AlignAI

Your day, aligned with your wellbeing.

TEAM 43

YUQI SUN
WONSIK JUNG
CHHAVI JAIN
DEEPTI MATHUR

AI-Powered

EdTech + Wellness

Personal Assistant

Students are burning out while trying to succeed.

Every tool they have optimizes for time. None protect energy.

Cognitive Overload

Midterms, finals, recruitment and heavy project weeks cluster without warning. Students say yes to everything until it's too late.

Sacrificed Wellbeing

Sleep, meals, and exercise are the first things dropped - the very things that protect performance and memory.

Reactive, Not Proactive

Students realize they're overwhelmed only after the damage is done. Calendars show what's due, not what's draining them.

Cost to student: lower GPA · anxiety · poor sleep · drop in retention · long-term burnout

A Large, Underserved Market at the Intersection of EdTech + Mental Health

40% of students report burnout before graduation

$1,200+ avg. spent on productivity tools per year

73% want an app that understands energy, not just time

TAM $89B
Global EdTech + Student Productivity Market

SAM $14B
Digital wellness tools for college students (US)

SOM $420M
AI scheduling tools: Year 1–3 campus rollout, 3% of SAM

Tailwinds:
1. Post-COVID burnout spike,
·2. Gen Z mental health awareness,
3. AI productivity tools going mainstream

> # "Google manages your time. We manage your energy and protect your well-being."

01 Cognitive Weight Tagging Engine

Energy-First Scheduling

Maya has a Ross midterm, a club pitch deck, and a networking dinner, all Thursday. AlignAI sees her cognitive drain hits critical by 2PM and blocks Tuesday evening for deep study automatically.

02 Wellness Guardrail System

Immovable Wellness Guardrails

James is training for a 5K. When a recruiter asks for a 7AM coffee chat, AlignAI doesn't kill his morning run — it moves the run to 5PM and protects it like a VIP meeting.

03 Deprioritize & Buffer Engine

Proactive White Space

After 3 back-to-back Ross lectures, Sofia's AI agent injects a 20-min buffer: "High cognitive load. I've blocked a walk, want me to suggest a vegan spot nearby to recharge?"

The Problem It Solves

Students treat all tasks as equal. A final exam and a club email blast land in the same calendar with zero cognitive context.

AlignAI will assign every event a drain score (1–10) based on cognitive intensity. Heavy events, finals, interviews, presentations, stack up a running daily limit. When that limit approaches, the UI warns you before you accept another draining commitment.

"I have a management science midterm, a case comp, and a finance pset. AlignAI tells me my Tuesday is at cognitive capacity, I shouldn't say yes to the networking dinner."

How It Works

1 Parse Event Intensity

AI reads event title, duration, and context. Finals, interviews, and presentations → high drain. Club syncs, office hours → low drain.

2 Assign Drain Score 1–10

Each event gets a cognitive weight score. Daily running totals are tracked per user, calibrated to their personal schedule density.

3 Visual Warning System

As the daily drain limit approaches, the calendar UI shifts green → yellow → red. AlignAI blocks new heavy blocks from being added.

4 Smart Redistribution

The AI moves lower-priority tasks and suggests deferrals, automatically creating breathing room before the drain limit is exceeded.

⚙ *Technical Moat: No existing scheduling tool parses cognitive intensity — only time blocks.*

The Problem It Solves

Google Calendar treats open time as available time. If 7AM is empty, it's fair game for a meeting.

AlignAI treats open time as necessary recovery. Users set non-negotiable wellness goals — a 5K training run, meal prep, therapy, prayer — and the AI locks these blocks first, every week, before anything else is scheduled.

Google Calendar		AlignAI
Open = available. Wellness gets deleted.	→	Wellness = VIP. Meetings route around it.

"AlignAI moved my morning run to 5PM when a recruiter asked for 7AM. I didn't even notice it happened." — James, UM Senior

How It Works

1 Onboarding: Wellness Goal Input
User declares non-negotiables: training runs, meal prep, therapy, sleep minimum, medication. Each is tagged as immovable.

2 AI Seeds Wellness Blocks First
Before academic or social scheduling, AlignAI locks wellness blocks into every week automatically, first in, never out.

3 Conflict Resolution Logic
When a new event conflicts with a wellness block, AlignAI doesn't delete the block, it shifts it to the next viable slot in the day.

4 VIP Protection Flag + Override Log
Only the user can manually remove a wellness block. Every override is logged with a gentle warning: 'You've skipped 3 runs this week.'

⚙ *Technical Moat: Conflict resolution that protects health goals — opposite of industry default.*

The Problem It Solves

Every AI assistant makes you more productive.
AlignAI makes you more sustainable.

Most tools maximize output — more done in less time.
AlignAI's AI agent monitors your cognitive load in real time and actively creates white space. It is the only scheduling assistant that tells you to do less, and backs it up with a recovery plan.

🤖 AlignAI

"You finished 3 hrs of back-to-back Ross classes. High load detected. I've blocked 20 min for a walk. Want me to suggest a vegan spot nearby to recharge?"

How It Works

1 **Real-Time Load Monitoring**
After each heavy block, the AI calculates cumulative drain. 3+ consecutive intense hours triggers automatic buffer injection.

2 **Auto Buffer Block Injection**
A 15–30 min recovery slot is dropped after grueling sequences. It cannot be booked over without explicit user action and a warning.

3 **Contextual Recovery Nudge**
The AI sends personalized suggestions: walks, food spots aligned to dietary preferences (e.g., vegan), breathing, or power naps.

4 **Deprioritization Tray**
Lowest-urgency tasks are moved to a 'This Can Wait' tray. The agent surfaces only what genuinely needs attention today.

⚙️ *Technical Moat: The only scheduling AI that tells you to stop — and backs it up with a plan.*

What We're Building First

Every feature maps directly to a value proposition - no feature exists without a user pain attached to it.

F1 — Calendar Sync + AI Parsing

The Foundation · MVP Core

Reads and acts on your calendar, not just displays it. Parses event type, intensity, and deadline proximity to build a full cognitive context model.

F4 — AI Chat + Buffer Injection

The Recovery Layer · Proprietary Logic

Context-aware AI monitors load and drops recovery blocks after intense periods. Sends personalized nudges based on user lifestyle preferences.

F2 — Cognitive Weight Tagging Engine

The Differentiator · Proprietary Logic

Every event scored 1–10 on cognitive drain. Daily totals tracked. Warns before you hit your limit and blocks over-commitment automatically.

F3 — Suggested Wellness Blocks

The Protector · Proprietary Logic

Suggests times where the student can take a 15 minute break or a 30 minute walk

PRODUCT · One Screen. Three Layers of Intelligence.

LEFT PANEL Priorities + Wellness | **CENTER PANEL** Smart Calendar | **RIGHT PANEL** AI Recovery Agent

🔥 Top 3 Today — auto-generated from deadlines, exam proximity, drain score

🧘 Daily check-in: mood, sleep, grounding checkbox

⚖️ Cognitive Load Meter: Green / Yellow / Red

AI prep blocks, wellness slots, and buffer windows

Protected sleep window — never overbooked

Smart reminders — 'Leave in 10 min for Ross class'

Context-aware nudges after heavy cognitive sequences

'What should I focus on today?' — natural language

Buffer injection + personalized recovery suggestions

Skills and Technologies Used

FRONTEND

- React 18
- Create React App
- React Router
- Axios
- custom CSS (glassmorphism-style UI)

BACKEND

- Node.js (18+)
- Express.js
- CORS
- dotenv
- REST API design
- Oracle Cloud VM

GOOGLE INTEGRATION

- Google cloud
- Google OAuth 2.0
- Google Calendar API (googleapis)

Freemium Campus Entry → Institutional B2B

Phase 1
B2C Campus Launch

- ✓ Free premium during midterm + finals
- ✓ Partner with student wellbeing offices
- ✓ Launch at anchor university (UM)

Target: 2,000 MAU — Semester 1

Phase 2
Ambassador Model

- ✓ Recruit campus productivity ambassadors
- ✓ Referral-based viral growth loop
- ✓ Data flywheel improves drain scores at scale

Target: 10 campuses, 15,000 MAU

Phase 3
B2B Institutional

- ✓ Pitch retention + wellness offices
- ✓ $5–8 per student / semester license
- ✓ LMS + graduate platform integration

Target: $2M ARR by Year 3

$ Revenue Model

Freemium (students, free) → Pro ($4.99/mo) → Institutional ($5–8/student/semester) → API Data Licensing (Year 3+)

The North Star: Weekly Balanced Days Per User

A Balanced Day = study goals met + sleep protected + at least one wellness block completed without override.

Activation

60%

AI plan adoption rate target

Engagement

40%

increase in structured study sessions

Wellness Impact

20%

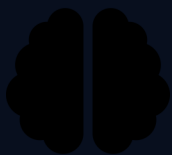reduction in burnout spikes vs. control

Academic Impact

3.5×

sessions spaced vs. cramming

Institutional Value for Universities

- ☑ ↓ Drop-out rates — wellbeing linked to retention
- ☑ ↑ GPA metrics and academic probation reduction
- ☑ ↑ Student satisfaction scores (NSSE, ACHA data)
- ☑ Measurable ROI on wellness office investment

Early Pilot Targets (Semester 1)

- ★ University of Michigan — anchor campus
- ★ 500 beta users across business + engineering
- ★ Partnership: UM Wellness + Academic Success Center
- ★ Validation target: 60% plan adoption in week 2

THANK YOU

https://alignai-sigma.vercel.app/