



BUSSINESS PLAN

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1 Executive Summary

Our business idea focuses on revolutionizing the traditional educational system by providing interactive and personalized learning tools to enhance student engagement and understanding. Through our innovative tools such as Gesture Maths, Car Math games, and Story Creation Mind Fusion, we aim to make learning fun and exciting for students. Our solution combines adaptive gameplay with interactive storytelling, offering a unique and engaging learning experience that sets us apart from conventional educational tools.

1.1 Mission Statement

To transform the way students learn by providing interactive and personalized educational tools that enhance engagement and understanding.

1.2 Competitive Advantage Overview

Our competitive advantage lies in the unique combination of interactive gameplay and storytelling in our educational tools, offering a one-of-a-kind learning experience for students. Additionally, our focus on personalization and engagement sets us apart from traditional educational tools.

1.3 Company Goals

Our primary goal is to become a leading provider of interactive and personalized educational tools, making a significant impact on student learning outcomes. We aim to continuously innovate and improve our products to meet the evolving needs of the education sector.

2 Market Opportunity

Traditional means often make learning dull. Students struggle with motivation and understanding. We need interactive tools that make edu fun & personalized to keep student engaged & enhance learning. Our tools offer interactive learning Gesture Maths & Car math games, while Story Creation Mind Fusion makes English and science thrilling through dynamic storytelling. Our solution combines adaptive gameplay with interactive storytelling, offering a highly engaging and personalized learning experience that stands out from conventional educational tools. SeeSaw and Prodigy (containing story idea only) We sell our system as an ERP solution for education, offering interactive tools like gesture based games and dynamic storytelling. Revenue comes from licensing and subscription fees for institutions.

2.1 Current Market Share

- Limited competition in the market offering a comprehensive ERP solution for education with interactive tools.
- Opportunity to capture a significant market share by providing a unique and engaging learning experience.

2.2 Trends in the Industry and Consumer Behavior

- Increasing demand for personalized and interactive learning solutions.
- Shift towards digital learning tools and gamified educational content.
- Emphasis on adaptive learning and storytelling in educational settings.

2.3 Identifying the Gap

- Lack of comprehensive ERP solutions in the education sector that integrate interactive tools and dynamic storytelling.
- Existing educational tools are often static and fail to engage students effectively.

2.4 Filling the Gap

- Our solution offers a unique combination of interactive gameplay and storytelling to enhance learning outcomes.
- By providing a personalized and engaging learning experience, we aim to revolutionize the way students interact with educational content.

3 Competitive Landscape

Our solution aims to revolutionize the educational sector by providing interactive and personalized learning tools. To understand our position in the market and how we can stand out, we need to analyze our competitors and industry trends.

3.1 Top Competitors

- SeeSaw: Offers a similar interactive learning platform but focuses more on digital portfolios and parent communication.
- Prodigy: Provides educational games but lacks the dynamic storytelling element that we offer.

3.2 Industry Trends

- Increasing demand for personalized learning experiences.
- Growing popularity of interactive educational tools.
- Emphasis on gamification in education to enhance engagement.

4 Target Audiences Summary

Our target audience for our interactive educational tools consists of students, teachers, and educational institutions. Here is a detailed breakdown of our target audiences:

4.1 Students

- Demographics: Age range from 6-12.
- Psychographics: Desire for engaging and personalized learning experiences, interest in interactive games and storytelling.
- Value Proposition: Our tools offer a fun and interactive way to learn, keeping students engaged and enhancing their understanding of various subjects.

4.2 Teachers

- Demographics: Educators working in primary and secondary schools. - Psychographics: Desire for effective teaching tools, interest in innovative educational solutions. - Value Proposition: Our tools provide teachers with interactive resources to make learning more engaging and personalized for their students.

4.3 Educational Institutions

- Demographics: Schools and educational organizations. - Psychographics: Focus on providing quality education, interest in adopting modern teaching methods. - Value Proposition: Our system offers an ERP solution for education, providing interactive tools like gesture-based games and dynamic storytelling to enhance the learning experience for students.

5 Marketing Strategy

Our marketing strategy focuses on acquiring new customers by positioning our brand as a leader in interactive and personalized educational tools.

5.1 Brand Positioning Vision

We aim to cultivate a brand image that is synonymous with engaging and effective learning experiences. By offering interactive tools like Gesture Maths and Car Math games, as well as Story Creation Mind Fusion, we differentiate ourselves from traditional educational tools and highlight our commitment to personalized learning.

5.2 Metrics for Success

We will measure success based on customer acquisition rates, subscription renewal rates, and customer feedback on the effectiveness of our tools. Additionally, we will track website traffic, conversion rates, and social media engagement to gauge brand awareness and reach.

6 Key Features

Our interactive educational tools offer a personalized and engaging learning experience for students, making education fun and dynamic.

6.1 Gesture Maths & Car Math Games

- Interactive learning games that make math fun and engaging - Helps students improve their math skills through gameplay

6.2 Story Creation Mind Fusion

- Combines English and science learning through dynamic storytelling - Enhances student engagement and understanding of complex subjects

6.3 ERP Solution for Education

- Offers a comprehensive educational platform with interactive tools - Includes gesture-based games and interactive storytelling for a personalized learning experience

7 Pricing & Revenue

Our pricing strategy is designed to offer competitive rates while ensuring profitability for our business. We have carefully analyzed the market and our costs to come up with a pricing breakdown that reflects the value of our products and services.