

BRAND STORY

CHALLENGE: Students struggling with information retention.

SOLUTION: A tool to introduce and guide students in effective learning methods.

PURPOSE

MISSION:

To build the foundation for student academic success.

VISION:

A future where students are confident,
informed, and contribute to their communities.

SWOT

Strengths

Internally, our strengths consist of a clear mission and purpose, a small workforce, and extensive knowledge of the industry we're entering.

Opportunities

More teachers willing to change their teaching style to match the future. More students realizing they need help in their academic endeavors earlier on. Businesses willing to work with us to achieve the common goal of bettering societies across the United States.

Weaknesses

Having to start from scratch, meaning that all the paperwork that needs to be done, word of mouth advertising and the general internal structure that needs to be established is missing.

Threats

Education giants already established in our market. Any governmental roadblocks that may be in the way of us being established as a proper Business. Other smaller education tools picking up our ideas and capitalizing off them



TARGET



Students aged 12-16 in low-income inner cities and rural U.S. communities.

TAGLINE

**BRIGHTER STUDENTS.
BRIGHTER FUTURES.**

PRODCUT



