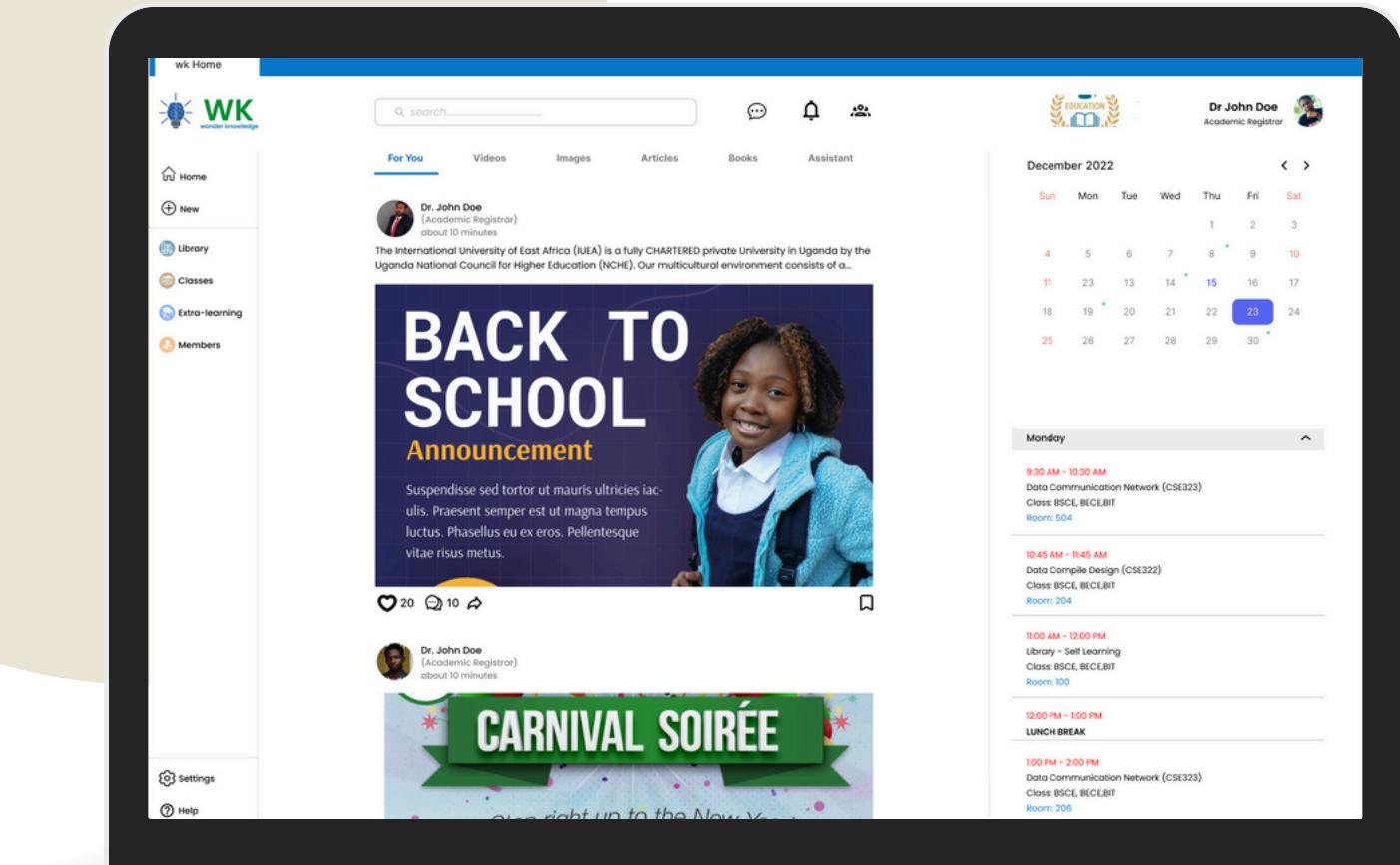


BRIDGING KNOWLEDGE AND INNOVATION FOR A SMARTER FUTURE

BY EPHRA TECHNOLOGIES



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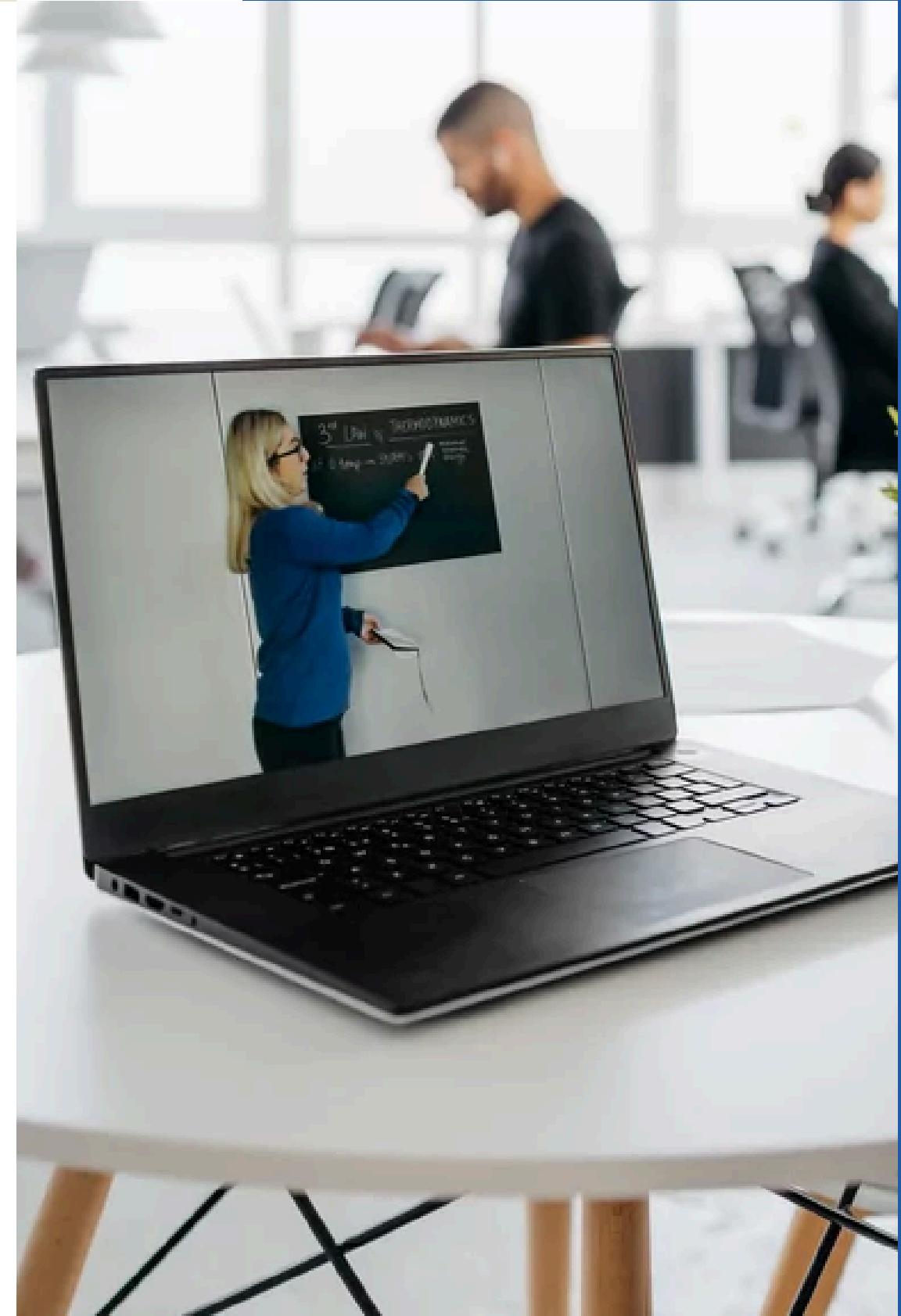
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INTRODUCTION

GET TO KNOW US BETTER

Wonder Knowledge is a cutting-edge learning platform designed to transform education by bridging the gap between theoretical knowledge and real-world application. By offering personalized, practical, and accessible learning solutions, the platform empowers students, supports educators, and modernizes teaching methodologies. This pitch deck outlines the challenges in the education sector, the innovative solutions Wonder Knowledge provides, and the impact it aims to achieve globally.



PROBLEMS

WE WILL SOLVE THE PROBLEMS

01

Outdated Educational Systems

Many schools still use traditional teaching methods that do not connect with today's learners. These outdated approaches fail to engage students and limit their ability to understand and apply knowledge effectively.



02

Practical Skills Deficit

Students often graduate without the hands-on experience needed for real-world applications. This leaves them unprepared to face modern challenges, making the transition from school to work more difficult.

03

Digital Divide

Many schools and students cannot access innovative, affordable learning platforms due to infrastructure and cost limitations, widening the gap in education quality.

SOLUTIONS

SOLUTIONS OF THE PROBLEMS

Wonder Knowledge revolutionizes learning by providing an intuitive, innovative platform designed for students and educators alike.



01

Interactive Learning

The platform includes simulations, real-world scenarios, and collaborative tools that make learning engaging and impactful. These tools help students develop practical skills by applying what they learn to real-world challenges.

02

Comprehensive Resources

Wonder Knowledge offers a vast library of videos, e-books, articles, and interactive materials. These resources cover various subjects and fields tailored to student his program, ensuring students and teachers have access to everything they need for a rich educational experience.

03

Offline Accessibility

The platform ensures that students can continue learning even in areas without reliable internet access. Materials can be downloaded for offline use, allowing uninterrupted education regardless of location.

KEY FEATURES

WHAT IT OFFERS



Wide Range of Resources Tailored to student's program

A wide range of materials, including videos, e-books, and quizzes, ensures diverse approaches to cater to different learning styles.



AI-Powered Personalization

AI-driven content recommendations create personalized learning journeys, adapting to each student's pace, strengths, and areas for improvement.

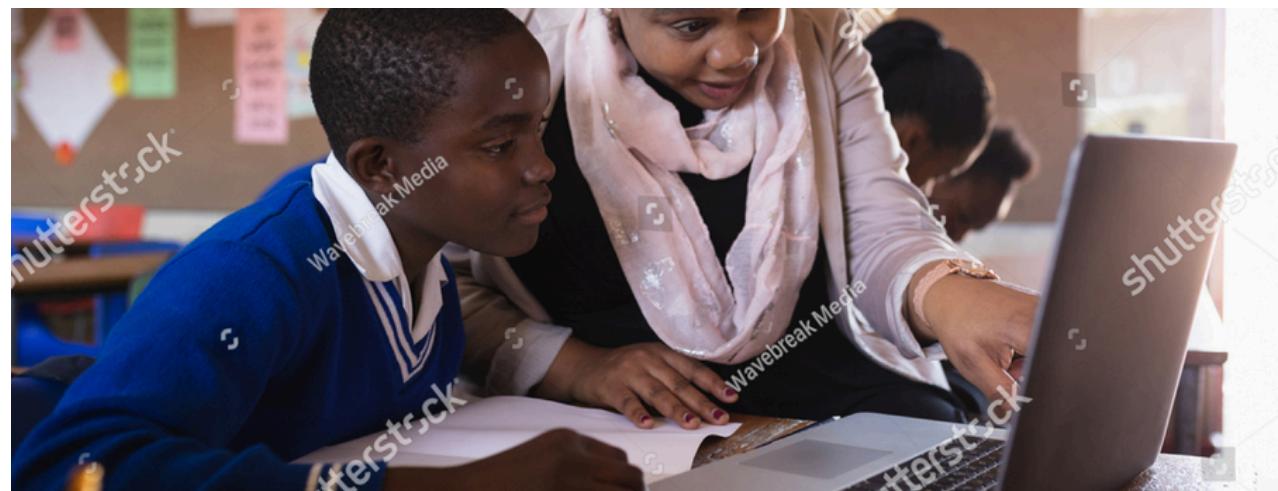
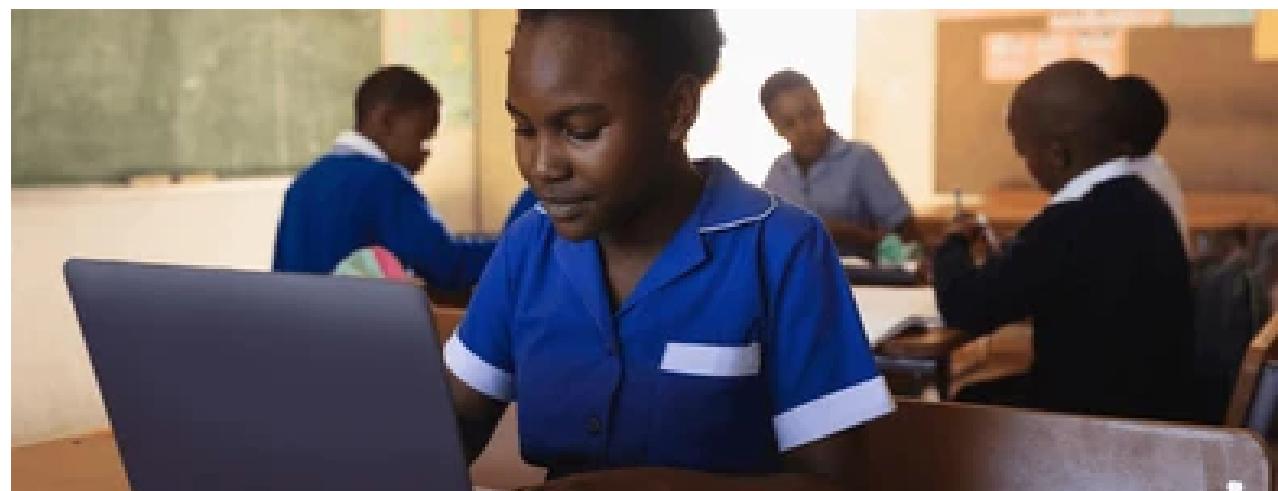


Offline Access

Enables students to download lessons, quizzes, and resources, ensuring uninterrupted learning even without internet access.

BENEFITS

SOLUTIONS OF THE PROBLEMS



01

For Students

- Personalized, practical learning for confidence in real-world applications.
- Eliminates dependency on post-graduation courses, reducing financial burdens.

02

For Educators

- Tools to focus on mentoring rather than sourcing materials.
- Collaborative features for resource sharing and collective growth.

02

For Institutions

- Enhanced reputation as a leader in innovative education.
- Higher student and parent satisfaction with reduced reliance on external certifications.

MARKET SIZE

OUR CLIENTS COME FROM EVERYWHERE



- **Primary Users:** Students in schools and higher education institutions.
- **Secondary Users:** Teachers and educational institutions seeking innovative teaching tools.
- **Stakeholders:** Organizations, governments, and education-focused enterprises looking to enhance learning outcomes.

Global EdTech Market

The global education technology market was valued at \$254 billion in 2021 and is expected to grow at a CAGR of 16.5%, surpassing \$600 billion by 2027. This rapid growth reflects the increasing adoption of digital tools in education worldwide.

Students Worldwide, Particularly in Africa

With over 1.5 billion students globally and a significant portion in Africa, the demand for flexible, accessible, and engaging learning platforms is at an all-time high. In Africa, where challenges such as limited resources and connectivity gaps persist, the need for tools that cater to different learning styles and environments is even more critical.

Institutional Demand

Schools, universities, and corporate training programs are actively seeking cost-effective, innovative solutions to modernize curriculums and meet evolving educational standards. This trend creates a significant opportunity for platforms like Wonder Knowledge to fill critical gaps in the market.



BUSINESS MODEL

OUR BUSINESS MODEL

Our business model thrives on delivering value through strategic innovation, client-centric solutions, and a dynamic blend of creativity and analytics.

- **Freemium Model:** Free access to basic features with premium subscriptions for advanced tools.
- **Institutional Partnerships:** Customized packages for schools, universities, and organizations.
- **Content Marketplace:** Allow educators to create and sell specialized learning materials.
- **Grant Collaborations:** Partner with education-focused NGOs and enterprises.

COMPETITIVE ADVANTAGE

Wonder Knowledge stands out by offering practical, accessible, and scalable solutions that address key challenges in education. By focusing on hands-on learning, offline functionality, and empowering educators, it provides a unique edge over traditional learning platforms and other ed-tech solutions.



Direct Competitors: Platforms like Coursera, Khan Academy, and Udemy that provide online learning but lack offline functionality and localized content for underserved regions.

Indirect Competitors: Traditional schools and textbook publishers that rely on outdated methods, as well as mobile-based educational apps that do not offer comprehensive teacher tools or practical simulations.

Hands-On Focus: Prioritizes practical skill development alongside theoretical learning and tailored personalized contents.

Offline Functionality: Expands accessibility beyond traditional digital tools.

Teacher Empowerment: Provides robust tools for personalized instruction and collaboration.

Scalable & Adaptable: Tailored to suit diverse educational settings and curriculums.

Financial Projections

Revenue Streams

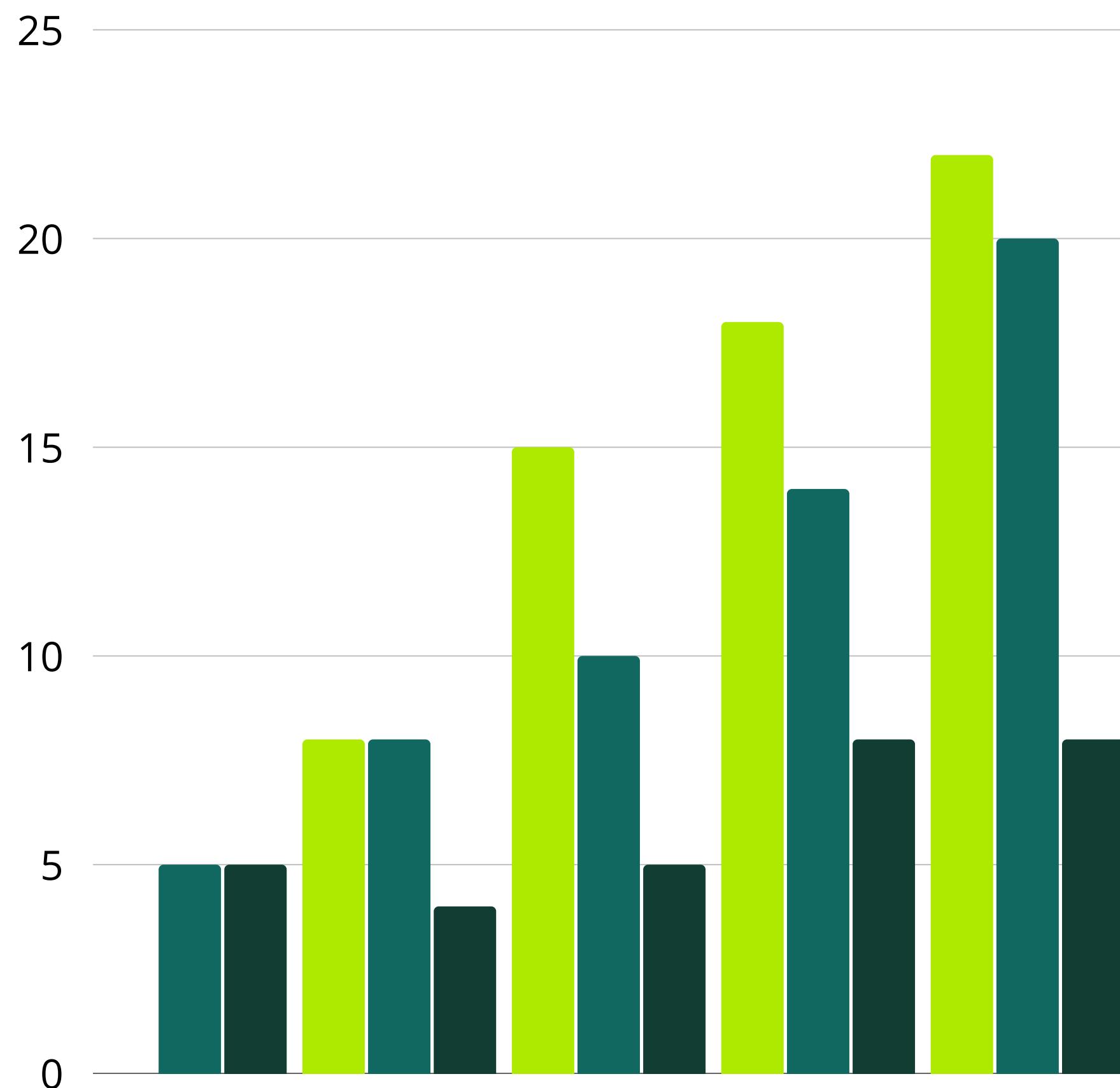
Subscriptions, marketplace sales, and institutional collaborations.

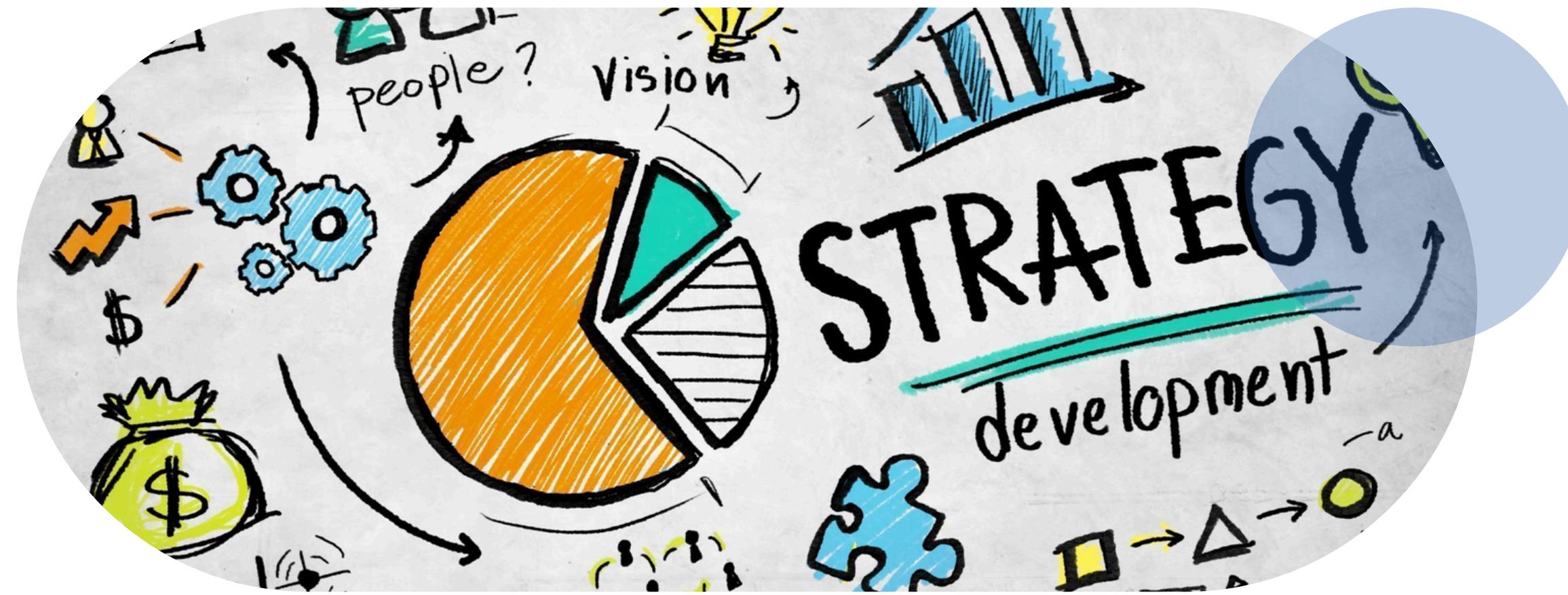
Growth Metrics

- **Year 1:** Launch pilot programs, onboard 50,000 users, generate \$1M in revenue.
- **Year 2:** Scale to 200,000 users, expand features, target \$5M in revenue.
- **Year 3:** Achieve 1M users globally, generating \$15M in revenue.

Cost and Profitability

- Investment in development, marketing, and support totals \$1.5M in Year 1, scaling to \$8M by Year 3.
- Breakeven by Year 2, with 20-25% profit margins in Year 3.





Marketing Strategy

Pilot Launch

Online Presence

Community Engagement

Partnerships and Collaborations

Exhibitions and Events

Our Team



Ephraim Basubi

CEO & Founder



Armand Musafiri

Project manager



Ruth Kabisa

Marketing manager



Daniel Gallego

IT Expert



Olivia Wilson

Marketing Head



THANK YOU

● FOR YOUR NICE ATTENTION

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