EduLink

"TECH THAT CONNECTS. HUMANS WHO FLOURISH."

Presented To

DigiEduHack

Presented By

Insightlio´s

Chihuahua,
Chihuahua, Mexico

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Executive Summary

A platform that revolutionizes the intersectionality between educational systems and emerging technologies.

MISSION

Co-create human flourishment through education, connecting with professors, student curiosity and emerging technology.

VISION

A world in which each student can explore knowledge in a secure environment, collaborating on a significant scale and growing intellectually under the mentorship of educators.

The Product	A teacher-guided research and collaboration platform that enables educators to curate a learning environment, while integrating emerging technology ethically into pre-existing educational systems.
The Leadership	Our team is composed of four individuals. We are all currently first semester students at the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) - Campus Chihuahua, in different engineering sectors and all dedicated to the success of this project.
The Overall Industry	The global market is large and growing. In target markets such as Mexico, digital adaptation is high in urban schools (83%) but infrastructural gaps exist in rural areas. However, there is an intersection of demand for digital literacy, controlled AI use in classrooms, and collaborative learning.
The Competitors	Primary competitors include Perusall, Glasp, NotebookLM, and LMS & collaboration suites. EduLink differentiates by curating academic communities and building thinkers.
The Financial Status	EduLink is currently a start-up and pre-revenue. But we are looking for a structured funding round to accelerate platform refinement, pilot programs, and university partnerships.
Future Plans	In 2026, we intend to release EduLink and make it available for universities. By 2030, we expect to evolve into a global platform for guided inquiry, integrating multilingual source verification and a certified teacher-curated content marketplace.

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Challenges addressed

EduLink addresses problems that current platforms either overlook or accidently worsen.

Difficulty adapting learning to student needs without dehumanizing it

Adaptive systems often treat students like data points. EduLink confronts the challenge of personalization by creating a model where adaptation supports and does not replace the human touch of teachers and the social nature of learning.

Lack of ethical guidance in AI-enhanced learning

EduLink addresses the challenge of "How do we use AI without sacrificing agency, fairness, and transparency?" by embedding ethical guardrails and digital literacy education directly into the experience. It also is programed to only give hints and never direct answers to students.

Fragmented learning ecosystems

Students and teachers jump between LMS systems, apps, chats, and tools that don't speak to each other. EduLink addresses this fragmentation by serving as a connective layer - a space where knowledge, collaboration, and reflection come together instead of scattering across platforms.
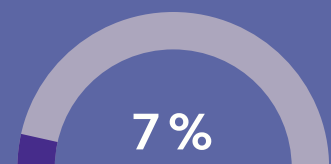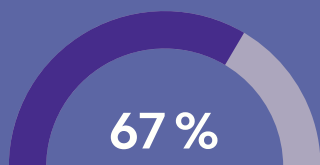
STATISTICS
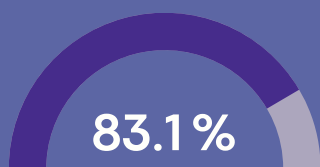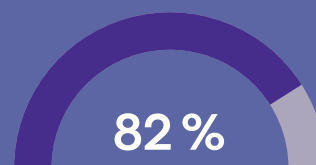
83.1%
Mexican population that has access to internet
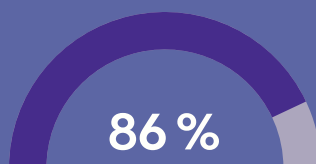
86%
Students globally that say they use AI tools in their studies

7%
Schools worldwide that have formal AI guidance

67%
Educational institutions worldwide that have adopted AI into their practices

82%
Students think knowing how to use AI properly is important for their future

According to a global teacher survey (across six countries) published in an academic study by Cornell University, teachers with more understanding and self-efficacy around AI trust it more.

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Accessibility

Apart from addressing educational challenges, we aim to address accessibility issues.

Unequal access to guidance and support
The existence of different research skills, disabilities, learning paces, neurodivergence, or digital literacy can impact student learning across various courses and create a sense of doubt or fear when asking for help. EduLink encourages students to ask their teacher for help in certain subjects by giving them the option to book a meeting directly with their professor and give them accurate summaries of areas of improvement and their progress throughout the course.

Limited access to high-quality, credible resources
Not all students know how to navigate academic databases, nor do they all have equal access to paid resources. EduLink enables teacher-curated libraries, meaning every student automatically receives credible, appropriate, manageable sources without needing prior expertise.

Inequalities in AI and emerging tech use
There is an unequal use of technology among students as some overuse the tools and others are doubtful to use it due to the risk of not knowing the ethical limitations. By integrating clear ethical guidelines, transparent usage tracking, controlled boundaries, structured prompts and safeguards, EduLink democratizes the access to tech. Students no longer need outside knowledge or privilege to navigate AI responsibly.

### Accessibility for students with disabilities
EduLink can directly support students with ADHD by giving clear task structuring, dyslexia by providing text formatting controls, autism by using asynchronous communication pathways, or chronic illness by giving the option of remote collaboration.

EduLink also addresses the accessibility burden placed on individual teachers by acting as an institutional ally by standardizing accessibility practices across courses without adding workload.

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Solution

A digital platform creating a curated and ethical learning environment for students.

GUIDED RESEARCH + REAL HUMAN CONNECTION
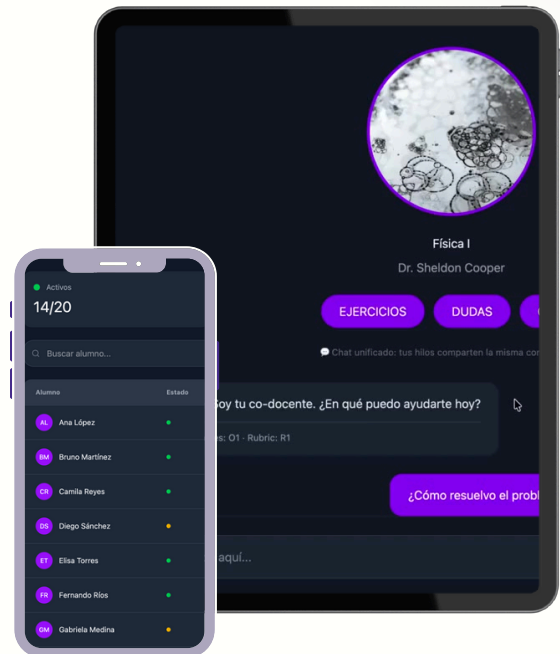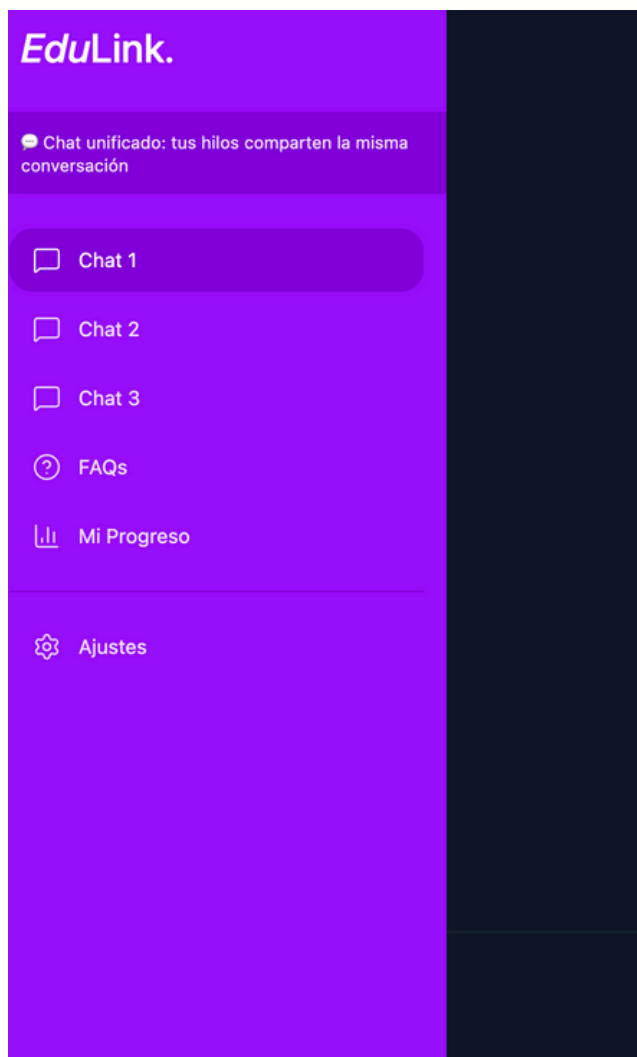
INNOVATION WITHOUT RISK. STRUCTURE WITHOUT RIGIDITY.

EduLink is the solution to the chaos of unregulated tech within educational frames. It provides an institutional pathway to innovation that doesn't force universities or schools to reinvent their curriculum, hire new staff, or take on risky tools. Instead, it plugs into existing teacher methods and demonstrates an ethical and future-ready education.

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Designed prototype

LINK TO OUR FUNCTIONAL ENGLISH PROTOTYPE OF THE PLATFORM:
HTTPS://EDULINK-MAIN.WEB.APP/
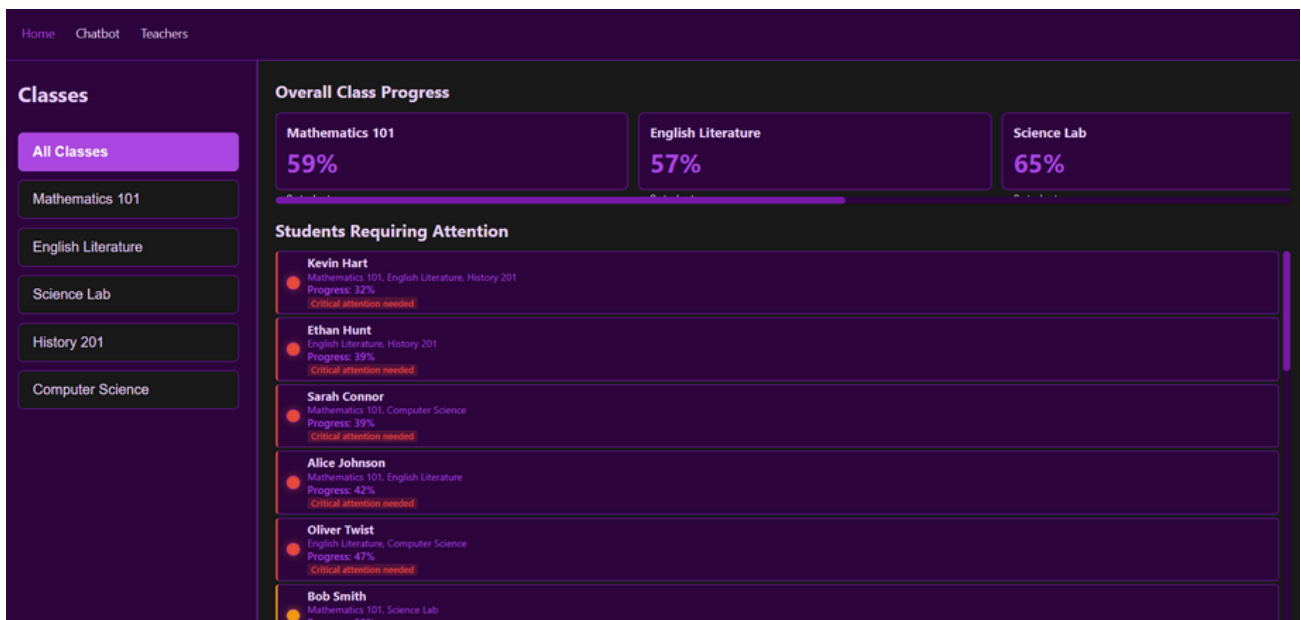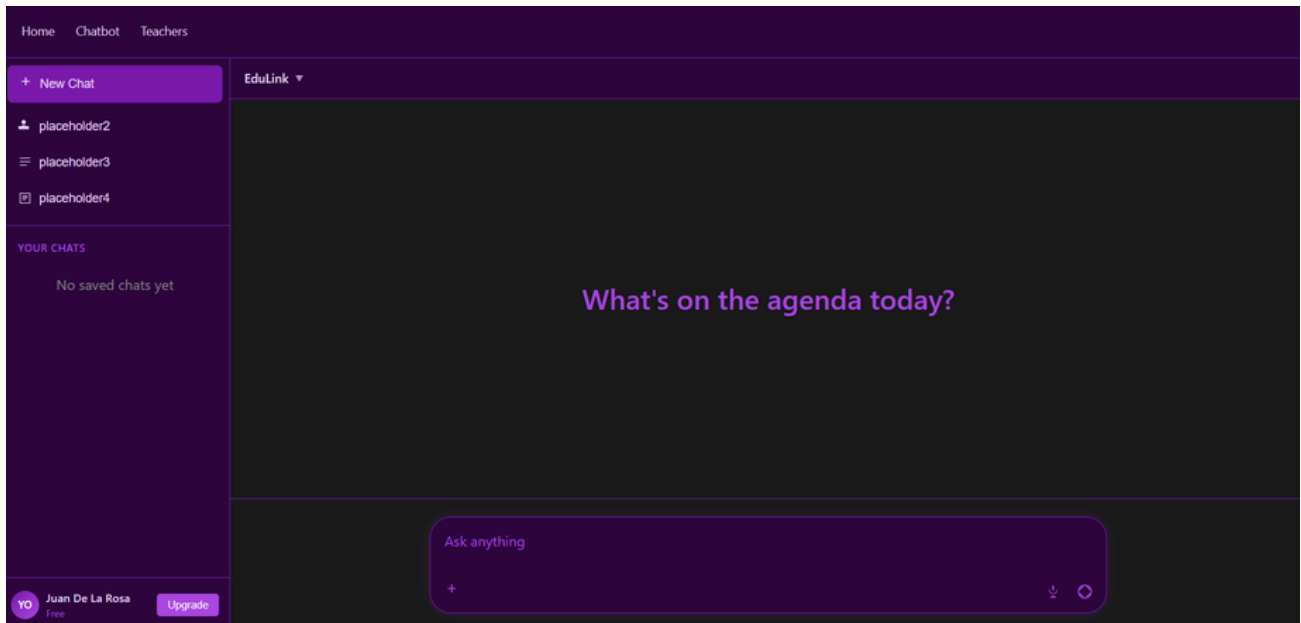
Scalability

EduLink is scalable, but only with early investment in robust infrastructure and careful data compliance management.

TECHNICAL SCALIABILTY

Strengths:
- Cloud-based SaaS model supports rapid expansion across institutions
- Low hardware requirements make it viable in low-bandwidth regions
- Modular design allows new features without rebuilding the platform

Critical challenges
- AI features will increase compute demands significantly as user numbers rise
- To maintain ethical standards, we need to heavily invest in data privacy infrastructure
- Integrations with dozens of LMS platforms

OPERATIONAL SCALABILITY

Strengths:
- Once the platform is fully functional, onboarding new schools is relatively low-cost
- Teacher training modules make adoption easier to scale
- Potencial to partner with ministries of education for nationwide rollouts
- EduLink offers multilingual UI to scale globally

Critical challenges:
- Teacher hesitance to adopt new platforms can slow institutional scaling
- Universities move slowly and procurement cycles can take 6-18 months

FINANCIAL SCALABILITY

Strengths:
- Strong global demand for ethical AI teaching solutions keeps market momentum in our favor
- Low margin cost per added user once infrastructure is in place
- B2B SaaS recurring revenue model supports stable growth

Critical challenges:
- Heavy early R&D and compliance costs will strain cash flow
- Aggressive competitors may push pricing pressure downward
- Scaling requires a salesforce or partnership network which would increase costs before returns appear

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Competitor Analysis

SWOT analysis of our biggest competition

PERUSALL

The closest mainstream platform that successfully blends collaboration, teacher involvement, and academic content interaction.

STRENGTHS
- High engagement in collaborative reading
- Strong instructor dashboard and analytics
- Easy integration
- Encourages active learning

WEAKNESSES
- Poorly designed auto-grading system
- Algorithmic grading is widely criticized
- Very narrow focus
- Collaboration becomes superficial
- Limited teacher control over content

OPPORTUNITIES
- Broader learning ecosystems emerging
- Rising demand for guided research tools
- Institutions seeking more global interaction
- Ethical, teacher-led AI integration

THREATS
- AI chatbots replacing shallow annotations
- EdTech ecosystem expansion
- Institutional fatigue with multiple tools
- Higher expectations for holistic learning
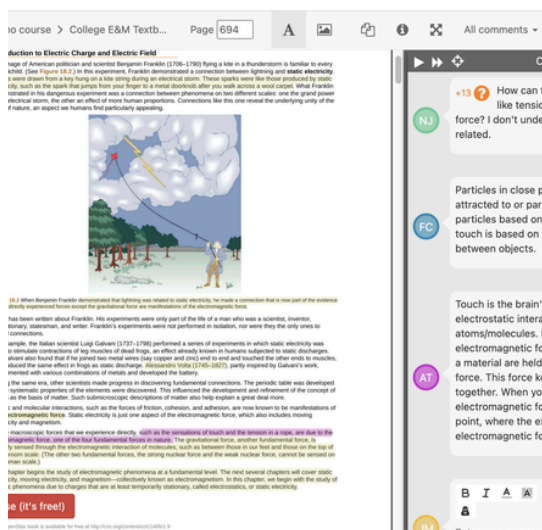
PERUSALL VS EDULINK

Perusall is currently our largest competition in the market, but although it is a strong, credible, and academically validated tool, it is also rigid, narrow and outdated in a world shifting toward AI-supported, collaborative research ecosystems. EduLink in comparison offers a deeper human connection, teacher-curated research environments, shared learning communities, and an ethical AI integration.

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BUT ARE GENERAL AI CHATBOTS A THREAT TO EDULINK?

Today, in classes all around the world, we use AI, but the rules have become blurry. On one hand, as a student, you find it hard to understand the length of which you can rely on AI without risking academic integrity and end up with curated answers without a deeper understanding. On the other hand, as a teacher, it is hard to tell students' process, you are faced with repeated questions, and you lack evidence to evaluate fairly. The result of this dynamic is wasted time, anxiety, and superficial learning.

Why other AI chatbots can be a threat:
- Chatbots like ChatGPT, Gemini, and Claude are able to give students instant answers, summaries, explanations, quick research support and draft writing.
- This can present students with the question: Why should we use EduLink if I can just ask a chatbot?

Why are other AI chatbots NOT direct competitors:
- None other than EduLink can provide:
  - teacher-controlled research environments
  - curated source visibility
  - class-based restrictions
  - communication between students studying the same topic
  - group research workflows
  - school-grade oversight dashboards
  - a safe academic ecosystem
- Although chatbots might give information, they do not give community. Therefore, EduLink can creare shared educational spaces, structured and ethical research, and teacher guidance.
- Instead of wanting to fight chatbots, EduLink offers a sort of antidote and looks to integrate them ethically and support students while keeping the important roles and jobs of professors and teachers.

"AI GIVES ANSWERS. EDULINK BUILDS THINKERS."

Market Analysis

Overview of the global educational technology market

SUMMARY VERDICT

EduLink is entering a large and rapidly growing market with a unique, socially relevant value proposition.

TOTAL ADDRESSABLE MARKET

- Global EdTech Market: projected $404B by the end of 2025
- Higher Ed Digital learning subsector: approx. $110B
- AI in education market: growing at 45-50% CAGR, reaching $25B+ by 2027

MARKET DEMAND

- 76% of universities report academic integrity concerns linked to unsupervised AI tools (Turnitin Report 2024)
- 65% of educators say they lack structured tools for AI-assisted research (Educause Horizon)
- Over 1.3B learners globally lack access to high-quality materials (UNESCO Global Education Monitoring Report)

COMPETITOR LANDSCAPE

- Primary threats: Perusall, Canvas, Microsoft Copilot for Education
- Secondary threats: TutorAI, Notion AI, Chatbots

MARKET BARRIERS

- Institutional inertia
- Data privacy legislatio

Our Strategy

MARKETING STRATEGY

EduLink's strategy positions the platform as the ethical, accessible, teacher-guided alternative to AI-driven tools that bypass educators. The aim is to win universities by offering something competitors don't: a controlled, academically rigorous, collaboration-focused system that enhances learning rather than replaces institutional design.

THE 4PS OF MARKETING

Marketing mix for EduLink

PRODUCT

- Teacher-controlled AI tools for guided research
- Integrated collaboration
- Accessibility suite
- Academic integrity safeguards
- Seamless LMS integration
- Data privacy compliance

PRICE

- Pilot program discount: 20-30% for first-year onboarding to accelerate early adoption.
- Freemium plan: supports adoption and exposure without cost barriers.
- Enterprise plan: custom contracts for large universities with advanced analytics + integrative support

PROMOTION

Promotional channels:
- Research-backed papers on ethical AI and academic integrity
- University pilot programs with post-study impact reports
- Webinars for faculty training
- Student success case studies to demonstrate outcomes
- Partnerships with teacher associations and accreditation bodies

PLACE

- Cloud-based platform accessible on any device
- Integrates into existing LMS ecosystems

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Financial Plan

CAPITAL REQUIREMENTS

EduLink is positioned as a mid-priced institutional tool. The platform is not a mass-market commodity tool but instead a curriculum-integrated system. That means higher per-institution contract value, more predictable revenue, and lower churn.

	VALUE	PERCENTAGE
Research and Development	$540,000	45%
Marketing and Advertising	$420,000	35%
Daily Operations	$240,000	20%
TOTAL	**$1,200,000**	**100%**

FINANCIAL OUTLOOK

US$ B	FY'26	FY'25	YOY CHANGE
Revenue	$1,180	$520	127%
Expenses	$470	$380	24%
Profit	$710	$140	407%
Dividend per share	$22/share	$8/share	175%

Future Plans & Milestones

Progress towards long-term goals

AIMING HIGH

EduLink's next five years are going to be focused on transforming how universities approach research, collaboration, and the ethical use of emerging technologies. After launching with a small network of partner institutions, we plan to expand into a fully adaptive, multilingual learning ecosystem that reduces accessibility gaps and strengthens academic integrity. By 2030, EduLink aims to serve millions of learners while shaping global standards for ethical AI in education.
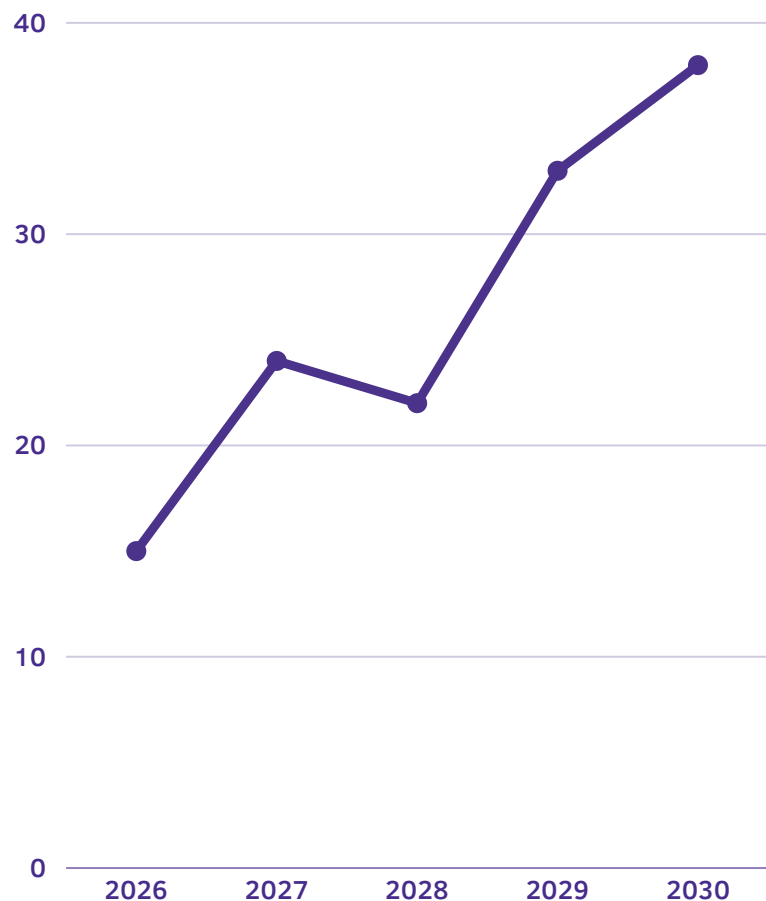
2026

Pilot & Institutional Integration

Goal: Launch EduLink 1.0 across pilot partner universities

Milestones: Integrate platform tools into 10 university courses across 3 institutions

2027

Expand with adaptive learning and multilingual features.

2028

Global expansion and institutional subscription model

Milestones: Launch in North America, Europe, and Latin America

Impact Target: reach 200,000 active users

2030

Industry leadership & policy alignment

Milestones: establish certification for ethical tech use in education

Impact Target: reach 2 million users worldwide

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Our pitch to you

Education is being flooded by emerging technologies, but most institutions are stumbling blindfolded into the future. Globally, over 60% of teachers and students already use AI and yet only 7% of schools have a clear guidance for ethical, safe, or pedagogically sound implementation. Students are experimenting with tools that they don't fully understand, teachers are feeling outpaced, and universities are scrambling to avoid academic integrity disasters.

EduLink provides a solution to this chaos and turns it into capability.

It is a teacher-guided research platform that allows educators to curate and build safe learning environments. It is not just any other edtech tool - it is the missing infrastructure that universities need to bring emerging technologies into the classroom responsibly. It also brings back what education is meant to be: connection, curiosity, and community.

Moreover, EduLink brings relevance back into the learning journey by making sure technology serves human growth and not the other way around. At a time when misinformation spreads faster than understanding, and digital tools outpace human readiness, institutions need solutions that honor both innovation and the deeply social nature of learning.

EduLink is not competing with AI or its lens of unfiltered information. It is teaching people how to use it well. And that makes us indespensable.

-Insightlio's

Contact us for further inquiries

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