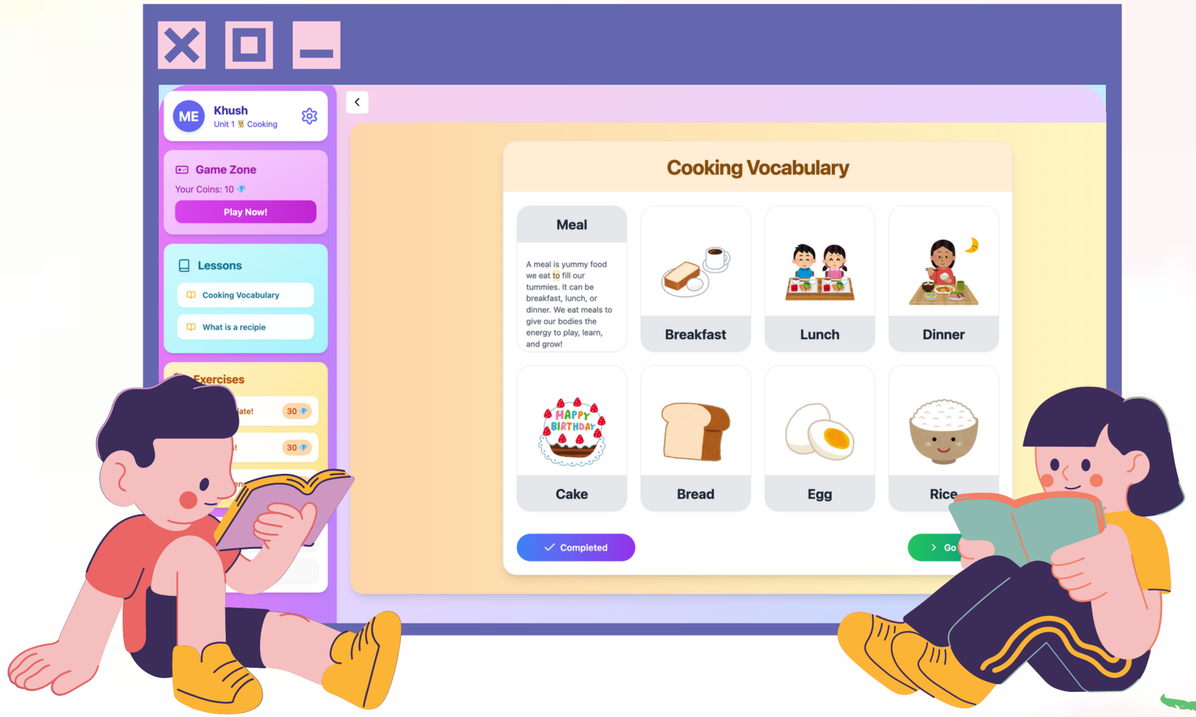
"Empowering Boundless Digital Transformation"
School of Information Technology
King Mongkut's University of Technology Thonburi

TARA

RESOURCES FOR TEACHERS TO TEACH READING SKILLS



Business

INTRODUCTION

Tara: Empowering Teachers to Enhance English Reading Skills

Our platform provides teachers with engaging tools to improve English reading skills for Grade 4-6 students (A1 CEFR). Starting in Thailand, Tara is designed to fit seamlessly into classrooms, making learning fun and accessible for primary students learning English.

Tara (ทาร่า): เพิ่มขีดความสามารถให้ครูด้วยเครื่องมือที่พัฒนาทักษะการอ่านภาษาอังกฤษ

แพลตฟอร์มของเรามอบเครื่องมือที่ช่วยให้ครูพัฒนาทักษะการอ่านภาษาอังกฤษสำหรับนักเรียนชั้น ป.4-6 (ระดับ A1 CEFR) โดยเริ่มต้นในประเทศไทย Tara ออกแบบมาเพื่อให้เข้ากับห้องเรียนได้อย่างราบรื่นสร้างประสบการณ์การเรียนรู้ที่สนุกและเข้าถึงง่ายสำหรับนักเรียนประถมที่เริ่มเรียนภาษาอังกฤษ

TARA

PROBLEMS IN THE CLASSROOMS

- LACK OF STUDENT ENGAGEMENT
- LACK OF PERSONALIZED LEARNING
- LIMITED TEACHER PROFESSIONAL DEVELOPMENT

Lean Business Canvas

TARA

Key Problem

Traditional Classroom Problems

1. Personalized Learning:
Problem: Varied learning paces and styles among students in traditional classrooms.

2. Teacher Professional Development:
Problem: Inadequate resources and opportunities for teacher training and professional development.

3. Student Engagement:
Problem: Lack of student engagement in traditional learning methods.

Key Solution

Gamifying the process of English teaching, integrating games into the learning experience for the teachers to use.

Key Resources

What are the tangible and intangible things you need to create your product?

- Teacher management portal
- Student portal
- Learning content & Exercises
- Game
- Chatbot
- Smart algorithm

Value Proposition

What is the need you are trying to address?
What value will your product bring to the target audience?

Engaging the students in the learning process

Time saving (For teachers when using our tool)

Creating fun classrooms

Understanding student's performance (algorithm)

Unfair Advantage

Understanding of the learning process.

Accessible and Affordable

Networking with Schools

Team of Education and Computer people.

Channels

Where will your product be available? List the ways you plan to reach your target audience.

Official website

Customer Segments

Who is your target market? What are the characteristics of your early adopters? List the personas that you expect to use your product.

Primary School Students G.4-G.6

Teachers

BUSINESS MODEL

TARA

Premium

B2B

TARA Price: $220/yr per teacher

B2C Subscription

- Premium exercises
- AI powered features

$300/yr per teacher

Freemium

Advertise-ment

Year 1: Flat Rate (fixed price/month)
Ongoing years: Hybrid (Flat Rate + CPC)

TARA

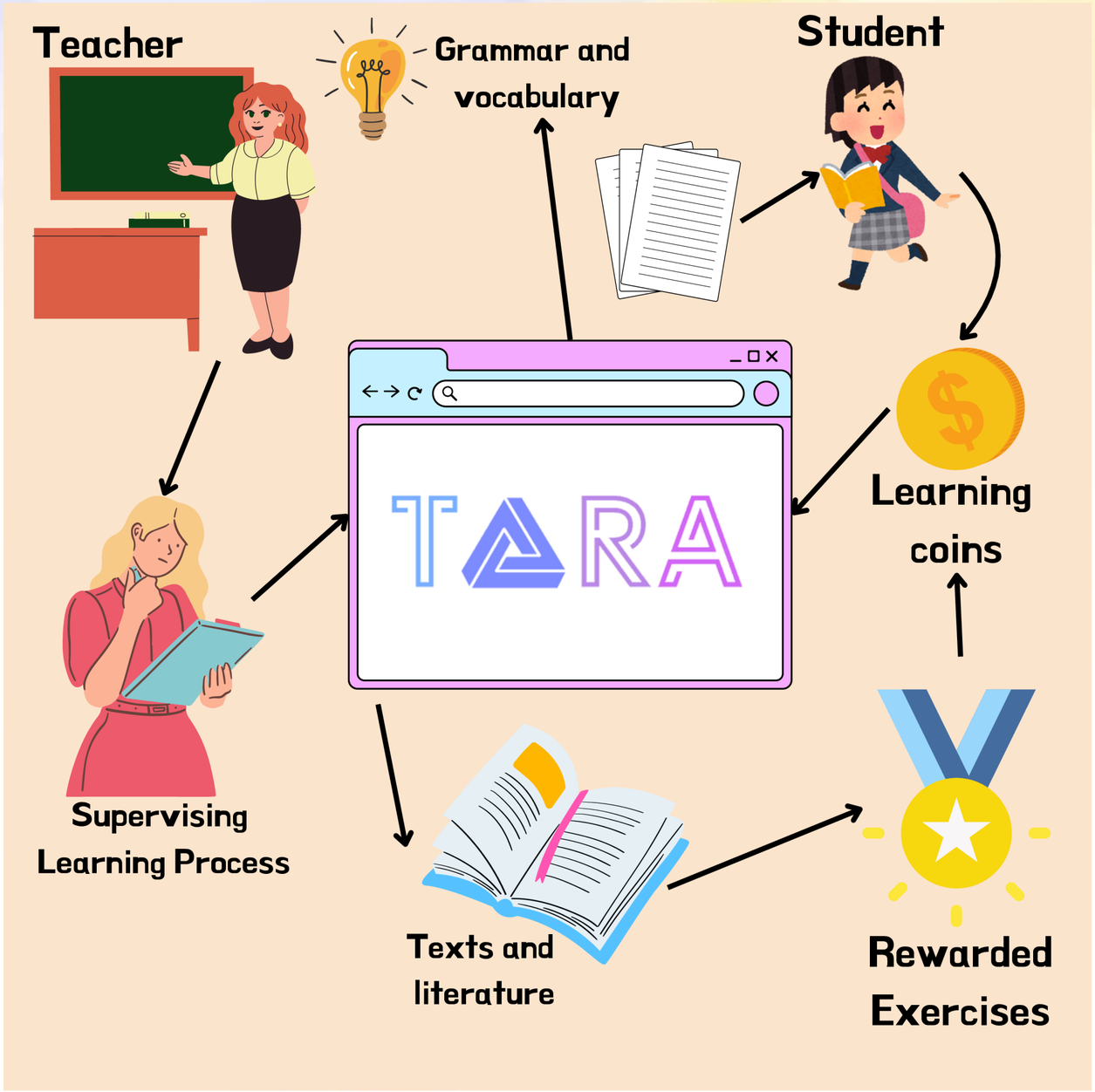
TARGET MARKET

- Primary School Students (9~12)
- Primary School Teachers
-
Thailand

4 QUALITY EDUCATION

Products

How do we teach?



Learning Contents

Exercises

Vocabulary Grammar Texts

Edu gamification

PRODUCT

STUDENT PORTAL

LEARNING CONTENTS

AI CHATBOT

ME **Khush**
Unit 1 👨‍🍳 Cooking

Game Zone
Your Coins: 10 💎
Play Now!

Lessons
- Cooking Vocabulary
- What is a recipie

Exercises
- Let's Translate! 30 💎
- Synonyms! 30 💎
- Food Sentence Game! 30 💎

Dashboard
Back to Lesson

Cooking Vocabulary

Meal

A meal is yummy food we eat to fill our tummies. It can be breakfast, lunch, or dinner. We eat meals to give our bodies the energy to play, learn, and grow!

Breakfast

Lunch

Dinner

Cake

Bread

Egg

Rice

Completed

Go Next

Chat with Tara

What is cake?

TA Let's talk about something sweet! 🎂

Cake (เค้ก) is a delicious (อร่อย) baked food (อาหารทอด) that people love to eat, especially on special occasions (โอกาสพิเศษ) like birthdays (วันเกิด), weddings (การแต่งงาน), and holidays (วันหยุด). It's a treat (ของเล่น) that makes us happy (มีความสุข)! 🎉

Cake is usually made from ingredients like flour (แป้ง), sugar (น้ำตาล), eggs (ไข่), and milk (นม). When you mix these ingredients together and bake (ทอด) them, you get a yummy (อร่อยมาก) cake with a soft (นุ่ม) texture (เนื้อสัมผัส) and a sweet (หวาน) taste (รสชาติ).

There are many types of cakes, such

Type your message...

PRODUCT

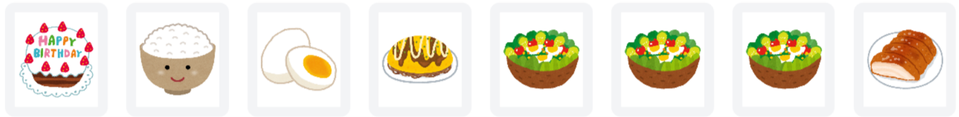
STUDENT PORTAL

EXERCISES

GAME

Food Sentence Game

Drag the images to complete the sentences



Josh cooked an omelette and prepared a salad

Bingo prepared two salads

Leo prepared a meal with rice and chicken

Reset

PRODUCT

TEACHER PORTAL

TEACHER MANAGEMENT

TJ

Tom JOhn

ID: 6708f1ccda0f7b73b1a6a7c1

Total Points: 80

Overall Progress

Cooking 0001

Progress 40%

Completed Lessons: 0001L0001, 0001L0002
Completed Exercises:

Was and Were 0002

Progress 0%

Completed Lessons:
Completed Exercises:

Animals 0003

Progress 0%

Completed Lessons:
Completed Exercises:

Weather and Seasons 0004

Progress 80%

Completed Lessons: 0004L0002, 0004L0001
Completed Exercises: 0004E0001, 0004E0003

Module Breakdown | Extra Points Log | Submissions

Cooking

Was and Were

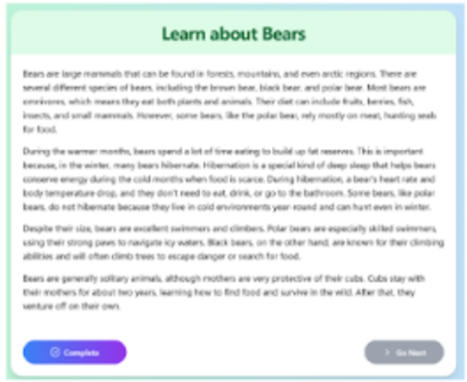
Animals

Lessons

Learn about bears

Learn about bears
Code: 0003L0001

Incomplete



Exercises

Bear Quiz!

Answer questions about bears

Attempt 0

Technical

Technology Stack

Front-end

react.js

state management library

UI

tailwind

state management library

Back-end

Hono

Hono.js: Web Framework

Bun: Js Runtime

Game-engine

gadot

AI

OpenRouter

infrastucture

cloud firestore

docker

google cloud run

Other-tools

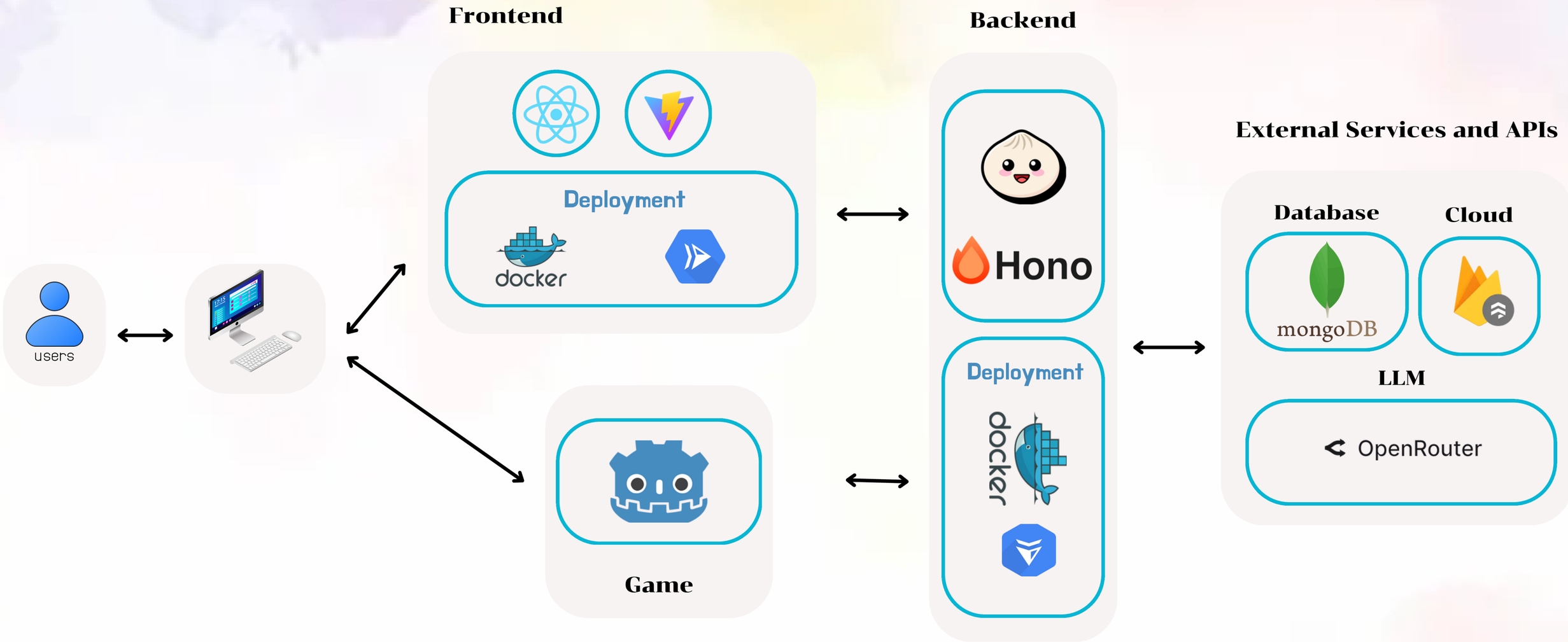
postman

Figma

visualstudio code

github desktop

System Architecture



UN SDG

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SUSTAINABLE DEVELOPMENT GOALS

PRIMARY TACKLING

SECONDARY TACKLING