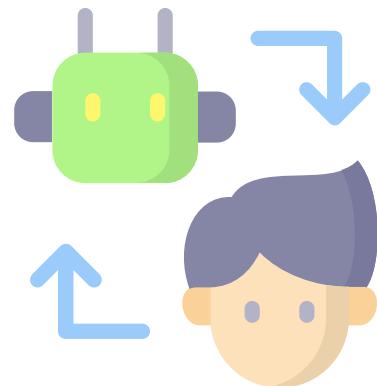


TECH SPARK

WE ARE HERE TO AMAZE YOU

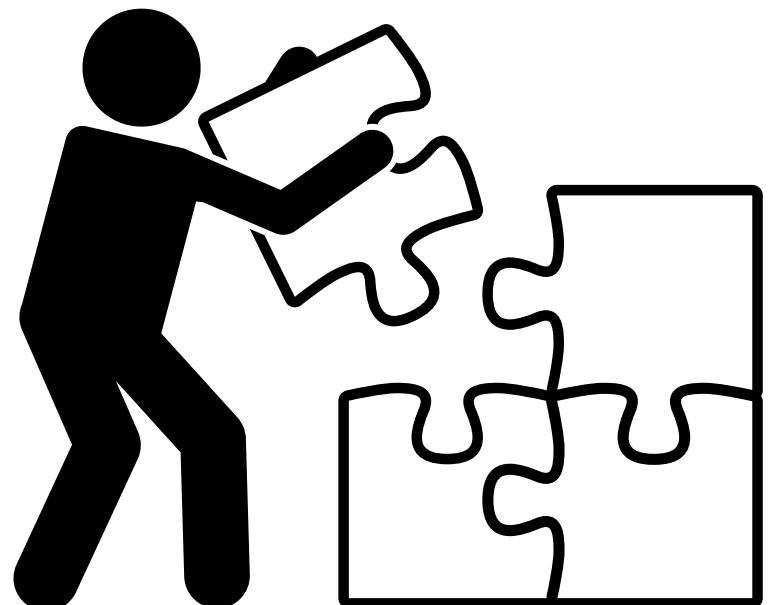
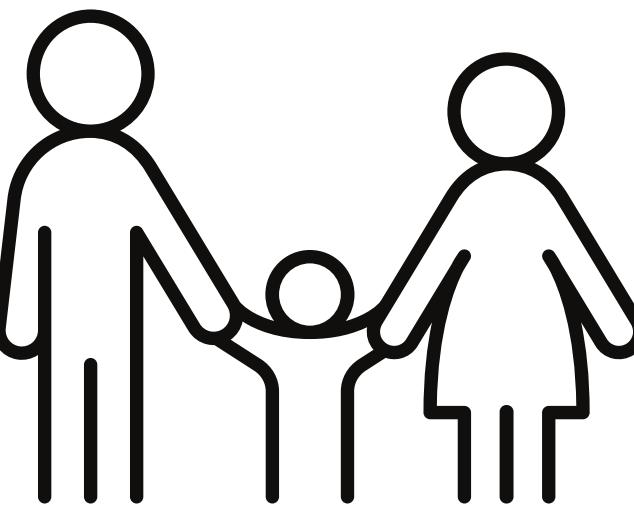


2023
250 M → **700 M** 2025



critical thinking
problem solving
creative thinking
Ai and programming

**Prepare their
children for
the Ai Age**



SUCCESS



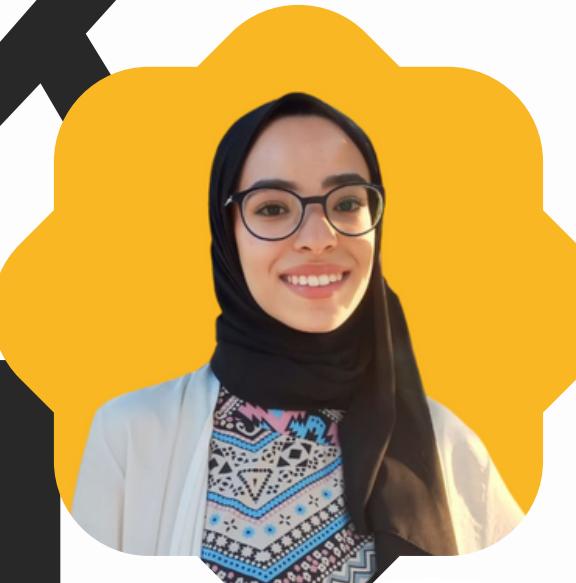


TECH



Techspark Growing
minds, big ideas.

SPARK



TEAM

TECH SPARK TEAM



Our Vision

We aim to equip children with the essential skills they need to thrive in the digital age.

People

Consumer Analysis

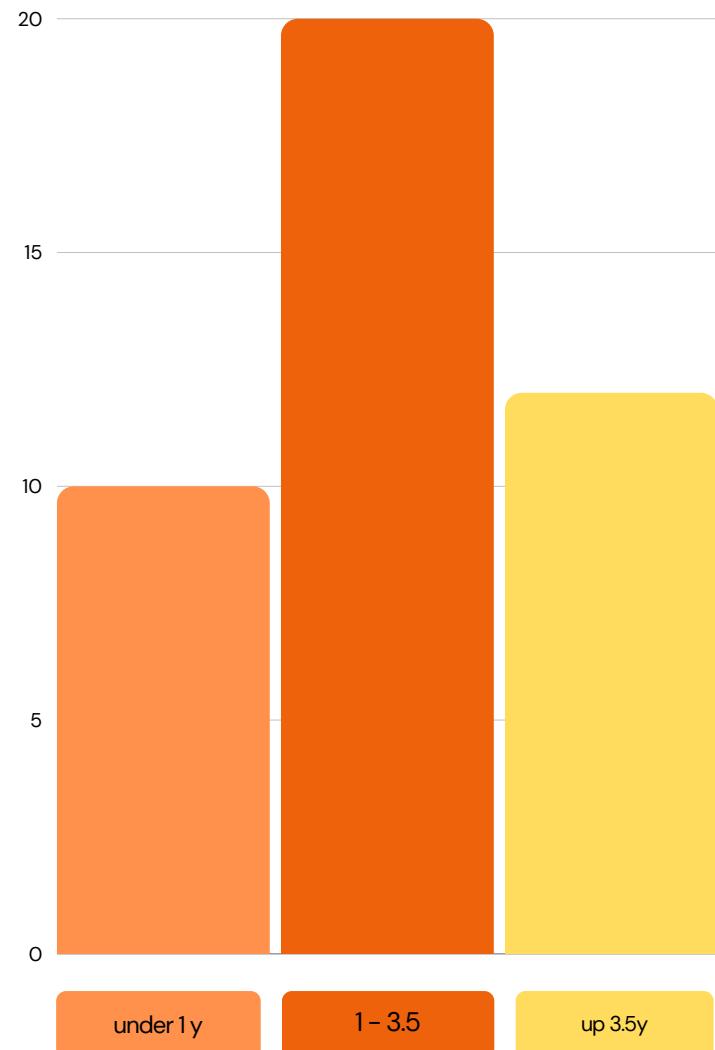


2024

Survey



average age of children



our audience

Female

70% of females care about nursery more than the males

location

Giza & 6 October

23% of our audience live in Giza & 6 October

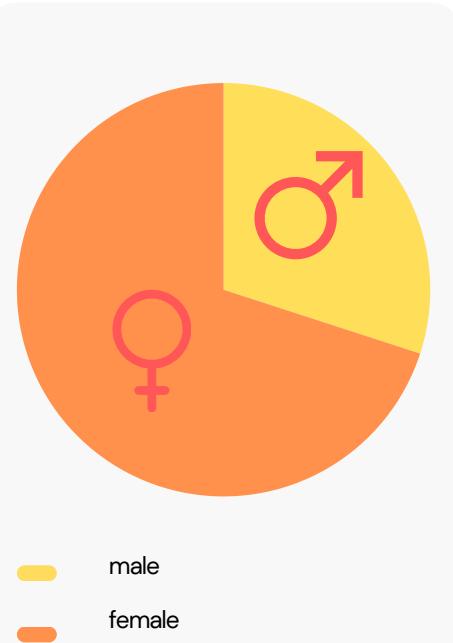
Need Hosting

may be

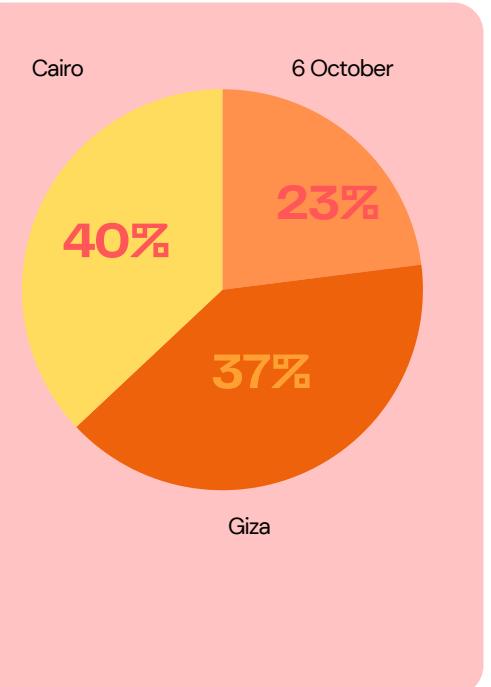
62% of audience sometimes need hosting

Most nursery people recommend colors

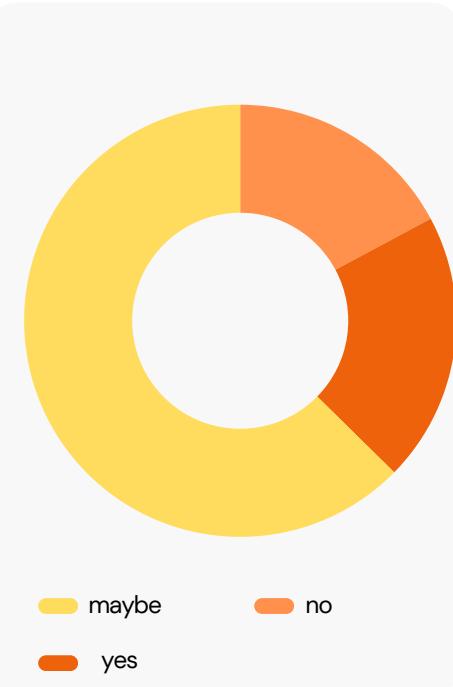
Gender



location



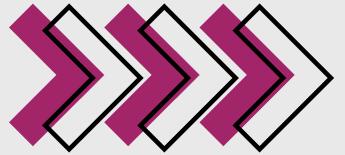
hosting



Audience challenge

- Safety Concerns
- Educational and Activity Gaps
- Cleanliness and Nutrition Issues
- Logistics and Accessibility

Percentage of visitors from various channels who complete a desired action on a website.



Competitors Analysis

analyze them to know them



october 2024

Nursery Advantages

01 Curriculum

Includes Jolly Phonics, Montessori-based methods, and a Multiple Intelligences approach.



02 Flexible Programs

Offers full-time and part-time care options.



03 Extended Care

Operates from 8 a.m. to 3 p.m., with additional hours until 6 p.m. for an extra fee



04 Mobile App

Provides parents with regular updates and photos of their children's activities.



05 Transportation

Bus service available within 6th of October City.



Healthy Meals 06

Serves three daily meals (breakfast, lunch, snacks), with an additional meal for late-staying children.



Diverse Programs 07

Includes English, Arabic, Quran, math, arts, swimming, and gymnastics, taught by both Egyptian and foreign teachers.



Weekly Activities 08

Offers new educational and recreational activities each week.



Comfortable Environment 09

Features air-conditioned classrooms for a pleasant learning experience.



Special Offers 10

Includes corporate packages, seasonal discounts, and quarterly plans.

Nursery Disadvantages

01 No Transportation

Includes Jolly Phonics, Montessori-based methods, and a Multiple Intelligences approach.



02 No discount & limited Part-Time Fees

Offers full-time and part-time care options. Only for certain ages, subject to availability.



03 Strict Curriculum

Operates from 8 a.m. to 3 p.m., with additional hours until 6 p.m. for an extra fee



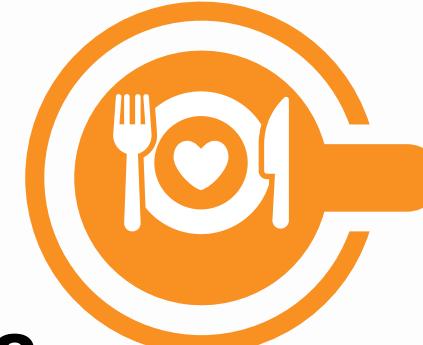
04 No Homeschooling

Provides parents with regular updates and photos of their children's activities.



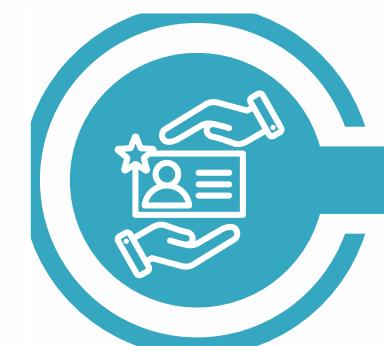
05 Annual Fee Increase

Serves three daily meals (breakfast, lunch, snacks), with an additional meal for late-staying children.



06 Extra Fee

Includes English, Arabic, Quran, math, arts, programming, and gymnastics, taught by both Egyptian and foreign teachers.



07 Transportation Cost

Offers new educational and recreational activities each week.



08 Tour Booking

Features air-conditioned classrooms for a pleasant learning experience.



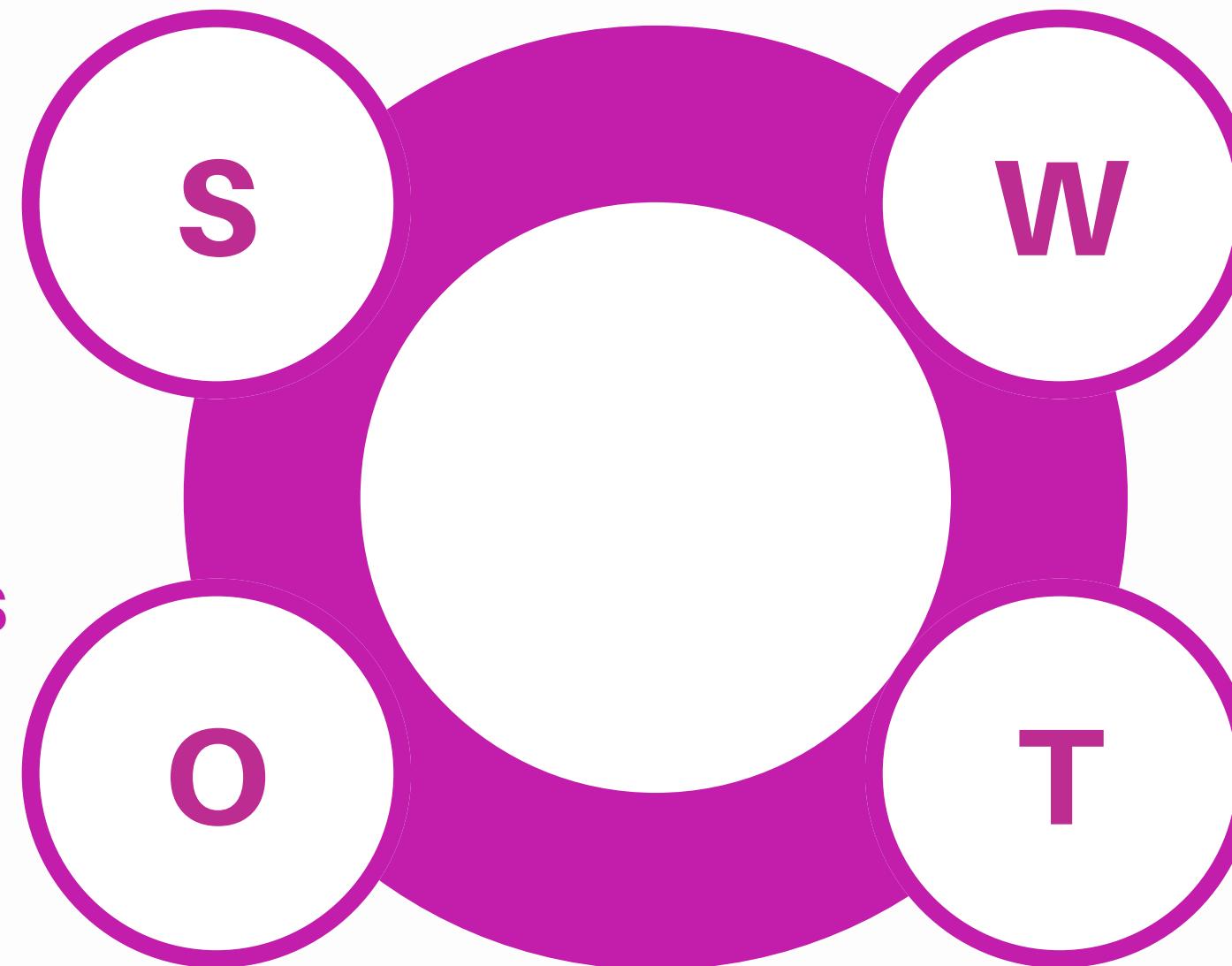
SWOT ANALYSIS

STRENGTHS

- **High-quality learning experience** with an updated curriculum, diverse activities, and a nurturing environment.
- **Advanced AI and technology programs** that differentiate us from other nurseries.
- **Convenient, well-equipped facilities** in strategic locations, supported by a dedicated and passionate team

OPPORTUNITIES

- **Rising demand** for quality early childhood education offers growth potential.
- **Partnerships with local businesses** (Bookstore, Local Restaurant, Toy Store, Pediatrician) enable expansion.
- **Diversifying services** through specialized activities and camps attracts more families.



WEAKNESSES

- **Limited differentiation strategies** beyond extra hours; parental involvement needs enhancement.
- **Underutilized transportation services** reduce revenue potential and could be optimized.
- **Reliance on traditional marketing** limits reach; combining with digital marketing is essential for growth.

THREATS

- Competition from other nurseries and childcare facilities.
- Economic downturns affecting parents' ability to afford nursery fees.
- Regulatory changes impacting nursery operations and increasing costs

7Ps of Marketing



PESTEL ANALYSIS

Political

Regulatory Requirements: Political changes & Compliance with local regulations for early childhood education and pre-schooling licensing



Social

Changing Parental Expectations: Increasing awareness of the importance of early childhood education among Egyptian parents



Population Growth: 6th of October has a young, growing population, ensuring a steady demand for childcare services.

Environmental

In order to avoid the diseases, environment should be;
Healthy & Clean
Safe & green



Economic

Economic Conditions: Egypt's economic stability and inflation rates can influence parents' ability to afford private nurseries



Employment and Income Trends: The rising trend of both parents working and well paid creates a demand for high-quality nurseries

Technological

Digitization: Teck Spark will utilize technology in Communication & using security cameras



EdTech Adoption: Integration of EdTech in teaching, such as interactive learning tools, apps

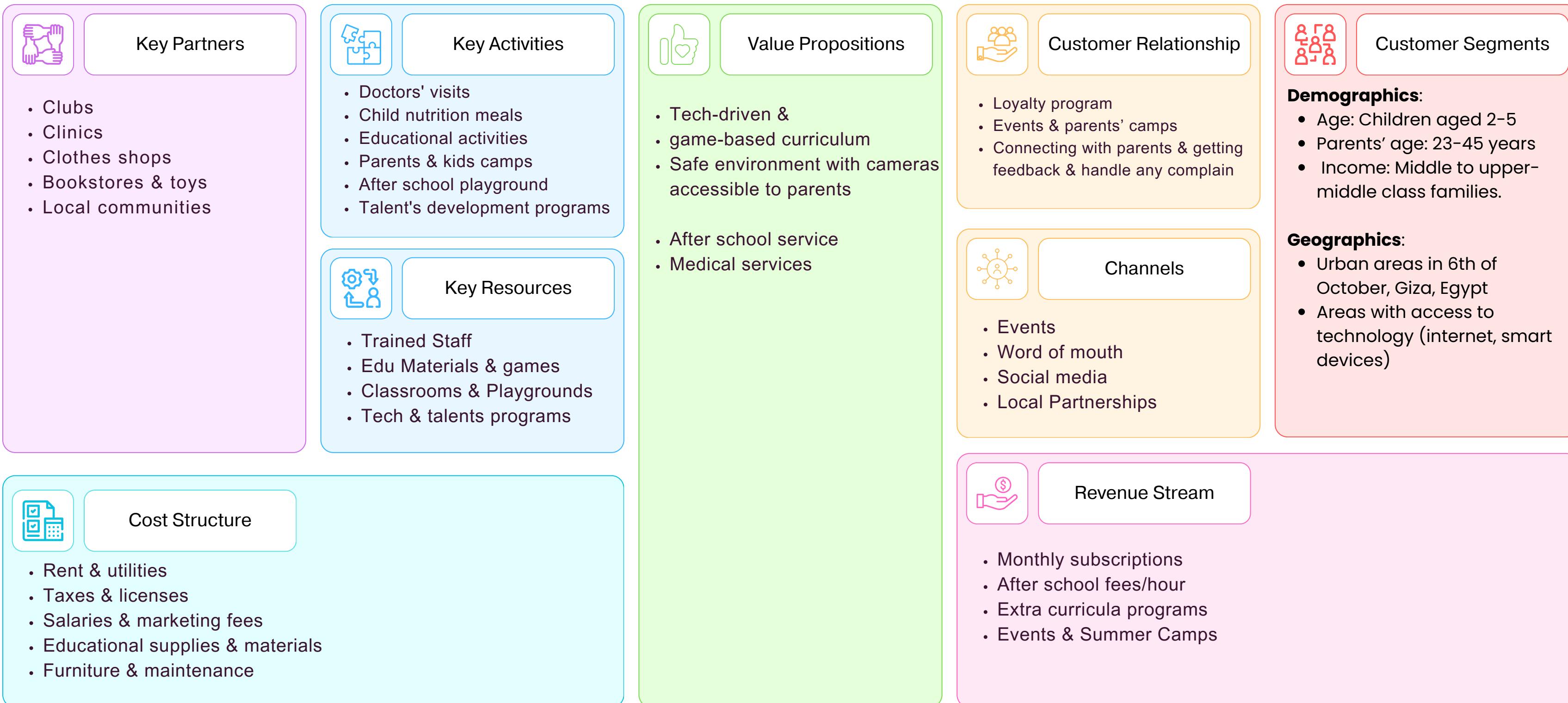
Legal

Childcare Regulations: Adherence to Egypt's childcare laws, such as staff-to-child ratios, and child protection and safety laws.



Labor Laws: Hiring qualified staff and ensuring compliance with labor laws regarding wages, benefits, and working conditions will be essential.

Business Model Canvas



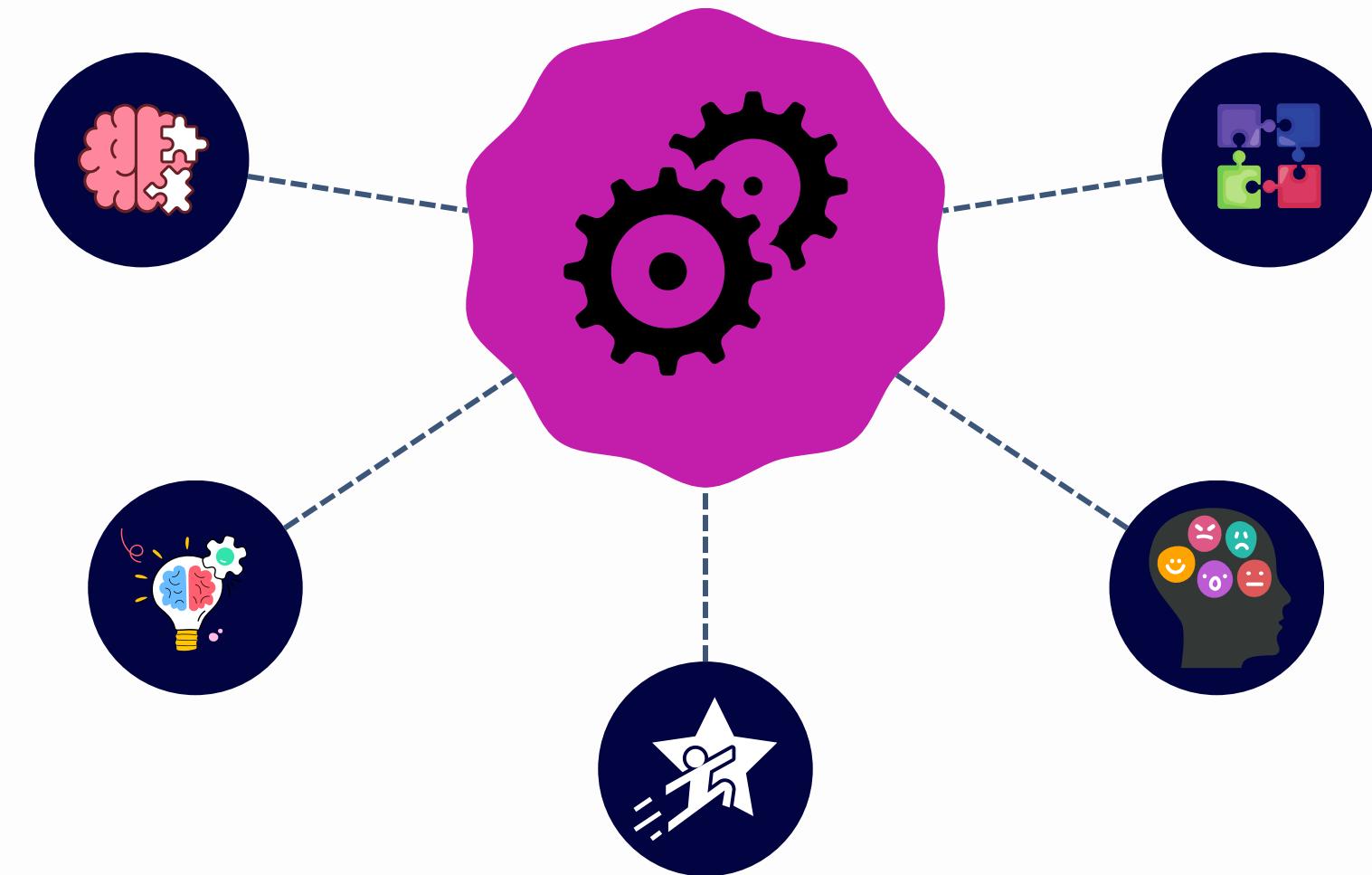
OUR SERVICES

Cognitive Development

We encourage critical thinking, creativity, and problem-solving through engaging activities that enhance cognitive abilities and independent thinking. fundamental of programming and ai and robotics

Language and Communication Skills

Our language programs help children develop effective communication skills, which are essential for their academic achievements and social interactions.



Talents Development Programs

Our nursery nurtures each child's unique abilities through specialized programs aimed at uncovering and developing their natural talents.

Academic Foundations

We prioritize social and emotional well-being, helping children build self-confidence, empathy, and emotional intelligence for lifelong success.

Social and Emotional Growth

We prioritize social and emotional well-being, helping children build self-confidence, empathy, and emotional intelligence for lifelong success.

OUR SEGMENTATION

Market segmentation is the process of dividing a broad target market into smaller, more defined groups based on shared characteristics such as demographics, behavior, or needs.

01 DEMOGRAPHICS

- Age: Children 2-5 years
- Parents: 23-45 years
- Income: b class , A class.



03 GEOGRAPHICS

- in Egypt (Cairo, Alexandria, Giza - 6 October area)
- Areas with access to technology (internet, smart devices)



02 BEHAVIORAL

- Parents interested in early childhood education and innovative learning methods
- Families valuing technology integration in education



04 PSYCHOGRAPHICS

- Parents interested in early childhood education and innovative learning methods
- Families valuing technology integration in education

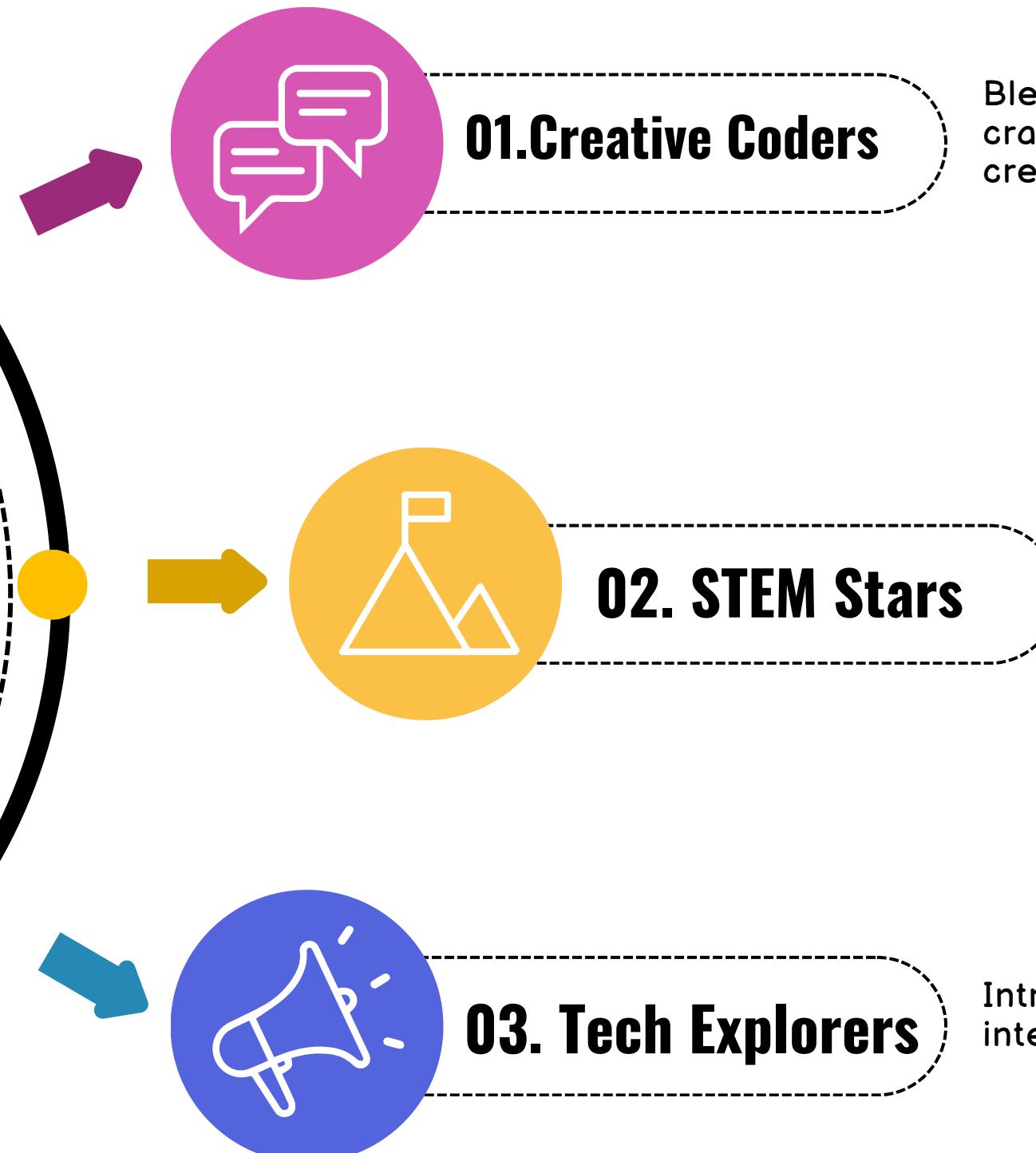


**PRE-SCHOOLERS
CHILDREN** Needs: Simple, engaging educational content that stimulates creativity and learning. Activities should be visually appealing, interactive, and easy to understand.



PARENTS/ CAREGIVERS

Needs: Tools and resources that are easy to integrate into daily routines, provide clear educational benefits, and support their child's developmental milestones.education and well-being.



Blending technology with arts and crafts, using digital tools in creative projects.

Engaging children in science and math through hands-on, technology-driven activities."

Introducing coding through interactive games and robotics.

Our Unique Selling Proposition

Innovative Curricula

Techspark Nursery: Cultivating Young Minds with an Innovative, Tech-Integrated Curriculum that Inspires Creativity and Critical Thinking



Pioneering Pre-school

Techspeak Nursery is Egypt's first preschool to merge early childhood education with advanced technology and programming



SARAH AHMED

Age	: 32
Occupation	: Computer engineer
Location	: New October
status	: marred, child have 2 years

Sarah Ahmed try to balances a hectic work schedule and budget constraints. They value a nearby nursery with tech-integrated programs and affordable pricing. Their decision is influenced by reviews, in-person visits, and flexible payment options.

Marketing Message

- Emphasize on experienced staff & tech-savvy curriculum
- Focus on convenient location & transportation service.
- Highlight affordable pricing options and flexible hours.

Challenges

- Balancing a busy work schedule with family needs.
- Limited budget for education.
- Finding good services with affordable price.

Values

- Location close to home or work.
- Programs that integrate technology into learning.
- Affordable pricing with flexible payment or benefits.

Decision-Making Process

- Emphasize on experienced staff & tech-savvy curriculum
- Focus on convenient location & transportation service.
- Highlight affordable pricing options and flexible hours.

ADAM ALI

Adam enjoys technology, problem-solving games, and robotics. He thrives with hands-on, tech-based learning. They need a nursery that balances digital learning with physical play, aiming to build early STEM skills and creativity.

Age : 4

Occupation preschool student

Location 6 October, Giza, Egypt

Goals:

- Develop basic STEM skills through tech-based learning.
- Enhance creativity and problem-solving by tech play.



Needs:

- A nursery that offers tech-integrated learning (coding games, educational apps, and interactive whiteboards.)
- A balance between screen time and physical activities time.

Skills:

- Basic knowledge of technology (using a tablet or smartphone).
- Loves exploring new apps and interactive learning videos.
- Enjoys problem-solving games and robotics.

Learning Style:

- Visual and hands-on learner who engages well with digital tools.
- Prefers learning through interactive games and tech-based activities.

interests:

- Playing with interactive toys, building blocks, watching educational videos, using tablet apps for learning shapes, letters, and numbers.



AHMED & LAILA

Age : 30 - 35

Occupation : Engineer & Teacher

Location : 6th October , giza,egypt

Status : married, 2 children (2&5 years)

Challenges

- Balancing quality education with pricing.
- Limited time due to busy work schedules.
- Finding a trusted environment for both children.

Values:

- Location close to home or work for pick-up.
- Good education and trained teachers.
- Affordable pricing with discounts for siblings.

Decision-Making
Process:

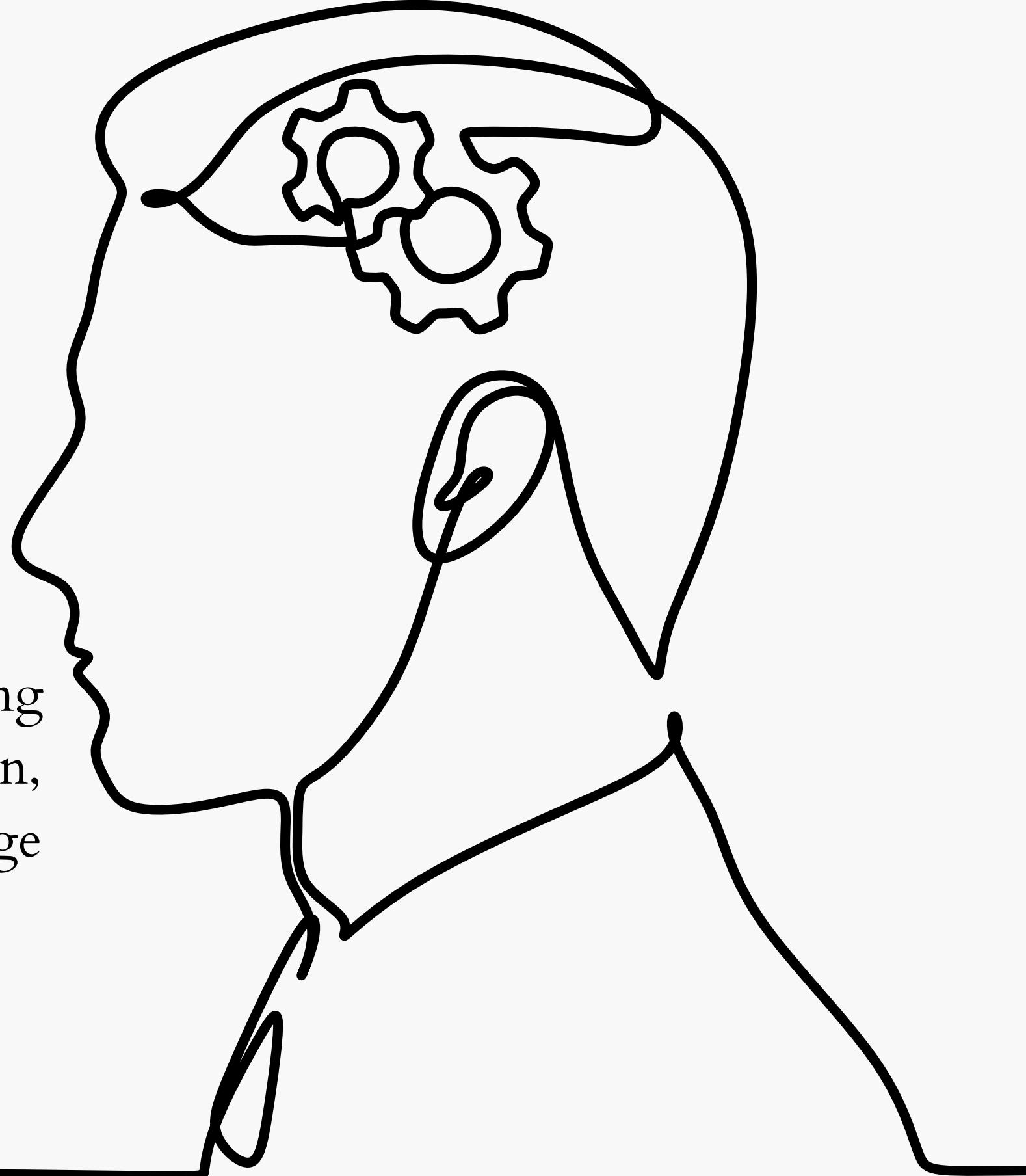
- Prioritizes location and affordable pricing.
- Good reviews for after-school care.
- Prefers a nurturing environment for their both kids.

Marketing
Message:

- Emphasis on experienced staff & educational programs.
- Highlight testimonials from parents.
- Flexible payment options & after-school hours.

POSITION STATEMENT

For modern parents seeking a balanced education, Techspark Nursery is the innovative early learning nursery that offers a unique blend of nurturing care and technology-driven learning so they can ensure their child is prepared for the future in a fun, safe environment, because our programs integrate cutting-edge educational tools and experienced educators

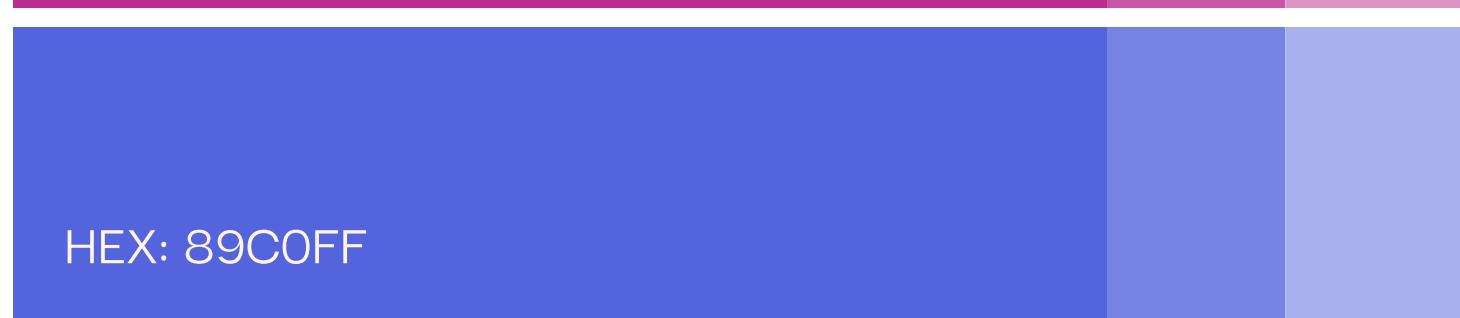
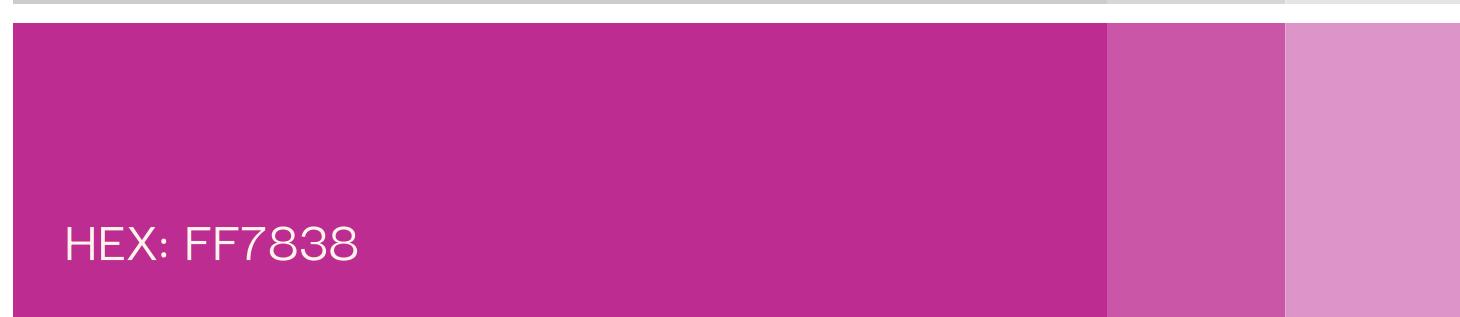


Brand Identity

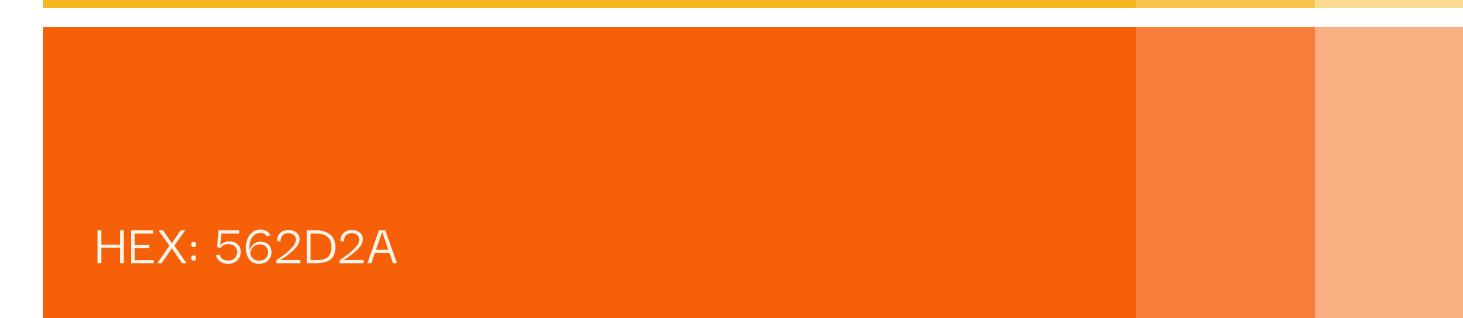
"Tech" denotes the employment of advanced technology in education, while "spark" inspires children to learn and think creatively.



Brand Guidelines



Primary



Secondary



Voice and Tone

Our brand voice is Warm, innovative, trustworthy, and playful yet educational.

Our tone is Welcoming, supportive, simple yet forward-thinking, and professionally playful.

Our Smart Goals

Brand Awareness

Boosting Preschool Brand Awareness:
300 Social Media Follower in 3 month



1

2

3

4

5



Increase Enrollment

we will increase enrollment in our preschool program by 20% through hosting open house events, launching a referral program for current families, and executing targeted marketing campaigns."offers



Increase Engagement

Increasing Parental Engagement: 30% Boost in Event Attendance & 50% Rise in Classroom Participation through Monthly Family Events and Active Social Media Communication



3

4

5

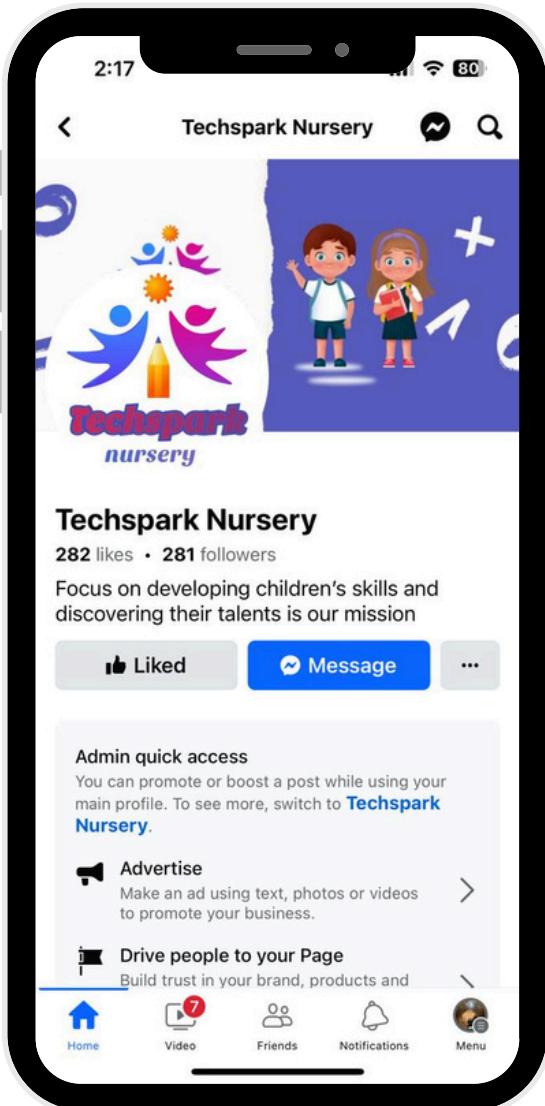
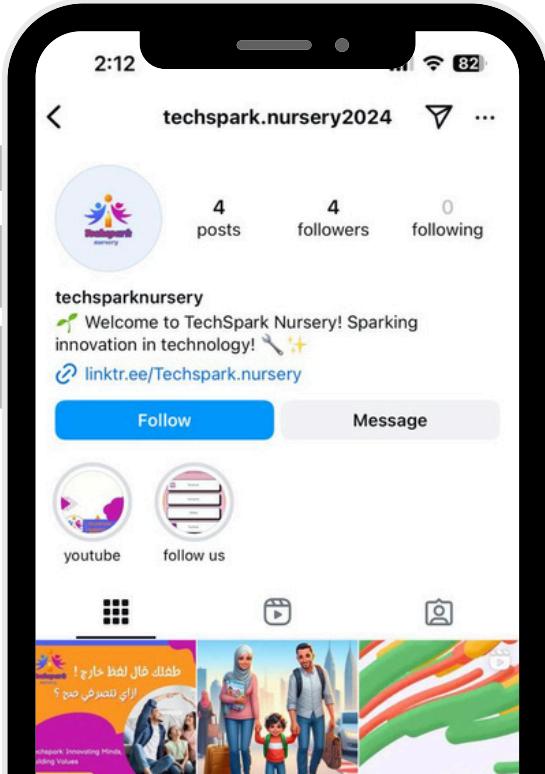
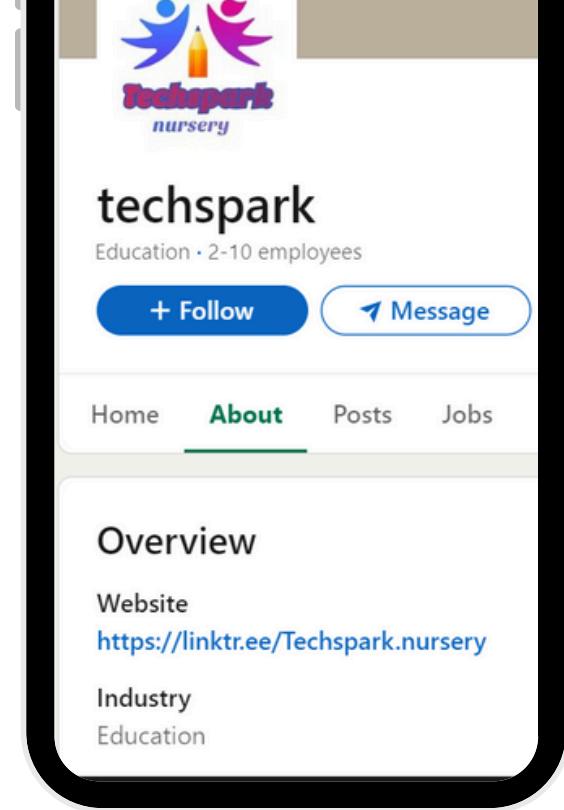
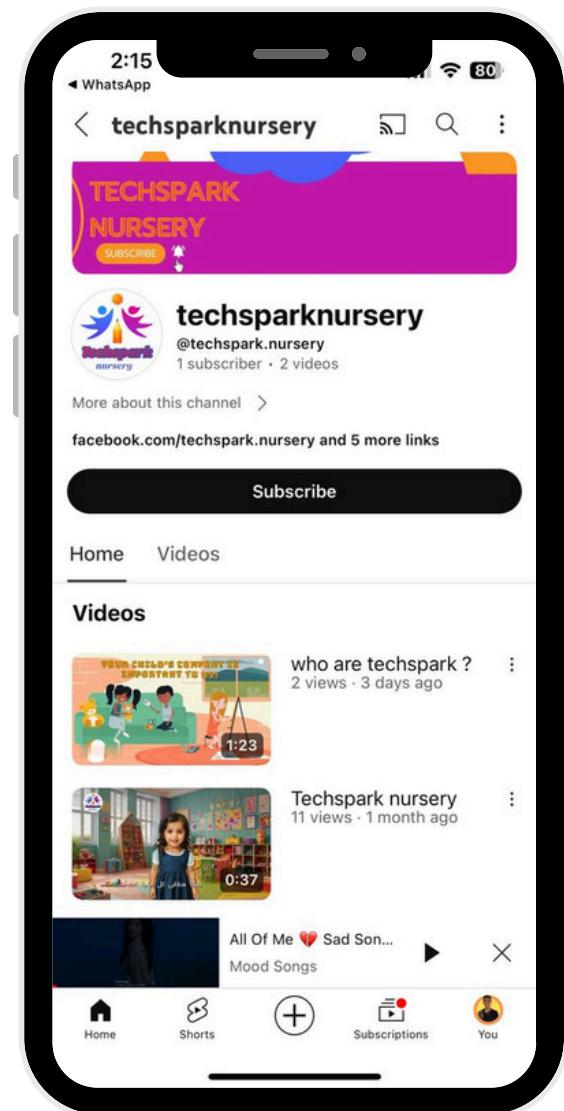
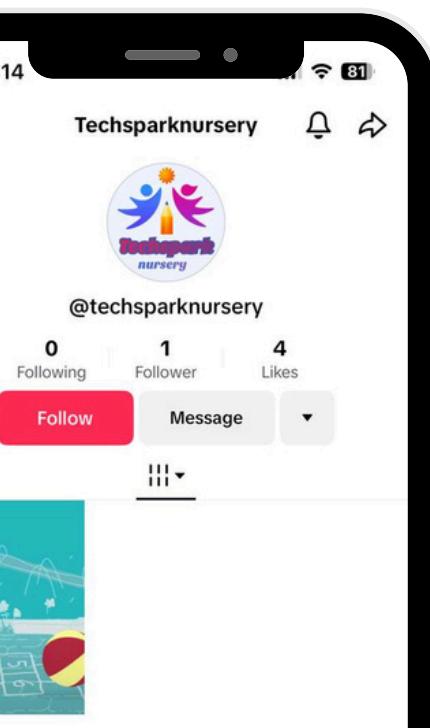
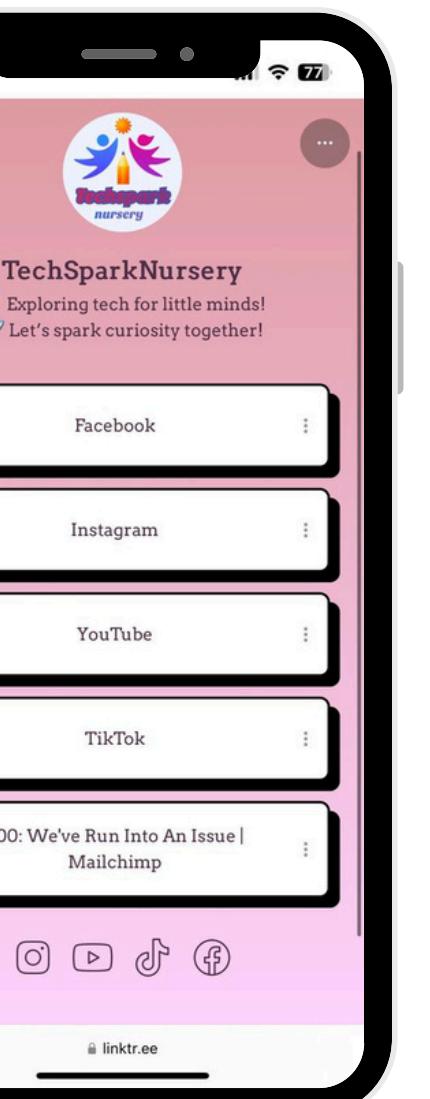
Start New-born

we will launch a newborn care service that enrolls at least 15 new families after 1 year through promotional efforts such as informational sessions and social media campaigns."



Increase Parents Satisfaction

Enhancing Parent Satisfaction: 20% Increase through Regular Communication, Feedback Sessions, and Program Improvements Based on Parent Input within 1 year



OUR SOCIAL MEDIA

NOTE.

we choose the platforms that we think it will help us to reach our persona

Presented By : Amany Ahmed

NUMBER OF ACTIVE ADS

Competitors	colors	champs	sunrise	discovery	Kinder Town
Paid Ads	✓	✓	✓	✓	✓
Content Types and Themes	Photos 46 Videos 13 Links 5	Photos 53 Videos 32 Reels Links 7 Pure text 13	Photos 6 Videos 2 Pure text 3	Photos 16 Videos 2	Photos 12 Videos 8 Links 1 Pure text 8
Social Media Platforms	Facebook	Facebook instagram	Facebook instagram	Facebook instagram	Facebook instagram
Fans	17k	14k	4.8k	3.1k	2.4k

TYPES OF POSTS

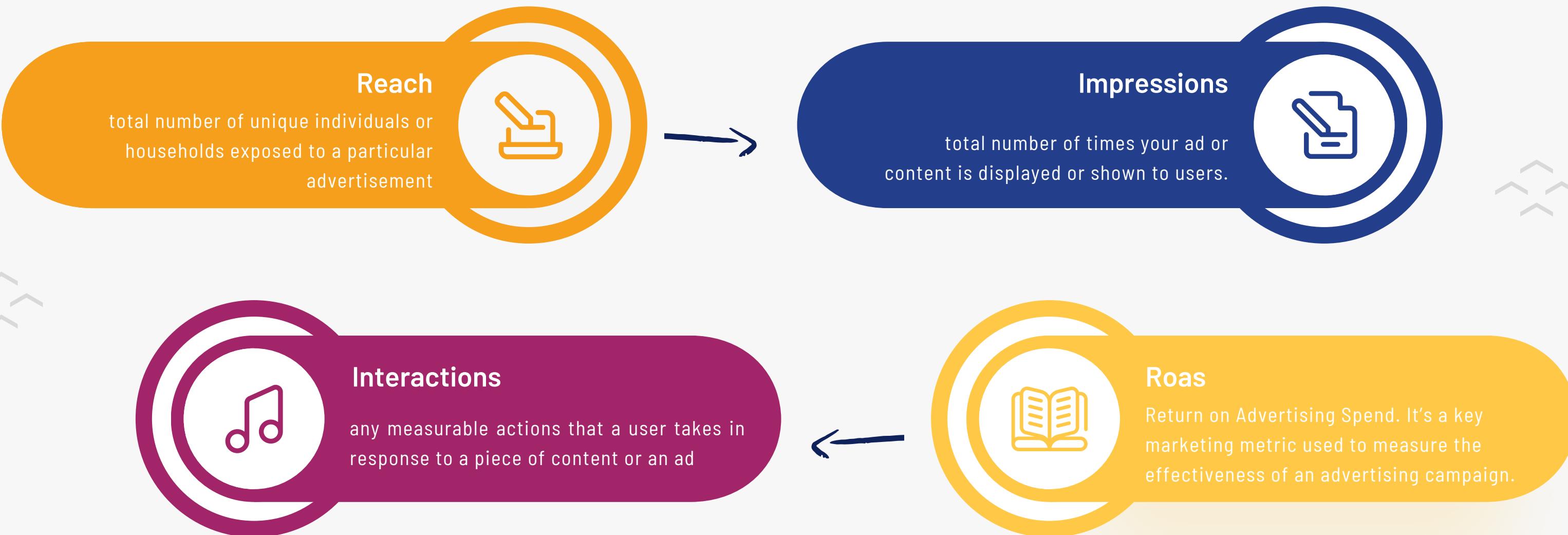
Competitors	Photos	Videos	Links	Pure text	Reels
COLORS	✓	✓	✓		✓
CHAMPS	✓	✓	✓	✓	✓
SUNRISE	✓	✓		✓	✓
DISCOVERY	✓	✓			
KINDER TOWN	✓	✓	✓	✓	
Under 5	✓	✓			✓
Redzone	✓	✓			✓

NUMBER OF ACTIVE ADS

Competitors	Colors	Champs	Sunrise	Discovery	Kinder Town
Frequency and Timing	MON/TUE/WED/THU/FRI/SAT	MON/TUE/WED/THU/SUN	TUE/THU/FRI/SAT/SUN	MON/TUE/WED/THU/FRI/SAT/SUN	MON/WED THU/FRI SAT/SUN
Audience Engagement	0.15%	0.057%	0.037%	0.53%	0.11%
Ad-Value (USD)	\$468	\$419	\$90	\$2.9k	\$536
Posts per Day	0.17	1.2	0.12	0.2	0.32
Post Interaction	0.065%	0.050%	0.31%	2.7%	0.34%

KEY PERFORMANCE INDICATORS

Measurable value that indicates how effectively a company or individual is achieving specific business or operational objectives.



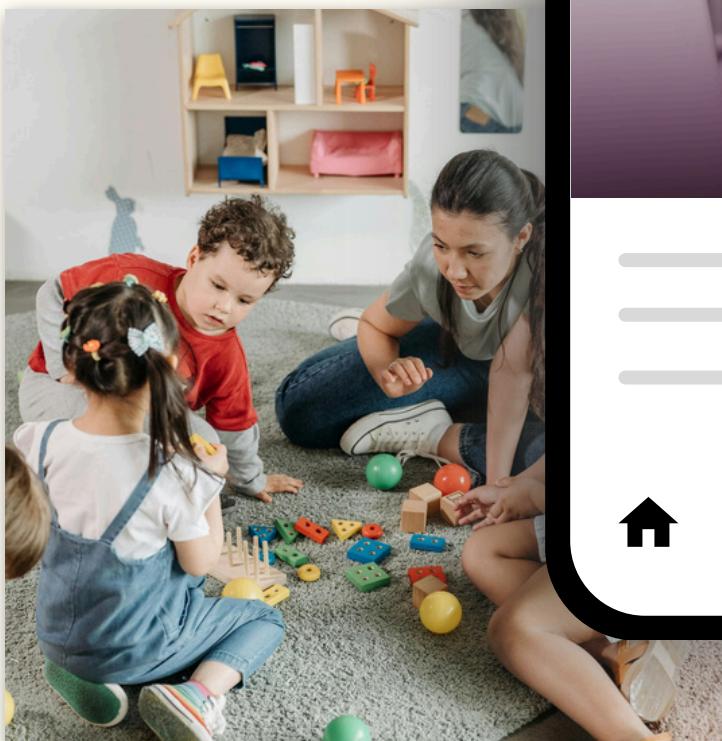
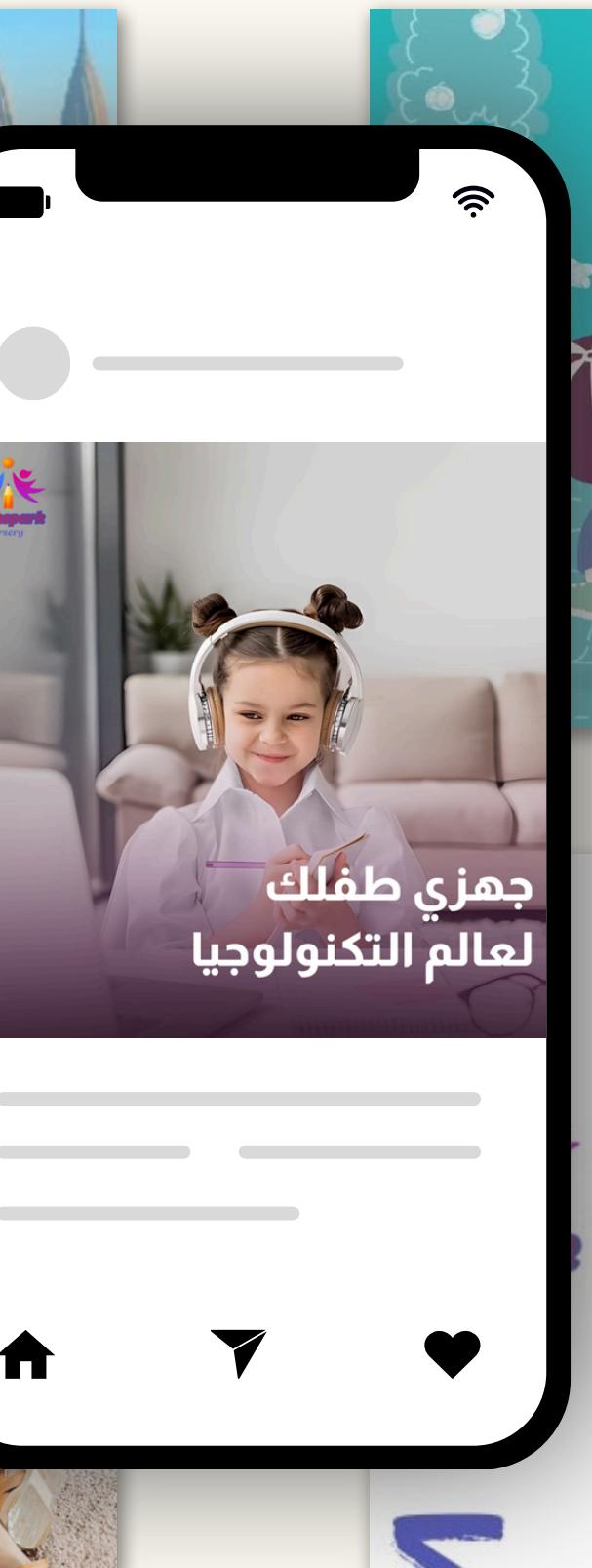
Weekly Content Calendar

Week: 1

Month: OCT

Year: 2024

Day	Platform / Time	Image	Visual	Caption	Hashtags	content Goal
Monday	FB&IG 3:00 PM		Quote Image	Embrace the journey ahead with optimism!	#حل_المشكلات #تفكير_إبداعي #تفكير_نقدi	increase reach
Tuesday	FB&IG 6:00 PM		image	طفلك قال لفظ خارج! إزاي تتصاري صح؟	#التعليم #رعاية_الطفل #الأطفال #المدرسة #حضانة #تعليم	awerness
Wednesday	FB&IG 3:00 PM		image	أول يوم آدم في الحضانة!	nursery #preschool# #kindergarten #مدينة_اكتوبر	Boost Transparency
Thursday	FB&IG 6:00 PM		image	Techspark nursery	nursery #preschool #kindergarten	page likes & awerness
Friday	FB&IG 3:00 PM		video	Weekend vibes: cozy, calm, and collected. How's your weekend shaping up?	#حضانة #تعليم # التربية_الأطفال #الأطفال	awareness
Saturday	FB&IG, TIKTOK 6:00 AM		video	Stay tuned.....	#التعليم #رعاية_الطفل #الأطفال #المدرسة	teasing



OUR FACEBOOK PAIED ADS

techspark

This month: Oct 1, 2024 – Oct 15, 2024

Reach	Impressions	Cost per result	Amount spent	Ends
20,789	21,086	2.67.ج	55.50.ج	Ongoing
7,354	10,955	1.45.ج	383.09.ج	Oct 16, 2024 ⚠ 1 day left
29,115	32,041	—	438.59.ج	Total spent

This month: Oct 1, 2024 – Oct 16, 2024

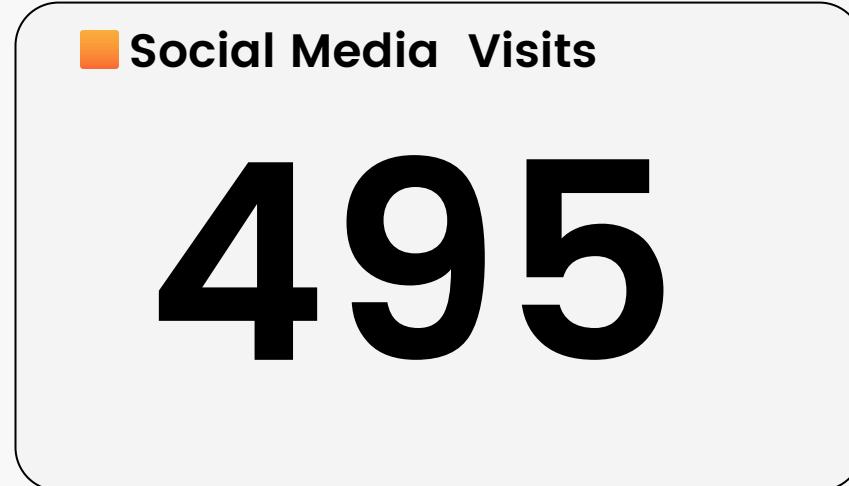
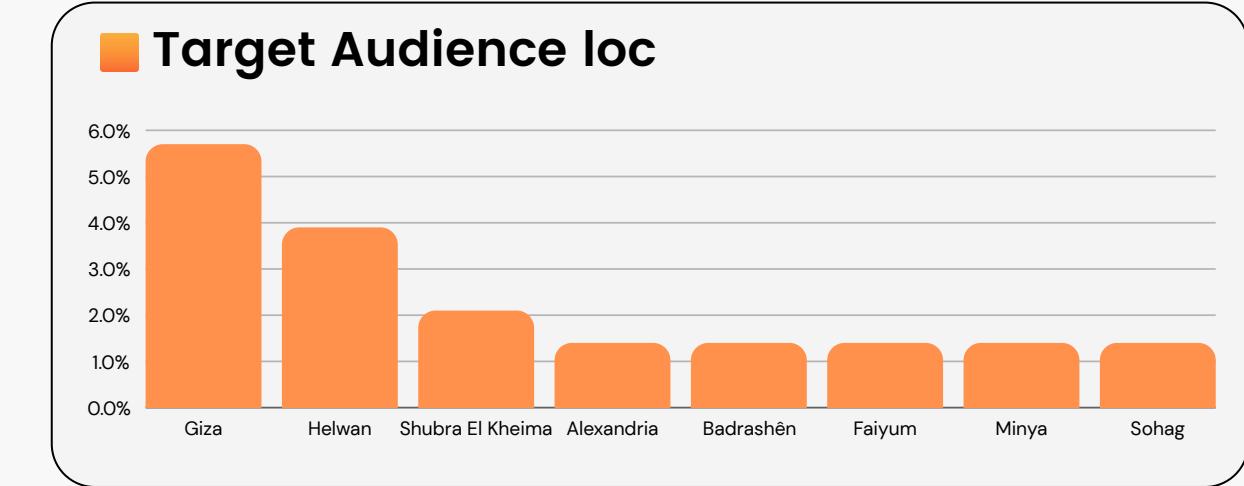
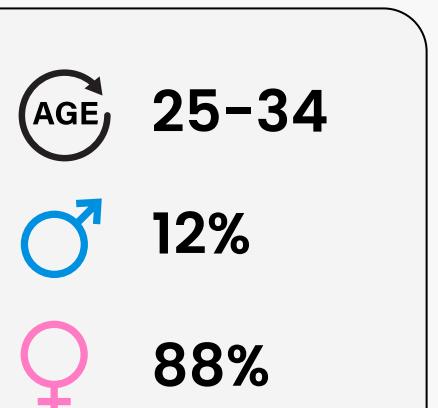
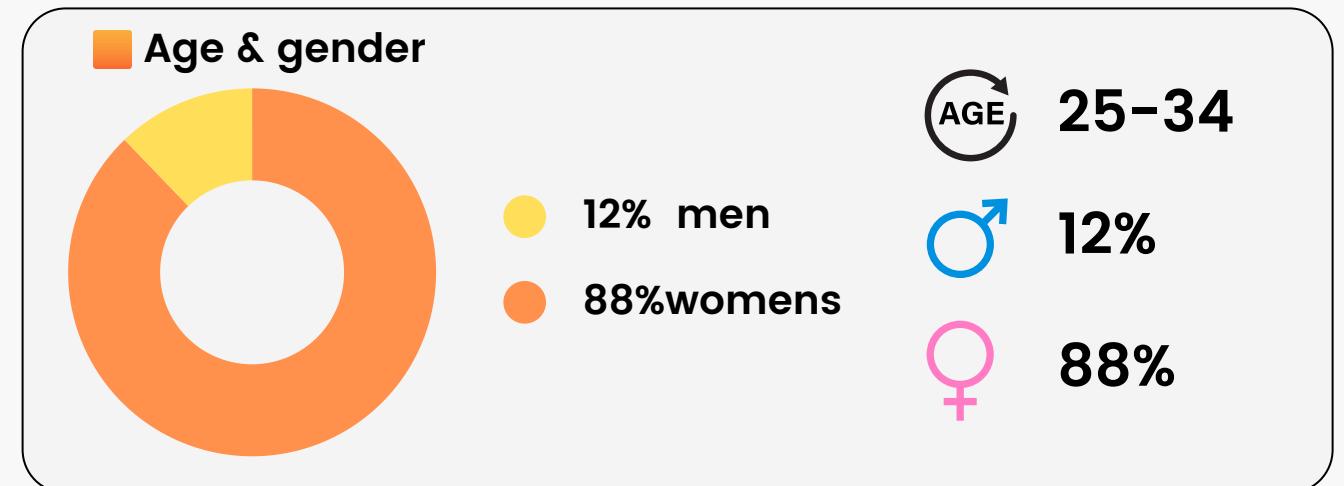
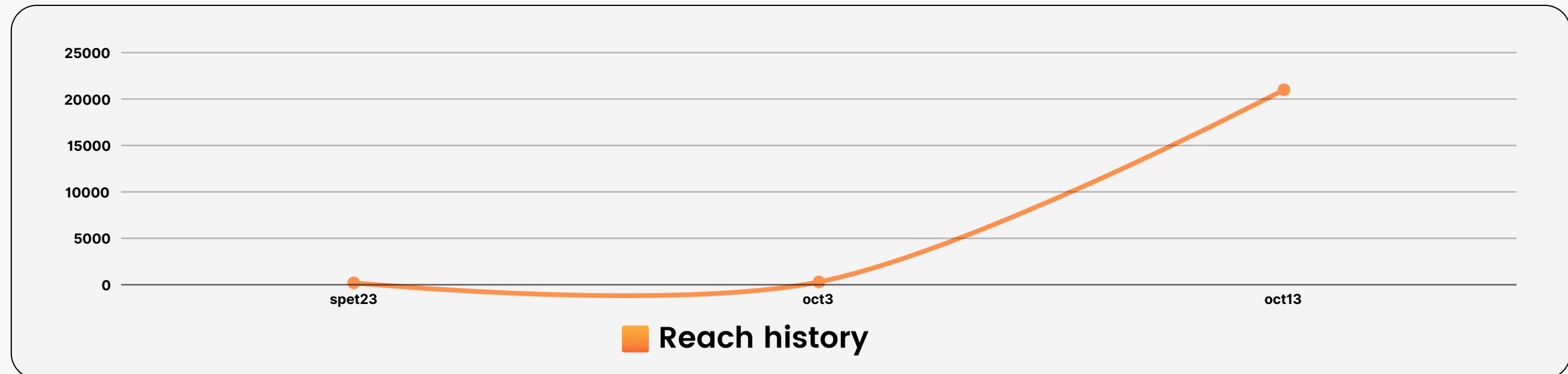
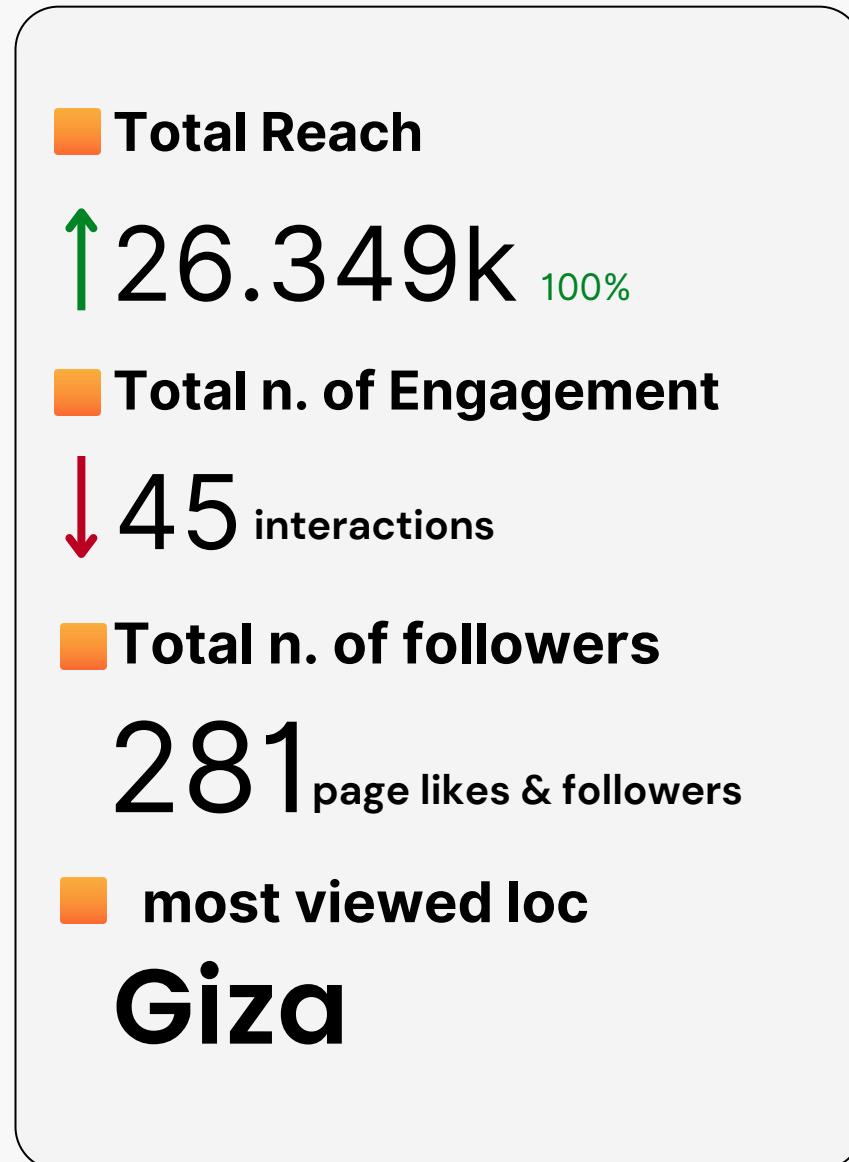
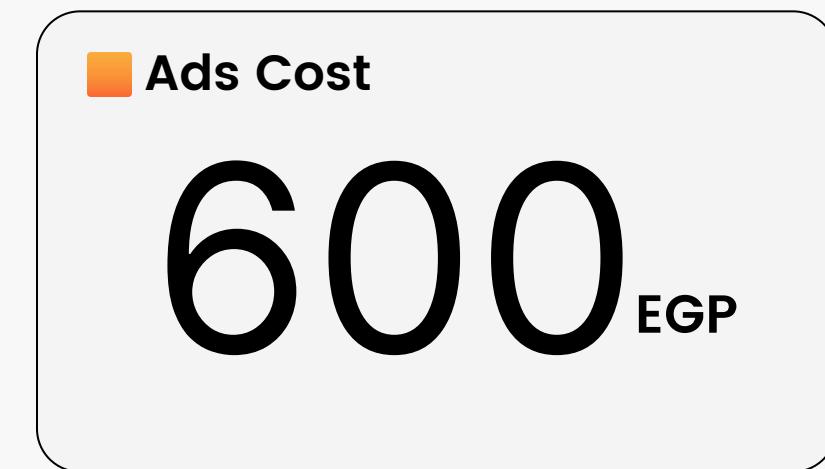
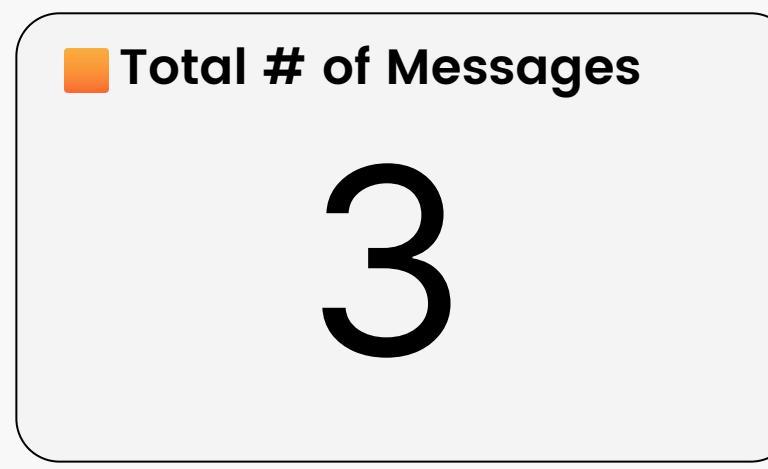
Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
Off / On	Campaign	Using ad set bid...	Using ad set bud...	7-day click or 1...	20,925	20,925
	aweness techspark	Off	Using ad set bid...	7-day click or 1...	266	7,364
	New Engagement tech spark	Off	Using ad set bid...	7-day click or 1...	—	29,259
				Follows or likes		
				7-day click or ...		
				Multiple conversions		
				Accounts Center acco...		

This month: Oct 1, 2024 – Oct 16, 2024

Cost per result	Amount spent
2.67.ج	55.50.ج
1.45.ج	383.09.ج
—	438.59.ج
Total	438.59.ج



Performance Overview





OUR **RECOMMENDATION**

based on last dashboard



Messages

we need to make sale offers like up selling and cross selling to encourage to go to dm and ask us



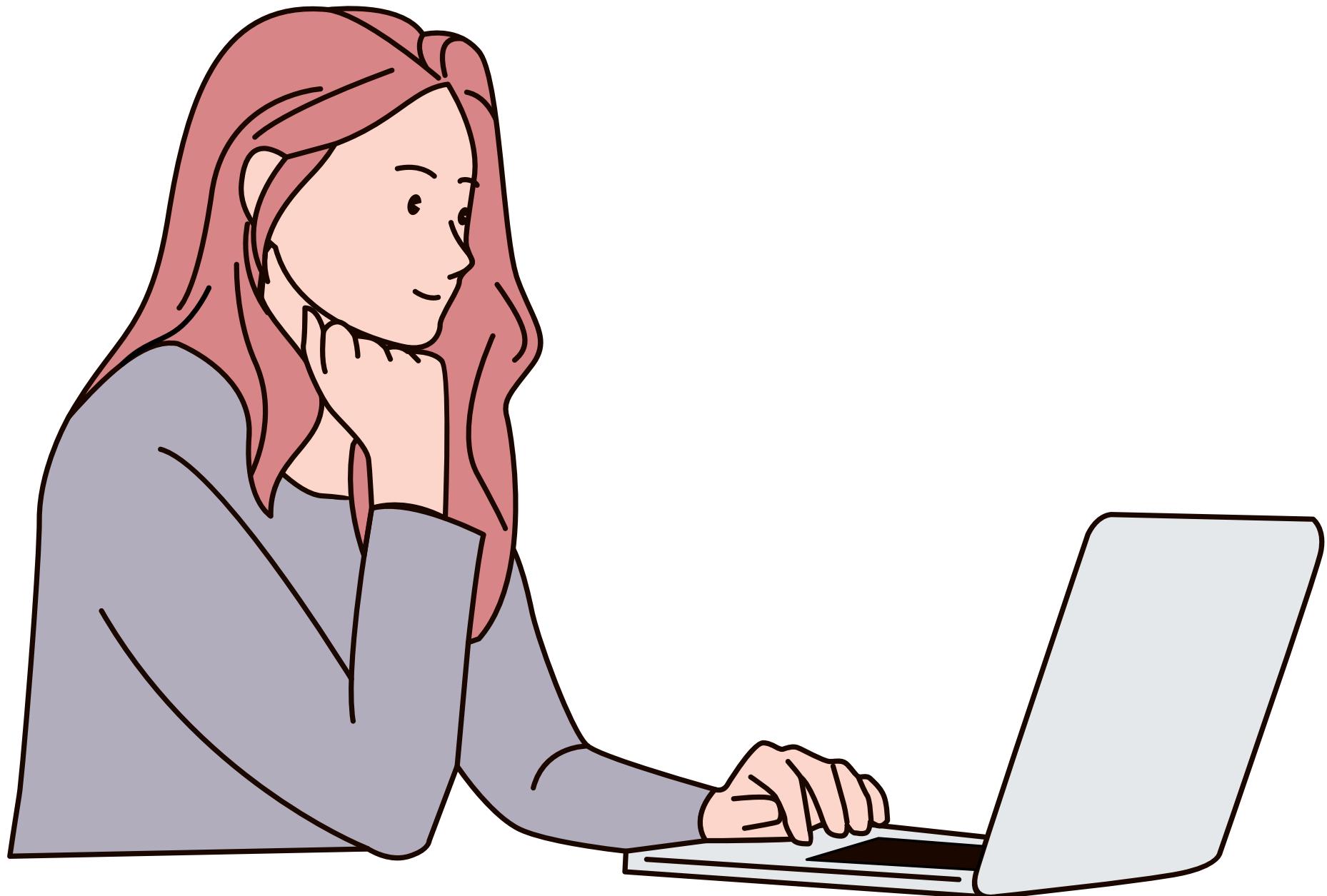
Increase Interactions

we need to improve our content and our design to fit more our buyer persona with age 25-34 and increase the engagement content



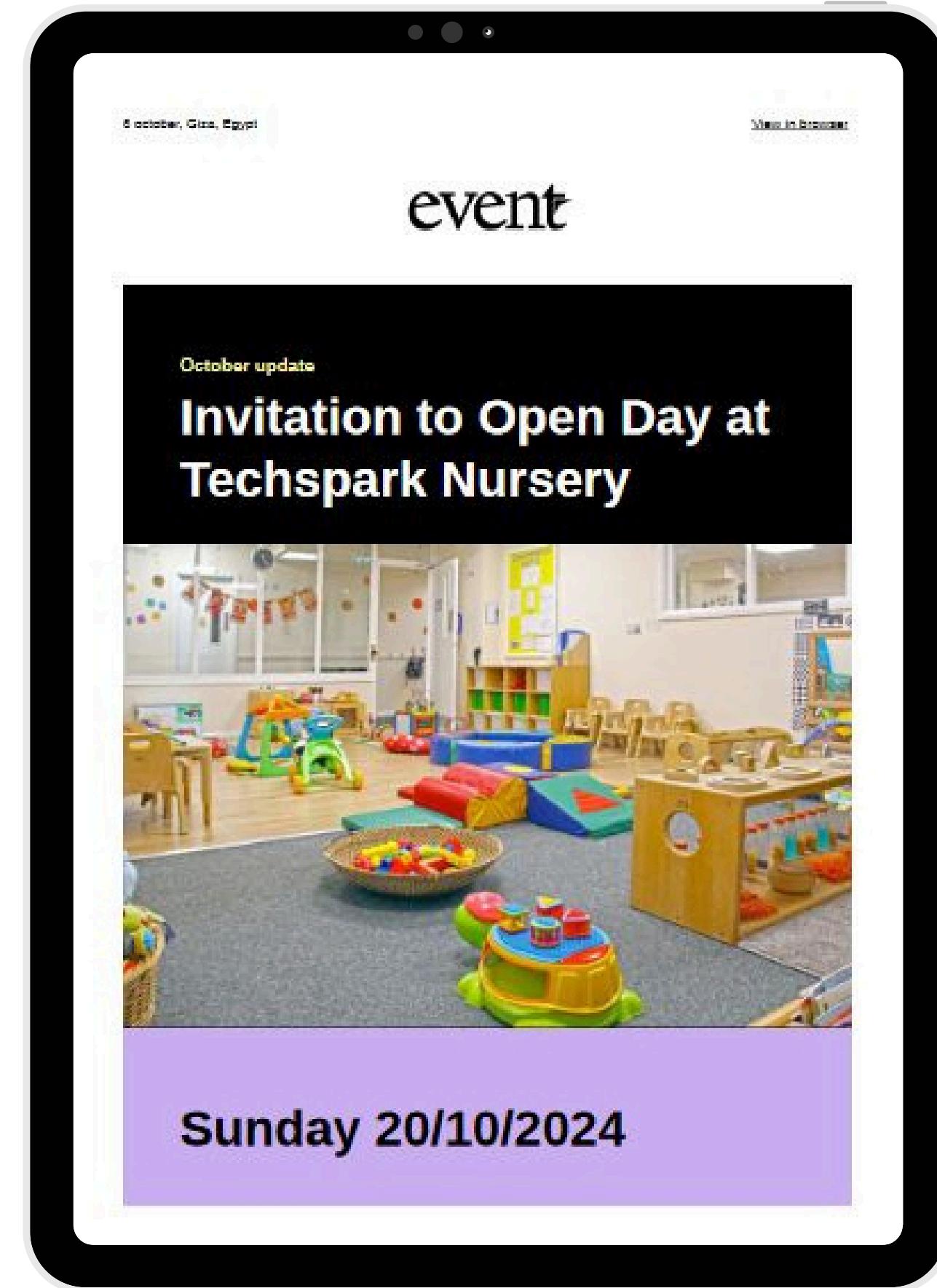
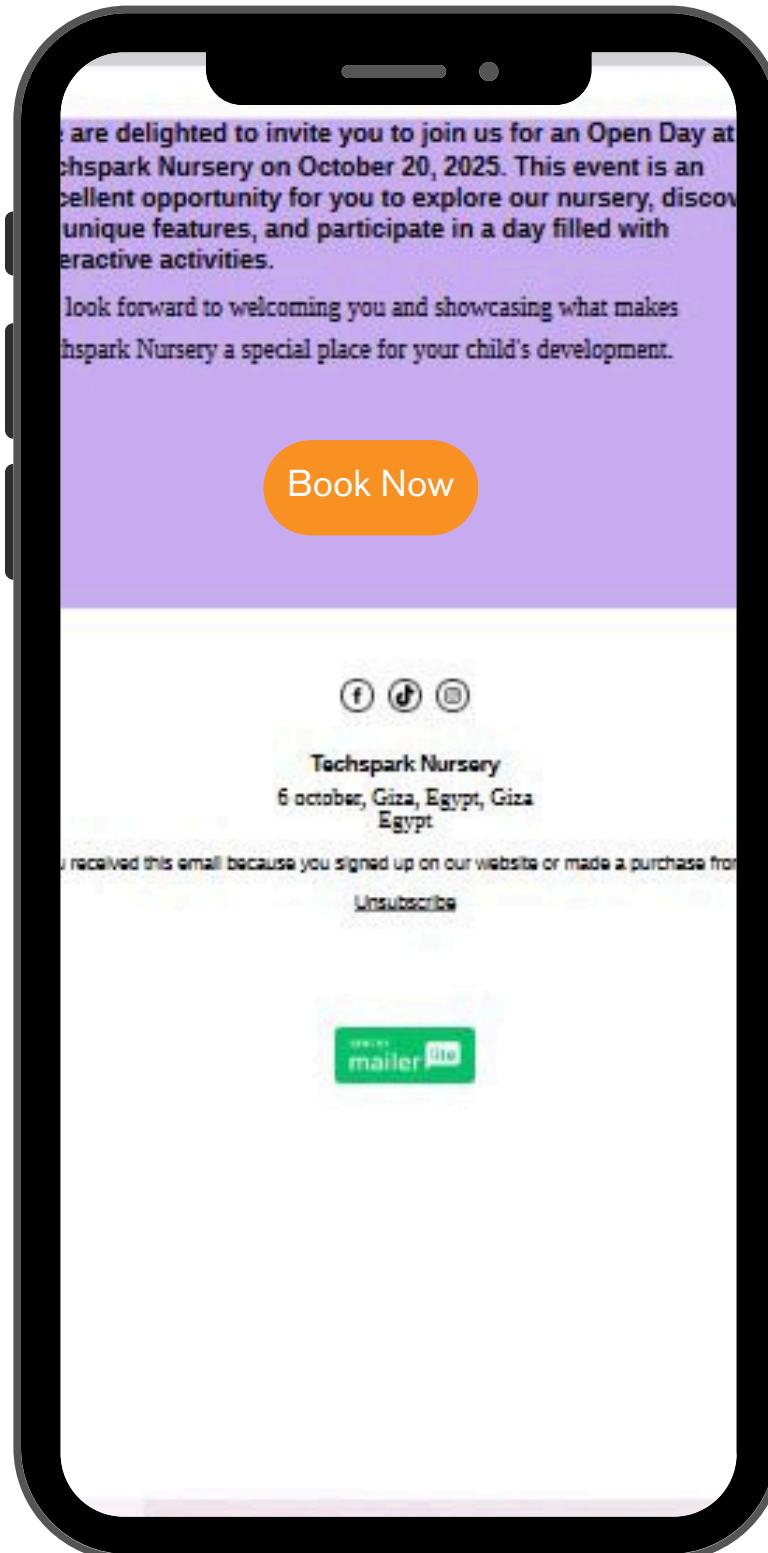
Gender

depending on insights we need to study the women behavior more because 88% of our follower are woman.



E-Mail Writing

Presented By : Gehad Samir



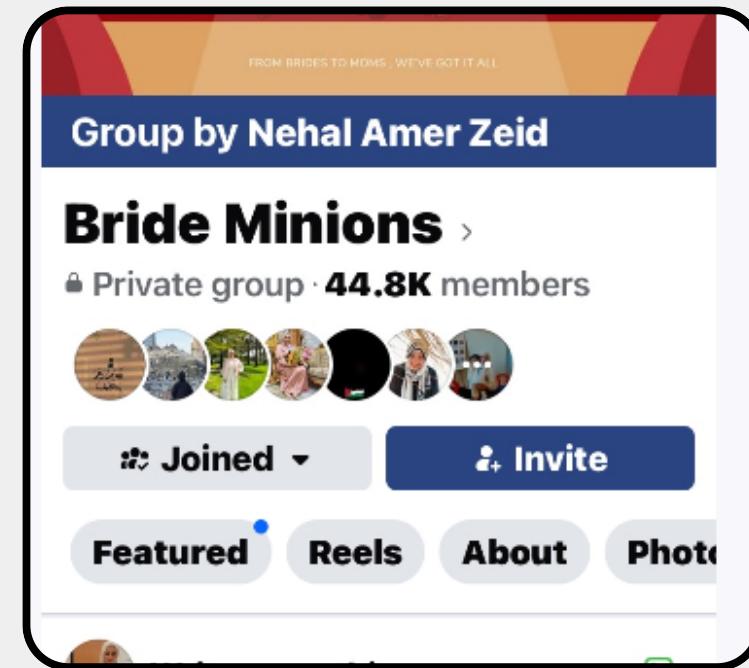
Highlights

Invitation

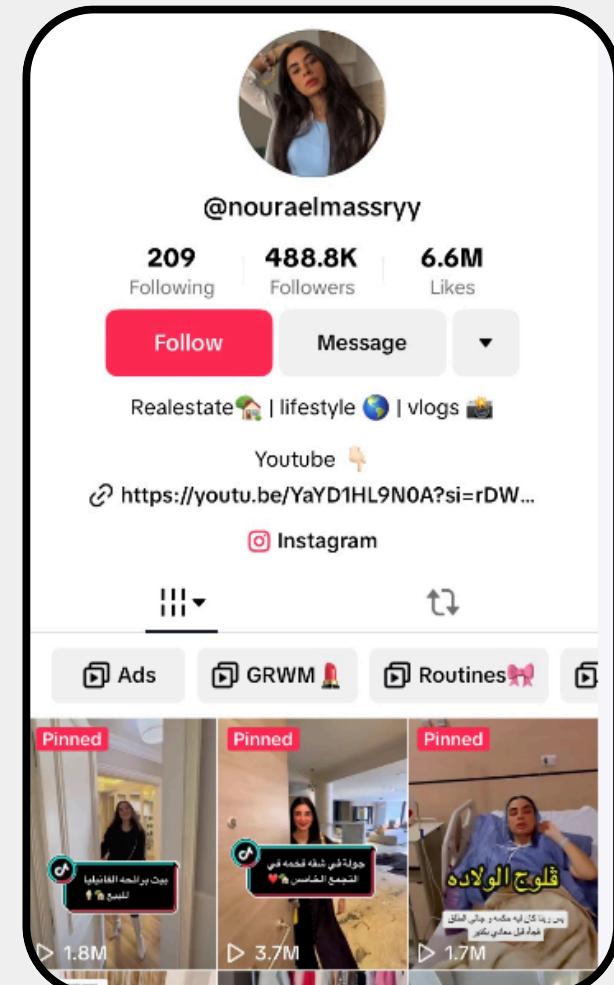
Influencers Marketing



Groups



Influencers

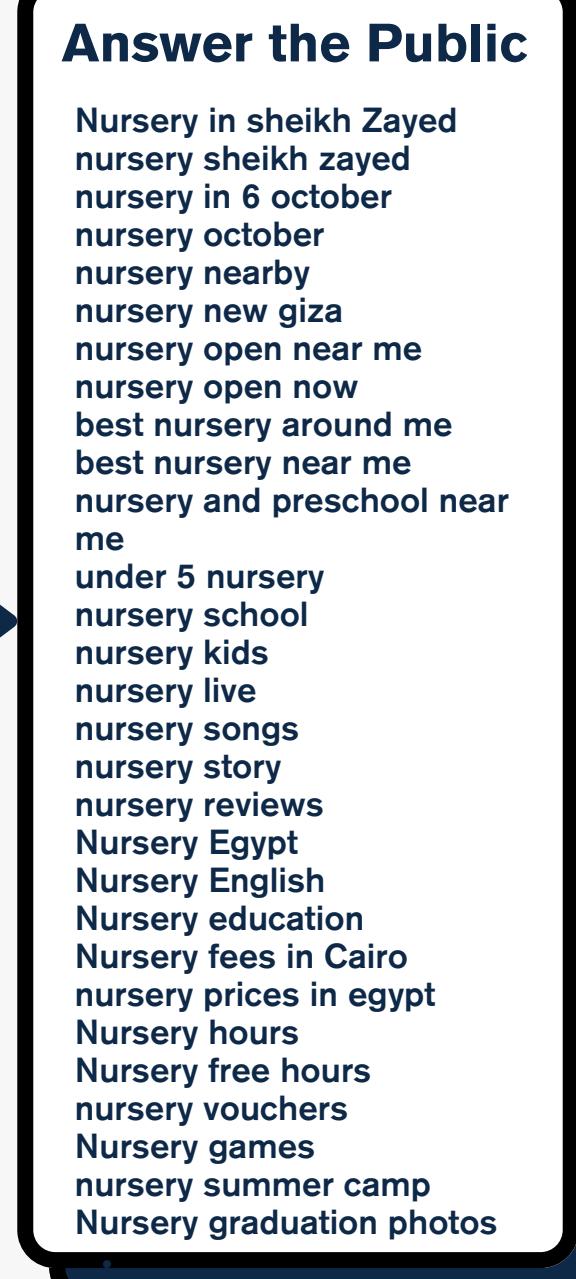
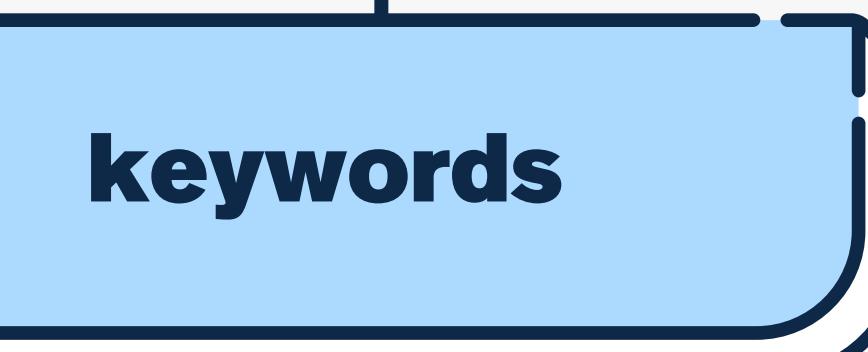
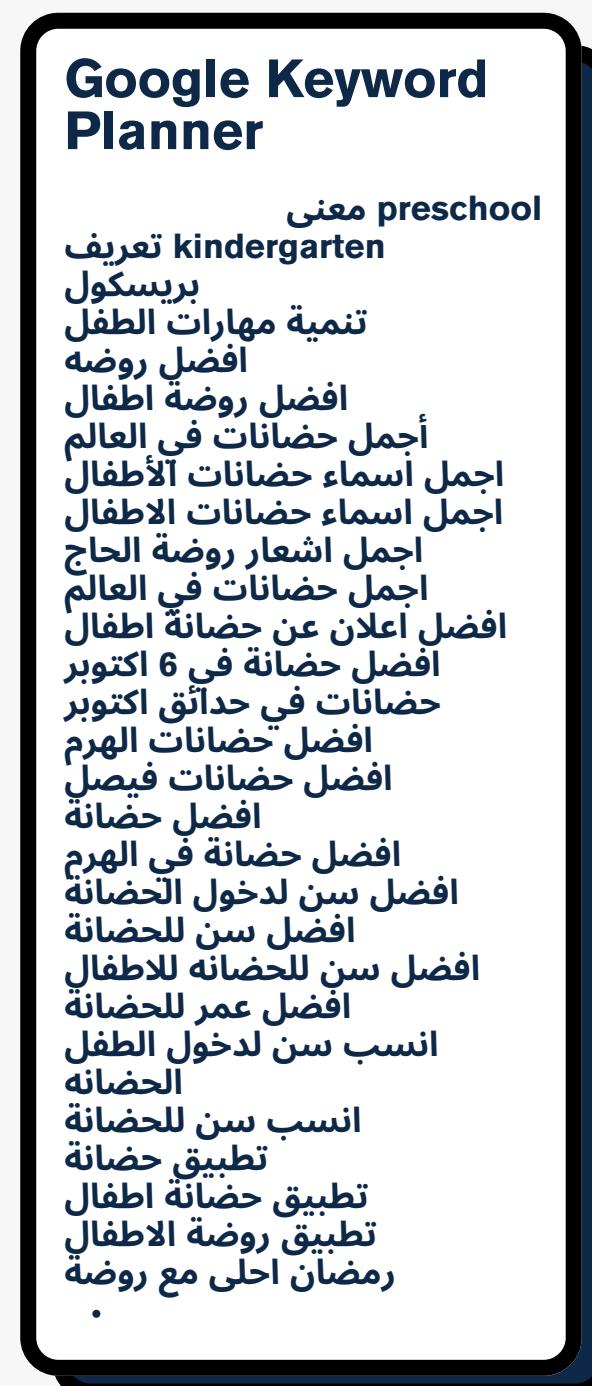


Search Engine Optimization

our plan to improve our seo

PROJECT
TechSpark





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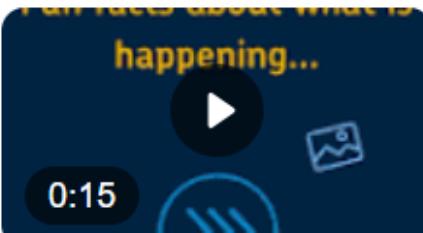
Google Techspark Nursery

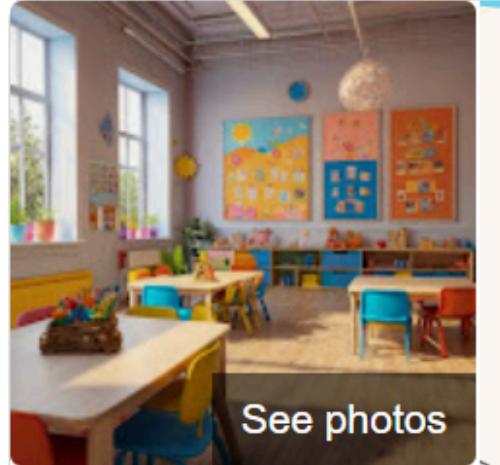
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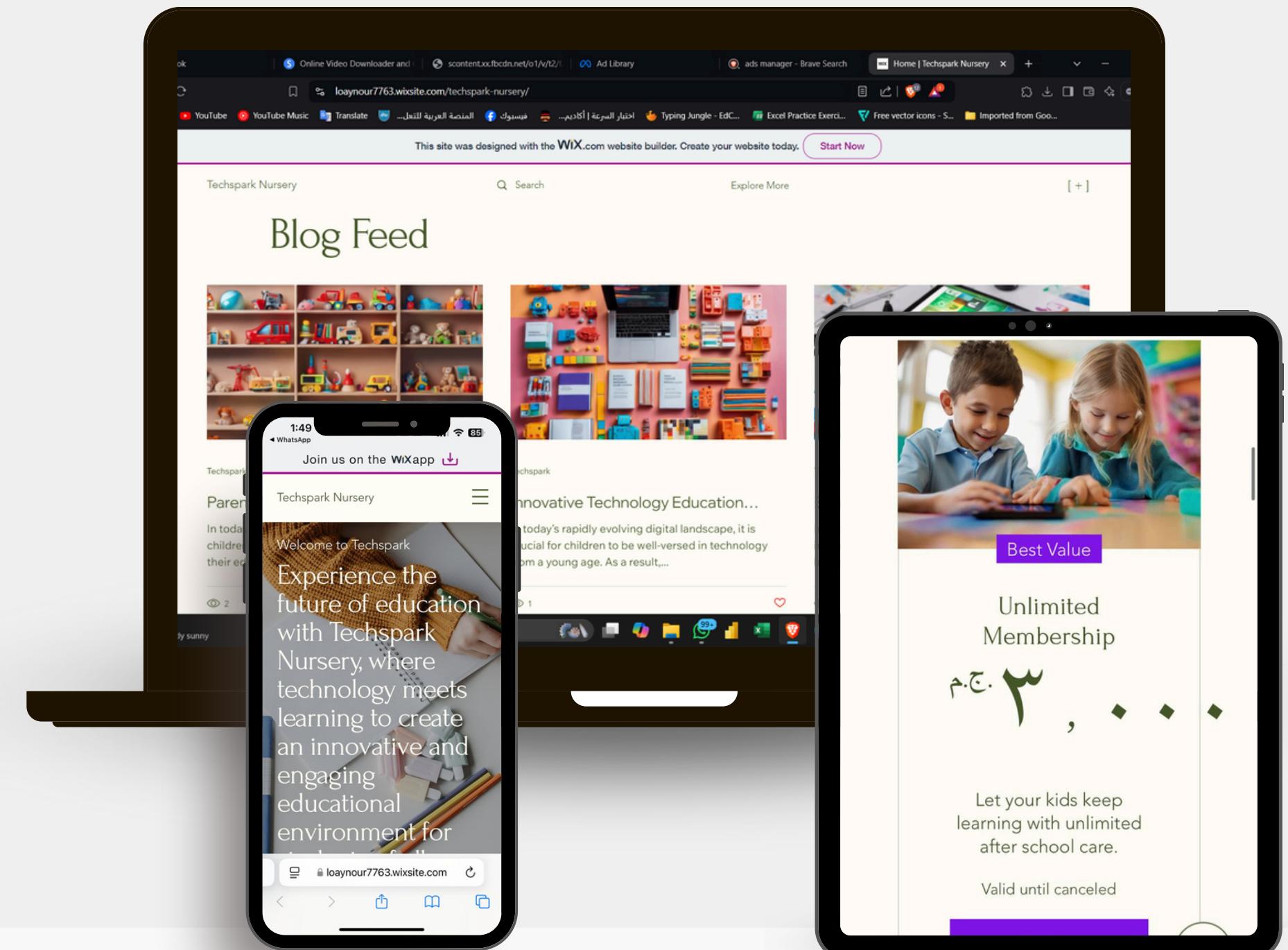
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<ul style="list-style-type: none"> • 7 Ps • PESTEL Analysis • Business Model Canvas • 3 Buyer Personas • Nursery SEO Keywords • 1 Facebook Post (Story) 	<ul style="list-style-type: none"> • Logo • Introduction to our services • our vision • SMART goal • STP • Target audience • Website • facebook ads (contributer) • 1 Facebook post • blog 	<ul style="list-style-type: none"> • facebook page • content calender • branding • facebook ads (contributer) • email marketing • Position statement • 1 video (posted) • Connect fp with ig 	<ul style="list-style-type: none"> • Survey & consumer analysis • Competitor analysis • SWOT analysis • Google buisness profile • Instagram, Youtube & Tiktok accounts • linktree account • landing page • 2 videos (posted) • 2 highlight stories • facebook ads (contributer) • presentation editing 	<ul style="list-style-type: none"> • Presentation editing • Facebook ads • Content calendar (update) • key performance indicator (KPIs) • Recommendations • 1 facebook post 	<ul style="list-style-type: none"> • influencer marketing • e-mail marketing (update) • 2 video post • 1 Facebook post