



EduDial – সবার জন্য শিক্ষা

গ্রামীণ বাংলাদেশের শিক্ষাগত ব্যবধান কমানোর উদ্যোগ

-By RUET Innovators



The Problem : The Digital Divide in Education

Lack Of Access

Over 20 million students in rural Bangladesh lack access to smartphones.

Lack of Reliable Internet

Existing e-learning platforms are inaccessible to these students

Growing inequality

Educational disparities are widening due to technological limitations.

Our Solution – EduDial

Calling Features

EduDial delivers educational content, doubt solving via simple phone calls, eliminating the need for internet or smartphones.

Message Features

EduDial delivers notes, previous year questions, model test questions through messages. No internet required.

Quizzes via keypad inputs

Students can easily attend in the exam without internet. They can also share their answers through messages. EduDial will check it and send progress updates via SMS

- Achieve 1. Five arrangements of passion of themselves hot the office ducer on car inturging and coreed locas to rige titler with lour pfiting lapsstarts.



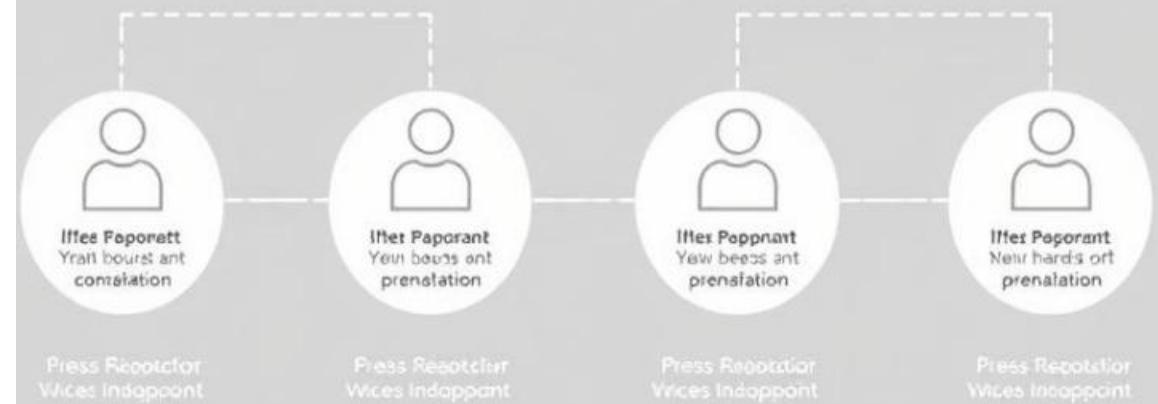
Press 1 lines

- Press 1 for Sales.
- Press 1 for many other account responses.
- Press 1 for many other changes like individual, partner and other general responses and customer service escalation routines.

3 3 for / Account Information

The response ineffective account of fees point becomes more effective creating need to support form voice carrying the customer application.

Press 2 1 for Support



How it Works?

কল করুন

Student dials EduDial number

বাছাই করুন

Selects class and subject via keypad

শুনুন

Listens to a pre-recorded lesson

উত্তর দিন

Answers quiz questions using keypad inputs

ফিডব্যাক পান

Receives performance feedback via SMS



Key Features

App With & Without internet for android users

where student can access notes, slides, pre recorded classes, audio book etc with or without internet

Quizzes via DTMF (keypad input)

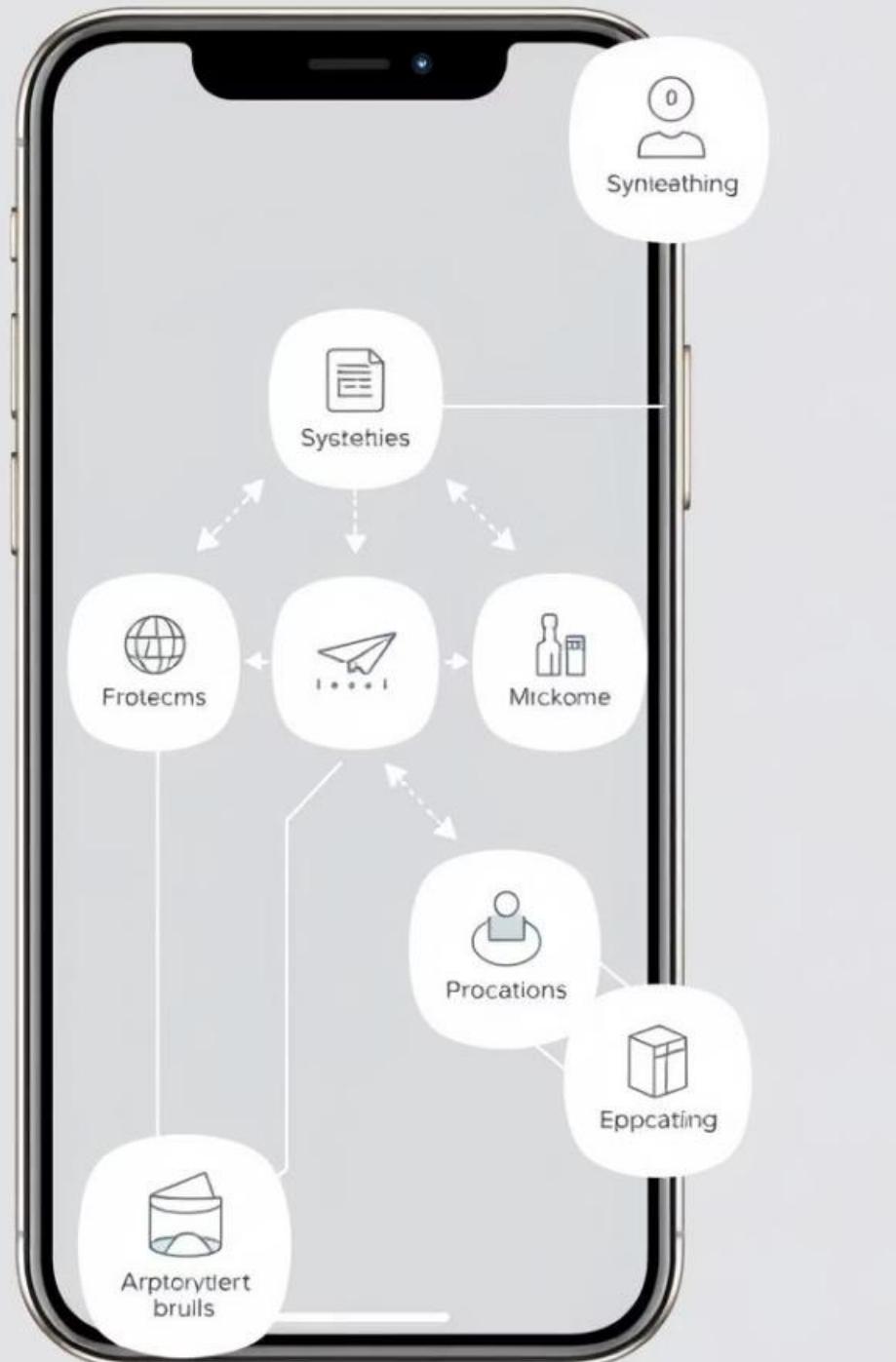
Students Can attend exam without smartphone

SMS Feedback

Students who don't have smartphones can also get notes and results via message.

Calling Features

Students Can listen audio book. Ask their doubt through phone calls. No internet required



Benefits of using bdapps API

Voice API

Voice API – Delivers interactive lessons through IVR

DTMF Input

DTMF Input – Captures quiz responses via keypad entries

SMS API

SMS API – Sends performance feedback and reminders

USSD (Optional)

Provides menu-based navigation



Future Plan

Content expansion

Add more subjects and grade levels

Language support

Support for regional languages

Artificial Intelligence

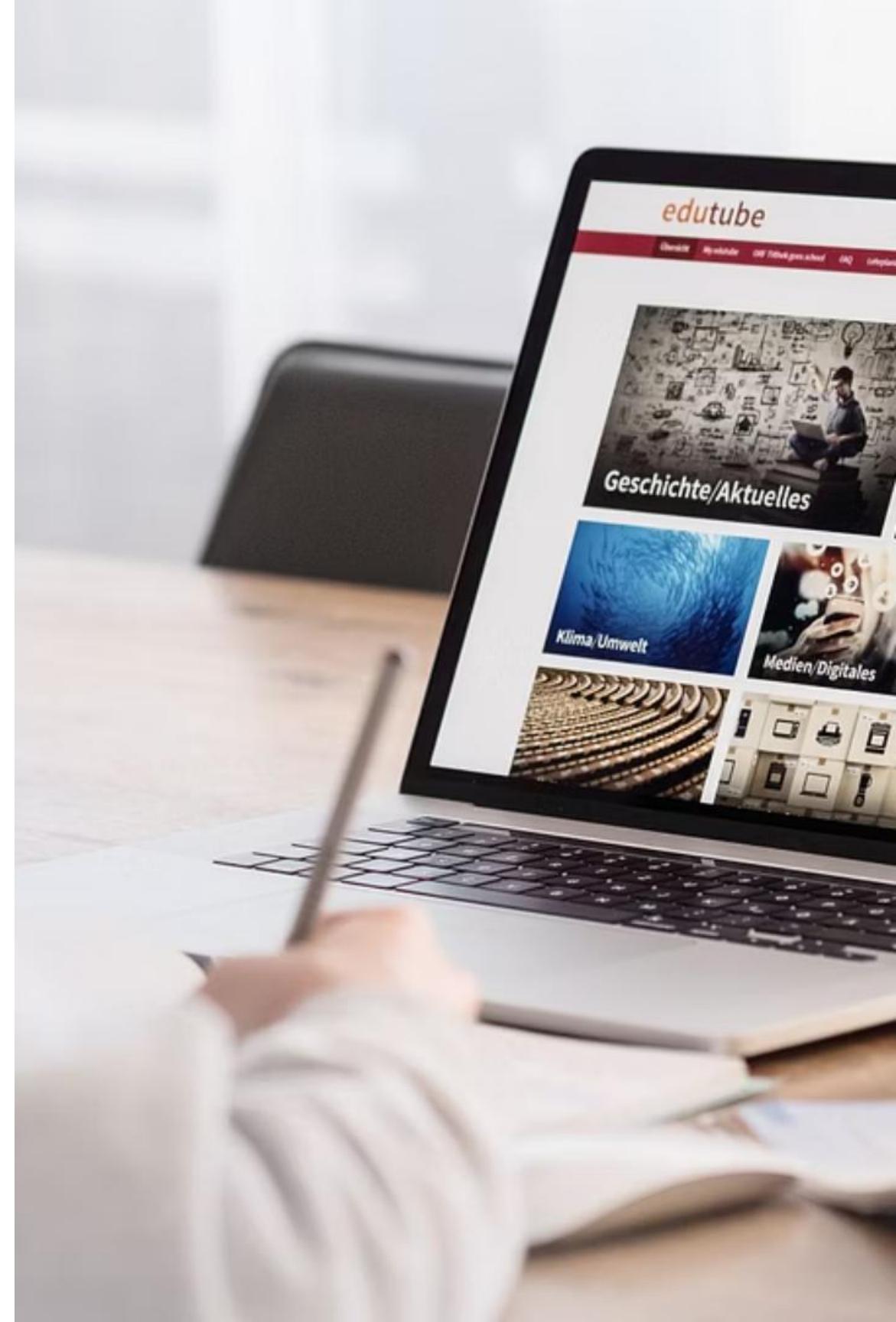
Integrate AI Chatbot for Doubts Solution for Android Users

Introduce EduVerse

An Educational Social Media platform.

What is EduVerse?

- Many teachers don't have personal websites. EduVerse Offer Them a Personal Profile(Website).
- Everyone can share here their notes, slides and classes like their own website.
- We help them add ads to their content. And they can earn money through it.





eedoosrot's thais..cronc



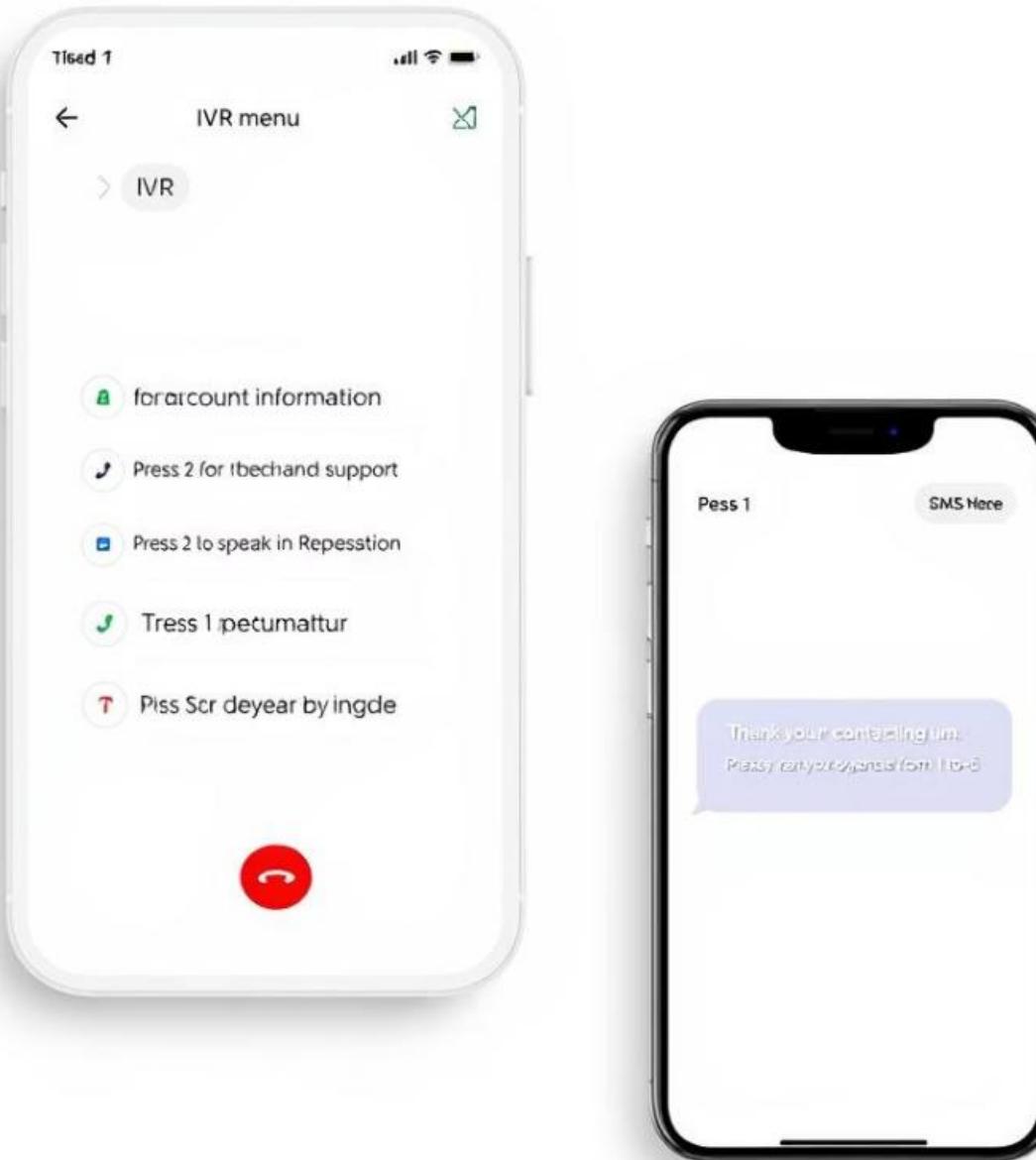
Why is it scalable?

Solves a real, urgent problem for millions

Designed for millions of users

High social impact and nationwide scalability

Uses bdapps core APIs creatively

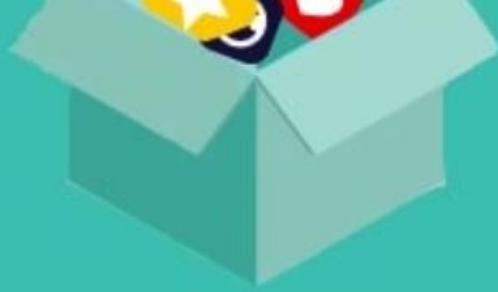


Business Model

EduDial's Business Model: "Freemium for Impact"

Core Idea:

Offer **basic learning free** to all via IVR/SMS, then introduce **value-added services** and **institutional partnerships** that generate revenue.



FREEMIUM
✓

PREMIUM
\$

WORKABLE FREEPREMIUM MODEL

1. Freemium for Individual Students

Tier	What They Get	Access Method	Revenue
Free Tier	1 daily lesson + quiz	Call + SMS	Free
Premium Tier	3–5 lessons/day, progress tracking, audio tutorials for parents	Mobile subscription (bdapps billing)	2–5 BDT/day



2. NGO & Government Sponsorship

Who	Why They Pay	How
NGOs like BRAC, UCEP	Want to educate underserved youth	Pay for group access, custom content
Govt/Ministry	National literacy, secondary ed goals	Bulk licensing / social contracts

BUSINESS PLAN

3. Corporate CSR & Telco Partnerships

Partner	Why They Care	How
Robi, Airtel, Grameenphone	CSR + user engagement	Co-branded EduDial zones, free IVR minutes
Unilever, bKash	Rural presence, brand loyalty	Sponsor districts or offer job-linked lessons

4. Skill-Based Add-ons (Adult/Earners)

You can later expand into:

- **Job prep packs (BDT 5/day):** BCS, primary school teacher, garments industry English
- **Micro-entrepreneur training:** Tailor, farmer, grocer
- **“Phone School for Parents”:** Paid voice-based literacy course





Revenue Streams Summary:

Stream	Type	Scalability
Premium student plans	B2C	Medium
NGO/Govt deals	B2B	High
CSR & telco partnership	Sponsorship	High
Skill packs for earners	B2C	Very High

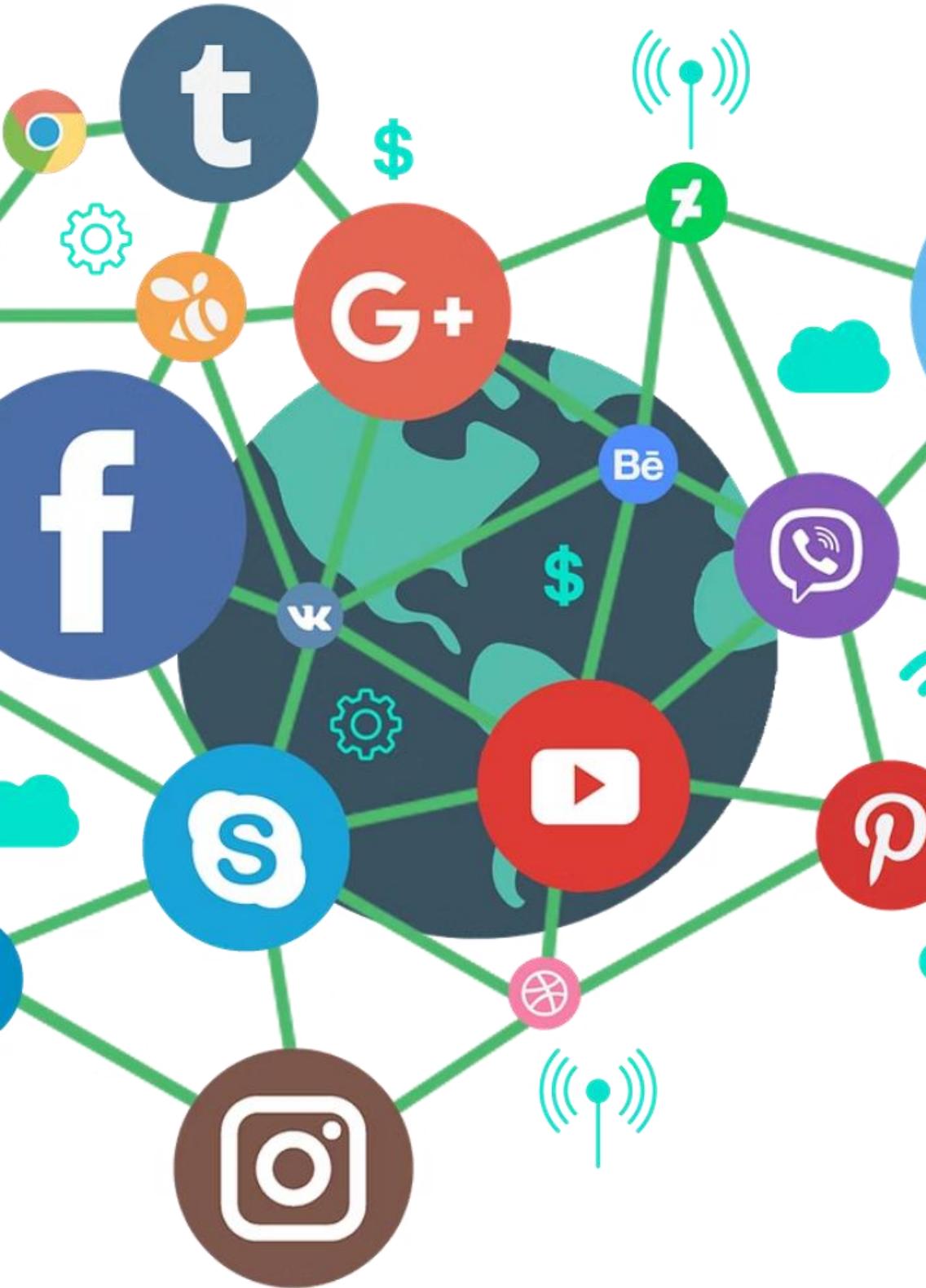
What to Put Under "Uniqueness & Feasibility"

| **Uniqueness:**

- First IVR-based learning system in Bangladesh
- Works on any phone, no internet required
- Fully interactive + local language content
- Deep bdapps integration (Voice, SMS, USSD)
- App run with or Without internet

| **Feasibility:**

- Fast to build, low infrastructure cost
- Easily piloted in one upazila or school
- Scalable across languages, districts, and countries
- Content creation by teachers or Students



✓ EduDial Go To Market Strategy

Target Market

- Students in rural Bangladesh (Class 6–12)
- Feature phone users (2G, no internet)
- Smartphone users but who don't have reliable internet
- All type of smartphon users
- NGOs & schools in low-resource areas
- Later: adult learners (literacy, job skills)

 **Launch Strategy (Phase-by-Phase)**

Phase	Time	Goal
◆ Phase 1: Pilot Launch	Month 1	1 Upazila, 20 students, 5 lessons
◆ Phase 2: Validation	Month 2–3	3 Upazilas, partner with 1 NGO or school
◆ Phase 3: Regional Scale	Month 4–6	3 districts, 1K+ students, 50 lessons
◆ Phase 4: Monetization	Month 6–8	Launch paid tiers (micro-subscription via bdapps billing)
◆ Phase 5: National Rollout	Month 9–12	30+ districts, 100K users
◆ Phase 6: International Pilots	Year 2	Expand to similar markets (India, Africa, refugee camps)

Marketing Channels

Channel	Strategy
 Telco Bundling	Work with Robi/Airtel to offer EduDial minutes free or discounted
 NGO & School Partnerships	BRAC, UCEP, JAAGO — for mass adoption
 SMS Campaigns	Promote EduDial via bdapps SMS alerts
 Community Ambassadors	Local teachers promote EduDial by word of mouth
 Rural Media	Use radio or miking in villages to spread awareness
 Social Media Marketing	Use Facebook, Instagram, Youtube etc

 **Milestones Summary Table**

Quarter	Milestone
Q1	MVP launched, 50 daily users, feedback from rural students
Q2	1,000 users, 3 partner schools, 2 NGO letters of support
Q3	Revenue from premium features, feature on bdapps platform
Q4	10K users, national media mention, BD Edu Ministry talks
Year 2	Pilot in India/Nepal, funded by international NGO (e.g., UNICEF)



★ Success Metrics to Track:

- IVR call volume per week
- Quiz completion rates
- SMS feedback delivery success
- User growth by location
- Revenue from premium users

Team : RUET Innovators



Md Sohanur Rahman Sohan

University : Rajshahi University of Engineering & Technology
(RUET)

Department: Electronics & Telecommunication Engineering.



Md Mohaiminul Islam Mahim

University : Rajshahi University of Engineering & Technology
(RUET)

Department: Electronics & Telecommunication Engineering.

Contact Number : 01706028192

Email: sohanfardin546@gmail.com