AI IA
Labs

WWW.AIIALABS.GE

AI IA Labs
Wellness Beyond Scrolling

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Story
Time

Problem: Kids Scroll, But Don't Learn

○ Kids spend hours on short videos, but learning apps feel slow and boring

○ Schools struggle to teach digital skills, cyber safety, and AI literacy in an engaging way

○ Parents have no clear visibility:

○ What did my child actually learn?

○ Are they safe online?

○ Existing platforms are either entertainment-only or heavy, text-based e-learning
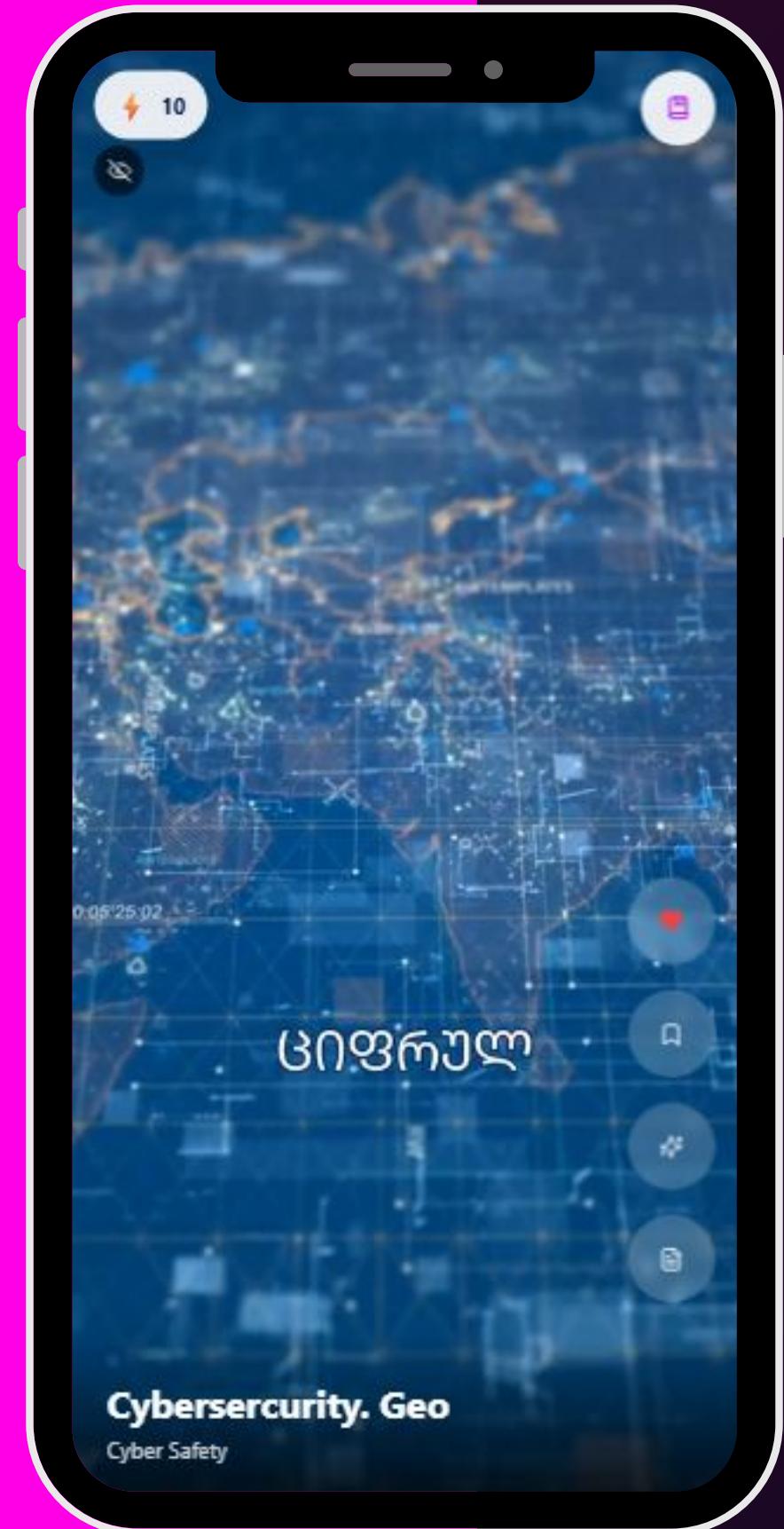
Imagine TikTok + Duolingo for digital skills

- **Vertical, mobile-first 15–60 second lessons**
- **After each video: instant micro-quiz and AI summary**
- **Energy system (like Duolingo) turns learning into a game:**
- **Watching & quizzing consumes/earns energy**
- **Personal Notes space built from saved AI summaries**

AI IA Labs is a TikTok-style learning feed where every swipe teaches something, every video ends in a quick quiz, and AI builds personal notes and feedback for each learner.

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Cybersercurity. Geo
Cyber Safety

How It Works (Student Journey)

**01** 15–60s vertical video on cyber safety or AI skill

02 1-3 quick questions per video (or per 3 videos)

**03** Normal + "Make it easier" version, saved to Notes

**04** Actions cost/restore energy → keeps focus and re-engagement
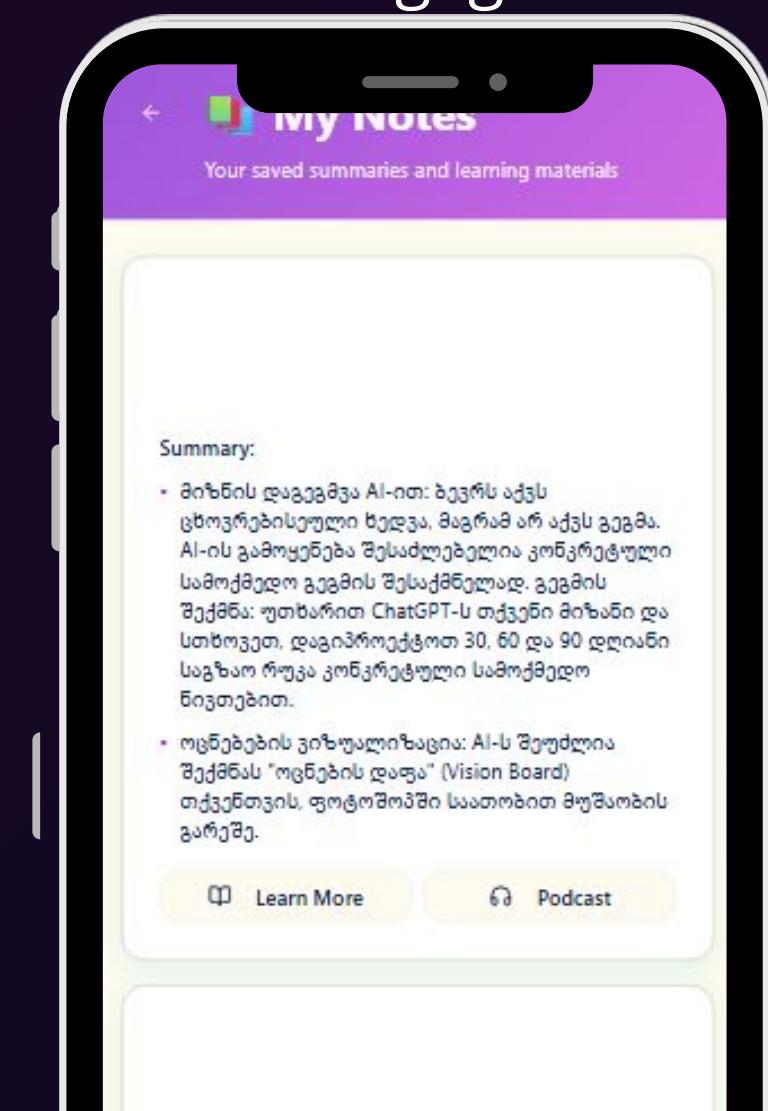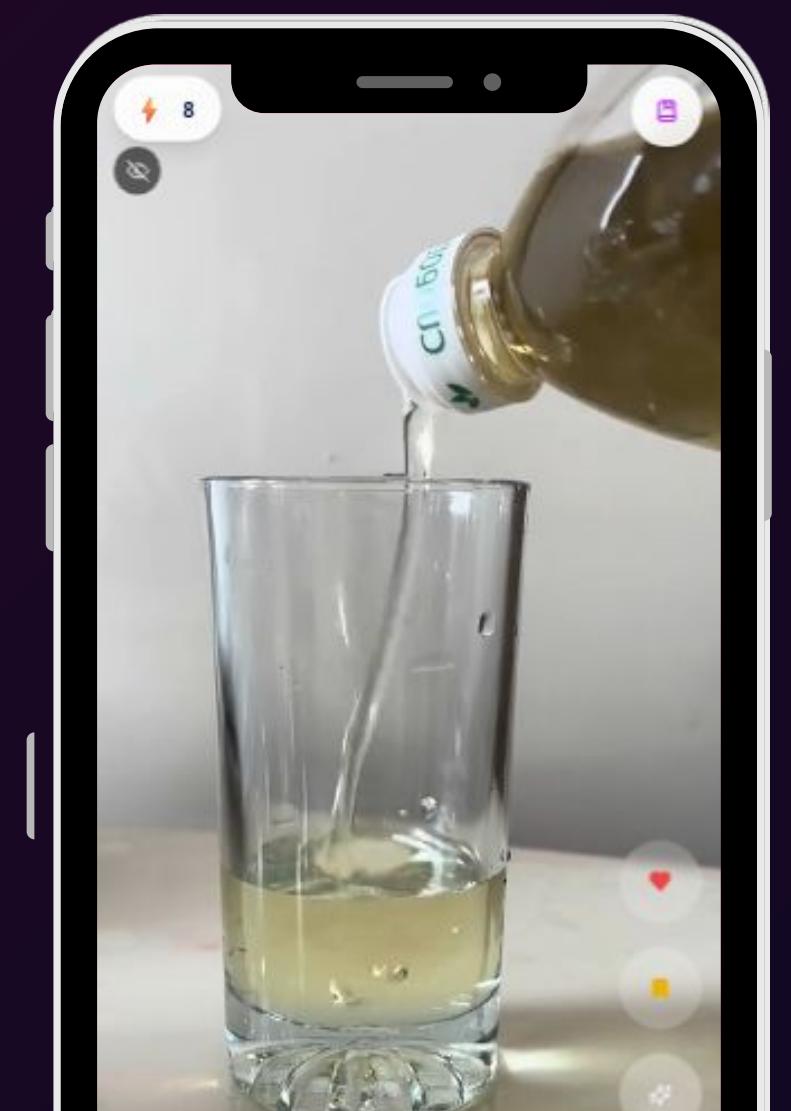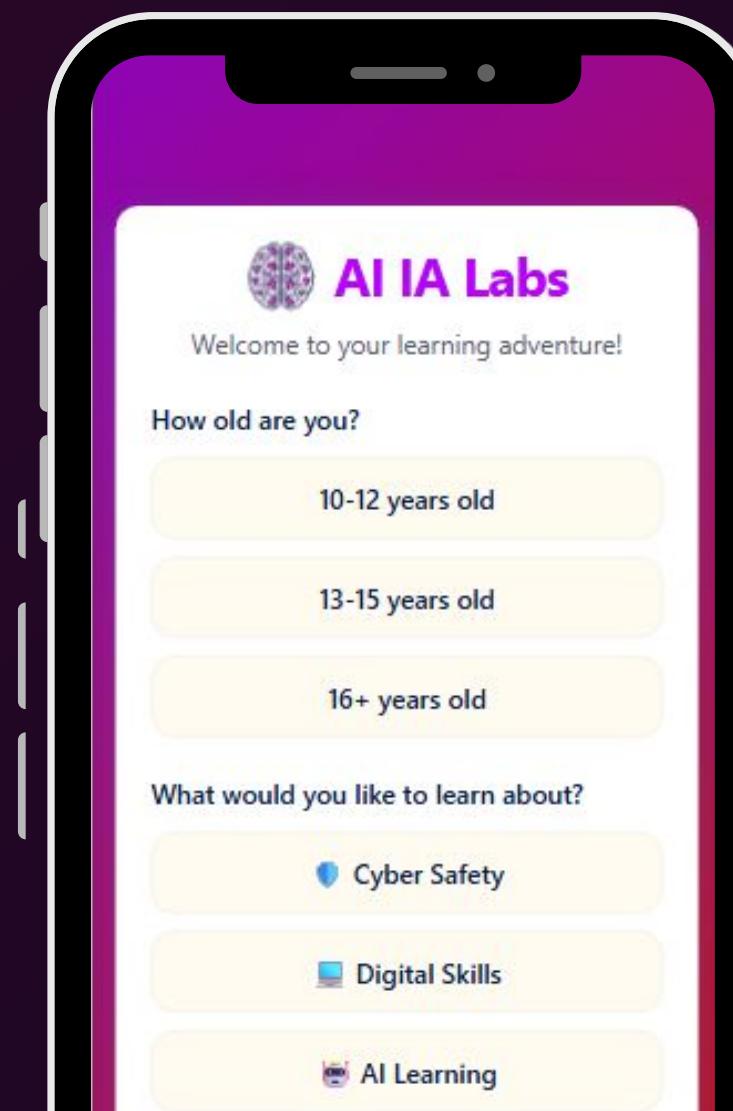
Why It Matters

01 Digital skills focus: cyber hygiene, AI literacy, digital citizenship and more

02 Works on low-end phones with progressive loading and early CDN work

03 Respecting kids: no ads inside the learning feed, ever

04 short visual content helps different learning styles and attention spans

05 Can be localized to Georgian & multilingual contexts
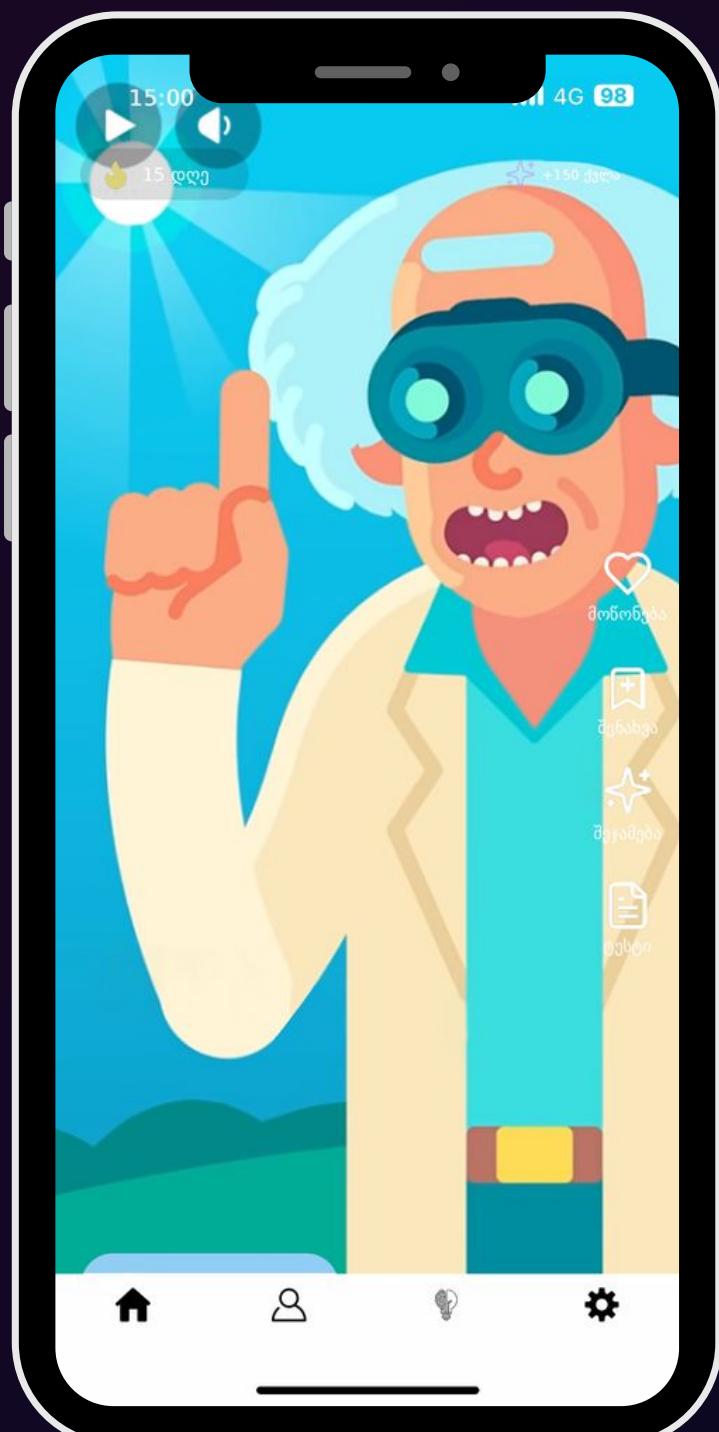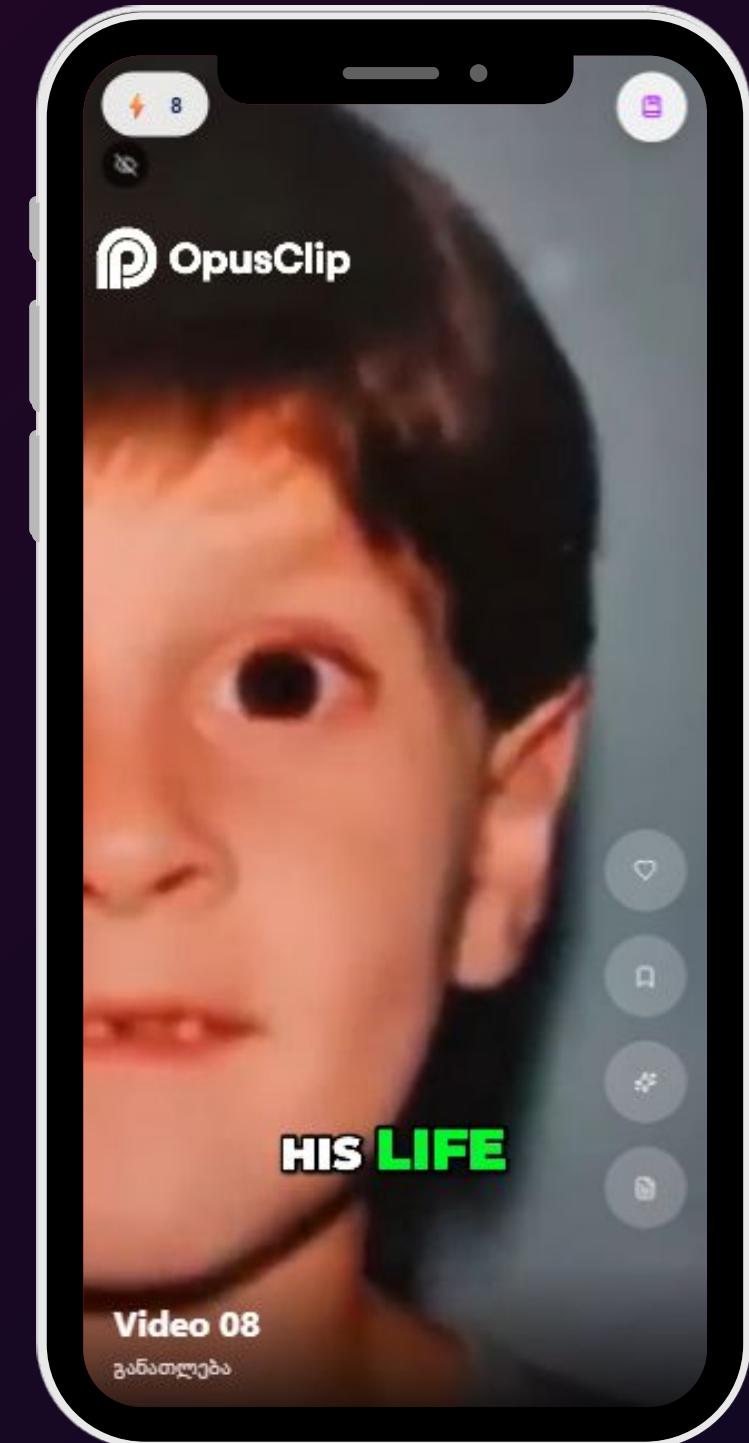
Market

Market Opportunity

- 300,000+ students in Georgia (ages 8–16)

- 70% of parents want safe & educational scrolling

- B2C TAM: ~ 6M+ yearly potential

- B2B TAM: Schools pay 1.5–2.5 GEL per student / month

- Teachers receive AI-powered progress & skill-gap diagnostics
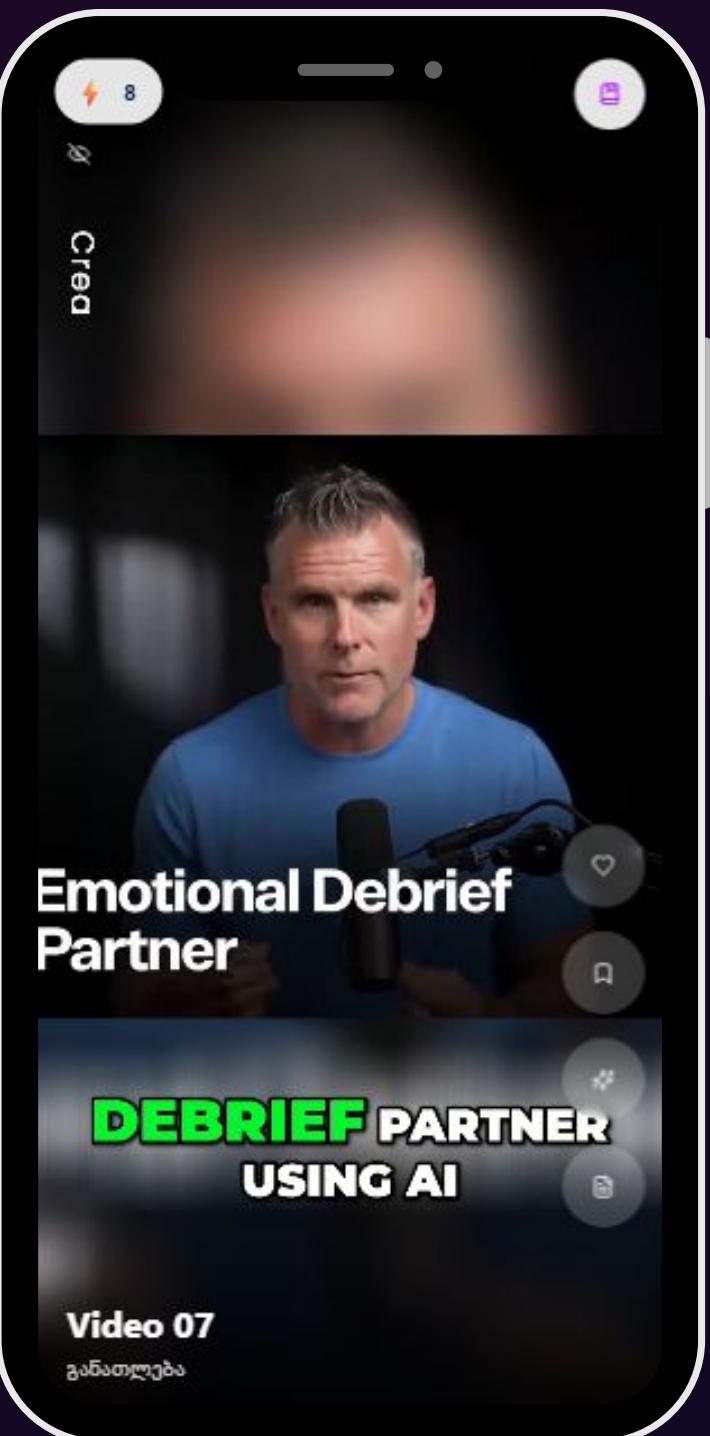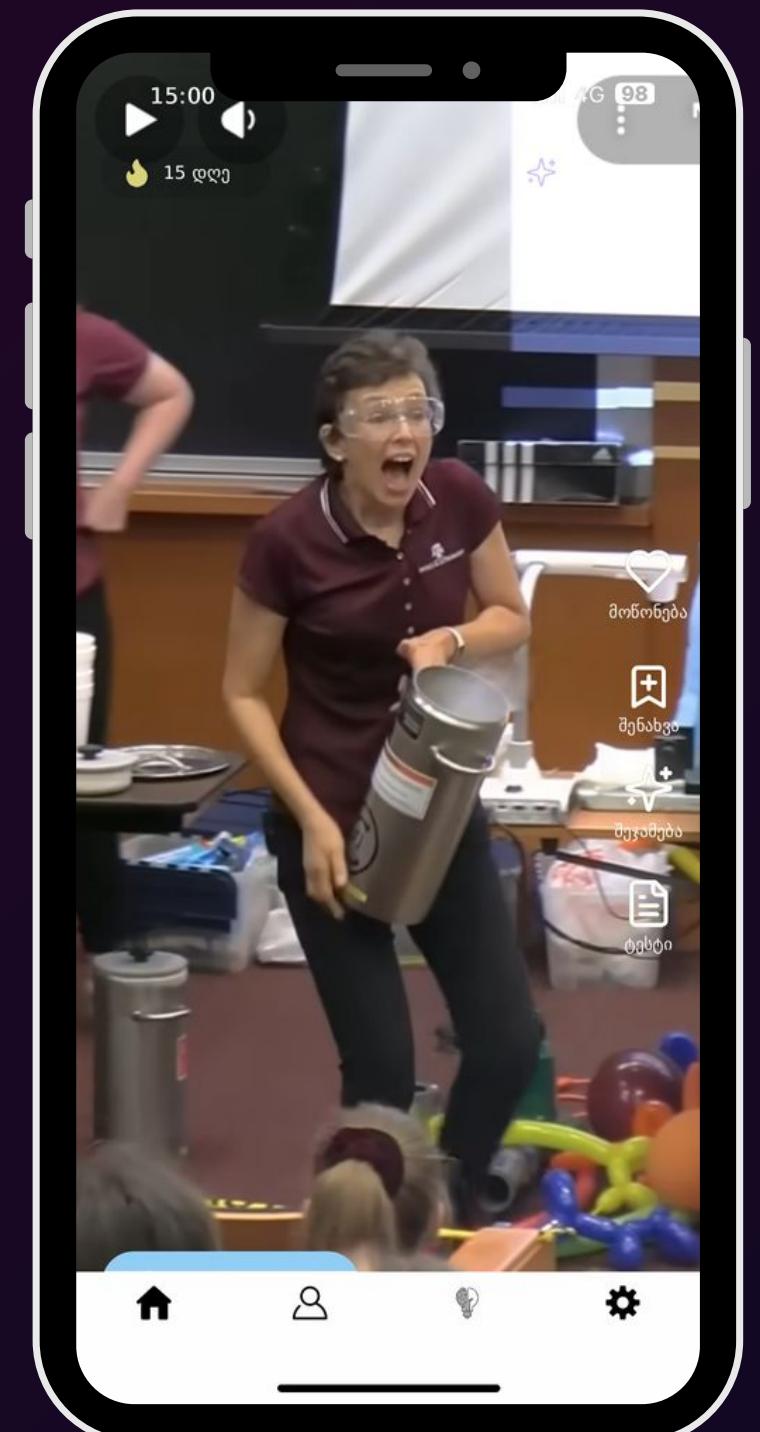
Business Model – B2C

Freemium
Full Video Content
Withot Ads

Plus (Sapling)
Focused Experience,
Enhanced Energy

Premium(Aurora)
Maximum Analytics,
Amplified Energy, and
Absolute Peace of Mind.

Limited Seats
Lifetime Access

თვითნაბადი
უფასო
სრული ვიდეო კონტენტი
რეკლამების გარეშე

ნერგი
10₾ /თვე
ფოკუსირებული გამოცდილება,
ყურადღების გადფანტვის გარეშე

განთიადი
18₾ /თვე
მაქსიმალური ანალიტიკა და
სრული სიმშვიდე

Guard ია
599₾
მარადიული წვდომა + 1+1 ექაუნთი

Business Model – B2B

AI diagnostics per active student: ~3₾ per student/month

Classroom analytics:

○ *skill gaps*

○ *topic mastery*

○ *targeted recommendations*

○ *live activities*

Quick Quiz: Video 07

Question 1 of 3   0/3 answered

რატომ არის სწავლა მნიშვნელოვანი?

- A. მხოლოდ დიპლომისთვის
- B. ცოდნის მიღებისა და განვითარებისთვის
- C. მშობლების მოსაწონად
- D. არ არის მნიშვნელოვანი

Next Question →
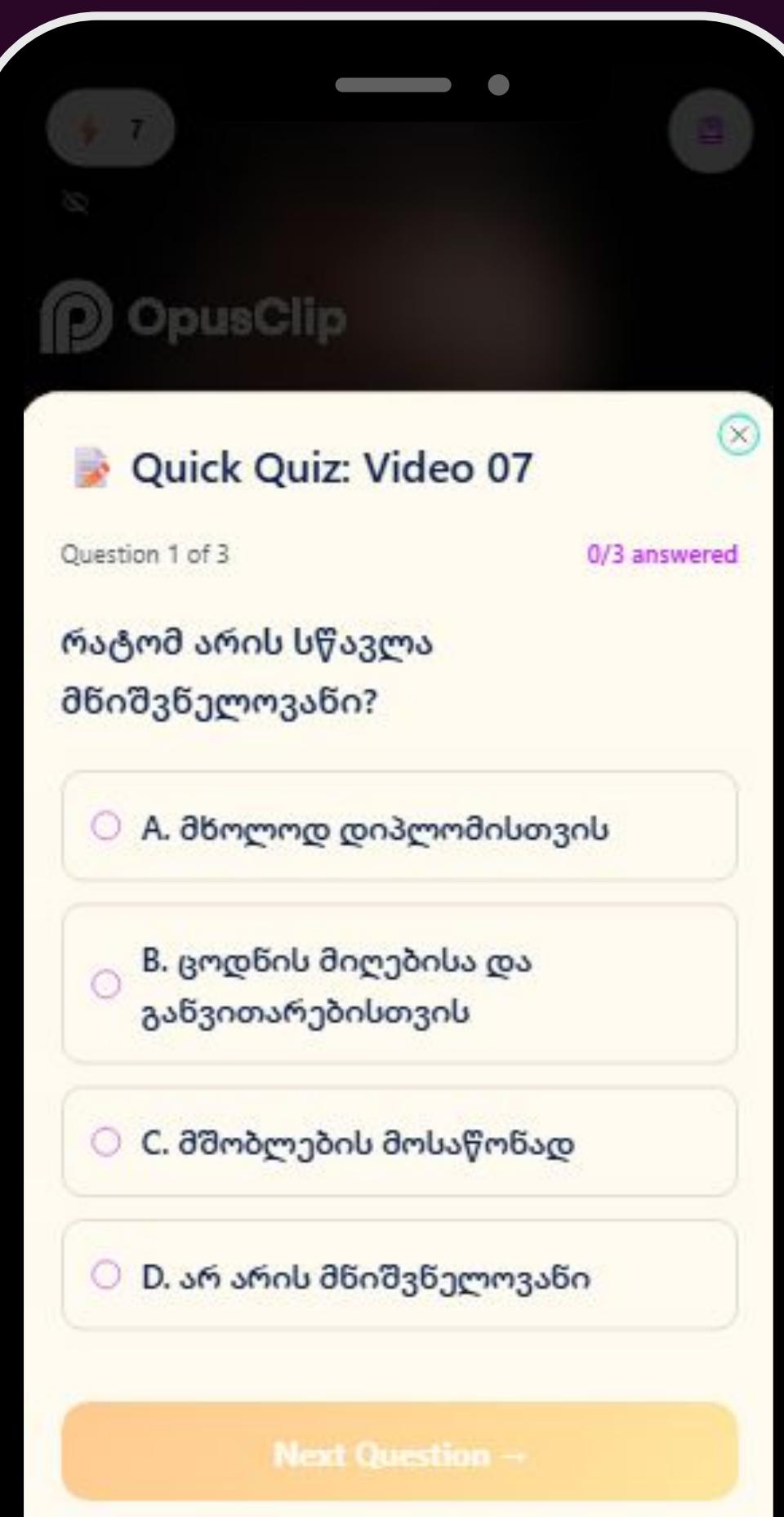
How It Works – Tech & AI

- Frontend: mobile-first web app, vertical video feed, quizzes, notes

- AI today:

  - AI-generated summaries and feedback

  - AI scoring for open answers (with fallback scoring when AI is unavailable)

- RAG & fine-tuning (next steps):

  - Reduce dependence on expensive APIs

  - Run on specialized, fine-tuned models for digital skills content

  - Safer, cheaper, more school-friendly

- CDN work started (next steps): smoother video delivery, even with

WHY NOW?

We ALREADY Talked to Parents & Schools

- 30+ parent surveys already conducted → strong interest in:

  ○ screen-time with value, not just distraction

  ○ visibility into what kids actually learn

- If you're a parent: QR code to join our parent research club & Facebook group

- In conversation with schools for B2B pilots:

  ○ class-level diagnostics

  ○ curriculum-aligned short-form lessons

- Built working prototype during hackathon, not just slides

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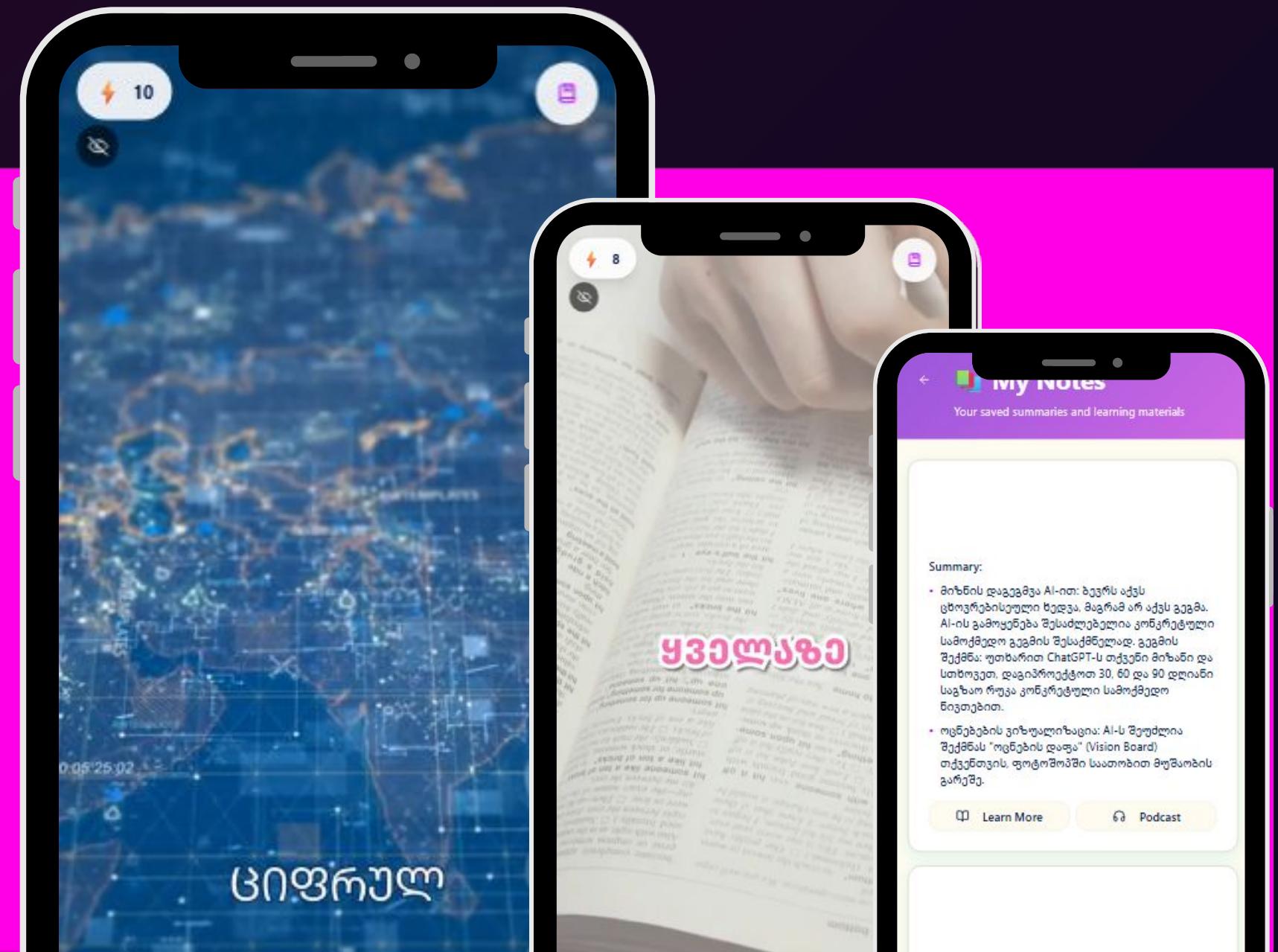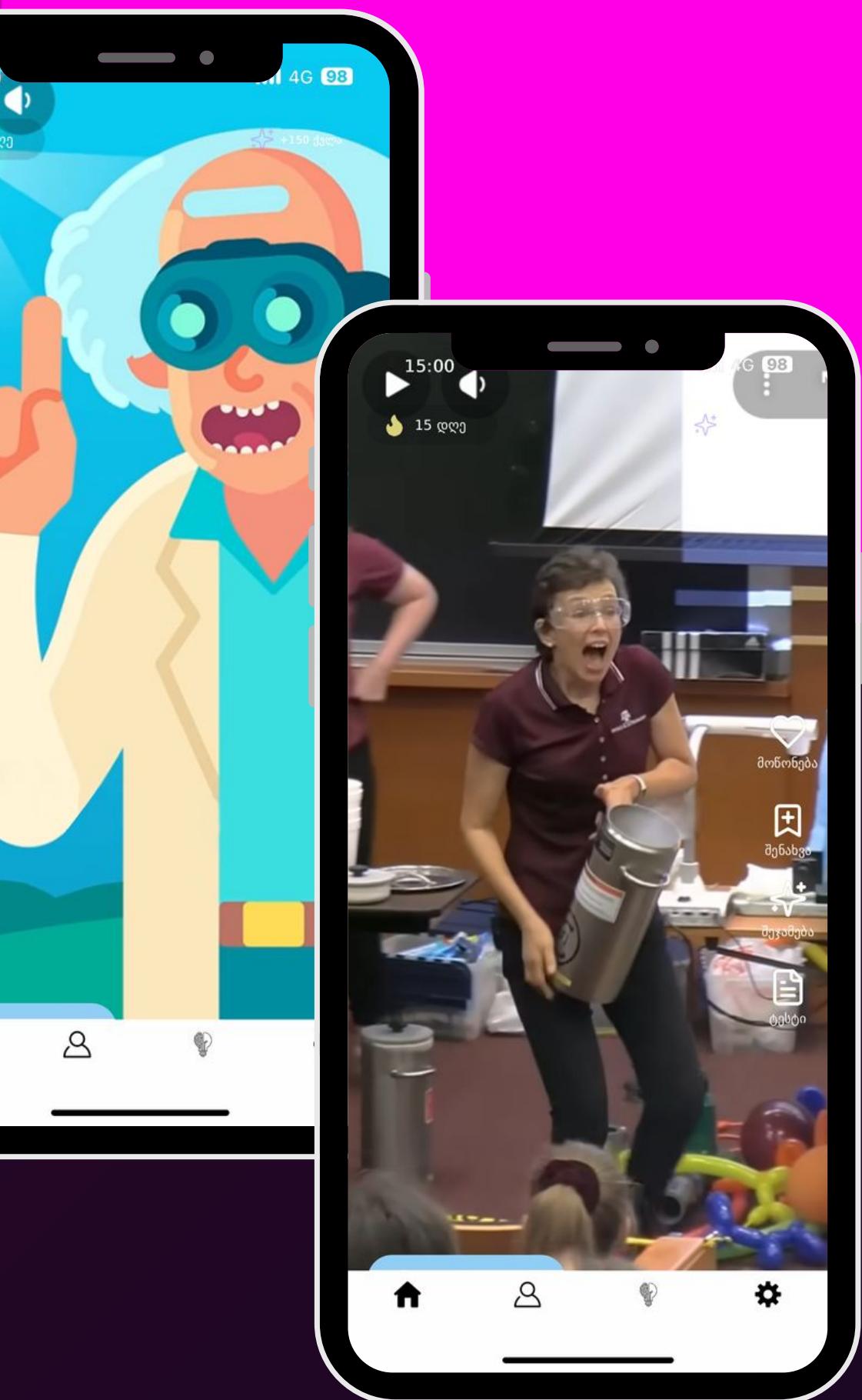
Competitors and Product Benefits.

Product Benefits	AI IA Labs	Youtube Kids	Khan Academy	Tiktok Kids
Raising awareness and inspiration.	X	-	-	-
Productivity through small steps	X	-	X	-
Boosting Creativity.	X	-	-	-
Leaderboards and Challenges.	X	-	-	-
Live Events and Activities.	x	-	-	-
Reward Programs	X	-	X	-

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Competitors and Product Features

Product Features	AI IA Labs	Youtube Kids	Khan Academy	TikTok Kids
Knowledge Stream Only.	X	-	X	-
Tests & Knowledge Assessment	X	-	X	-
Parent Dashboard.	X	X	X	X
Limited Screen Time	X	X	-	X
Extensive Video Resources	-	X	X	X
Gamified Learning Consolidation	X	-	-	-
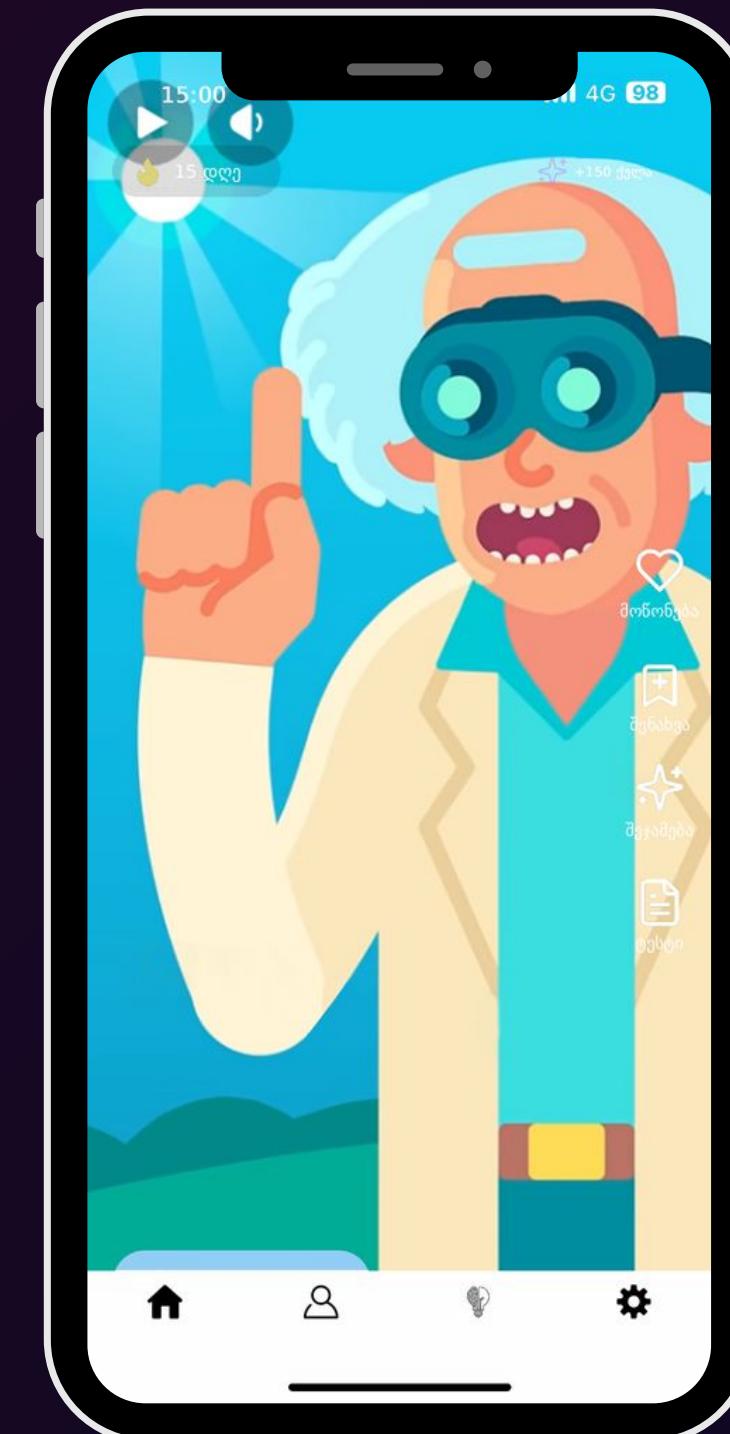
Why We Can Build This

Bachuki Labadze CEO 5+ years in software dev & automation.

Tsotne Motsonelidze Co-Founder, Head of Partnerships 6+ years in sales, 4+ in ed-programs.

Mirian Chkhvimiani CTO & Tech Mentor 5+ years in engineering & mentorship.

Natalia Sichinava Pedagogical Consultant Assoc. Prof., 30+ years in education.

Vika Khunjgulía Child Psychologist Specialist in child & adolescent care.

Dali Tsutskiridze Head of Legal & Ethics Expert in Ed-law & data protection.

Eka Chikhladze Head of Content Strategy Focus on pedagogical value & quality.

Mariam Abuladze Head of Social Media Brand voice & visual management.

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We appreciate your time and interest

Scan QR and join us!