IDC4U Interdisciplinary Studies: AI and Business Innovation

Project Step 7: - Planning for NLP Applications in Your Startup

Application (150-250 words)

Problem:
Global student recruitment and support are often costly for educational institutions, largely due to the reliance on international offices and partnerships with numerous recruiting agents. This traditional approach is not only expensive but also logistically complex.

Planned Solution:

To address the high costs and complexities of global student recruitment, Learning21 proposes a strategic shift towards digital automation by implementing an AI-driven recruiting agent, EduGuide21. This AI chatbot is designed to streamline the recruitment process, significantly reducing the dependency on international offices and numerous recruiting agents, which are traditionally expensive and logistically challenging.

OpenAI ChatGPT, Meta LIMA, and Google Gemini are examples of general-purpose chatbot models that provide broad and powerful answers. However, they are not specialized to handle specific inquiries or provide consultations for unique domains. To fill this gap, we plan to develop the customized chatbot, EduGuide21, specifically tailored to serve both potential and existing students of Learning21.

We intend to integrate EduGuide21 into the Learning21 website to maximize its accessibility and train the model using a chatbot builder for a cost-efficient, codeless solution with a rapid development cycle. EduGuide21 will support both voice and text inquiries and will be multilingual. We have identified several voice-enabled chatbots, such as VoiceGPT, DialogAI, QuickChat, and Botsonic, that could be incorporated.

Furthermore, we plan to integrate EduGuide21 with popular social media platforms, such as WhatsApp and WeChat, and develop independent apps that can be downloaded and installed on cellphones. We will conduct further research and testing to determine the best-suited options for our needs.