

A series of five orange circles of varying sizes are arranged in a descending, slightly curved line on the left side of the slide. The largest circle is at the top, followed by a medium-sized one, then a smaller one, and two more small circles at the bottom.

HELPING STUDENTS PASS THEIR MATH TEST

Using database technology to increase graduation
rates

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THE OPPORTUNITY

- New standardized tests requires new preparation materials
- Pilot phase of test development allows for new entrants in the market
- Experience at the test developing institute allows for insight in item construction



MANAGEMENT TEAM

- Completed formal education in educational science (Master) and information science (postgraduate) with excellent grades.
- Experience with item construction and database development
- Existing contacts with executive level officers of schools for Vocational Education



PRODUCT

- E-learning platform consisting of 1600 practice items for both 2F and 3F levels
 - 400 unique items
 - 100 unique items in each of the 4 domains
- Accessible 24/7 through internet
- Analytics package available for teachers



MARKET SIZE



BUSINESS MODEL

- Yearly subscription model
- Individual subscription available
- Discounted package deals for school
- Unlimited access to materials
- Unlimited tries at exercises



COMPETITION

- Traditional educational method developers
 - Malmberg
 - ThieMeulenhof
- Small educational developers



GO-TO MARKET STRATEGY

- Inviting a select number of schools to participate in a closed-beta
- Word-of mouth campaign



TRACTION

- Experience working for the Cito
- Excellent grades
- Graduation project implemented at EU environment



MONEY REQUIRED AND USE OF PROCEEDS

- € 2 500,- required
- Money will be used for:
 - Item development: € 2000,-
 - Licensing cost e-learning platform: € 300,-
 - Server rental (5 years): € 200,-

