Pitch Deck - tahseen.ai





Plan

- > Who we are?
- > Problem we are solving? 🔼
- > Why tahseen.ai ? 🗔
- > Our brand
- > How we will monetize it?
- > Demo
- > Our vision & roadmap 🚀
- > Appendix 🗐

Who we are?



Found KOUZMANE Tech Lead BI @ Eviden | x-Deloitte **EVIDEN Deloitte.**



Hamza BOULAALA Data Scientist @ SophiaGenetics

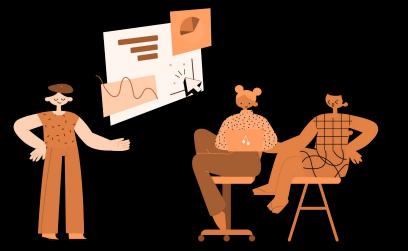
Old INSEA schoolmates reunited in BDX



Problem we are solving?







Students with shorter attention spans are:

- X More likely to forget information they have learned.
- X More likely to have difficulty multitasking.
- X More likely to have difficulty focusing on tasks that require sustained attention.

Why tahseen.ai ? 🕸

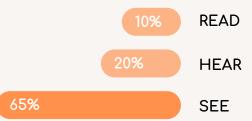
tahseen.ai is an AI powered toolkit that helps teachers generate engaging materials such as images, voice-over and text summary to increase student engagement and retention.

- Government wiliness to adopt AI in Moroccan education as per the latest <u>declaration</u> of Abdellatif Miraoui, Moroccan Minister of Higher Education, Scientific Research and Innovation.
- GenAl is developing every day, so scaling this solution to more features is a matter of time.
- ✓ No existing solution in the Moroccan market

> Visual content improves retention by



> After 3 days, people retain of what they:



Our brand







Color Pallete







Typography

Arslan Wessam

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How we will monetize it?

Moroccan market in numbers





10,905 Public schools



506,953 Teachers



5,380 Private schools



129 Universities



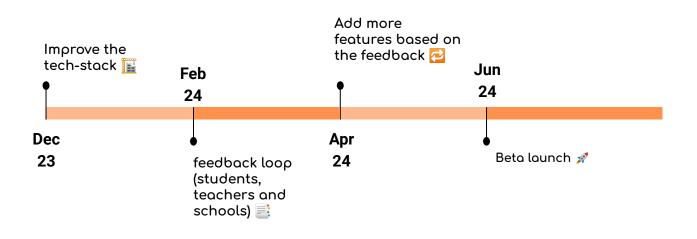
- ✓ B2B deals with private schools and universities
- Key partnerships with Ministry of education and public organizations
- B2C offering to teachers





Our vision 🚀

- ✓ Build a MVP on a robust tech stack.
- ightharpoonup Introduce the MVP to a feedback loop with teachers, schools and students.
- ✓ Add more features (video generation, Q&A chatbot, ...).







THANK YOU

Appendix - 1



tahseen.ai's business model تحسين KEY PARTNERS KEY ACTIVITIES **VALUE PROPOSITIONS CUSTOMER RELATIONSHIPS CUSTOMER SEGMENTS** teachers A platform to create For teachers: Al workshops for Main customers (who schools interactive and immersive Toolbox to enhance teachers pay) ministries learning experiences using their course · customer support Schools generated images and preparation service Tutoring centers audio narration feedback loop to Universities Variety of content enhance the product teachers types to diversify · offer a discount for Public administrations teaching methods certain criteria · Increase students engagement **KEY RESOURCES** CHANNELS For students: · A new immersive Website · Social media experience to learn · Al models (text-to-image, Schools text-to-audio. summarization, chatbot) Fun/interactive · Public sector partnerships learning experience COST STRUCTURE **REVENUE STREAMS** · Maintaining the platform running • B2B: deals with schools and universities (multiple subjects) o Hosting/domain name • Key partnerships with public administrations o Al models (if not open source) • B2C : selling directly to teachers (one subject) · customer acquisition Ads

Appendix - 2 📋

