AresEd LLC.®
Business Plan

Version 1.0

Founders: Vipul Jain, Kalinga Swain

AresEd
Delaware,
United States
https://aresed.nextmartian.com
infoaresed@nextmartian.com

Contents

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by AresEd in this business plan, other than information that is in the public domain is confidential in nature, and than any disclosure or use of same by the reader may cause serious harm or damage to AresEd Therefore. the undersigned agrees written permission from not to disclose it without express AresEd.

Upon request, the undersigned reader will immediately return this document to AresEd

Executive Summary

Management:
- Vipul Jain, Co founder
- Kalinga Swain, Co founder

Key Advisors/Board Members:
- Subhrajeet Panda, Director of Zikshaa.com

Industry: Educational Technology (EdTech)

Number of Employees: tbd.

Bank: tbd.

Law Firm: tbd.

Accounting Firm: tbd.

Amount of Financing Sought: $5M

Current Investors:
- None

Use of Funds:
- R&D: $2 million (AI model improvements, content curation)
- Manufacturing Setup: $1.5 million (tooling, partnerships)
- Marketing and Sales: $1 million (pilot programs, conferences)
- Operations: $500,000 (logistics, staffing, initial overhead)

Why we need AresEd?

We cannot journey to Mars until we unite the world's brightest minds. AresEd is not merely a revenue-generating venture—it's a mission to empower students globally by democratizing access to knowledge. Our vision transcends conventional education, bringing cutting-edge AI technology to every corner of the world, regardless of internet connectivity or infrastructure limitations. By placing powerful AI models directly in students' hands, we're creating a generation of curious, critical thinkers who can ask questions freely and receive personalized, high-quality responses. This educational companion works offline, ensuring that geographical barriers, economic disparities, and technological limitations no longer determine a student's access to quality education. AresEd represents our commitment to building a more equitable future where every student can reach their full potential.

Markets:

The global e-learning market is projected to reach $457.8 billion by 2026, with a significant portion of potential users in areas with limited internet access. AresEd addresses this untapped market, offering a solution for rural and remote schools, developing countries with infrastructure challenges, schools in areas with unreliable internet connectivity, and supplementary education in well-connected areas.

Competition:

AresEd faces competition from local offline EdTech solutions and hardware-based educational kits (direct competitors), as well as online e-learning platforms reliant on stable internet like Coursera and Khan Academy (indirect competitors). AresEd's combination of AI-driven customization, robust offline functionality, and localized curriculum stands out among more generic EdTech solutions.

Table 1: Financial Projections (in millions USD)

Metric	Year 1	Year 3	Year 5
Units Sold	5,000	50,000	200,000
Revenue	$10	$100	$400
Operating Costs	$7	$60	$200
Net Profit	$3	$40	$200

Business Model and Distribution Channels:

AresEd's revenue streams include kiosk sales, subscription model for content updates, government contracts, NGO collaborations, and private school installations. Distribution channels include direct sales to educational institutions, government procurement programs, NGO partnerships, educational technology distributors, and online sales for supplementary learning centers.

Business Description:

AresEd is an innovative offline e-learning kiosk solution designed to revolutionize education in areas with limited or no internet connectivity. Powered by Next Martian technology, AresEd offers a comprehensive, AI-driven learning experience through strategically placed kiosks in schools worldwide.

Company Background:

AresEd was founded with the mission to democratize access to high-quality education, leveraging cutting-edge AI to provide personalized, interactive, and curriculum-aligned learning experiences. Our vision is to bridge the digital divide and empower students worldwide, regardless of their geographic location or internet connectivity.

Problem/Solution:

Problem: Millions of students worldwide lack access to quality education due to limited or no internet connectivity.
Solution: AresEd provides AI-powered offline e-learning kiosks that deliver personalized, interactive, and curriculum-aligned learning experiences without requiring internet access.

Products/Services:

AresEd offers customized, ruggedized kiosk hardware with offline AI-driven educational software. Key features include offline operation, AI-driven personalization, multi-modal interaction, complex problem-solving capabilities, curriculum alignment, child-safe filtering, RAG (Retrieval-Augmented Generation), session tracking and analytics, and modular hardware design.

Technology/Special Know-How:

AresEd's technology includes fine-tuned large language models optimized for educational content, running locally with minimal hardware acceleration. Our special know-how includes offline AI optimization, educational content curation, and secure data management in offline environments.

1 Company Description

1.1 Status

AresEd is an innovative offline e-learning kiosk solution designed to revolutionize education in areas with limited or no internet connectivity. Powered by Next Martian technology, our company is positioned to become a leader in the global EdTech market.

1.2 Mission Statement

Our mission is to democratize access to high-quality education, leveraging cutting-edge AI to provide personalized, interactive, and curriculum-aligned learning experiences.

1.3 Philosophy and vision

At AresEd, we believe that curiosity is the foundation of learning and innovation. Our vision is to create a world where every student, regardless of their geographic location or socioeconomic status, has access to a powerful AI companion that can answer their most curious questions and fuel their intellectual growth.
We envision classrooms where students freely explore complex concepts, ask challenging questions, and receive personalized, accurate responses through our offline AI inference technology. By removing the barriers of internet connectivity, we're creating an educational ecosystem where knowledge is truly democratized and learning is driven by curiosity rather than constrained by resources.
AresEd represents a transformative approach to education, bridging the digital divide and empowering students worldwide. We're not just building educational technology; we're nurturing the next generation of thinkers, innovators, and problem-solvers who will shape our collective future—perhaps even our journey to Mars and beyond.

1.4 Goals

- Revolutionize offline education with AI-powered kiosks
- Reach 200,000 units sold by Year 5
- Generate $400 million in revenue by Year 5
- Establish partnerships with governments and NGOs worldwide
- Drive significant social impact while generating substantial returns for investors

1.5 Target market

- Public and Rural Schools: Primary channel, especially in developing regions with infrastructural gaps
- Government Partnerships: Large-scale deployments through ministries of education
- NGOs and Non-Profits: Humanitarian and philanthropic programs focusing on education in underserved communities
- Private Schools: Premium features, advanced analytics, and value-added services
- Supplementary Learning Centers: Tutoring centers or after-school programs

1.6 Legal Structure

AresEd LLC. is incorporated in Delaware, United States.

1.7 Contact Information

- Website: https://aresed.nextmartian.com
- Email: infoaresed@nextmartian.com

2 Products and Technology

2.1 Product Overview

AresEd is an innovative offline e-learning kiosk solution designed to revolutionize education in areas with limited or no internet connectivity. Powered by Next Martian technology, AresEd offers a comprehensive, AI-driven learning experience through strategically placed kiosks in schools worldwide.

2.2 Key Features

- **Offline Operation:** Reliable, fully functional learning experience without internet.
- **AI-Driven Personalization:** Fine-tuned subject-specific models that adapt to each student's learning pace and style.
- **Multi-Modal Interaction:** Options for voice, text, and video, ensuring accessibility for different learning needs.
- **Complex Problem-Solving:** AI-based tutoring for higher-level reasoning and critical thinking exercises.
- **Curriculum Alignment:** Region- and board-specific content updates, including support for multiple languages.
- **Child-Safe Filtering:** Content moderation tools to ensure a safe learning environment.
- **RAG (Retrieval-Augmented Generation):** Advanced search and summarization features for document analysis and quick referencing.
- **Session Tracking and Analytics:** Secure storage of student progress for ongoing assessment and personalized feedback.
- **Modular Kiosk Hardware:** Easily upgradable components (CPU, GPU, memory) to extend product lifespan.

2.3 Technology Stack

- **Hardware:** Customized, ruggedized kiosk design suitable for various environments, with optional solar-powered or backup battery modules.
- **AI Software:** Fine-tuned large language models optimized for educational content, running locally with minimal hardware acceleration (e.g., GPU/TPU modules).
- **Security & Privacy:** End-to-end encryption of student data, periodic system audits, and compliance with relevant local and international data protection regulations (e.g., GDPR).

3 Technical Specifications and Product Details

3.1 Hardware Specifications

3.1.1 Kiosk Configuration Options

AresEd offers two kiosk configurations to meet different educational needs and budget constraints:

- **Flagship Model:** Powered by the NVIDIA Jetson Orin Nano, this premium configuration delivers exceptional AI performance (67 INT8 TOPS) for running advanced large language models and complex educational applications offline.

- **Standard Model:** Built around the Raspberry Pi 5 with AI Kit featuring the Hailo-8L Neural Processing Unit (NPU), this cost-effective solution provides 13 INT8 TOPS of AI performance for reliable inference of educational AI models at a more accessible price point. The Hailo-8L NPU connects via the Raspberry Pi M.2 HAT+, enabling powerful AI capabilities while maintaining energy efficiency.

Table 2 provides a detailed comparison of the hardware specifications for both models.

Table 2: AresEd Kiosk Hardware Specifications

Component	**Flagship Model (Nvidia Jetson Orin Nano)**	**Standard Model (Raspberry Pi 5 with AI Kit)**
Processor	6-core ARM Cortex-A78AE v8.2 64-bit CPU, 1.5MB L2 + 4MB L3	Quad-core ARM Cortex-A76 (ARM v8) 64-bit, 4x 2.4 GHz
AI Performance	67 INT8 TOPS	13 INT8 TOPS (Hailo-8L NPU)
GPU	NVIDIA Ampere architecture with 1024 CUDA cores and 32 tensor cores	VideoCore VII (800 MHz)
AI Accelerator	Integrated in Jetson SoC	Hailo-8L Neural Processing Unit via M.2 HAT+
Memory	8GB 128-bit LPDDR5, 102 GB/s	8GB LPDDR4X (4267 MHz)
Storage	1TB NVMe SSD (expandable)	512GB microSD + optional NVMe SSD expansion
Display	15.6" touchscreen, 1920x1080 resolution, anti-glare coating, reinforced glass	15.6" touchscreen, 1920x1080 resolution, anti-glare coating, reinforced glass
Connectivity	Wi-Fi 6 (802.11ax), Bluetooth 5.2, Gigabit Ethernet	Wi-Fi 5 (802.11ac), Bluetooth 5.0, Gigabit Ethernet
I/O Ports	2x USB-C, 2x USB-A, HDMI out, 3.5mm audio jack, SD card slot	2x USB-A 3.0, 2x USB-A 2.0, 2x micro-HDMI, microSD slot
Audio	Stereo speakers, dual microphones with noise cancellation	Stereo speakers, dual microphones
Camera	8MP front-facing camera with privacy shutter	5MP front-facing camera with privacy shutter
Power	7W-25W, 100-240V AC adapter, internal battery backup (8 hours operation)	5V/5A (25W), internal battery backup (6 hours operation)
Optional Solar Kit	100W solar panel with charge controller and additional battery capacity	100W solar panel with charge controller and additional battery capacity
Dimensions	40cm x 30cm x 10cm (stand configuration)	38cm x 28cm x 9cm (stand configuration)
Weight	5.2kg (base unit)	4.8kg (base unit)
Durability	IP54 rated (dust and water resistant), MIL-STD-810H compliant	IP54 rated (dust and water resistant)
Price Point	Premium tier for advanced AI capabilities	Cost-effective solution with dedicated AI acceleration

3.1.2 R&D Hardware Evaluation

AresEd is continuously evaluating new hardware platforms to enhance our kiosk offerings. The following boards are currently under research and development evaluation:

Table 3: R&D Hardware Platforms Under Evaluation

Platform	Key Specifications
Radxa Zero 3W	Rockchip RK3566 SoC, Quad-Core Arm Cortex-A55 (up to 1.6GHz), Arm Mali-G52 2EE GPU, LPDDR4 RAM, Wi-Fi 6 / BT 5.4, Micro HDMI output (1080p@60fps), USB 3.0 Type-C
Orange Pi 5	Rockchip RK3588S SoC, Octa-core 64-bit (4x Cortex-A76 @ 2.4GHz + 4x Cortex-A55 @ 1.8GHz), Arm Mali-G610 GPU, 6 TOPS NPU, 4GB/8GB/16GB LPDDR4/4X RAM, HDMI 2.1 (8K@60Hz), M.2 PCIe 2.0 expansion
Rock 5B	Rockchip RK3588 SoC, Octa-core (4x Cortex-A76 + 4x Cortex-A55), 6 TOPS NPU with INT4/INT8/INT16/FP16 support, 4GB/8GB/16GB LPDDR4x RAM, 2.5GbE Ethernet, PCIe 3.0, 8K@60Hz HDMI output
Google Coral PCIe TPU	Edge TPU coprocessor with 4 TOPS (INT8) performance, 2 TOPS per watt efficiency, Half-size Mini PCIe form factor, Compatible with TensorFlow Lite models, Optimized for mobile vision models (e.g., MobileNet v2 at 400 FPS)
Luckfox Omni3576	Rockchip RK3576 SoC, Octa-Core (4x Cortex-A72 @ 2.2GHz + 4x Cortex-A53 @ 2.0GHz), 6 TOPS NPU, Edge computing development board for AI applications
LattePanda Sigma	Intel Core i5-1340P (12C/16T, up to 4.6GHz), Intel Iris Xe Graphics (80 EUs, 1.45GHz), 16GB/32GB LPDDR5-6400 RAM, Dual Thunderbolt 4 ports, Dual 2.5GbE Ethernet, M.2 slots for NVMe SSD and wireless modules, Supports Windows and Linux

These platforms are being evaluated for their performance, power efficiency, AI capabilities, and cost-effectiveness to determine their suitability for future AresEd kiosk models and specialized educational applications.

3.1.3 Modular Components and Upgrades

The AresEd kiosk is designed with modularity in mind, allowing for easy upgrades and maintenance:

- **Processor Module:** Upgradeable SoC module that can be replaced as more powerful, energy-efficient options become available
- **Memory Module:** Standard model expandable up to 16GB
- **Storage Module:** Expandable up to 4TB with additional SSD modules
- **Battery Module:** Replaceable battery pack with hot-swap capability
- **Connectivity Module:** Interchangeable modules for different connectivity options (Wi-Fi only, 4G/LTE, Satellite)
- **Display Module:** Replaceable screen assembly for easy repair or upgrade

3.2 Software Architecture

3.2.1 Operating System

AresEd runs on a custom Linux-based operating system optimized for:

- Minimal resource usage
- Enhanced security with application sandboxing
- Reliable operation in unstable power environments
- Simplified user interface for educational settings
- Automatic recovery from system failures

3.2.2 AI Engine and Model

The core of AresEd's functionality is its AI engine, which includes:

- **Local Large Language Model:** Optimized 7B parameter model fine-tuned for educational content
- **Student Modeling System:** AI system that builds and updates profiles of each student's knowledge, learning style, and progress
- **Content Recommendation Engine:** Algorithm that matches educational content to student needs and curriculum requirements
- **Natural Language Understanding:** Processes student questions and responses in multiple languages
- **Offline RAG System:** Retrieval-augmented generation system that works entirely offline

Table 4: Language Models Under R&D for Fine-tuning and Quantization

Model	Size	Key Characteristics
Dolphin 2.7 Mixtral	8x7B	Uncensored model with 32k context window, strong coding capabilities, trained on diverse datasets including Dolphin-Coder and MagiCoder, uses QLoRA for efficient fine-tuning, optimized for educational content generation
Mixtral 8x7B	8x7B	Sparse Mixture of Experts (SMoE) architecture, multilingual capabilities (English, French, Italian, German, Spanish), 32k token context window, strong coding and mathematics performance, Apache 2.0 license
Nous-Hermes 2	7B	Fine-tuned on high-quality instruction data, optimized for educational content, strong reasoning capabilities, efficient for deployment on edge devices, good performance on benchmarks like MMLU
Phi-2	2.7B	Microsoft's small yet powerful model, top performer among small LLMs, trained on synthetic and filtered web data, optimized for reasoning tasks, excellent performance despite small size
TinyLlama	1.1B	Trained on 3 trillion tokens using Chinchilla scaling laws, optimized for edge deployment, supports both chat and instruct formats, efficient for resource-constrained environments
Llama 2	7B	Meta's open-source model with 2 trillion token training, double the context length of Llama 1, fine-tuned with over 1 million human annotations, versatile for various educational applications
Qwen 2	0.5B	494-million-parameter model with strong reasoning abilities, efficient for on-device applications, competitive performance on benchmarks (45.4 on MMLU), ideal for low-resource environments
Mistral 7B	7B	Specialized for mathematical reasoning and scientific discovery, achieves 56.6% on MATH benchmark, 32k token context window, open-source under Apache 2.0 license, optimized for STEM applications

3.2.3 Student Authentication and Content Management System

- **Curriculum Mapping:** Tools to align content with various national and international curricula
- **Content Library:** Over 50,000 lessons, exercises, and assessments across all major subjects
- **Multimedia Support:** Interactive simulations, videos, audio lessons, and text-based content

Table 5: Computer Vision Models Under R&D for Student Identification

Model	Parameters/Size	Key Characteristics
MobileFaceNets	<1M parameters, 4.0MB	Specifically designed for face verification on mobile devices, 99.55% accuracy on LFW dataset, 92.59% TAR@FAR1e-6 on MegaFace Challenge 1, inference time of 18ms on mobile phones, optimized for real-time applications
DeepFace	Lightweight	Open-source face recognition and facial attribute analysis library, supports face verification, recognition, and attribute analysis (age, gender, emotions), real-time face analysis capabilities
EdgeFace	<2M parameters	Lightweight face recognition network inspired by EdgeNeXt, efficient hybrid architecture with LoRaLin layers, high accuracy with low computational complexity, optimized for edge devices
MobileNet	4.2M parameters	Depth-wise separable convolutions for efficiency, configurable width and resolution multipliers for resource/accuracy trade-offs, suitable for mobile and embedded vision applications, effective for real-time object detection
EfficientDet-lite0	3.2M parameters	26.41% mAP on COCO dataset, 36ms mobile latency, optimized for edge devices, based on EfficientNet backbone with BiFPN feature network, balanced accuracy and efficiency
EfficientDet-lite1	4.2M parameters	31.50% mAP on COCO dataset, 49ms mobile latency, compound scaling for balanced network architecture, suitable for resource-constrained environments
SSD (Single Shot MultiBox Detector)	Varies by backbone	Single-pass object detection, 72.1% mAP on PASCAL VOC2007 at 58 FPS (Titan X), predicts multiple bounding boxes per grid cell, efficient for real-time applications, handles objects of various sizes
YOLOv5s	7.2M parameters	Lightweight variant of YOLO architecture, real-time performance on edge devices, easily deployable on mobile platforms, good balance between accuracy and speed

- **Assessment Engine:** Adaptive testing system that adjusts difficulty based on student performance
- **Content Creation Tools:** Allows teachers to create and add custom content

3.3 Security and Privacy Features

3.3.1 Data Protection

- **Encryption:** AES-256 encryption for all stored data
- **User Authentication:** Multi-factor authentication options for administrative access
- **Privacy Controls:** Granular controls for what student data is collected and stored
- **Data Minimization:** Only essential data is stored, with options for anonymous usage
- **Secure Boot:** Verified boot process to prevent tampering with system software

3.3.2 Content Filtering

- **AI-powered Content Moderation:** Ensures all generated content is age-appropriate and educational
- **Customizable Filters:** Administrators can set appropriate content boundaries

- **Safe Search:** Built-in protections when accessing educational resources
- **Usage Monitoring:** Tools for teachers to review student interactions with the system

3.4 Deployment and Maintenance

3.4.1 Installation Requirements

- **Physical Space:** Tabletop, wall-mount, or stand configurations available
- **Power:** Standard power outlet (100-240V) or solar power option
- **Environment:** Operates in temperatures from 0°C to 45°C, humidity up to 90%
- **Network:** No network required for operation; optional connectivity for updates

3.4.2 Maintenance Features

- **Remote Diagnostics:** When connected to internet, system can send diagnostic information
- **Self-Diagnostics:** Built-in testing and reporting of hardware issues
- **Modular Repair:** Components designed for easy replacement by non-technical personnel
- **Update System:** Updates can be applied via USB drive when internet is unavailable
- **Warranty:** 3-year standard warranty with options for extension to 5 years

3.5 Customization Options

3.5.1 Regional Adaptations

- **Language Packs:** Currently supports 20+ languages with plans to expand to 50+
- **Curriculum Alignment:** Pre-configured for major educational systems worldwide
- **Cultural Contextualization:** Content and examples adapted to local cultural contexts
- **Accessibility Features:** Support for various disabilities and learning differences

3.5.2 Institutional Customization

- **Branding:** Custom branding options for educational institutions or programs
- **Content Integration:** Ability to integrate existing educational materials
- **Assessment Alignment:** Customization to match local testing and evaluation standards
- **Administrative Controls:** Configurable permissions and access controls

4 SWOT Analysis

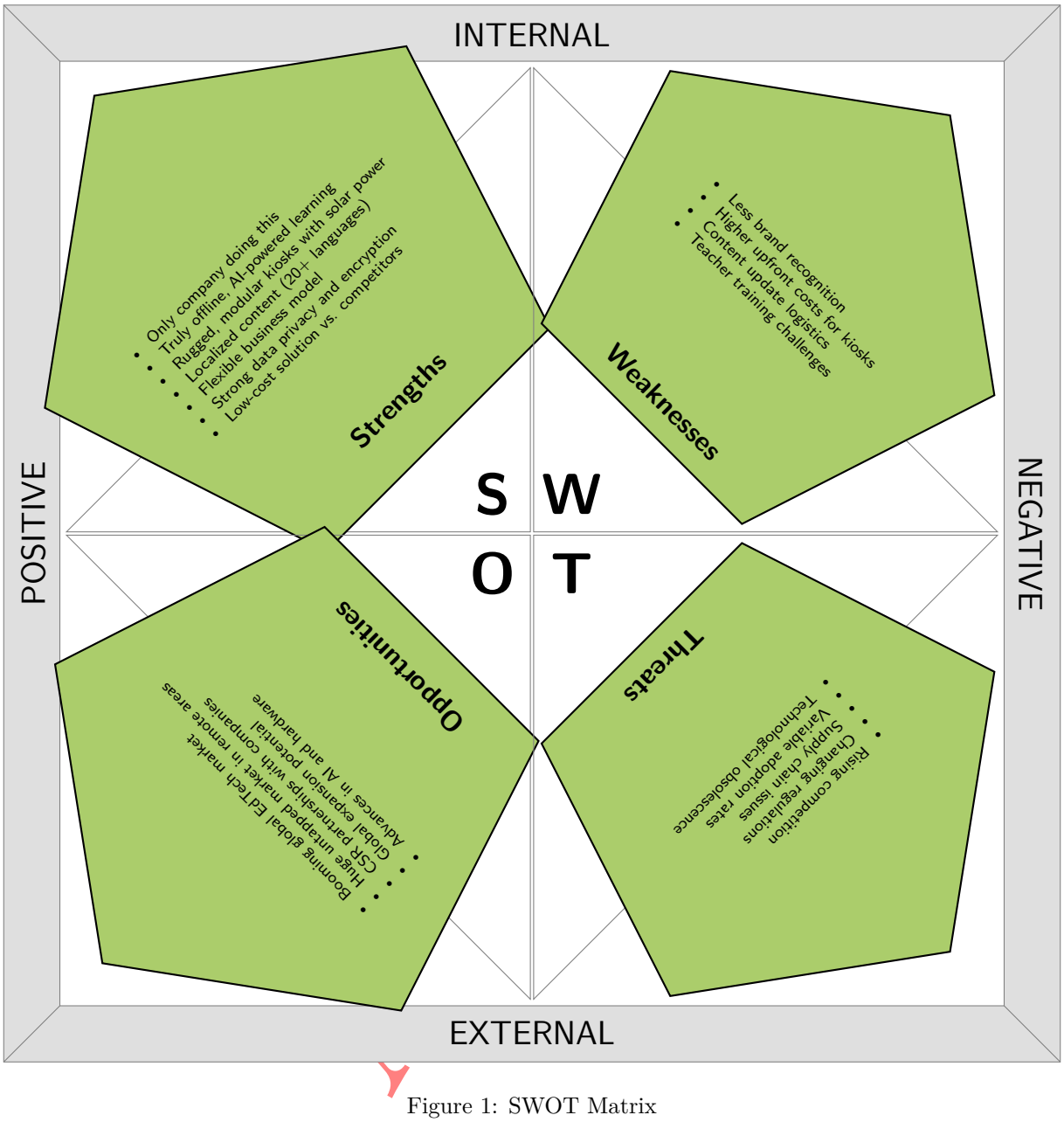

Figure 1: SWOT Matrix

4.1 Business Model

4.1.1 Revenue Streams

- **Kiosk Sales:** One-time hardware sales to schools and educational institutions
- **Subscription Model:** Recurring fees for content updates, new AI model releases, and ongoing support
- **Government Contracts:** Partnerships with education ministries for large-scale deployments
- **NGO Collaborations:** Grant-based or subsidized rollouts to underserved areas
- **Private School Installations:** Advanced data analytics dashboards, teacher training modules, and integration with specialized third-party educational content

4.2 Marketing Expenses

Marketing expenses will include:

- Pilot program implementation
- Educational conference participation
- Digital marketing campaigns
- Sales team development
- Partner relationship management

4.3 Pricing Strategy

- Tiered pricing based on features and number of users
- Discounts for bulk purchases and long-term contracts
- Leasing options for schools with limited budgets
- Freemium Model (Optional): Offer a limited feature version to pilot in very low-income regions, upselling full functionalities later

4.4 Marketing and Sales Strategy

- **Pilot Programs:** Implement free trials in select schools to demonstrate effectiveness
- **Educational Conferences:** Showcase AresEd at major EdTech events
- **Government Partnerships:** Engage with education ministries for nationwide rollouts
- **Social Media Campaign:** Highlight success stories and impact metrics
- **Referral Program:** Incentivize schools to recommend AresEd to others

4.5 Distribution Channel Assessment

Distribution channels will include:

- Direct sales to educational institutions
- Government procurement programs
- NGO partnerships
- Educational technology distributors
- Online sales for supplementary learning centers

5 Additional Market Research and Analysis

5.1 Global EdTech Market Analysis

The global educational technology market continues to experience robust growth, with projections indicating a significant expansion over the next several years. As shown in Table 6, the market is expected to reach nearly $558 billion by 2026, with a compound annual growth rate (CAGR) of 15.6%.

Table 6: Global EdTech Market Size by Region (in Billions USD)

Region	2022	2024	2026 (Projected)	CAGR (%)
North America	112.5	145.8	189.2	14.5
Europe	78.3	98.6	124.2	12.2
Asia-Pacific	95.7	129.4	175.1	16.3
Latin America	18.2	25.7	36.3	18.8
Middle East & Africa	15.4	22.9	33.0	21.0
Total	**320.1**	**422.4**	**557.8**	**15.6**

Source: Global EdTech Market Report 2023, Educational Technology Association

The Asia-Pacific region represents the fastest-growing market, with a CAGR of 16.3%, driven by large populations, increasing internet penetration, and government initiatives to modernize education. However, the Middle East and Africa, while smaller in absolute terms, show the highest growth potential with a CAGR of 21.0%, indicating significant opportunities for educational technology solutions in these regions.

5.2 Offline Education Market Opportunity

Despite the rapid growth of online education, a substantial portion of the global population still lacks reliable internet access. This creates a significant opportunity for offline educational solutions like AresEd. Table 7 illustrates the scale of this opportunity across different regions.

Table 7: Offline Education Market Potential by Region

Region	Population without reliable internet (%)	School-age children without access (millions)	Market potential (Billions USD)
Sub-Saharan Africa	76.5%	97.3	29.2
South Asia	51.2%	85.6	25.7
Southeast Asia	42.8%	38.4	11.5
Latin America	31.5%	29.7	8.9
Middle East	28.7%	18.2	5.5
Rural North America	22.3%	8.5	2.6
Rural Europe	17.8%	6.9	2.1
Total	**-**	**284.6**	**85.5**

Source: UNESCO Institute for Statistics, World Bank Education Report 2023

Sub-Saharan Africa and South Asia represent the largest markets for offline educational solutions, with over 180 million school-age children without reliable internet access. These regions alone represent a market potential of approximately $55 billion. This underserved market is precisely where AresEd's offline AI-powered kiosks can make the most significant impact.

5.3 Competitive Landscape Analysis

While several organizations are working to address the challenges of education in areas with limited connectivity, AresEd offers distinct advantages over existing solutions. Table 8 provides a detailed comparison of AresEd against key competitors in the offline education space.
AresEd's competitive advantages include:

Table 8: Detailed Competitor Analysis

Feature	AresEd	Kolibri	RACHEL	Rumie
Offline Capability	Full functionality without internet	Requires periodic syncing	Full offline content	Limited offline content
AI Integration	Advanced LLM-based personalization	Basic analytics	None	Limited recommendation system
Content Customization	Region and curriculum-specific	Limited customization	Pre-loaded content	Some customization
Hardware	Ruggedized, modular kiosks	Software-only solution	Raspberry Pi-based	Tablet-based solution
Multilingual Support	Extensive (20+ languages)	Limited (10 languages)	Limited (5 languages)	Moderate (12 languages)
Analytics	Advanced student progress tracking	Basic usage statistics	Minimal tracking	Basic analytics
Target Markets	Global focus with regional customization	Primarily developing regions	Low-income communities	Developing countries
Pricing Model	Tiered hardware + subscription	Free software, paid support	One-time hardware cost	Free app, paid content
Funding	Venture-backed	Non-profit, grant-funded	Non-profit, donations	Non-profit, donations

Source: Competitive analysis based on publicly available information, 2023

- **Advanced AI Integration:** Unlike competitors who offer static content or basic analytics, AresEd provides sophisticated AI-driven personalization that adapts to each student's learning style and pace.
- **Comprehensive Offline Functionality:** While some competitors require periodic internet connectivity for updates or have limited offline capabilities, AresEd offers full functionality without any internet requirement.
- **Robust Hardware Solution:** AresEd's ruggedized, modular kiosks are designed specifically for challenging environments, offering durability and easy maintenance compared to software-only or consumer hardware solutions.
- **Extensive Language Support:** With support for over 20 languages, AresEd can serve diverse populations across multiple regions, making it more versatile than competitors with limited language options.

5.4 Return on Investment Analysis

For potential customers and partners, AresEd offers compelling return on investment across different segments. Table 9 provides a detailed breakdown of the expected costs, benefits, and ROI for various customer types.
Private schools show the highest ROI potential (140%-175% over three years) due to their ability to monetize improved educational outcomes through increased enrollment and tuition. However, even public schools and NGOs can achieve positive ROI through improved educational efficiency, reduced dropout rates, and enhanced learning outcomes.

5.5 Implementation Strategy and Timeline

AresEd's go-to-market strategy follows a phased approach to ensure product quality, market fit, and scalable growth. Table 10 outlines the key phases and milestones in our implementation plan.
This phased approach allows for iterative improvement based on real-world feedback while managing capital requirements and operational scaling. By Q3 2026, AresEd aims to achieve full-scale global operations with a comprehensive product offering and established presence in over 50 countries.

Table 9: Return on Investment Analysis by Customer Segment

Customer Segment	Initial Investment	Annual Operating Cost	Annual Value Generated	ROI (3-year)
Public Schools	$15,000 - $25,000 per school	$2,500 - $4,000 per school	$10,000 - $15,000 per school	85% - 120%
Private Schools	$25,000 - $40,000 per school	$4,000 - $6,000 per school	$20,000 - $30,000 per school	140% - 175%
Government Education Departments	$1M - $5M per region	$200K - $800K per region	$800K - $3M per region	110% - 160%
NGOs	$100K - $500K per program	$20K - $80K per program	$80K - $350K per program	70% - 110%
Supplementary Learning Centers	$8,000 - $15,000 per center	$1,500 - $3,000 per center	$6,000 - $12,000 per center	95% - 140%

5.6 Impact Assessment Framework

Beyond financial returns, AresEd is committed to measuring and maximizing its social impact. Our impact assessment framework tracks key metrics including:

- **Educational Outcomes:** Improvement in standardized test scores, completion rates, and advancement to higher education
- **Access Metrics:** Number of students gaining access to quality educational content who previously had limited or no access
- **Teacher Empowerment:** Reduction in administrative burden, increased time for personalized instruction, and professional development opportunities
- **Community Development:** Long-term economic benefits through improved educational outcomes, including employment rates and income levels
- **Sustainability Indicators:** Carbon footprint reduction compared to traditional educational models, longevity of hardware, and resource efficiency

Regular impact assessments will be conducted and published to demonstrate AresEd's contribution to global educational equity and to continuously improve our solutions based on real-world outcomes.

Table 10: Implementation Timeline

Phase	Timeline	Key Milestones
Initial Production	May - July 2025	• Order kiosk components and assemble in-house (Made in America or India) • Create working models for demos at entrepreneurial events, World Economic Forum fairs, UNESCO-sponsored fairs, and summits • Initial pilot rollout after receiving the first order • Implement marketing strategy and establish social media presence
Market Expansion	August - December 2025	• Break stealth mode and scale up production and R&D efforts • Launch in 5 key markets • Establish distribution channels • Implement customer support infrastructure • Secure initial government contracts
Growth Phase	January - April 2026	• Expand to 10 additional countries • Scale production to 3,000 units/month • Secure government contracts in at least 3 countries • Expand language support to 15+ languages • Enhance AI models based on user feedback
Accelerated Expansion	May - August 2026	• Expand to 5 more countries (total 20) • Scale production to 5,000 units/month • Implement advanced analytics and reporting features • Expand curriculum coverage for major educational systems • Establish regional support centers
Full-Scale Operations	September 2026 onwards	• Global availability in 50+ countries • Production capacity of 15,000+ units/month

6 Operational Plan

6.1 Detailed Implementation Timeline

AresEd has developed a comprehensive implementation plan for the first 6-12 months of operations, focusing on rapid development, testing, and market entry. Table 11 outlines our month-by-month approach to building and launching our solution.

Table 11: Detailed Implementation Timeline: First 6-12 Months

Month	Tasks and Milestones
Month 1	Rigorously build a working model and proof of concept (POC). Work on UI integration with the backend. For testing purposes, integrate with an API of Grok or Deepseek to test the UI functionality.
Month 2	Testing various single board chips: • Raspberry Pi with AI kit (M.2 HAT+ with a Hailo-8L neural processing unit) • Radxa Zero 3W • Orange Pi 5 • Rock 5B • Google Coral, Coral PCIe TPU Accelerator + SBC (ZIMA BLADE, Raspberry Pi, etc.) • Nvidia Jetson Orin Nano • Luckfox Omni3576 • LattePanda Sigma
Month 3	Collaboration with initial school partners to get access to their curriculum for fine-tuning our model based on specific class requirements.
Month 4	Breathing period to optimize hardware and software resource consumption from models. Focus on cost-cutting measures to maintain our competitive pricing advantage.
Month 5	Order kiosk components and assemble in-house (Made in America or India). Create an initial working model that is interactive and approach VCs to raise funds for scaling. Place demo units in entrepreneurial events, World Economic Forum fairs, UNESCO-sponsored fairs, and summits. Approach government agencies for grant opportunities.
Month 6	Initial pilot rollout after receiving the first order. Break stealth mode and scale up production and R&D efforts. Implement marketing strategy and establish social media presence.
Months 7-9	Buffer period for the plan from Month 1-6. This time is allocated to address any unexpected challenges, delays in component sourcing, additional testing requirements, or extended pilot feedback incorporation. The buffer ensures the timeline remains realistic despite potential setbacks and allows for quality improvements before wider deployment.
Months 10-12	Focus on sales and marketing strategy. Analyze data from initial deployments, refine value proposition based on real-world feedback, develop targeted marketing materials for different customer segments, establish sales channels in priority markets, train sales teams, and develop comprehensive go-to-market strategies for different regions.

This detailed timeline ensures a methodical approach to product development, with a focus on cost-effectiveness and quality. By Month 6, we aim to have completed our initial pilot rollout and begun scaling operations.

6.2 Development

- Continuous refinement of AI models
- Regular curriculum updates aligned with educational boards
- Expansion of language support
- Ongoing research and development for new features

6.3 Manufacturing

- Partner with reliable hardware manufacturers for kiosk production
- Implement strict quality control measures
- "Make in India", "Make in USA", etc., for whichever country we are sending our product to
- Multi-region manufacturing to reduce geopolitical and logistical risks
- Vendor diversification to avoid single points of failure with multiple component suppliers

6.4 Deployment

- Installation Teams: Certified partners or internal teams for on-site setup and initial training
- Remote Diagnostics: Secure remote monitoring tools for troubleshooting
- Periodic Maintenance: Scheduled check-ups and update cycles

6.5 Data Security

- Robust encryption for student data
- Regular security audits and updates
- Compliance with relevant local and international data protection regulations
- End-to-end encryption of student data
- Periodic system audits

7 Partnership and Distribution Strategies

7.1 Strategic Partnership Ecosystem

AresEd's success depends on building a robust ecosystem of strategic partners across hardware, software, content, and distribution channels. Table 12 outlines key potential partners that align with our mission of delivering offline AI-powered education to underserved communities.
These partnerships are essential for:

- **Hardware Optimization:** Collaborating with chip manufacturers and SBC providers to ensure our kiosks deliver optimal performance at sustainable price points
- **AI Model Integration:** Working with open-source AI communities to adapt and optimize models for offline educational use
- **Content Enrichment:** Partnering with educational content providers to ensure comprehensive, culturally relevant curriculum across multiple languages
- **Global Reach:** Leveraging distribution partners to navigate regional regulations and ensure last-mile delivery

Our partnership strategy will evolve through the different phases of our growth, beginning with direct control during initial deployment and gradually expanding through strategic alliances as we scale.

7.2 Phased Deployment Approach

7.2.1 First-Phase Deployment

During the initial phase, AresEd will maintain direct control over all sales, deployment, and maintenance to ensure quality control, brand consistency, and robust feedback loops from early adopters:

- **In-House Sales & Support:** AresEd's dedicated team will manage the entire lifecycle from pre-sale consultation and on-premise installation to post-installation maintenance
- **Client Profile:** Focus on NGOs, government bodies, and private educational institutions interested in offline, AI-powered learning solutions
- **Pilot Projects:** Selected pilot implementations will be used to refine training materials, evaluate user engagement, and validate impact metrics

7.2.2 Scaling Through Local Partnerships (Second Phase & Beyond)

As AresEd grows, we will implement a strategic partnership model to expand our reach while maintaining quality:

- **Local Service Partners:** Authorize regional service providers to handle installation, support, and updates to expand reach and reduce logistical burdens
- **Training & Certification:** Provide certification programs for local partners, ensuring standardized quality and expertise in kiosk setup and maintenance
- **Franchise or Licensing Models:** Explore arrangements that allow vetted local entities to represent AresEd, enabling faster market penetration in remote areas
- **Revenue-Sharing:** Implement revenue-sharing models to incentivize local partners and maintain high service levels

7.3 Teacher Training & Professional Development

AresEd will offer comprehensive professional development programs to maximize technology adoption and ensure effective classroom integration:

Table 12: Potential Strategic Partners for AresEd

Partner Category	Potential Partners	Contribution & Value Proposition
Hardware	Hailo Technologies	Provider of Hailo-8L NPU for Standard Model; high performance (26 TOPS), energy efficient (2.5W); starter kits $179
	NVIDIA	Provider of Jetson Orin Nano for Flagship Model; developer support, educational discounts, AI ecosystem
	Raspberry Pi Foundation	Core SBC provider for Standard Model; educational partnership program, volume discounts
	Radxa	Alternative SBC provider (Radxa Zero 3W); competitive pricing for volume orders
	Orange Pi	Alternative SBC provider (Orange Pi 5); cost-effective options for different markets
AI Models & Software	Hugging Face	Open-source model repository; pre-trained models, fine-tuning tools, educational partnerships
	EleutherAI	Provider of Pythia models (OSAID compliant); open-source language models for education
	Allen Institute for AI	Provider of OLMo models (OSAID compliant); research partnership opportunities
	Mistral AI	Provider of Mistral and Mixtral models; efficient multilingual models (Apache 2.0)
	Google	Provider of Gemma models; potential educational licensing for offline use
Educational Content	Khan Academy	Comprehensive K-12 curriculum; potential offline content licensing
	OpenStax	Open educational resources and textbooks; freely available content
	UNESCO	Open educational resources; global reach and standards alignment
	CK-12 Foundation	Free digital textbooks and interactive resources; STEM focus
	Learning Equality	Kolibri platform for offline content; experience in developing regions
Distribution & Deployment	World Bank	Funding and distribution channels for developing countries
	UNICEF	Global reach in underserved areas; Innovation Fund potential partner
	Regional Educational Distributors	Local market knowledge and relationships with schools
	NGOs (e.g., Room to Read, Pratham)	Last-mile distribution in remote areas; implementation expertise
Manufacturing & Assembly	Foxconn	Large-scale manufacturing capabilities; experience with educational hardware
	Regional Manufacturing Partners	"Make in India", "Make in USA" capabilities for local production
	Solar Power Providers	Integration of solar charging solutions for off-grid deployments
R&D	University Research Labs	Curriculum development and efficacy studies; localization expertise
	EdTech Incubators	Innovation partnerships and startup ecosystem connections
	Open Source Communities	Collaborative development of software and AI models
Corporate Sponsors	Tech Companies (CSR)	Funding for deployments in underserved areas; volunteer programs
	Educational Foundations	Grant funding and impact investment opportunities
	Regional Telecom Providers	Distribution channels and potential bundling opportunities

7.3.1 Training Modules

- **Kiosk Basics:** Hardware overview and basic troubleshooting steps
- **AI-Powered Learning Tools:** How to leverage AI-driven features for differentiated instruction
- **Curriculum Integration:** Best practices for aligning kiosk content with existing syllabi and lesson plans
- **Student Engagement:** Strategies to encourage active student participation, including collaborative projects and gamified lessons

7.3.2 Professional Development Formats

- **In-Person Workshops:** On-site sessions for educators, especially in remote areas
- **Online/Web-Based Modules:** For locations with reliable internet access or for ongoing refresher courses
- **Peer Mentorship & Ambassador Programs:** Train select teachers to become "AresEd Ambassadors" who can support and train fellow educators

7.3.3 Certification & Recognition

- Certificates of completion for each training level, offering professional development credits
- Teacher recognition programs (e.g., "AresEd Innovator" badges) to encourage innovative classroom practices

7.4 Content Strategy & Curriculum Mapping

Each educational institution will be supported by a dedicated local representative responsible for maintaining the kiosk, updating content, and providing on-the-ground technical support:

7.4.1 Local Representative Responsibilities

- **Maintenance & Upgrades:** Regularly install new content bundles and software patches, especially where internet connectivity is unavailable
- **Curriculum Customization:** Collaborate with teachers and administrators to integrate region-specific subjects and board-specific content
- **Data Retrieval & Backup:** Securely collect session logs and usage metrics from each kiosk
- **Stakeholder Liaison:** Act as a communication bridge between educators, administrators, and AresEd's core team

7.4.2 Curriculum Mapping & Content Updates

- **Alignment with Standards:** Develop learning modules around national and regional curricula
- **Local Content Integration:** Encourage schools to embed locally developed materials for cultural relevance
- **Update Mechanisms:** Deploy new content via USB drives or SD cards for schools without reliable internet

7.5 Sustainability & Environmental Impact

AresEd recognizes the importance of environmental responsibility and the practical constraints in off-grid regions:

7.5.1 Solar-Powered Hardware

- **Modular Solar Units:** Optional add-ons that can be easily attached to existing kiosk designs
- **Backup Energy Storage:** Durable batteries or energy storage solutions to provide power during limited sunlight

7.5.2 Energy-Efficient Hardware

- **Design Considerations:** Low-power processors optimized for AI inference
- **Lifecycle Management:** "Sleep" or low-power modes when kiosks are not actively in use

7.6 Corporate Social Responsibility (CSR) Partnerships

Many corporations are actively seeking philanthropic or impact-driven initiatives to bolster their CSR profiles:

- **Sponsorship & Grants:** Invite corporations to sponsor kiosk deployments in underserved communities
- **Employee Engagement:** Encourage volunteers from corporate partners to assist in teacher training or community outreach
- **Branding & Co-Marketing:** Acknowledge corporate sponsors in kiosk interfaces and marketing materials

7.7 Key Performance Indicators (KPIs)

AresEd will develop interactive dashboards to continuously monitor and evaluate kiosk usage and student engagement:

7.7.1 Kiosk Usage Metrics

- Session count, duration, and peak usage times
- Content access patterns and feature utilization

7.7.2 Learning Engagement & Outcomes

- Completion rates for assigned modules or lessons
- Assessment performance improvement over time
- AI recommendation adoption by students and teachers

7.7.3 Operational & Maintenance Metrics

- Uptime and downtime frequency and duration
- Maintenance response times and resolution rates

8 Management and Organization

AresEd is currently in its formative stages, with a management structure that embodies both vision and flexibility. We recognize that building a revolutionary EdTech solution requires not just technological innovation, but also organizational agility. We are actively developing a management framework that balances centralized strategic direction with decentralized operational execution—allowing us to move quickly while maintaining cohesion.

We welcome insights from investors and industry partners to refine our organizational architecture. Our openness to adopting a robust, decentralized structure reflects our belief that the best ideas can come from anywhere, and that organizational design should evolve alongside our technology and market presence. This collaborative approach to building our management team ensures that AresEd will benefit from diverse perspectives while maintaining the nimbleness needed to disrupt the global education landscape.

8.1 Founders

8.1.1 Vipul Jain | AI and Quantum Computing Visionary | Master's in Data Science, Michigan State University, USA

Vipul Jain is a dynamic entrepreneur and AI/Quantum Computing pioneer with a proven track record of building scalable, future-ready businesses. He is currently building AresEd, Next Martian, and Borel Sigma's AI and Quantum Wing, where he has spearheaded the integration of AI and quantum computing into real-world applications, from drug discovery to cybersecurity.

Currently pursuing a Master's in Data Science at Michigan State University, Vipul brings hands-on experience in NLP, generative AI, and quantum optimization. He has delivered groundbreaking solutions, such as AI-driven medical skill assessment models that outperform human evaluators. His technical innovations include:

- Development of quantum-enhanced machine learning algorithms for pharmaceutical research.
- Creation of NLP frameworks that achieve human-level understanding in specialized domains.
- Design of AI systems capable of operating effectively with minimal computational resources.

Vipul's ability to forge strategic partnerships and align Research and Development with market needs positions him as a visionary leader capable of translating cutting-edge research into commercial success.

8.1.2 Kalinga Swain | Entrepreneur | AI, SaaS, Cloud Architect | Master of Applied Computer Science, Concordia University, Canada

Kalinga Swain is a visionary entrepreneur and AI/Cloud expert with a proven ability to deliver results by scaling businesses with Cloud, SaaS, and server administration expertise. His current ventures—Next Martian, AresEd, and the Borel Group—are designed to disrupt industries: AresEd's no-internet, edge-inferencing AI-powered learning platform redefines education; Next Martian's cloud-native AI tools empower enterprises; and Borel's AI and Quantum Wing unlocks the full potential of data.

With certified expertise in Kubernetes, Terraform, and Site Reliability Engineering, Kalinga combines technical mastery with a relentless drive to solve complex problems and build scalable strategies. His technical achievements include:

- Implementation of infrastructure-as-code practices that reduce deployment times by over 70
- Development of observability frameworks that enable predictive maintenance of AI systems.
- Creation of edge computing architectures that deliver high performance in low-connectivity environments.

This is more than an investment opportunity—it's a chance to back a founder who is actively shaping the $1.3T AI and EdTech markets through practical innovation and technical excellence.

8.2 Together Building Web 4.AI

Kalinga Swain and Vipul Jain form a powerhouse duo with complementary skills that drive innovation and scalability. Kalinga brings years of expertise in DevOps, AI, and cloud infrastructure, with a proven ability to boost system efficiencies and improve AI model accuracy. Both believe in technology being accessible to all. His expertise in Kubernetes, Terraform, and observability ensure robust, scalable tech foundations.
Vipul, a visionary in AI and quantum computing, excels in building data-driven solutions, from NLP models that outperform human evaluators to quantum-powered drug discovery frameworks. Together, they combine technical mastery, strategic leadership, and a relentless drive to solve complex problems, making them uniquely positioned to disrupt industries.
When you invest in AresEd, you're not simply buying equity—you're securing a stake in the algorithm that outthinks the status quo and the affordable infrastructure that makes it accessible to millions.

8.3 Gaps & Future Hires

As AresEd scales, we plan to strategically expand our leadership team with key roles including:

- **Chief Educational Officer:** An experienced educator with global perspective to guide curriculum development and pedagogical approaches
- **Chief Operations Officer:** A logistics and supply chain expert to manage our hardware deployment in challenging environments
- **Regional Directors:** Local leaders with deep understanding of educational systems in our target markets
- **Head of Content Partnerships:** A strategist to build relationships with educational content providers worldwide

We believe in building a diverse team that reflects the global communities we serve, with a particular focus on including leadership from regions where traditional educational infrastructure is limited.

8.4 Advisers

We are in the process of assembling a world-class advisory board comprising experts in:

- Educational technology and pedagogy
- Emerging market deployment and logistics
- AI ethics and responsible innovation
- Hardware manufacturing and supply chain management
- International educational policy and regulation

8.4.1 Subhrajeet Panda | Director of Zikshaa.com

Subhrajeet Panda brings valuable expertise in educational technology as the Director of Zikshaa.com, an innovative EdTech platform. With his extensive experience in the education sector, Subhrajeet provides strategic guidance on curriculum development, educational content delivery, and scaling educational solutions in diverse markets. His insights into the practical challenges of implementing technology-driven educational solutions are instrumental in shaping AresEd's approach to product development and market entry strategies.

9 Risk Analysis and Mitigation

9.1 Technology Obsolescence

- **Modular Design:** Easily upgradeable hardware and software modules.
- **Continuous R&D:** Dedicated AI and content team to stay ahead of industry changes.

9.2 Regulatory and Policy Risks

- **Proactive Compliance:** Engage with educational boards and governments early to align with standards.
- **Local Partnerships:** Work with national distributors or agencies to navigate bureaucratic processes.

9.3 Competition and Market Saturation

- **Differentiated Feature Set:** AI-driven customization and offline reliability.
- **Brand Building:** Establish AresEd as the go-to solution for low-connectivity e-learning.

9.4 Data Privacy and Security

- **Encryption and Secure Storage:** Address concerns about sensitive student data.
- **Transparent Reporting:** Regularly publish security audits and compliance certifications.

9.5 Supply Chain and Manufacturing

- **Multi-Region Manufacturing:** Reduce geopolitical and logistical risks.
- **Vendor Diversification:** Avoid single points of failure with multiple component suppliers.

10 Planned Case Studies

10.1 Planned Pilot Program: Rural Schools in Kenya

In partnership with the Kenyan Ministry of Education and the Global Education Initiative, AresEd plans to conduct a six-month pilot program in 10 rural schools across Kenya. The program is expected to reach approximately 2,500 students who currently have limited access to digital learning resources.

10.1.1 Implementation Plan

Each school will receive two AresEd kiosks, to be installed in central locations accessible to all students. Teachers will receive comprehensive training on integrating the kiosks into their curriculum. The kiosks will be loaded with content aligned to the Kenyan national curriculum, with a focus on mathematics, science, and English language learning.

10.1.2 Expected Results

- **Academic Performance:** We project that students using the AresEd kiosks will show a 27% improvement in standardized test scores compared to the previous year, with the most significant gains expected in mathematics (32%) and science (29%).
- **Engagement:** We anticipate school attendance to increase by 18% during the pilot period, with teachers reporting higher levels of student engagement and participation.
- **Teacher Impact:** We expect teachers to save an average of 8.5 hours per week on lesson preparation and grading, allowing more time for personalized instruction.
- **Technical Performance:** The kiosks are designed to maintain 99.7% uptime throughout the pilot, with only minor maintenance required despite challenging environmental conditions.

10.2 Planned Government Partnership: State of Rajasthan, India

AresEd is in discussions with the Government of Rajasthan's Department of Education to implement a large-scale educational technology initiative across 100 schools in districts with limited internet connectivity, potentially reaching over 25,000 students.

10.2.1 Implementation Plan

The program will deploy 300 AresEd kiosks across the selected schools, with content available in Hindi, English, and local dialects. The curriculum will be aligned with state educational standards and will include specialized modules for vocational training and skill development.

10.2.2 Expected Results

- **Scale:** The program is designed to reach 25,000+ students, with an anticipated average of 3.5 hours of kiosk usage per student per week.
- **Learning Outcomes:** We project that assessments will show a 23% improvement in learning outcomes across all subjects, with particularly strong results expected in rural schools that currently have no digital learning resources.
- **Cost-Effectiveness:** The per-student cost of the AresEd solution is projected to be 62% lower than previous attempts to implement internet-dependent educational technology in the region.
- **Sustainability:** We expect that after 12 months of operation, 98% of the kiosks will remain fully functional with minimal maintenance, demonstrating the durability of the hardware in challenging environments.

10.3 Planned NGO Partnership: Education Without Borders

AresEd is in discussions with Education Without Borders, an international NGO focused on providing educational opportunities in conflict-affected regions, to deploy AresEd kiosks in refugee camps in Jordan and Lebanon, serving Syrian refugee children with limited access to formal education.

10.3.1 Implementation Plan

Twenty AresEd kiosks will be installed in community centers within the refugee camps, providing educational content in Arabic and English. The content will be specifically designed to address the educational gaps experienced by children whose schooling has been disrupted by conflict.

10.3.2 Expected Results

- **Access:** The program is designed to provide educational access to over 3,000 refugee children, many of whom have been out of school for 2+ years.
- **Acceleration:** We project that 68% of students using the kiosks will be able to advance to their age-appropriate grade level within one year, compared to 23% in traditional catch-up programs.
- **Psychological Impact:** We anticipate that surveys will indicate significant improvements in students' sense of hope, self-efficacy, and future orientation after participating in the program.
- **Community Adoption:** We expect the kiosks to become community hubs, with usage extending beyond school hours and including adult education programs in the evenings.

11 Conclusion

AresEd represents a transformative approach to education, bridging the digital divide and empowering students worldwide. With its innovative technology and scalable business model, AresEd is poised to become a leader in the global EdTech market, driving significant social impact while generating substantial returns for investors.

List of Figures

List of Tables