

A stylized illustration of a desk setup. In the center is a laptop with a teal screen displaying the 'fatn' logo and the text 'NO BORDER JUST KNOWLEDGE'. To the left of the laptop is a stack of three books. Above the laptop is a framed map of Egypt with a grid pattern. To the right of the laptop is a teal pen holder containing three pens. In the bottom left corner is a potted plant with long, pointed leaves. In the bottom right corner is a stylized representation of a computer monitor or tablet.

TEAM MEMBERS

EHAB ESSAM

ALAA ALI

ALAA ELSAID

REEM HASSAM

ASMAA AHMED



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KNOWLEG

Fateen is an educational platform designed to connect Egyptian expatriate students in Saudi Arabia and the Gulf with qualified Egyptian tutors. The platform provides online and in-person tutoring services tailored to the Egyptian curriculum ensuring that students maintain academic excellence while staying connected to their cultural heritage.



Key Partners



- Freelance and contracted teachers
- Local learning centers (for in-person sessions)
- Educational consultants
- Online payment service providers

Key Activities



- Scheduling and managing teaching sessions
- Developing engaging educational content
- Digital and social media marketing
- Selecting the right teacher for each student

Value Propositions



- Certified and experienced teachers for kids' foundational education
- Flexible learning (online or in-person sessions)
- Interactive and fun learning methods to engage children
- Regular reports and progress tracking for parents

Customer Relationships



- Personalized support via WhatsApp
- Active engagement through social media
- Weekly updates and child progress reports
- Exclusive offers during holidays and events

Customer Segments



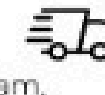
- Parents (especially mothers aged 25–45) in Saudi Arabia
- Families seeking early childhood education or foundational support
- Parents who prefer online or at-home learning environments

Key Resources



- Professional educators and tutors
- Booking and scheduling platform
- Student progress monitoring system
- Marketing and customer support team

Channels



- Social media platforms (Instagram, Snapchat, TikTok – popular in Saudi Arabia)
- WhatsApp for bookings and inquiries
- Direct phone contact for scheduling

Cost Structure

- Teacher payments or commissions per session
- Website and tech platform maintenance
- Paid marketing campaigns
- Content creation (videos, graphics, etc.)
- Customer support operations



Revenue Streams

- Per-session or monthly subscription fees
- Tiered educational packages (based on sessions, duration, or teacher preferences)
- One-time fees for extra services like educational assessments





- 1- Teacher (Layla Ahmed Hassan)
- Female, 27, based in Cairo
- Has a Bachelor's in Education
- Wants to earn supplemental income and connect with Gulf students
- Has knowledge in virtual tools and awareness of Gulf dialect/culture
-



2- Parent (Mariam Salah Al-Sharkawy)
Female, 40, lives in Riyadh
Middle to upper income level, family-focused
Wants certified Egyptian tutors, flexible schedules, and progress tracking
Struggles to find reliable, affordable Egyptian tutoring

INTERNAL ANALYSIS

1

SERVICES:

- Live tutoring in core subjects (Math, Science, Arabic, etc.).
- Exam prep for Egyptian curriculum (primary to secondary).
- Certificates and academic progress reports included.

2

TEAM & OPERATIONS

- Tutors trained in Zoom, Google Classroom, and other edtech tools.
- Admin manages scheduling, recruitment, and quality assurance. Customer Support respond to parent and student queries

3

FINANCIAL MODEL

- Revenue from subscriptions, per-session payments, and limited advertising.
- Major expenses: tutor salaries, platform development, and marketing.



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EXTERNAL ANALYSIS

1

2

3

4

MARKET INSIGHTS

- Saudi Arabia's EdTech market reached \$714.7M in 2023 with a 10% annual growth rate.
- Widespread internet and smartphone usage among families.
- COVID accelerated demand for digital learning

PEST ANALYSIS

- Political: Needs compliance with Saudi and Egyptian education laws.
- Economic: Favorable EGP-to-SAR exchange rates help pricing strategy.
- Social: Education decisions influenced by family values and heritage.
- Tech: Relies on Zoom, MS teams, Kahoot, ...
-

COMPETITOR COMPARISON

- Madrasati: Government platform, free but limited in customization.
- Moalimy: Private tutoring with variable quality.



SWOT ANALYSIS

strengths:

- specialization in the Egyptian curriculum.
- affordable and accessible services.
- strong cultural connection and tech-enabled learning.

weaknesses:

- new brand with limited awareness.
- dependence on third-party platforms (e.g., zoom).
- scalability and operational bottlenecks.

opportunities:

- expansion across the gulf region.
- integration of ai-based assessments.
- collaborations with embassies and cultural institutions.

threats:

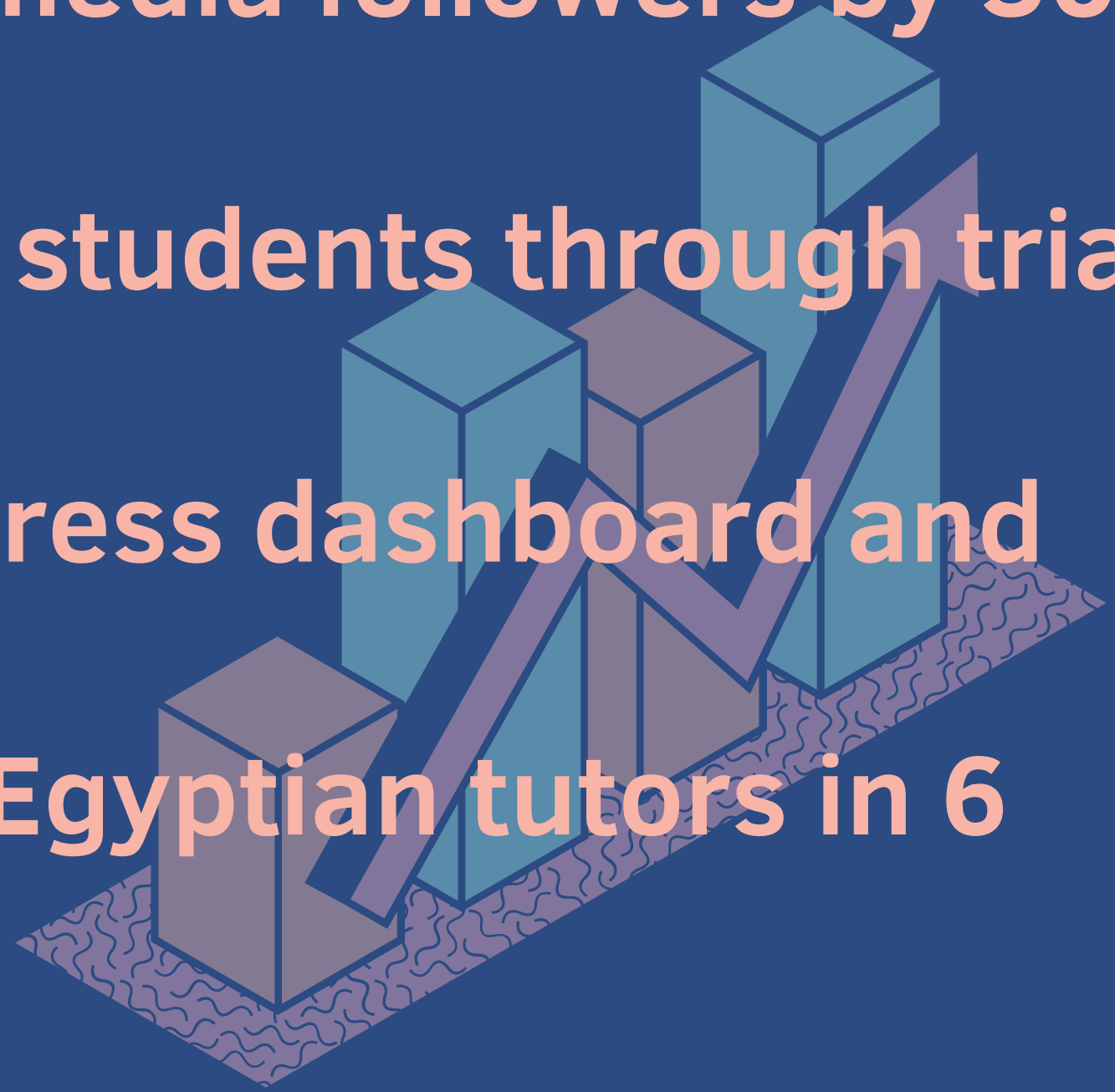
- local and regional competition.
- fluctuating economic conditions.

increasing data protection regulations



SMART Objectives

1. Brand Awareness: Grow social media followers by 50% within 6 months.
2. User Acquisition: Gain 200 new students through trial sessions in 6 months.
3. Platform Features: Launch progress dashboard and gamified quizzes in 4 months.
4. Tutor Base: Onboard 20 vetted Egyptian tutors in 6 months.



Unique Selling Proposition (USP)

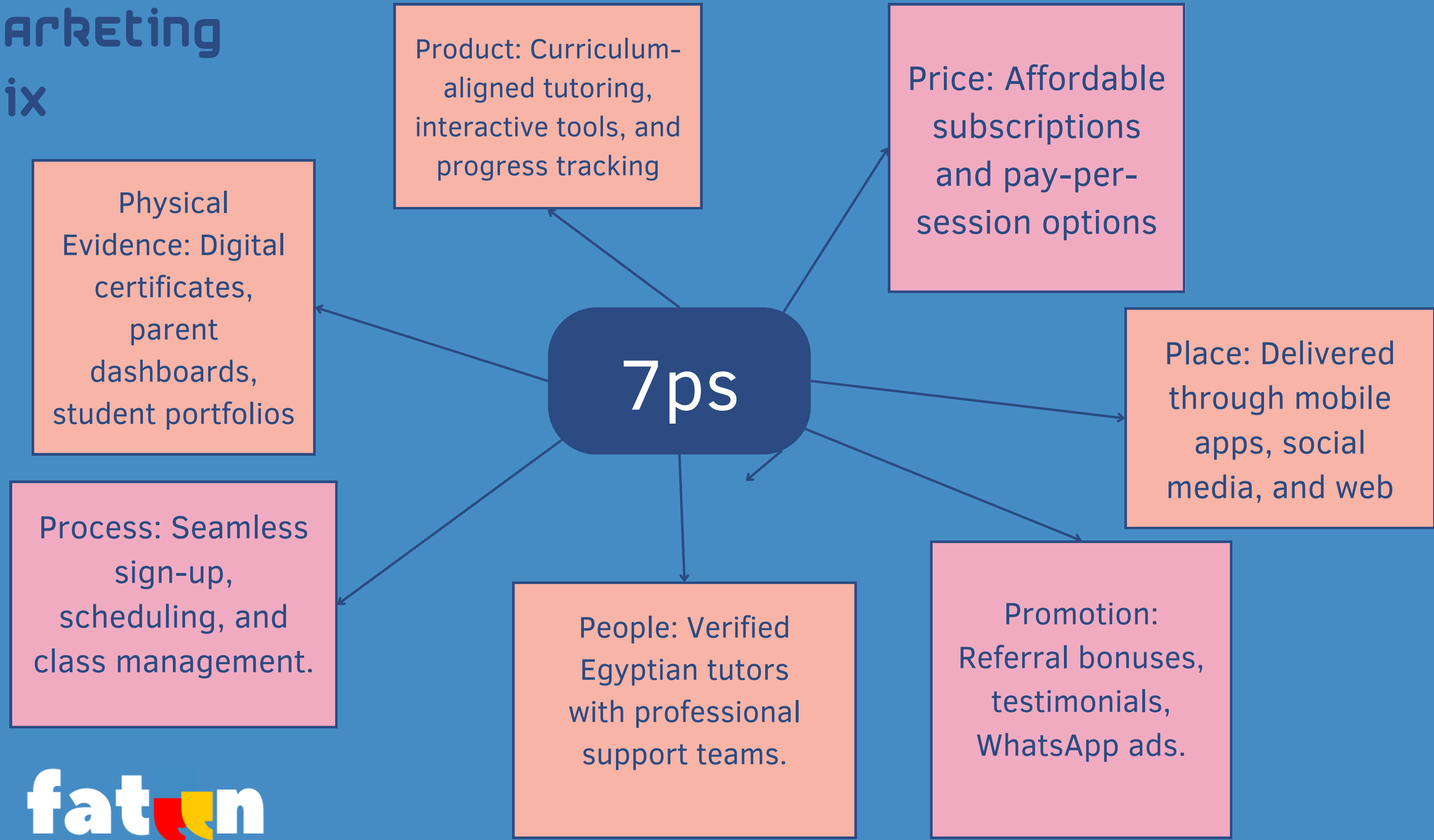
“Fateen bridges cultural and academic gaps for Egyptian expatriates.”

- Sole platform offering full Egyptian curriculum alignment.
- Tutors share the students’ cultural background.
- Pricing optimized through currency advantage (EGP-SAR).



Tech-based learning with gamification and measurable progress






marketing mix

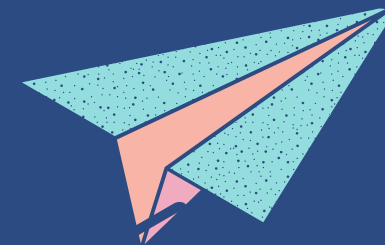
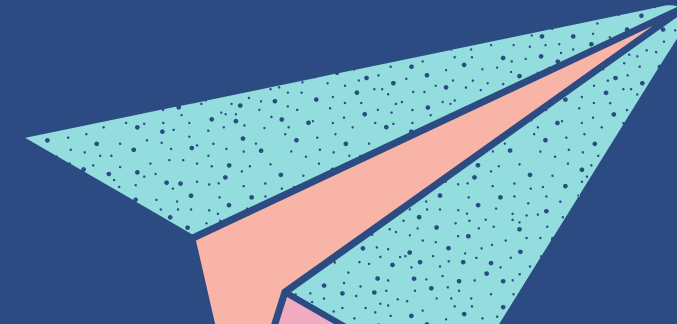
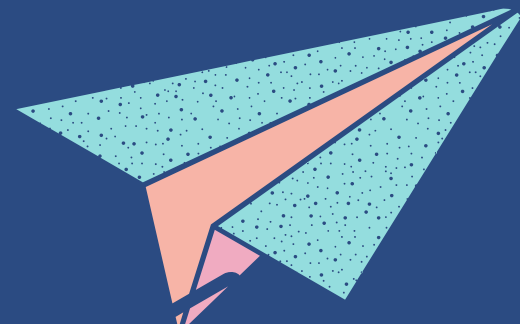


challenges and Mitigation

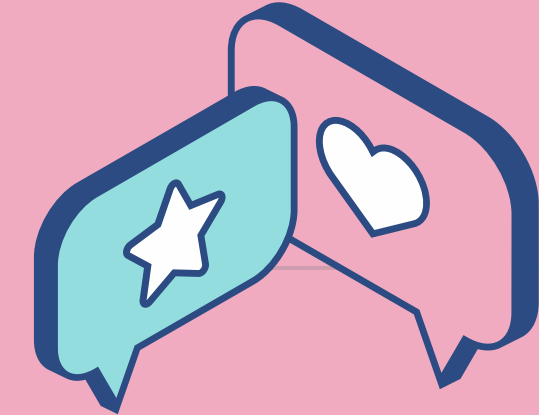


CHALLENGES	MITIGATION
Low brand awareness	Targeted marketing campaigns on social media.
Tutor retention	Offer onboarding support and performance bonuses.
Operational scaling	Invest in automation and scheduling software.
Regulatory issues	Monitor local laws; adopt strong privacy policies.

Day	Platform / Time	Image	Visual	Caption	Hashtags	Engagement Goal
7TH March	FACEBOOK 3am		Logo	انضم الي فطين واستمتع بتجربة تعليمية متميزة	# فطين تعليم عن بعد،#دروس# مباشرة	Awariness
8TH March	FACEBOOK INSTAGRAM 10pm		Promotional Video	رمضان فرصتك مع فطين للتفوق	دروس مباشرة# عروض،#التفوق#	Drive Sales
11Th March	FACEBOOK 9pm		Poll Post	كم ساعة ستذاكر اليوم ؟	طريقك للنجاح،#فطين# محترف دراسي#	Enhance Interactivity
14Th March	FACEBOOK INTAGRAM 4:30 PM		Occasion-Based Post	اجعل رمضان شهر نجاحا تعليميا وروحيا مع فطين !	فطين#،معلمك#،ذاكر# رمضان#	Foster Community
20th March	FACEBOOK INSTGRAM 10pm		Tips Video	ماهو روتينك في التحصيل الدراسي،وكم انجزت اليوم ؟	تعليم بلا حدود# تفوق#	Build Brand Lifestyle
21Th March	FACEBOOK INSTGRAM 10pm		Seasonal Post	شكرا لمن تصنع المستقبل !	عيد الام# شكرا امي،عروض# #منصه فطين	Foster Community



ADS ANALYSIS



Reach ⓘ

345.6K ↑ 100%



See More

Post engagements ⓘ

30,181 ↑ 100%



See More

Impressions ⓘ

348.8K ↑ 100%



See More

Views ⓘ

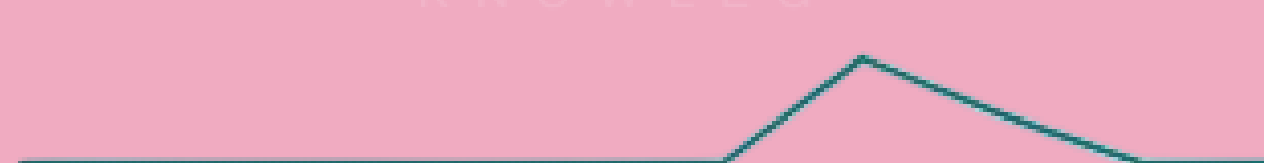
280.1K ↑ 100%



See More

Page engagements ⓘ

30,197 ↑ 100%



See More

Video plays ⓘ

276.2K ↑ 100%

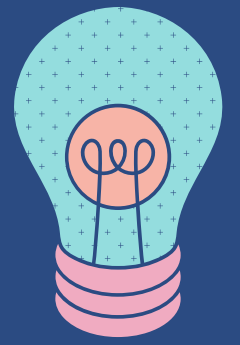


See More

https://www.facebook.com/fatin.app1/videos/841933588116647/?notif_id=1743173017911355¬if_t=feed



conclusion & next steps



Why Fateen Matters:

Fateen solves a real need for expatriate Egyptian families by providing high-quality, curriculum-aligned, culturally relevant education.

immediate priorities:

1. Execute marketing and tutor onboarding plans.
 2. Launch gamified features and dashboards.
- Secure strategic partnerships under Saudi Vision



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FATEEN SOCIAL MEDIA:

[HTTPS://WWW.FACEBOOK.COM/FATEEN.APP1](https://www.facebook.com/fateen.app1)

[HTTPS://WWW.INSTAGRAM.COM/FATEEN.APP1/](https://www.instagram.com/fateen.app1/)

[FATEEN.APP@GMAIL.COM](mailto:fateen.app@gmail.com)

**We appreciate your time and consideration.
Fateen is our step toward making education
more accessible and culturally meaningful.**

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