

# EduBooks Pitch Deck Outline

Welcome, astute investors. This deck presents EduBooks, an innovative e-learning platform poised to revolutionise access to educational content.





# EduBooks: Your Gateway to Digital Learning Excellence

## Unlocking Knowledge, Empowering Minds

Presented by: [Your Name/Company Name]

# The Fragmented Learning Landscape

The current educational market is rife with inefficiencies and barriers, hindering effective learning for millions.

## High-Cost Materials

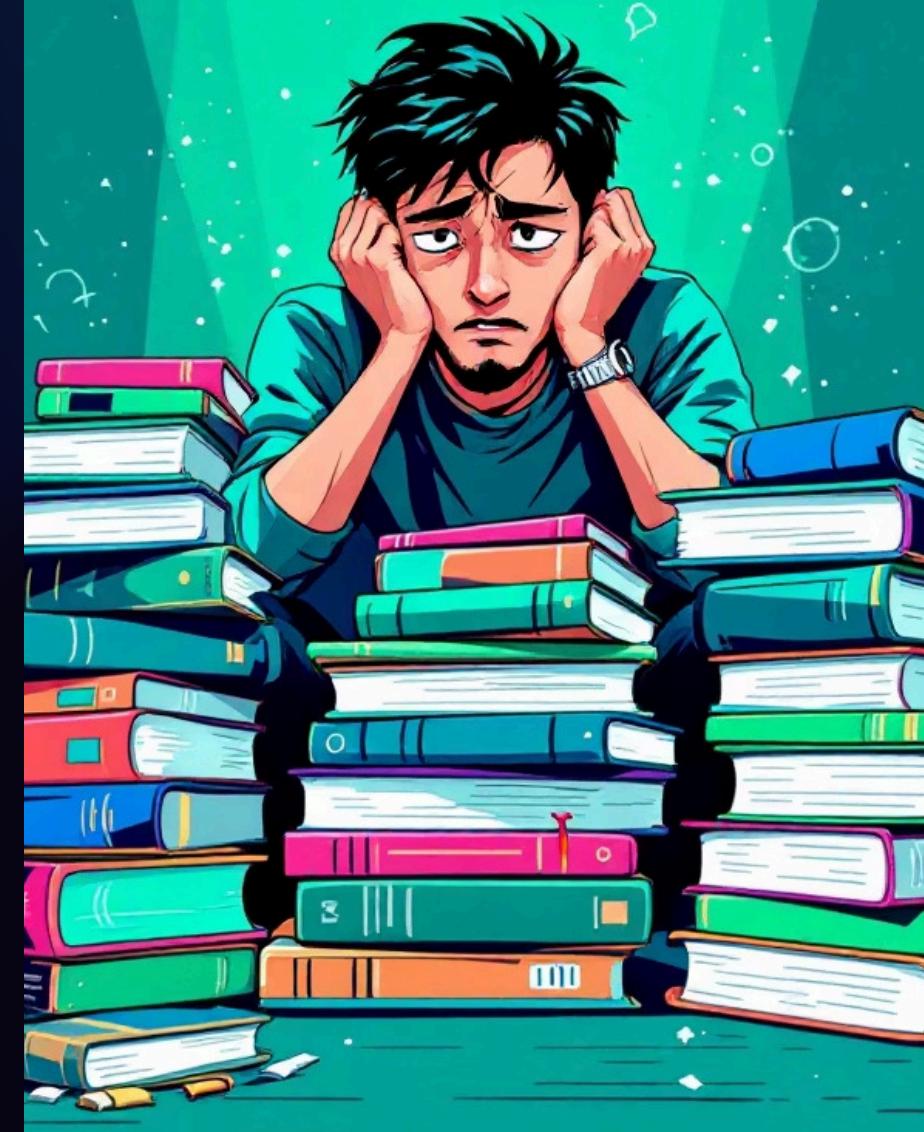
Exorbitant prices for physical textbooks place a significant financial burden on students and professionals.

## Poor Digital Accessibility

Inconsistent digital formats and restrictive access models create a disjointed and frustrating user experience.

## Market Fragmentation

A scattered ecosystem of publishers and platforms means no single, unified source for comprehensive educational content.



# EduBooks: The Unified Digital Solution

We offer a centralised, cost-effective, and highly accessible digital library designed for the modern learner.



## Centralised Content

A single platform for all your educational needs, from textbooks to learning modules.



## Reduced Costs

Significant savings compared to traditional physical materials, making education more affordable.



## Enhanced Accessibility

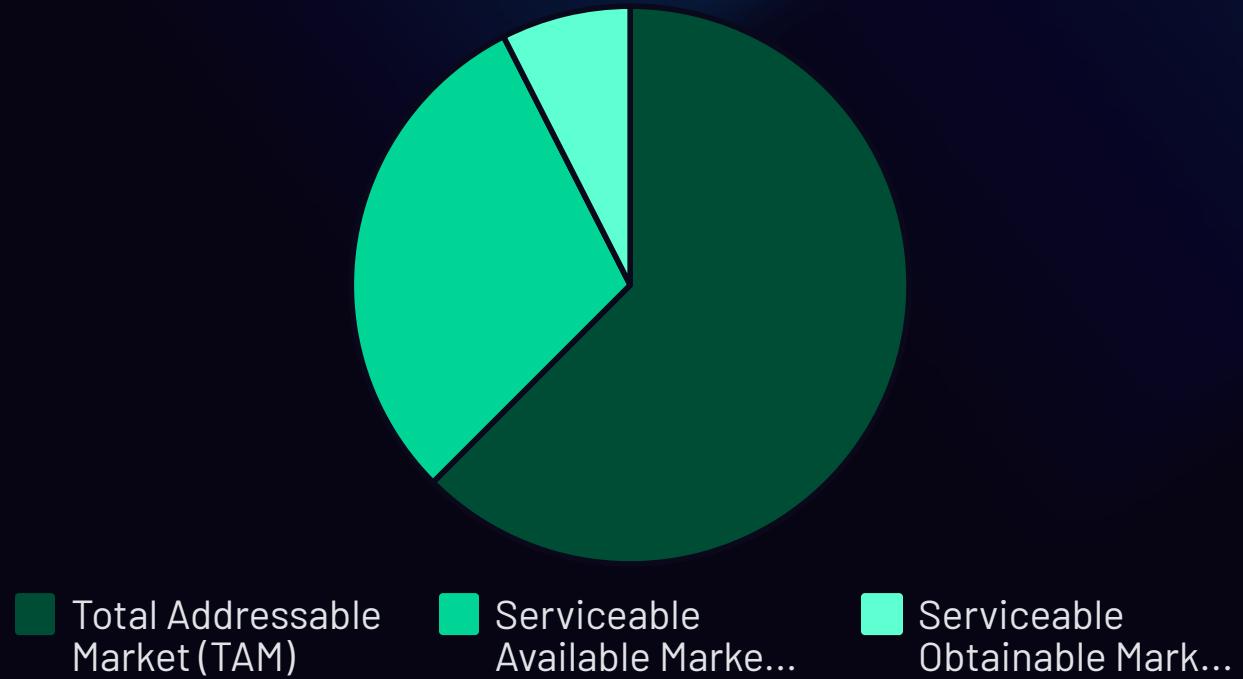
Seamless digital access anytime, anywhere, across multiple devices.



Made with GAMMA

# Untapped Potential: Our Addressable Market

The digital educational content market presents a substantial opportunity for growth and disruption.

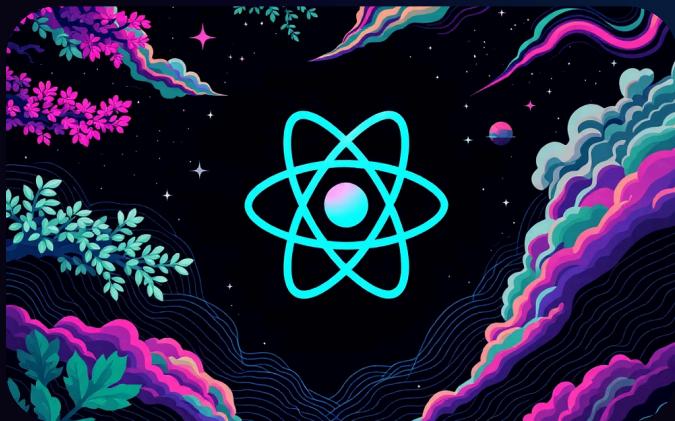


## Market Insights

- **TAM:** The global digital textbook market is valued at £25 billion annually.
- **SAM:** Our initial focus on university students and continuing education professionals represents a £12 billion segment.
- **SOM:** We project capturing £3 billion within our first five years through strategic partnerships and market penetration.

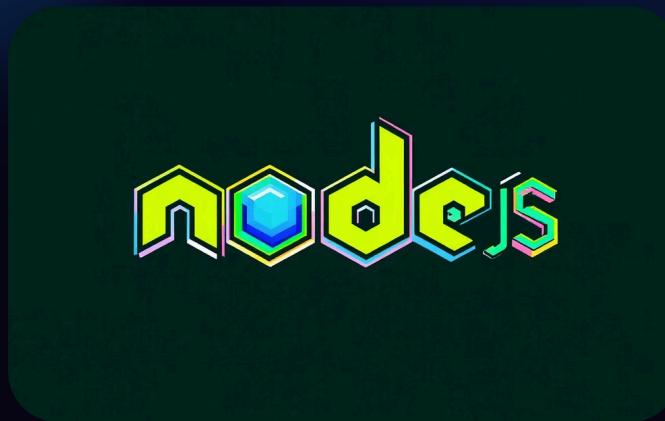
# Robust Technology at Our Core

EduBooks is built on a scalable and modern technology stack, ensuring reliability and future-proofing.



## React Frontend

Dynamic and responsive user interface deployed on Vercel for optimal performance.



## Node.js API

Efficient and powerful backend services hosted on Render, facilitating seamless data flow.



## MongoDB/Firestore

Hybrid data persistence model ensuring both flexibility and robust transaction handling for purchase records.



# Key Features: Our Minimum Viable Product

Our MVP delivers essential functionalities, providing a strong foundation for future expansion.

1

## Secure User Authentication

Robust sign-up and login mechanisms protect user data and ensure personalised experiences.

2

## Purchase Record Framework

Reliable and secure handling of all transaction data within Firestore, ensuring data integrity.

3

## Responsive Design

Optimised for seamless access across all devices, from desktops to mobile phones.

# Diverse Revenue Streams for Sustainable Growth

Our multi-faceted business model ensures profitability and scalability within the e-learning market.



## Digital License Sales

Direct sales of individual educational content licenses to users.



## Subscription Tiers

Tiered access models offering premium content, features, and bulk access.



## 70/30 Creator Split

An attractive revenue-sharing model that incentivises high-quality content creators.





# Competitive Landscape & Our Edge

While the market has existing players, EduBooks distinguishes itself through its unique value proposition.

## The Competition

- **Traditional Publishers:** High cost, limited digital access.
- **Udemy:** Broader, less academically rigorous content.
- **LinkedIn Learning:** Professional development focused, often expensive subscriptions.

## EduBooks' Advantage

We combine academic rigour with unparalleled accessibility and affordability, creating a superior offering.



## Our Team

### Anya Sharma, CTO

Lead architect for scalable cloud infrastructure and secure data management.

### Liam O'Connell, Lead Developer

Expert in React and Node.js, driving frontend and backend development.

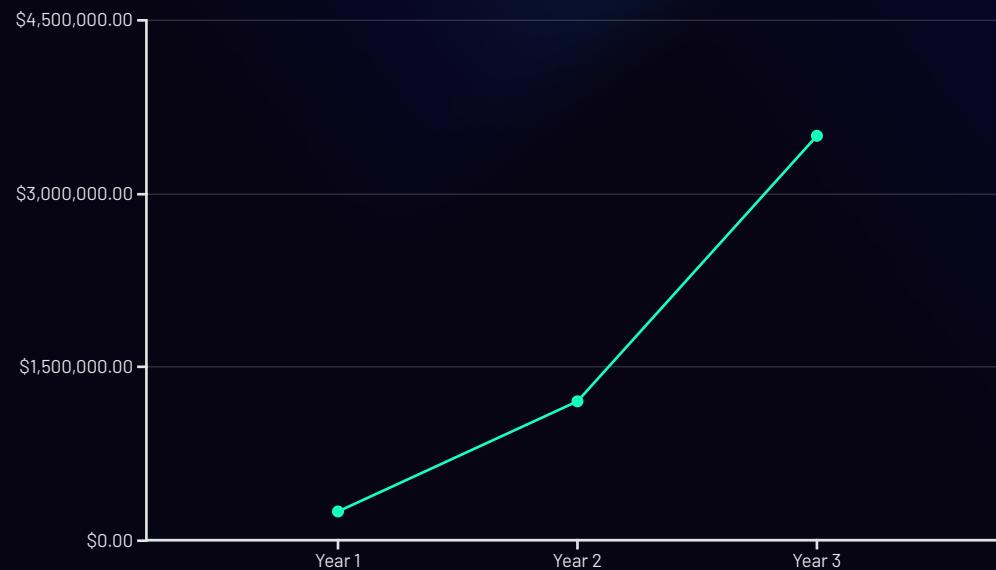
### Dr. Mei Lin, Business Lead

Extensive background in e-learning content acquisition and market strategy.

# Financial Projections & The Ask

We are seeking capital to accelerate development and capture significant market share.

## 3-Year Revenue Projections



## Our Funding Request: £500,000

This investment will be strategically allocated to:

- **Feature Completion (60%):** Accelerate development of advanced functionalities (e.g., interactive content, personalised learning paths).
- **Marketing & User Acquisition (40%):** Implement targeted campaigns to build brand awareness and grow our user base.

Your investment today fuels tomorrow's digital learning revolution.