Fastemy

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Abstract. This paper explains the details of Fastemy, a mobile online education platform. Contains a system named "Learn2Earn" and virtual life coach named "Famy".

Disclosure: The information in this paper can change any time.

1   Introduction

Fastemy is a mobile online course platform. It is found to make education fun, accessible and fast.

1.1   Fastemy's Vision

Fastemy is an education platform that focused on making education more attractive to students. Fastemy plans to achieve that by making education fun, accessible and fast. "Gamification" is a key term for Fastemy, making it different than other online education platforms. Fastemy uses **Learn2Earn** system to gamificate learning. Learn2Earn system uses tasks and rewards to encourage and gamify learning. The system rewards students with $KNOW tokens and special rewards. Beside the gamification system, faster learning and accessibility are effective in the background. Summarizing theoretical information and focusing on daily practices are two key factors for faster learning. Finally, mobile oriented vertical videos are for accessibility. All factors are explained in detail in the next sections.

2   Education

Education is the key for humanity, states, and companies to develop and grow. Every value that we know starts with education. So, every development in education is valuable for humanity. Despite that, we generally don't see many innovations in education, in terms of products or services, comparing other sectors. (Organisation For Economic Co-operation and Development, 2005-2008) OECD stats belong to a limited time frame but it's obvious that we have a general innovation problem in education.

Education systems depend on slow and experimental changes and that's why it's hard to innovate. On the contrary, startups depend on fast and sudden growth. Because of that, we don't see many new startups in the education ecosystem. According to Parkinson's law, "work expands so as to fill the time available for its completion". (Parkinson, 1955) This law is also applicable in education. We give longer time to education than needed and that makes it slower and hard to innovate. We saw some startups making learning faster but Fastemy is found to become the fastest. Being fast solves the innovation problem and makes it easy to grow, just like any successful startup.

For most students, education is hundreds of complicated papers and exams. Fastemy believes that education can be different if we understand and solve

some problems making education's perception boring, complicated, and not interesting. Let's dive into them.

2.1 Problems

Education as we know it today, can't keep pace with the changed psychology of students. Meaning of information should has a value for a student's goals. Information without that **individual value** feels **empty** and doesn't satisfy students. As an example, if a person wonders about something, that info becomes meaningful and gives pleasure. Students need to learn for a meaningful project or purpose. The current education system doesn't give that and most students don't even know that they can learn better with a meaning. So, the first problem in education is being meaningless, which also makes education boring for students.

Education starts with simple and easy information but as we go deep, it becomes complicated. As different views, aspects, and experiments join, even easy topics turn into complex and hard topics. After that, being professional becomes more difficult and it slows down the development speed of humanity. Some branches taste that problem more than others. Branches of science are more likely to become complicated in time because there are too many theories that aren't applied in real life. So, **as a branch moves away from practice**, it becomes even more **complicated**. As

complexity grows, **development speed slows down**. So, the second problem in education is giving unnecessary and complex information.

Curiosity is a perfect driver to direct what to learn but that comes with a project oriented psychology. On the other side, there are many students that start to learn without any given project. This type of student needs **direction on what to learn**. The current education system gives broad goals to everyone and directs everyone in similar ways. But there aren't only some hundred ways, there are millions. And every month, we see new professions coming up. The current education system directs poorly and doesn't give lifelong, updated learning. So, the third problem is giving the same type of goals to everyone and lack of personalization in planning.

2.2 Solutions

To solve the first problem, we should give a meaning to education for students. That meaning should be suitable for today's world and encourage every one of us. So, it should be a general and modern solution. Fastemy's solution is **gamification** supported by Learn2Earn system. In short, students earn $KNOW tokens and rewards while learning for their dreams. Details of Learn2Earn system are explained in the next sections. Gamification isn't just about rewarding but giving a goal that can be followed by the app.

Encouraging with notifications and supported by our next two solutions, gamification becomes even more powerful.

Time is the most important asset for humanity. Completing the very same thing faster is always valuable for us. As we get deeper in education, learning becomes difficult and complicated. The heavy language of academicians and repetitive information make it even harder to read. What if there's another option that knowledge gathered by professionals and presented with **summarized, simplified** words? It would make us earn time every single day. Fastemy believes theory should be given as fast as possible because the important thing in learning is **practice**. Fastemy offers short courses with vertical videos and gives practices and projects.

Education is a way to achieve our goals and what we learn can affect what we do in life. So, topics that students learn, are game changers in their life. Despite that, most people don't know what they should learn. Learning without a plan can be harmful to a student in the long term. Fastemy, using its virtual life coach Famy, **makes plans** for students **based on** their **goals and interests**. Furthermore, it notifies the students with updates and gives **lifelong learning**. Artificial intelligence with the goal of teaching more useful information to users is the meaning of Famy. As we know from social media

platforms, artificial intelligence is very effective to keep users engaged and we want to use that to make people successful.

3   Platform

Fastemy's 3 base features are named Learn2Earn, LearnFast3, Learn4Result. They're designed to make the student's learning process easier, funnier, and result oriented. To express them on the platform, virtual life coach Famy directs students like they're playing a game. Tokens, rewards, summarized vertical videos, and directions to real world practices make the platform combine fun and fulfillment of responsibility.

Design and user experience are essential to give the vibe of Fastemy's base features. Fastemy's platform uses successful short content features using vertical short videos for a lesson and swiping up to pass to the next lesson or practice. The homepage contains tasks and courses together to gamificate the process. Course arrangement is personally selected by the algorithm, supported by artificial intelligence.

3.1 Learn2Earn

Considering the bad reputation of online games in society, it seems hard to use games and education together. But as we understand games and their benefits, we can use them better. A game is a system that has its own rules and boundaries. When we enter a game, we must adapt the rules or we can get out of it by the owner. Just like countries, companies, and families, rules and some capabilities can be changed by the ruler. The most important difference from traditional systems is that it has to be fun. Games that aren't funny can't survive. So, in short, playing a game means entering a different world and having fun by doing some stuff. Moreover, when it becomes a mobile oriented game, you can enter that world anywhere and anytime. Generally, tasks that users do in a game is understanding a story, making decisions, and using hand skill. Similarly, we need to understand a topic, solve problems and tests, for education. So, games are suitable platforms to use for educational purposes.

Gamification on learning gives meaning and purpose to Fastemy courses and makes them funny. Learn2Earn system is inspired by Play2Earn systems of games. Play2Earn lets players to earn while playing a game and spend that value to buy things. Similarly, Learn2Earn lets students earn while learning. Rewards are designed to reflect the importance of a task. For most of the topics, practicing and building a real project is more beneficial than just

watching a course. So Famy gives more rewards to them. But since without understanding a topic well, practicing can become meaningless, practicing doesn't give any rewards before watching its course. This order can change from topic to topic.

Rewards aren't limited by tokens. NFTs, real world products, internships, and job opportunities are also rewards of the Learn2Earn system. They will be used to make connections between companies and students. Special events like contests and competitions are planned to incentivize building real projects for bigger rewards.

3.2 Virtual Life Coach: "Famy"

Fastemy believes that the key to make education easier is the feeling of necessity. To get that, we build a virtual life coach that is supported by artificial intelligence to direct students.

Learning is a long and continuous process that needs to be planned carefully. There are thousands of topics and many different ways to learn them. Famy is there to guide what to learn and how to learn. The first stage is personalized planning for what to learn based on interests and goals. Some topics are easy to choose by pairing with goals and interests but sometimes people don't know they need that information until learning it. Famy will show its

advantage by suggesting unexpected topics. As an example, a student interested in being a developer could discover time management and improve productivity or discover a new solution that can improve the working process.

Moreover, balancing theory and practice is important as we see many academicians lacking practical capabilities. Famy's directions incentivize practice to solve that problem.

3.3 $KNOW Token

This program is inspired by both mobile games and cryptocurrencies. We wanted to take benefits from both of them while preventing their disadvantages. Tokens incentivize its product and make it fun. Having a special currency feels like an independent and universal area. It makes users being part of the company. But since there are also some disadvantages of cryptocurrencies being unpredictable and unstable, Fastemy wants to use $KNOW token **without launching it on a blockchain**. Our own algorithm takes care of it. We want people to see and experience our token's utility only.

We believe that continuous utility is the most important thing for a token. We want users to gain tokens while learning and use tokens for books, courses, and tech that supports education.

3.4 Community

A perfect product without any marketing becomes meaningless. Similarly, a person with high education becomes meaningless without networking.

Online learning became popular during the COVID pandemic but students weren't socializing and that made students depressed and lonely. (Azmi et al., 2022) Which made online learning's perception boring. Socializing is an important part of learning. It's motivating, encouraging, and fun. So, socializing is supporting all values of Fastemy. That's why, we encourage socialization in our courses. We also combine socialization with education through contests.

4 Course Production

Fastemy has a unique platform that requires unique courses. The courses should be as short as possible to survive in the current mobile world. They have to be compatible with Famy, sharing many details for the artificial intelligence algorithm to work correctly. They have to direct practices and projects without students leaving the app. Finally, they have to be fun just like games. These features are hard and expensive to get from independent

instructors. That's why Fastemy has a different approach from current online course platforms in terms of course production.

We believe that having knowledge and sharing knowledge are two different professions. So, by getting methods and knowledge from professionals, we can publish high quality courses suitable to our rules. This approach brings some advantages. The first one is getting knowledge from too many professionals for a topic, making it more professional together. Secondly, making only one course for a topic provides simple and easy to choose course library. The third advantage is having a high quality standard for every course. So, there aren't surprisingly bad courses on the platform. Lastly, having a corporate behind a course makes it updated and feels safer because of the responsibility that it shares. The disadvantage of this approach is fewer courses in time, compared to platforms that are letting everyone to publish a course. But since keeping students on the platform is more important, our approach is more profitable in the long term.

5   Finance

Generally, there are two options for pricing premium courses: Subscription service or one time payment. Each of them has its own advantages. One time

payment can charge more money but if you give new services over time, you can't charge more. The subscription service is cheaper but it charges every month. So, users should get more value out of every month to become continuous customers.

Fastemy's model is more applicable for subscription services because new courses, competitions, and contests are planned to launch constantly. But since it takes time to bring too many high quality courses, it's better to start with one time payment. After publishing enough courses to justify it, Fastemy will serve with a subscription service.

6 Discussion

Fastemy's model has many new features that are inspired by many different successful technology companies. Combining all these features will take time to get used to. Testing and getting feedback should be the primary focus of Fastemy for success. In terms of value for humanity, mobile education has a big potential and with gamification, Fastemy could use that potential to change education's perspective in a good way. People knowing education as a funny activity can change the world as a whole.

Despite all advantages, innovation comes with many challenges. Adapting students to a new education type can take time and money. Successful marketing and referring systems are required for Fastemy to become profitable. Subscription services require many continuous customers for a company to survive. So, Fastemy should be innovative all the time to survive.

7   Conclusion

In this paper, we discussed Fastemy's value, platform, and features. Fastemy is a mobile education application that makes education fun, accessible and fast. Earning while learning, directions based on the gamification system, and personalized suggestions make Fastemy different than other education platforms.

Being innovative is always risky but if there are problems to solve, it can bring unlimited success. Since education is at the heart of humanity's success, Fastemy can shape all of our lives.

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