In the study of the Bayer Persona and the analysis of the application services, it became clear to us that the application serves more than one industry, including the tourism industry and higher education in Egypt.

When studying the market, we found the following:

In tourism:

- The travel and tourism industry in Egypt is one of the country's leading economic sectors, contributing around US$31 billion to the GDP in 2023.

- Egypt's Minister of Tourism and Antiquities Sherif Fathy announced on Tuesday that his country achieved a record number by receiving 15.7 million tourists last year 2024.

- Even the number of tourists guides currently registered with the General Syndicate of Tourist Guides is more than 9,500 guides, of whom only 5,000 are working guides.

- The number of tourists visiting Egyptian archaeological sites (such as the pyramids, Luxor, Aswan) is estimated at about 10-15 million tourists annually.

- A large percentage of Egyptians are interested in history and antiquities, especially with the presence of famous archaeological sites such as the pyramids and Luxor. The number of those interested can be estimated at about 5-10 million people

In education:

- The number of universities in Egypt is 27 public universities and 26 private universities, in addition to branches of foreign universities, which brings the total number of universities in Egypt to more than 50 universities, including about 7 universities that offer courses in hieroglyphics and ancient Egyptian history.

- Among the most important indicators is the registration of about 3.8 million students enrolled in higher education for the academic year 2023/2024.

- The number of students in the faculties of archaeology and ancient languages in Egyptian universities (such as Cairo University, Ain Shams University, Alexandria University) is estimated at about 10,000-15,000 students annually.

- The number of researchers in the field of archaeology and ancient languages is estimated at about 1,000-2,000 researchers.

- The number of academics specializing in hieroglyphics and ancient Egyptian antiquities is estimated at about 500-1,000 academics.