How The Codest Helped Bright Launch a Scalable EdTech Platform

Bright is a digital-only bookstore making education more affordable and eco-friendly with e-books and AI-powered study tools. Students can buy or rent books through a web app, and new AI features let them chat with a smart assistant about their books, generate flashcards, and study more effectively.

INDUSTRY	HEADQUARTERS	TECH STACK
EdTech	Stockholm, Sweden	Next.js Nest.js AWS

Project Description

Bright's platform is a **large-scale e-learning web application** that integrates a digital bookstore with AI-powered study tools. The system allows students to buy or rent books while including AI features such as interactive learning assistants and automated flashcard creation. To support its growing user base and ensure efficiency, we optimized AWS server costs, developed new frontend and backend functionalities, and implemented an automated book import system.

Challenges

- **Scalability & Performance –** Ensuring the platform remains responsive and efficient as the number of users and AI-driven interactions increase.

- **AWS Cost Optimization –** Reducing infrastructure expenses while maintaining high availability, reliability, and performance.

- **Automated Book Import System –** Developing a robust and scalable solution for importing books from multiple publishers while minimizing errors and ensuring data consistency.

- **Frontend & Backend Coordination –** Establishing an efficient communication framework between the frontend and backend to support AI-powered functionalities without delays or inconsistencies.

- **Technical Expertise & Implementation –** While Bright had a well-defined product vision, executing a scalable and fully functional platform required specialized technical knowledge and strategic development**.**

Approach & Results

We focused on developing a **scalable and well-structured** product that seamlessly aligned with our business goals. With The Codest's **technical know-how and product expertise**, we ensured our solution was both functional and built for future growth.

We handled **both frontend and backend development**, creating a responsive and efficient platform tailored to our needs. Our backend was designed for **scalability and performance**, allowing it to support large volumes of users without compromising speed or stability. With our **senior engineers and strategic advisory**, we successfully transformed our vision into a high-quality, market-ready product.