

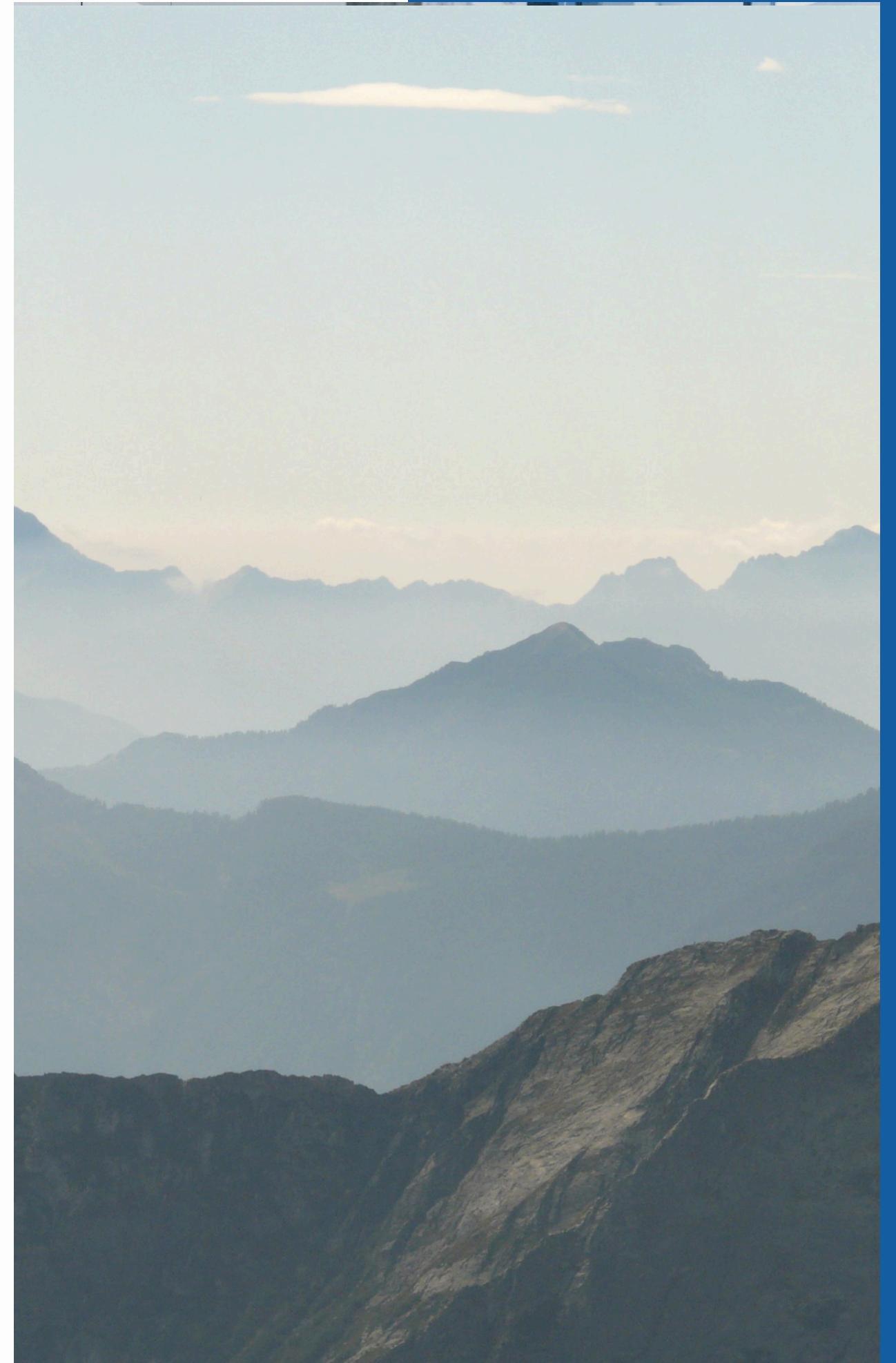


OrbitEd

ONE PLATFORM, ENDLESS POSSIBILITIES

Overview

- ▶ Introduction
- ▶ Problem Statement
- ▶ Our Innovative Solutions
- ▶ Opportunity and Target Market
- ▶ Technology
- ▶ Competition
- ▶ Marketing and Sales
- ▶ The Management Team
- ▶ Summary

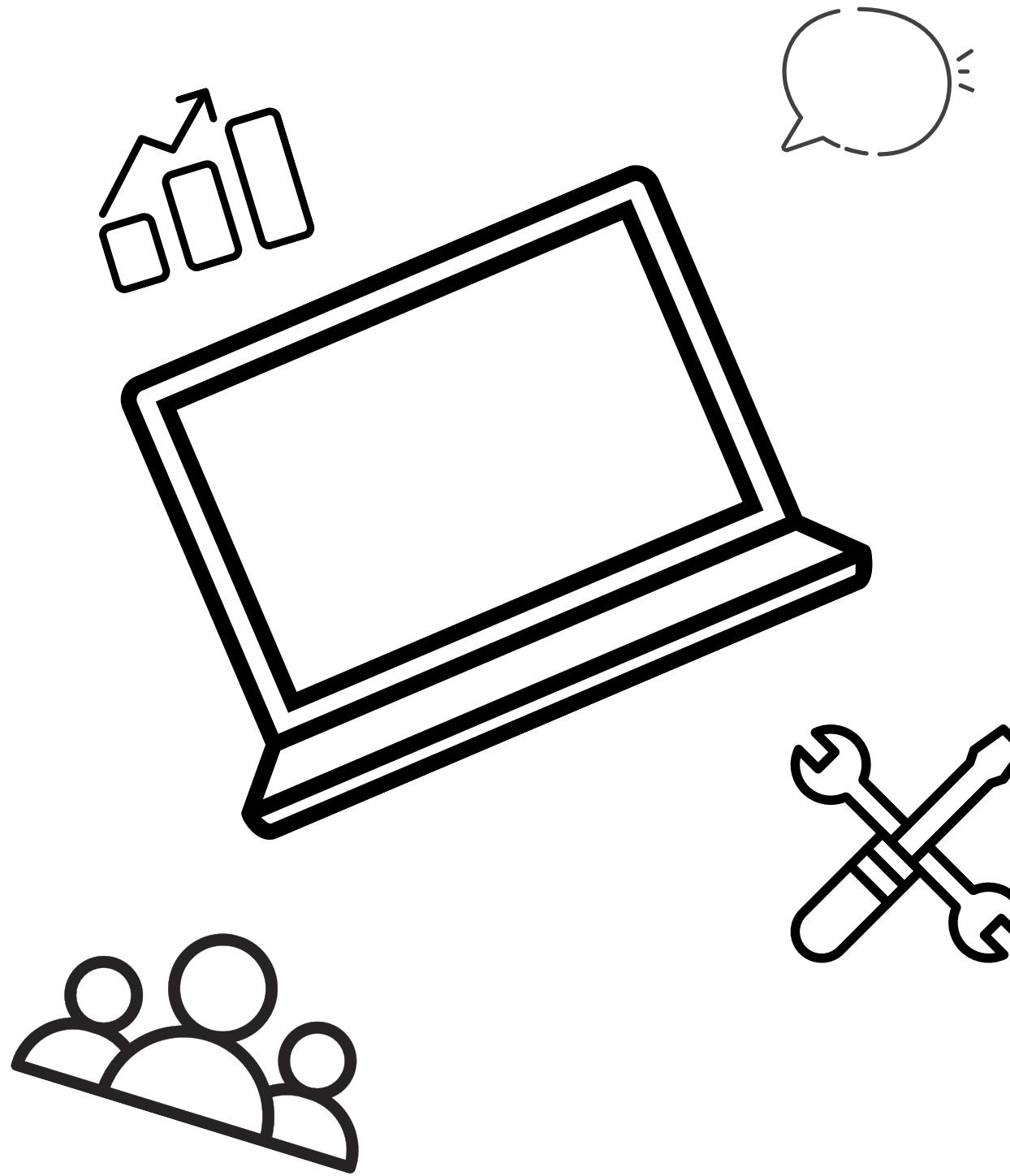


INTRODUCTION

Reimagining Education with OrbitEd

- The UAE's education system is a global leader, with over 1,262 schools.
- Many schools adopt international standards, promoting academic excellence.
- Challenges remain in fragmented communication and limited resource collaboration.

Problem



Fragmented Communication

Different platforms are used for communication between students, teachers, and parents, causing confusion.

Difficulty in Monitoring Student Progress

Parents and teachers can't easily monitor student performance or updates.

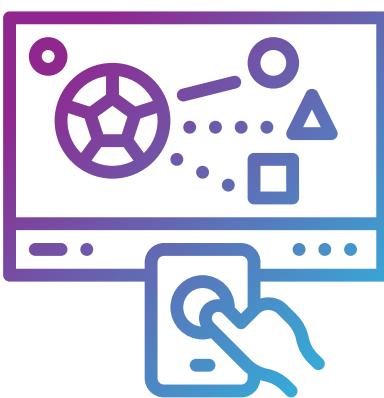
Collaboration challenges

Group projects rely on multiple tools, making teamwork inefficient.

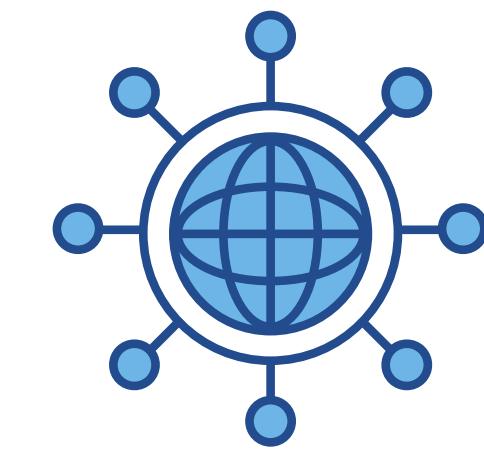
Our Innovative Solutions



UNIFIED COMMUNICATION



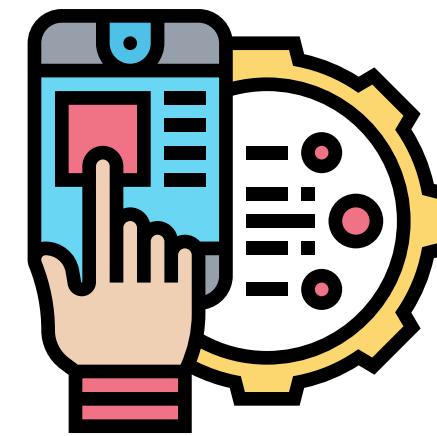
INTERACTIVE FEATURES



ACCESSIBILITY



REAL-TIME
PROGRESS TRACKING



USER-FRIENDLY INTERFACE

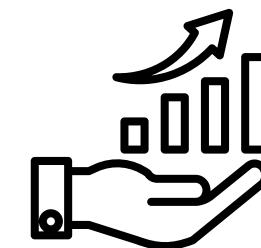
OPPORTUNITY



**Growing Edtech
Market**



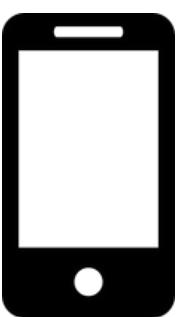
**Shift to Digital
Learning**



**Partnerships
with Schools**



**Technological
Advancements**



**Mobile-First
Strategy**

TARGET MARKET



PRIMARY MARKET

- Educational Institutions (K-12, Higher Education, Vocational Training Centers)
- Specialized Course Providers (Art, Coding, Sports, Music)



SECONDARY MARKET

- Teachers, Students, Parents
- Freelance Educators & Educational Administrators



Technology

SCREEN FOR STUDENTS FOR EACH CLASS

Class Timeline Student Timeline

November 24, 2024 Worksheet

Auto-check

✓ — ✗ —

November 25, 2024 Assignment Due

UPLOAD

November 26, 2024 Class Notes

SHARE

Chat Box

Calendar

Meeting Link

→ Hyperlink

Documents

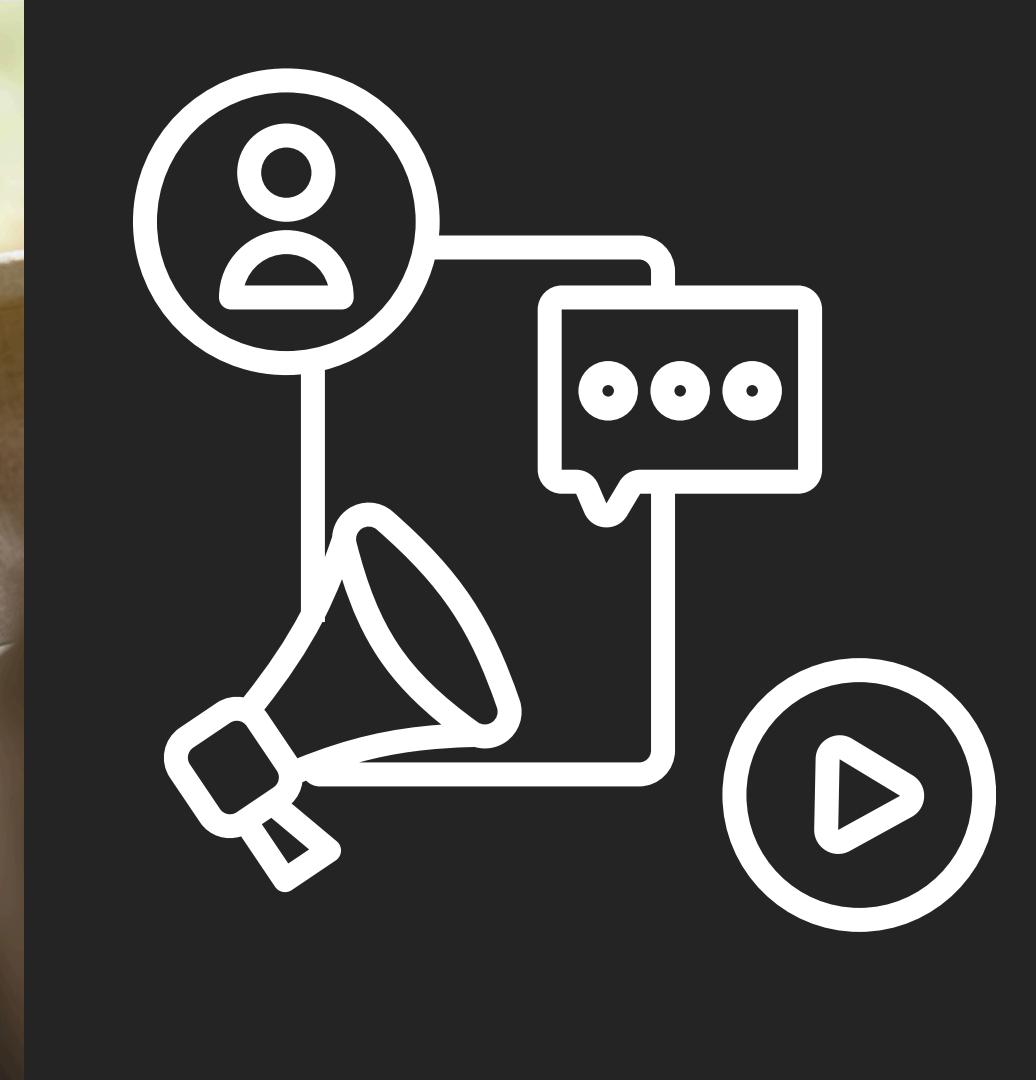
UPLOAD

GROUP ASSIGNMENT COLLABORATION SCREEN

COMPETITION

Company	Communication between Students and Teachers	Communication between Parents and Administrators	Tracking Day-to-Day work easily	Integrated Tools for Student Group Assignments	Integrated Assessment and Correction Tools	Designed specifically for Schools
School Voice	No	Yes	No	No	No	Yes
Google Classroom	Yes	No	Limited	Yes	No	Yes
Microsoft Teams	Yes	No	Limited	Yes	No	No
ETH Digital Campus	One-way	One-way	No	No	No	Yes
GEMS Connect	Yes	Yes	Limited	Yes	No	Yes
OrbitEd	Yes	Yes	Yes	Yes	Yes	Yes

STRATEGY



01

Engaging Content: Blogs, videos, and social media campaigns to demonstrate expertise and attract interest.

02

Partnerships: Collaborate with schools, edtech providers, and content creators to enhance visibility.

03

Personalized Outreach: Use data analytics for tailored recommendations and targeted communication.

02

Brand Trust: Offer limited-time trials or introductory pricing to build credibility.

03

Local Advantage: Position the platform as tailored for UAE schools, aligning with cultural and educational needs.

SALES APPROACH



SUBSCRIPTION MODEL

Annual plans based on school size and student population for flexibility.

CUSTOM SOLUTIONS

Offer tailored packages for large institutions and multi-campus schools.

REFERRAL PROGRAM

Incentives for schools and educators to recommend the platform.

DIRECT OUTREACH

Personalized demos, one-on-one meetings, and training for schools.

Summary



Challenges

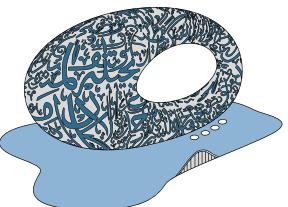
Fragmented tools (Google Classroom, messaging apps) causing inefficiencies in communication, tracking, and collaboration.



Proposed Solution

A unified platform that:

- Centralizes communication
- Tracks progress in real-time
- Simplifies access to resources
- Enhances collaboration & user experience



Alignment with UAE

Vision

Streamlines operations and supports holistic student growth.



OrbitEd

ONE PLATFORM, ENDLESS POSSIBILITIES

Our Team

Suhana

Lakshmi

Emilin

Shahana

Fathima

THANK YOU