



MOBILE APP DEVELOPMENT PROPOSAL



PREPARED FOR: XXXXX XXXXX XXXXX XXXXX

PREPARED BY: LearnX

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Greetings from LearnX



What to Expect

Introduction

Your App Development

The Process And Timescales

"Paid for itself already!"

Your Investment

Our Guarantee

Let's Get Started!

Let's Bring The Nissi App To life.



We understand that you might not have had an app built for your institution before, and you wouldn't want to throw resources into experimenting with freelance developers who might stall or produce a low value results.

Well you have nothing to be concerned about because we utilize an agile software development approach in favor of iterations and long-term development,

therefore you can Relax; this is our bread and butter.

If you think about it, having an app for your school could play a crucial role with the core vision of providing pupils with quality education; you can leverage modern technology and innovations to aid in providing an enhanced learning experience for your pupils.

“Our mission here is to enable you to extend education beyond the classroom walls”

Keep reading to learn how we're going to do it...

Your App

FEATURES OVERVIEW

The main feature of the app is to provide pupils with a new, fun and engaging platform to entice them to study better and boost their over-all learning experience.

All other features will be set to support that.



DEVELOPMENT

There are a number of features that you can choose to be integrated to make the app much more functional and provide a solid learning experience for the pupils:

- 1 | Custom Class and subject topics/lectures**
- 2 | Practice tests and exercises**
- 3 | Extended lecture Integration**
- 4 | Timetable support**
- 5 | Website integration**
- 6 | Curriculum support and much more...**

Case Study | Deficiency of Modern Education; The problem we are solving



To gain an insight on some of the problems we are addressing, you can glance through this summarized and comprehensive industry research termed “Deficiency of Modern Education”

There have been so many bottle necks associated with the education system for a long time now, coming from the research space, we have uncovered some statistical facts and citations relating to some of the issues that the educational sector faces on a general and National scale;

- It has been reported that students generally differ in learning rates and comprehension, but some usually have problems in conceptualizing basic topics especially in the science domain such as; the fact that gas is a state of matter, in relation to liquid or solid as states of matter, which could easily be understood if such pupils were provided with a tool to actually visualize the concepts (in forms of images, videos and other illustrative means), rather than been forced to just memorize such topics. It has been proven time after time that pupils who were provided with a means of visualizing what they were taught had a significantly higher cognition and an in-depth understanding of certain topics compared to pupils who were just taught through the traditional approach.

Upon further inspection, it is observed that schooling systems are sometimes more geared toward preparing the next generation for a time that has already passed. The thoughts are that the current one-size-fits-all formal education system was first created due to the demands of the industrial revolution. In those days, the main objective of the system was to prepare students to be better factory workers. The curriculum at the time was predicated on reading and writing as well as other helpful subjects like arithmetic and history. Any kid who could read, write and count was a better factory worker than those that couldn't. Ultimately, the formal education system prioritized memorization and judged students by their ability to recall facts. But this thinking is no longer viable in today's day and age as we have entered the era of lifelong learning whereby;

- Employees must constantly reinvent their skill sets in order to stay employable.
- Employers recognize they need to be increasingly self-sufficient in helping their employees keep their skill sets up-to-date.
- Facts taught in school today can be obsolete within a few years or even months. It is therefore essential that pupils are taught the essential skill of "Self-learning", because even by today's standard, it is not everything that a child needs to know that the child is taught in school. It is therefore essential that pupils need to be taught from an early age on how to learn on their own, how to explore/discover concepts and research information without external guidance from guardians. This is a skill/trait which will significantly pay off in today's ever rapidly changing world and we can see this in the field of certain on-demand skills such as Arts and content development, Engineering, Mathematics and research, Programming, Artificial Intelligence ... which requires people with the ability to constantly self-learn, research, innovate, solve problems and come up with efficient solutions.
- Pupils are sometimes expected to act like computers; they are suffer from being evaluated by how much information they can accumulate and recall after a given period of time ... neglecting the comprehension ability of the kids and what they actually have interest in learning. In so many instances, students have been characterized and commended by their ability to assimilate and hold knowledge, but what actually determines if students end

up successful in life is how much access they had to knowledge and their ability to apply knowledge in real life scenarios; Good learning is applying knowledge and not just holding knowledge.

- The next generation as we know it requires thinkers because certain fields and domains that we know of will gradually seize to provide jobs for the occupation of Doctors, Lawyers, Nurses ... and basically anything that can be done by a machine as a result of rapid improvements in the field of Artificial Intelligence and technology as a whole. The education system should therefore be primed on grooming pupils who can reason and take solution A and solution B and figure out how to come up with a new solution, C, rather than training the next generation for jobs and occupations that will no longer exist.
- Parents also do make complaints that they sometimes do not know exactly what to teach their kids at home (especially the little ones) because they do not know exactly what their child is expected to learn.
- Some parents have voiced about wanting that their kids to learn at home what they are been taught in school; because sometimes kids get confused when their teachers in school teach them a particular approach to a topic, and their lesson teachers at home teach them a different method.
- It has also been observed that pupils who resumed to school at the beginning of a term usually forgot over 30-45% of whatever they were taught in the previous term resulting from the fact they significantly reduced learning irrespective of whether or not the child was exposed to home lessons during the break, and that during the previous term the pupils were not appropriately exposed to tools that could have provided them with visualization of topics, which would have improved their cognition and recall of the topics and concepts they were taught.

- Nigeria has been recorded to have the highest number of school dropouts in the world according to a research done by the United Nations. This is in relation to the fact that school education was perceived by the students as uninteresting, confusing and most times incomprehensive. A Possible remedy to address this issue has been to revise our current educational systems and offer a simple, fun, attractive and engaging means of motivating students to study and boost their learning experience.

Another major reason as to why there is a significant number of school dropouts is as a result of the inability of students to access the quality education they deserve which is usually due to the high cost of acquiring quality education.

These issues are enlisted in the core problems LearnX is set out to solve, by providing pupils with a new, comprehensive, enticing and engaging platform to enhance their learning experience through;

Improving the quality of education through affordability.

“In other not to make this proposal too lengthy, we’ll stop here; although you can request for the full documentation of the Research study if you are interested...”

Proposed Solution

Technology is already at the center of our lives, and the classroom should be no exception.

We live in an age of rapid digitization, and that means more things than ever before are right at your fingertips. With a press of a button, one swipe on the left and a tap on the right, you can open up new worlds in seconds. We're talking about apps, those little icons on your mobile devices.

At **LearnX**, we don't just build apps in general; we have a primary focus on improving modern education and building new possibilities for institutions and pupils through our services. We work to instill the skill of self-learning as a core-value to the coming generation.

There is already a comprehensive shift in the education sector globally with the emergence of e-learning technologies.

Rather than enforcing pupils to memorize information without them knowing why they are learning it in the first place;

Our approach is to entice and connect pupils to pick interest in knowledge, to rebrand, beautify and garnish education such that the pupils themselves are the ones who become eager to learn everyday...

Our solution is to create apps that are built primarily with the pupils in mind, that is; we offer a neat educational application built for enhancing pupils off-school learning which is in synchronization with their lectures in school, which can also be utilized to enable an effective personal study/home-teaching for the children and to provide a convenient means of helping the children with their studies. Through this, we can effectively extend education beyond four walls of the classroom...



You also have nothing to worry about after the platform has been built because we offer a full-cycle agile mobile application development approach; from discovery and analysis all the way to maintenance in favor of iterations and long-term support.

We aim to provide tangible value to your institution and an improved quality of the educational experience that your pupils deserve.

An approach that we took to solving some of the problems is providing pupils with a platform that ensures that what they learn at school is in sync with what they will be learning at home; this is to focus their attention and improve cognition.

Through this platform, parents and teachers can work together towards improving the child's overall academic and intellectual performance.

It is built to not only enable parents and guardians to know what the child is expected to learn, but to also visualize and participate in improving the child's learning process.

In a nutshell, we aim not to be an agency to your schools, but a partner to team up with and collaborate to develop a higher valued learning experience and foster a Modern Education Standard for the next generation, to create a win-win scenario for the pupils, institution and the modernization of education at large.

Thus;

With the primary aim of providing a better and modern education for pupils, **LearnX** aims to make this a reality in the following ways:



Benefits for the institution | School

Along with Science and Technology, the education sector has also been seen to evolve at a fast rate and in other to tackle this issue; we can see the education sector developing new methods of creating a customized interactive learning experience and an improved explanation of topics so that children can learn deeper, faster and deliver an outstanding performance.

Apart from providing pupils with the best resources to study irrespective of time and place, the school also enjoys the following privileges:

- It provides for the school a whole new source of revenue as a result of economics of scale and cost-effective driven innovations on our path which we will discuss later...
- It aid's in improving the over-all performance of the pupils there-by leading to a better reputation for the school...
- The institution can utilize the platform to portray creativity as amidst its values.

- It can serve as a source of attraction for the school (advertisement), which not just improves the school's prestige but also sets the school as an innovator in the adoption of modern technology in modern education of its pupils.
- It will lead to an increase in Parents engagement with the school.
- It will significantly increase the value of the school as it will place the school in a position to be perceived as modern and up to-date with emerging trends in education. You can make your pupil's parents "The Fans of Your Brand"
- The school stands to be portrayed as being organized and future oriented in its decision making process.
- The school is presented with a vast selection of options to choose from that best suites the needs, scope, preferences and specifications of the school as well as the parents of the pupils.
- The school can seamlessly integrate feature-rich and interactive custom educational contents for its pupils virtually to build a School-Home Study ecosystem.
- The pupils who are the core essence of the school are sure to experience a much more fun and enjoyable platform to learn, and more importantly understand what they are taught in class with the aid of cognitive contents such as images, notes and videos that aids visualization.
- The teachers are not left out of the benefits, they gain access to resources to enhance the traditional ways of teaching and keeping students more engaged, through virtual lesson plans, mobile assignments ... what's more is that having a virtual learning environment in school has been observed to enhance collaboration and knowledge sharing between teachers.
- The teachers are finally offered a platform that enables them to cover more topics, explanations and pass information that couldn't be covered during the class sessions to the pupils.



Benefits for the clients | Pupils

It is of no doubt that children are different from each other in attitude, perception and interests.

It has also noticeable that children have different learning rates and patterns; it is therefore essential that children learn and understand things at things at their own pace and methods in other to avoid situations of Under-loading or Over-loading the kids.

Consolidating all the best qualities and learning styles ranging from video explanations and captivating images to audio notes all in a single platform, pupils can be given the opportunity to learn in new ways that works best for them thereby enhancing their learning experience, after-all the pupils are the ones that matter most. With an objective of extending education beyond the classroom walls, the pupils are also delivered the following benefits:

- Pupils are provided a new means of learning apart from the standard school lectures.
- The platform can be utilized as an effective tool to accelerate pupils learning rate.
- Mobile access to tools such as scheme of work and course outline for the

term can also result in a significant improvement on the child's over-all performance.

- It will lead to an increase in the child's engagement in class due to the fact that what the child will be learning off-school is in sync with what the child will be studying in class.
- Kids will be empowered learn at their own pace (They can decide what they want to study, at what time they want to study and how long they want to study) thereby improving their learning engagement because not all pupils are born the same, some pupils learn much faster than others while some remember better with the aid of images and videos, when putting these factors into consideration the platform is therefore designed to support an individual learning pace..
- The pupils are also provided with a straight-forward and student-friendly/child-oriented environment to learn and organize their classroom activities seamlessly on their own.
- It also significantly increases pupil's motivation and retention in subjects they study compared to the traditional lecture environment.
- Pupils are finally provided with a platform that can enable them to learn critical vocational skills and also access a vast amount of knowledge from a single location.
- With platforms designed to appeal to the pupils and make it easy for them to navigate around, the pupils can seamlessly learn to figure out how to use the platform on their own.
- The pupils will gain an improvement in their knowledge retention capabilities; scientific research has shown that pupils who are engaged and interested in the things they study, are more likely to remember what they learned compared to pupils who learnt by traditional means.



Benefits for clients guardians | Parents of Pupils

It was not long ago that smart phones and tech related devices were considered as a source of distraction to pupils, but with the rapid development and innovation from the education sector, parents are provided with more and more opportunities to use these same devices as a tool to encourage their kid(s) to love and enjoy learning, and at the same time drive knowledge into their brains by making their education enticing, enjoyable and fun-filled with the aid of modern tools. When utilizing the platform for the kids, parents and guardians can enjoy the following:

- Parents can be provided with a fun and educative means of keeping their wards busy.
- Parents can utilize tools such as timetables and course outlines for the term as a guideline to teach their kid(s) much more effectively.
- The kids will utilize a simple child-oriented application to learn and organize their classroom activities seamlessly without much assistance from parents and guardians.
- Parents can have a rest of mind that the contents that their children enjoy will already properly inspected by the school.

- Parents can be involved in an active participation in the learning process of their kids.
- The children are granted the opportunity to study Any topic, Anytime, Anywhere.
- Parents and guardians are now equipped with a tool to aid effective home-teaching / home-lesson of their wards.
- Parents are provided better communication with the teachers of their pupils as they also get information on the things their kids learn daily.
- Assurance of reliable information and privacy of the pupils are one of our core values, the kids are therefore provided with a safe and censored learning environment.
- And much more...

Our goal is to create something you're proud of, something that improves your institution and at the same time contribute to the development of the educational sector as well.

"It is a win-win scenario, the school will be happy, Parents will be happy and most of all; the kids get a new, fun and engaging platform to motivate them to study and boost their learning experience."

That's why LearnX has developed a comprehensive approach to app development that takes the guessing out of the game. We'll be ecstatic if you consider collaborating with us to build the future of modern education...

So let's get started.

Pricing made simple

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LearnX platforms are designed for all range of institutions based on your scale, resources and preferences; get started with basic if you have no IT integrations already or you can equip your institution with top of the notch tech, it all lies on the needs of your institution

Free Plan	Basic Plan	Standard Plan	Platinum Plan
<p>For schools trying out LearnX for the first time to get a sense of what the platform is like...</p> <ul style="list-style-type: none">✓ Enjoy the perks of the Basic plan for free for a period of a term, for you to evaluate if the platform is actually of value to your school or not...✓ Access to integrate media; Pictures, videos, audio into the app	<p>For small sized institutions aiming to derive a higher platform experience for their pupils...</p> <p>< All the benefits of the Free plan, and:</p> <ul style="list-style-type: none">✓ Text-base; 200 Words per Topic Index (max)✓ Media-base; 1 video and 4 images Integration per Topic Index (max)✓ You can choose whatever mode you want your platform to be; online or offline✓ Customize your app's design✓ Access to integrate a vast selection of media contents; Images, videos, audio into the app✓ Access to select a centralized platform (all sections and classes built as a unit)✓ Enjoy	<p>Designed for medium-sized institutions that already have exposure to IT integrations like websites and School Management Systems...</p> <p>< All the greatness of Basic plan, plus:</p> <ul style="list-style-type: none">✓ You gain access to Content Explorer✓ Text-base; Gain up to 350 Words per Topic Index (max)✓ Media-base; 1 video and 8 images Integration per Topic Index✓ You begin to enjoy a lower cost in unit price per user as a result of economics of scale✓ Privilege to build up to 10 topics per Subject✓ Unlimited access to integrate as much basic features as you may need✓ More access to sophisticated designs and interfaces	<p>Unlock the full power of platform access and unrestricted features</p> <p>< All the goodies of Standard plan, and:</p> <ul style="list-style-type: none">✓ Advanced compliance, security and privacy options✓ You acquire more from Content Explorer (including access to Youtube based contents)✓ Text-base; Integrate over 2x more content with 1000 Words per Topic Index✓ Media-base; Enjoy 2x more content on your platform with 2 videos and 15 images Integration per Topic Index✓ Access to utilize Push Notifications✓ Through-out-the-term teamwork and assistance

	<p>unprecedented Privacy and security of data on our platform</p> <ul style="list-style-type: none"> ✓ Access to integrate your current platforms and IT integrations into the app such as websites, School Management Systems... <p>And much more...</p>	<ul style="list-style-type: none"> ✓ Gain up to 8 subjects integrations per standard class and more following through updates ✓ Full access to templates customization and access extra widgets and icons ✓ Introduces an agile software development approach that allows changing of requirements, methods, and designs on a termed basis. <p>And much more...</p>	<p>with a 99.99% guaranteed uptime and IT support</p> <ul style="list-style-type: none"> ✓ Unlimited access to integrate as much standard features as you may need ✓ Grants full access to an agile software development approach that allows changing requirements, methods, and designs throughout the project. ✓ Unlock all robust and sophisticated bespoke solutions that we offer... <p>And much more...</p>
₦0 NG/User/Term	₦500 NG/User/Term	₦1000 NG/User/Term	₦2000 NG/User/Term

Your Investment



Strategy

You might not have made a blueprint plan and specifications for the platform yet, but just so you know, our pricing package is actually set in a way that it won't actually cost you anything to finance due to the fact that the more we build, the easier it becomes for us to drive down the unit cost of using the product, our services were initially offered for free, but to significantly improve the platform's capabilities and protect the pupils data and privacy effectively, we charge very affordable SaaS fees... on the bright-side we still offer the platform as a freemium, while the school can actually generate more revenue though it. Our guarantee makes sure that if you don't think our proposed system design will work then you don't pay.

We are aware of the fact that you may feel like introducing a mobile application for your school might be an elaborate expense... **well good news**, you do not have to worry because this is actually far from it, affordability is one of the major variables we took into consideration.

Our pricing plans are designed to be one of the most affordable you can get, such that you need not to pay directly for our services, instead it can serve as an avenue for your institution to generate a new stream of income...

Yes, really.

If you doubt it, well you simply get in touch with us and you'll find out how...

Screenshots | Some of The templates you'll get

Your Guarantee

We have a deal that no-one can beat.

Like with any business purchase, there's always some form of risk attached.
We want to remove that risk from you and place it on ourselves.

Here's how it works

The entire purpose of this project is to create the app that runs lectures/topic teachings for your pupils in accordance with your school's curriculum exactly as you imagined it.

So, if your app doesn't do just that...then you can drop it.

Because of that, here is your guarantee:

"You get to use the platform for free to observe if the platform is actually a valuable preposition to your school. If yes, then you can swiftly opt-in for a plan of your choice, but if you don't feel it's worth it, then you can ditch the app...No questions asked."

Pretty good right?

"Fairer than fair"

Let's Get Started



We believe that the school is about Education, and that Education is about the Pupils, and we are work towards building a better learning experience for the Pupils through affordability and Innovation.

But it takes a *difference* to *make a difference* and that's why we hope to join you on your mission to *Make A positive Difference* in the learning experience of your pupils through Modern Education...

If you would like to join us and become a client then we'd be delighted to have you.

We're ready to go, **are you?**

Next STEPS

1 | You can simply get in touch with us for an initial discussion.

Although this is a proposal, it's important to note that we are very much open to discuss your thoughts, comments and any inquiries you may have; this is to gain as much as possible understanding of your needs and wants ... before we actually proceed into building your project.

2 | We'll arrange an interview and send you a blueprint to close the deal on how the app is to take shape in detailed specification, based on the discussion of step 1.

3 | We'll then proceed to complete the development processes of steps 1 and 2, if you are satisfied when we demonstrate the prototype to you, we'll set up billing for your 10% in other to proceed with the project.

Get in touch | WITH US



You can reach out to us through whichever medium you find most convenient:

Call or whatsapp: +234 814 058 9947

E-mail: learnx9090@gmail.com

Feel free to reach out to us...