



How to overcome procrastination in online studying?

An app " StudyMate Connect" will help you!

Why does procrastination occur in learning?

Problem 1: Deep feeling of loneliness due to large amount of study alone. A lot of institutions went online, and disconnected people. The brain stops seeing social meaning in learning. A person doesn't feel that their efforts are important for anyone, except for themselves.



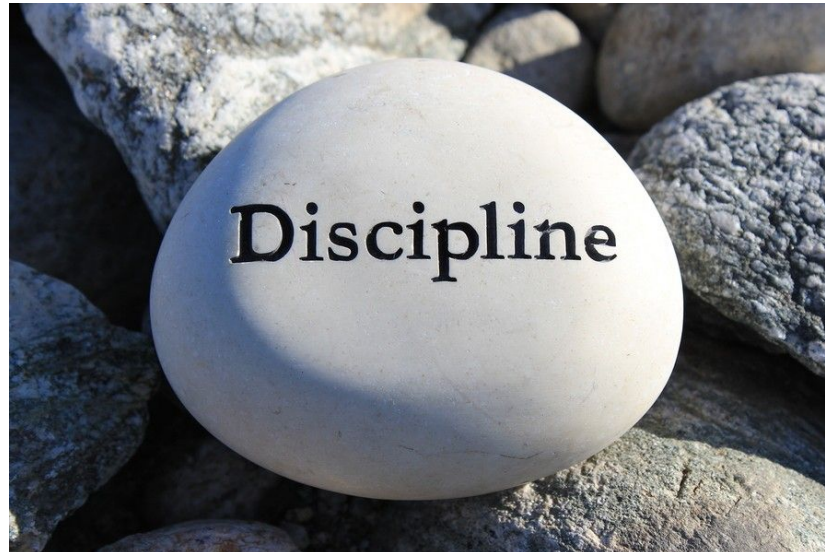
Why does procrastination occur in learning?

Problem 2: Lack of external feedback on your actions (praise, assessment). The brain's reward system, namely dopamine, requires social confirmation, and not just an internal feeling of success or fear of not doing something.



Why does procrastination occur in learning?

Problem 3: Discipline for the sake of discipline. Most tools and forms of teaching in educational institutions focus on external coercion. This causes internal resistance and quickly leads to system sabotage. Procrastination becomes a form of rebellion against the "soulless" system.



We replace the problem of loneliness and loss of meaning with **purposeful social accountability**:

AI-Powered Ideal Partner Matching: The AI algorithm selects a compatible "**StudyMate**" for the user, considering not only the subject and goals, but also **psychological compatibility** (learning style, gender preferences, and time zone). This ensures the reliability and longevity of the partnership, and discipline through social accountability. It becomes difficult to let a real person down, unlike ignoring a message from a bot. Learning regains a social purpose, as the individual's efforts become important to someone else (the partner).

We replace the problem of missing external praise with **immediate social reward**:

Praise from a real Human, not from a system. Dopamine Loop Activation: Social contact is a powerful trigger for the brain's dopamine reward system, which reinforces positive learning habits. **Effective Learning:** Collaborative assignments, "duels" (or 'competitions'), and explaining material stimulate **Active Recall**, which is significantly more effective for knowledge acquisition than passive reading.

Thus, StudyMate Connect offers a social infrastructure that motivates through connection, rather than coercing through compulsion.

Innovation

EduConnect:

Reimagining the Future of Work, Learning and Belonging

StudyMate Connect introduces a new approach to overcoming procrastination in online learning. Most EdTech solutions attempt to replace human interaction with AI tutors, automated reminders, or gamified task trackers. This often increases isolation instead of reducing it.

Our approach is different. We use AI not to teach, but to **match two compatible learners** who can support each other, share responsibility, and stay motivated through real human connection.

The algorithm analyzes learning style, pace, goals, and psychological compatibility to create stable and effective learning duos.

This makes StudyMate Connect unique: we restore the *social meaning* of learning and position AI as a **bridge between people rather than a substitute for people.**



Potential



StudyMate Connect has strong potential for growth beyond the hackathon. **Our solution can evolve into a scalable global platform for peer-to-peer learning support, especially in environments where students feel isolated or lack structure.**

Our immediate next steps include building a working AI-matching prototype and testing it with small student groups. These tests will allow us to validate compatibility factors and create the first stable learning duos. Following this, we plan to expand into “StudyCircles” — small groups of 3–5 learners who collaborate and share social accountability.

Our team combines psychological insight, product thinking and technical skills.

Monetization model

StudyMate Connect offers a flexible access model that combines **a free entry point with advanced features** for users seeking deeper learning support.

The free version provides one matched study duo and access to core features such as shared goals, deadlines, and basic progress tracking.

The Premium subscription (2.99/month) unlocks additional tools that enhance learning effectiveness. Users can maintain multiple active duos — ideal for learners taking several courses — and access extended statistics, personalized recommendations, “StudyCircles” (small learning groups), and a system of micro-rewards that reinforce motivation.

For institutions, the B2B model allows universities and educational platforms to create dedicated partner rooms for their students and receive analytics on engagement.

This multi-layered structure makes StudyMate Connect financially sustainable and ready for scale.

Business Model Canvas



Impact and scale

StudyMate Connect addresses a critical challenge in modern education — **the isolation students experience in online learning**. This is especially true for refugee and displaced learners, who often lack structure, community, and consistent emotional support.

A matched learning partner helps restore stability, routine, and a sense of belonging through human connection.

The platform is highly scalable: the AI matching system works across languages and subjects, community-based learning grows organically, and the global shift toward online education continues to expand our potential user base.

StudyMate Connect can evolve from one-to-one duos into small groups and eventually into full learning communities — forming a global ecosystem where people support each other and grow together.

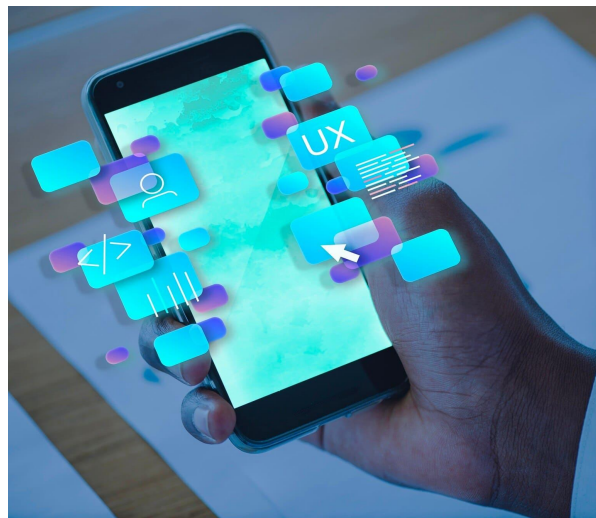
Next steps

During the hackathon we identified the psychological roots of procrastination, designed the concept of StudyMate Connect and mapped the core user journey: from onboarding and AI-based matching to studying in a duo with shared deadlines and goals.

Next, we plan to turn this concept into a working solution.

Our steps include:

- developing an MVP of the AI matching engine and the basic web/mobile interface;
- running a small pilot with university students and refugee learners to test usability and motivation effects;
- collecting data on engagement, completion rates and user satisfaction, and refining the algorithm;
- preparing a scalable B2B offer for universities and online course providers, together with a roadmap for further product growth.



Mind bridge

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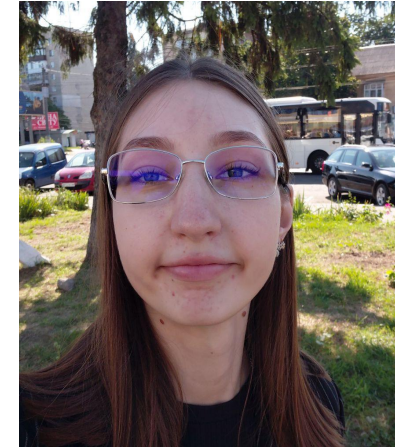
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