



M-Smart Solutions Company

Done By:

Maha Burham Dwaima

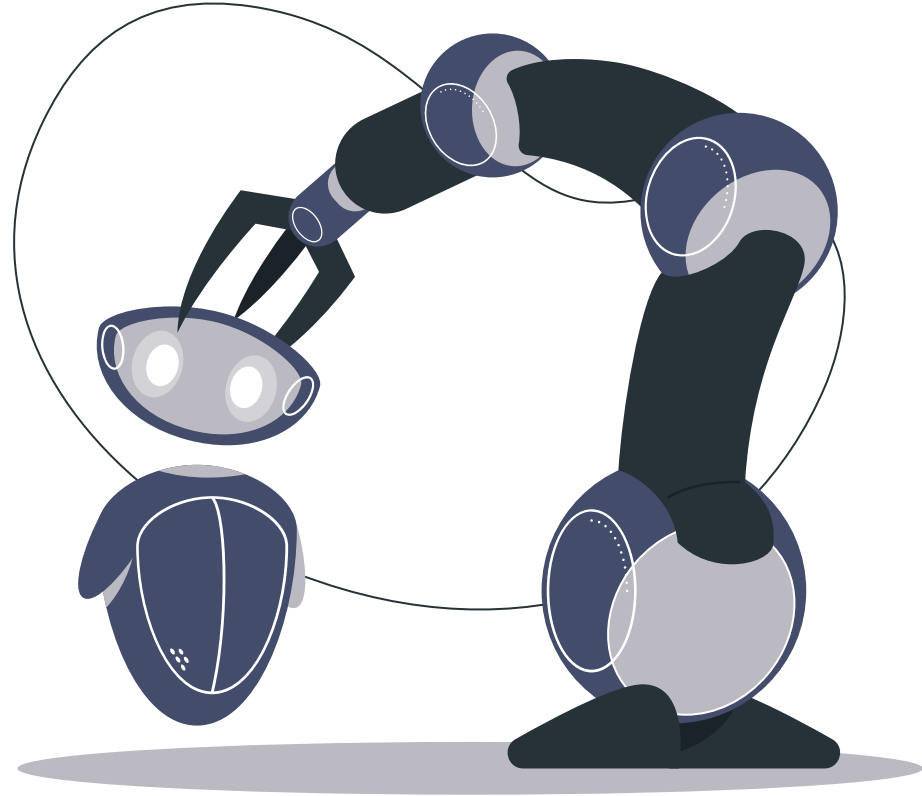


Table of Contents

1

The Company

Product, problems and solutions

2

Market Opportunity

The huge market opportunity for educational robotics

3

Product

The most important products available

4

Competitive Landscape

Competitive landscape analysis of Amazon, Hackernon, M-Smart Solutions Company and Barnes & Noble

5

Business Model

The business model described for M-Smart Solutions Company.

6

Financial Projection

M-Smart Solutions Company can increase its chances of success and achieve its financial goals.

7

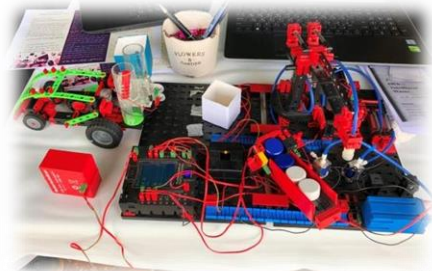
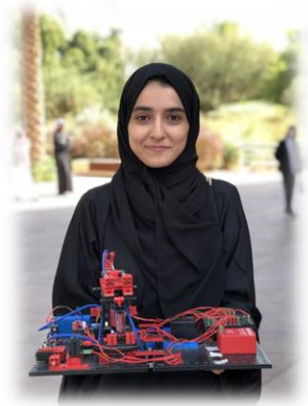
Growth Strategy

Implement a growth strategy that help M-Smart Solutions Company to achieve its long-term goals.

Managing Director

Maha Burham Kamel Dwaima

- Robotics and programming innovating and programming a robot for the FRC National competition at the University of Dubai in the United Arab Emirates.
- Software developer from Islamic University of Gaza.
- Training more than 30 schools in Al Ain city in the United Arab Emirates on how to manufacture robots for the FischerTechnik Company.



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Introduction

FischerTechnik is a great way for children to learn about STEM subjects and develop their creativity.





1

The Company

- The company products
- The problem
- The Solutions

About The Company

M-Smart Solutions Company is a leading provider of educational bags and DIY project kits in the Middle East. We offer a wide variety of products that are designed to appeal to children and youth of all ages and interests. Our products are made from high-quality materials and are designed to be durable and long-lasting. We also offer a variety of educational resources and support to help parents and teachers get the most out of our products. We are committed to providing our customers with the best possible experience and we offer a satisfaction guarantee on all of our products.



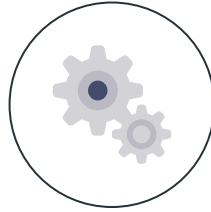
The Problems



Problem 1

Lack of access to technology:

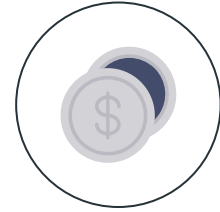
Not all children have equal access to technology, especially in underprivileged communities. This can make it difficult for them to learn about robotics and modern technologies.



Problem 2

Lack of qualified teachers:

There is a shortage of qualified teachers who can effectively teach robotics and modern technologies. This is especially true in underprivileged communities.



Problem 3

Cost: Robotics and modern technologies can be expensive, which can make it difficult for some families to afford them.

The Solutions



What Makes the Proposed Solution Innovative?

- I encouraged the children to actively engage with technology and robotics. By providing them with practical experiences and opportunities to experiment and tinker, This came in the context of fosters a deeper understanding of the subject matter and encourages creativity and problem-solving skills.
- I supported children by explain the modern technologies at a young age, the aims of the project was to cultivate their interest and passion for the field. This early exposure helps children develop a solid foundation and prepares them for more advanced concepts and applications as they progress in their education.
- Training students in schools
- Organizing seasonal training camps

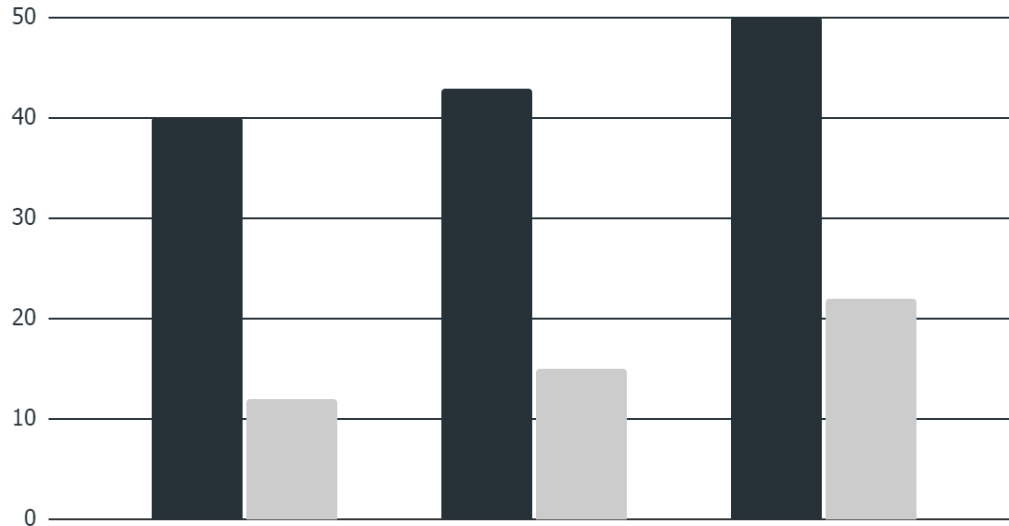


2 Market Opportunity

- Serviceable addressable market

Market Opportunity

The serviceable addressable market (SAM) for M-Smart Solutions Company is the total number of potential customers that the company can reach with its products or services. The SAM is calculated by taking the total addressable market (TAM) and subtracting the number of customers that are already being served by competitors.



M-Smart Solutions Company has 40 customers and sales of \$12,000, then the company's average sale per customer is \$300. This is a reasonable average sale per customer. The company can maintain this average sale per customer over a long period of time.

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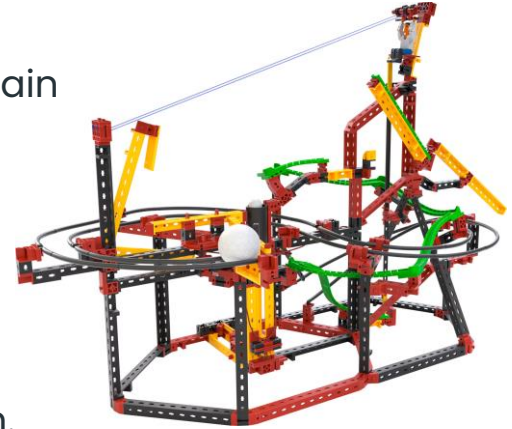
Product

- FischerTechnik Funny Reactions
- Bluetooth Smart Beginner Set Kit
- FischerTechnik Funny Machines kit



FischerTechnik Funny Reactions

- It is a construction kit that allows children to build their own chain reaction models.
- The kit includes over 650 pieces, and it is suitable for children aged 8 and above.
- The Funny Reactions kit includes three different models that children can build: a ball shooter, a catapult, and a marble run. Children can also use the pieces to create their own custom chain reaction models.
- The Funny Reactions kit is a great way for children to learn about engineering and mechanics. It is also a lot of fun, and it can help children develop their creativity and problem-solving skills.



Bluetooth Smart Beginner Set Kit

- It is a complete beginner set for children of 8 years and over.
- It includes over 380 pieces that can be used to create 12 different models.
- The models include a hand dryer, carousel, level crossing, conveyor belt with stamping machine, and mobile caterpillar machine.
- The kit also includes a BT Smart Controller, ROBO Pro Light software, and comprehensive instructions.
- The BT Smart Controller allows children to program the models using a computer or tablet.
- The ROBO Pro Light software makes it easy for children to learn how to program the models.
- The kit is a great way for children to learn about engineering, mechanics, and programming.



FischerTechnik Funny Machines kit

- It is a construction kit that allows children to build their own chain reaction models.
- The kit includes over 650 pieces, and it is suitable for children aged 8 and above.
- The Funny Machines kit includes three different models that children can build: a ball shooter, a catapult, and a marble run. Children can also use the pieces to create their own custom chain reaction models.
- The Funny Machines kit is a great way for children to learn about engineering and mechanics. It is also a lot of fun, and it can help children develop their creativity and problem-solving skills.



4

Competitive Landscape

- Competitive landscape analysis of Amazon, Hackernon, M-Smart Solutions Company and Barnes & Noble



Competitive Landscape



M-Smart Solutions Company



HACKERNOON

amazon

BARNES
& NOBLE

Reference data
aggregation



Automated transaction
processing



Real-time reporting



Front office integration



Portfolio accounting





5

Business Model

- The business model described for M-Smart Solutions Company.

Business Model

Direct sales of educational bags: M-Smart Solutions Company will sell its educational bags directly to consumers through its website and through a network of retail partners.

Partnerships with educational institutions: M-Smart Solutions Company will partner with educational institutions to provide its educational bags to students and teachers.

Training: M-Smart Solutions Company will offers training to businesses and organizations on how to use its software. The company charges a fee for its training services.

Licensing of its educational content: M-Smart Solutions Company will license its educational content to other companies that produce educational products and services.

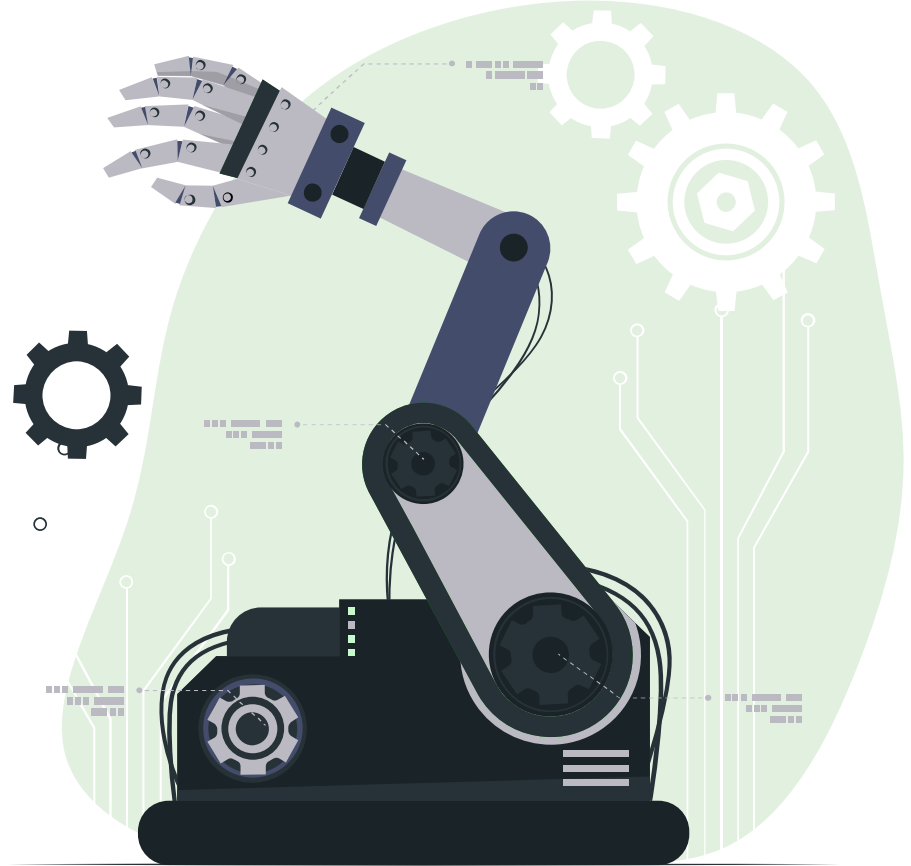
Selling advertising space on its website and in its educational bags: M-Smart Solutions Company will sell advertising space on its website and in its educational bags to businesses that want to reach its target audience.



6

Financial Projection

- M-Smart Solutions Company can increase its chances of success and achieve its financial goals.



Financial Projection

120%



Revenue:
\$12,000

60%



Cost of Goods
Sold: \$6,000

60%



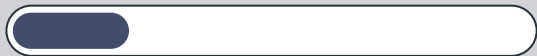
Gross Profit:
\$6,000

40%



Operating
Expenses:
\$4,000

20%



Net Income:
\$2,000





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Growth Strategy

- Implement a growth strategy that help M-Smart Solutions Company to achieve its long-term goals.

Growth Strategy

M-Smart Solutions Company can demonstrate its ability to grow and scale by implementing a growth strategy that includes the

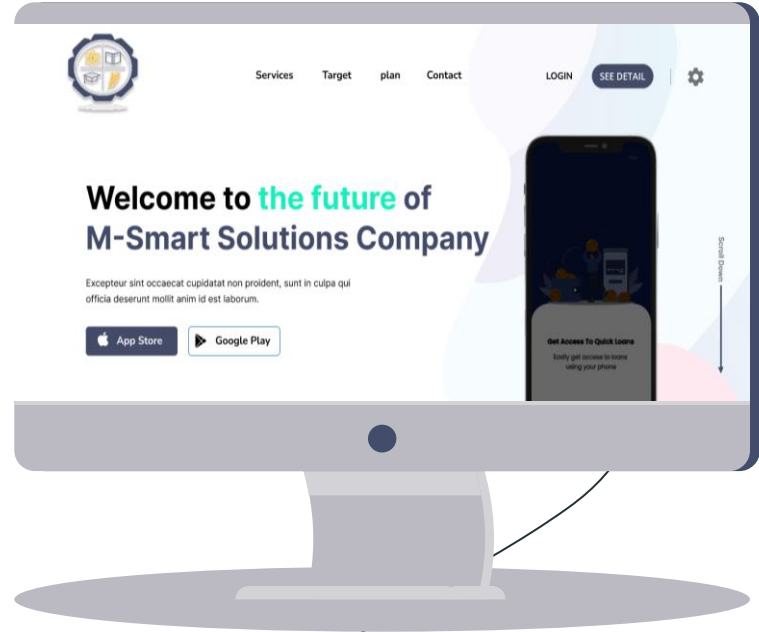
Product development: M-Smart Solutions Company continue to develop new products and services that meet the needs of its target market. This help the company to attract new customers and grow its revenue.

Market expansion: M-Smart Solutions Company expand into new markets, both domestically and internationally. This help the company to reach a wider audience and grow its revenue.

Partnerships: M-Smart Solutions Company partner with other companies to offer its products and services to a wider audience. This help the company to grow its reach and scale its operations.

By implementing a growth strategy that includes these elements, M-Smart Solutions Company demonstrate its ability to grow and scale. This help the company to attract the attention of potential investors and partners, and to achieve its long-term goals.

Web Application





Mobile App And Website

Office supplies





Thanks!

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