**One book, one pen, one child, and one teacher can change the world** **(Malala Yousafzai)**

I am Mukhammad Ermatov, I am a software engineer. Nowadays, it is opening a lot of study centers and language centers in Kazakhstan and they have a problem with maintain their business electronically. Most of them don’t have their private CRM systems; they don’t have even their personal website.

In the market, there is a huge demand for CRM system which specially designed for such kind of centers. I am going to offer this product with a unique business plan. So I need your support with investment.

The business idea which I want to talk about is related to my profession – IT. There is a high demand to this software in Kazakhstani Market, I am planning to launch a software which can make automate the whole business process at language centers.

Nowadays outschool teaching and language centers is developing rapidly in Kazakhstan. There are more than 100 such education centers in only Almaty city. That is why, this kind of CRM service will become a crucial part of Kazakh market.

One of the advantages of this CRM software is that it is the first software in Kazakhstan. Furthermore, there are no any competitors who can be rivals to us. If we also take into account of high demand for this product, there should not be any hesitations to start this business idea.

After preparing the dictionary, we will print it as paper books and sell them based on market prices. For publishing the book, we spend 1 dollar for a book. The price of this book will be expensive enough for several reasons such as the demand and rarity and we are planning to sell 5 dollar each book. If we sell 20000 books as a planned, we make a profit approximately 75000 dollars. After successfully entering the market, we will create website version of dictionary as well as application program for both android and IOS versions. It’s possible to earn money, at least 1000 dollars from advertisement.

Saying overall, from beginning till the end of this project we need 25,000$ investment for this business plan. First of all, to translate the content we need 500 dollar and for publishing 20000 books we need 20000 dollar in cash. We are going to make applications and website which cost 2000 dollar and 500 dollar for other administrative works.

I am fully confident that our dictionary will be better due to the fact that I will include all the necessary IT words and its definitions which I personally use every day. Final version of the book and website will be very suitable for users.

I really deserve this investment, not only reason of making profit. I would like to help to so many people for learning IT programming and with our project, with our dictionary they can easily learn programming and can make better their life. In my opinion, you also agree that best investment is investment in education. So it’s your time to make your best decision.

Thank you for your attention.