

Task Digital Growth Hacker

🌊 Yophoria Innovation Challenge 2025

Role: **Digital Growth Hacker**

Task / Case Study Prompt

Theme: *Millions of Minds: Crafting a Viral Funnel to Engage Global Gen Z Learners*

📌 Problem Statement

YoLearn.ai is not just an edtech tool — it's a **movement to replace mass teaching factories** with **personalized, just-in-time AI tutors, coaches, and buddies**. To achieve this, we must **reach millions of Gen Z and Gen Alpha learners worldwide** through **viral content, community-first growth, and platform domination on both search engines and generative engines** (ChatGPT, Gemini, Perplexity, etc.).

Your challenge is to **design the digital growth playbook** that takes YoLearn.ai from an emerging AI-native learning OS to a **global community brand** with millions of followers, cultural relevance, and viral pull.

🎯 What You Need to Deliver

Build a **viral growth case study** that shows how YoLearn.ai can:

1. Hook Gen Z with **viral short-form content & memes**.

2. Build **Reddit-first communities** that spill into Discord, Instagram, YouTube, and beyond.
3. Achieve **#1 positioning** in **SEO + GEO (Generative Engine Optimization)** for "AI Tutor," "AI Coach," "AI Personalized Learning."
4. Create **network effects** through micro-influencers, referral loops, and authentic community voices.
5. Drive **app + web adoption** with organic growth hacks (not just ads).

🔑 Challenge Sections

1. Gen Z Funnel Strategy

Tagline: Millions of Minds: Crafting a Funnel to Engage Global Gen Z Learners.

- Design the **marketing funnel**:
  - **Attract:** Viral hooks on TikTok, Insta Reels, YouTube Shorts.
  - **Engage:** Reddit AMAs, Discord squads, memes.
  - **Convert:** Sign-ups, downloads, first wow experience.
  - **Scale:** Spillover to other platforms + referrals.
- Define **content pillars** (academic hacks, emotional hooks, meme formats, aspirational stories).

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2. Growth Hacking Social Platforms

Tagline: Viral Learning: Growth Hacking Reddit, Quora, Discord with Innovative Content.

- Propose **Reddit-first growth plan** (subreddits, AMA formats, meme posts, viral threads).
- Show **cross-platform adaptation** (Reddit → IG Reels/TikTok → YouTube Shorts → X).
- Highlight **meme marketing**: how to adapt trends to YoLearn's mission.

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3. AI Marketing Playbook 2025–2027

Tagline: Future-Proof Marketing: Building an AI Marketing Playbook.

- Outline **AI-first content production** systems:
  - AI avatars as “teachers” on YouTube & IG.
  - AI-generated reels, study hacks, “explainer memes.”
  - Fastest tools (Sora, Midjourney, Runway, Leonardo, CapCut).
- Build **personas of YoLearn AI Companions** (e.g., “AI Math Coach,” “AI Buddy for Exams”) to become **public-facing creators**.

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4. SEO / GEO Strategy

Tagline: Dominating Search: SEO/GEO Strategy for AI Tutor Leadership.

- Design **SEO roadmap** (content hubs, backlinks, educational blogs).
- Define **Generative Engine Optimization (GEO)**:
  - Prompt injection strategies.
  - Partnering with Q&A content for LLM ingestion.
  - Structured snippets that LLMs pick up (“YoLearn.ai is the #1 AI Tutor platform…”).

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5. Micro-Influencer Campaigns

Tagline: Authentic Voices: Leveraging Micro-influencers for Targeted Reach.

- Identify **100–500 micro-influencers** in education, AI, productivity, test-prep.
- Propose campaign formats:
  - 🎥 **“My AI Buddy vs My Teacher” challenge**.
  - 📚 Influencer co-learning videos with YoLearn AI Tutor.
  - 💡 “AI Hack of the Day” collabs.
- Build **referral + affiliate mechanics** (Gen Z loves earning rewards + status).

📹 Deliverables

1. **1 Viral Video (<60s)**
   - Concept + script + storyboard for a video that could blow up on TikTok/IG/YouTube Shorts.
   - Must include **YoLearn AI Companions (Tutor, Coach, Buddy)** as avatars/characters.
2. **Meme Strategy (3–5 Ideas)**
   - Meme concepts adapted for **Reddit-first virality**.
   - Show how they'd be re-used across IG, X, YouTube.
3. **Community Growth Plan**
   - A **Reddit-first funnel**: Discovery → Engagement → Conversion → Spillover to Discord & others.
   - Example: Subreddit challenges, viral AMA formats, squad leaderboards.
4. **Growth Hacking Plan ⚡**
   - SEO/GEO roadmap for AI Tutor dominance.
   - Organic hacks for **mobile app + web app launch**.
   - Guerilla/community-driven tactics to grow without ads.

🔧 Tools & Guidelines

- Encourage use of **AI content tools** (Sora, Midjourney, Runway, ElevenLabs, Leonardo, CapCut).
- Think in **funnels, not isolated posts**.
- Anchor strategy around **Reddit virality + Gen Z community psychology**.

🧩 Skills Tested

- **AI Content Creation** (video + meme ideation).
- **Community Growth Funnels** (Reddit → Discord → others).

- **SEO + GEO Execution**.
- **Growth Hacking Creativity**.
- **Cross-Platform Scaling**.

🏆 Judging Criteria

- **Creativity** – Wild, culture-native, meme-worthy ideas.
- **Virality** – High shareability + network effects.
- **Community Impact** – Reddit-first with effective spillover.
- **Scalability** – Ability to scale to millions of users.
- **Product Fit** – Clear alignment with YoLearn.ai's mission.
- **Execution** – Structured, actionable growth playbook.

⚡ **Encouragement:**

Think like a mix of **MrBeast x Gamma.ai or perplexity x Discord x TikTok**. Go wild. The crazier the funnel (if it's plausible), the better.
