

# WriteCraft

Venture Pitch

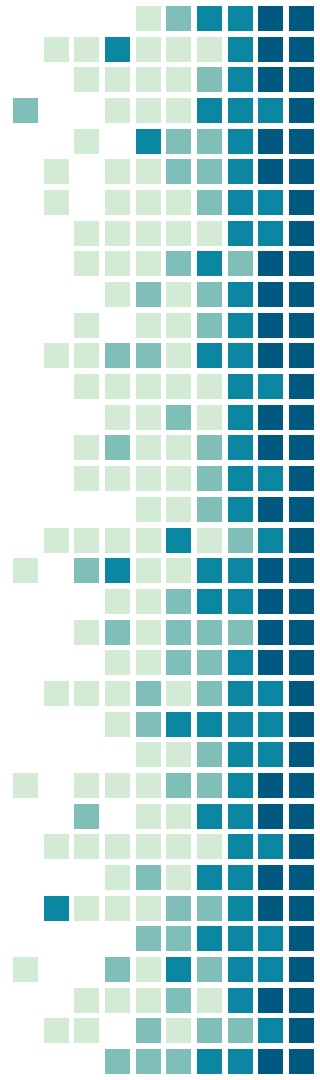


**WriteCraft**



# Introduction

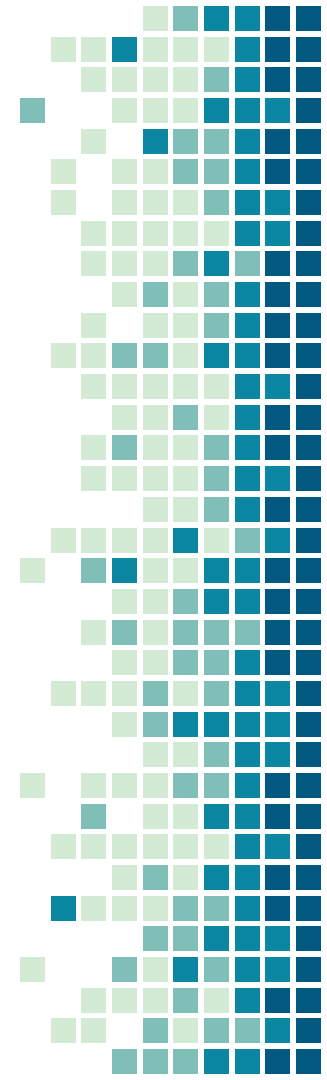
**I'm David Jalsevac, the founder of WriteCraft. With six years of experience teaching English literature at international schools, I understand the importance of helping students refine their writing skills through the use of feedback.**



# Introduction

**Although feedback is pivotal, time constraints often limit our ability to address every area that needs attention. As with most teachers, I am dedicated to fostering students' critical thinking abilities.**

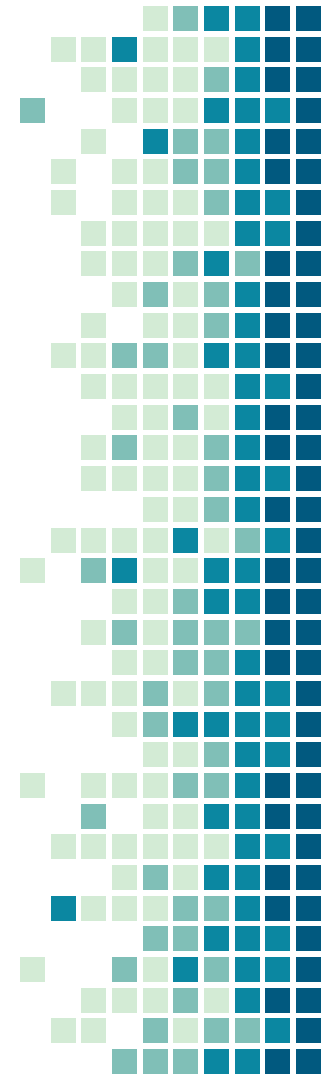
**WriteCraft addresses this by identifying the issues in student writing, enabling teachers to guide students in applying their critical thinking to overcome these challenges themselves.**



# Problem Statement

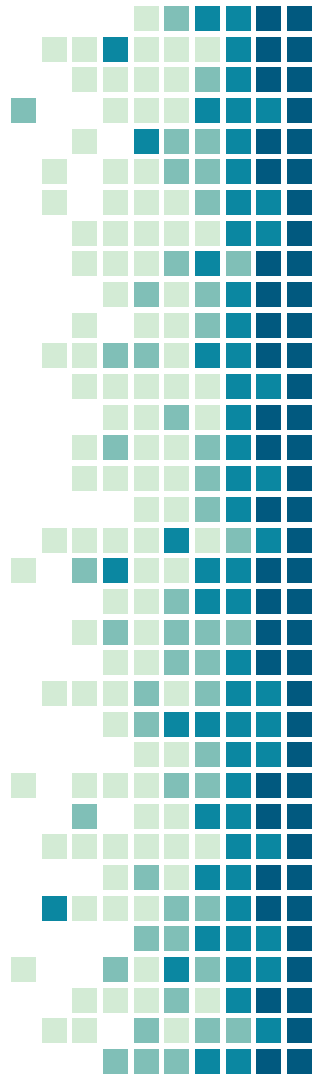
**Feedback is the cornerstone of student improvement in writing, yet the reality faced by educators is that a single piece of student writing often contains a multitude of issues.**

**Identifying each one thoroughly is a time-intensive task, leading inevitably to some areas of concern being repeatedly neglected. This is exacerbated by the lack of a systematic approach to track progress over time, causing both teacher and student to lose sight of key focus areas for development.**



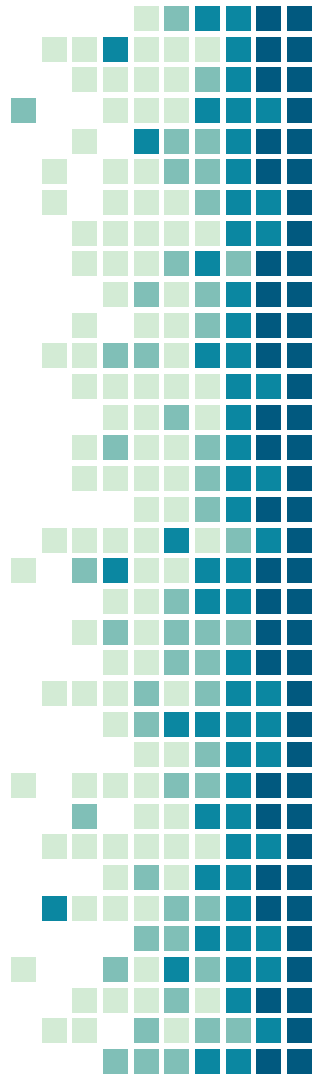
# Problem Statement

**While there are existing programs that correct student writing, they bypass the crucial element of developing a student's critical thinking skills—skills that are fostered when students, under teacher guidance, understand their writing challenges and learn how to address them.**



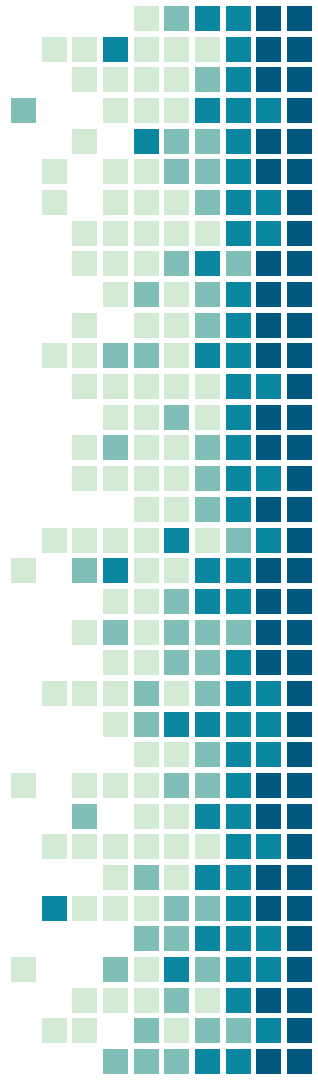
# Solution

**WriteCraft is an AI-driven tool that transforms the landscape of analytical writing feedback in the classroom. By identifying and cataloging the crucial issues in each student's writing, WriteCraft provides educators with a clear map of the specific areas where individual students need to improve. This targeted approach saves teachers time on manual assessment and instead allows them to focus their expertise on personalized, one-on-one coaching that directly addresses each student's needs.**



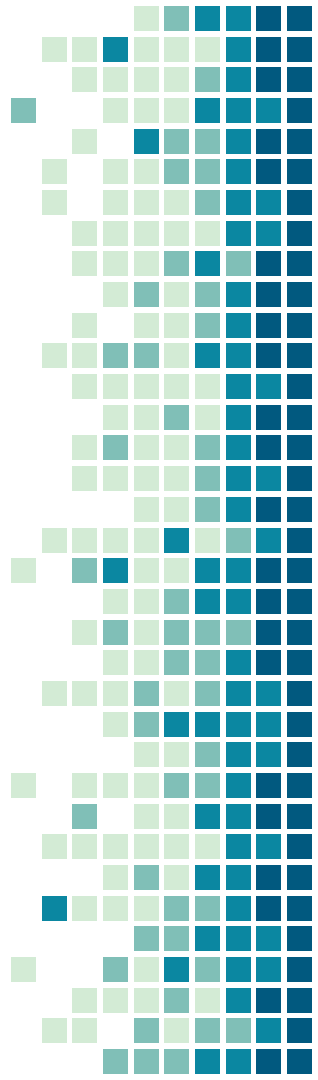
# Solution

**With WriteCraft's portfolio management capability, feedback isn't just a one-time commentary; each student's writing is meticulously stored and tracked. This ensures that the key issues in the student's work remain front and center until they are effectively addressed. This portfolio feature allows both teachers and students to track progress over time, spotlighting the evolution of each student's analytical writing journey. By pinpointing the key issues in students' writing, WriteCraft doesn't just save time—it elevates the quality of education by keeping the focus on growth areas that matter most.**



# How it Works

**The following slides offer a glimpse of WriteCraft's capabilities in the area of quote contextualization:**





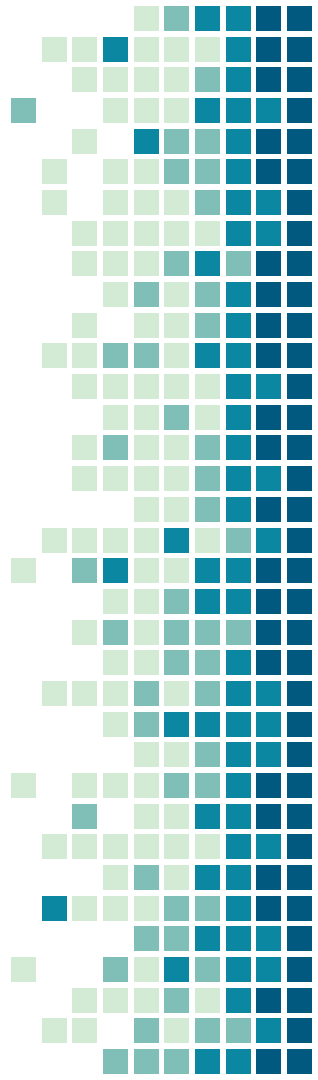
## Example 1: Redundancy

### Student's Writing:

When Gjorg comes across the grave directly linked to blood feud, he feels an instant rush of emotion and a great desire to take down the stones everywhere just to completely erase the conflicts, Kadare writes: "he felt that he was about to leap towards it, pull away the stones and spread them about on every side so as to leave no trace of it."

### WriteCraft's Identification:

In this example, WriteCraft would identify the redundancy in the student's description "to take down the stones everywhere," which is unnecessary because the quote that follows explicitly describes the same action.



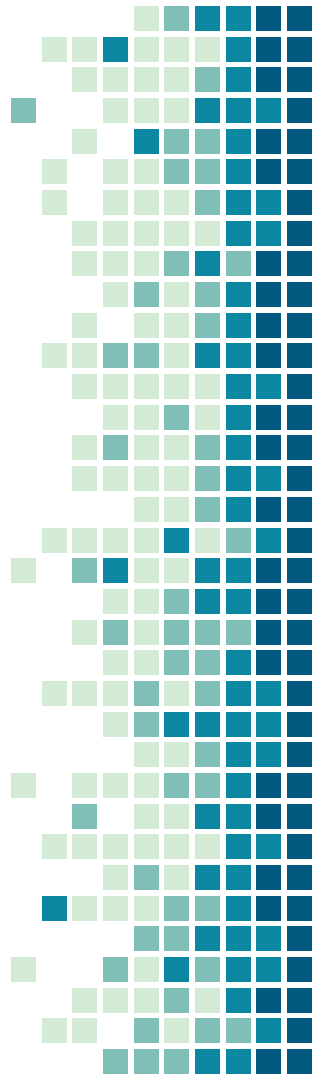
## Example 2: Generic Attribution

### Student's Writing:

When Gjorg comes across the grave directly linked to blood feud, he feels an instant rush of emotion to completely erase the conflicts, Kadare writes: "he felt that he was about to leap towards it, pull away the stones and spread them about on every side so as to leave no trace of it."

### WriteCraft's Identification:

WriteCraft would note that the attribution "[Kadare writes:]" could be enhanced to provide a more insightful introduction to the quoted material.



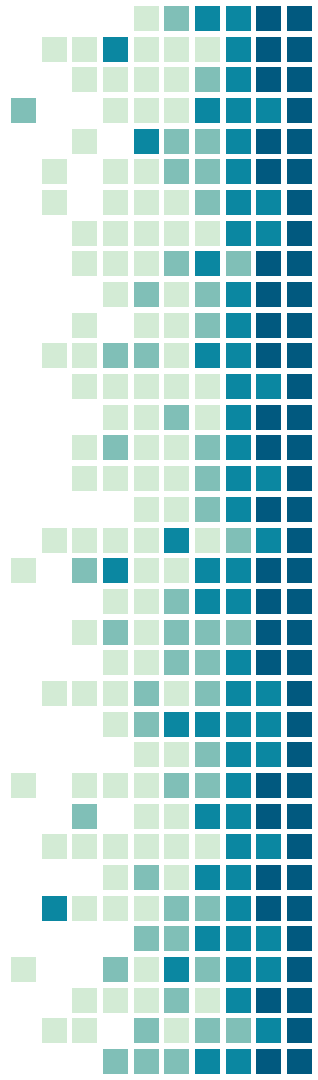
## Example 3: Insufficient Context

### Student's Writing

Gjorg reflects on the events leading up to his killing of Zef, “All that torment, sleepless nights, the silent struggle with his father, his own hesitations, his brooding, his suffering, had brought about nothing more than these meaningless bare stones”

### WriteCraft's Identification:

In this example, WriteCraft would identify the need to provide additional context, particularly in relation to the “meaningless bare stones.”



# How it Works

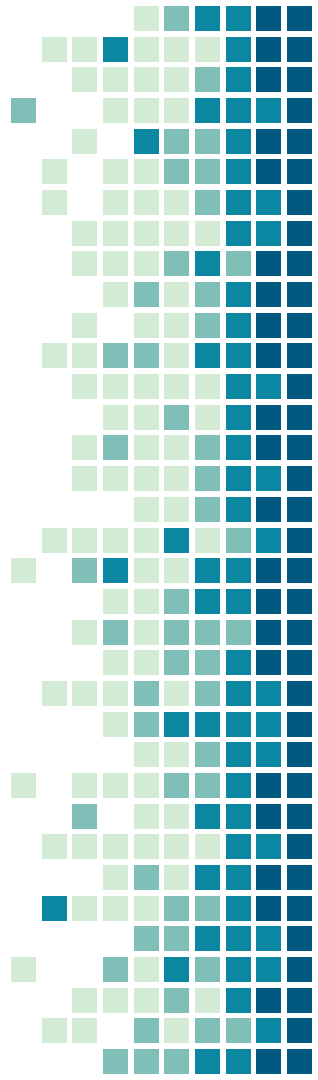
**WriteCraft is designed to automatically identify these issues and more in student writing. This powerful feature allows educators to instantly recognize what aspects of a student's analytical writing can lead to improvement.**



# How it Works

**In each of the cases WriteCraft identifies an issue so that the teacher can meet with the student to talk about what they can do to improve their writing.**

**Through the portfolio system, the teacher would be reminded of these issues for the next assignment.**



# Unique Value Proposition

**WriteCraft stands out in the educational technology field as an AI-powered tool dedicated to enhancing and evaluating the analytical writing skills of students. Uniquely positioned, it diverges from the purposes of general-purpose writing aids such as Grammarly, which emphasizes grammatical fluency and stylistic precision, and Quillbot, which focuses on rephrasing and paraphrasing.**



# Unique Value Proposition

**WriteCraft's specialty lies in its ability to delve into the substance and depth of analytical writing; it does not concern itself with correcting grammar. Instead, it meticulously targets the fundamental aspects of analytical writing, such as the effective incorporation and contextualization of evidence, the identification and consistent explanation of literary devices and linguistic techniques, and the overall coherence of the argument.**



# Unique Value Proposition

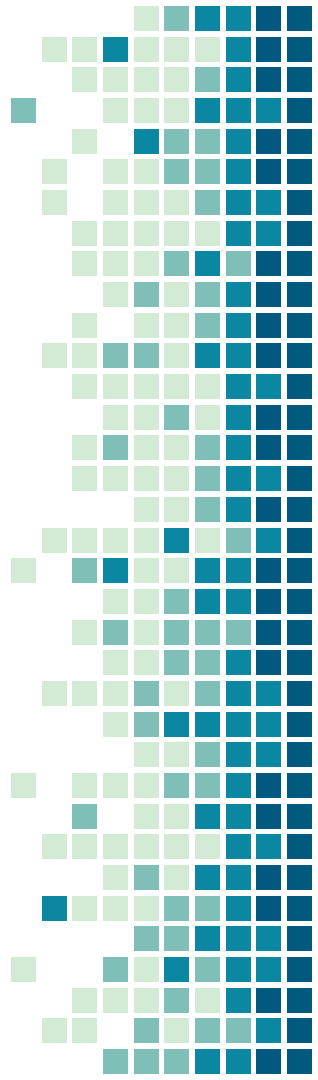
**Unlike ChatGPT, which can provide feedback on analytical writing but requires detailed and specific prompts to do so effectively, WriteCraft autonomously diagnoses key issues in a student's writing, so that the student can address them through revision. It streamlines the feedback process, saving the time necessary to input elaborate prompts into ChatGPT.**





# Unique Value Proposition

**WriteCraft is designed to help students develop their writing skills through practice under the teacher's guidance. It does not simply rewrite students' work for them. Not only does WriteCraft provide feedback, it places the student's work on an analytical skills continuum from basic to sophisticated. As a student's work accumulates within the platform, WriteCraft uses statistical analysis to reveal trends and patterns. This provides students and teachers with a comprehensive view of progress and areas for focus.**



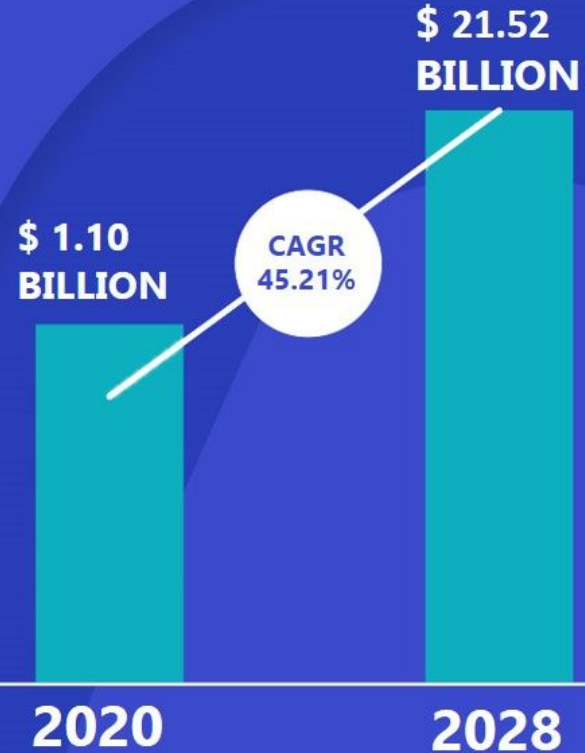
# Market Analysis

**The demand for AI-driven solutions in education is surging. According to Verified Market Research, the industry is set to grow from \$1.10 billion in 2021 to \$21.52 billion by 2028. This projected exponential growth highlights the important role technology plays in the modern educational landscape.**



# Global AI In Education Market

2021-2028



# Market Analysis

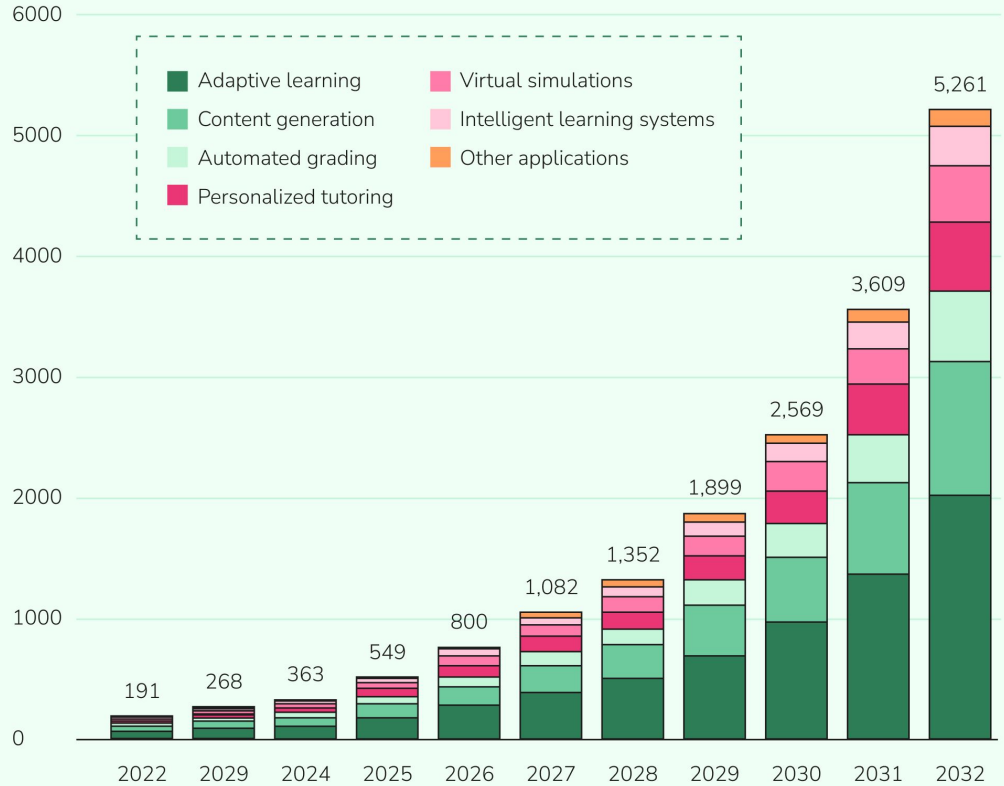
**Within this larger picture, the market for generative AI is projected to reach \$5.3 billion by 2032. This segment of the market, as analyzed by Beetroot.com, can be broken down into several subsets. The ones important for our consideration are automated grading and personalized tutoring.**



# Generative AI in EdTech market size by technology, USD million (2022-2032)



Source: MarketResearch.biz



# Market Analysis

**WriteCraft incorporates elements of both automated grading and personalized tutoring. It does not grade papers, but it provides in-depth analysis and constructive feedback. Through its portfolio system which tracks student progress and its facilitation of one-on-one conferencing between teachers and students, WriteCraft caters to personalized tutoring.**



# Market Analysis

**According to the Beetroot.com analysis, the two main drivers of growth in the generative AI market are the rising demand for personalization in education and the scalability of generative AI technologies. WriteCraft is congruent with both these market trends: it delivers personalized feedback and owing to its cloud-based technology, it is easily scalable, without users and organizations needing to make expensive technological upgrades.**



# Market Analysis

**A survey by HolonIQ states that the areas where AI is expected to have the most substantial impact is in Testing and Assessment. These are the areas that WriteCraft specifically targets. WriteCraft's ability to evaluate large volumes of student writing not only promotes efficiency by saving educators time but also serves to promote objectivity in assessment. Whereas human markers are liable to making subjective judgments when assessing student work, consistency is assured with the WriteCraft platform.**



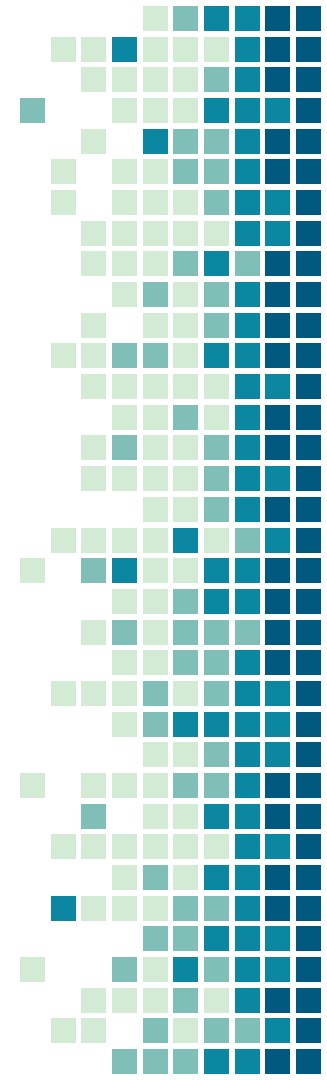


## Language Learning and Testing and Assessment are the areas that AI is expected to have the greatest impact.

Assess the impact of AI technologies on different education markets.



Source: HolonIQ, February 2023. n = 464 across both 2019 Aug-Sep Survey and 2022 Aug-Sep Survey



# Investment Opportunity: WriteCraft Expansion

**We are seeking an investment of \$100,000 to procure talented individuals to create the algorithms on which the program will run and to support our expansion over the coming year. Our investors will have an opportunity to gain equity within our growing company. Our goal is to secure 2,500 individual subscriptions and 750 school subscriptions in the first year, to establish a solid customer base and to generate income.**



# Target Market

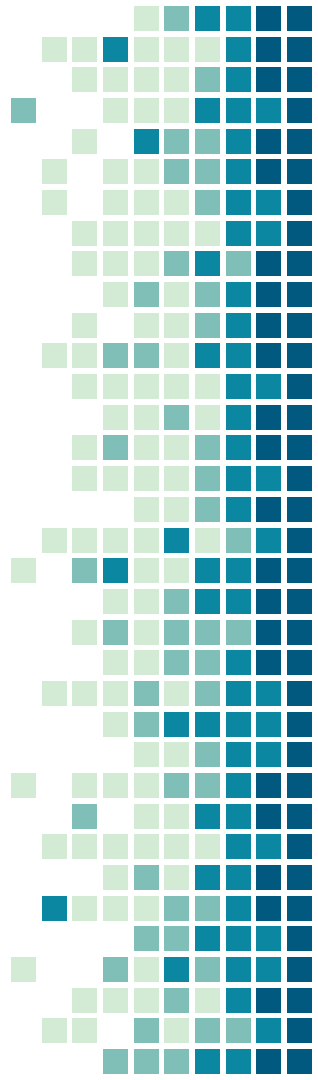
**Our immediate target market is the international school sector. We envision WriteCraft becoming an indispensable resource for English departments globally, enhancing the quality of analytical writing instruction and assessment. Our focus on this niche market is strategic, recognizing the premium placed on high-caliber English education in an increasingly globalized and English-centric academic and professional world.**



# Business Model

**We propose a tiered subscription model designed to offer flexibility and cater to different user needs:**

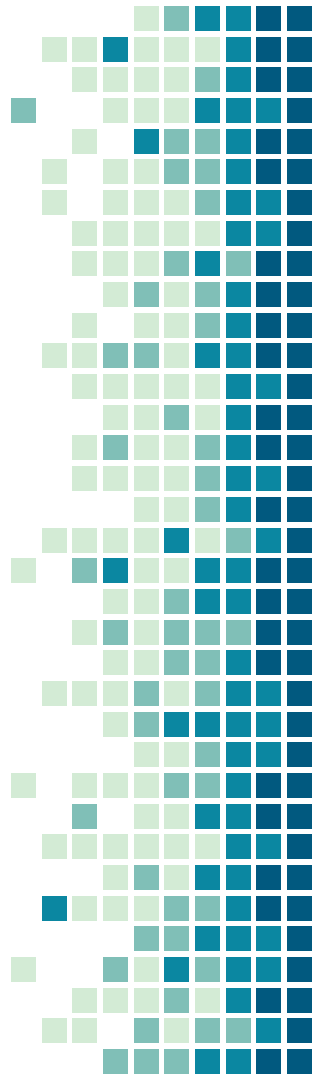
**Individual Teacher Subscription: For \$59 for an entire year, this subscription tier allows an individual teacher access to WriteCraft for all their students. It is affordable for educators to experience the benefits of our tool.**



# Business Model

**School-Wide Subscription:** To promote integration of WriteCraft across the English department at a given school, we offer a school-wide subscription at \$350. This allows for greater standardization of the approach to teaching analytical writing across the school.

The tiered approach ensures that for individual teachers seeking assistance in their marking, WriteCraft is a viable option open to them. It also provides an attractive option for whole-school adoption.



# Call to Action

**WriteCraft is uniquely positioned to capitalize on the increasing demand to leverage AI for greater efficiency in the teaching and learning process. WriteCraft responds to the need for assessment tools that offer greater personalization of the learning process. The ability to express oneself precisely and insightfully will always be a crucial skill set, and AI can help in that potential, without doing the work for us. Join us now.**



# References

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