TangiGuru

TangiGuru : A Tangible Learning Solution

www.tangiguru.studio

The activities that a child can perform is limited with a static playing kit.
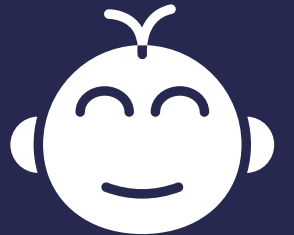
60%+ Higher levels of motivation to perform activities using digital devices rather than toys

Children loose interest in playing with traditional learning toys within an average of **36 days**

User Persona

- 4 - 7 years old
- Starting their journey to learn.
- Using digital devices to do learning activites.
- Using tangible objects to perfrom activities.

From previous research work, it was found that use of tangibles truly beneficial for children's acquisition of knowledge

TangiGuru can help the children to develop thier early childhood

739M Students

enrolled in Primary education worldwide

Total Addresseble Market

Service Addresseble Market

1.7 Million Students

enrolled in Primary education Sri Lanka

100K Students

who are enrolled in Primary education in Colombo and other Urban Areas

Share of the market

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

Tangible objects to perfrom learning activities.

IOT enabled with real time triggers

Learning activities based on letters, colors, numbers, and shapes
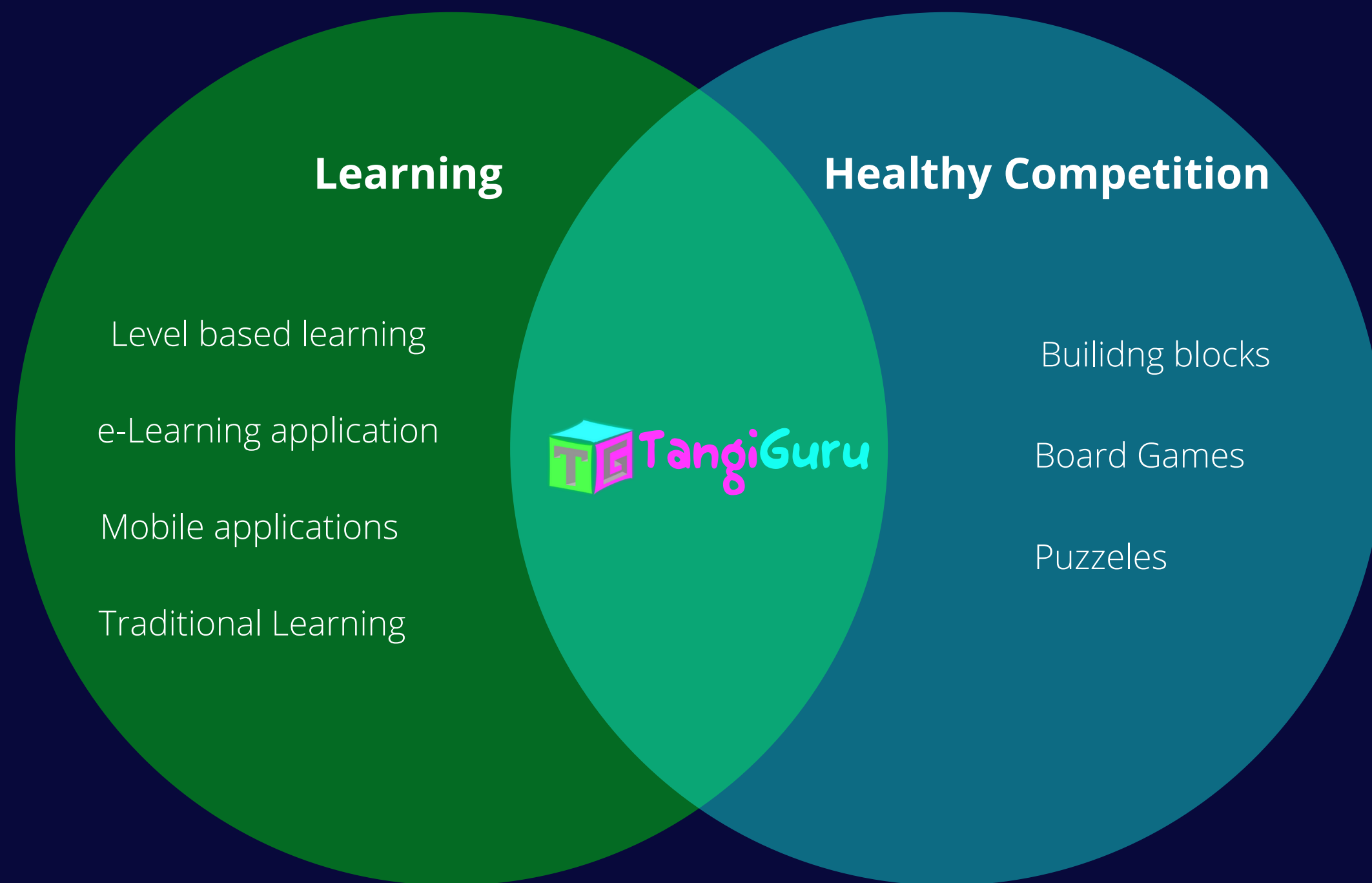
Automated evaluation after and activity is perfromed.

Child friendly design to help the child to perrfrom

Revenue Model

Affordable packages to cater your all needs!

Basic Plan

- TangiGuru kit USD 70 (LKR 25,000) - One-time Cost
- No monthly/yearly subscription plans.

- Basic activities only,
- Premium activities need to be purchased separately.
- Automated guidance and evaluation,

Premium Plan

- TangiGuru kit USD 70 (LKR 25,000) - One-time Cost.
- Monthly subscription plan for learning activities.

- Can be upgraded from Basic Plan.
- Full access to all activities including free updates.
- Automated guidance and evaluation,
- Access to learning Analytics for the parents.

2$/Month
(750 LKR)

Enterprise Plan

- TangiGuru kits 50$ (LKR 20,000) each; min. 30 units - One-time Cost.
- Yearly subscription plan.

- Full access to all activities with new updates.
- Automated guidance & evaluation
- Access to learning analytics to the organization.
- Centralized management for the organization with shared usability of kits.

300$/ Yearly
(100,000 LKR)
+ USD 0.75 (LKR 250) per each additional kit

Go to Market

Use a multi-prolonged approach to reach the customers

Individual Model

For Basic and Premium Subscription plans.
- Aggressive Social media campaigns.
- Work with influencers to create awareness.
- Rewards for referrals
- Launch promotional campaigns at children's events at preschools and primary schools.
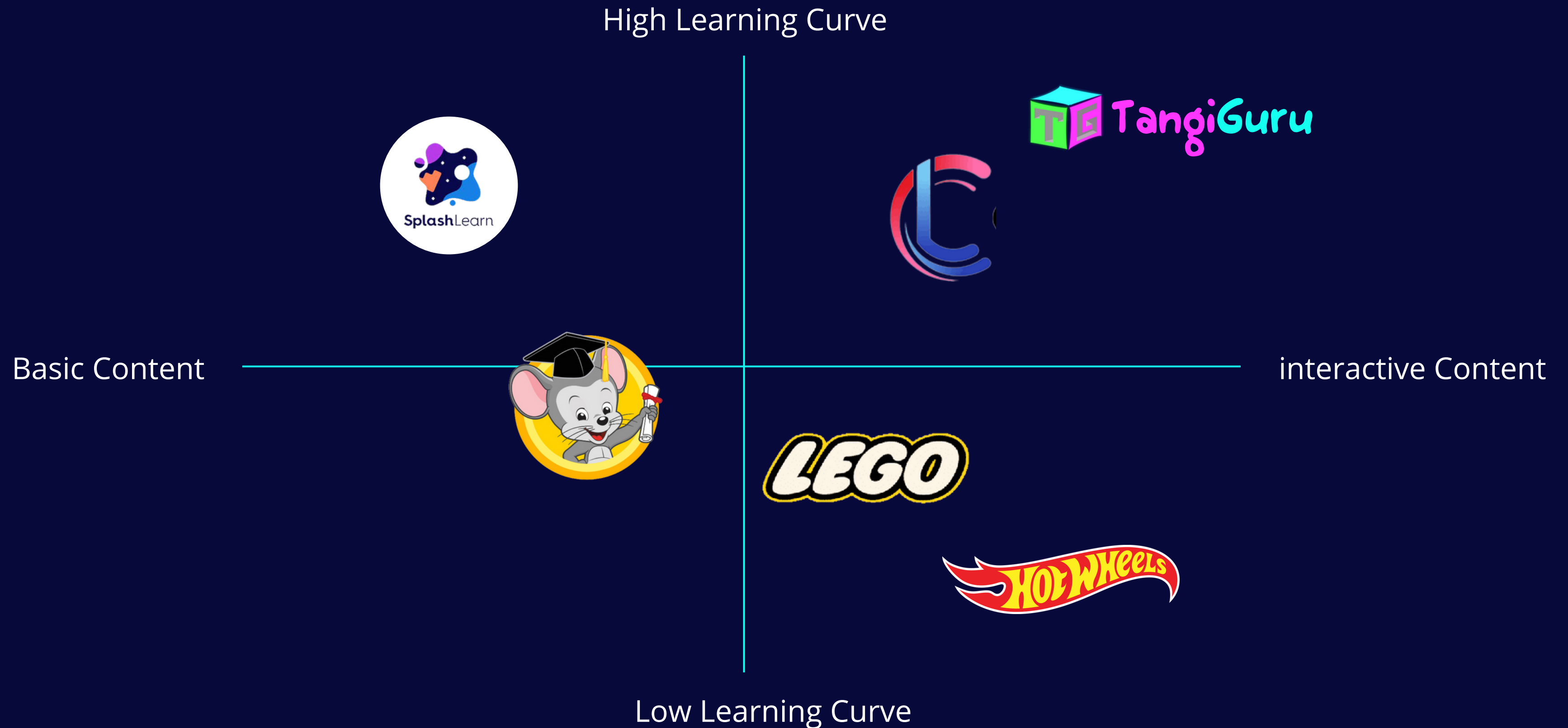
Enterprise Model

For Enterprise subscription plan.
- Reach and pitch the product to potential preschools and primary schools
- Offer a 1-month free trial with a money-back guarantee.

Competitve Landscape

Players are focused on content delivery rather than content learning.

High Learning Curve
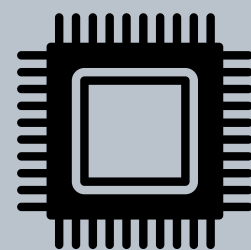

Basic Content

interactive Content

Low Learning Curve

Technologies Used

HTML/CSS/Angular/Type Script
Web Application

Spring Boot/Firebase RTDB
Back-End

Wi-Fi/ HTTP
Communication

ESP-32/ OLED/LED
Tangi Cube
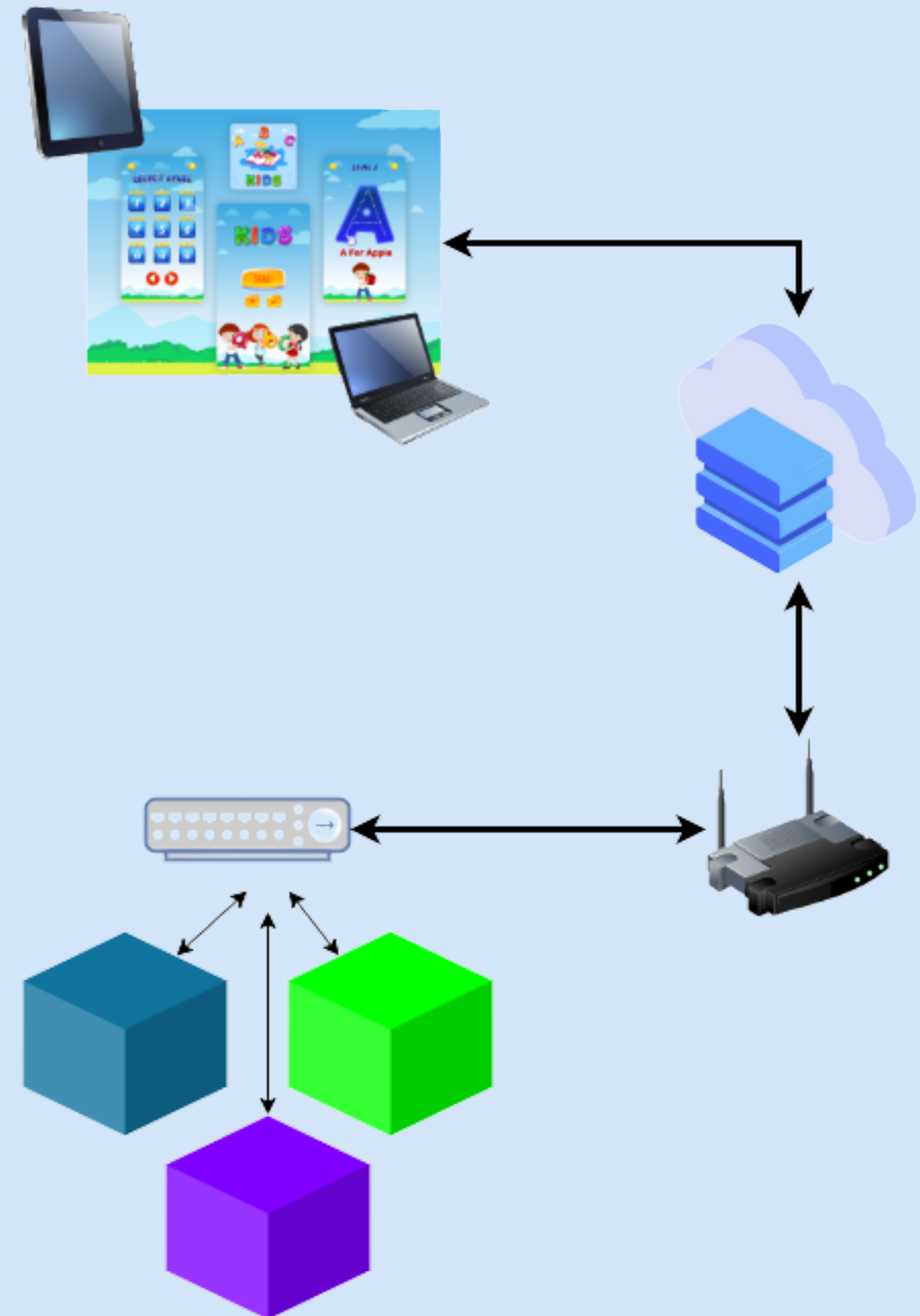
Financial Forecast

	3M YE 2022	2023	2024
Revenue	-	9000 $	13000 $
-Basic Package	-	1000 $	2000 $
-Premium Package	-	3000 $	4000 $
-Organization Package	-	5000 $	7000 $
Direct Costs	4285 $	6428 $	9000 $
Gross Profit	1714 $	2572 $	4000 $
Indirect Costs	1142 $	800 $	1000 $
Net Profit	571 $	1172 $	3000 $

We are expecting a positive cash flow by the end of 2024

Development Team

Thiwanka Cholitha
Hardware and Backend
Algorithms Developer/ UI design

Lakisuru Semasinghe
Networking and Cloud
Infrastructure Developer