ASKUALA EDUCATIONAL CONSULTANCY:

Askuala Educational Consultancy PLC is a leading Ethiopian comprehensive online and hybrid consulting platform dedicated to transforming learning and professional development through innovative, affordable, and technology-driven solutions. Founded in 2018 E.C as Short work, our comprehensive service portfolio now includes on-demand tutoring, professional trainings, strategic consultations, research advisory, scholarship search support, research/document reviews, data entry services, and other educational supports such as curriculum development and institutional capacity building. Our tutoring service also offers personalized video solutions at 400 ETB per hour (equivalent to ~$2.50), while our expanded services address broader educational and administrative needs for students, educators, schools, NGOs, and businesses. We target Ethiopia's 27 million+ student population, including 3.2 million high school and 1 million+ higher education students, as well as institutions seeking digital and administrative solutions. Ethiopia's education sector, with annual government spending of ~141.90 billion ETB (USD 1 billion), and the global education consulting market, valued at USD 67.98 billion in 2025, present significant opportunities. Our model featuring flexible pricing, hybrid delivery, and a focus on empowerment of the generation.

Vision, Mission, and Core Values

Vision Statement

To become Ethiopia's premier educational consultancy and EdTech provider by 2030, delivering tutoring, training, consultations, scholarship support, research/document reviews, data entries, and related services to foster an inclusive, knowledge-driven society with regional impact in East Africa. We greatly aim to create a future where every student, regardless of location or background, has the tools and support they need to achieve academic success by providing innovative and interactive tutorials that inspire lifelong learning.

Mission Statement

We encourage curiosity, enlighten through expert solutions, and empower students, educators, and institutions with affordable, technology-enabled services tailored to Ethiopia's challenges, including

overcrowded classrooms (50:1 pupil-teacher ratio) and limited rural access. Our holistic approach promotes equitable education and professional growth.

Core Values

- **Empower**: Building skills for long-term independence.
- **Quality**: We prioritize high-quality in tutoring, training, reviews, and data management.
- **Innovation**: Leveraging digital tools across all services.
- **Accessibility**: Affordable, inclusive, and designed to be accessible to everyone, regardless of their background or skill level.
- **Sustainability**: Ethical, community-focused development.

Key Offerings

1. **On-Demand Video Supporting**: Live sessions with experts in real-time for personalized academic support.
2. **Asynchronous Support**: Submit questions and receive detailed video solutions within a set timeframe.
3. **Custom Video Library**: Searchable library of pre-recorded video explanations, categorized by subject, grade, and textbook.
4. **Face to Face Supporting**: This approach provides direct interaction and immediate feedback, allowing for a more personalized and engaging experiences.
5. **Professional Trainings**: Workshops for educators and professionals.
6. **Strategic Consultations**: Curriculum development, policy, capacity building, e-learning advisory, and assessment tools.
7. **Research Advisory**: Guidance on educational research projects.
8. **Scholarship Search Support**: Assistance for students seeking funding.
9. **Research/Document Reviews**: Quality assurance for organizations.
10. **Data Entry Services**: Efficient data management for institutions.

Unique Selling Proposition (USP)

Askuala combines convenience, accessibility, and technological tools to create a flexible and effective learning and training environment.

- **Flexibility and Convenience**: Learn from anywhere, anytime.
- **Global Reach**: Access to a diverse pool of tutors worldwide, ensuring a broader range of expertise, skills, and language options.
- **Affordable, Flexible Pricing**: Pay-per-hour model starting at 450 birr, with bulk purchase discounts.
- **Personalized Learning**: Detailed video explanations that teach the underlying concepts, not just the answers.
- **24/7 Accessibility**: Immediate support anytime, anywhere, without rigid scheduling constraints.
- **Recorded Sessions**: Students can review recorded sessions anytime to reinforce learning.
- **Personalized Learning Experience**: Adaptive teaching methods tailored to individual learning styles, paces, and goals.
- **Network with Abroad Universities**: This is to facilitate passionate students to their study in abroad.
- **Serve for government and NGOs**: Providing supports as per requested service.

Online Tutoring: Essential Skills and Best Practices

The rapid growth of online education encompassing courses, degree programs, counseling, and tutoring has made digital support services more essential than ever. In the past five years, the number of students participating in online learning has surged significantly. To meet this demand, learning centers have integrated advanced technologies and online resources to provide equitable educational support to students who may not be able to attend campus-based services.

The success of online tutoring relies on effective skills and practices for both tutors and students. While these strategies may vary depending on the platform, program structure, and subject matter, some fundamental practices are universally important:

- **For Tutors**:

o   Develop skills to facilitate interactive and engaging sessions.

o   Adapt teaching methods based on the student's needs.

o   Utilize both synchronous (real-time) and asynchronous (delayed response) approaches effectively.

Tutors play a critical role in online learning by providing support, guidance, and encouragement. Effective tutors prioritize facilitating inquiry over direct instruction. Tutors should combine both proactive (anticipating student needs) and reactive (responding to student questions) strategies to deliver effective support. Tutors must know when to:

o   Guide students through challenging concepts.

o   Facilitate discussions and encourage questions.

o   Provide direct explanations when necessary.

- **For Students**:
    o   Be familiar with the tutoring platform and tools.

    o   Engage actively and seek help early in the semester.

    o   Prepare for sessions by reviewing materials and identifying specific challenges.

To maximize the benefits of online tutoring, students need specific skills and preparation:

1. **Platform Proficiency**: Students should be comfortable using the online tutoring platform, including its features like video, chat, and file sharing.
2. **Preparation and Readiness**: Completing an orientation or readiness module can enhance success. These can include handouts, FAQs, or interactive tutorials on best practices.
3. **Best Practices for Students**:
    o   **Seek Help Early**: Don't wait until the last minute. Engage with a tutor as soon as you encounter difficulties in class.

    o   **Test Technology**: Ensure your webcam, microphone, and internet connection are functioning properly before the session.

    o   **Select a Quiet Space**: Choose a distraction-free environment for your tutoring session.

    o   **Review Materials**: Go through assignments and identify problem areas beforehand.

    o   **Gather Resources**: Have all necessary materials (textbooks, notes, guidelines) on hand.

- o **Set Realistic Goals**: Focus on specific issues rather than trying to cover an entire semester's content in one session.
- o **Be Patient**: During peak times like midterms and finals, delays may occur.
- o **Take Responsibility**: Tutors guide you, but completing the work is your responsibility.

Effective tutoring relies on student engagement. During the session, students should:

- o Clearly explain their assignment and concerns.
- o Ask focused questions about problem areas.
- o Respond to tutor feedback and make necessary revisions.
- o Reflect on their learning process and plan for future improvements.

By adhering to these best practices, online tutoring ensures flexible, accessible, and personalized learning experiences that break traditional geographic barriers and promote academic achievement for all students.

Subjects offered:

Mathematics remains the most in-demand subject for tutoring among students. However, our diverse team of expert tutors is equipped to provide support across a wide range of subjects, tailored to the interests and academic needs of our learners. The subjects we cover include, but are not limited to:

- English
- Local and Foreign languages (based on preferences)
- Writing and composition
- Reading comprehension
- General Science
- Chemistry
- Biology
- Physics
- Maths
  - o Algebra I and II
  - o Geometry
  - o Statistics
  - o Trigonometry

o Calculus

Our goal is to continually expand this list based on the evolving needs and interests of our students, ensuring comprehensive academic support in a variety of disciplines.

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Target Market:

- o **KG - 12 Students**: Focus on high school students struggling with homework and test preparation.
- o **Parents**: Seeking affordable, reliable tutoring options for their children.
- o **Higher Education Students**: Support for specific subjects, research work advising, and facilitate for scholarships opportunities.
- o **Adult Learners**: Individuals seeking skill development or certification preparation.
- o **Government Organizations and NGOs**: Providing trainings and related services.

Training services given:

1) Trainings:
a) Foreign and local languages (Based on Preference)
b) English language
   - IELTS
   - TOEFL
   - GRE/GMAT
   - SAT
   - DOLINGUE
c) Software
   - SolidWorks
   - Ansys
   - Matlab
   - Mastercam
   - GIS
   - Autocad
   - Peachtree

- MS office/advanced
2) Research and proposals
3) Programming language
   - Frontend: React.js + Next.js + Tailwind CSS
   - Backend: Python (FastAPI / Django) or Java (Spring Boot)
   - APIs: REST / GraphQL
   - Data & AI: Python (Pandas, PyTorch, TensorFlow)
   - Cloud & DevOps: Docker, Kubernetes, GitHub Actions
   - Integration: Node.js for middleware + microservices
4) Entrepreneurship
   - Art/gallery
   - Agriculture
   - Garage
   - Furniture
   - Manufacturing/production
   - Homemade
   - Erbata/Animal production በዘመናዊ መንገድ
5) Project works:
a) Plant layout
b) Website and system development
c) Business plan
d) Feasibility study
6) Data entry

Geographic Focus:

   o Initial launch in **Addis Ababa and regional markets**.
   o Expansion to **international markets** leveraging digital platforms.

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Competitive Edge

- **Flexible Pricing**: Affordable pay-per-question model compared to expensive monthly subscriptions.
- **Detailed Video Solutions**: Personalized explanations that teach problem-solving techniques.
- **No Long-Term Commitments**: Students can access help as needed without subscriptions.
- **Verified Tutors**: Only qualified and vetted tutors provide solutions, ensuring quality.

Pricing Plans:

- **1 hour per day**: 400 birr
- **2 hours per day**: 700 birr

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Digital Badges for Tutor Development

Digital badges are an innovative way to motivate tutors, acknowledge their skills, and encourage professional growth. These badges recognize achievements in specific areas, such as:

1. **Encouraging Discussion**: Reward tutors who facilitate engaging conversations rather than giving direct answers.
2. **Promoting Reflection**: Acknowledge tutors who conclude sessions with reflective exercises.
3. **Providing Emotional Support**: Recognize tutors who offer encouragement and help students turn frustration into productive learning.

Badges serve as a tool for quality assurance, skill development, and ongoing professional improvement.