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Gooru: Generative AI for Personalized Learning

Think back on your educational experiences, and try to recall your high school, middle school, or even elementary school classroom. Do you remember being distracted by classmates? Being lost on an exam because you did not understand the lectures? Or, being bored because you already understood the material and had to wait for others to catch up?

Now imagine a learning culture where you are provided with a digital platform that offers a map of multiple learning media such as lectures, lessons, quizzes, videos, and practice materials that are linked to a well-defined competency framework for each subject. The platform is aware of what you already know and its navigation system guides you to gain mastery of any subject of your choice. Should you encounter a challenge in your journey, the navigator routes you to further lectures, practice materials, and tutoring options to ensure you achieve your educational goals.

Gooru, a nonprofit based in Redwood City, California, developed such a system. The Gooru Learning Navigator, a "GPS for learning," was a learning data backbone that allowed artificial intelligence (AI) software to enable personalized learning in institutions or to personalize any e-learning application. It captured approximately 60 data points for every learning activity to update a very detailed learner profile and provide stakeholders with actionable data. The Navigator software assessed and tracked each learner's knowledge, skills, and mindsets within specific competencies to be learned. Based on that context, it suggested improved engagements in learning, answered questions appropriate for the learners, and provided pathways of resources most relevant to the learner's current level. The software also provided real-time information to related stakeholders, including teachers, parents, administrators, and researchers, to help them better support learning.

Gooru licensed its technology and products. Its ultimate aim was to license a personalized learning cloud infrastructure for every school, institution, and learning platform provider. In October 2023, a central question for Gooru was whether it could scale sufficiently while remaining a nonprofit entity.