

# EGYPT 4th EDITION HACKATHON

PHOENIX



Google  
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 Team Members

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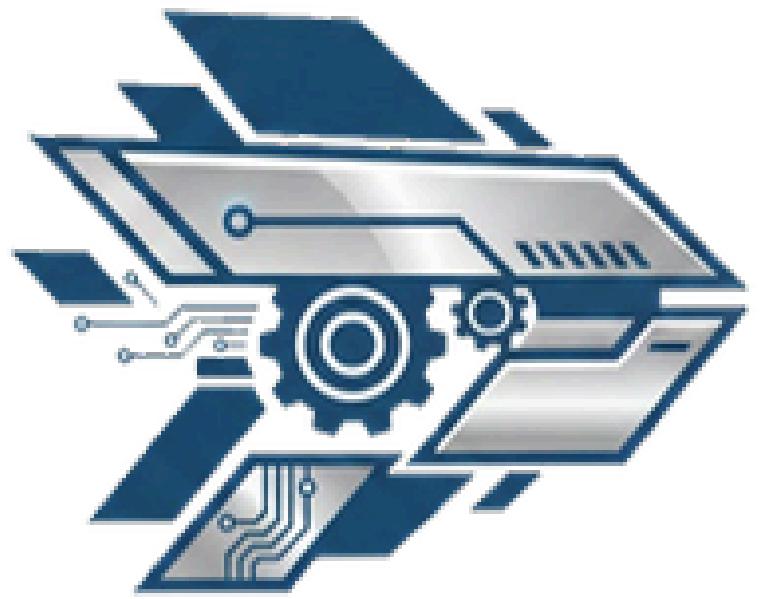
**Asmaa Yasser Abu Al Fotouh Marai**



**Joudy Basem Abaza**



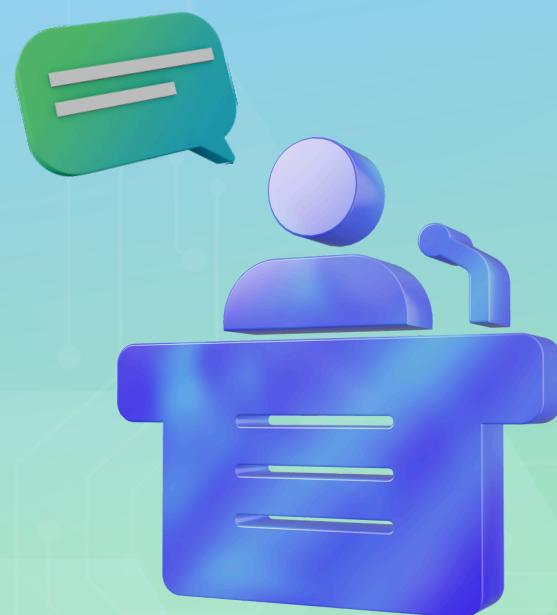
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# Today's Discussion

- The problem we aim to solve
- Our solution: Makina
- Impact and future vision



## Introduction

In today's fast-paced industrial world, a single second of confusion or a minor operating mistake can lead to catastrophic losses. In our team, we believe that the problem Isn't the complexity of the machines, but the accessibility of the knowledge to run them. We are here to transform how factory floors operate by making expertise available at every worker's fingertips.

## About App

Makina is a cutting-edge industrial Edu-Tech solution that acts as a digital bridge between workers and complex machinery. By utilizing QR-code integration, the app provides instant, machine-specific micro-learning modules and mandatory safety assessments. It ensures that no machine starts without a qualified operator, reducing downtime by 70% and eliminating the risk of human-induced damage.



# VISION

To become the global standard for smart Industrial operation, where every factory in the world is powered by digital knowledge. We aim to create a future where machine complexity is no longer a barrier, and where technology bridges the gap between human potential and industrial excellence to achieve 100% safe and seamless production.



# Mission

To revolutionize industrial training by providing workers with instant, on-site expertise through QR technology, ensuring a zero-error production environment while maximizing machine lifespan and factory safety

## The Problems

- Human Error Costs Millions
- Frequent Downtime: 70% of machine breakdowns are caused by untrained operators or missed steps.
- Financial Losses: Minor mistakes on complex machines (like Lasers) lead to expensive repairs and wasted raw materials.
- Skill Gap: Traditional training is slow, and new workers lack instant guidance on the factory floor.

## The Solutions

- App Powered Smart Training
- Instant Access: Workers scan a QR Code on the machine to watch a 1-minute micro-learning video for their specific task.
- A Mandatory Quizzes: The machine "unlocks" only after the worker passes a quick safety and operation quiz.
- Smart Monitoring: A dashboard provides factory owners with real-time data on worker performance and machine readiness.

# Our Values



Responsibility



Innovation



Transparency



Efficiency

# BUSINESS MODEL CANVAS

## Key Partnerships



Laser and CNC machine suppliers, industrial insurance companies, industrial training centers, and digital payment gateways.

## Key Activities



Developing micro-learning content, app maintenance and development, B2B marketing for factories, and analyzing worker performance data.

## Key Resources



Digital learning platform, technical content production team, and a comprehensive database of machine issues and solutions.

## Value Propositions



Reducing machine breakdowns by 70%, ensuring worker safety, saving maintenance costs, and transforming traditional factories into "Smart Factories".

## Customer Relationships



24/7 technical support, periodic technical consultations, and a reward system for high-performing workers.

## Channels



LinkedIn, direct factory visits, international industrial trade fairs, and machine dealership networks.

## Customer Segments



Furniture and metal factory owners, production managers, and ambitious technical workers.

## Cost Structure



Development team salaries, content production costs, marketing expenses, and factory site visit travel costs.

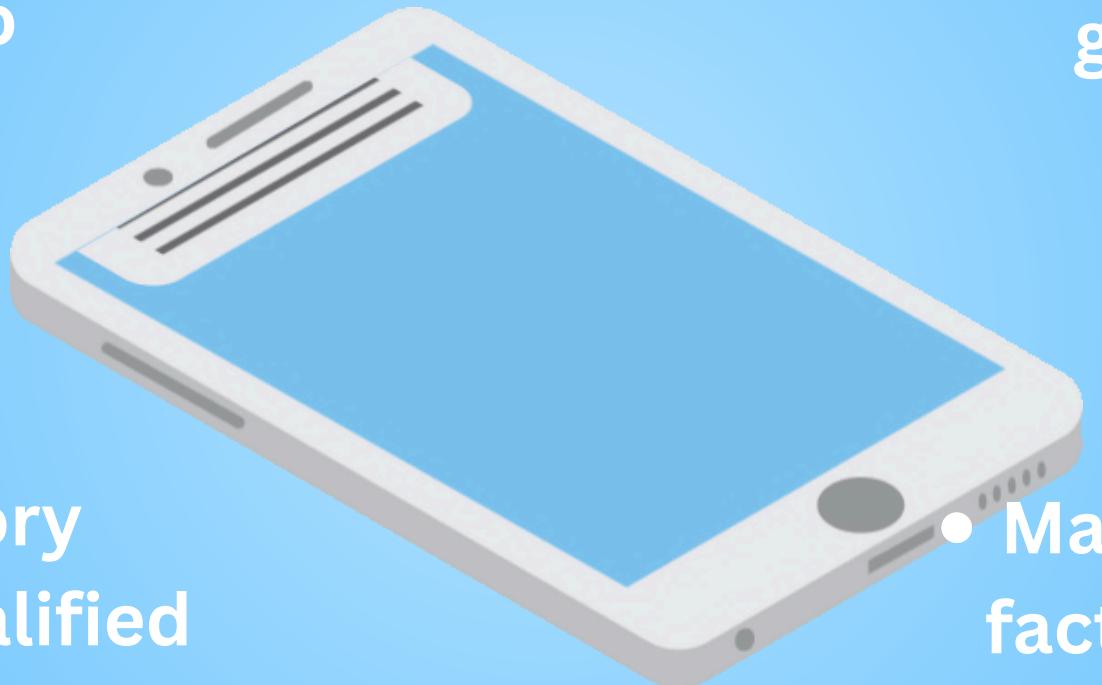
## Revenue Streams



Monthly subscriptions per machine, worker certification fees, and commissions from spare parts sales through the app.

# Our Services

- QR-Smart Training: Scan the machine to watch a 1-minute video on how to operate it safely.
- Safety Lock Quiz: A quick mandatory test that ensures the worker is qualified before the machine starts.
  - We turn the worker's smartphone into a "Smart Key" that guarantees the machine is only operated by someone who truly knows how.
- Error Prevention: Instant troubleshooting guides to prevent expensive damages and parts failure.
- Manager Dashboard: A control panel for factory owners to track worker skills and machine safety.



# SWOT Analysis

## Strength

- Addresses a real and costly industrial problem (machine downtime due to human error).
- QR-powered instant micro-learning for workers.
- Mandatory safety quizzes before machine activation.
- Real-time performance monitoring for managers.
- Machine lock/unlock control feature.
- Improves operational efficiency and reduces financial losses.
- Simple and user-friendly interface.

## Weakness

- Requires stable internet connection inside factories.
- Depends on accurate data input from management.
- Possible resistance from workers unfamiliar with technology.
- Training content requires continuous updates.

## Opportunity

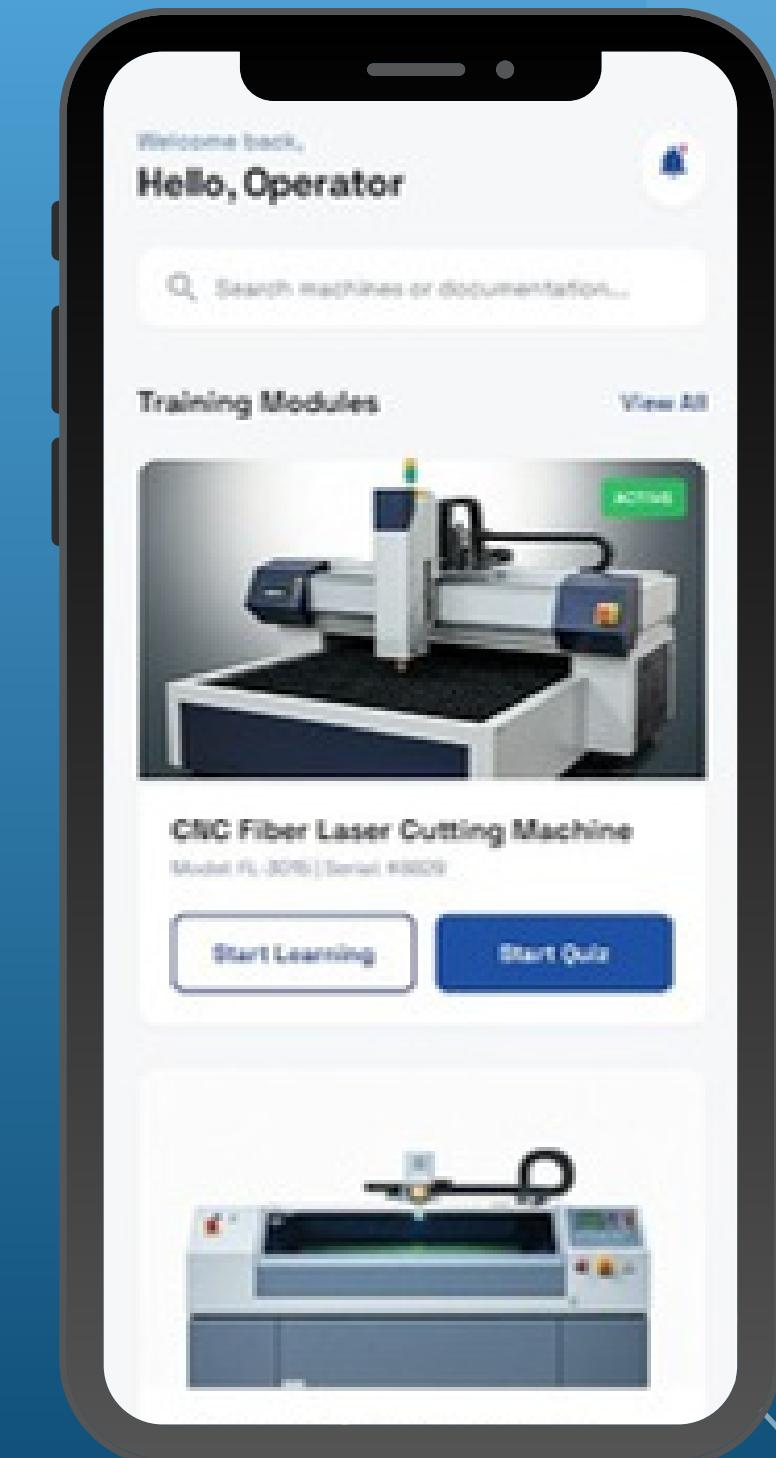
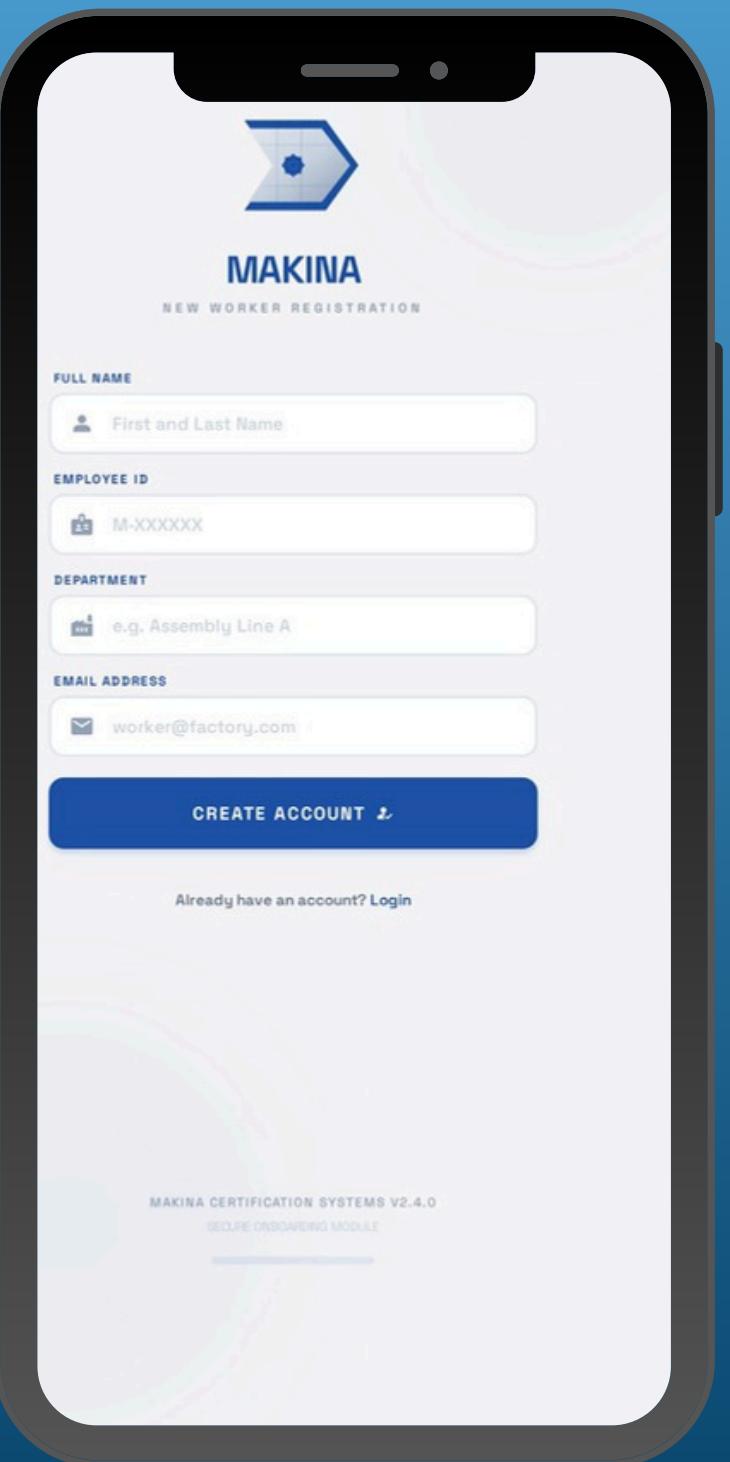
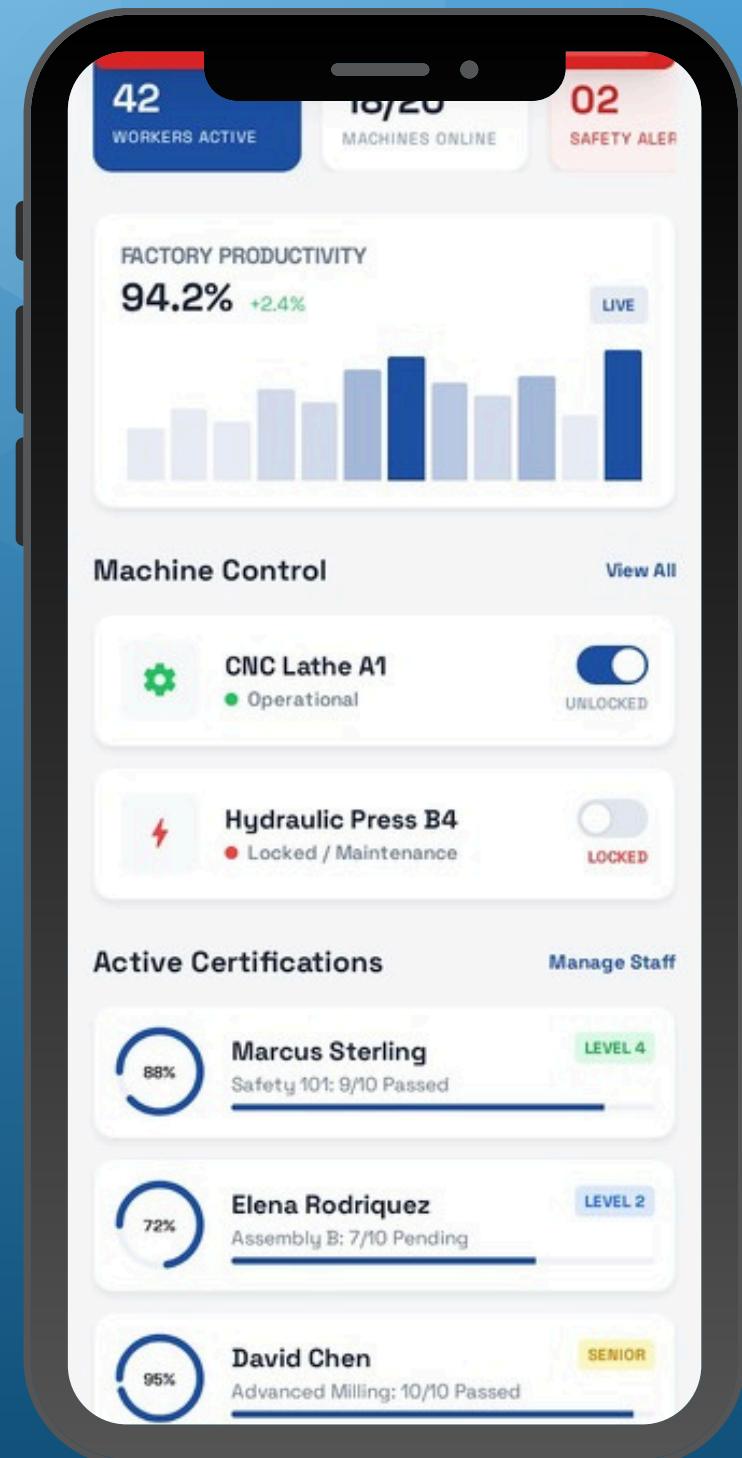
- Expansion to multiple industries (metal, wood, plastic, manufacturing).
- Integration of AI for performance analytics and predictive insights.
- SaaS subscription model for factories.
- Partnerships with machine manufacturers.
- Future integration of AR-based training modules.

## Threats

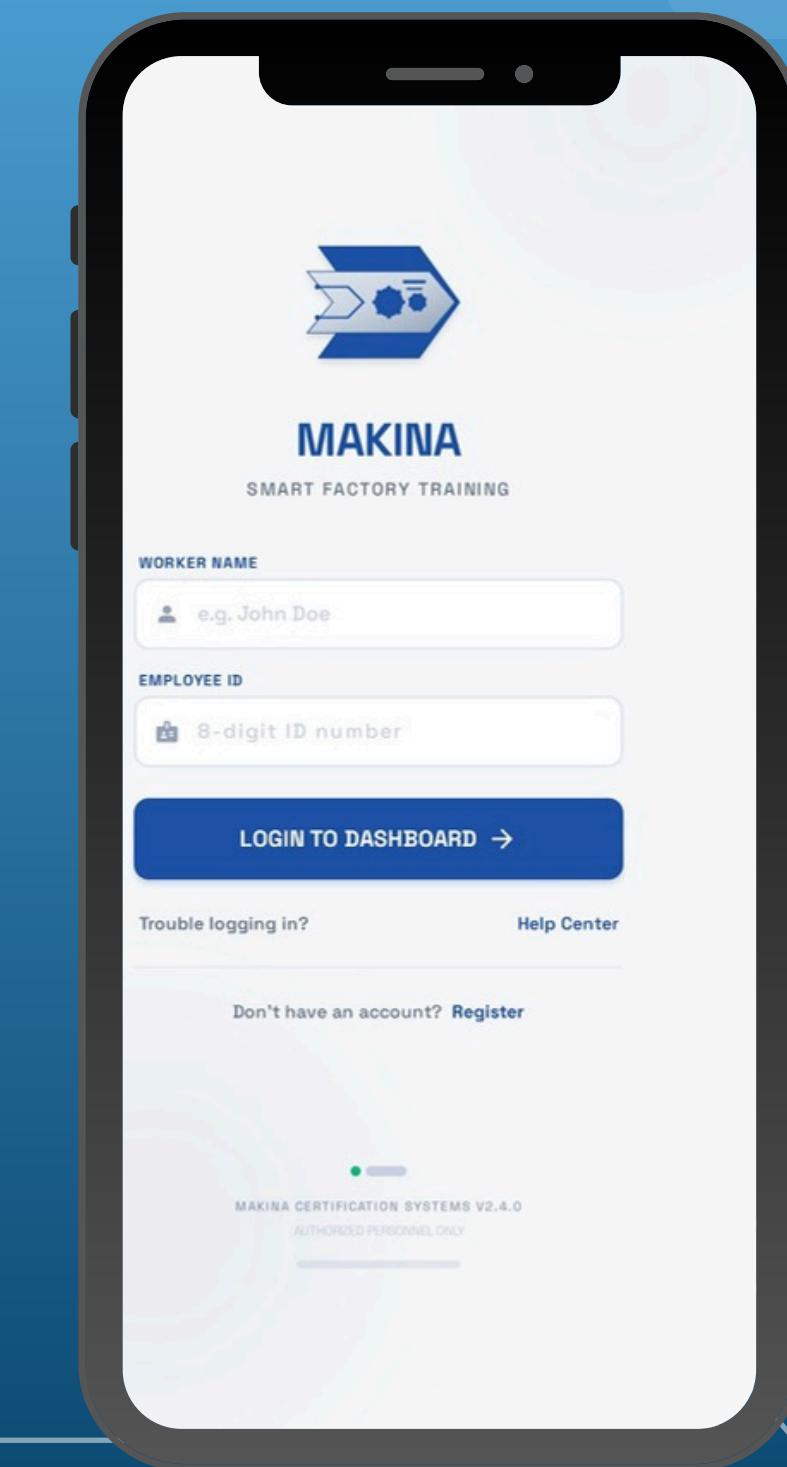
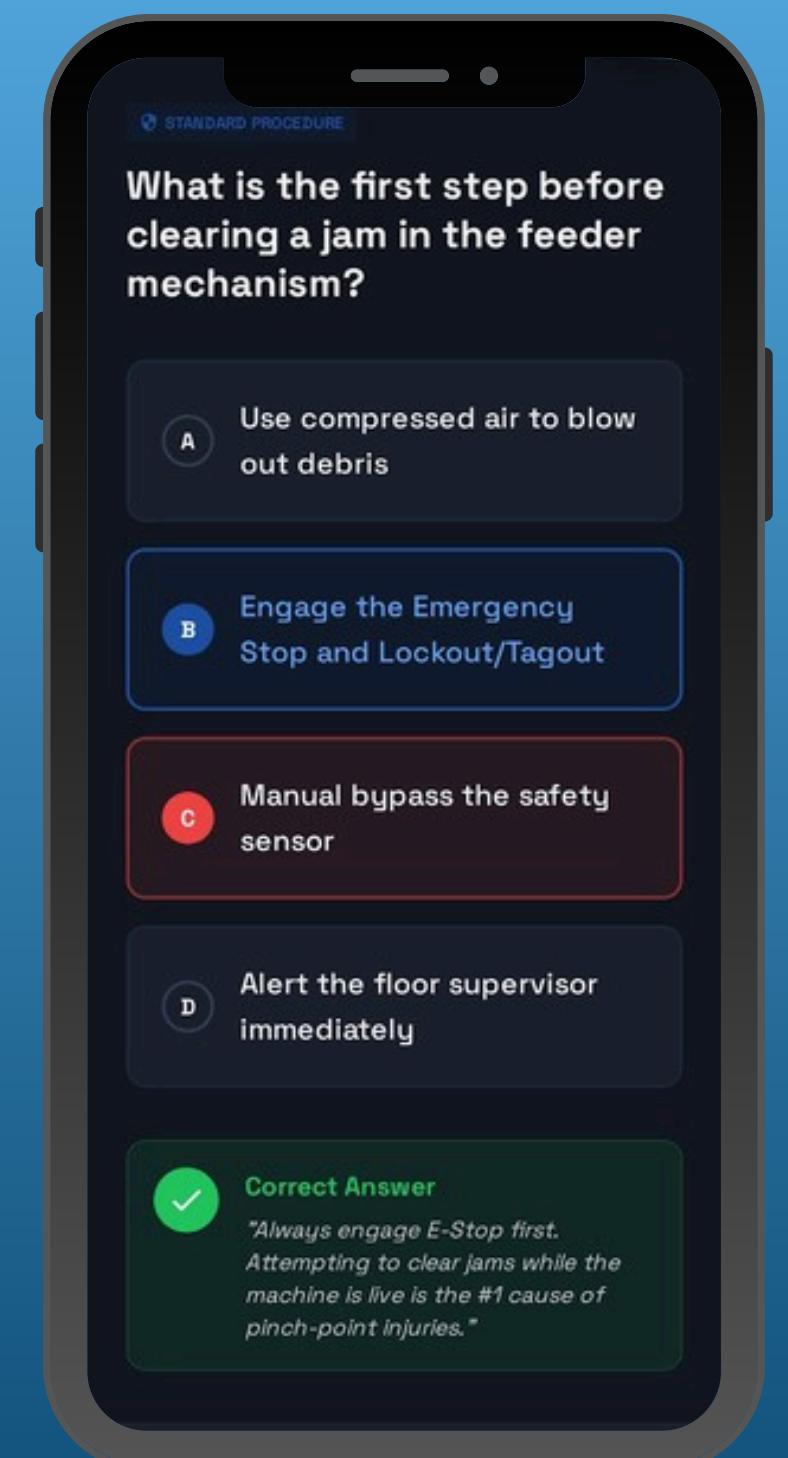
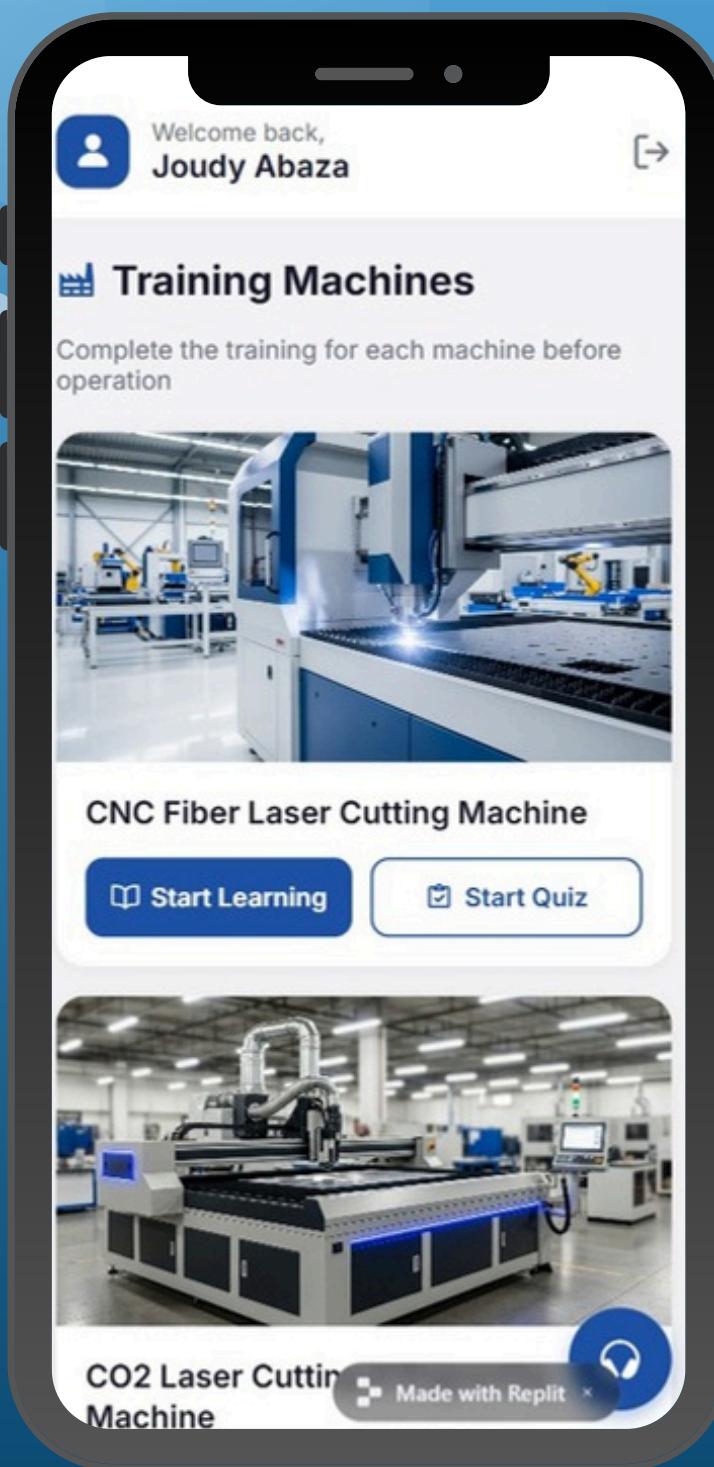
- Competition from established industrial management systems.
- Resistance to digital transformation in traditional factories.
- Technical failures that could interrupt operations.
- Scaling costs as the platform grows.



# App UI-UX



# App UI-UX





# Thank You

We sincerely appreciate your valuable time and attention, and we look forward to the opportunity to continue collaborating toward innovative solutions that support a safer, more sustainable future.



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