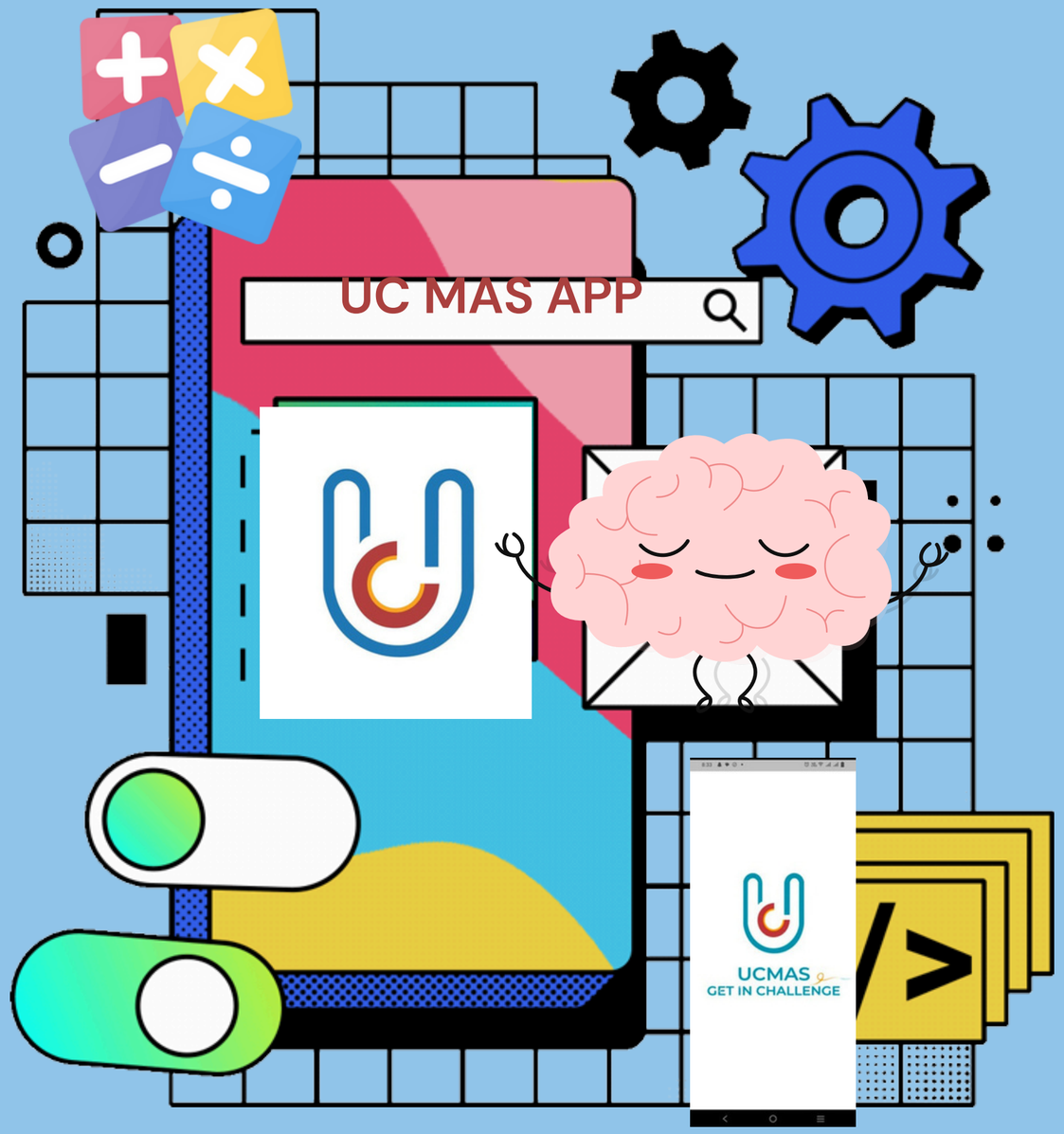


Graduation Project

UCMAS Application

Digital marketing launching plan

PRESENTED BY
Depi YAT571 students group

Instructor
Mohamed ElAswad

Digital Egypt Pioneers

Graduates of Digital Marketing Specialist Track – DEPI

- Ahmed Elsheikh “Team Leader”
- Enas Saqr
- Soaad Sabry
- Sara Hossam
- Nesma Harb

Project Brief

About UCMAS App

The UC MAS App is a mobile platform that :

- **Gamifies** mental math practice.
- Has a **multilingual** interface with adaptive difficulty exercises.
- Enhances **cognitive skills** like concentration and memory
- Allows users to **track** progress
- Offers participation in global **competitions**

The Goal

Launch a **strong digital marketing plan** to promote a gamified mental math experience that transforms traditional learning into engaging brain training.

Our Focus

Build **awareness**, drive **engagement**, and accelerate growth through interactive content that resonates with parents and children aged 4–18.

Business Model Canvas

1- Value Proposition

UCMAS Application Training: Cognitive and Operational Benefits

The UCMAS app training provides various benefits, including:

1. **Cognitive Improvement**
   - Enhances memory and IQ with proven methods.
   - Uses training that involves multiple senses and both sides of the brain.
2. **Operational Flexibility**
   - Accessible anytime, anywhere, eliminating travel issues and costs of physical centers.
   - Promotes regular practice without extra paperwork.
3. **Engagement and Teaching Delivery**
   - Adds fun through games to boost motivation and track progress.
   - Multilingual training.
4. **Market Differentiation**
   - The program offers a specialized curriculum featuring multiple levels, each varying in timing and complexity.
   - It also facilitates easy participation in competitions worldwide.

Business Model Canvas

2-Customer Segments

1. Parents seeking smart learning, children 4–18
2. Schools and educational centers
3. Existing UCMAS Students,
4. Certified Instructors
5. New Students: Geographically restricted from physical centers.

3- Channels

1. Social media (Facebook)
2. Website
3. Partnerships with schools

4-Revenue Streams

1. Subscriptions fees
2. Competition fees
3. School partnerships

4- Customer Relationships

1. Automated Self-Service: Tutorials
2. Dedicated Support: Customer service, technical support
3. Instructor-Led Coaching: Virtual classes with personalized feedback
4. Community Building: Online competitions and interaction forums

Business Model Canvas

Key Activities

- Content creation (games, lessons, challenges)
- Marketing campaigns & influencer collaborations
- Data tracking & performance analysis
- Customer support & feedback collection
- App development & updates

Key Partners

- UCMAS educational global network for localized support.
- Schools and educational institutions. Ed-tech Social media influencers
- Certified UCMAS Instructors

Key Resources

- Development team (app devs, designers, QA testers)
- Educational content creators & UCMAS methodology experts
- Marketing team & social media managers
- Brand assets & licensing rights
- . In-App Performance Data & Analytics
- Testimonials & Success Stories (Video/Text)

Cost Structure

- Marketing & advertising campaigns
- Team salaries and operations
- Educational content production and Licensing
- App development & maintenance
- Server & hosting costs

SOSTAC Strategy Framework

Understanding "Where we are now"

Situation

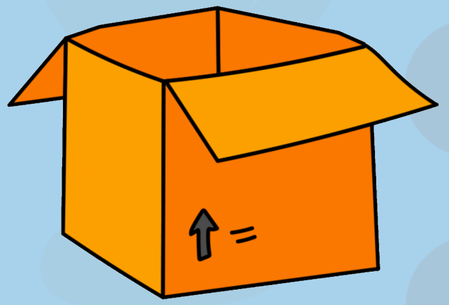
Brand: UCMAS is a well-known global brand in mental arithmetic and brain development.

Product: UCMAS App brings mental math method into a fun digital learning experience.

Market: Growing demand for educational and gamified learning apps for kids aged 4*–18.

Current Challenge: Limited awareness about the UCMAS App compared to the UCMAS offline centers.

Audience Insight: Kids love fun challenges and games; parents care about focus, memory, and confidence improvement.



SWOT Analysis

Strengths

- Strong Brand Reputation, UCMAS is already a trusted global name in mental arithmetic.
- Gamified Learning Experience, Combines fun and education keeps kids engaged, multilingual
- Cross-Platform Availability, Works on both Android and iOS.
- Global Competitive Platform
- Strong Performance Analytics
- proven benefits for Working Memory, IQ, concentration and visualization through a structured methodology.

Weakness

•Outdated user interface (UI).
•Limited marketing efforts.
•Limited brand awareness among parents and schools.

Opportunities

- Rising Demand for EdTech Apps, Parents are investing more in educational digital tools.
- School Partnerships, Integration with schools for classroom-based usage.
- Expansion into Arabic-speaking markets, Growing interest in gamified learning in the MENA region.

Threats

•Strong competitors in the mental math and educational app market.
•Many parents prefer offline learning and are concerned about prolonged screen time for children.
•Rapid technological changes requiring continuous app updates and development.

Competitive Landscape

UCMASApp stands out with certified brain training and detailed reports, but it faces strong competition from well-established players.

App	Gamification	Reports / Tracking	Community	Languages	Rating	Downloads	Last Update
UCMAS App	✅ Certified Brain Training	✅ Detailed Reports	✅ Global	🌍 Multi	⭐ 4.5	1K+	Sept 2025
Math Kids	✅ Fun & Basic	❌ None	❌ Weak	🌍 40+	⭐ 4.4	50M+	Oct 2025
Know Abacus	✅ Traditional	❌ None	❌ Local	🌍 9	⭐ 4.8	1M+	Aug 2024
Learn Math	✅ Drills & Practice	❌ None	❌ Local	🌍 3+	⭐ 4.3	500K+	Jul 2025
Mental Math	✅ Simple	✅ Basic	❌ Limited	🌍 2 (AR/EN)	⭐ 4.7	5K+	Mar 2025

Objectives

(via SMART)

1- Selling (Subscribtions):

To increase the number of new monthly paid subscribtions for the UCMAS application by 30% through social media ads

2- Serve (Retention):

Improve user retention and satisfaction by 20% by adding gamified challenges and progress rewards within 3 months.

Maintain 4.5★+ app rating across stores by improving user experience and responding to feedback weekly.

3- Speak (Engagment):

Boost engagement and community building by encouraging user-generated content (UGC),

Reach 100,000+ and boost brand awareness among kids and parents within 3 months.

4-save (cost / effeciency)

Reduce customer support inquiries by 15% through creating in-app video tutorials and a simplified help section

5-sizzle (extend the brand awarness)

Enhance brand awareness and position UCMAS App as a trusted EdTech brand through influencer collaborations and features on top parenting blogs.

Strategy

Approach:

- Smart & fun learning → turns playtime into brain training
- Tailored messages for each audience

Segmentation:

Parents (Core Audience)

- Demographic: Age 25–45, married, kids 4-18
- Geographic: Cities
- Psychographic: Want smart & confident kids, value productive screen time
- Behavioral: Interested in fun, safe educational apps

Schools & Educational Centers

- Demographic: Managers 30–55 yrs, high income
- Geographic: Cities
- Psychographic: Focus on growth & reputation
- Behavioral: Invest in trusted modern learning tools

Certified Instructors

- Demographic: Educators 24–40 yrs
- Geographic: Cities
- Psychographic: Build reputation & attract students
- Behavioral: Seek modern teaching tools, motivated by gamified learning

Targeting & Key Messages

Group	Platforms	Key Messages
Parents	Facebook, Instagram, Tiktok	“UCMAS turns playtime into brain training.”
Schools	LinkedIn, YouTube, Facebook	“UCMAS makes your center stand out.”
Instructors	Facebook, Instagram, LinkedIn	“UCMAS helps you teach smarter & attract more students.”

Buyer persona:

Salma – Parent

- Age: 35, Cairo,
- Goals: Smart kids; productive screen time
- Challenges: Kids get distracted easily
- Platforms: FB, IG, TikTok, YouTube
- Key Message: “UCMAS turns playtime into brain training.

Mr. Khaled – School Manager

- Age: 40, Alex
- Goals: Grow school; boost reputation
- Challenges: Stand out from competitors
- Platforms: LinkedIn, FB, IG, YouTube
- Key Message: “UCMAS makes your center stand out.”

Dina – Instructor

- Age: 28, Tanta
- Goals: Attract students; build reputation
- Challenges: High competition
- Platforms: FB, IG, TikTok, LinkedIn, YouTube
- Key Message: “UCMAS helps you teach smarter & attract students.”

Tactics

Marketing Mix & Content Strategy (7 Ps)

1-Product

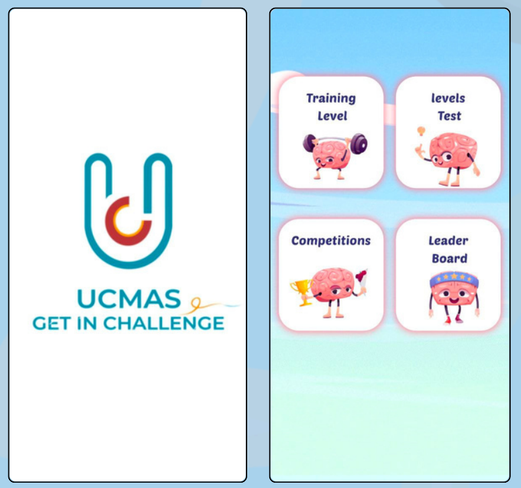
mental math application, educational games, many training levels ,online competitions, leaderboard, online learning sessions .

2-Price

100 LE for every training level
3 free levels

3-Place

available on app store and google play store



4-Promotional Mix

A. Advertising
- Ads on social media & other media channels

B. Sales Promotion
- Discounts, special offers, referral programs

C. Publicity / Public Relations
- Word of mouth, reviews, testimonials

D. Personal Selling
- Sales representatives contracting with schools & instructors

E. Direct Marketing
- Targeted emails & messages

F. Interactive / Internet Marketing
- Campaigns on Facebook, Instagram, TikTok, YouTube, LinkedIn

5-people(Target user)

Children aged 4–18, parents, schools, and educational centers

Staff & support: App developers, technical support team, mental math experts, and educators , certified instructors to guide learning.

6-Process

Easy registration, select level, daily gameplay and learning, reminders, support via chat/email, regular updates.

7-Physical evidence

Engaging colorful interface, clear icons, animations; branding with logo, achievement certificates, leaderboard showing top performers, UGC content

Actions

Summary of UCMAS App Development Plan:

1. Team & Responsibilities: Who Does What?

Digital Marketing Team Role:

Plans strategy.

content & Community Management on social media,website,email marketing.

Support Teams:

Certified Instructors (CIs): Promote the app and share success stories.

Product Development Team:

Keeps the app stable and listens to feedback.

Sales Team and Customer service :

Promote sales and follow ups

2-Implementation Steps: What & When?

- **Foundation &Launch of the app and platforms**
- **Content Production: marketing assets (video demos, parent testimonials, awareness and branding content pillars).**
- **Paid Campaigns**
- **Influencer Outreach: Partner with EdTech influencers and parenting bloggers**
- **App Updates**
- **Customer Support**

3-. Budget Allocation

Control

Monitor engagement, downloads, and retention rates. Utilize monthly reports to refine our strategy. Emphasize ongoing improvement rather than aiming for a one-time success.

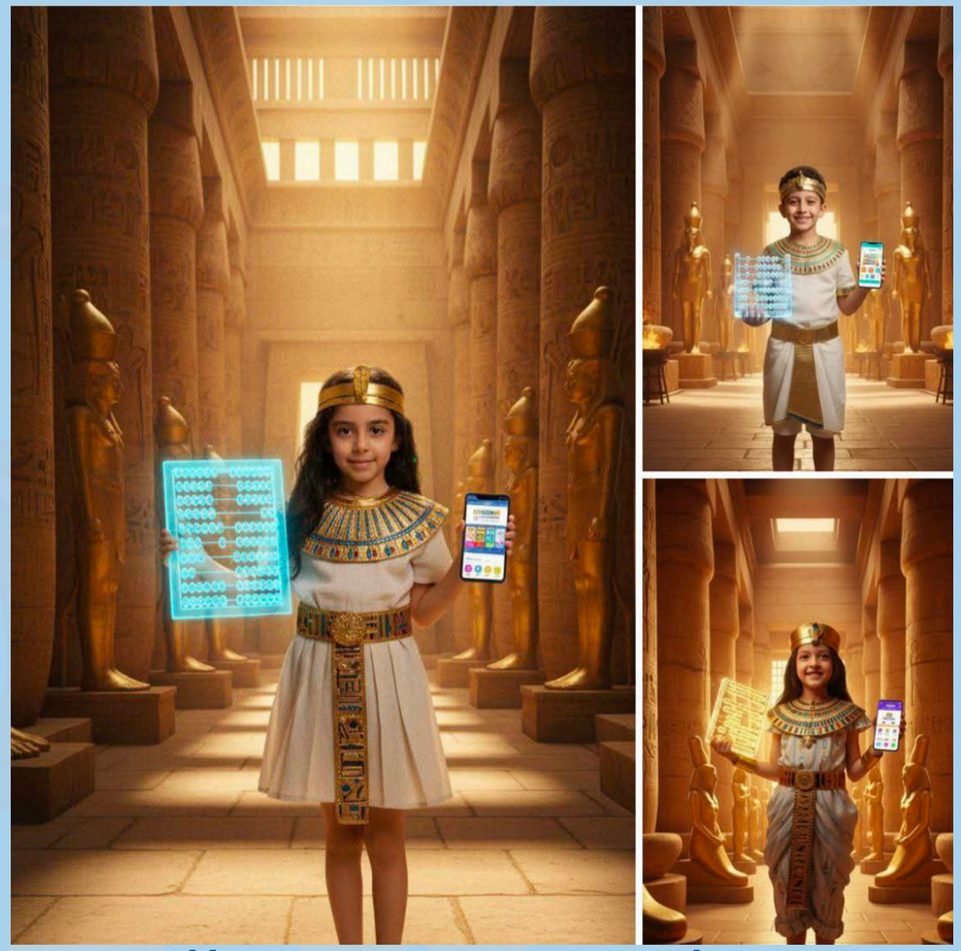
Page KPIs:

- Reach/Impression.
- Followers count .
- Engagment rate .
- Video views
- Page views and visits.
- CTR
- CPC
- ROAS

APP KPIS

- App download
- Active users
- Retention rate
- User reviews&ratings
- Leaderboard engagement.
- In-App Purchases / Revenue

Content samples



Facebook https://www.facebook.com/UCMASApp

link sheet: https://docs.google.com/spreadsheets/d/1V3coTODKYDi-6ODI9Xn5oJHbw2SE-j4i/edit?usp=sharing&ouid=107433790678968894918&rtpof=true&sd= true

UCMAS App is 😊 feeling proud.
3d ·

عبقرية الفراعنة مكملة في جيل جديد, 🧠
من أيام الفراعنة والعبقرية في جيناتنا.

أبطال UCMAS App بيشاركوا فرحتهم وفخرهم بافتتاح المتحف المصري الكبير،
ومكملين على خطى أجدادهم في تنمية الذكاء والدقة والإبداع.
❤️

مليكة, زياد, وتوتا بدأوا رحلتهم..
وانت كمان تقدر تساعد ابنك يكتشف العبقري اللي جواه،
لأن العبقرية جزء من تاريخنا, وهنفضل مكملين. 💪

حمل التطبيق دلوقتي وخلي ابنك يكمل مسيرة اجداده.

#UCMAS
#المتحف_المصري_الكبير
#افتتاح_المتحف_المصري
#العباقرة_من_صغرهم
#فخر_مصر
#الحساب_الذهني
#يوسي_ماس
#GrandEgyptianMuseum
#GEM
#Egypt

UCMAS App is 😇 feeling blessed.

28 Oct ·

كل بطل وراه حد بيؤمن بيه! 🏆

البطل الحقيقي في حكاية كل طفل هما الأم والأب ❤️
ابنك Superhero طول ما انت معاه.

ومع UCMAS App الرحلة دي هتبقى أسهل, أمتع, وأقوى! 🧠

UCMAS App
14 Oct ·

تخيل الوقت اللى الاولاد الكبار فيه بيعدوا على صوابعهم,
ابنك بيوصل لتحدى حل ٢٠ رقم فى ثانيه واحده! 🧠

مع تطبيق UCMAS، هتقدر تنمّي تركيزه، ثقته بنفسه، وسرعته في التفكير من غير ملل.
خليهم يبدأوا رحلة الذكاء انهاردة.

📲 حمّل التطبيق الآن!

#UCMAS #الحساب_الذهني#_رحلة_عقلك_بلا_حدود
#Get_in_challenge #ذكاء_الأطفال #تعلم_بطريقتك

UCMAS App
19 Oct ·

رحلة ابنك مع UCMAS تبدأ من:
تركيز قليل × صعوبة في الحفظ × ملل من الأرقام ...

وتتحول إلى:
ثقة × سرعة × دقة × متعة في التحدي

الفرق مع UCMAS واضح ... من ملل الأرقام لرحلة تحدي ممتعة!

ابدأوا أول خطوة في Level 1
احجز تجربته المجانية الآن وشوف بنفسك التغيير الحقيقي
لينك البرنامج علي App Store
https://apps.apple.com/eg/app/ucmas-get-in-challenge/id6468704261

لينك البرنامج علي Google Play
https://play.google.com/store/apps/details?id=ws.bmsc.ucmas&hl=en

Opens in Messenger

Send message

UCMAS App

26 Oct ·

شوف إزاي دقايق يوميًا تغيّر تركيز ابنك للأفضل

في زحمة اليوم والمذاكرة والموبايل...
التركيز بيبقى أصعب حاجة!

لكن الحقيقة إنك مش محتاج ساعات تدريب،
مجرد دقايق يوميًا على تطبيق UCMAS كفيلة تفرق جدًا.

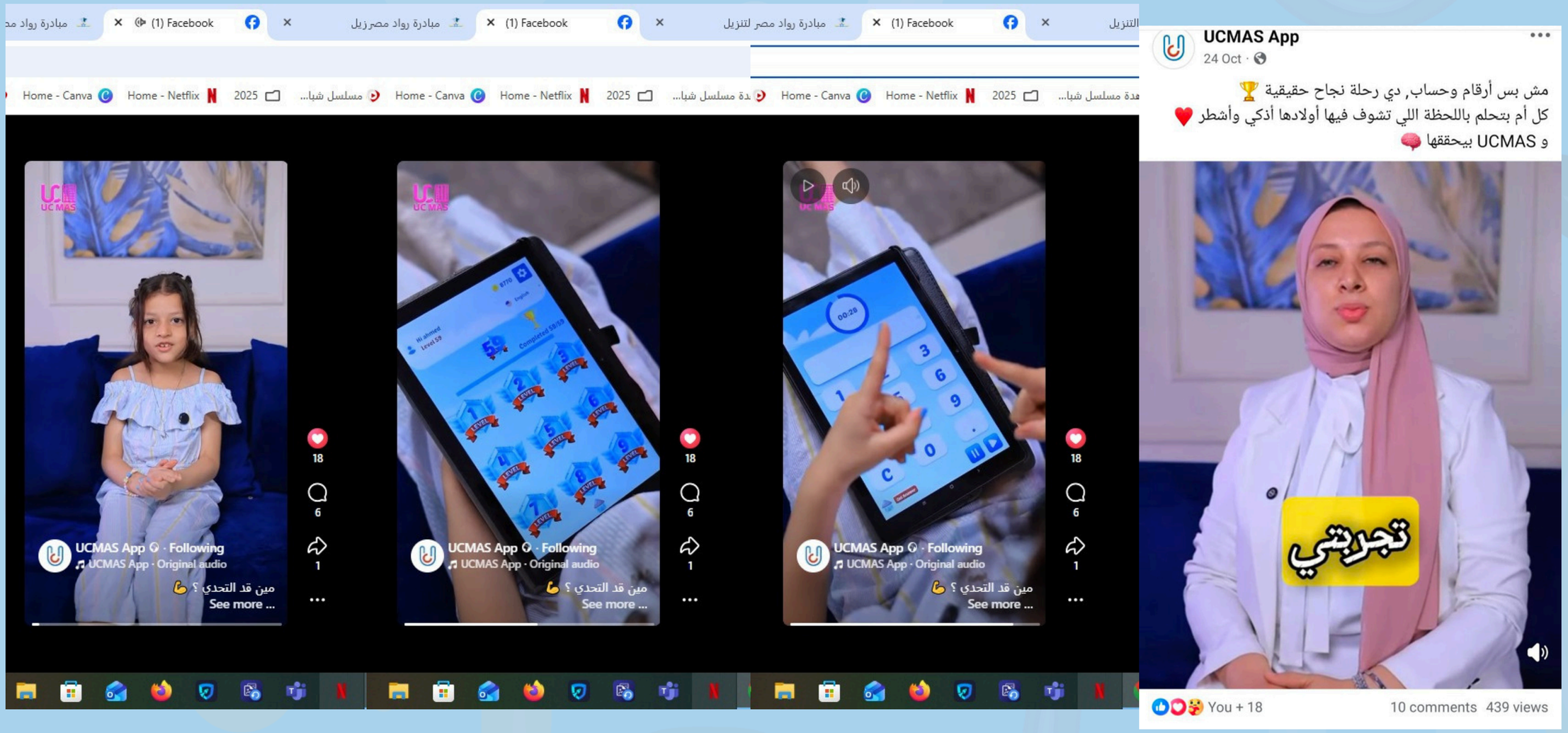
تمارين ذهنية قصيرة وممتعة
تنمّي التركيز والانتباه، وتقوّي ذاكرة طفلك من غير ملل.

آلاف أولياء الأمور لاحظوا الفرق من أول أسبوع.

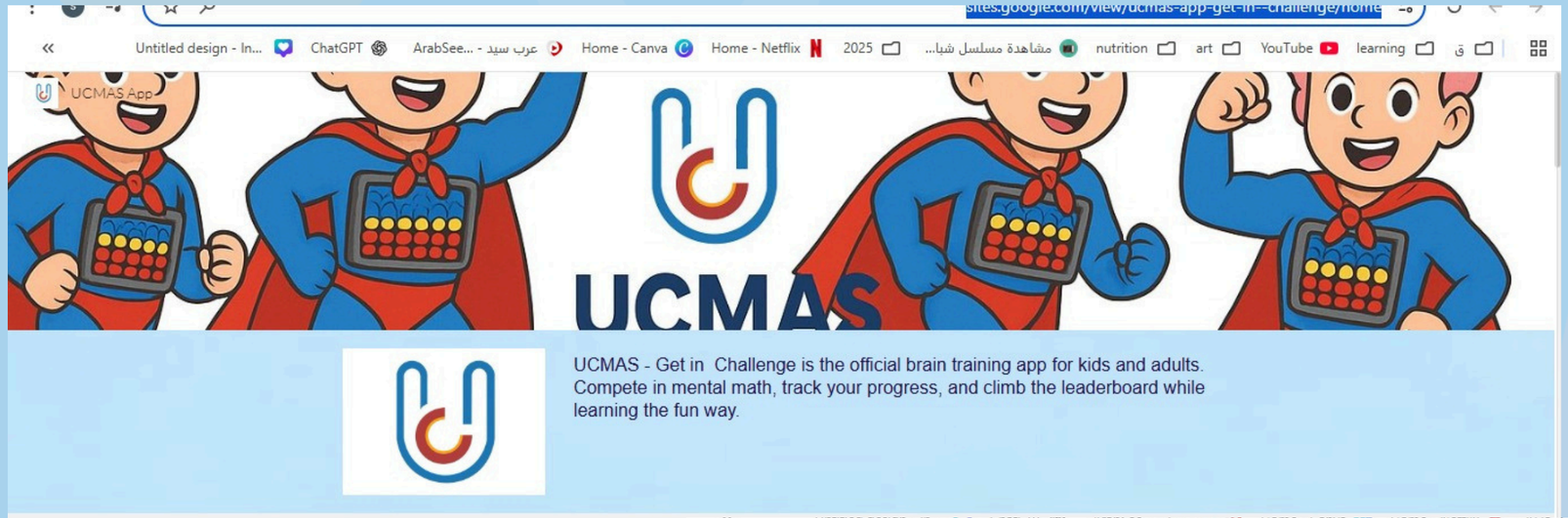
ابدأ الرحلة النهارده،
وخلي ابنك يبدأ التحدي

#رحلة_عقلك_بلا_حدود

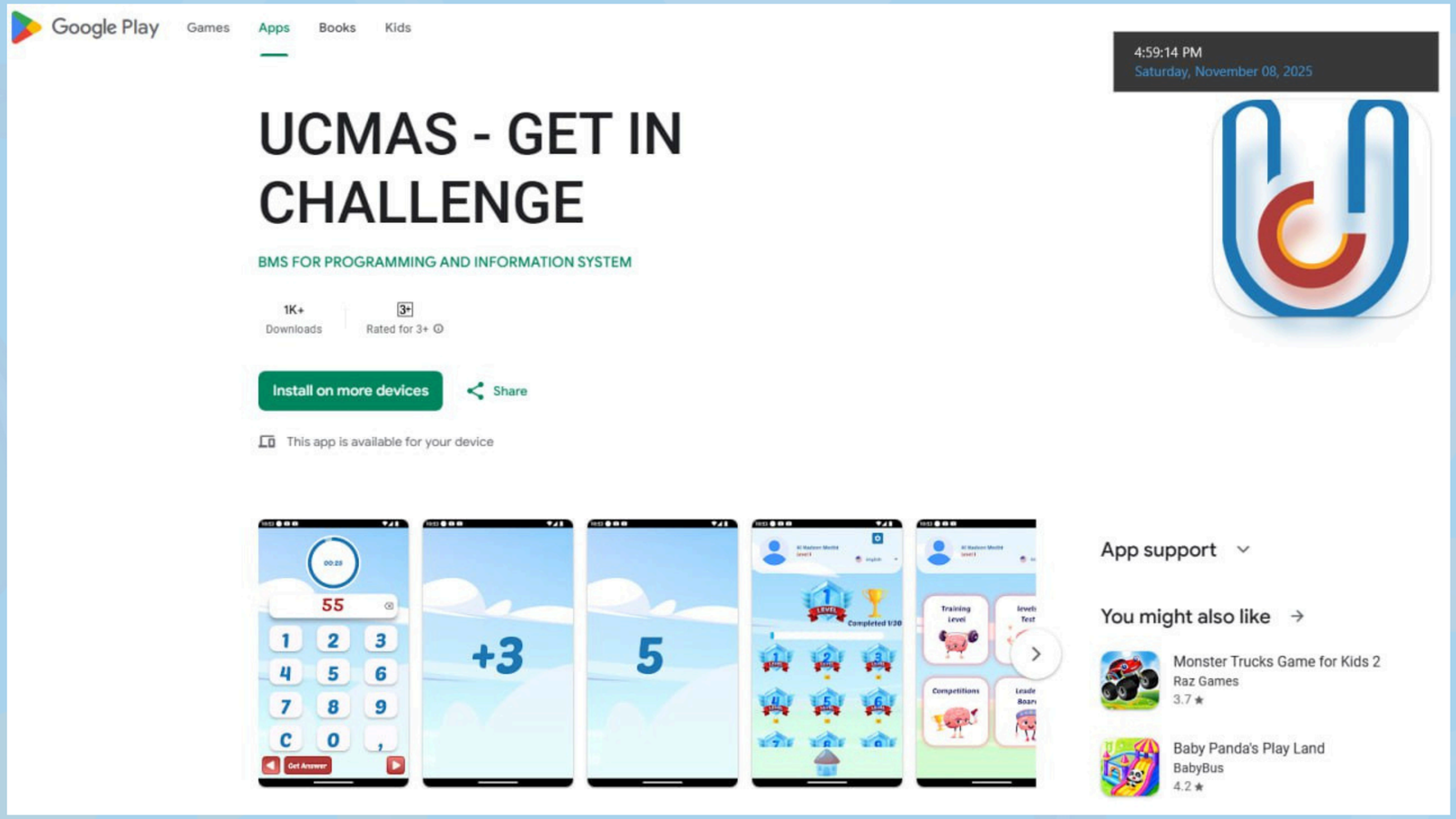
[UCG content https://www.facebook.com/reel/1119072363547689](https://www.facebook.com/reel/1119072363547689)



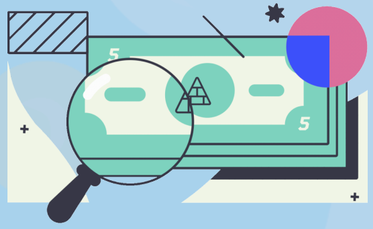
Website :https://sites.google.com/view/ucmas-app-get-in--challenge/home

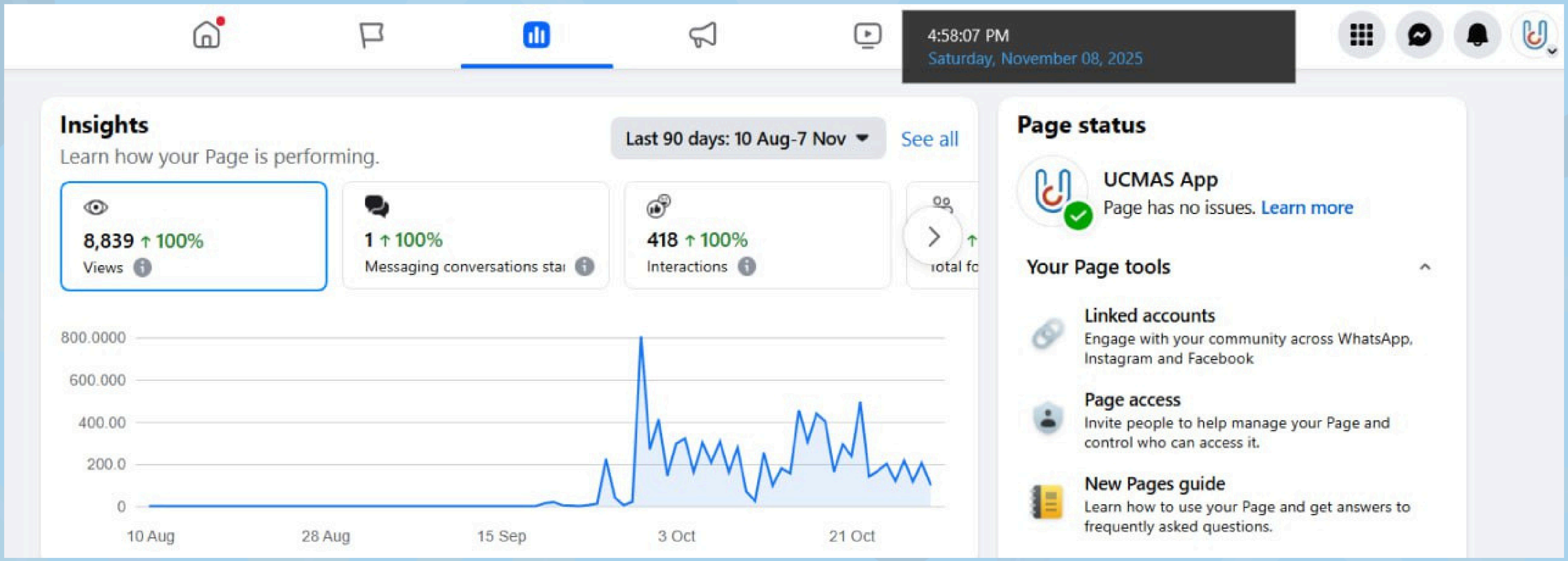


Analytics



from 500 downlloads to 1 K +




4:58:07 PM
Saturday, November 08, 2025
Insights
Learn how your Page is performing.
Last 90 days: 10 Aug-7 Nov
See all
8,839 ↑ 100%
Views
1 ↑ 100%
Messaging conversations star
418 ↑ 100%
Interactions
800.0000
600.000
400.00
200.0
0
10 Aug
28 Aug
15 Sep
3 Oct
21 Oct
Page status
UCMAS App
Page has no issues. Learn more
Your Page tools
Linked accounts
Engage with your community across WhatsApp, Instagram and Facebook
Page access
Invite people to help manage your Page and control who can access it.
New Pages guide
Learn how to use your Page and get answers to frequently asked questions.

Recommendations

1. Product

Enhance App Interface: Simple and engaging design that supports fun learning.

Conversion & Retention: Ensure the app itself delivers on the promise of "fun learning"right fromthe start.

2-Paid Acquisition

Targeted Paid Campaigns: Run Meta ads for parents and trainers.

3-B2B / Partnership

PartnershipswithTrainers&Centers: To register students and track progress online.

Strategic Growth & B2B Sales: Access large groups of potential users (students)

through trusted institutions,creating a strong value proposition for the partners.

4-PR / Word-of-Mouth

Influencer Collaboration:Workwithmom influencers & trainers to promote and run fun challenges. Trust & Awareness: increase the credibility of trusted voices (moms) and experts (trainers) to generate buzz and social proof.

5-Customer Engagement

ParentCommunication: Regular emailupdates and progress reports.

Retention & Value: Keep parents informed and highlight the value the app provides, reducing churn and encouraging ongoing usage.

6-technology and tools:"After launching phase"

Marketing Automation (e.g., HubSpot) for email campaigns and CRM.

App Analytics (e.g., Firebase) for tracking user behavior.

ASO"App Store Optimization" Tools (e.g., Sensor Tower) for keyword research.

Social Media Management (e.g., Hootsuite) for scheduling.

Localization Management for multilingual content.

Thank you

Digital Egypt Pioneers