

EduConnect

Learning Without Boundaries

Presented by: CHEBET CAROLINE

Problem Statement

- Millions of students lack access to quality, affordable, and engaging learning resources.
- Traditional education is:
 - Expensive
 - Limited to physical classrooms
 - Not personalized

Our Solution

- EduConnect: An interactive online learning platform that provides:
 - Affordable access to courses
 - Personalized learning paths
 - Interactive tools (quizzes, forums, mentorship)

Market Opportunity

- Global EdTech market: \$404B by 2027
- Kenya & Africa: Rapid internet growth + young population (70% under 30).
- Target Market: Students, Professionals, Schools, Training Institutions.

Product / Service Demo

- Features:
 - Video lessons & live classes
 - Mobile-first access (works on low internet)
 - AI-powered progress tracking
 - Certificate of completion

Business Model

- Revenue Streams:
 - Subscription Plans (\$10/month unlimited access)
 - Institutional Packages (schools & colleges)
 - Premium Certificates
 - Ads / Partnerships

Traction / Validation

- Pilot Test: 200+ learners onboarded in 3 months
- Partnerships: Discussions with 3 local schools
- Feedback: 90% satisfaction rate from beta users

Go-to-Market Strategy

- Launch free courses to attract early users
- Partner with universities & training institutions
- Digital marketing campaigns targeting students & professionals

Competition Analysis

- Competitors: Coursera, Udemy, Eneza Education
- Our Edge:
 - Localized content for African learners
 - Affordable pricing
 - Offline-first capabilities (downloadable content)

Financial Projections

- Year 1: \$50K revenue (10,000 users)
- Year 2: \$200K revenue (50,000 users)
- Year 3: \$500K revenue (200,000 users)
- Break-even: Year 2

Team

- Founder –Chebet Caroline, IT & Business background
- CTO – Tarin Tott
- Education Advisor – Tahir Melly
- Passionate team transforming learning.

The Ask

- We are raising \$150,000 to:
 - 40% Product Development
 - 30% Marketing & Customer Acquisition
 - 20% Team Expansion
 - 10% Operations