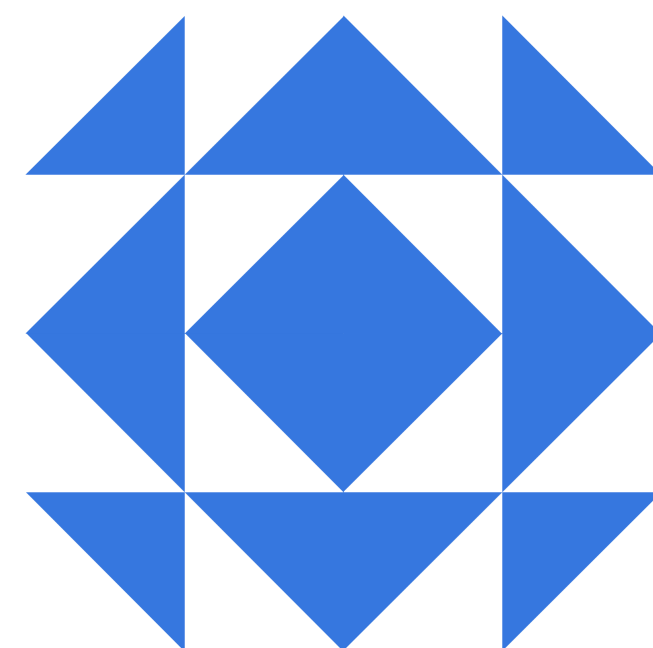


ألف
A L E F



***You are a
Thanaweya Amma
Student***



“

... they know that if they don't pay for private classes the child would have a more difficult time getting employment later.

— **Noura Ahmed**, 41, mother of three
(*The National*, 2022)

... and the numbers agree



75% of Egyptian students sit in overcrowded classrooms
(Alternative Policy Solutions, 2020)

Public school teacher salaries are **60%** below the Egyptian average
(Al Masry Al Youm, 2022)

29% of expenditure on education is on private tutoring
(CAPMAS, 2020)



29%

of expenditure on education is on private tutoring
(CAPMAS, 2020)

THAT'S AN **\$8.5 BILLION**
OPPORTUNITY



Our Product



A GPT-powered chatbot to answer students' questions, that provides personalized educational support to students.



Diversified content catering to all a student's needs, from videos to summaries and beyond.



Analyze student's learning style and preferences to create a customized learning experience.



24/7 availability allowing students to access learning material anytime and anywhere.



Engage students through interactive conversations, quizzes, and games to keep them engaged and motivated.



Create study plans to guide students' learning.



Problems & Our Solutions

School teachers provide inadequate learning experiences

We provide an at-home teacher that is a **substitute for private lessons and centers**. It teaches the student to depend on themselves and have an accessible option to learn from.

Students have different capabilities

Our platform **accommodates** people that have **different abilities and different learning needs**, that teachers might not be aware of or might not know how to handle.

Time management struggles

A lot of students have busy lives. Our platform provides tools that create a **study schedule** according to the student's availability and with checkpoints that will track their progress.

Lack of practice problems and material to study

With Alef, students can generate an endless amount of practice problems to check their understanding and **optimize their learning**.

Success in the Palm of Your Hand



ممکن مساعدة في درس الكيمياء العضوية؟

بناءً على تقدمك ومستوى فهمك في
المواد السابقة، أوصي بقراءة هذه
الملاحظات وحل مجموعة المسائل التالية.
قم بتصوير الحل وإرساله هنا ليتم تقييمه
:ملخص لموضوع الكيمياء العضوية
....

عايز نموذج امتحان كيمياء

بالتأكيد! استنادًا إلى الامتحانات السابقة
والمشكلات التي يتم طرحها بشكل متكرر ،
إليك عينة امتحان. يمكنك إرسال حلك ليتم
تقييمه واقتراح نقاط الضعف والقوة
الخاصة بك.

Home



Home



Progress



Chatbot

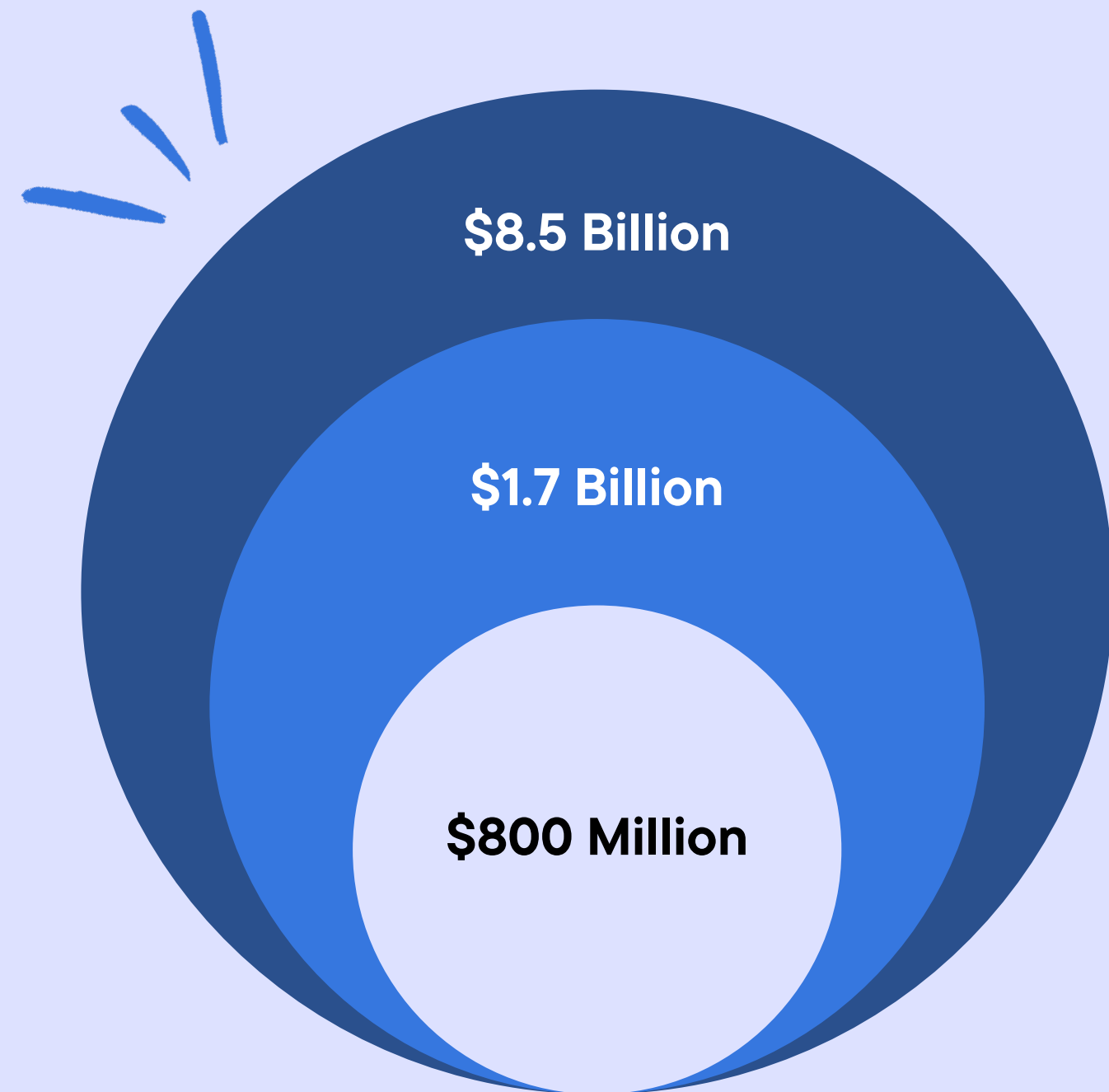


Notifications



Calendar

Size of the Market



Total Available Market (TAM):

\$8.5 Billion

Private tutoring market in Egypt



Serviceable Available Market (SAM):

\$1.7 Billion

Households with unrestricted internet access

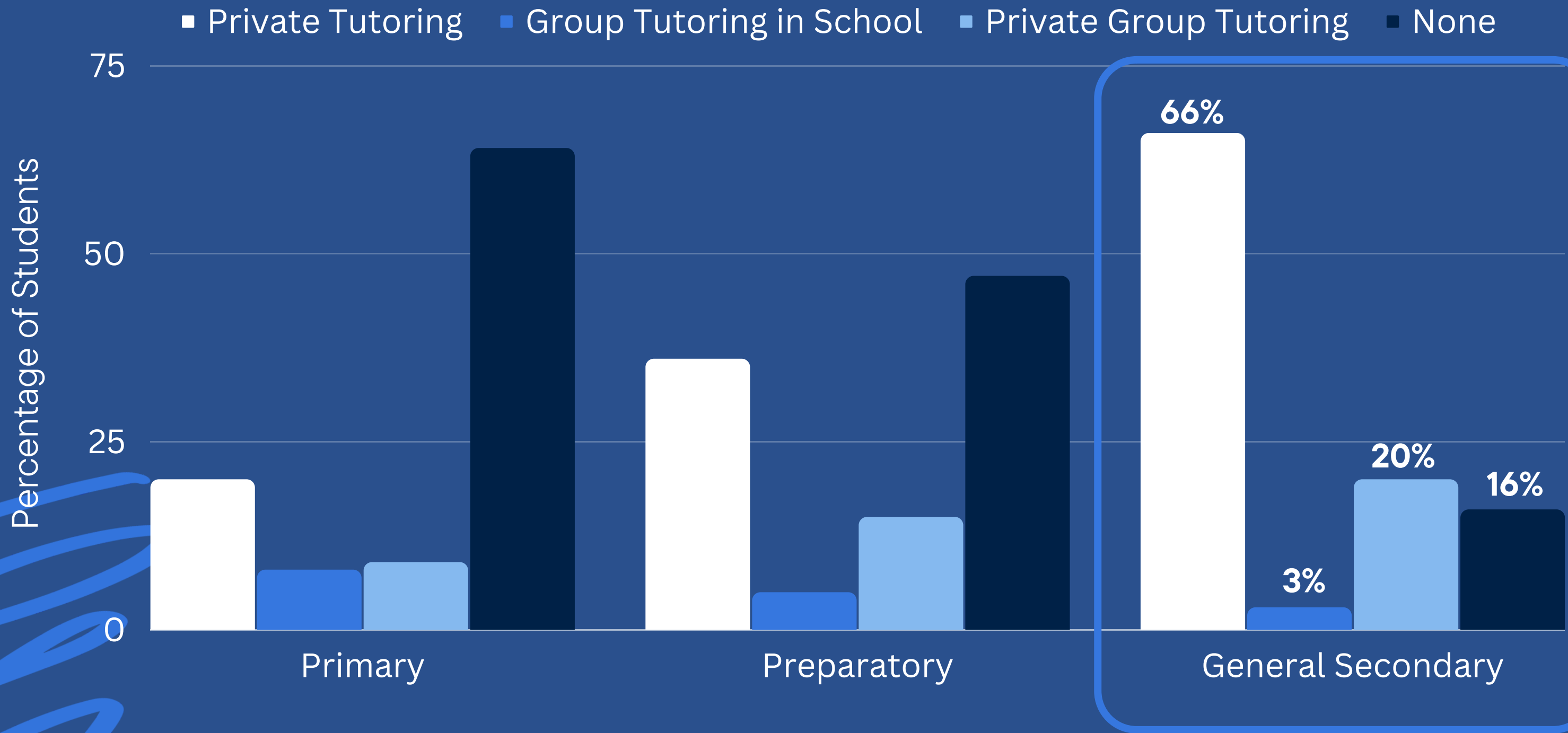


Serviceable Obtainable Market (SOM):

\$800 Million

Egyptian secondary school students with internet access receiving tutoring

Why secondary school students?



BUSINESS MODEL CANVAS

Key Partners



- Content contributors
- Teachers and educators
- AI technology providers
- Marketing and distribution partners

Key Activities



- Website development and maintenance
- Content creation and management
- Marketing and user acquisition
- User engagement and retention

Value Propositions



Provide a convenient, affordable, and accessible platform for thanaweya 'amma students that substitutes the need for private tutors and centers.

Customer Relationships



- Self-service via interactions with artificial intelligence
- Personalized and supportive customer service
- Continuous engagement through gamification and community building

Customer Segments



- Thanaweya 'amma students willing to substitute private tutoring with a lower cost alternative
- Students with financial means to supplement private tutoring with additional resources

Key Resources



- Generative pre-trained transformer technology
- National educational curricula
- Educational content
- Technological infrastructure

Channels



- Website
- Social media marketing
- Community events

Cost Structure



- Deep language model development
- Web development and maintenance
- Marketing and customer acquisition
- Content creation
- Administration and infrastructure

Revenue Streams



- Monthly & annual subscriptions
- Family packages

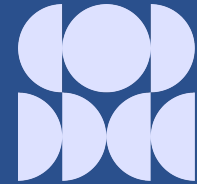
Competitive Analysis

	Language	Pricing Model	Study Plan Creation	Tailored Lessons	Chatbot Integration	Covers Egyptian Curriculum
Coursera	English	Subscription	No	No	No	No
Udemy	Multi	Per course	No	No	No	No
edX	Multi	Free + Paid	No	No	No	No
Abwab	Multi	Subscription	No	No	No	Yes
Hesa	Multi	Subscription	No	No	No	Yes
Alef	Multi	Subscription	Yes	Yes	Yes	Yes

Marketing KPIs



Website
Impressions



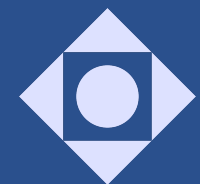
Registered
Users



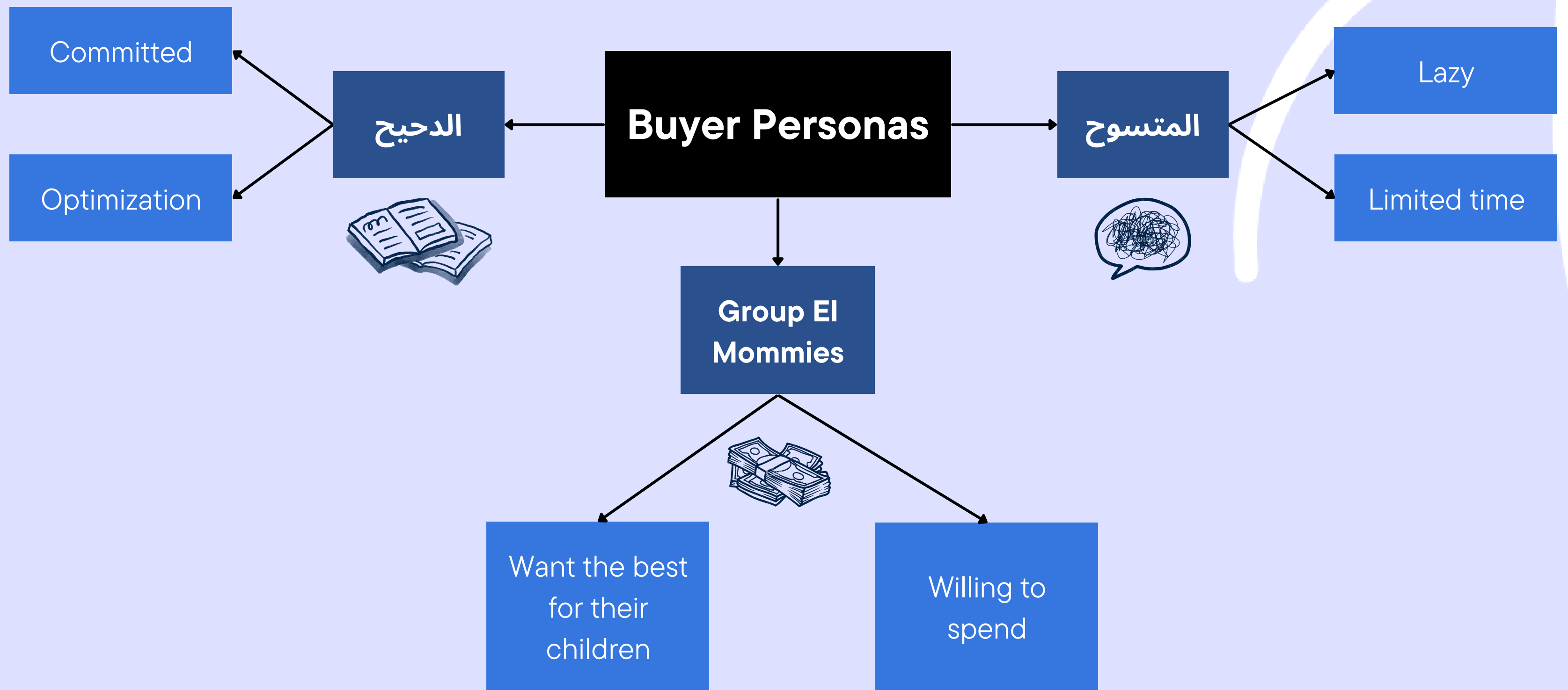
Subscriptions



Conversion
Rate



ROI



Marketing Strategy

Social Media Campaigns

- Attract high school students – high social media penetration
- Draw in parents of high school students

SEO

- Untapped by most competitors
- Analytics-based keyword targeting

Referral Links

- Incentivize students to spread awareness
- Promotions and discount codes

Community Events

- Competitions to gain traction
- Workshops in areas with lower digital literacy



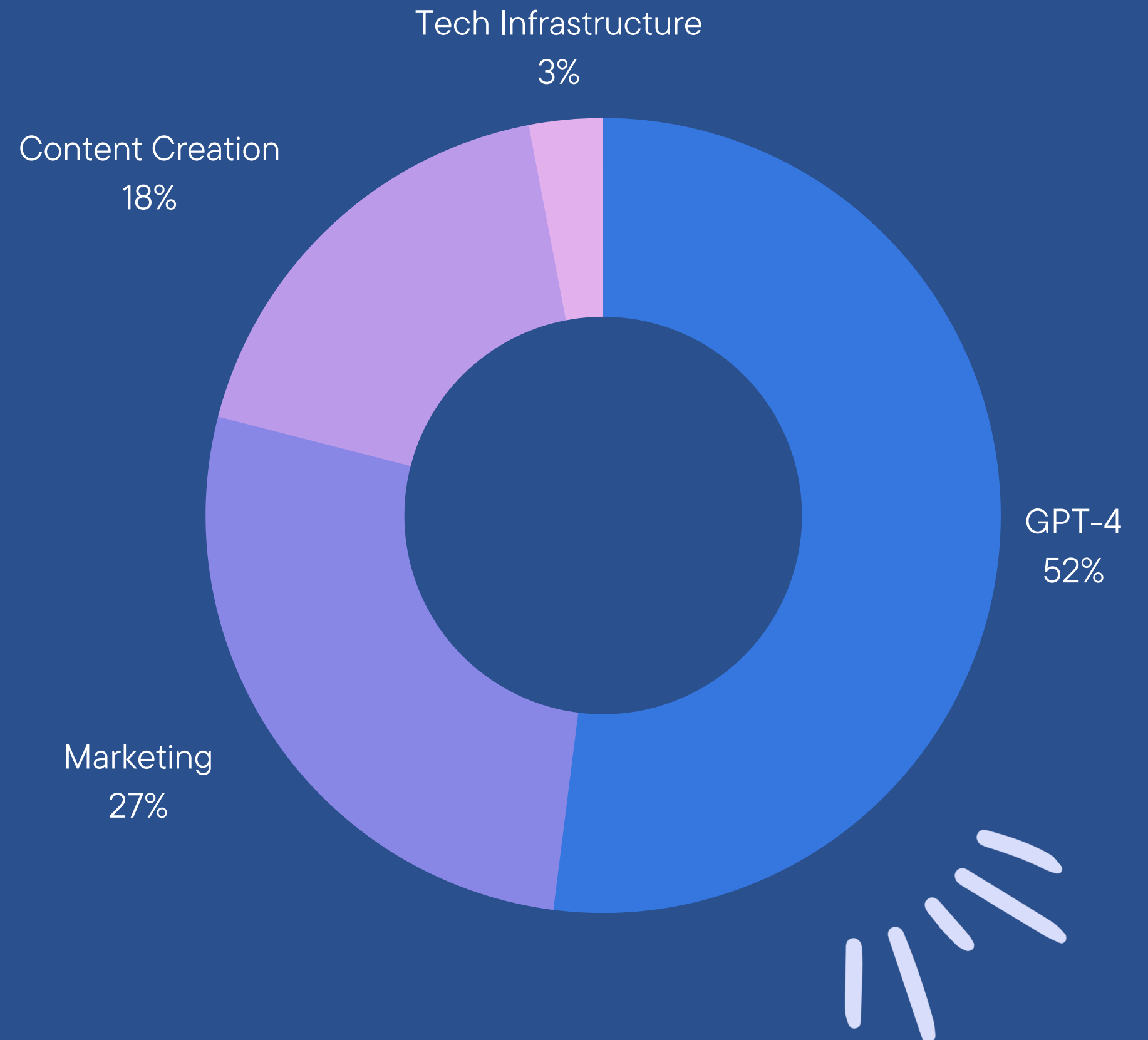
Financial Strategy

Customer Acquisition



	Year 1	Year 2	Year 3
Market Share	1%	2.5%	5%
Subscribers	16,000	40,000	80,000

Cost Structure

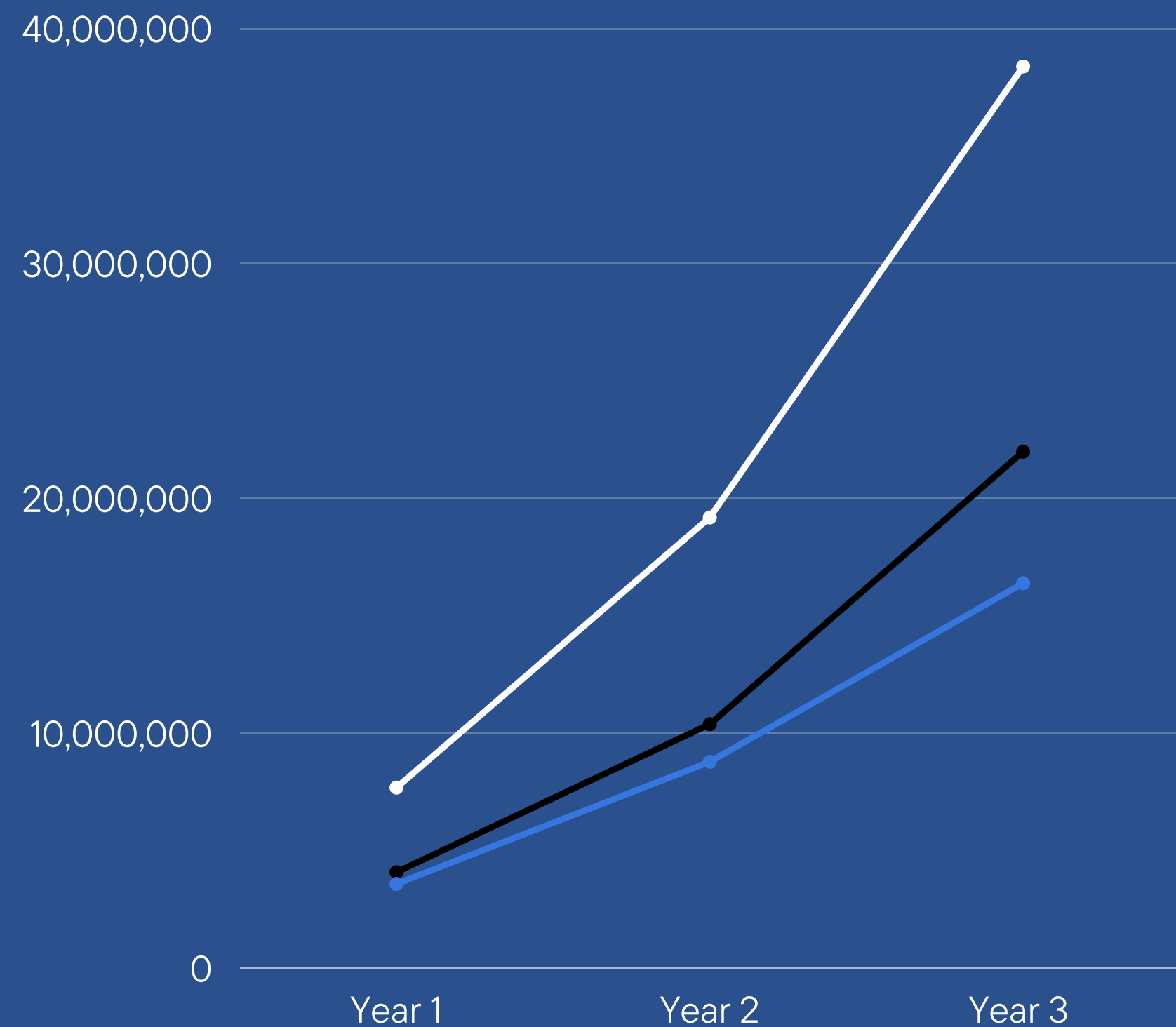


Financial ***Projections***

Revenue

Profit

Cost



Unit Economics/Month

Unit Revenue

\$2

Approximately
60EGP

Unit Costs

\$0.9

For GPT and
Marketing

Unit Profit

\$1.1

55% Profit Margin



Timeline



Conceptualization and Research (2-3 months)

Defining the idea, market research, identifying user needs, developing a roadmap for the project.



Design (3-4 months)

Designing the user interface, user experience, and visual identity of the platform.



Development (6-8 months)

Developing the back-end and front-end of the platform, integrating third-party tools and services, implementing the features and functionality.



Testing and Quality Assurance (2-3 months)

Testing the platform for bugs, errors, and usability issues, as well as ensuring it meets security performance standards.



Launch and Deployment (1-2 months)

Preparing for the launch of the platform, such as creating marketing materials, setting up analytics tools, and deploying the platform to servers.

STRATEGIC GROWTH PLAN

PHASE 1

Conduct further market research

- surveys
- published statistics
- customer interviews
- review user statistics

Expand marketing efforts

- social media advertising
- content marketing
- email marketing campaigns.

Develop partnerships with schools, universities, and other educational institutions to increase brand awareness and provide access to the Alef platform.

STRATEGIC GROWTH PLAN

PHASE 2

Enhance user experience

- gather feedback from customers
- implementing changes to the platform

Expand the platform

- Expand the platform to include additional subjects and courses
- improve our language model

Seek funding

In order to support growth and expansion efforts, seek funding from investors, venture capitalists, or other sources of capital.

STRATEGIC GROWTH PLAN

PHASE 3

Expand into new markets

Consider expanding into other markets outside of Egypt, such as other countries in the Middle East or North Africa, to increase revenue and reach a larger customer base.

Develop a strong team

- Invest in hiring and training a strong team to support growth and expansion efforts.
- This includes hiring developers, marketing professionals, and customer service representatives.

Next Steps



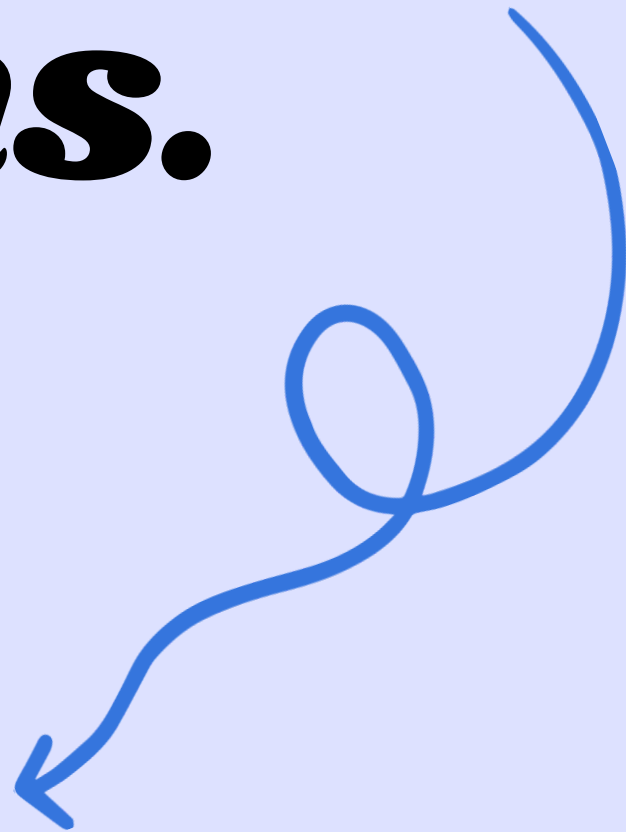
Marketing
40%



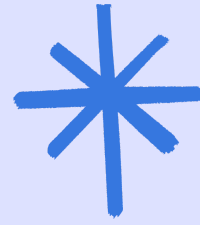
Thank you for your time!
***Reach out to us for
questions.***

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The Team



Ameena El-Agha



Laila El Saeed



Tamer Osman



Mostafa Lotfy

Sustainable Development Goals



Implementing affordable technologies to ensure equitable access to educational services for all.

Our Vision

Alef's vision is to revolutionize the education system by utilizing artificial intelligence and chatbot technology to provide personalized and accessible learning to students in Egypt and beyond.

