



The Project Equinox

Student to Employee Chain Platform

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Problem

- Conventional Education Systems are insufficient to prepare students/people for real life. For instance, some people struggle with issues like money management when they jump into real life.
- People spend the first 22 - 23 years of their lives as students without ties to real life. During this period, they are like a bird in a cage, that will be released into a forest in the future. How would you train a bird in a cage?
- On the other hand, many companies have difficulties in finding qualified personnel. The required qualifications of the companies and the qualifications of candidates often do not match.
- Considering all of the above, there is a problem of lack of training that meets the needs of the companies and real life.



Solution

If We know a person's features (such as a person's character type, skills, interests, goals, desires) well, we can feed them more in the direction they want and make them go beyond their limits.

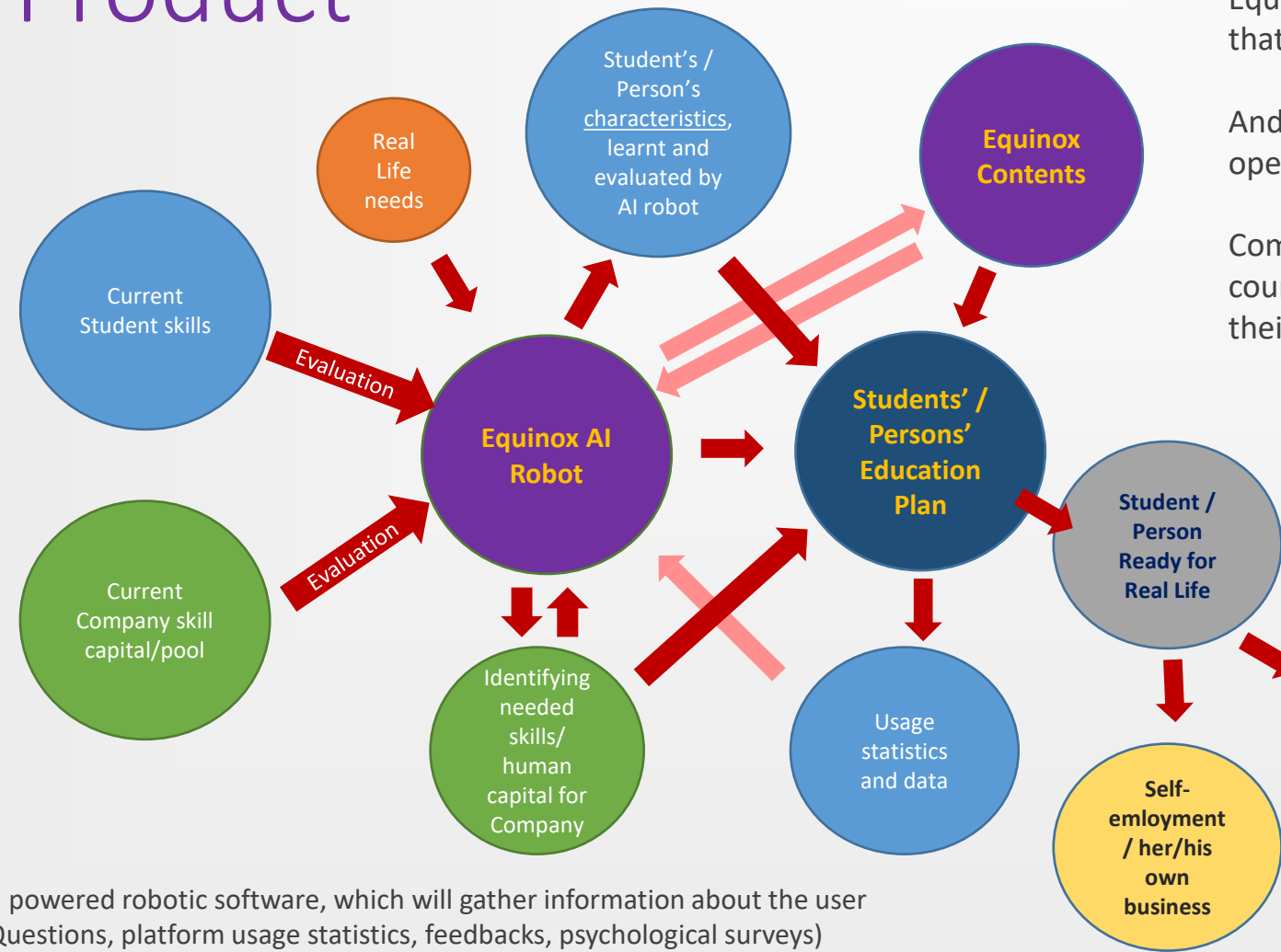
AI can help us to evaluate and know the person's characteristics. Then Equinox Platform will train them with selected and tailored content, also which is suitable for the needs of the companies.

As a result, companies will be able to recruit students/persons who have trained appropriate to the company's needs through the Equinox Platform.

- Main streams of real life:
 - Health (physical, mental, spiritual)
 - Money (a job, company related issues, self-employment, early retirement...)
 - Hard Skills (computer usage, a job related technical issues...)
 - Soft Skills (EQ, Communication...)
 - Family & Friends (mother/father, wife/husband, kids, friends...)
 - Entertainment (hobbies, hangouts, music...)



Product

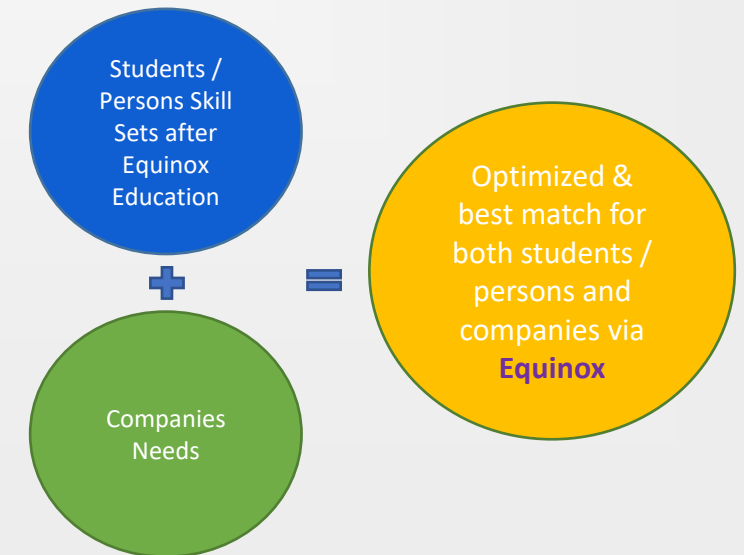


Equinox will prepare the students/persons for both a job that she/he wants and real life.

And also companies will find their best matches for their open positions.

Companies will also prepare their own education courses. Besides, They will prepare their candidates for their future positions by using Equinox.

Equinox Human Capital Management System



AI powered robotic software, which will gather information about the user (Questions, platform usage statistics, feedbacks, psychological surveys)
Contents, which are selected according to gathered information from the user (Videos, user notes, user meetings, events, book suggestions, outsource links)

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Why Equinox?

- Equinox is completely different from online education platforms (such as Coursera or Udemy). Here are the unique features of the Equinox:
 - The Equinox will create a community for people who are in professional life.
 - The Equinox uses an AI robot and statistics to create better matches and better contents.
 - The Equinox platform is not a static video learning platform, it's an interactive one that leads to users keeping focused all the time.
 - Unlike the classical education platforms, The Equinox has a unique aim which is to prepare students for real life.
 - Equinox works with companies for their open positions and competence needs of positions. So that students, after their student experience, can use their records for a job in The Platform.
 - Equinox works with companies for their current human capital. And company officers can learn skill sets and other features of their human capital. So that, they can improve their current organization for more suitable to their works/projects.



Reskilling Revolution

World Economic Forum reported that more than 1 billion lives would be changed by 2030 through Reskilling Revolution

during a gold rush, sell shovels

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Business Model

- Potential Customers: Individuals, schools (universities & high schools), Companies
- Monthly membership: ~\$10 / month fee for individuals + ~\$50 /month fee from companies
- Customer Pool: (According to our estimations)
 - English: ~200 M students (Assume that 0.05% of 200 M = 100k people will be customer)
 - Turkish: ~10 M students (Assume that 0.4% of 10 M = 40k people will be customer)
 - Russian: ~30 M students (Assume that 0.2% of 30 M = 60k people will be customer)
 - Spanish: ~50 M students (Assume that 0.2% of 50 M = 100k people will be customer)
- It's expected that ~300k students will be using the platform in 5 years.
- ~10k Companies in 5 years.
- Also this means that monthly cash generation will reach to ~USD 3.5 M in 5 years.



Team



Can Ince
CEO
Engineer



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CTO
AI Specialist



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Technical Consultant
Engineer



Çağıl Erbaş
Technical Officer
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Murat Aktürk
Finance & Strategy
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Okyanus Çam
Technical Officer
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Ali Yılmaz
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Psychologist

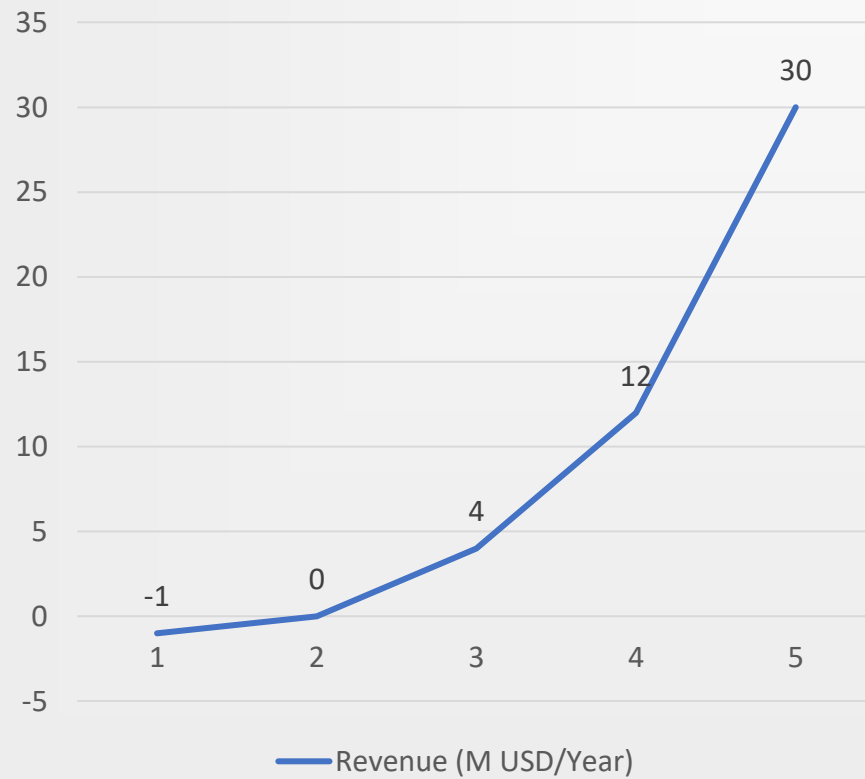


Mert Dindar
Technical Officer
Engineer

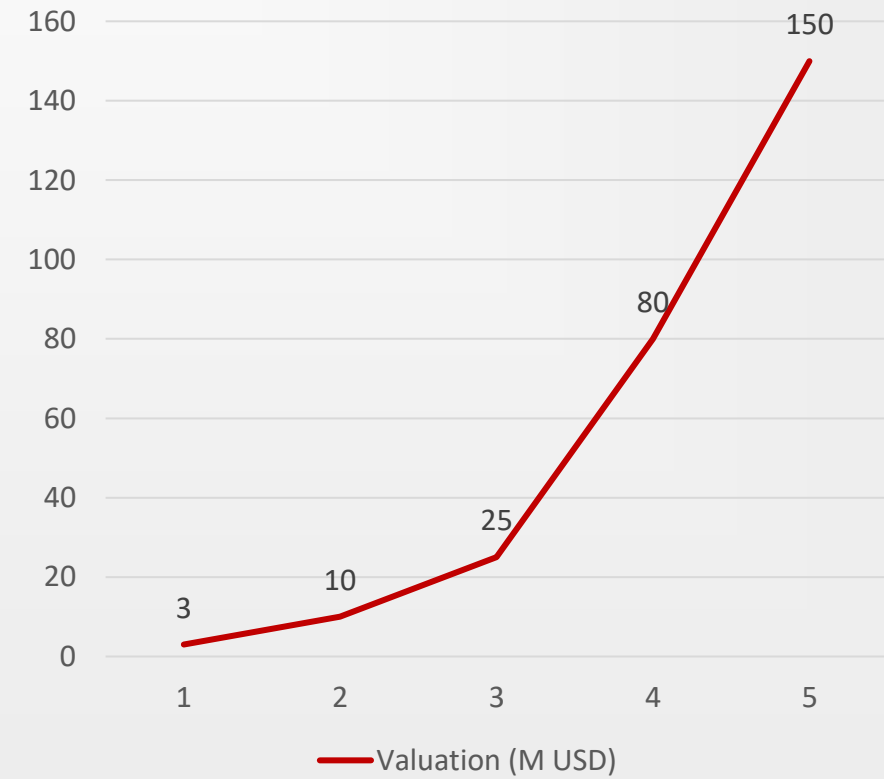


Financials

Revenue (M USD/Year)



Valuation (M USD)



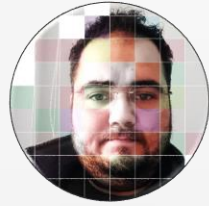


*there is only one world
and
we cannot lose even a bit of
brain power potential.*

We have to use them properly.




Contact



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