

# IntuitionX Launches AI-Powered Platform to Democratise Elite Education

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London-based startup brings the kind of teacher only the 1% had, to every student for less than £1 a day, and with the support of one of Britain's leading educationalists.

While 73% of UK students sit disengaged in classrooms and over 800 million children worldwide are projected to leave school without basic skills by 2030, a new platform is making the kind of education once reserved for Britain's elite accessible to everyone.

IntuitionX, which launched this month, isn't another chatbot churning out generic answers. It's an educational companion built on the teaching methods of Britain's elite private school dons—the kind of rigorous, curious, deeply personal tuition that costs families £50 to £150 an hour. Except now it's available 24/7 for less than £1 a day.

"Learning should be one of the great joys of life, but the system is broken," says Gus Cameron, Founder and CEO of IntuitionX. Cameron spent eight years structuring cyber treaties and transferring billions of dollars of cyber risks at a Fortune 500 firm before turning his attention to education. "Private tutoring works brilliantly, but it's out of reach for most families. Meanwhile, AI tools are getting better at spitting out answers, but they're still box-ticking machines. They don't teach. They don't inspire. They don't make you think."

## The Ultimate Tutor in Your Pocket

What sets IntuitionX apart is what the team calls "Pedagogical Personality" - a teaching style that exudes the warmth, wit, and Socratic questioning of elite British educators. It doesn't just give you the answer, it walks you through the why and the how, scaffolding understanding the way a great teacher would.

The platform's secret weapon is the PrimaCodex, proprietary academic content authored exclusively by A\* A Level and First-class Oxford and Cambridge graduates. Every entry is tied directly to UK exam board assessment objectives, ensuring students aren't just learning—they're learning exactly what they need to excel.

"It's stunning use of tech, and so much better than impersonal OpenAI," said a former Prep School Headmaster who tested an early version. An Oxford PPE graduate and tutor was more succinct: "It's amazing. It's bonkers."

## Britain's Top Educationalist Signs On

In early 2026, IntuitionX announced **Sir Anthony Seldon** — described by the BBC as "**one of Britain's top educationists**" and by The Times as a "**visionary**" — as its Founding Patron. Seldon backs the mission saying

"The key to success in life is curiosity. IntuitionX harnesses AI not just to answer questions, but to re-inspire the curiosity you need to master your subject. **If you are serious about staying ahead in the age of AI, try IntuitionX today.**"

## Every Subscription Funds Education For Children In Countries Affected By Crisis and Conflict.

IntuitionX was also built to prove that learning can be a force for good. That's why every subscription funds education for children living through crisis. Through our partnership with the International Rescue Committee (IRC), 10% of your monthly fee goes directly to their education programmes in countries affected by conflict and disaster.

Here's what that looks like in real terms:

100 annual users on our lowest plan funds the equivalent of 2,000 educational resources - textbooks, notebooks, and essential stationery.

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At scale, 55,000 users would fund the equivalent of over 1 million of these vital materials.

Inside the platform, our Impact Hub shows exactly how your learning is changing someone else's future. You can even track how your referrals multiply the impact.

For less than £1 a day, you access the kind of education once reserved for the elite and give someone else the chance to learn too.

"Every time you learn, a child in crisis gets the tools to learn too," Cameron explains. "You're not just investing in your own education. You're part of something bigger."

## **The Road Ahead**

IntuitionX is already a fully developed, multi-platform learning ecosystem available on web and mobile. But the 2026 roadmap is ambitious: complete the PrimaCodex, scale to serve over a million students globally by 2030, and fund 10 million educational resources for children in crisis.

The market opportunity is staggering. Global education is worth \$10 trillion, and IntuitionX is positioning itself as the "Student OS of the future"—the platform students turn to not because they have to, but because learning becomes joyful again.

Three subscription tiers are available: Scholar (£29/month), Pathfinder (£99/month), and Legend (£250/month), each offering increasing levels of access to the platform's AI companions, study tools, and premium features.

"We exist to take the education of the 1% and give it to everyone—reigniting curiosity along the way," says Cameron. "This isn't about replacing teachers. It's about giving every student access to the kind of teaching that changes lives."

For more information or to start learning, visit [www.intuitionx.ai](https://www.intuitionx.ai)

## **About IntuitionX**

IntuitionX is an educational technology company on a mission to democratise elite education. Built on the principles of British pedagogical excellence and powered by proprietary AI, IntuitionX delivers Oxbridge-standard tuition to students worldwide. Founded in London, the company is backed by Sir Anthony Seldon and partners with the International Rescue Committee to fund education in crisis zones.

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