



TangiGuru

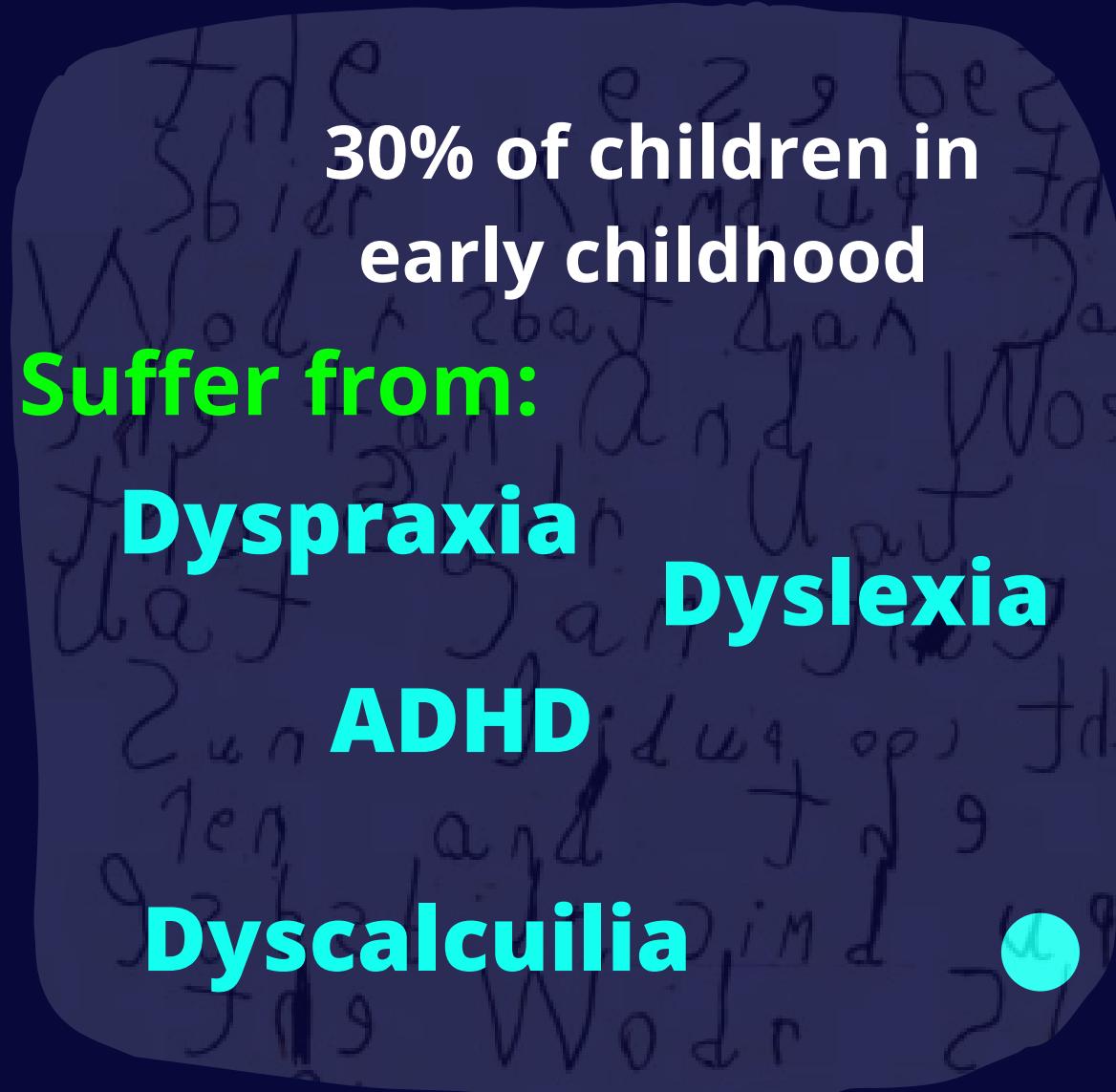
A Tangible E-Learning Solution

"Learning is not attained by chance; it must be sought for with ardor and attended to with diligence."



Why TangiGuru?

Children with disorders are substantially less likely to have foundational reading and numeracy skills than children without disabilities.



- Learning disabilities generally occur in young age which are usually not noticed until the child reaches school age and becomes lifelong conditions.
- Tangible interactions offer school age children certain affordances for action based learning.



Seen, Counted, Included: Using data to shed light on the well-being of children with disabilities - UNICEF DATA
https://www.researchgate.net/publication/228959029_Tangibles_Five_Properties_to_Consider_for_Children

What is TangiGuru?

Dynamic tangible cubes with a child friendly web application to provide interactive and compelling learning experience.



Interactive tangible objects to perform learning activities.



IOT enabled with real time triggers



Learning activities to aid the children to overcome the learning disorders.



Automated guidance and evaluation.



Behavioral based suggestions for learning activities.

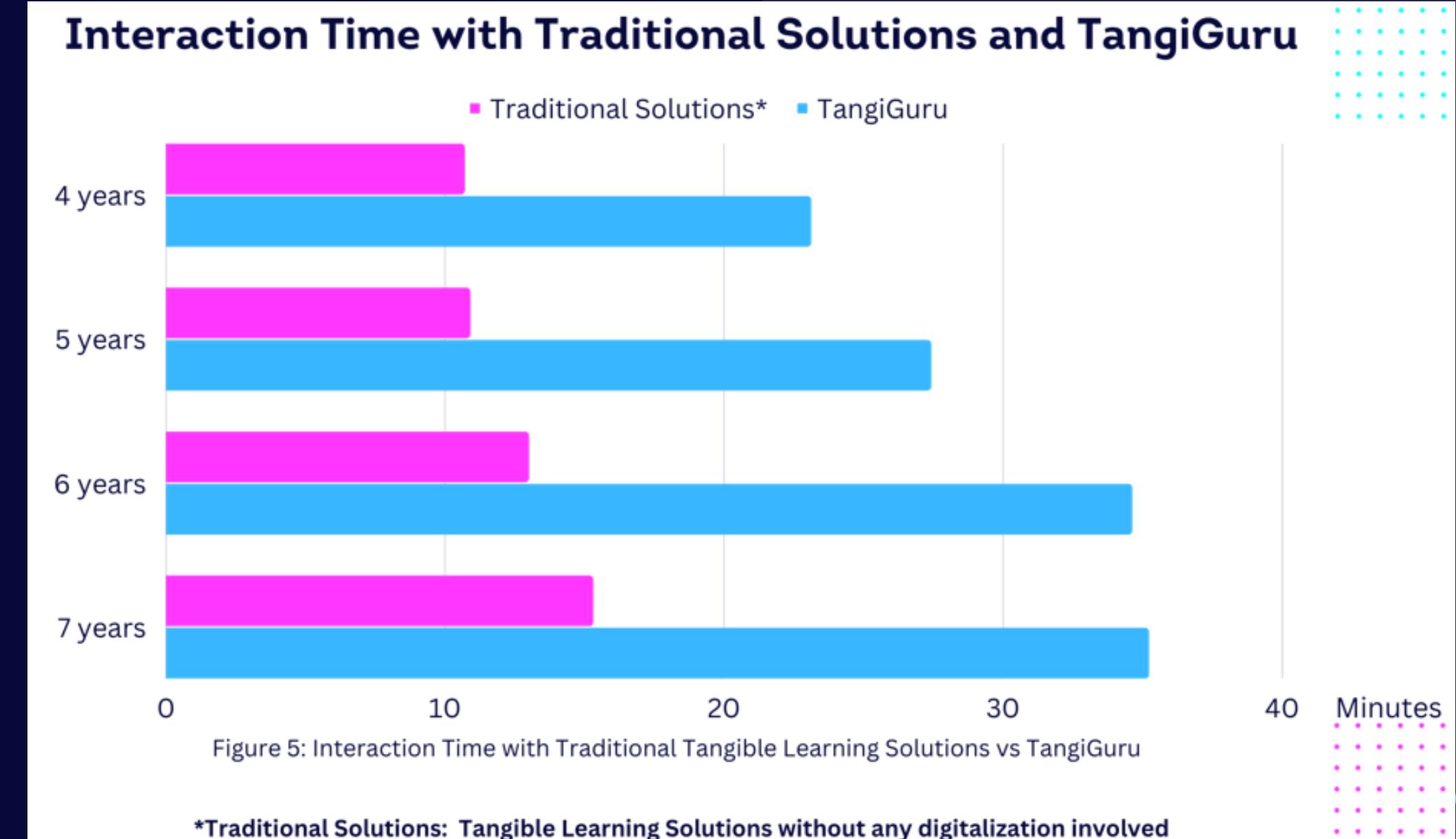


Whom we are targeting?



User Persona

- 4 - 7 years old.
- Starting their journey to learn.
- Who have learning disorders.



To increase the focus to the learning activities in order to enhance the literacy and numeracy skills in students with learning disorders.



Market Validation

TangiGuru can help the children to develop thier early childhood

739M Students
Enrolled in primary education worldwide

Total Addressable Market

Service Addressable Market

300M Students
Children 4 - 7 years

90M Students
Children who have learning disorders

Share of the market



Pricing & Plan

Basic
FREE

PRIMITIVE LEARNING ACTIVITIES

LIFETIME*

Standard
\$2.99

PRIMITIVE LEARNING ACTIVITIES

ADDITIONAL LEARNING & PLAYING ACTIVITIES EACH MONTH

PER MONTH

Pro
\$3.49

PRIMITIVE LEARNING ACTIVITIES

ADDITIONAL LEARNING & PLAYING ACTIVITIES EACH MONTH

LEARNING ANALYTICS

PER MONTH

Individual Plans

Kit is just for US\$ 125

Buy 1 Additional Cube for
15\$

Enterprise Plans

Micro
\$39.99

SHOULD BUY MINIMUM 20 KITS AT US\$ 120 PER EACH

UP TO 100 USERS

NEW LEARNING & PLAYING ACTIVITIES EACH MONTH

LEARNING ANALYTICS

PER USER/YEAR

Medium
\$34.99

SHOULD BUY MINIMUM 50 KITS AT US\$ 110 PER EACH

UP TO 250 USERS

NEW LEARNING & PLAYING ACTIVITIES EACH MONTH

LEARNING ANALYTICS

PER USER/YEAR

Mega
\$24.99

SHOULD BUY MINIMUM 200 KITS AT US\$ 100 PER EACH

UP TO 1000 USERS

NEW LEARNING & PLAYING ACTIVITIES EACH MONTH

LEARNING ANALYTICS

PER USER/YEAR

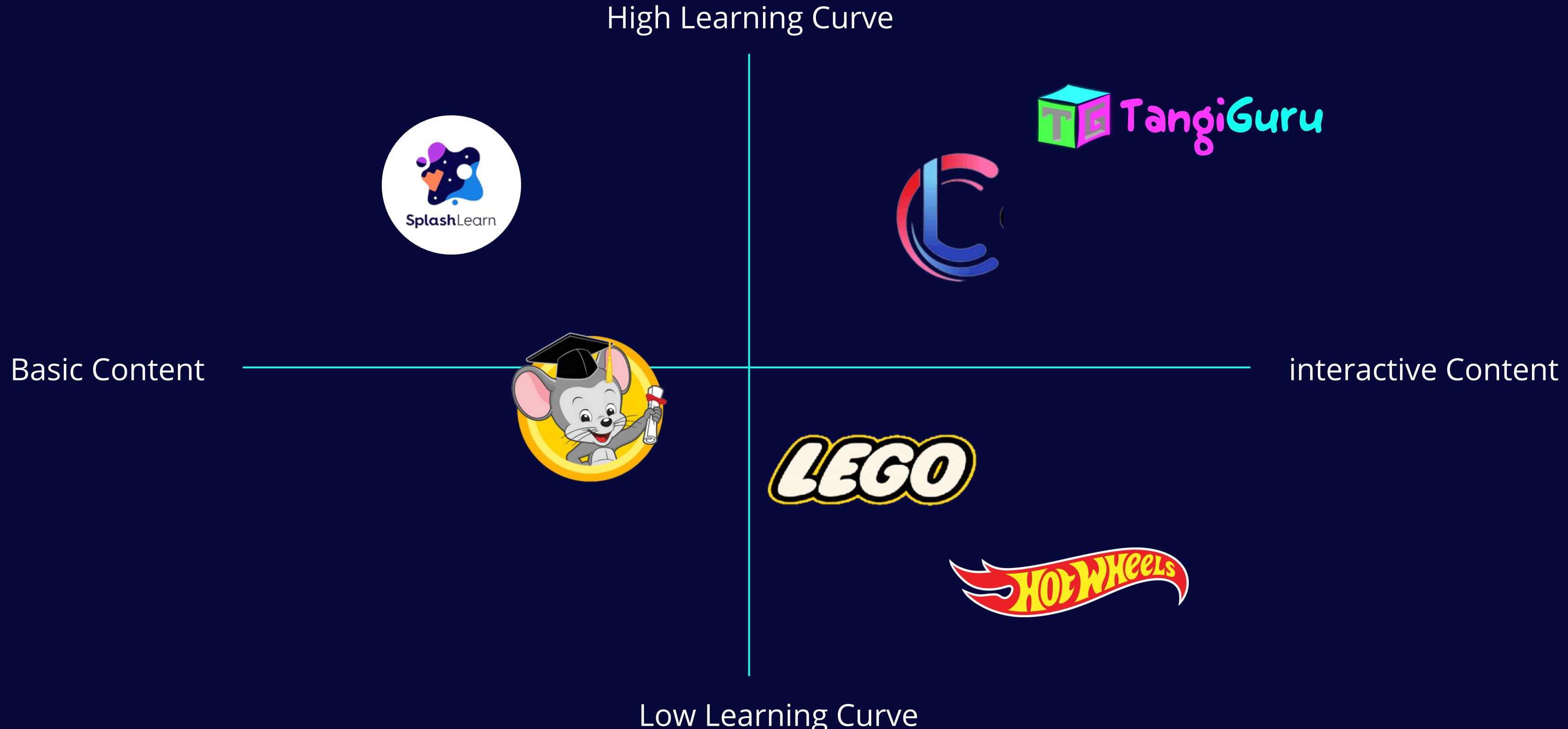
Go to Market

- Leverage existing networks
 - Social media campaign
 - Facebook
 - Twitter
 - Instagram
 - Whatsapp
 - Web-based products and service marketing
 - impressions per post
 - click-through rates
 - Providing excellent customer service before and after-sales



Competitive Landscape

Players are focused on content delivery rather than content learning.



Roadmap

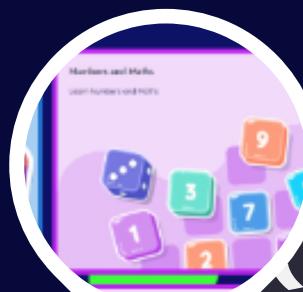
1) Ideation



2) Prototyping



3) E-learning Application



4) Testing



5) Production Level of the Cubes and App



6) Behavioral Based Activities





Thank You!