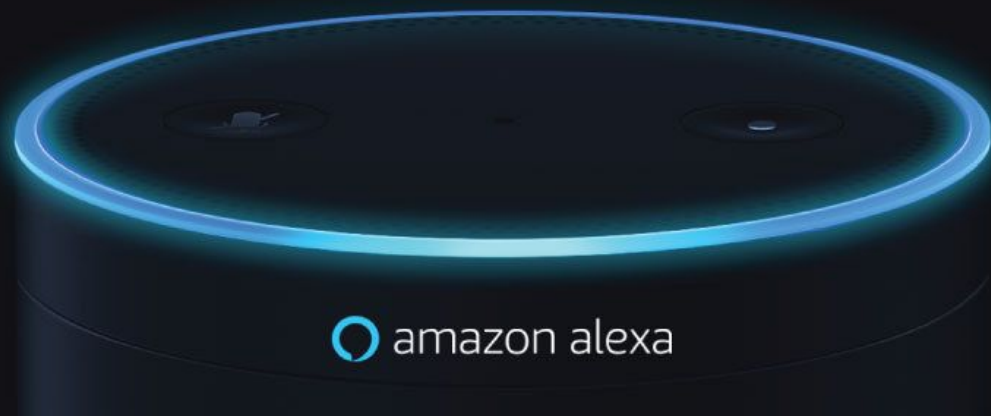


PHOENIX

alexa x TKS



Executive Summary

Capturing the Gen Z Market With Alexa

Problem

80% - 95% percent of students report procrastinating and have no convenient educational resources while studying.

There is a huge market for a product to help students concentrate and stay focused on studying.

42% of Gen Z suffers from a mental health condition, often related to or exacerbated by a high workload.

Solution

Alexa Phoenix, a product to help students study.

Features include mental health assistance, connecting with other students, and automatically organizing notes.

Can be used to improve productivity and avoid stress

If a subscription model is done, it could bring a lot of money to Amazon.

Impact

Up to 20.4 million students could use an Alexa Phoenix in the US alone.

Its features could be used up to 2.7 hours per day.

Stress is reduced, as coping strategies and routines are introduced.

Meet “Chad”



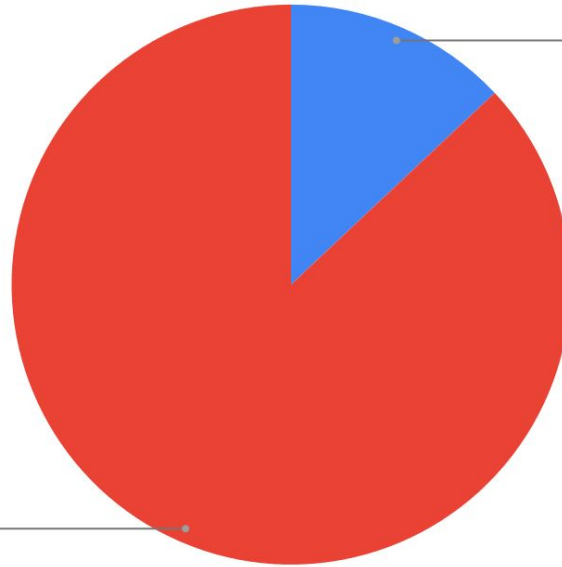
“I have a university entrance exam this year and I'm very stressed about it. Sometimes I can't study and sleep. I don't know what will happen if I don't get a good university. Will it be so bad for my future? I feel depressed sometimes.”

“Chad” is in the Gen Z age group, he was stressed and didn't know what to do about it so he reached out online for advice.

“It would be great if there was some kind of device that could help me with my problems.”

Available market

87% of students claim they procrastinate, often because they are distracted or "don't know where to start."



Don't report procrastinating

13.0%

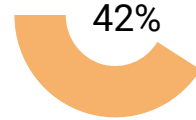
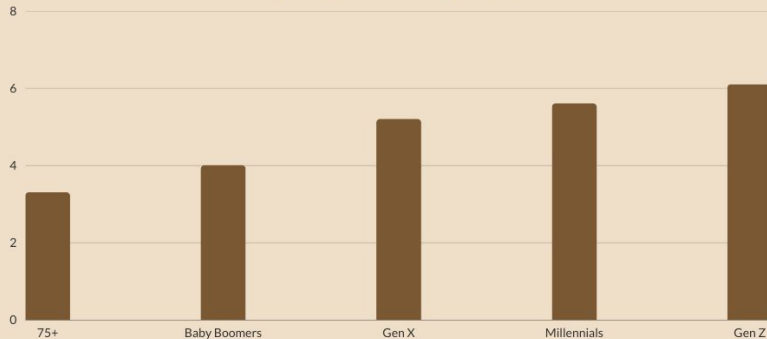
Need help studying

87.0%

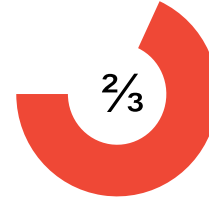
Procrastination results in far more stress in the long term.

Gen Z is the most stressed demographic in the workplace

GEN Z STRESS LEVEL FROM 0 TO 10



Of Gen Z struggles with a mental health disorder



Of students who do, suffer in silence

Of these, the biggest are

- Anxiety (90%)
- Depression (78%)
- ADHD (27%)
- PTSD (20%)
- OCD (17%)



They are often struggling with schoolwork and responsibilities, and need help.

There is a large market for a device that could relieve stress somehow.

Introducing Alexa Phoenix

Work smarter not harder



Features

Note taking

Alexa summarizing a lecture or
create a study sheet.



Connect with other students

Meet with other students learning the
same things and hold each other
accountable



Mental Health Assistant

Alexa helping out with mental health by
providing different kinds of therapies,
therapists and



Automated Note Taking

"Alexa, take notes"



With automated note organization, users can summarize and organize notes from audio quickly and efficiently. Simply ask your Alexa device, be it headphones, a phone, or a voice assistant, and Alexa will generate notes then you can filter what you want using NLP for your convenience.



More efficient studying



Use your phone to see the notes, and browse at your convenience. With Alexa, you can use time more efficiently and get more out of study sessions by reviewing pregenerated and organized notes

Connect with other users

Alexa Phoenix will automatically connect with other users working on similar things. Users can call other people easily and choose whether to call back for more study sessions. The group's members can work together to make working more engaging.



Alexa as your at mental health assistant

Diagnosis at home

Alexa can be used to diagnose mental health problems without an expensive therapist or doctor. By simply asking questions of the user, it can provide a makeshift diagnosis and some basic recommendations for future treatment



Example possible problems:

1. Negative self talk
2. Assuming the worst
3. Low self-esteem
4. Isolation

After the diagnosis, it can suggest potential treatment plans and whether to see a therapist

Recommend professional help

Based on commands you've sent to alexa, a neural network classifies whether you would benefit from therapy. Alexa can then recommend seeing a therapist, and therapists near you.

Routines for you

You can choose from a wide variety of precreated mental health routines, or make one for yourself. These routines include small actionable items to take everyday to improve.



Alexa becomes the therapist

If the user isn't comfortable seeking out a real therapist or deems it too expensive. Alexa will mimic the way real therapists are through natural language processing and continue normally.

Outcomes of Alexa Phoenix



Students can study
more efficiently



Gen Z becomes
more social

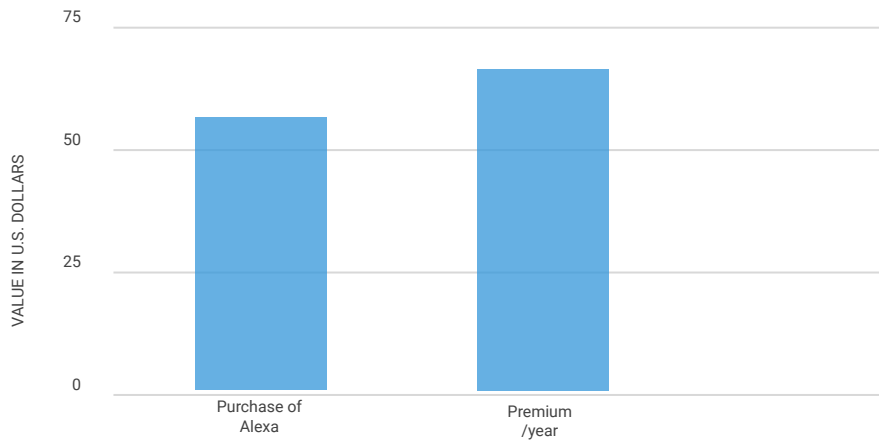


Stress is
reduced

Benefits

Possible revenue per customer

(in U.S. Dollars)



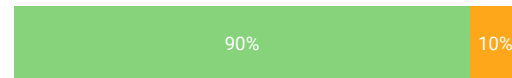
30 million

High school and university
students in the US



STUDENTS THAT REPORT PROCRASTINATING

Procrastinate



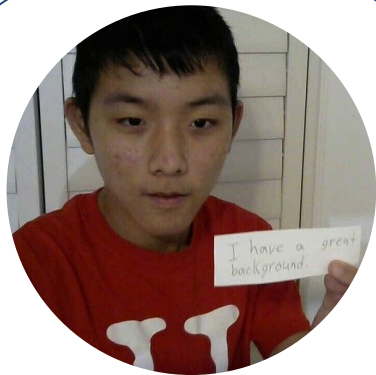
STUDENTS THAT MIGHT USE PHOENIX

Potential
customers



Thank you

Our team



Hengbin Fang



Nicholas Waslander



Darren Su



Zachary O'Mara