



DIGIEDU HACK SOLUTION CANVAS

TÍTULO DE LA SOLUCIÓN:

SYNK

NOMBRE DEL EQUIPO:

Equipo SYNK

DESAFÍO ABORDADO:

Protect your mind and Digital World: Self-Care and Safety Online

CATEGORÍA DEL DESAFÍO:

Well-being in digital education

SOBRE EL EQUIPO:

(puede hacer selecciones múltiples)

☒ Estudiantes de educación superior

☐ Investigadores

☒ Profesionales

☒ Docentes

☐ Otros (Especificar)

DESCRIPCIÓN DE SOLUCIÓN

¿Cuál es el producto, servicio, herramienta o actividad final que propone? ¿Cuáles son sus elementos principales, tecnologías y objetivos? ¿Podría incluir un breve plan de implementación con los hitos clave, los recursos necesarios y las posibles dificultades previstas? ¿Cómo podría utilizarse su solución para mejorar la educación digital en la actualidad? ¿Cómo se podría medir su éxito?

Elements: A 3-Phase journey: 1. Self-Dialogue (AI emotional check-in), 2. Training (AI-powered "role-playing" practice and workshops), and 3. Connection (social mode unlocked through practice).

Technologies: React, AI API (Gemini), Secure Backend.

Objectives: To reduce social anxiety, teach self-care skills, and practice communication before real interaction.

Implementation and Difficulties:

- Plan: 3-month MVP (Phases 1-2) and a 5-month launch (Phase 3).
- Resources: 1-2 Developers, 1 Mental Health Expert, AI APIs.
- Difficulties: Ensuring the ethical safety of the empathetic AI and building user trust during the initial test.

Contribution to Digital Education: Synk teaches "digital emotional literacy." It acts as an "empathy simulator" (Phase 2) that teaches self-care (Phase 1) and respectful communication before social interaction occurs.

Success Metrics:

- Wellness: Practice completion rate and the % of users who unlock Phase 3.
- Product: User retention rate and conversion to premium workshops.

CONTEXTO

¿Cuál es el problema actual o futuro que estás tratando de resolver? ¿Cómo su solución se alinea con el tema anual de DigiEduHack 2025? ¿Cómo afronta su solución el desafío que plantea el hackathon organizador y cómo aborda la categoría de desafío?

Current Problem: We are solving the "hyperconnectivity paradox": the anxiety and loneliness (25% of young people feel "very lonely") caused by superficial digital interactions.

Future Problem: We prevent the "flight from real connection"; we stop people from replacing human connection with the "ease" of AI substitutes (like AI partners) out of anxiety, which atrophies social skills.

Alignment and Challenge Approach: Synk addresses "Well-being in digital education," "Self-Care," and "Safety Online."

- Self-Care: Phase 1 (Self-Dialogue) is a digital self-care tool used before connection.
- Safety: Phase 3 (Connection) is safe because it only unlocks after practice (Phase 2), creating an environment of prepared users.
- Education: Synk educates the user in "digital emotional literacy," using Phase 2 as an "empathy simulator."

PÚBLICO OBJETIVO

¿Quién es el público objetivo de su solución y cómo se beneficiarán de ella?

¿Por qué su solución es relevante para ellos? ¿Cómo planea involucrar a estos grupos para satisfacer plenamente sus necesidades específicas?

Target Audience: People (youth and adults) who feel social anxiety, frustration, or insecurity on current connection apps. These are individuals who seek genuine connections but struggle to initiate them, or who are at risk of isolation, preferring the "ease of an AI" over "human friction."

Benefit and Relevance: Synk is relevant because it validates their fears. Instead of forcing them to connect, it first offers them self-care (Phase 1) and a safe "flight simulator" (Phase 2) to practice. The benefit is a reduction in anxiety and the gain of real confidence and skills before attempting a human connection (Phase 3).

Personalized Diagnosis: An initial 12-question test identifies their "main challenge" (e.g., "social anxiety") and personalizes their path.

Adaptation: The system adapts to their state; if the user reports stress, the app offers a relaxing game instead of a workshop.

Trust: Anonymous sign-up is allowed at the beginning to build trust, giving them control over their identity.

Workshop Ecosystem (Opportunity): We will involve the community by allowing users (after a filter) to upload their own content (workshops) and monetize it. In turn, users can purchase this content. Alliances will also be created with health clinics to offer specialized workshops and discounts, expanding the tools for mental health improvement.

IMPACTO

¿Cómo catalizará su solución los cambios en la educación y qué impactos tendrá a nivel social y ambiental? ¿Podría proporcionar ejemplos o escenarios ilustrando cómo podrían desarrollarse tales cambios e impactos?

- Changes in Education: Synk catalyzes change by creating a new "digital emotional literacy." It is not academic education, but practical education in soft skills for the digital age: it teaches self-care (Phase 1), empathy, and assertive communication through practice (Phase 2).
- Social Impact: The social impact is direct: reducing the epidemic of loneliness and social anxiety. By "preparing" users (Phase 2) before they connect (Phase 3), Synk fosters an ecosystem of more authentic, safe, and empathetic communication, reducing ghosting, cyberbullying, and the "flight" to AI substitutes.
- Environmental Impact: The solution's main impact is social and educational, not environmental.
- Example Scenario:
- Individual: A student with social anxiety uses Synk instead of isolating themselves. Phase 1 helps them identify their anxiety; Phase 2 allows them to practice conversations in a "flight simulator." After gaining confidence, they use Phase 3 to connect with another "prepared" student, having their first genuine conversation in months.
- Educational: A university adopts Synk into its wellness program, educating its entire community in digital self-care and reducing the burden on its mental health services.

DESCRÍBELO EN UN TWEET

¿Cómo describiría su solución de una manera breve y atrayente con un máximo de 280 caracteres?

Tired of digital anxiety and loneliness? Synk is the app that prepares you to connect. 1st Sync with yourself (Self-Dialogue), 2nd Practice (IA Coach), 3rd Connect (Humans). We use AI as an emotional 'flight simulator', not a replacement. #Synk #Wellbeing #RealConnection

INNOVACIÓN

¿Qué hace que tu solución sea diferente y original? ¿Existen soluciones similares o enfoques actualmente disponibles o implementados por los profesionales del sector educativo? Si es así, ¿por qué y en qué medida es mejor su solución?

- Difference and Originality: Synk's innovation is its focus on "preparation". Unlike apps that throw you straight into connection, we focus on the "before": Phase 1 (Self-Care) and Phase 2 (AI Practice).
- Similar Solutions and Improvement:
- Current solutions are: 1) Direct connection apps (which cause social anxiety) or 2) "AI partner" apps (like Replika), which replace human connection and deepen isolation.
- Synk is better because it is the "third way": we use AI ethically as a "flight simulator" or "coach" to strengthen human skills. Our Phase 3 (Connection) is safer, as it only connects users who have completed the preparation and empathetic practice process.

TRANSFERABILIDAD

¿Puede su solución utilizarse total o parcialmente en otros contextos de educación/aprendizaje o disciplinas? ¿Podría darnos algún ejemplo?

The 3-Phase model (Self-Dialogue + Practice + Connection) is highly transferable.

- Example 1: Higher Education (Universities): As an onboarding tool for new students, helping them combat loneliness, practice communication, and build support networks.
- Example 2: Human Resources (Companies): For onboarding new employees, especially in remote work. It allows them to practice assertive communication and reduce the anxiety of integrating into a team.
- Example 3: Mental Health (Therapy): As a support tool that therapists can assign to patients between sessions to practice social skills or anxiety management in a safe environment.

SOSTENIBILIDAD

Una vez que tenga un prototipo, ¿cuáles son sus planes para un mayor desarrollo, implementación mejorada y replicación de la solución? ¿funciona a medio y largo plazo?

- Prototype: Developable with existing technologies (React, Tailwind, AI APIs like Gemini).
- Medium-Term (Business Model):
- Freemium Model (Mission-Focused): The entire core of the app is free: Phase 1 (Self-Dialogue), Phase 2 (AI Practice), and Phase 3 (Connection). This ensures the barrier to self-care and safe connection is zero.
- Monetization (Workshop Marketplace): Revenue is generated through the Workshop module.
- There will be free workshops and paid (premium) workshops. Creators, professionals, and health clinics are encouraged to upload their content (after a filter) and monetize it, creating a learning ecosystem.
- Long-Term (Scalability): The plan is to create B2B alliances with universities and corporate mental health programs. They can sponsor premium workshops for their members or integrate Synk as their community's official wellness tool.

TRABAJO EN EQUIPO

Presenta a los miembros de tu equipo.

¿Por qué son el equipo perfecto para desarrollar este trabajo y cuáles son las competencias que aportan todos para que la solución se desarrolle con éxito? ¿Cuál es su experiencia dentro del campo temático en cuestión? ¿Están planeando continuar trabajando en equipo en el futuro? Si es así, ¿por qué?

- Why We Are the Perfect Team and Competencies: We are the ideal team because we cover the 3 vital areas for Synk's success:
- Technology (AI): Yash brings direct professional experience to build the app's core: the empathetic chatbot (Phase 1) and the "AI Coach" (Phase 2).
- Product and Engineering: Renzo, Erick, and Irvin provide the logical, analytical, and systems thinking (Mechatronics/Electronics) for the development, app structure, and feature integration.
- Business Vision: Edita contributes the key competence of Administration and Marketing to define the target audience, the sustainability model (Workshop Marketplace), and the growth strategy.
- Field Experience: Our experience combines professional technical development in AI (Yash) with academic agility and complex problem-solving (Renzo, Erick, Irvin) and market and consumer behavior analysis (Edita).
- Future Plans: Yes. This hackathon has proven that our skills are perfectly complementary. The union of AI, Engineering, and Business is the exact formula Synk needs to scale from a prototype to a real solution that impacts the mental health of thousands of people.

Simulation video:

<https://www.youtube.com/watch?v=IbIQc4RJSMs>

Project video:

<https://www.youtube.com/watch?v=yf7xm23uQl4>

