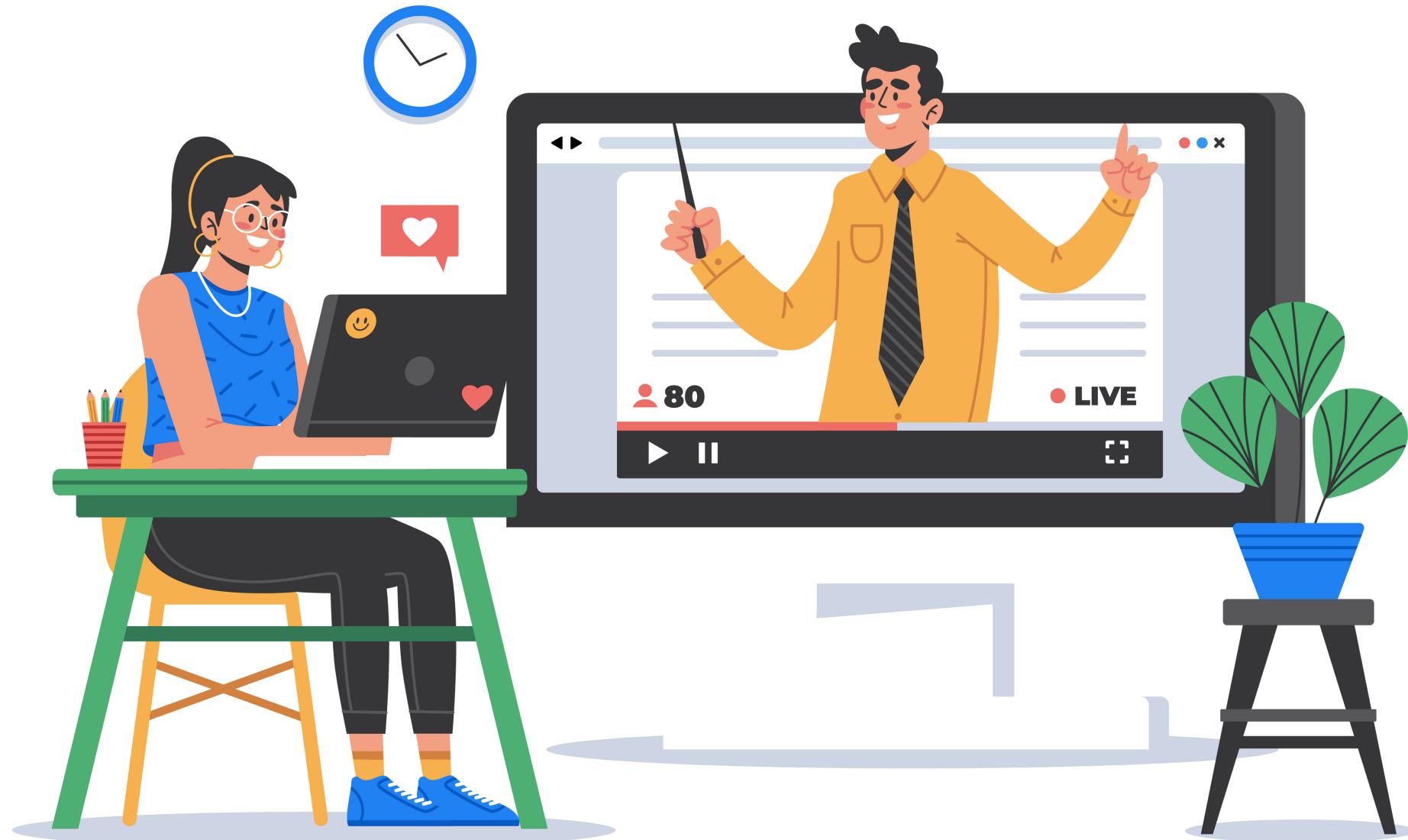


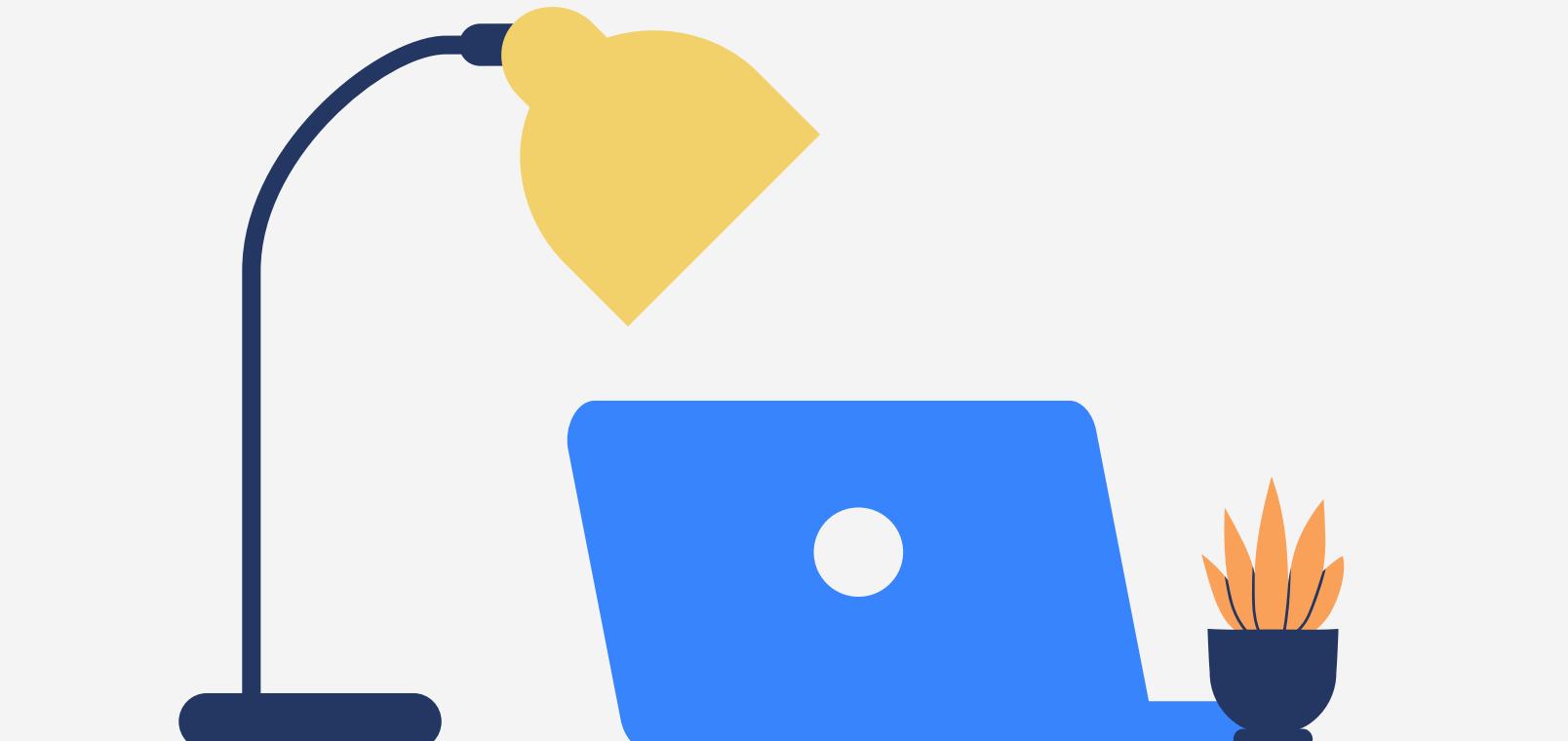
# স্বশিক্ষা প্রকল্প

An Interactive, self-paced  
curriculum for effective and  
flexible E-learning



# Problems

The number of school drop-outs has surged, **Possible reasons** include:



## Financial instability

Not everyone can afford costly education



## Not-so-flexible class-hours

People don't have the opportunity to attend classes at their will.



## Lack of motivation

Lack of proper motivation/incentives for students to continue



## Lack of quality

Lack of quality education across the schools and colleges in the country.

# Solutions

**স্বশিক্ষা প্রকল্প-** aims to use an interactive approach to learning and intended to become the ultimate curriculum for the underprivileged, giving them a better way to catch-up with others by applying Gamification and giving them the flexibility they deserve.



## Accessibility

Anyone with a device and internet can use our **স্বশিক্ষা প্রকল্প** platform.



## Convenience

Users can learn and explore with the world of knowledge in real time.



## Cost-effective

scholarship for specific students who are financially unstable and basic resources are open for all.

# স্বশিক্ষা প্রকল্প

We aim to be the provider of quality education and remote learning.



## Why we came up with- স্বশিক্ষা প্রকল্প

স্বশিক্ষা প্রকল্প was conceptualised by us. Because we wanted easier ways to encourage learners for self-paced curriculum and make a way for drop-outs.



# It's time to level up

## 01 Market is growing

The desire and need for e-learning and self-paced curriculum is steadily growing

## 02 Need for simplified systems

Consumers always want an easier system to work with. our's exactly offers a very simple and user friendly system to work with.

## 03 Need for adaptability

Users want a tool that can be used on various devices and in different places. A person can attend classes from any place from the website.



# Whom স্বশিক্ষা প্রকল্প is for

These are our target users



## Individuals

Any person who needs an easy way for education and learning can enroll for courses.

## opportunity for drop outs and remote people

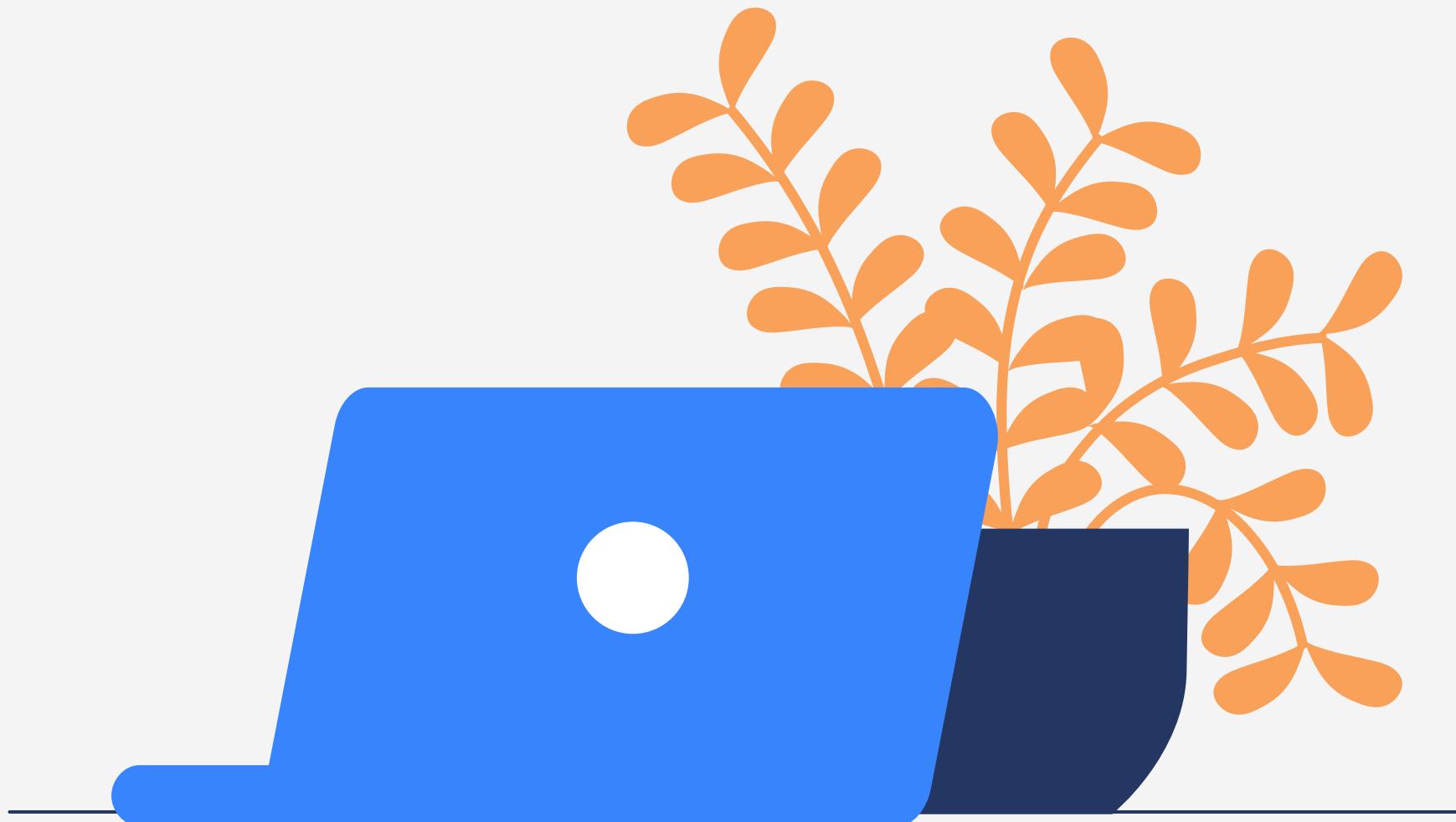
Individuals or group of people who does not have time for school

## Indirect Competitors

- Coaching Centers
- Additional supplementary

## Direct Competitors

- 10 minute school
- Onnorokom Pathshala



# Competitive Advantages



01

## Easy to use

স্বশিক্ষা প্রকল্প has an intuitive user-friendly interface designed to make the process simple and easy to understand.

02

## Secure and protected

Personal data and records for different courses are not exposed during enrolment time. Certificates and evaluations are done one to one.

03

## Inexpensive

স্বশিক্ষা প্রকল্প is free to use, with minimal fees for certain higher level courses. commonly the basic courses are free to enroll.

04

## Accessible

স্বশিক্ষা প্রকল্প website can be used across multiple devices such as mobile gadgets and laptop computers.

# Business Model-স্বাধীন প্রকল্প

<b>Key Partners</b> <ul style="list-style-type: none"><li>-Investor</li><li>-Advertisers</li><li>-Educational Institutions</li><li>-Government</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>-Personalizing Education</li><li>-Community</li><li>-Sales</li><li>-Customer Support</li></ul> <b>Key Resources</b> <ul style="list-style-type: none"><li>-Funding</li><li>-Content Developers</li><li>-Volunteers</li><li>-Employees</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>-Engaging &amp; Effective Curriculum</li><li>-Self paced Learning</li><li>-Bitesized Interactive Tasks</li><li>-Sequential Progress Path</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>-CERTIFICATES</li><li>-CUSTOMER SUPPORT</li><li>-LIVE CHAT</li><li>-GROUPS</li></ul> <b>Channels</b> <ul style="list-style-type: none"><li>-Website &amp; App</li><li>-Blog</li><li>-Social Media</li><li>-Forum</li></ul>	<b>Customer Segment</b> <ul style="list-style-type: none"><li>-Students</li><li>-Schools</li><li>-Volunteers</li><li>-Government</li></ul>
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## Cost Structure

- Website and app maintenance
- Content Development
- Salaries
- Management
- Marketing

## Revenue Streams

- Freemium
- Advertising
- Subscription Fees

# Competitor Approach



## Partner with Merchants

Partner with small businesses to promote the necessity of স্বশিক্ষা প্রকল্প in their organisation.

## Partner with Essential companies

Partner with essential providers to create awareness that স্বশিক্ষা প্রকল্প can be used to educate people and help them to reach their goal.

## Online Marketing

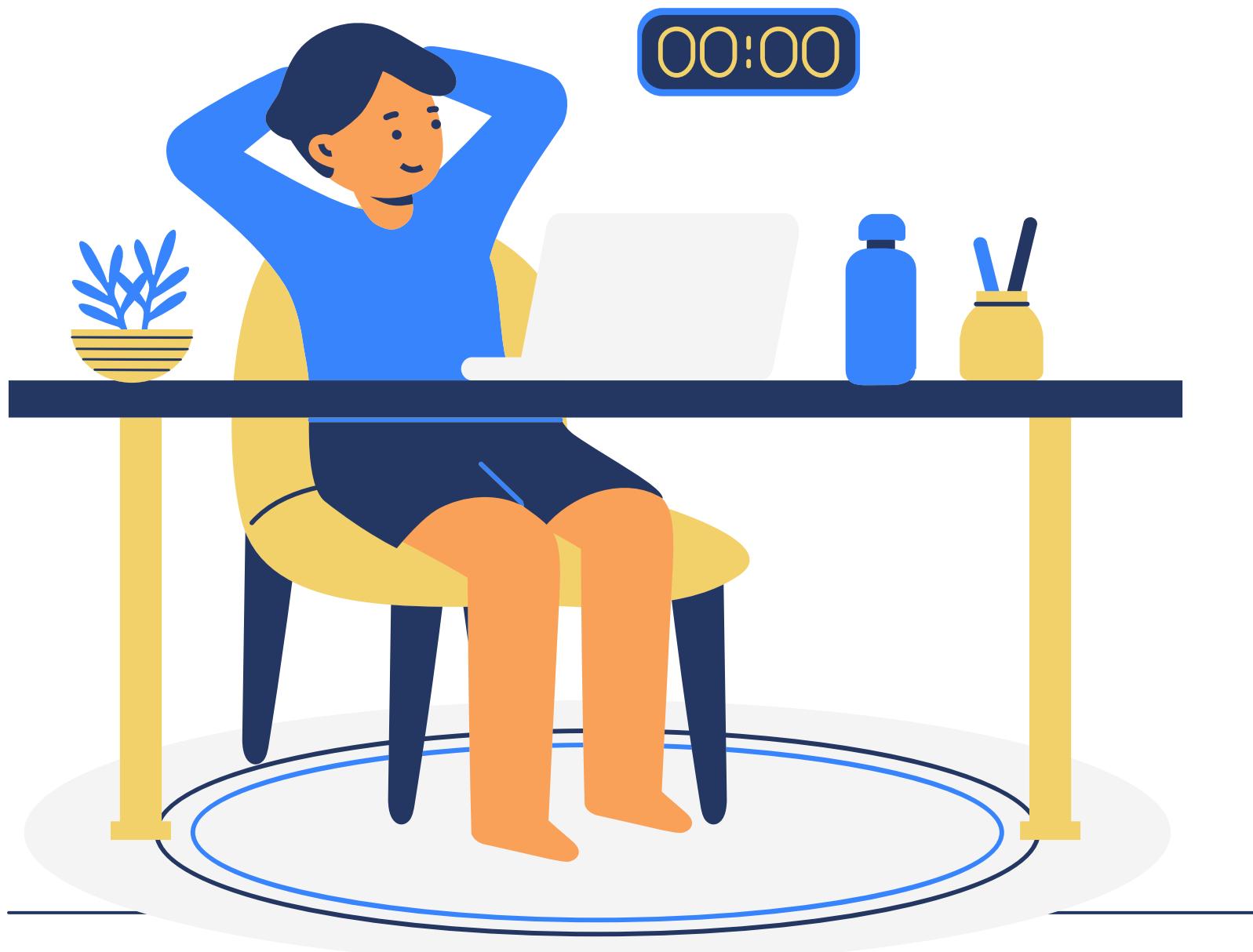
Promote স্বশিক্ষা প্রকল্প online through social media ads and SEO-optimized posts.

# Future Roadmap

A look at where we want to go in the next few years



# Contact Us



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# Thank You