









# 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 ? 🤝



Fouad KOUZMANE

Tech Lead BI @ Eviden | x-Deloitte

**EVIDEN** **Deloitte.**



Hamza BOULAALA

Data Scientist @ SophiaGenetics



Old INSEA schoolmates reunited in BDX 🇫🇷

# Problem we are solving ?

15min  
student's attention span.

47%  
*of students  
are disengaged  
in the classroom.*



Students with shorter attention spans are :

- ✗ More likely to forget information they have learned.
- ✗ More likely to have difficulty multitasking.
- ✗ 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 [declaration](#) of **Abdellatif Miraoui**, Moroccan Minister of Higher Education, Scientific Research and Innovation.

✓ GenAI 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

38%

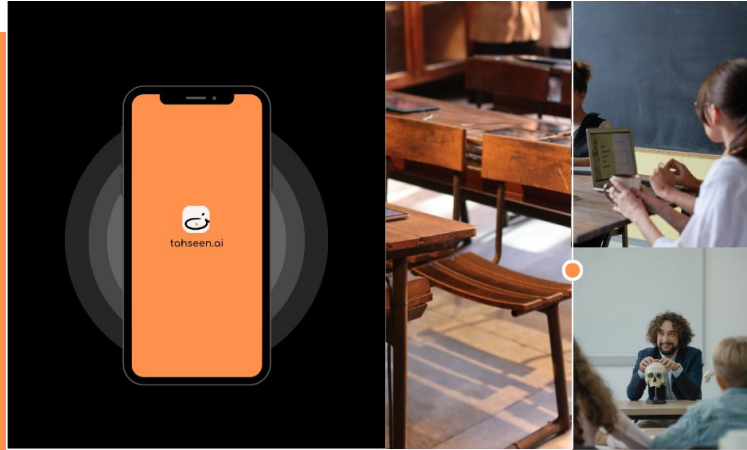
> After 3 days, people retain of what they :

10% READ

20% HEAR

65% SEE

# Our brand



Color Pallette



#000000



#FF914D



#F9F5F2

تَحْسِين  
tahseen.ai

تَحْسِين  
tahseen.ai

Typography

Arslan Wessam

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ي غ خ

Comforta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# How we will monetize it ?

Moroccan market in numbers 



10,905 Public schools



506,953 Teachers



5,380 Private schools



129 Universities

12,3M  
Students

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

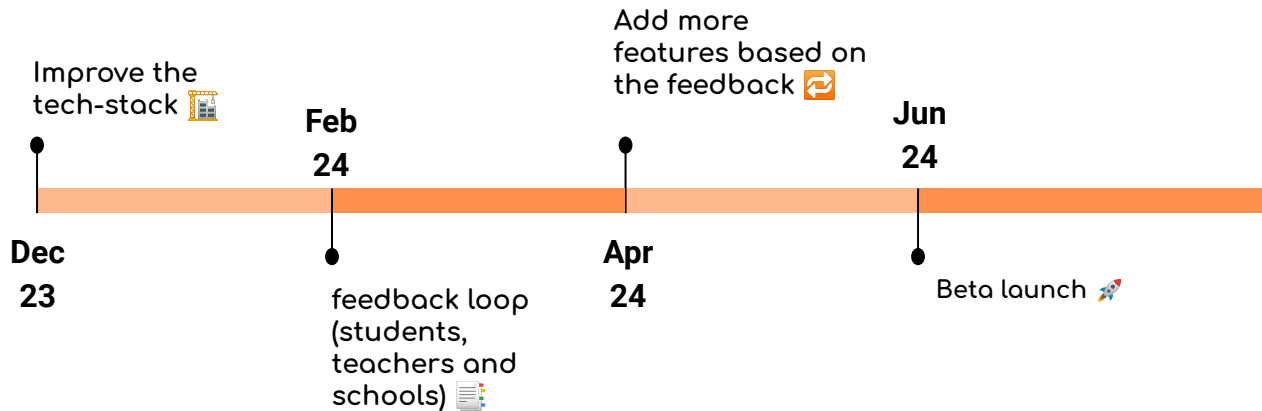


Demo ●



# Our vision

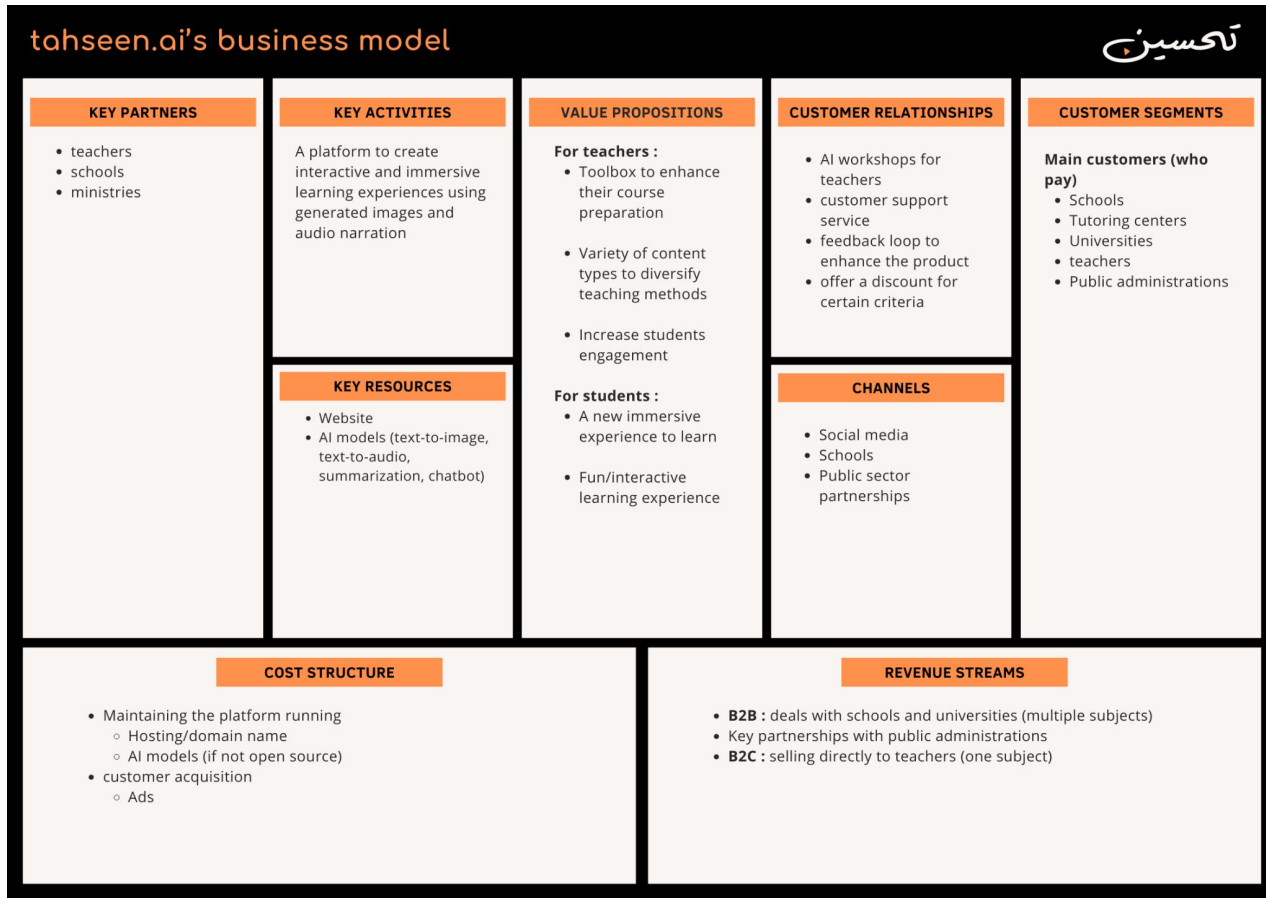
- ✓ Build a MVP on a robust tech stack.
- ✓ Introduce the MVP to a feedback loop with teachers, schools and students.
- ✓ Add more features (video generation, Q&A chatbot, ...).





THANK YOU

# Appendix - 1



# Appendix - 2

