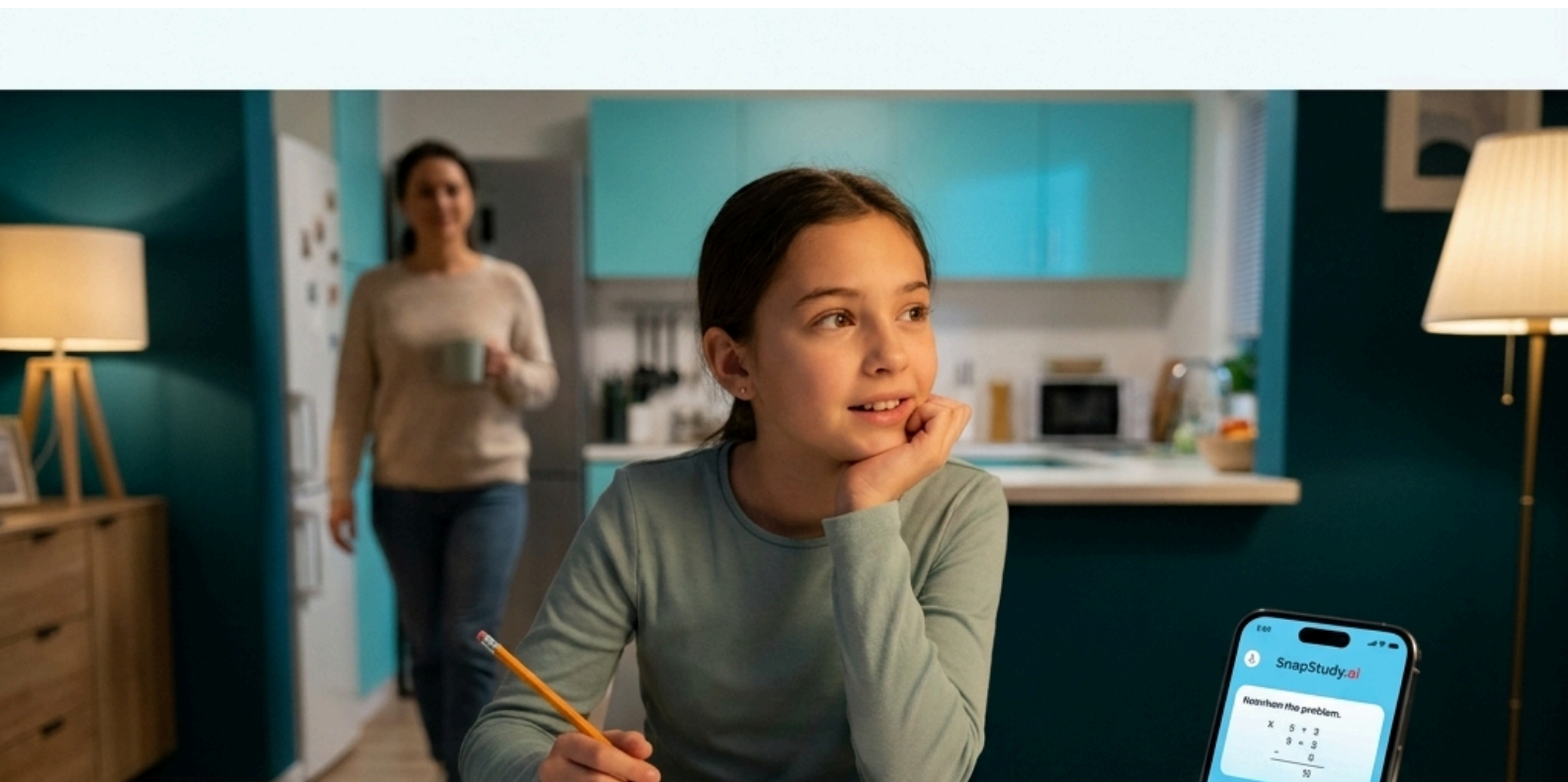


THE DAILY RUN · ISSUE N° 003

The brand the machines refuse to believe

SnapStudy.ai withholds the answer by design. Four independent audits and a six-expert panel were run against that decision in a single morning. Search recommended the opposite. The frontier models had already assumed it.



SUBJECT **SNAPSTUDY.AI**
MARKET **UNITED STATES, K-12**
PREPARED **28 JULY 2026**

METHOD **BRAND VAULT, FOUR ENVIRONMENT AUDITS, EXPERT PANEL**
CAPABILITIES EXERCISED **VAULT, BEACON ×4, FOCUS GROUP, VISUAL HUB**

PAGES **12**

SECTION 01

Executive summary

SnapStudy.ai is a camera-first homework application for students aged 10 to 14. Its differentiating decision is a refusal: the product supplies stepwise clues and withholds the final answer, and adults set the level of assistance. This review tested whether that refusal is defensible.

RECOMMENDATION

Retain the withholding of answers as the core position. Change the delivery of the clue, not the strategy. The evidence supports the position and contradicts the current execution.

74

FINDABILITY, OF 100

31

AI VISIBILITY, OF 100, GRADE F

+0.67

NET SENTIMENT, FIRST OF FIVE

Findings

- **The organic search channel rewards the opposite behaviour.** The two largest content gaps identified are "how many weeks in the year" (823,000 monthly searches) and "200 celsius to fahrenheit" (201,000). Both are pure lookups, and 13 of the 15 near-miss keywords are definition queries. The channel's largest opportunity is the activity the product exists to refuse.
- **Frontier models have already classified the brand as its opposite.** Across six engines, none named SnapStudy unprompted, share of AI voice measured zero, and four of five positioning dimensions returned contradicted. Models describe the product as a "snap-and-solve answer engine" and attribute its intended differentiation to a competitor.
- **Human sentiment is the strongest in the category and the narrowest.** SnapStudy ranks last of five in share of voice at 8.8 per cent and first of five in net sentiment at +0.67, ahead of Khanmigo at +0.41. The panel noted this pairing may indicate survivorship bias rather than product strength.
- **The binding constraint is proof, not position.** Positioning clarity scored 85 of 100; efficacy and proof scored 30. The brand asks parents to pay for scaffolding over a free answer engine while publishing no verifiable learning outcomes.

SCOPE OF CONFIDENCE

Three of the six frontier models returned no usable data. The AI visibility grade rests on three engines and is reported here with that limitation attached throughout. See section 10.

SECTION 02

Contents and method

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Method

A brand vault was constructed from the subject's public website alone, returning 38 of 38 fields and marked grounding-ready. Four environment audits were then executed against it: listening, findability, generative-engine visibility, and competitive landscape. Each audit writes its findings back into the vault, so all subsequent work reads from a single evidence base rather than from a prompt.

A six-member expert panel was then convened against one decision, with three procedural constraints: no abstention, no compromise position, and each member required to address the phrase "clues, not answers" directly. A synthesis stage reconciled the panel at the end.

All work was executed on the platform interface, within one project, on a white-labelled instance operated by gimmeffy. No data from any third-party account was accessed at any point.

INDEPENDENCE

The subject was brought to attention through a partner account on the platform. No content from that account was read, referenced or reproduced. The vault underpinning this document was built from public sources only. This is the basis on which the subject is described as not a customer.

SECTION 03

Discovery: what the market says

Public conversation and organic search were read independently. They disagree with each other, and both disagree with the brand.

EXHIBIT 1 Share of voice against net sentiment, five brands

BRAND	SHARE OF VOICE	NET SENTIMENT
Khanmigo	30.1%	+0.41
Chegg	29.2%	+0.21
Photomath	22.1%	+0.32
Socratic by Google	9.7%	+0.36
SnapStudy.ai	8.8%	+0.67

Source: Beacon listening audit, run 2b7b4fb0, 113 evidence items, United States, 28 July 2026. 112 of 113 items undated.

EXHIBIT 2 Findability, five dimensions, weighted to 74 of 100

Content and relevance	100
Technical health	95
On-page SEO	80
Performance	69
Authority	33

Source: Beacon findability audit, run a5ea4f22, live crawl of snapstudy.ai with DataForSEO and Google Lighthouse v13.4.0, 28 July 2026.

FINDING

Content scores a perfect 100 across 1,183 ranking keywords. Exactly one keyword holds a top-three position, and it is the brand's own name. Authority scores 33 because the entire site rests on 19 referring domains.

EXHIBIT 3 Largest identified content gaps, by monthly search volume

QUERY	VOLUME / MONTH	DIFFICULTY
how many weeks in the year	823,000	24
200 celsius to fahrenheit	201,000	0
200 c into fahrenheit	201,000	0

Source: Beacon findability audit, run a5ea4f22, keyword gap analysis against ranked competitors, 28 July 2026.

Every gap identified is a factual lookup with no method to teach. The channel's recommendation is structurally incompatible with the product's stated purpose, e.g. teams

SECTION 04

Discovery: what the machines say

Six frontier models were asked the same buyer questions independently. The first question deliberately never named the brand, in order to measure unprompted recall.

F	0/6	0%	4/5
GRADE, 31 OF 100	NAMED UNPROMPTED	SHARE OF AI VOICE	CLAIMS CONTRADICTED

EXHIBIT 4 Positioning divergence, brand statement against model consensus

DIMENSION	BRAND STATEMENT	MODEL CONSENSUS	STATUS
Positioning	Guided companion supplying stepwise clues	"A snap-and-solve answer engine that provides full solutions immediately"	Contradicted
Proof points	Explicit parent and educator controls	Controls are "essentially nonexistent"	Contradicted
Competitive framing	The integrity-led alternative	Attributes that position to Khanmigo	Contradicted
Voice and sentiment	Reassuring, confidence-building	"Risky, unproven"	Contradicted
Audience match	Parents and educators as allies	Assumes both are hostile to the product	Drifted

Source: Beacon generative-engine visibility audit, run 90e8ba0c, six engines, United States, 28 July 2026.

CENTRAL FINDING

The single claim on which the business is differentiated is the claim the models actively reject. Its intended differentiation is being credited to a competitor.

EXHIBIT 5 Message penetration across engines

BRAND MESSAGE	GROK	CLAUDE	GEMINI	CHATGPT	PERPLEXITY
One picture is all it takes	Partial	Missing	Partial	Partial	Missing
Clues, not answers	Partial	Missing	—	Missing	Missing
Controls for parents and educators	Partial	Missing	—	Missing	Missing
Founder credential	Missing	Missing	Missing	Missing	Missing

Source: Beacon generative-engine visibility audit, run 90e8ba0c, 28 July 2026. No message achieved full penetration on any engine.

LIMITATION

Claude, Perplexity and Kimi returned no usable data. The grade is effectively derived from three engines and should not be quoted without this qualification.

SECTION 05

The decision and the options

The decision placed before the panel was single and binary, with compromise positions explicitly disallowed.

THE QUESTION

Should SnapStudy.ai retain the withholding of final answers as its core competitive position, or is that refusal a handicap a student circumvents in ten seconds using a free model?

Why the question is live

The alternative model has recently failed in public. Chegg, whose business was the supply of answers, recorded a 31 per cent year-on-year decline in subscribers to 3.2 million and a 30 per cent decline in revenue to \$121 million, with two rounds of redundancies during 2025 and a share price down approximately 99 per cent from its 2021 peak.

Demand has not moved with it. Fifty-three per cent of K-12 students use AI for homework, 32.8 per cent of high-school students report using it as an unauthorised aid, and more than 62 per cent state they use it principally to verify work they have already completed. The last of those figures materially favours the subject's position.

EXHIBIT 6 Competitive structure and stated soft spots

COMPETITOR	POSITION	EXPOSURE
Photomath	Single-purpose camera solver	Perceived by parents and teachers as an answer application
Chegg	Legacy content library	Academic-integrity association, collapsing subscriber base
Khanmigo	Ecosystem tutor	High friction, requires curriculum commitment
General-purpose models	Free and ubiquitous	No guardrails or oversight for minors
SnapStudy.ai	Governed convenience	Asks the student to accept friction with no published proof of benefit

Source: Beacon competitive landscape audit, run b0df75bd, 28 July 2026.

The landscape audit places the subject in what it terms "the highly lucrative, vacant middle between Photomath's high-speed cheating risk and Khanmigo's high-friction institutional trust." Category attractiveness is nonetheless scored at 35 of 100, with substitution pressure at 90.

SECTION 06

The expert debate

Six expert lenses were convened: chief executive, chief financial officer, cultural strategist, devil's advocate, consumer psychologist, and user-experience strategist. The panel divided three against three.

EXHIBIT 7 Panel division by discipline

POSITION	MEMBERS	ARGUMENT
Retain	Chief executive, CFO, cultural strategist	The withholding is the only defensible margin against commodity models, and the sole basis of parent trust
Abandon	Devil's advocate, consumer psychologist, UX strategist	Friction at the point of exhaustion drives abandonment to free alternatives regardless of positioning

Source: Focus Group session 1950cb3b, six personas, observer mode, 28 July 2026.

The division fell along a single line. The three members reasoning about the purchaser supported retention. The three reasoning about the user opposed it. The purchaser and the user are not the same person, which is the structural problem in the category.

Aris and Marcus are designing a product for a user who doesn't have a credit card.

CHIEF FINANCIAL OFFICER, FOR RETENTION

At 9:00 PM, a 7th grader's prefrontal cortex is exhausted. We aren't scaffolding, we're creating an artificial wall that guarantees app abandonment.

CONSUMER PSYCHOLOGIST, AGAINST

The UI feels like a fast digital camera tool, but the UX acts like a strict school teacher.

USER-EXPERIENCE STRATEGIST, AGAINST

RESOLUTION

The synthesis rejected both opening positions and approved a third that neither camp had proposed: retain the withholding, and replace the prose clue with a fifteen-second binary validation prompt, restoring momentum without supplying the destination.

EXHIBIT 8 Decision matrix and verdicts

OPTION	VERDICT	STATED REASON
Pivot to answer engine	Rejected	"The exact path that vaporized Chegg's market cap"
Retain, current experience	Rejected	"The positioning is correct, but the execution is fatal"
Retain, progressive disclosure	Approved	"The only path that satisfies both the exhausted student and the paying parent"

Source: Focus Group session 1950cb3b, synthesis stage, 28 July 2026.

SECTION 07

Independent model review

Six frontier models were interrogated separately, with no shared context, and their verbatim answers captured. This constitutes the independent review for this engagement. A dedicated multi-model council was scheduled and did not run; section 10 records why.

EXHIBIT 9 **Unprompted category recommendation, question one**

Prompt, identical across engines: a parent describes a child stuck on pre-algebra and asks what to use. The subject is not named.

ENGINE	NAMED THE SUBJECT	RECOMMENDED INSTEAD
ChatGPT	No	Photomath, Khan Academy, itself
Gemini	No	Khanmigo
Grok	No	Khanmigo, Photomath
Claude	No data	Declined for lack of information
Perplexity	No data	—
Kimi	No data	—

Source: Beacon generative-engine visibility audit, run 90e8ba0c, verbatim capture, 28 July 2026.

Assessed accuracy failures

- **High severity, Gemini.** "Parental controls are essentially nonexistent. You cannot create a Parent Account." This directly contradicts the product's principal differentiator.
- **High severity, Gemini.** "It gives the final answer immediately at the top of the screen." This contradicts the product's stated mechanic.
- **High severity, Claude.** "I don't have reliable information about SnapStudy.ai." Absence of information is converted into a safety objection and a refusal to recommend.

INTERPRETATION

These are retrieval and indexing failures rather than product failures. The corrective is machine-readable evidence of the pedagogy and the controls, not a change to either.

SECTION 08

Campaign development

A twenty-one stage campaign workflow was commissioned against the findings. Seven stages completed before the workflow failed. The completed strategy is reproduced here; the failure is documented in section 10.

EXHIBIT 10 Workflow completion by phase

PHASE	STAGES	STATUS
Brief	1	Complete
Intelligence	3	Complete
Strategy	3	Complete
Creative	6	Failed, three recovery attempts
Production and launch	7	Not reached

Source: Campaign Creator run 33561989, conversation cafcdffc, 28 July 2026.

Completed strategic position

The workflow named the campaign **"Clues, Not Answers"** and identified the tension precisely: parents wish to stop adjudicating homework, but withdrawing means surrendering the child to a system designed to do the thinking. It framed the proposition accordingly.

We aren't selling an app that does less. We are selling the end of the parent's role as the homework referee.

CAMPAIGN CREATOR, STAGE 1

Constraint fidelity

Four constraints were imposed at brief stage in order to test instruction retention across the workflow. All four survived verbatim to stage seven:

- The words "cheat" and "cheating" never to appear.
- The parent assistance control to be presented as a primary mechanic.
- The phrase "clues, not answers" to remain central to the copy.
- No claims regarding measured learning outcomes, scores or grades.

Constraint retention across seven stages and three model handovers is the material finding of this section. The workflow's failure was a media-generation dependency, not a loss of instruction.

SECTION 09

Creative output

A single key visual was commissioned directly, outside the failed workflow, to establish whether image generation and exact on-image typography were operating.

Clues, not answers.



Exhibit 11. Key visual, first generation, no retouching. Brief specified the nine o'clock kitchen table, a parent deliberately withdrawing, and one line of on-image text rendered once in the brand's deep teal. Source: Visual Hub generation f97299e2, model google/gemini-3-pro-image, 5 credits, 28 July 2026.

ASSESSMENT

On-image typography rendered correctly at first attempt, which is the common failure point for this class of model. The scene brief was followed including the instruction that no subject look at the camera.

The visual carries the campaign's central proposition without depicting the product interface,

and without any depiction of a child in difficulty. That was deliberate. The category's prevailing imagery is distress, and the strategic position is the moment immediately after distress resolves.

SECTION 10

Method notes and limitations

The boundaries of this engagement are stated in full. Naming them is what makes the preceding sections usable.

What was not exercised

- **A dedicated multi-model council did not run.** The independent review in section 07 derives from the visibility audit's six-engine capture instead.
- **Video and staged publishing did not run.** Both depended on the campaign workflow that failed.
- **No connector-created artefact exists.** The instance used has no MCP endpoint provisioned, so that surface could not be exercised and is not claimed.

What failed

- **The campaign workflow terminated at stage ten of twenty-one** and did not recover across three attempts. Every creative stage requires a generated key visual and none could be produced. The same image model succeeded when invoked directly, which localises the fault to the workflow's media path. Logged against an existing critical defect record.
- **Two browser sessions held two different active projects simultaneously.** Work submitted from the stale session would have been filed against the wrong project without warning.
- **The bulk audit refresh did not respond to its first invocation** and did not update its own status display on completion.

Reliability of generated figures

The panel synthesis produced specific financial values including a \$270 lifetime value, a \$15 monthly subscription, a churn movement from 3 to 12 per cent, and a contribution margin of 84 per cent. **None of these were supplied to the system and none are publicly verifiable.** The subject's pricing, costs and retention are not disclosed. These figures are model output and were excluded from every finding in this document.

STANDING INSTRUCTION

Generated strategic reasoning may be evaluated on its merits. Generated quantities must be treated as unverified until independently sourced. The reasoning in section 06 is presented; its arithmetic is not.

Subject review

SnapStudy.ai has not reviewed this document, was not consulted in its preparation, and is not a customer of gimmefy. The analysis derives entirely from public sources and from capabilities operated by gimmefy against those sources.

SECTION 11

Appendix: sources and full records

EXHIBIT 12 Execution record

OUTPUT	REFERENCE	RESULT
Brand vault	97bbd5a7	38 of 38 fields, grounding-ready
Listening audit	2b7b4fb0	Last in voice, first in sentiment
Findability audit	a5ea4f22	74 of 100, authority 33
Visibility audit	90e8ba0c	Grade F, 31 of 100
Landscape audit	b0df75bd	B minus, 65 of 100
Expert panel	1950cb3b	Divided three against three, resolved
Key visual	f97299e2	Delivered, first attempt
Campaign workflow	33561989	Failed at stage ten of twenty-one

Source: platform execution records, The Daily Run Editorial, 28 July 2026. Total consumption 555 credits.

Public records, no account required

- The expert debate in full. dailyrun.gimmefylabs.com/chat-result/dr002-debate
- The key visual. dailyrun.gimmefylabs.com/visual-hub/share/dailyrun002a
- The web edition of this issue. gimmefylabs.com/journal/daily-run/003-snapstudy-ai

External sources

Subject website: snapstudy.ai, home and features pages, retrieved 28 July 2026. Chegg subscriber, revenue and share price movements: multiple published sources, 2025 to 2026, which disagree materially on current market capitalisation; only directionally consistent figures are used. K-12 AI usage rates: published survey aggregations, 2026. Category size estimates vary between research houses from \$2.7bn to \$8.7bn for 2026; the variance is noted rather than resolved.

PROVENANCE

Market figures cited by the platform in sections 05 and 06 were supplied into the brand vault from the external sources above at the outset. The platform reasoned over supplied evidence; it did not independently discover those figures.

Prepared on [gimmefy](https://gimmefy.com). Brand Vault, Beacon findability, Beacon generative-engine visibility, Beacon listening, Beacon landscape, Focus Group, Visual Hub. Executed on a white-labelled instance. MCP included: use [gimmefy](https://gimmefy.com) context and capabilities from ChatGPT, Claude, Gemini or any compatible AI client.