



National Gala Round

Team EdgeFly

presenting

L.earn

Powered by  রবি

Target problems



**LOSING
INTEREST
IN STUDY**



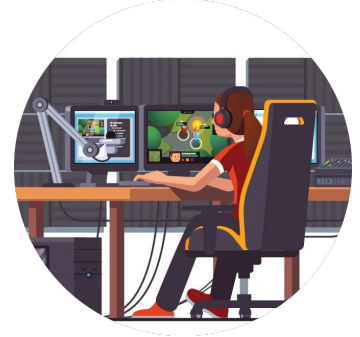
**NEGATIVE
USE OF
TECHNOLOGY**



**TROUBLE TO
FIND PART-TIME
JOBS**



**EARN MONEY
THAT IRRELEVANT
TO STUDY**



**Misuse
Time**

Our Solution

1. Introducing students with a platform of mobile app named **L.earn** .
2. Providing opportunities to earn a handsome amount of money by judging their skills via MCQ test.
3. Categorizing students by evaluating their knowledge & organizing several program after a certain period & prizing themselves.
4. Attracting students to our app by offering various educational gadget of their dream.
5. Enhancing the chances of gathering students toward to us with lots of strategies. For example proposing educational tour, which is not only interesting but also instructive too.
6. We planned some best feature of developing skilled such as free class, admission suggestion, MCQ tips & trick, motivating students, providing career guideline, meeting their idol, entertainment program extra class etc.

Our Uniqueness

1. After finishing the exam, immediately within **30 seconds**, the top **10 students** will be provided their **reward**.

There is no platform that has instant reward/reward system for their learners till now.

This is our main USP [Instant Reward].

2. We planned to provide free MCQ suggestions, MCQ pdf suggestion as well as MCQ live class to the student of class-9,10,11,12 (SSC,HSC) which is also unique for any Bangladeshi educational platform.
3. That is, a student can be MCQ boss by doing our free MCQ class at the same time he/she can get instant reward by attending our MCQ test.

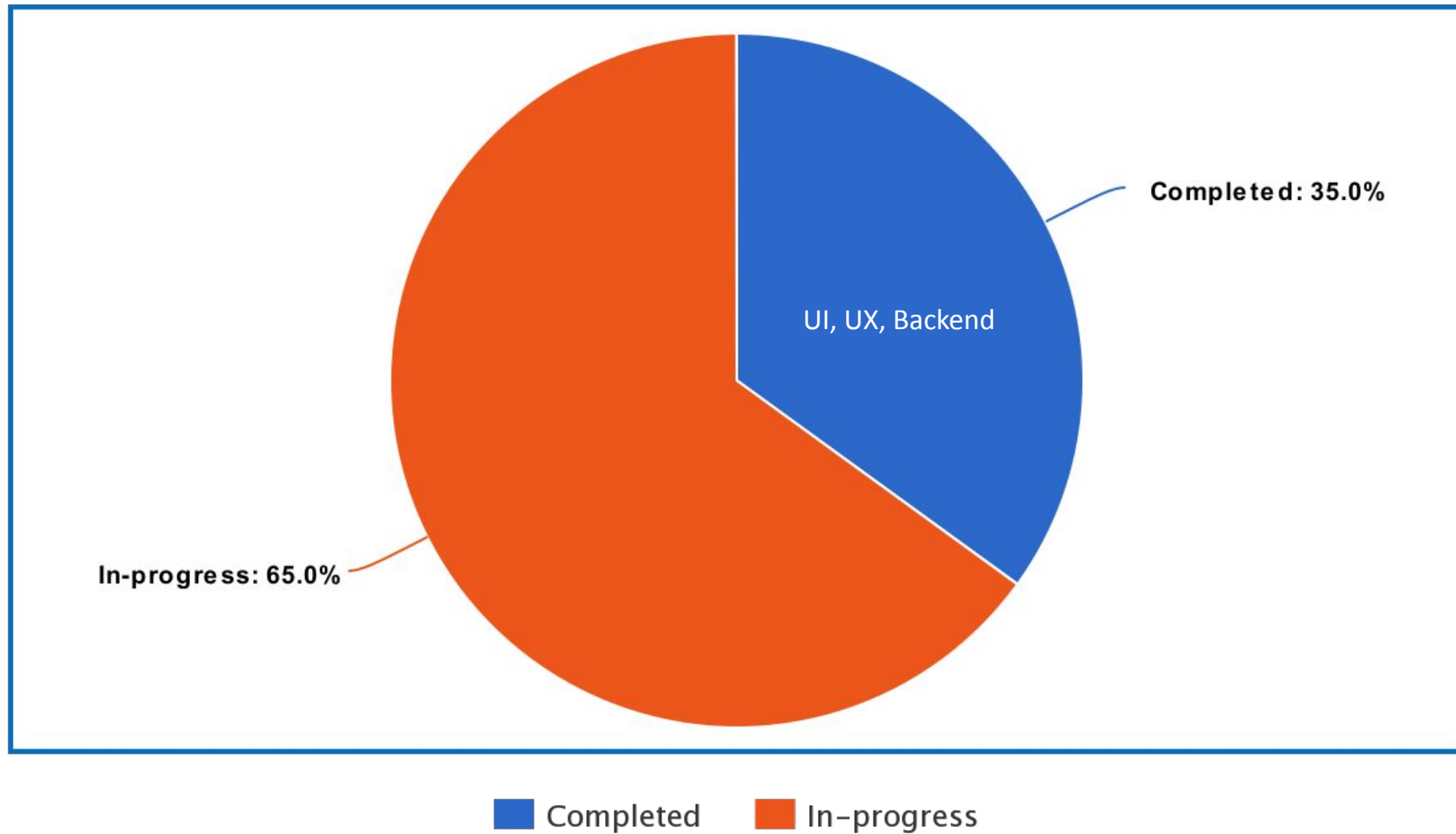
Market Size

1. Our targeted consumers are the students.
2. According to Bangladesh Education Board, in 2022, around **1 crore** students studying in **class-9,10,11 & 12**.

So, the market size of our business is huge.

Your Progress

App Development Progress
Edgefly



Future Plan and Scope

1. Initially we have started with class 9-10(SSC) & 11-12(HSC) students.
2. We have planned for admission test & BCS preliminary students in future.
3. In addition, we have a plan of working with written exam feature along with MCQ exam.










Targets and Plan of action (1st year)

1. Our target is only 10 thousands active users from 1 crore students for the first(1st) year.
2. If we have **10** thousands active user daily then we can get **5,00,000** taka revenue per month where net profit margin is **65%**.

Marketing Plan

- ❖ Campaign in School & College
- ❖ Digital Marketing
- ❖ Influencer Marketing
- ❖ Ads on TV

Business Model Canvas

Key Partners  <ol style="list-style-type: none"> 1. Best High School Teacher 2. Best College Teacher 3. Best University Teacher 4. BCS cadre 5. BKash & Nagad 	Key Activities  <ol style="list-style-type: none"> 1. Test his/her skills based on the academic lessons of own. 2. Participating in online test exams regularly. 3. Open book exam challenge. 4. Introduced with unique question patterns. 5. Be a superhero in the MCQ exam. 6. Intension to a good result. 7. Interest in continuous improvement of study. 8. Maintaining daily performance in study. 9. Building educational community 	Value Propositions  <ol style="list-style-type: none"> 1. Earning through education instead of earning besides study. 2. The student, who learn more can earn more from our platform. 3. Student can prepare themselves like a genius. 4. Can get good marks in admission test, BCS preliminary & other such exam. 5. Video tutorial, live class, suggestions etc. on several topic will be provide to themselves. 6. Our main USP(Unique Selling Point)- instant reward 	Customer Relationship  <ol style="list-style-type: none"> 1. Digital Marketing 2. Campaign in school, college 3. Ads on TV 4. Influencer marketing 	Customer Segments  <ol style="list-style-type: none"> 1. Student of class 9-10, 11-12 2. University Admission 3. BCS Preliminary
Key Resources  <ol style="list-style-type: none"> 1. Office space 2. App, website 3. Developer 4. MCQ question 			Channels  <ol style="list-style-type: none"> 1. Android App/IOS App 2. Web Application 3. Web-site 	
Cost Structure  <p>If 5000(students)/day Then, 50 exam in a day , Cost(Per exam) = 60 Tk Variable Cost } & Fixed Cost } 60 tk Therefore, Cost of 50 exam = 3000 Tk</p>			Revenue Streams  <p>If 5000(students)/day Then, 50 exam in a day Revenue(Per exam) = 160 Tk Therefore, Revenue of 50 exam = 8000 Tk So, Net Profit Margine is = 65%</p>	

The Team



Abdullah Bin Gazi Joy

Business Researcher,
App Developer(Android)
2 Years of Experience



Md. Rakibur Rahman

Mobile Application Developer
Android & IOS
3 Years of Experience



Ifti Sikder

Digital Marketer,
App Developer(Android)
1 Year of Experience

Open For Questions