is scattered and hard to match to a student's level,** centralizing open resources into clear learning routes and using AI for personalized recommendations can save time and offer guidance similar to individualized mentoring. At the same time, **students lack safe, structured ways to connect locally, creating a chain of missing communication, weak collaboration, low social capital, and ultimately reduced opportunities**—highlighting the need for a secure hyper-local environment where they can organize their learning, access opportunities, and collaborate on community, academic, and entrepreneurial projects.

Impact

PathWise accelerates upward social mobility by giving underserved students clear, **personalized roadmaps for university admissions, scholarships, and academic milestones**—areas normally blocked by fragmented information. At the same time, **it strengthens their professional outlook through a safe, institutionally verified hyper-local network** where students collaborate on real entrepreneurship projects, volunteering, and civic initiatives within their own city.
These activities generate verifiable experience and tangible portfolio assets that elevate CVs, university applications, and scholarship competitiveness while **solving the current lack of trustworthy local communication channels** that prevents talented youth from finding co-founders, mentors, and resources.
By centralizing thousands of open-source resources and generating personalized, multimodal learning materials, **PathWise multiplies study efficiency while enabling same-city collaboration from day one.** It transforms scattered resources, isolated talent, and dormant entrepreneurial potential into structured pathways for academic success, professional growth, and regional development, positioning itself as a scalable engine of equitable opportunity.

Team work

Our team combines complementary skills to develop this solution.
- **Adolfo Navarrete Nájera** is our UX designer, defining the user experience and structure.
- **Itzelene Valladares Brito** is our front-end engineer and UI designer, building the interface in HTML, CSS, and JavaScript.
- **Karla Yvette Alemán Pastrana** is our data engineer, data analyst and finance lead, handling data structure and financial planning.
- **Maximilien Tragraz Quintana** is our Project manager, Team Lead, AI, prompt, and back-end engineer, developing the Python infrastructure and API integrations.
- **Ana Patricia Figueroa Nuche** is our researcher, providing the insights that guide our decisions.

Together, we integrate AI, UX/UI, data, research, and finance to new **Society 5.0 approach** to tackle inequity in education.

🔗 Documentation   🔗 GitHub Repository