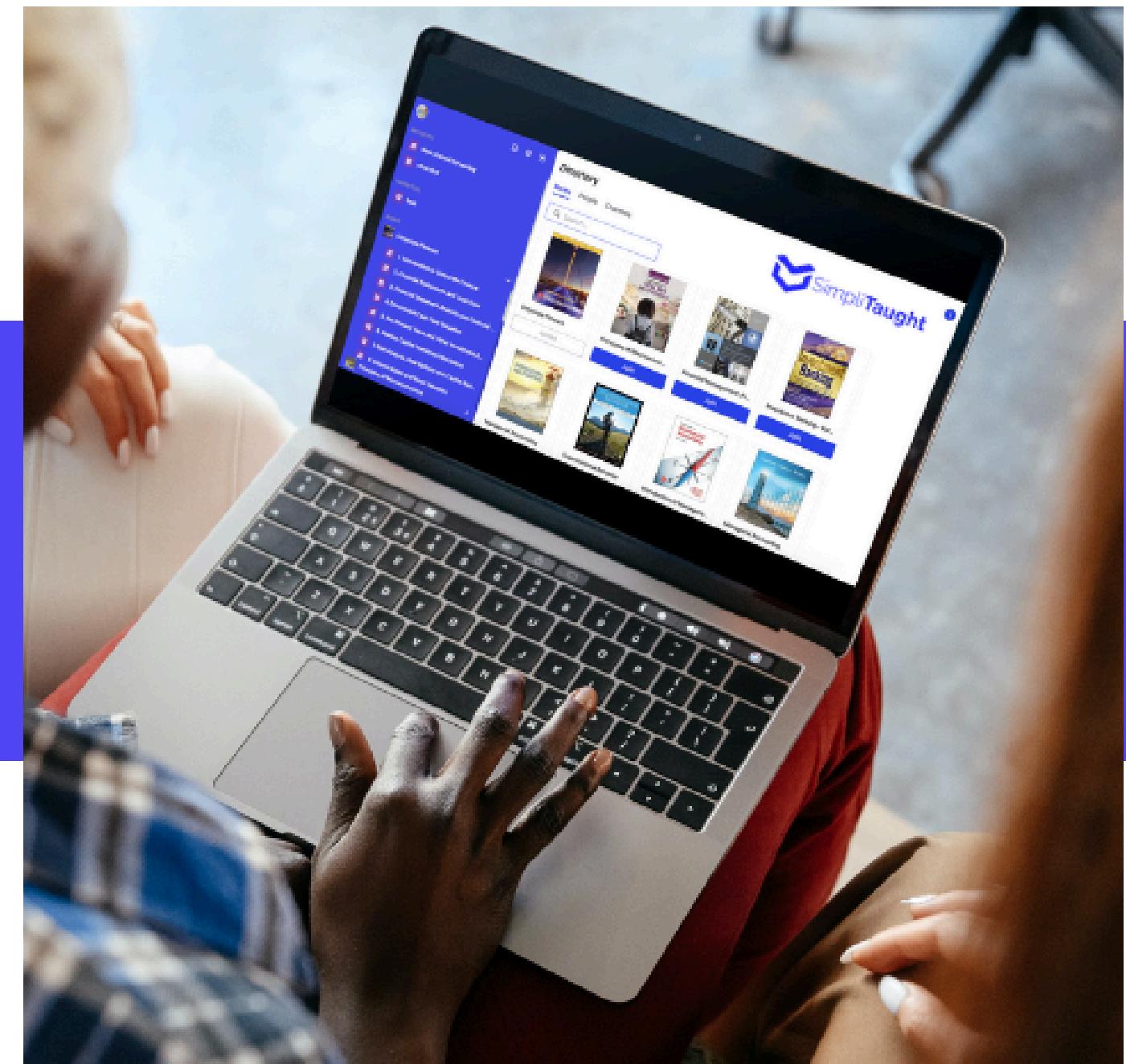


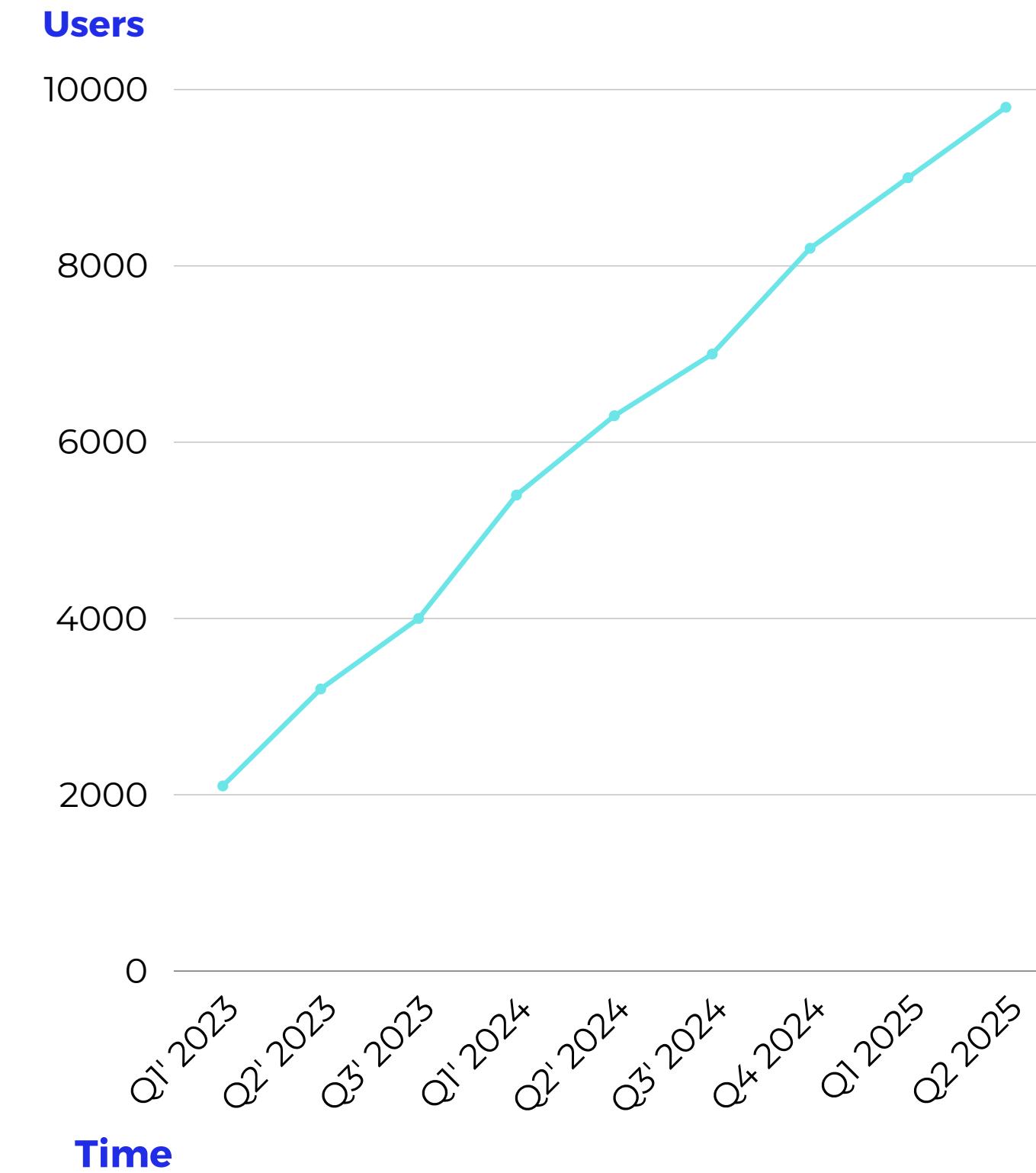
Welcome to SimpliTaught

Study smarter, not harder.

What is SimpliTaught?

SimpliTaught is an online learning platform that uses a combination of artificial intelligence (AI) and machine learning (ML) to match educators and content creators to students preferred student learning behaviors in adaptive system eco-system powered by generative AI.





Mismatched teaching and learning behaviors leave students understanding as little as 20% of what they are taught leading to frustration, burnout, and high dropout rates.

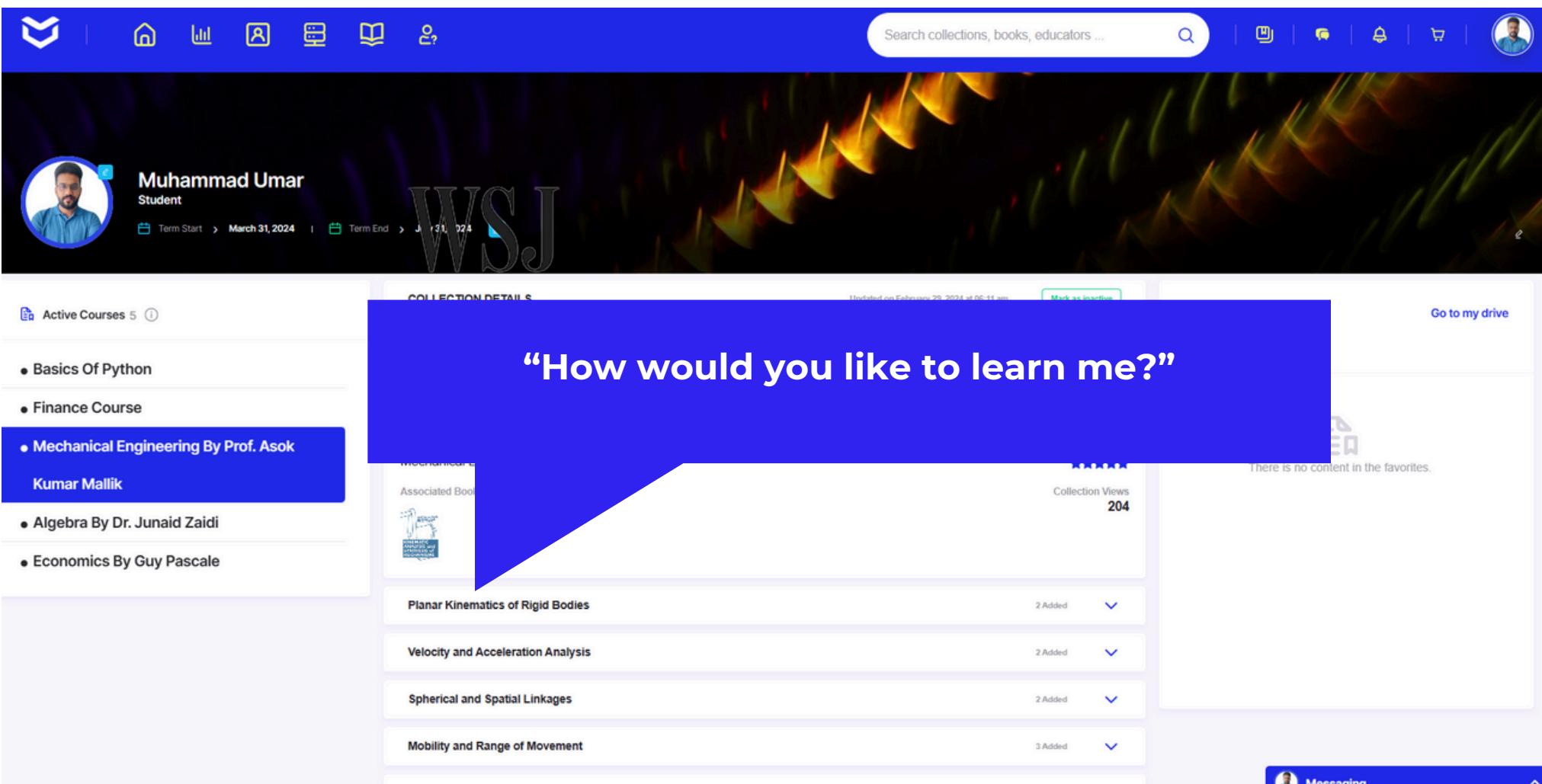
Unorganized content online leads to high search costs (time), further agitating the learning process.



Educator, content, and digital resources matched to students learning behavior in an adaptive ecosystem.

AI generates resources and content based on the key subjects in each textbook chapter using the SimpliTaught algorithm.

Machine Learning identifies student learning behaviors and provides personalized education experiences. (Generative AI)



The screenshot shows the SimpliTaught platform's user interface. At the top, there's a navigation bar with icons for home, collections, books, educators, search, notifications, and account. Below the header, a banner features a dark background with colorful, abstract light patterns. A user profile for "Muhammad Umar" is displayed, along with the "WSJ" logo. The main content area shows a collection titled "How would you like to learn me?". The collection details indicate it was updated on February 29, 2024, at 06:44 am. It has 204 views and no comments in the favorites. The collection includes a book titled "Mechanics" by Prof. Asok Kumar Mallik, with chapters like "Planar Kinematics of Rigid Bodies", "Velocity and Acceleration Analysis", "Spherical and Spatial Linkages", and "Mobility and Range of Movement". On the left sidebar, under "Active Courses", there are links to "Basics Of Python", "Finance Course", and "Mechanical Engineering By Prof. Asok Kumar Mallik". Other course links include "Algebra By Dr. Junaid Zaidi" and "Economics By Guy Pascale".

VISUAL LEARNING

Videos
Documentaries
Infographics

READING

Books and eBooks
Blogs and Articles
Short Stories
Journals and Papers

AUDIO LEARNING

Podcasts
Audiobooks
Lectures and Talks

SOCIAL LEARNING

Study Groups
Video Chat
Chat Rooms
Direct Messages

Key Features



Hundreds of resources in one spot.



AI Powered Technology

Generative AI solution creates custom content to explain key concepts from textbooks in any form like video, blog, or podcast.

ML (Machine Learning) algorithm identifies students individual learning behaviors.

AI and Computer Vision used to filter/curate content around textbook chapters and key concepts.

Recommendation engine allows educators to build courses using content that matches student learning preferences.

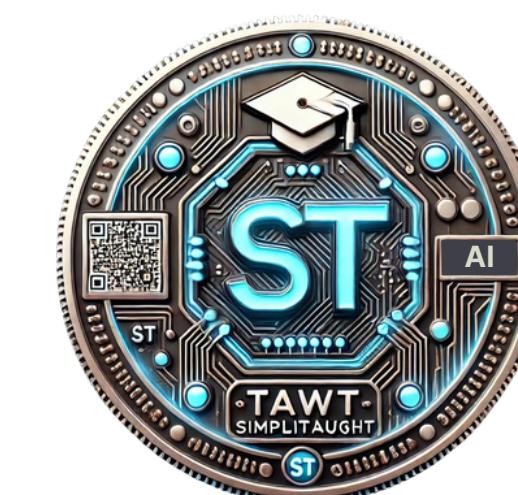
AI Automated quizzes Quiz students and test their comprehension.

Gamified for engagement

Token Economy for Real-World Application

Earn and Redeem Tokens: Students and educators can accumulate tokens by completing tasks like attending virtual classes, participating in discussions, or finishing assignments. Additional opportunities for students to earn tokens.

TAWT Coin This gamified token economy motivates users to stay active but also bridges the gap between academic achievement and real-world rewards.



Active

[College of Alameda](#)

Total students – 9k

[Peralta Community College](#)

Total students-75k

[InterLearn](#)

[University of Management & Technology \(UMT\)](#)

Total students-30,000

[Kansas Christian College](#)

Total students

[Stenden University, South Africa](#)

Total Students -1.2k

In Process - USA

[California State University System](#)

Total students -504k

In Process - Africa

[Tanzania - Ministry of Education - Total Students - 120k](#)

[Team Jaramogi Oginga Odinga University - Total students - 8.4k of Science and Technology JOOST](#)

[Masinde Muliro University - Total students 25k](#)

[Sunshine Academies, Kenya \(Multi-Campus\) - Total students: 8k](#)

[Machakos University - Total students - 50k](#)

[Laikipia University - Total students - 8k](#)

[Technical University of Mombasa - Total students - 18.6k](#)

[Meru University - Total students - 10k](#)

[Pwani University - Total students- 8k](#)

[Kabianga University - Total students- 8.8k](#)

Approximate total: 264.8k



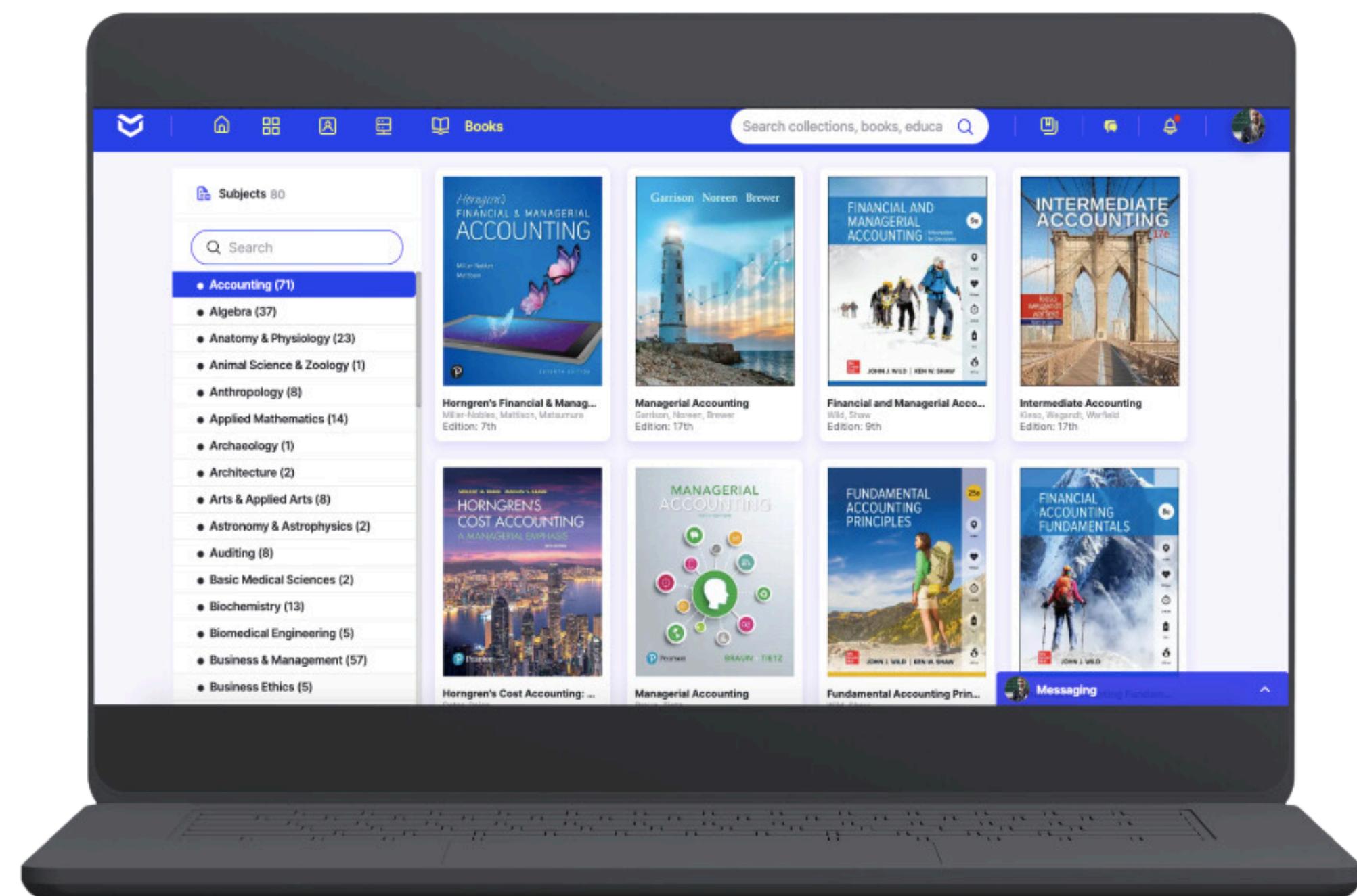
VitalSource – Largest digital books and resource provider globally

Provides digital books and resources to approximately 20 million students

Partnered with all major publishers

Partnered with all universities

SimpliTaught subscriptions will be sold as an add-on supplement to the digital books being sold.





USA

College Students – 20 million
K-12 – 49 million



Global

College Students – 220 million
K-12 – 601 million

\$90B

\$315B



*<https://nces.ed.gov/fastfacts/display.asp?id=372>

*<https://www.statista.com/statistics/183995/us-college-enrollment-and-projections-in-public-and-private-institutions/>

*<https://www.worldbank.org/en/topic/tertiaryeducation#1>

*<https://www.gminsights.com/industry-analysis/elearning-market-size>

Subscription Plans

Basic 7.49/mo

Global Chat
Whiteboard
Virtual Classrooms
Secure Storage
Digital Annotation
Indexed Video Content

Premium \$12.99/mo

Global Chat
Virtual Classrooms
Video Conferencing
Secure Storage:
Digital Annotation
Indexed Video Content
Multilingual Video Support.
Multilingual Chat Support

Commissions

Digital Textbooks - VitalSource Reseller

10% of list price for all books sold on
SimpliTaught platform

Rev Share

Tutoring
Course Development & Delivery

Executive Team



Ali Rizvi
Founder, CEO

20+ year Leadership for Fortune 500 Tech companies

Leading global sales, engineering and operational teams.

2 Successful exits - 1 to VM Ware



Darren Thompson
Head of Marketing

17 years of sales, marketing, and business development

Led several tech start-ups to enter the market, accelerate growth, and fuel client acquisition. Experienced with product development and working with cross-functional teams.



Umair Amjad
Head of Software Eng

12 years of software development and team leadership.

Led multiple tech projects to successful delivery, driving innovation and optimizing performance. Experienced in software architecture, blockchain, and AI solutions, with a strong focus on scalability and cross-functional collaboration.



Hafsa Naveed
Head of Content

7+ years of expertise in crafting engaging content and solutions that inform, inspire, and deliver results.

Hafsa is skilled in shaping product vision, data-informed solutions, AI-enhanced content architectures, tech-driven development strategies



Adnan Arshad
Head of Product

16 years of software development, project management, and product leadership.

Led tech products from concept to market, driving scalability, innovation, and user-focused solutions. Experienced in AI, blockchain, and cross-functional team management for business growth.



Abbas Rangwala
Serial Investor

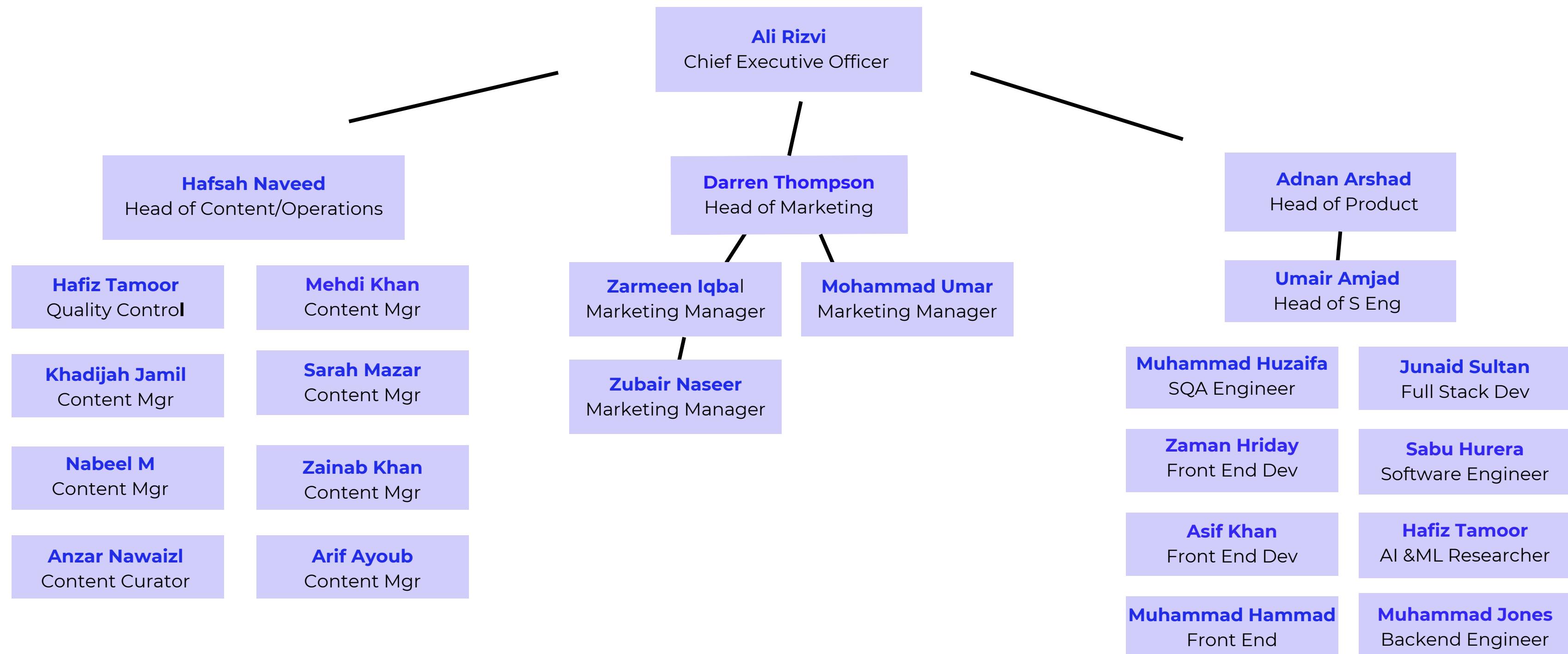
Has led two very successful startups, and has advised and mentored CXOs across many verticals.

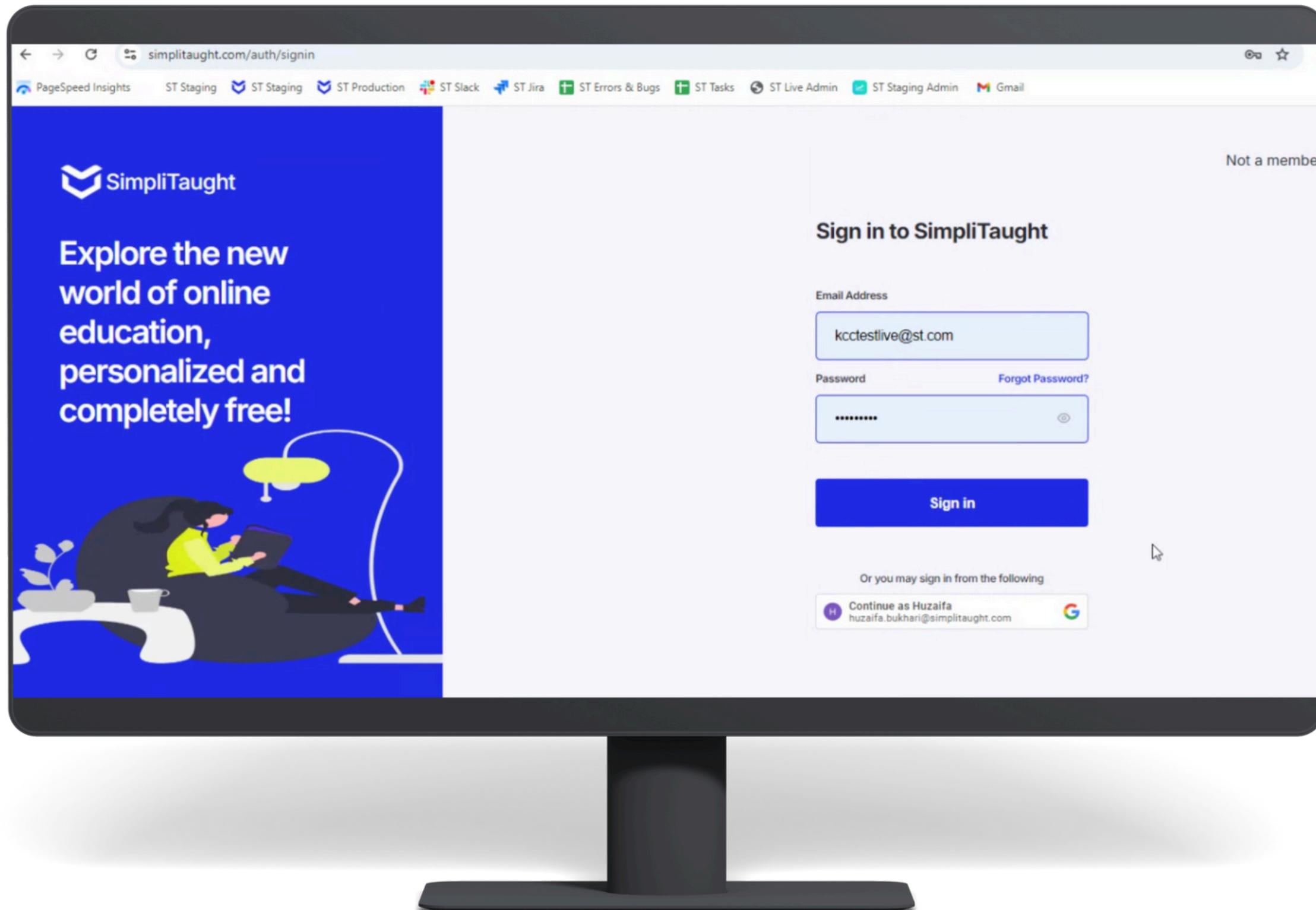
Founding Executive:

Edgile
(40M Series A)
Acquired by Wipro
Saviynt
(\$40M Series A, \$130M PE round, \$205M Debt round)
Potential for IPO

Investor & Advisor:

- DoSelect (Acquired by Info Edge)
- HyperFrame (Series B, 2024-H2)
- SimpliTaught (Founding investor)
- TransCrypts
- Stitched Insights (Series A upcoming)
- Defynance





SimpliTaught

- AI curated content
- Recommendation based on Learning Behavior
- Ecosystem for Collaboration
- Learning tools

Simpli-Degree

- Learn from any professor, anywhere, and get a degree from SimpliTaught
- SimpliTaught curriculum taught by top Educators

Simpli-Recruit

Matching student slearning behaviors and areas of interest and communication to potential employers

Educator as a Brand

- Market place for Educators
- Educator becomes a brand
- Educator becomes Accredited
- Learn from Educator not from University

ASK

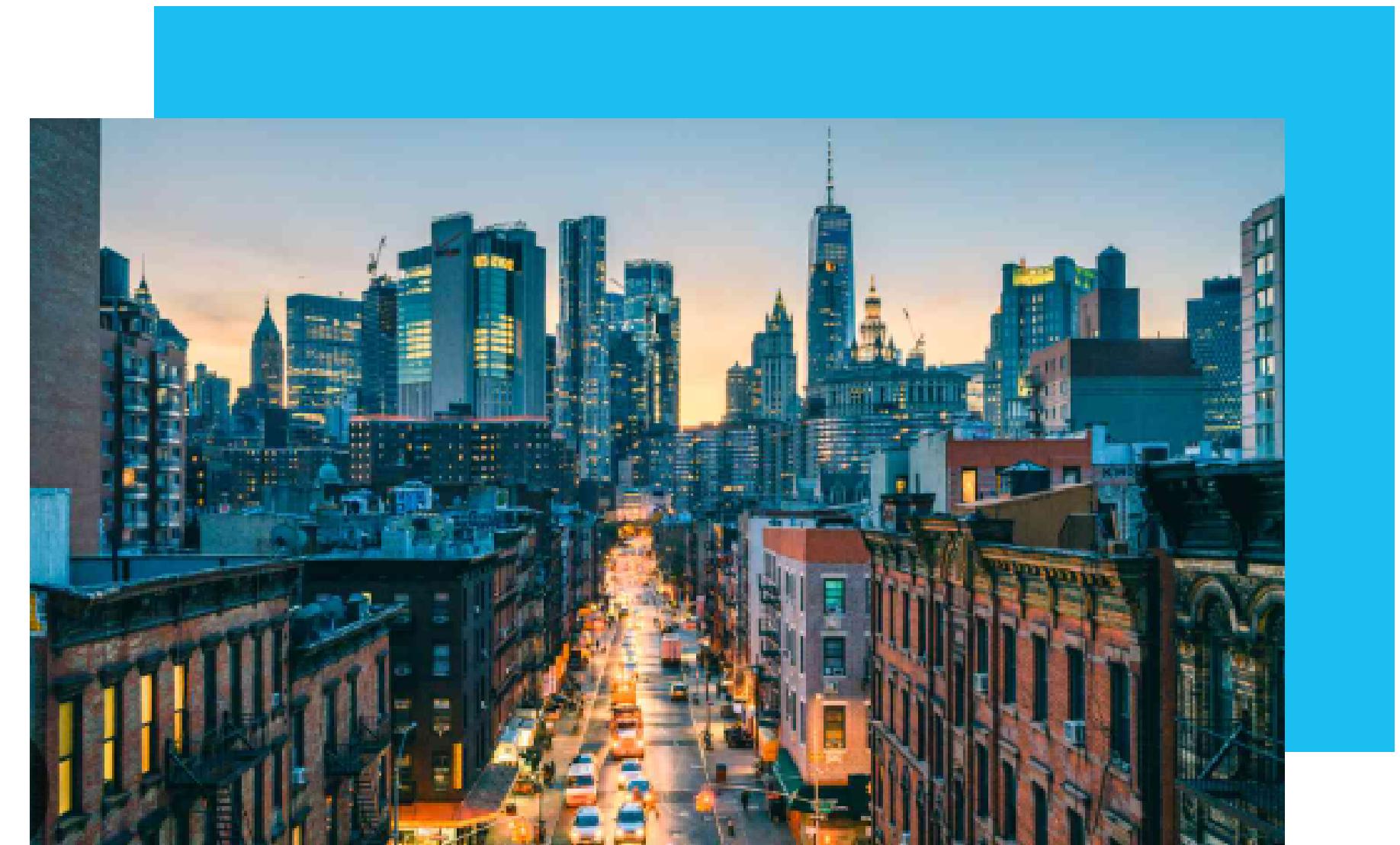
\$4.3M Pre-Seed Round (Q2 2025)

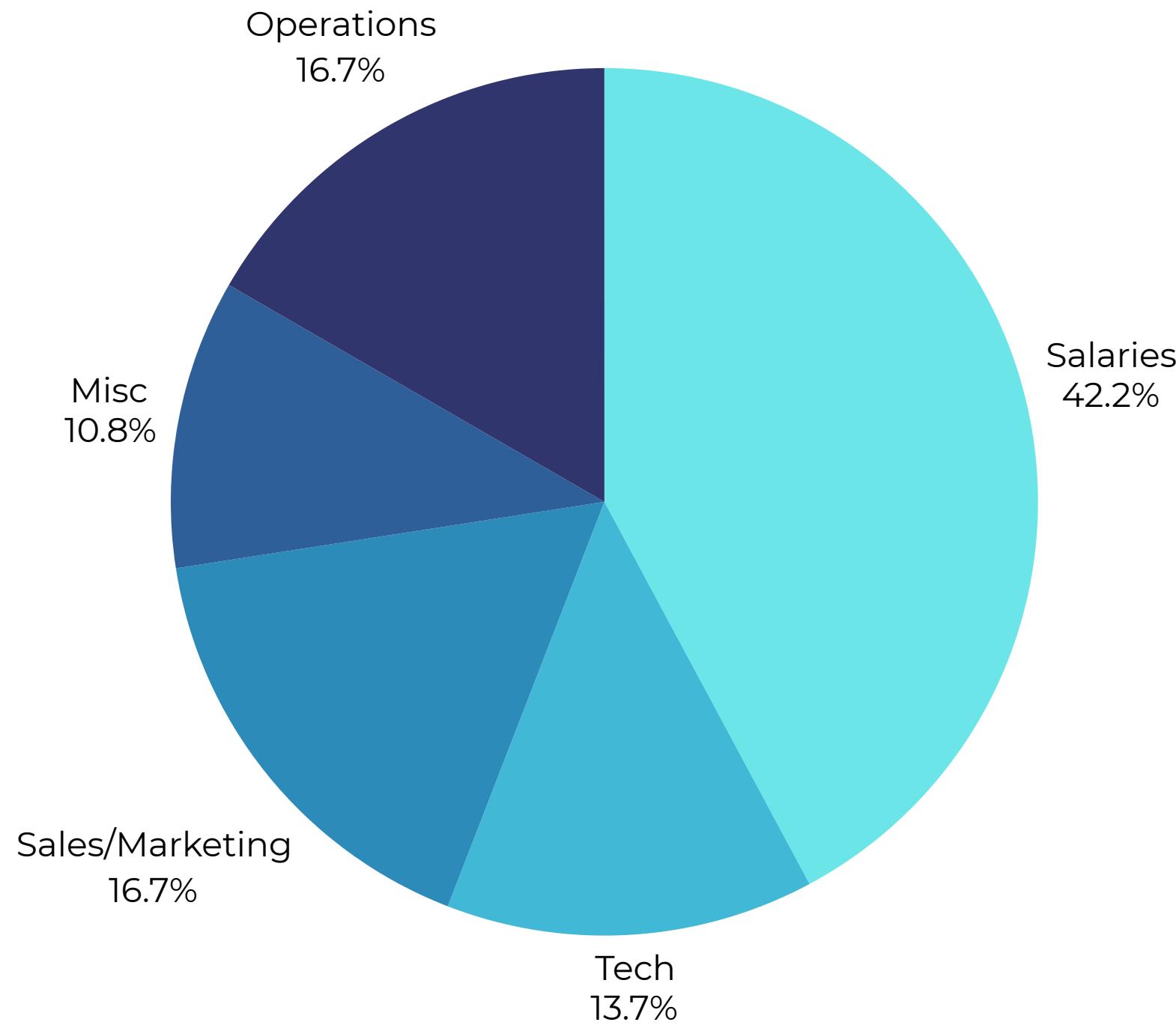
Raised to date - \$625k (SAFE)

Debt - \$118K (Founder's loan)

Terms

SAFE
\$40 million Valuation Cap
20% Discount





Focus

Onboard and scale B2B deals already signed

Hire Engineers, Data Scientists, Enterprise Sales Executives

Fuel Channel Sales

Support Multilegged engagements

Tradeshows

Channel Incentives

Develop Blockchain activity

Further develop ST coin (TAWT)

Fuel sustainability and launch activity



Additional Executive Team – US

Sales Director
Director of HR
Director of Training
Director of Operations

Dev Team – Dubai

Data Scientist (NLP/ALGO) – 4 FTE
Node JS – 2 FTE
React – 2 FTE
Python – 1 FTE
Dev Ops – 1 FTE
Testers – 3 FTE
Blockchain Development - FTE

Content Team - PK

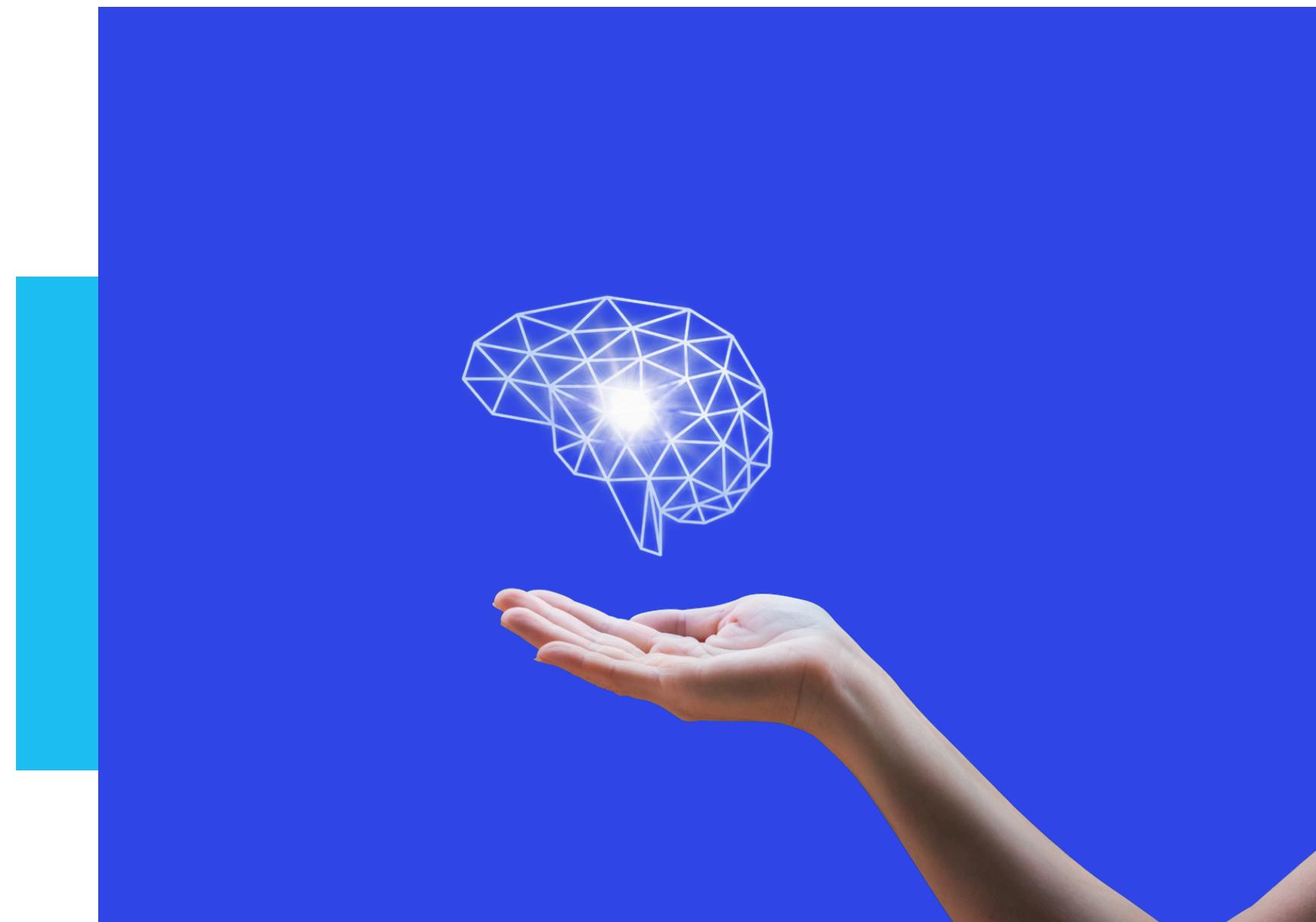
Content Managers – 15 FTE
Quality Control – 5 FTE

Things to Remember

- Educator, content, and digital resources matched to students learning behavior in an adaptive ecosystem.
- 600+ million students need help everyday
- \$315 Billion-dollar Global Market
- Experienced Team with proven success

Next Unicorns

While some EdTechs have been focused on upskilling the workforce, the next batch of Unicorns will be created by startups that use technology to support the “New Norm” for the 600+ million students globally that have been ignored for the past 70 years.



Thank you!

Contact:
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ali@simplitaught.com
www.SimpliTaught.com

