



# BRIGHTO

BRIGHT MINDS, PLAYFUL LEARNING



The current educational landscape lacks immersive, multi-modal learning experiences that effectively engage young minds while building fundamental skills.



- Icon: Paintbrush**01 Disengagement**

Traditional learning methods fail to capture children's interest and imagination.
- Icon: Pen writing on paper**02 Limited Accessibility**

Quality educational resources are not equally available to all students.
- Icon: Open book**03 Knowledge Retention**

Students struggle to retain information taught through passive learning approaches

# SOLUTION OVERVIEW



## Comprehensive Learning Ecosystem

Seamlessly integrate physical and digital experiences

## Interactive Learning App

Deliver step-by-step learning with engaging animations



## Lesson-Based Board Games

Transform abstract concepts into tangible play experiences



## Hands-On Education Kits

Foster experimentation and discovery through guided activities



## Animation-Based Video Content

Simplify complex topics through visual storytelling



# MARKET ANALYSIS



## Target Audience

- Kindergarten, Primary & High Schools students.
- Educational Organization & Learning Centers.
- Parents seeking supplementary educational resources.



## Market Opportunity

- Growing demand for blended learning solutions.
- Increasing parent investment in supplementary education.
- Educational institutions seeking innovative teaching tools.
- Rising focus on STEM education from early ages.

# COMPETITOR ANALYSIS



## Key Competitors

- Traditional educational publishers.
- Digital-only learning platforms.
- Toy manufacturers with educational product lines.



## Our Competitive Advantage

- Unique integration of physical and digital learning experiences.
- Products designed to complement and enhance school curriculum.
- Learning experiences that prioritize enjoyment and interaction.
- Complete ecosystem rather than isolated products.

# BUSINESS MODEL

## Revenue Streams

Direct product sales (board games, science kits)

Subscription access to digital learning app

Licensing content to educational institutions

Curriculum development partnerships

## Pricing Strategy

Affordable individual product pricing with bundle options

Tiered subscription plans for digital content

Institutional pricing for schools and learning centers

Optimize resource allocation and hire additional staff if necessary.



# COMPETITOR ANALYSIS



## Marketing Plan

- Partnerships with schools and educational institutions
- Direct-to-consumer digital marketing
- Education conferences and STEM fairs
- Teacher advocacy program



## Customer Acquisition

- Free trial periods for digital content
- Starter kits for first-time customers
- School pilot programs
- Parent and teacher referral incentives

# OUR TEAM MEMBERS



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# FINDINGS AND PROTOTYPES

## Current Status

### Prototype Development

Prototype development of initial board games and science kits is underway.



### Mobile App

Interactive learning app will be available soon.



### Animated Content

Content development for animation-based videos underway.



### Feedback and Needs

Preliminary feedback from potential users is positive and highlighting the need.





# BRIGHTO

**Brighto transforms education from a passive activity into an engaging adventure, ensuring children not only learn but love the process of learning.**

## What We Need :

- Funding for production of physical learning materials.
- Development resources to finalize digital platform.
- Marketing budget to reach educational institutions.
- Partnership opportunities with curriculum experts.