*if you are living your life anyway make it sensational*

1-Startup name: the future

2-The name of the idea: Teaching children programming

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3-the problem:

There are many factors that hinder children from learning programming. Many children face difficulties in learning programming for several reasons, including:

1-The lack of a suitable educational environment and the lack of modern curricula and educational programs that suit children’s needs and abilities in learning programming

2- Programming concepts may be complex and difficult for children to understand, especially at an early age

3- Some children may not find enough motivation to learn programming, which may lead to them feeling bored and frustrated

4- Children in some regions do not have appropriate educational resources for learning programming, such as books and educational programs

5-By not learning programming, children may lose the opportunity to obtain many jobs and opportunities in the future

6-The lack of a leader to help children face programming problems to make the trip interesting

7- Some parents or teachers may not provide adequate support for children in learning programming

The importance of learning programming for children:

1-Programming helps develop problem-solving skills and logical thinking and analysis

2-Programming gives children the opportunity to express their creativity and invent new solutions to problems

3-Programming helps children learn how to communicate with others and work cooperatively

4-Programming is a skill required in the labor market, which qualifies children to obtain many jobs in the future

5-Mastering programming helps children feel accomplished, self-confident, and a love of learning

4- the solution:

1- Providing interactive videos (animations) that provide a simplified explanation to make learning programming fun and appropriate for the age level.

2-Providing simplified books to attract children’s attention and make them more interactive with the learning process

3- Children must be motivated, achievements should be celebrated, no matter how small, and programming should be linked to children’s interests, such as sports or music

The benefits of learning programming must be shown to children and how it helps them obtain jobs in the future, as this helps them to continue learning

4- Children must have the opportunity to apply programming skills in a practical way to help children consolidate their knowledge and develop their skills

5- Follow up with the parents constantly to provide sufficient support to the children to constantly know the development of the child’s level

6-It is important to provide unique, high-quality educational content to ensure success in the market and attract more students

5-Market size:

1- The number of children in Egypt is 28.8 million and the percentage of children interested in programming is 20%. The size of the target market is 5.76 million children in Egypt and 30% of students in schools, according to a study conducted by “Ipsos”. Data was collected from the Central Agency for Public Mobilization, Statistics and Market Studies.

2-The market for teaching programming to children in Egypt is expected to grow significantly in the coming years due to the increasing demand from parents to teach programming to their children.

3-With unique and attractive educational content, an effective marketing strategy, and some points that must be taken into consideration, I can increase the demand for programming education and increase the market size to a greater extent.

6-Business Model:

1-Customers: Children interested in learning programming from the age of 5 years

2- The value provided: simplified and interesting educational videos to help them in the learning stage with a simplified educational curriculum, workshops, and a thoughtful educational plan that takes into account the child’s age stage.

3- Relationship with customers: Communicate regularly with customers to know their needs and provide the best possible service

Use various communication channels such as email and social media

4-Communication channels: Communicating with children through the website and mobile application

5-Basic activities: Providing programming content for children

6-Resources: International programming websites, programming language sources, international course websites, and open source websites

7-Partnerships: Any entity that contributes to programming education for children, volunteer activities, and schools

8-Costs: salaries of teachers, developers, and staff

The cost of books, programs and educational tools

The cost of advertising and promoting educational programs

The cost of infrastructure for the website and applications

9- Revenues: Charging fees for the courses and educational programs that we provide

Offer monthly or annual subscriptions to access educational content

Attracting sponsors from companies interested in teaching programming to children

Selling educational products such as books, software and games

\* For the business model to be successful, attention must be paid to all elements, early and continuous testing must be carried out, alternative solutions to any problem must be available, and continuous improvement and development \*

7- Competition:

Competitors: Kursat Academy offers programming courses for children of all ages, starting at 6 years old.

Code Academy offers programming courses for children from 13 years old.

Udacity Academy offers programming courses for children from 13 years old.

Code Club Egypt Academy offers programming courses for children from 8 years old.

iSchool Academy offers programming courses for children from the age of 6

Comparison: I offer educational content designed specifically for kids

I offer competitive rates

I provide outstanding technical support

I provide a safe and fun learning environment

I provide content in Arabic and English

Communicate with the parents constantly to encourage and support the child

Competitors' Issues: Some companies and websites only offer educational content in English

Some companies and sites may have high prices

Some companies and sites may not provide adequate technical support

The learning environment at some companies and locations may not be safe or enjoyable

What distinguishes us from competitors?

What distinguishes me from competitors is that I can provide children with the best fun experience for learning low-priced and adult programming that suits children

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