

TangiGuru : A Tangible E-Learning Solution



sales.tangiguru.studio

Problem Statement

There are children who have learning disorders unable to continue their education!

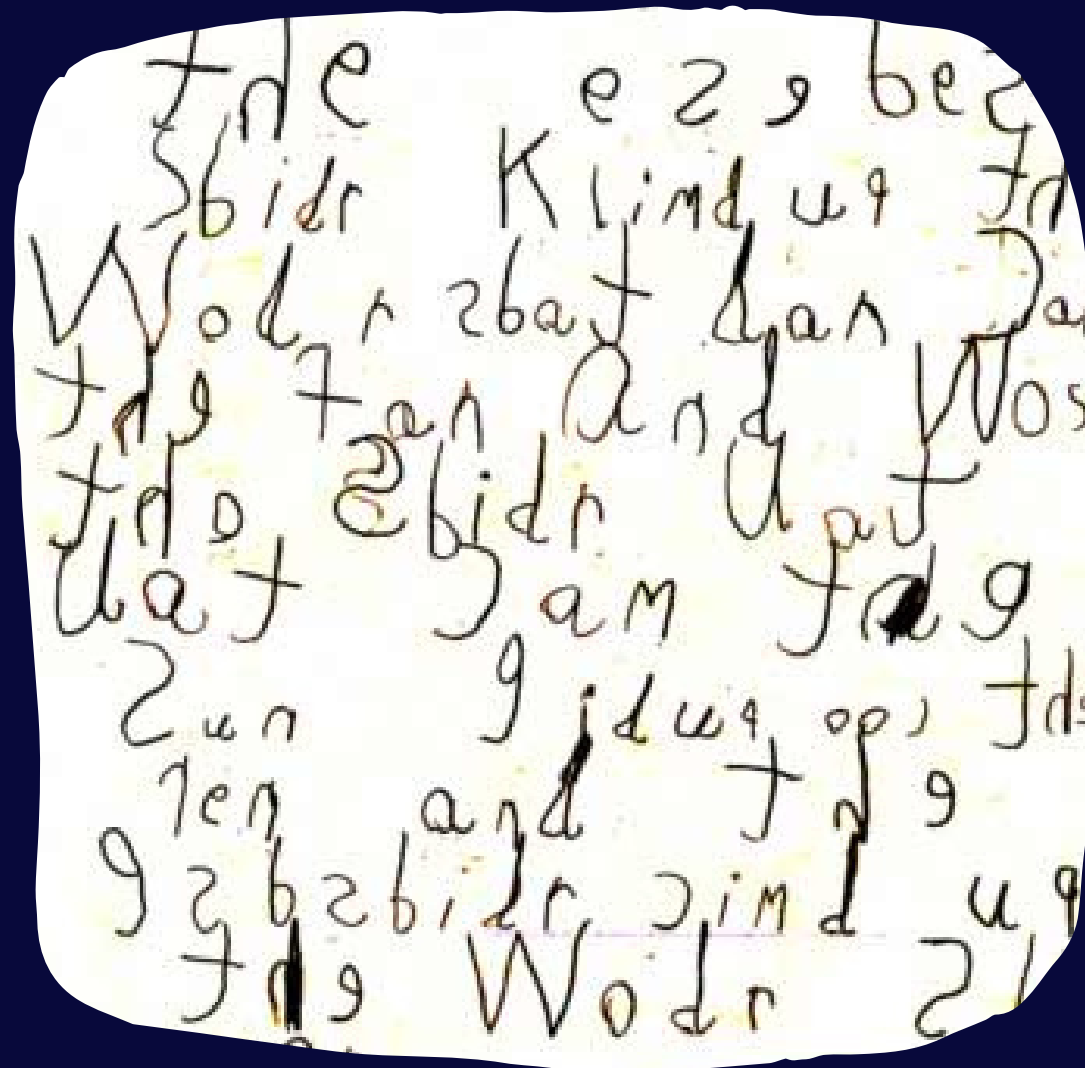
30% of children in early childhood
Suffer from:

Dyspraxia

ADHD

Dyscalculia

90 million



User Persona

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



From previous research work, it was found that use of tangibles truly beneficial for children's who have learning disabilities.

Impact



We will have a generation who doesn't have any learning disorders and continue thier journey to learn.

Roadmap

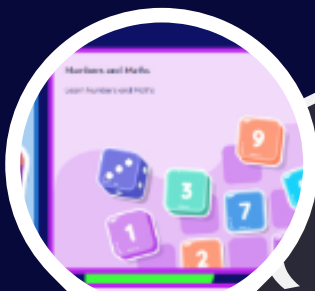
1) Ideation



2) Prototyping



3) E-learning Application



4) Testing



5) Production Level of the cubes and app



6) Behavioral Based activities



Market Validation

TangiGuru can help the children to develop thier early childhood

739M Students

enrolled in Primary education worldwide

Total Adresseble
Market

Service Adresseble
Market

300 Million Students

Children 4 - 7 years

90 Million Students

Children who have learning disorders

Share of the market



The Product

We wanted to create an interactive, easy to use fun product with tangibles.



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.



Prize Plans

Basic FREE	Standard \$2.99	Pro \$3.49
PRIMITIVE LEARNING ACTIVITIES	PRIMITIVE LEARNING ACTIVITIES ADDITIONAL LEARNING & PLAYING ACTIVITIES EACH MONTH	PRIMITIVE LEARNING ACTIVITIES ADDITIONAL LEARNING & PLAYING ACTIVITIES EACH MONTH LEARNING ANALYTICS
LIFETIME*	PER MONTH	PER MONTH

Individual Plans

Kit is just for US\$ 125

Buy 1 Additional Cube for
15\$

Enterprise Plans

Micro \$39.99	Medium \$34.99	Mega \$24.99
SHOULD BUY MINIMUM 20 KITS AT US\$ 120 PER EACH	SHOULD BUY MINIMUM 50 KITS AT US\$ 110 PER EACH	SHOULD BUY MINIMUM 200 KITS AT US\$ 100 PER EACH
UP TO 100 USERS	UP TO 250 USERS	UP TO 1000 USERS
NEW LEARNING & PLAYING ACTIVITIES EACH MONTH LEARNING ANALYTICS	NEW LEARNING & PLAYING ACTIVITIES EACH MONTH LEARNING ANALYTICS	NEW LEARNING & PLAYING ACTIVITIES EACH MONTH LEARNING ANALYTICS
PER USER/YEAR	PER USER/YEAR	PER USER/YEAR

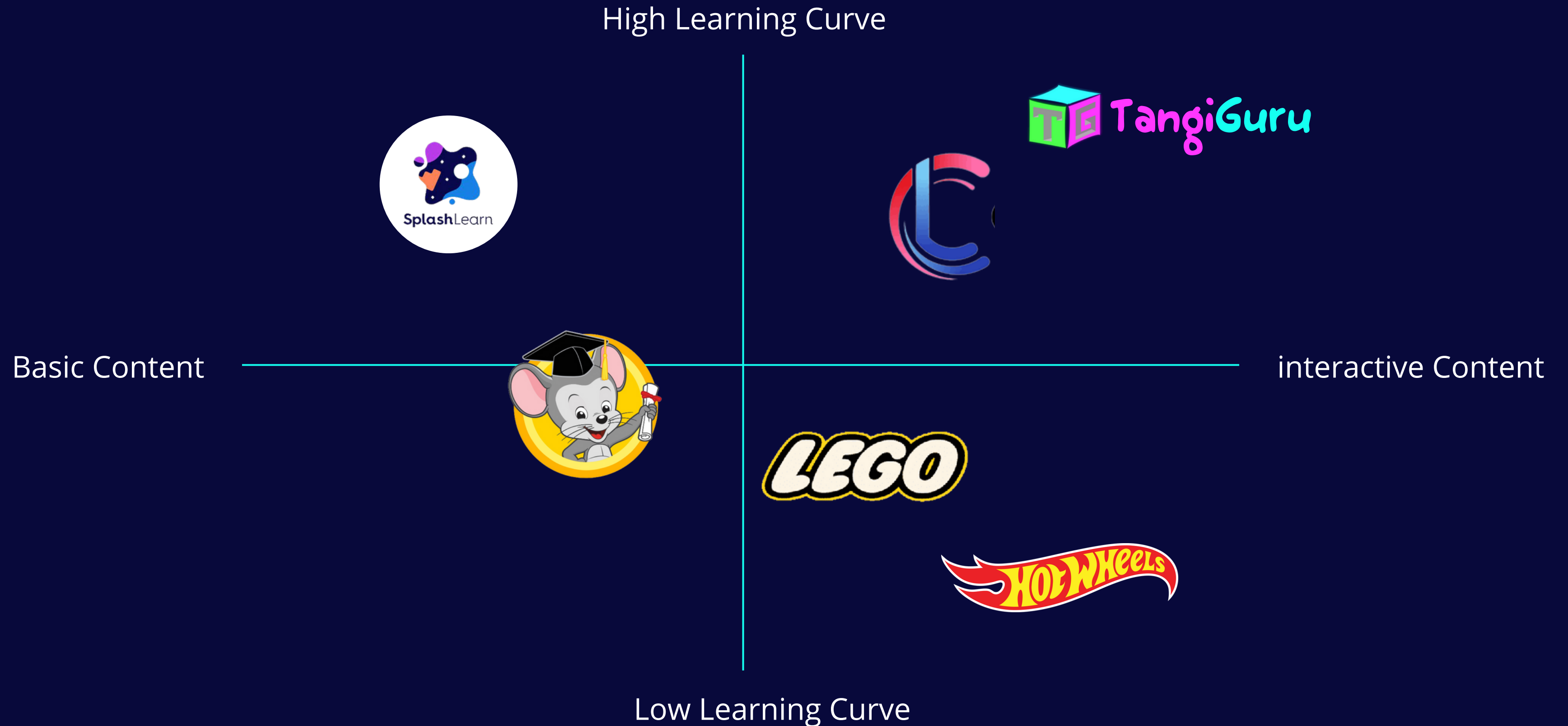
Go to Market

We will be using aggressive social media campaigns and influencer marketing



Competitive Landscape

Players are focused on content delivery rather than content learning.





Thank You!