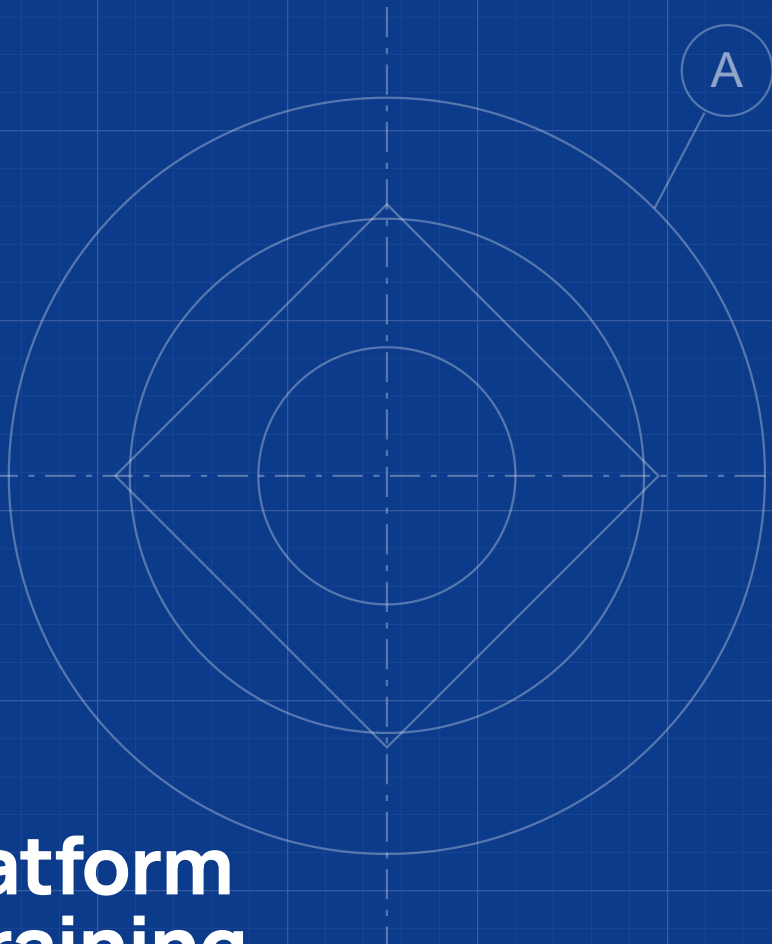


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Education Platform for Corporate Training

A corporate training center with 60 courses and 5,000 learners a year, currently using a basic LMS for video.

SAMPLE PROPOSAL



PROJECT
AI Education Platform for Corporate Training

DRAWN BY
**DNA Maker AI
Engineer**

CHECKED BY
DNA Maker engineering team

DATE
26 September 2026

SHEET
01 / 09

REV.
A

Executive Summary

The client runs a corporate training center with 60 courses and 5,000 learners a year, but course material, quizzes and progress tracking are manual. The existing LMS only handles video, instructors write quizzes by hand, and nobody knows where each learner is weak. We will build an AI education platform that creates lessons, quizzes and exams from their material, tutors each learner, analyzes weak points, and recommends the next lesson. The outcome is less manual effort, clearer learner visibility, and more targeted training.

SPECIFICATIONS

CLIENT

A corporate training center with 60 courses and 5,000 learners a year, currently using a basic LMS for video.

PROJECT

AI Education Platform

OVERALL TIMELINE

12 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

5 · 6

60 courses

courses offered

5,000 learners/year

learners trained annually

OUR DIRECTION

The AI education platform ingests existing course material and generates lessons, quizzes and exams. It tutors each learner, analyzes weak points, and recommends the next lesson. Working alongside the existing video LMS, it turns manual training operations into a guided, data-informed learning flow.



Problem Analysis

Analysis found four distinct problems in the current training operation.

1

FINDING 01

Manual Course Material

Course material is managed manually across 60 courses. This limits how quickly content can be updated and makes it hard to maintain consistency at scale. The business cost is ongoing administrative effort and slower response to training needs.

2

FINDING 02

Handwritten Quizzes

Instructors write quizzes by hand. This consumes instructor time and can produce uneven assessment quality across courses. The business cost is reduced teaching capacity and inconsistent measurement of learner knowledge.

3

FINDING 03

Manual Progress Tracking

Progress tracking is manual. Staff must collect and update learner status without an automated system. The business cost is delayed visibility, higher admin load, and difficulty proving training outcomes.

4

FINDING 04

Unknown Weak Points

Nobody knows where each learner is weak. Without weak-point visibility, learners cannot receive timely targeted support. The business cost is lower completion confidence, wasted remediation effort, and weaker training impact.

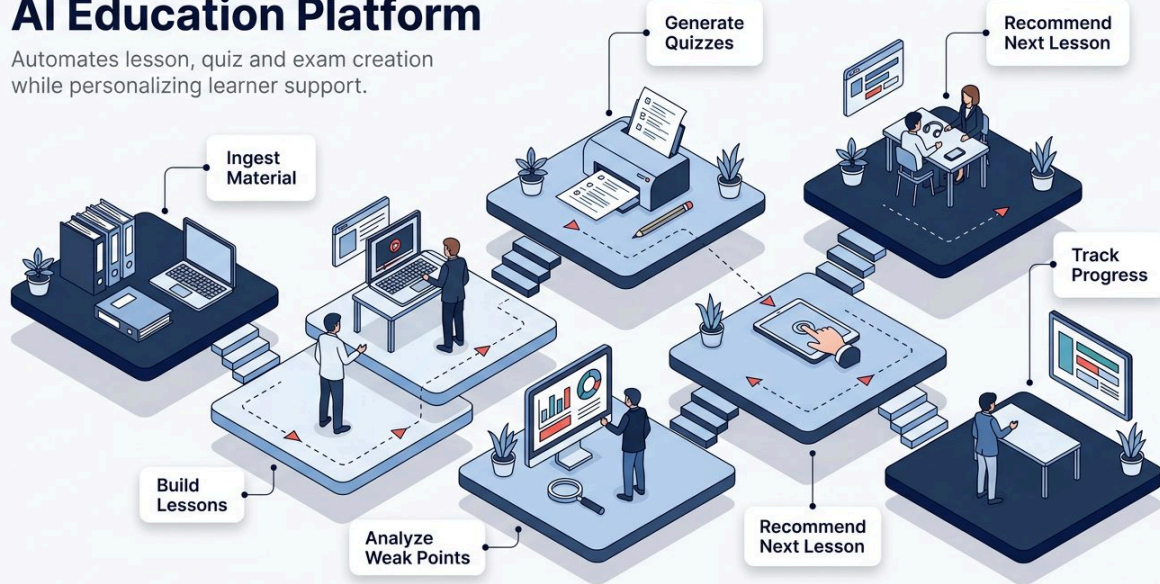
Solution Architecture

AI Education Platform

DETAIL A – HOW THE SYSTEM WORKS

AI Education Platform

Automates lesson, quiz and exam creation while personalizing learner support.

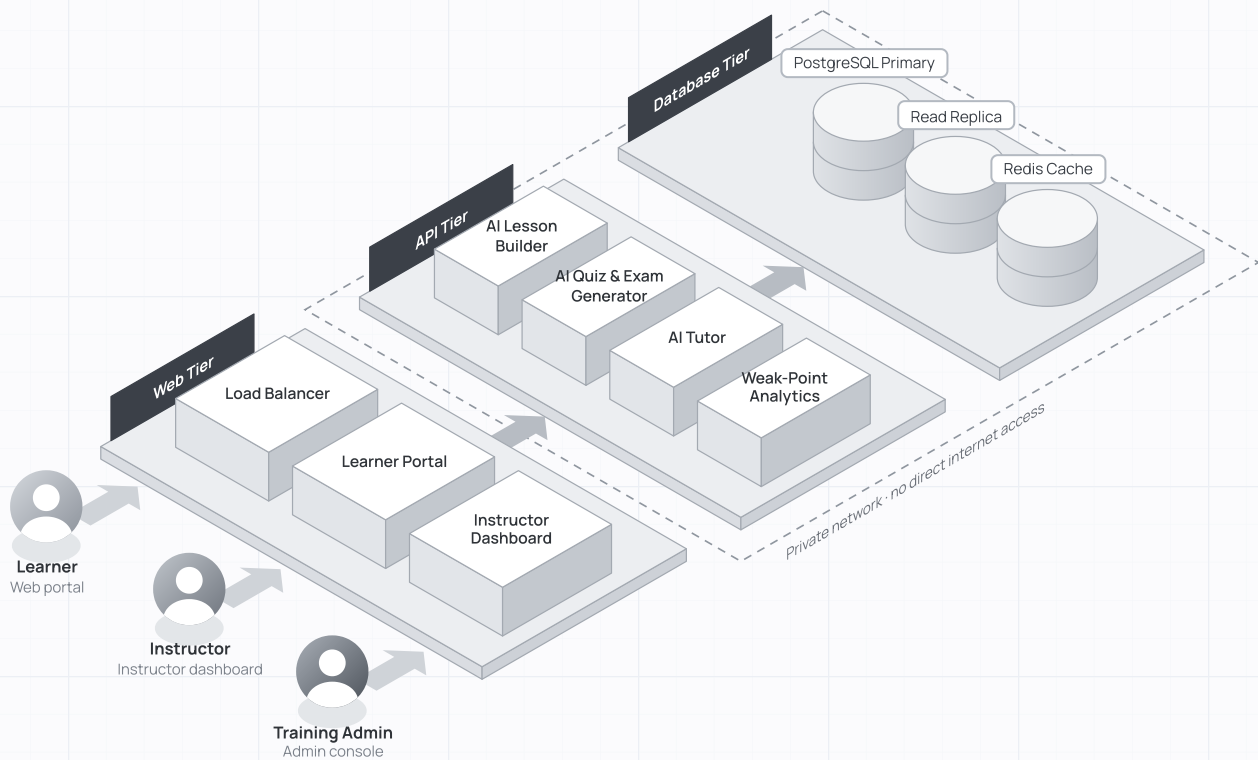


AI Education Platform – Automates lesson, quiz and exam creation while personalizing learner support.



Deployment Architecture

A true 3-tier deployment — web, API and database on separate tiers, with the database in a private network, never exposed to the internet.



Who uses the system



Learner

Web portal

Takes lessons, quizzes, and exams; receives tutoring and recommendations.



Instructor

Instructor dashboard

Uploads course material, reviews AI-generated quizzes, monitors learner progress.



Training Admin

Admin console

Manages courses, users, and platform settings; views analytics.

Traffic estimate

Daily volume

~2,700 API calls/day

Peak load

~0.15 req/s, midday peak

Concurrent users

~5 users

Capacity plan

2 app servers behind a load balancer, auto-scaling to 4; PostgreSQL primary + replica, Redis cache

Assumed: 5,000 learners/year × 2 courses × 10 lessons × 2 accesses × 5 API calls = ~1M calls/year → ~2,700/day; peak 20% → ~0.15 req/s; 2 app servers sustain >10 req/s, >60× headroom.

Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



PROJECT
AI Education Platform for Corporate Training

DRAWN BY
DNA Maker AI Engineer

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Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	AI Lesson Builder	Generates lessons from existing course material.
2	AI Quiz & Exam Generator	Creates quizzes and exams from course content.
3	AI Tutor	Supports each learner with personalized tutoring.
4	Weak-Point Analytics	Identifies where each learner is weak.
5	Recommendation Engine	Suggests the next lesson for each learner.
6	Progress Dashboard	Shows learner progress and training status.

INCLUDED

- ☒ AI lesson generation from existing course material
- ☒ AI quiz and exam generation
- ☒ AI tutor for each learner
- ☒ Weak-point analysis
- ☒ Next-lesson recommendations
- ☒ Progress dashboard

NOT INCLUDED IN THIS SCOPE

- ☐ Video production or editing
- ☐ Replacement of the existing video LMS
- ☐ Hardware procurement
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

Inconsistent or unstructured course material may reduce AI generation quality.	Conduct a data cleaning and pre-processing phase, and include manual review workflows.
Legacy LMS may lack APIs or have limited integration capabilities.	Perform early technical discovery and design a middleware adapter if needed.
Learner data privacy and PDPA compliance.	Implement role-based access, encryption, and data anonymization where required.



Delivery Plan

Overall timeline

12 weeks

Delivery phases

5

System components

6

Deliverables

6**Discovery & Architecture**

สัปดาห์ 1-2

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9 Week 10 Week 11 Week 12

Confirm requirements, audit existing course material and LMS, and design the platform architecture.

AI Lesson Builder & Quiz/Exam Generator

สัปดาห์ 3-5

Develop AI lesson generation from existing material and automated quiz/exam creation.

AI Tutor & Weak-Point Analytics

สัปดาห์ 6-9

Build the AI tutor, weak-point analysis engine, and recommendation logic.

Progress Dashboard & Integration

สัปดาห์ 10-11

Create the progress dashboard and integrate with the existing video LMS.

UAT & Go-Live

สัปดาห์ 12

Conduct user acceptance testing, deploy to production, and train administrators.

Estimated Investment

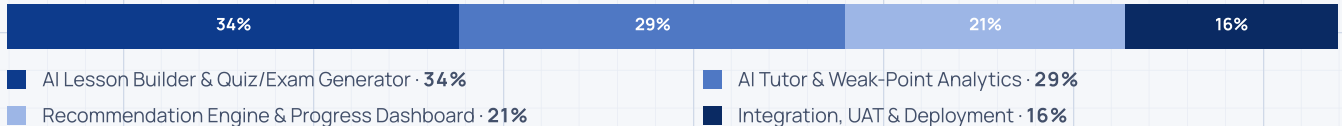
ESTIMATED TOTAL

฿350,000–1,200,000

Overall timeline

12 weeks

BUDGET BREAKDOWN

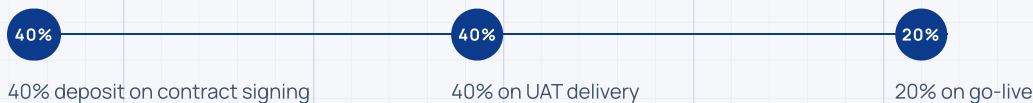


ITEM	PRICE RANGE (THB)	DURATION
AI Lesson Builder & Quiz/Exam Generator Generates lessons, quizzes, and exams from existing course material.	฿120,000–400,000	3 สัปดาห์
AI Tutor & Weak-Point Analytics Personalized AI tutor and analysis of learner weak points.	฿100,000–350,000	4 สัปดาห์
Recommendation Engine & Progress Dashboard Next-lesson recommendations and a dashboard for tracking progress.	฿80,000–250,000	3 สัปดาห์
Integration, UAT & Deployment Integration with existing LMS, user acceptance testing, and go-live support.	฿50,000–200,000	2 สัปดาห์

Estimated total

฿350,000–1,200,000 12 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides existing course material in digital, structured format (e.g., PDF, DOCX, video transcripts).
- Client provides access to the existing LMS and its APIs for integration.
- Client makes subject matter experts available for content validation and UAT.
- Client provides timely feedback and approvals within agreed timelines.

NOTE Every figure in this document is a preliminary estimate based solely on the information shared in conversation. Final pricing and timing are confirmed after a detailed requirements and systems review. Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



Why DNA Maker

Thailand's leading banks, enterprises and government agencies trust us with systems that have to go live — and stay live.

500+
projects delivered since 2012

01 Chosen by Thailand's leaders

SCB, KBank, Krungsri, AIS, SCG, BDMS, the Treasury Department (Ministry of Finance) and Sony Device Thailand chose DNA Maker for systems where failure is not an option.

03 You own 100% of it

Full source code and IP are handed to you — no plugin lock-in, no surprise licence fees, no limits on future changes.

05 Ready for the AI era

Content, search and data are structured for AI search engines and ChatGPT-style assistants, so the system grows with you instead of being rebuilt.

02 Bank-grade security, proven

A true 3-tier architecture (Web · API · Database) keeps your database off the public internet, validated by penetration and stress testing. Our Bluweo Engine is security-certified and runs at multiple bank groups.

04 Clears every go-live gate

We know bank and enterprise IT governance from the inside: every requirement in your TOR is covered, with no gaps and no surprises at acceptance.

06 A partner long after launch

Multi-year client relationships, and a Bangkok team that stays on to improve the system and solve problems after go-live.

TRUSTED BY

SCB

Banking

KBank

Banking

Krungsri

Banking

AIS

Telecom

SCG

Industry

BDMS

Healthcare

Treasury Department

Ministry of Finance

Sony Device Thailand

Electronics

NEXT STEPS

- 1 Schedule a scoping session with the engineering team to confirm requirements and data readiness.
- 2 Provide sample course materials and LMS access for technical assessment.
- 3 Review and approve the detailed project plan and timeline.

Built to go live. Built to last.



CEO & Solution Provider

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