

The Next Big Thing At Amazon Alexa

Introducing the **AlexaScribe**

alexascribe × TKS

Creating the Ultimate Productivity Manager & Study Companion

EXECUTIVE SUMMARY

Problem

Due to a lack of investment in developing less-distracting and adequate productivity resources, Alexa is unable to capture a **\$25B** market for **Gen Z** alone.

The **Apple iPad**, the Scribe's leading competitor, has gained popularity among Gen Z for productivity and studying purposes, but its versatility often results in unnecessary expenses as **Gen Z is forced to pay extra** for features they don't want or need.

Gen Z students and their parents find **digital note-taking in its current form to be a major distraction**, leading to unproductive study sessions and overstimulation of the brain that can hinder success.

The lack of guidance on adequate studying techniques and developing a strong work ethic leads to a gap in achievement for students, with **24% of Gen Z** citing this as a concern. Despite the widespread adoption of current tools, users continue to complain about their low productivity levels.

Solution

By enhancing the hardware and software of the Kindle Scribe, an integration with **Alexa** will provide the ultimate **study companion for Gen Z**, fostering a productive work ethic for individual success that stays true to the organic learning process.

AlexaScribe prioritizes one functionality; a product that guides and supports you throughout the studying process, bundled with eight unique features that optimize Gen Z's productivity, and nothing but that.

With textbook and large language model integrations, **AlexaScribe** enables a distraction-less study environment for Gen Z, eliminating the largest concern with digital learning tools that feeds unproductivity.

An AI assistant that offers voice command / touch features to guide note-taking, record lectures, correct understanding of concepts, reinforce a productive work ethic, solidify knowledge, and strategize for success.

Impact

The **AlexaScribe** will make a projected **\$8.14B USD** in revenue **within 3 yrs**, at a price-point of **\$200 USD per unit** (17M units total), and increasing Alexa engagement by **24%** and Amazon Prime engagement by **38%**.

The **leading** digital productivity and studying tool that maximizes the entire learning journey with features intended **only** to provide the most efficient **work ethic and studying techniques** for Gen Z, eliminating barriers to their success from the root source.

Increase in traffic for prime services, with an **additional 11.4M subscriptions** on top of Amazon's existing 41.6M Gen Z subscribers, resulting in a **27% growth** and exposing Gen Z to the potential of the Amazon ecosystem.

A disruptive and sufficient **alternative** to Gen Z's largest complaint in the 21st century; unproductive and over-stimulated study sessions due to digital distractions. **KindleScribe** will maximize effectiveness by an average of 74%.

Meet Your Customers



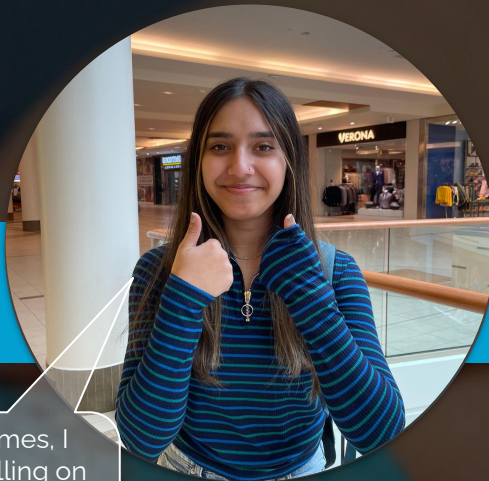
"I wish iPads weren't so expensive"



Prathmesh

Gen Z is forced to spend \$\$\$ on devices such as the iPad simply to take notes, often not even using the rest of the device's features

"Sometimes, I start scrolling on Tiktok while writing notes digitally"



Kushi

As digital note platforms such as Docs and Word require internet access, Gen Z is prone to being distracted easily

"I wish I was taught how to write notes"



Tala

Studies have shown students struggle to develop an effective work ethic and lack guidance on how to be productive. The barrier to success is the root cause.

Current Kindle Scribe



E-readers and users of the KindleScribe interact with a black and white E Ink display, that **mimics the look of ink on paper**. This technology uses very little power, allowing for weeks of battery life on a single charge. The screen has a **paper-like texture** for an authentic writing experience.

A pressure point pen is a type of stylus that uses pressure to detect touch input on a touchscreen or other digital device. These pens have a soft, rounded tip that allows for precise control and a natural feel while writing or drawing on a screen and do not require consistent **charging/replacement**.

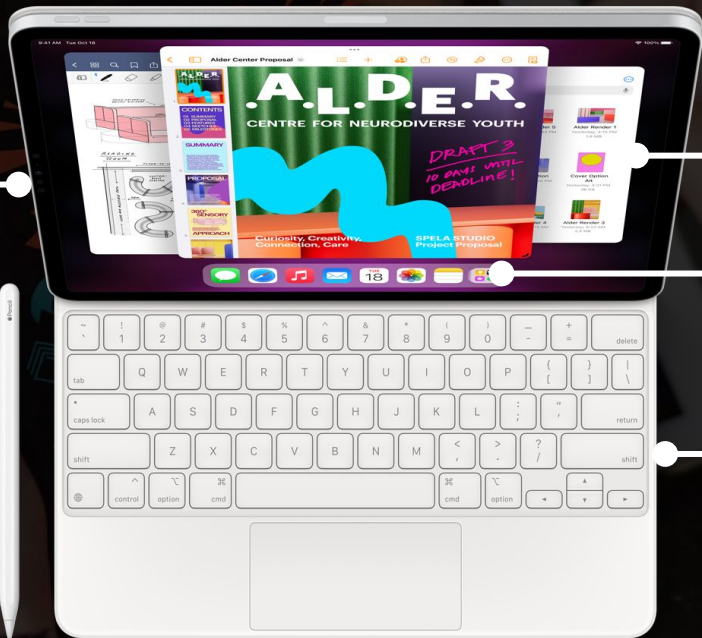
Create notebooks, journals, and lists – Use the four brush types to write and sketch on included templates like lined paper, grid paper, and more. Review and markup PDF files or create sticky notes in Microsoft Word and other compatible documents. Export documents and notes via email.

The Status Quo



Even the most capable devices (Surface Go, Galaxy Tab, Pixel Slate) are priced between \$400-700 USD

Current styluses prevent smudging on on display caused by hand placement, but users have to worry about charging them.



Colour retina LED displays with instant touch reception.

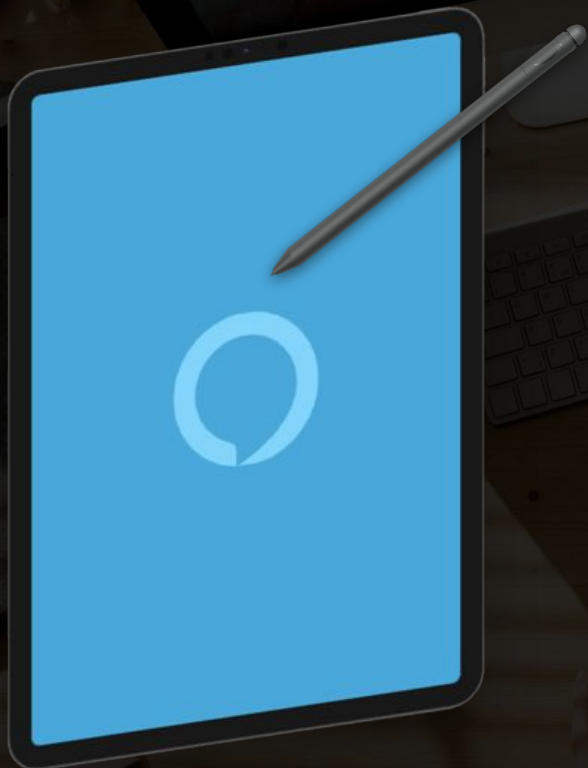
Significant features and settings for note-taking.

Access to several apps that promote user distraction.

Although the Kindle Scribe has some competitive advantages, it still fails to meet the status quo of note-taking devices. The Scribe is at the **same price point** despite a large gap in capability.

Introducing the **AlexaScribe**

The Next Big Thing



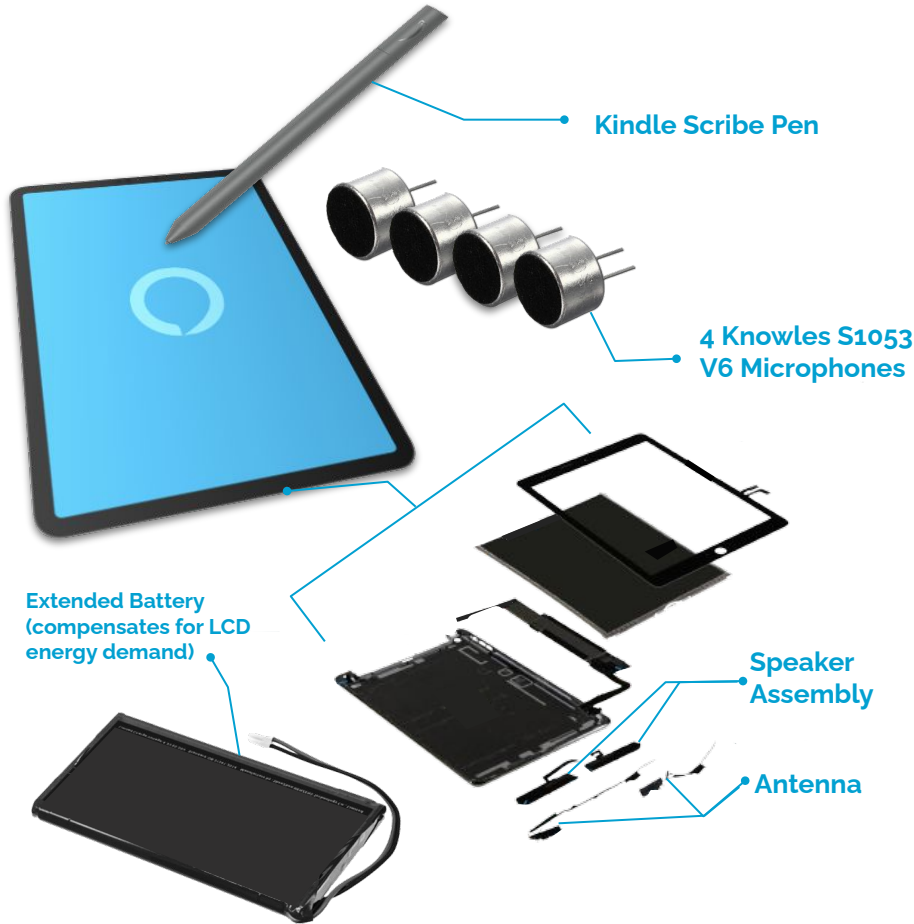
This is a **Kindle Scribe x Alexa** collaboration, the ultimate study companion that will change the way you learn and enable an interactive studying experience.

This simple but impactful integration speaks to the motivated Gen Z that struggle to develop the right work or study ethic that can guarantee their success due to a lack of guidance.

Alexa's eight unique features, specific to each step of the studying process, enabling a study companion that is **constantly adapting to your learning needs**, helping you build habits that are most efficient for your goals. This distraction-less, cost effective enhancement to traditional studying methods tackles the root cause of the productivity problem and eliminates the redundant, time consuming, and non-learning aspects of studying. Students can now focus on productivity and leveraging the capability of large language models to their benefit.

Alexa is right by your side, working with you, and supporting your success.

Hardware schematic of Alexa Scribe:



Hardware Upgrades

Rather than develop an entirely new product altogether, we can leverage the current Kindle Scribe hardware and reiterate on it, making drastic improvement necessary to transform it into the **ultimate study companion**.



Replace E-ink with a LCD display that has a tempered glass display protector

1. Gives desired paper-like feel
2. Significantly cheaper ⁽¹⁾
3. Colour capabilities and dynamic screen (moving images)



Add microphones, which is the activation mechanism for Alexa

Software Upgrades

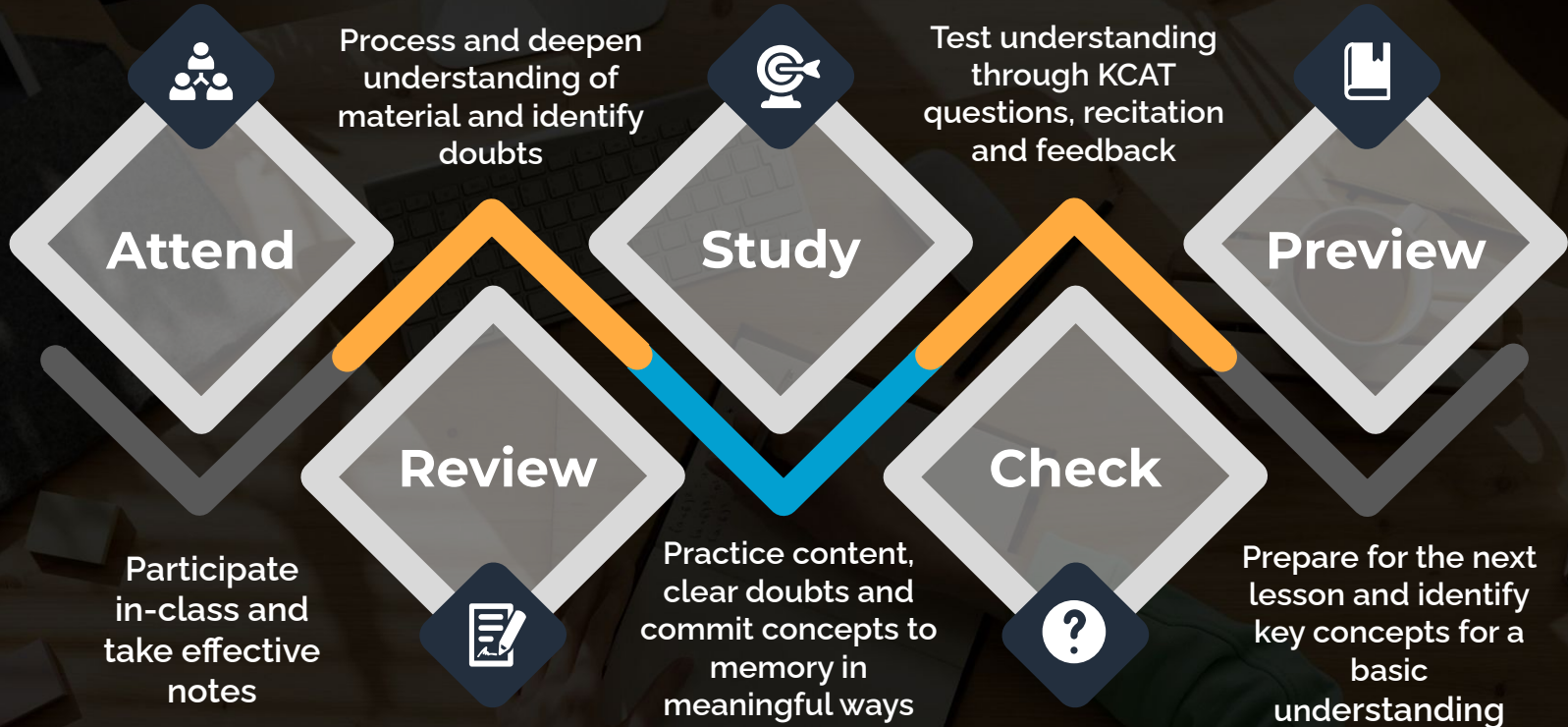


The current Kindle Scribe will be enhanced through an integration with Alexa software and Hugging Face, a large language model. The two upgrades will enable an **intelligent study companion** that constantly iterates its skill with real-time data collection to train on, enabling a developing service that consistently aligns with your progress, growth and change in needs.



The most optimal approach to studying as verified by science ⁽¹⁾

The Studying Process



A Productive Experience for Gen Z

A well-rounded solution that caters to each component of the scientific studying process, so that Gen Z can maximize their success.



Attend

Discover the most efficient note-taking structure with Alexa. Whether you're in a lecture or in class, Alexa will consistently recommend formats and provide corrections to help you take efficient notes that make the most sense to you.



Review

With Alexa's intelligent note-reading feature that actively reinforces your learning on-the-go, let Alexa guide you through your notes during commutes and transitions, so you can effortlessly recall information and optimize your review time.



Study

Unlock your full potential with Alexa's focused study sessions that are supercharged for productivity. Recite with real-time corrections, request a walk-through for any type of problem, or ask for a complete schedule to review, practice, and test for your timeline.



Check

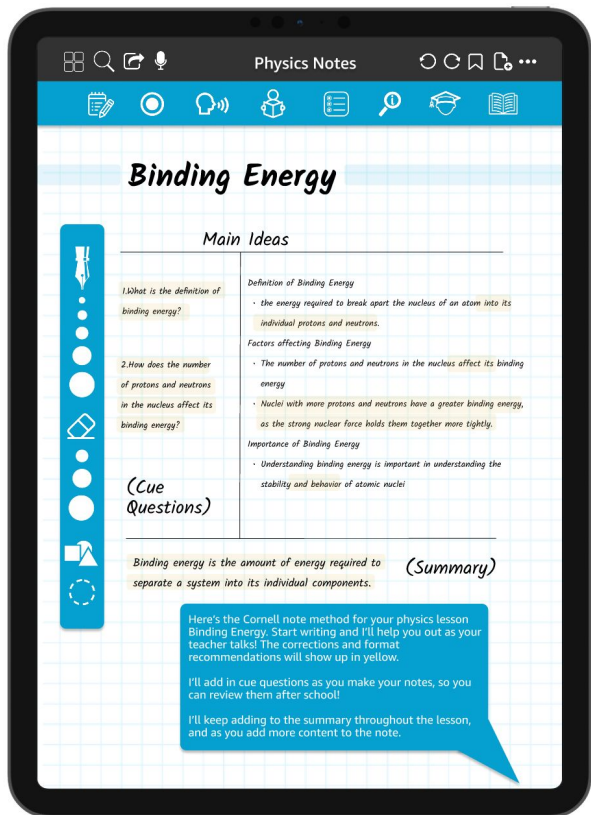
Prepare for any scenario with Alexa's smart KCTA testing. Ask Alexa to quiz you on definitions, concepts and theory, all based on your notes, textbook lectures and course rubrics + real-time explanations and corrections.



Preview

Confidently get ahead with Alexa's textbook integrations. Refer to a specific page for details, ask for easy-to-understand lesson summaries, or a quick explanation based on textbook content, preparing you for your next class.

“Hey Alexa, create a template for my physics notes”



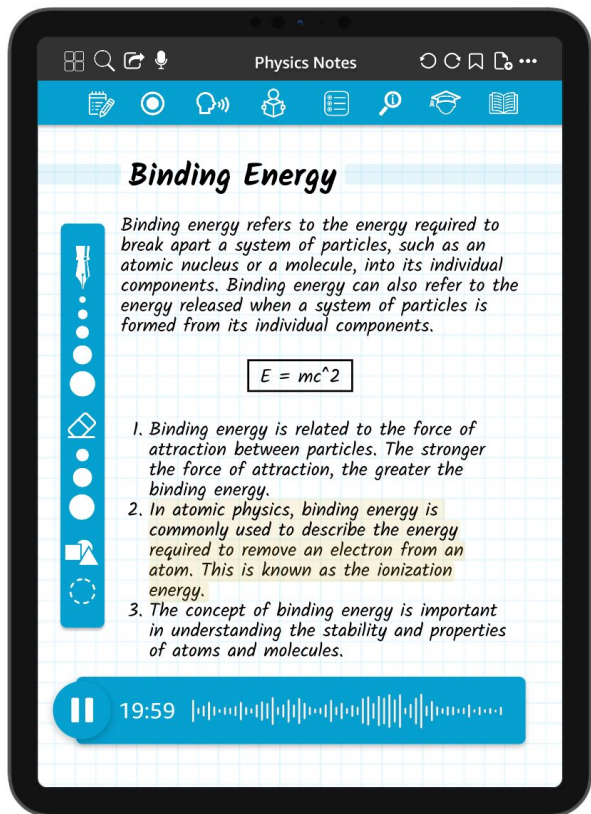
Tackle the root cause.

Master the art of note-taking that kick-starts a successful studying journey.

Structure your notes during class, with real-time corrections and formatting, and the option to add any element through a simple voice command.

Students have never been taught how to take notes, leading to ineffective study content and a direct barrier to success.

“Hey **Alexa**, what did my teacher say again?”



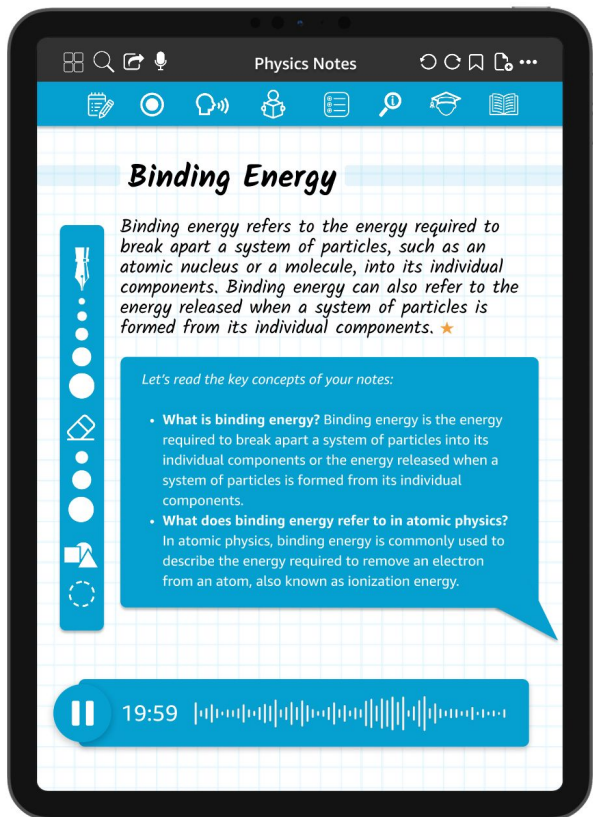
The devil is in the details.

Pick up on every valuable piece of information and easily refer back to complete lectures and transcriptions.

Record your in-class lessons, and let Alexa pinpoint that tip your teacher gave in class, or ask her to explain a question using the method that your teacher explained in the recording.

Students struggle to keep up with the teacher, with no opportunity to refer back to the details, resulting in unfamiliarity with tested content.

“Hey Alexa, what are the key concepts?”



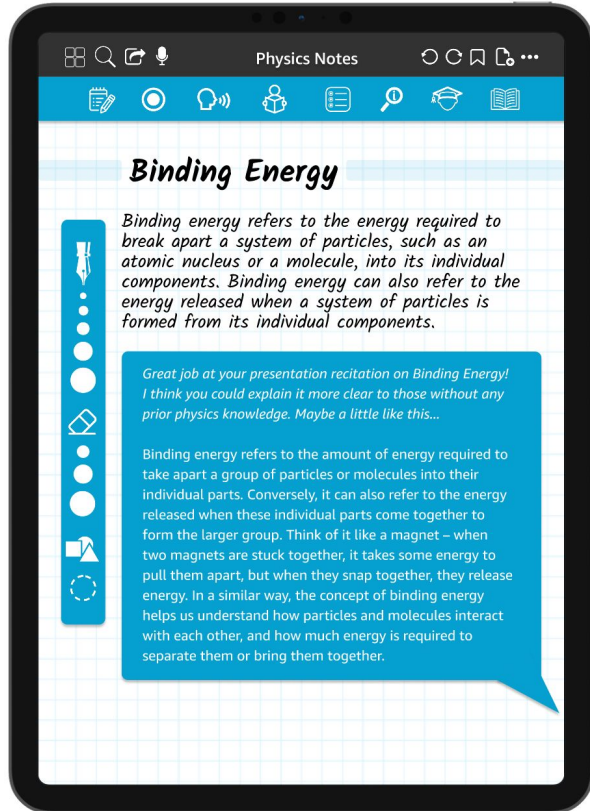
Optimize your time and retain.

Retain content during your commutes and let Alexa summarize key concepts from your latest in-class lesson, without wasting your valuable time.

Alexa can strategically read your notes back to you, highlighting only what's important to review and preparing you for a productive practice session with a solid foundation of theory and knowledge.

Students attempt to solve practice questions prior to reviewing in-class notes, or they attempt to apply their knowledge before completely understanding the key concepts, primarily due to a lack of time.

“Hey **Alexa**, does this explanation make sense?”



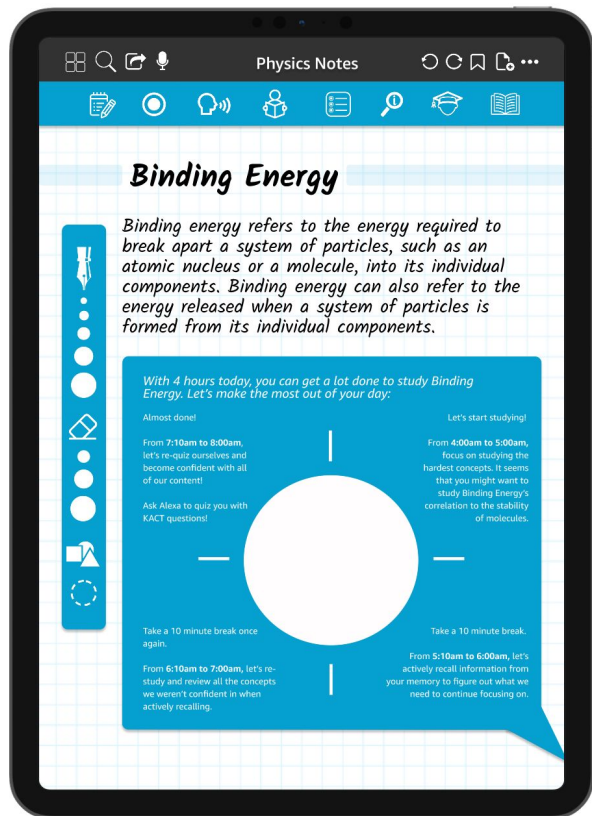
Practice is key.

Don't struggle with phrasing your content, memorizing test concepts, or rehearsing your presentation on your own.

Whether you're explaining test concepts and theory out loud, committing content to memory, or practicing for a presentation, Alexa can assist you in effectively wording your thoughts and ideas. Not only is Alexa providing feedback, but also reinforcing that you are correct and your ability to convey your understanding is effective.

Level of learning increases by 60% and retention increases by 65% with a 'buddy' that provides real-time feedback/corrections.

“Hey Alexa, I need to work on this, time block for me.”



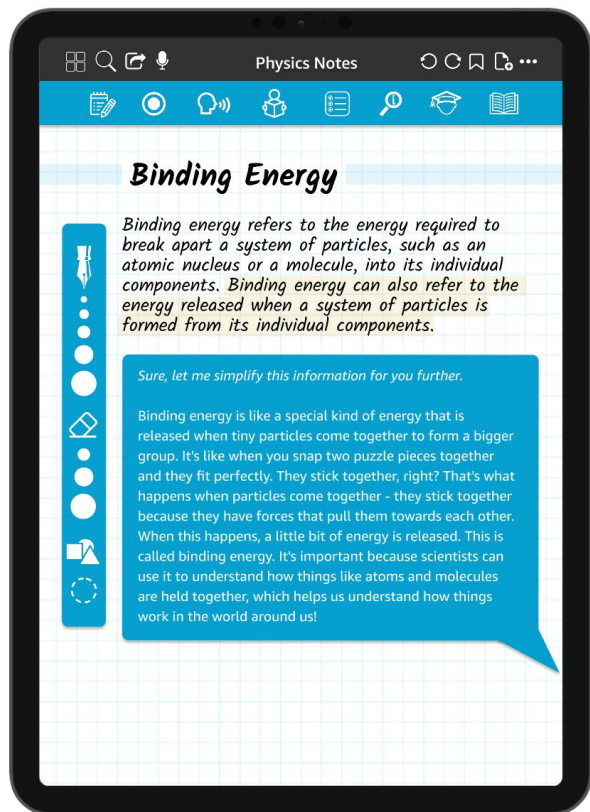
Time is your biggest resource.

Maximize every minute of the time you have to reach your goals effectively and efficiently.

Through the questions you've asked, doubts you've had, the time you take to transition, and the real-time data Alexa is collecting to evaluate your progress, Alexa can create a personalized study plan for your upcoming test, recommending what to prioritize first, read, recite, review, or spend more time on.

Alexa considers your learning capacity and how long it takes you to switch contexts or transitions between topics. With Alexa's intelligence and attention to detail, your schedule will perfectly align to your needs and abilities.

“Hey **Alexa**, I don’t understand this question.”



Leverage your resources.

Concentrate on practicing and refining your skills without any uncertainties and access support anytime.

Alexa can walk you through any question using the exact methods from your textbook or recorded lectures, provide information for a research assignment, or help you brainstorm for your next project. Alexa will accelerate the quality of your work, ensure that you retain the right information and techniques, and understand concepts at their core.

Integration with open language models ensure that questions are interpreted correctly and students can receive the exact answers they expect or need in real-time.

“Hey Alexa, quiz me on Chapter 1.”

The screenshot shows a tablet interface for 'Physics Notes'. The title is 'Binding Energy'. Below the title is a definition: 'Binding energy refers to the energy required to break apart a system of particles, such as an atomic nucleus or a molecule, into its individual components. Binding energy can also refer to the energy released when a system of particles is formed from its individual components.' Below the definition is the equation $E = mc^2$. A blue speech bubble contains the text: 'Time to test you! Based on your wishes, let's start with the Knowledge and understanding questions. You can write in the boxes below or press the microphone button to recite your answers!'. At the bottom is a table with two columns: 'Questions' and 'Answers'. The first row has the question 'What is binding energy, and how is it defined?' and a microphone icon in the answer box. The second row has the question 'How does binding energy relate to the stability of atomic nuclei and molecules?' and a microphone icon in the answer box.

Binding Energy

Binding energy refers to the energy required to break apart a system of particles, such as an atomic nucleus or a molecule, into its individual components. Binding energy can also refer to the energy released when a system of particles is formed from its individual components.

$$E = mc^2$$

Time to test you! Based on your wishes, let's start with the Knowledge and understanding questions. You can write in the boxes below or press the microphone button to recite your answers!

Questions	Answers
What is binding energy, and how is it defined?	🗣️
How does binding energy relate to the stability of atomic nuclei and molecules?	🗣️

Be prepared for any scenario

Concentrate on practicing and refining your skills without any uncertainties and access support anytime.

Prepare for any scenario with Alexa's smart test and check features. Ask Alexa to quiz you on definitions, concepts and theory, all based on your notes, textbook lectures and course rubrics + real-time explanations and corrections as you verbally answer or write them down using the pen.

Ensure that Alexa prepares you for your ministry's evaluation methods. For example: The Ministry of Ontario evaluates students under four categories: Knowledge, Communication, Thinking and Application. Let Alexa know how she can best prepare you and confidently answer any type question on the assessment, without any surprises.

“Hey Alexa, can you explain question 7.2 on page 125?”

The screenshot shows a physics textbook app interface. At the top, there's a search bar and navigation icons. Below that is a table of contents with 'Chapter 7' highlighted. The main content area displays a graph of Binding Energy per Nucleon (BEN) versus mass number (A). The graph shows a peak around A=60 and a dip around A=2. Text explains that nuclei with high BEN are more stable and that fusion and fission release energy. Below the graph is a 'CHECK YOUR UNDERSTANDING 7.2' section with a problem: 'Calculate the binding energy of an Helium-4 (α particle)'. A blue speech bubble contains the solution, starting with 'Sure, lets break down this problem:' and providing a strategy and solution.

Chapter 7

CHECK YOUR UNDERSTANDING 7.2

Calculate the binding energy of an Helium-4 (α particle)

Sure, lets break down this problem:

Strategy
Determine the total binding energy (BE) using the equation $BE = (\Delta m)c^2$, where Δm is the mass defect. The binding energy per nucleon (BEN) is BE divided by A.

Solution
For ${}^4\text{He}$, we have $Z = N = 2$. The total binding energy is:

$$BE = [(2m_p + 2m_n) - m({}^4\text{He})] c^2$$
 These masses are $m({}^4\text{He}) = 4.002602\text{u}$, $m_p = 1.007825\text{u}$, and $m_n = 1.008665\text{u}$.
 Thus we have,

$$BE = (0.030378\text{u}) c^2$$
 Noting that $1\text{u} = 931.5\text{MeV}/c^2$, we find

$$BE = (0.030378)(931.5\text{MeV}/c^2) = 28.3\text{MeV}$$
 Since $A = 4$, the total binding energy per nucleon is,

$$BEN = 7.07\text{MeV}$$

Give context and get relevant help.

You're learning with the content and strategies that you're most familiar with.

Integrate textbooks and syllabus into the AlexaScribe so Alexa can access all of its content and aid you according to your course/refer to it when helping with explanations, solving a problem, curating questions, creating a study timeline.

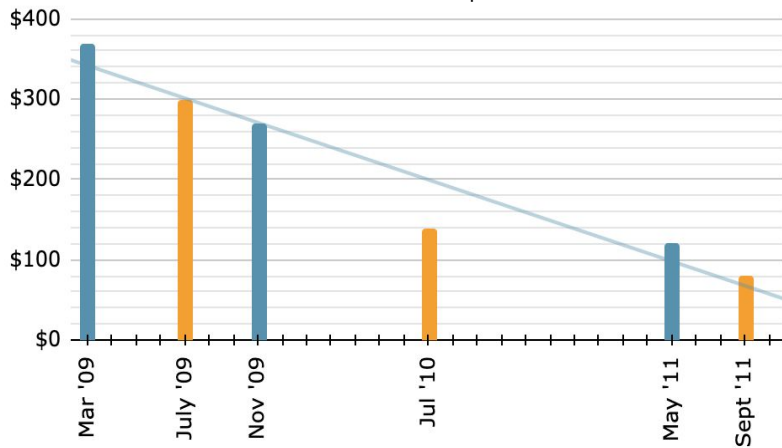
Students struggle to receive real-time help that aligns with the lessons and strategies they are taught in class, resulting in irrelevant answers and methods that teachers cannot recognize.

Impact Report

The current market cap of tablet in the world is \$354.9 B USD (low estimate) (1). As Gen Z form 19.6%(2) of the total tablet customer base, this results in a \$69.5 B market cap for Gen Z alone. Several surveys have cited that 36%(3) of Gen Z use tablets for note taking specifically, leading to a \$25 B market for productivity/education devices

The Price of a Kindle

Source: Company Filings
(Sept 2011)

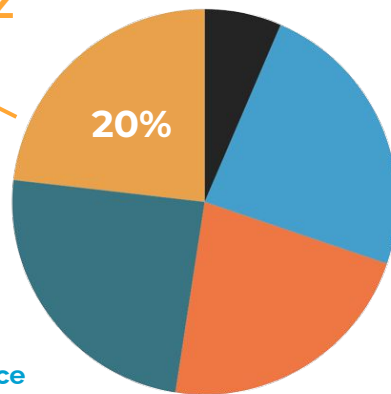


The price of the first Kindles were able to follow a 480% decrease in price over 3 years. Even if we only manage a 170% decrease in price of the current Kindle Scribe (\$340), we can anticipate the AlexaScribe to be \$200 within 3 years. The average LCD screen in the dimensions of a tablet costs \$120 (8) to manufacture, with the other components totaling ~\$60 (9), cheaper than the current manufacturing price of \$200 (10). **This is how we derive a final price of \$200 USD.**

338M total tablets were bought between 2018-2021 (3 yrs) (4). Of this figure, 66.3 M were bought by Gen Z. Moreover, 23.8M units were bought specifically for note taking. If the AlexaScribe is able to capture 50% of that market, then at a price point of \$200 USD, the AlexaScribe can bring in **\$2.38 B in revenue.**

US Pop: 331 M

Gen Z



Source

There are currently 68.6 M Gen Z's in the US alone(5), with 60% (6) of these people being Prime customers (41.16M). As each AlexaScribe will come be a **free Amazon Prime subscription**, this will be an additional 23.8M prime customers. Since ~67% (7) of customer upgrade from a Prime trial to Prime subscription, this leads to an additional 16M of Prime subscribers, growing Amazon's Prime Ecosystem for Gen Z by 38% (from current 41M)

The 16M prime subscriptions with Amazon's current Prime price (\$10) generates \$160M in revenue monthly and **\$5.76B in revenue over 3 years.**

Idea Validation



We also asked the generation that matters.

When trying to gauge interest from Gen Z regarding the AlexaScribe, we provided them with an [information sheet](#) on the product's features and intentions. We received 50+ signatures committing to a potential interest in this product when released.

[Check Out the Signatures Here](#)



Shai Perednik

Global Tech & Segment
Lead at Amazon Web
Services

"As an individual that has faced this problem myself, and seeing my 4 kids struggle with unproductive work ethics, you were able to identify and tackle a very relevant problem at its core. The eight features are sensible and thoughtfully curated and rightly leverage the capabilities of large language models for the benefit of Gen Z. Well done."

On a More Personal Note

THANK YOU



Tanvi Sheth



Priyal Taneja



Krish Mendapara



Vinaya Sharma



Zara Ali

“The past five weeks have allowed for us to be exposed to new learnings and experiences and we’re so eternally grateful for Amazon Alexa for providing us with this opportunity. Your commitment to innovation and customer satisfaction is truly inspiring, and we are honoured to be a part of it. The process of developing a new product has given us tremendous insights on the strategic processes behind innovation within retail for specific target markets, and these learnings and skills will forever stick with us. This sprint has challenged our time management and reinforced that we are capable of creating an impact at this age; we hold so much gratitude for it all.”