



# Hakim *Business Plan*

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# Executive *Summary*



## MISSION

*To deliver personalized AI support to enhance education.*



## VISION

*To be the top-performing AI-powered assistant in education worldwide.*

## The Product

Hakim is an AI-powered assistant and robot designed to enhance education by providing personalized support to universities, students, and researchers.

## The Features

- Multilingual support for writing and speech.
- Assistance with academic tasks like paper drafting, research summaries, and real-time Q&A.
- Integration of natural language processing and robotics for interactive user experiences.

## The Problem

Many educational institutions lack accessible, personalized tools to support academic tasks and bridge learning gaps effectively.

## The Solution

Hakim provides intelligent, adaptable educational support, streamlining tasks and fostering innovation through AI and robotics.

## The Target

Universities, students, researchers, and educational institutions globally, with a focus on EdTech growth markets.

## Revenue Model

Subscription services, pay-per-use plans, and licensing agreements with institutions and EdTech platforms.

# The *Team*



**MOHAMED-YASSIN  
ROUIS**

**Chief Executive Officer**

He leads the company's vision and strategy, leveraging a strong technical background as a 4th-year engineering student at Ecole Polytechnique de Sousse. With expertise in development and multiple competition wins, he drives innovation and growth.



**HOUSSEM EDDINE  
KAMEL**

**Chief Operations Officer**

He oversees operations and implements strategy with strong leadership, ensuring efficient execution. A 4th-year engineering student at Ecole Polytechnique de Sousse, he combines technical skills with operational expertise, optimizing processes to support the company's success.

## Who are we?

Our team is made up of talented individuals with a strong passion for AI, robotics, and education technology. Comprising students and developers, we combine our technical skills and creativity to build innovative solutions aimed at improving learning experiences. With a focus on collaboration and problem-solving, we are committed to creating impactful tools that support students, researchers, and universities.

# Business *Description*



## **Purpose:**

Hakim is designed to revolutionize education by providing intelligent and personalized assistance to universities, students, and researchers. It addresses the need for accessible, advanced academic tools, simplifying tasks like research, learning, and collaboration.

## **Key Features:**

Hakim offers multilingual support for both writing and speech, making it versatile for users from diverse backgrounds. It assists with academic tasks such as drafting papers, summarizing research, and answering questions in real time. The integration of robotics adds an interactive dimension, creating a dynamic learning experience.

## **Technological Foundation:**

Powered by advanced technologies, Hakim leverages **Natural Language Processing (NLP)** for accurate multilingual understanding, **speech synthesis** for real-time audio interactions, and **robotics** for hands-on assistance. These technologies work together to deliver an intuitive and engaging user experience.

## **Target Audience:**

Universities, students, researchers, and educational institutions seeking advanced academic tools.

## **Value Proposition:**

- Personalized, accessible, and innovative academic assistance.
- Streamlines learning and research processes.
- Bridges educational gaps globally.



# Product *List*

1

## **Student Pack**

An AI-powered assistant specifically designed for individual students, providing seamless academic support. It includes multilingual capabilities for writing and speech, enabling students to draft papers, summarize research, and get real-time answers to academic queries. The assistant adapts to individual needs, offering personalized recommendations for learning and research.

\$ 4.18/Month

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2

## **University/Partner Pack 1: AI Assistant for Institutions**

This pack provides universities and partners with scalable access to the AI assistant, catering to a large number of users, including students and faculty. It features a multi-user license that ensures institution-wide accessibility and includes customizable tools for academic and research support. Institutions also gain access to data analytics tools to monitor and enhance educational outcomes.

\$ 73.16/Month - Per 20 Student

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3

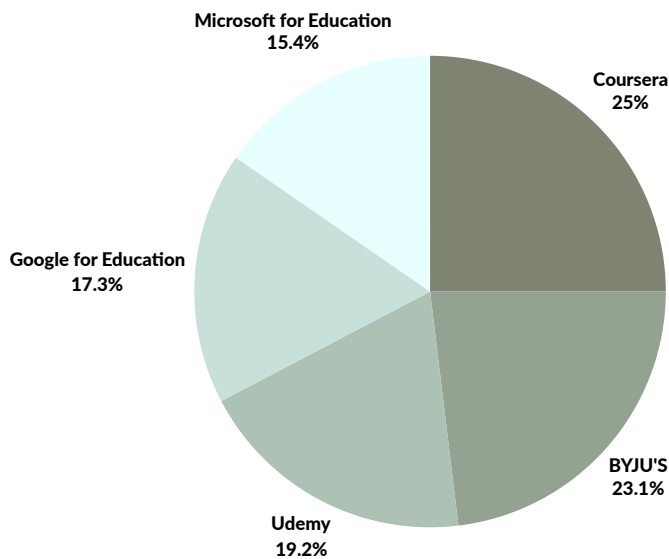
## **University/Partner Pack 2: Hakim Robot**

Designed for institutions seeking a hands-on, interactive solution, this pack includes the Hakim robot along with the AI assistant. The robot integrates robotics with AI capabilities to provide dynamic learning experiences in classrooms or labs. It supports multilingual writing and speech functions while offering interactive teaching and demonstration features. This pack is available as a one-time purchase, with optional annual maintenance and software update plans to ensure longevity and performance.

\$ 1620.00 One Time + \$ 73.16/Month - Per 20 Student

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# Industry *Background*



## Current Choices

The **EdTech** market offers online platforms like Coursera or AI-driven tools, mainly focused on content delivery and remote learning. However, there is a gap for interactive, personalized solutions. Few products integrate AI with robotics, creating an opportunity for offerings like Hakim, which combines both for a more engaging educational experience.

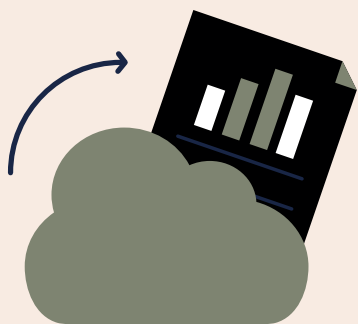


## The History

The EdTech industry, valued at \$399 billion in 2023, is rapidly growing as digital learning tools become more integrated into education. Traditionally focused on e-learning platforms, the industry is now shifting toward AI-powered solutions and robotics to enhance personalized learning and automation. With the rise of hybrid learning models, demand for innovative, scalable educational tools is increasing. The industry is expected to continue expanding, driven by advancements in AI, machine learning, and interactive technologies.

# Competitor *Analysis*

Competitor Name	Strengths	Weaknesses
<b>Coursera</b>	Broad course selection, top university partnerships, global accessibility, AI-powered personalization.	High costs for certifications, low course completion rates, limited real-time interactivity.
<b>BYJU's</b>	Specialized in K-12, AI-driven personalization, engaging gamification, strong Indian market presence.	Expensive subscriptions, challenges in global expansion, heavy focus on test prep.
<b>ChatGPT (OpenAI)</b>	Real-time responses, versatile across subjects, improving AI, wide applicability.	Occasional incorrect answers, lacks structured learning, not specialized in specific subjects.
<b>Socratic (Google AI)</b>	AI-powered problem-solving, mobile-friendly, free to use, visual learning support.	Limited to math and science, lacks advanced content, focused on quick solutions rather than broad learning.



## Beyond The Traditional

The EdTech and AI education market is competitive, with key players offering distinct advantages. Coursera and BYJU's provide comprehensive courses and personalized learning, but face challenges with cost and market reach. ChatGPT excels in versatile, real-time assistance across subjects, while Socratic offers focused, AI-driven solutions for math and science. Each competitor brings unique strengths, but also limitations in terms of scope and pricing.




# Market *Analysis*

## Target Market

- Primary Audience: Universities, students, and researchers seeking advanced educational tools to enhance learning, teaching, and research processes.
- Secondary Audience: Academic institutions and EdTech companies aiming to integrate AI and robotics solutions to improve engagement and productivity.
- Global Reach: With multilingual support, Hakim appeals to a diverse audience, spanning developed and emerging markets.

## Market Research

<b>Target Demographic:</b> Students	<b>Target Age Group:</b> <ul style="list-style-type: none"><li>• Primarily 18–30 years old (university and postgraduate levels).</li></ul>	<b>Challenges:</b> <ul style="list-style-type: none"><li>• hectic schedule</li><li>• heavy workload</li></ul>
	<b>Social Media Usage:</b> <ul style="list-style-type: none"><li>• 90% of students are active on social media, with platforms like Instagram, TikTok, and LinkedIn being the most popular.</li></ul>	<b>Average Income/Allowance:</b> <ul style="list-style-type: none"><li>• University students' average monthly disposable allowance ranges from \$200–\$500, depending on the region.</li></ul>
	<b>Daily Study Time:</b> <ul style="list-style-type: none"><li>• On average, students spend 3–5 hours per day on academic tasks.</li></ul>	<b>Device Usage:</b> <ul style="list-style-type: none"><li>• 85% rely on smartphones for quick searches and academic apps.</li></ul>

**Target  
Demographic:**  
Researchers

- Target Age Group:**
- 25–50 years old, including doctoral candidates, postdoctoral researchers, and professionals in academia.

- Average Income:**
- Varies significantly by region, e.g., \$30,000–\$70,000 annually in developing countries and \$70,000–\$120,000 in developed regions.



- Gender Distribution:**
- Males: 55%, Females: 45%, though this varies by region and discipline.

- Device Usage:**
- 95% of researchers use laptops or tablets for their academic tasks.

- Research Activity:**
- Researchers typically dedicate 4–6 hours daily to academic writing, experimentation, and data analysis.

- Online Shopping:**
- 75% of students and researchers shop online for academic tools, with significant interest in subscription-based services.

**Target  
Demographic:**  
Universities and  
Institutions

- Market Size:**
- Over 26,000 universities worldwide, with over 235 million students enrolled globally (UNESCO, 2023).

- Budget Allocation for EdTech:**
- Institutions allocate 2–5% of their budgets for digital learning tools and EdTech solutions, projected to grow to 7% by 2030.



- Top Regions for Adoption:**
- North America: High AI adoption in education, extensive university budgets, and strong demand for productivity-enhancing tools.
  - Europe: Multilingual diversity and EU funding for digital education drive demand for innovative solutions.
  - Asia-Pacific: Rapid growth in EdTech, a large student population, and high smartphone penetration make it a key market.

- Emerging Markets:**
- Africa: Growing youth population and increasing internet access create demand for affordable, multilingual educational tools.
  - South America: Rising government investments in EdTech and diverse language needs offer significant opportunities.

# Marketing *Plan*

## Reaching Up and Out

The marketing plan for Hakim focuses on positioning it as a leading AI-powered educational assistant and robot. By leveraging targeted strategies based on the 4Ps of marketing, the goal is to attract universities, students, and researchers worldwide. This plan emphasizes partnerships, digital marketing, and direct engagement with the academic community.

## The 4Ps of Marketing

Product	Price
<ul style="list-style-type: none"><li>• Core Features: Multilingual support, AI assistance, robotics integration, and academic collaboration tools.</li><li>• Differentiators: Tailored features for students, researchers, and universities.</li></ul>	<ul style="list-style-type: none"><li>• Plans:<ul style="list-style-type: none"><li>◦ Student Pack: Affordable subscription.</li><li>◦ University Pack: Scalable pricing.</li><li>◦ Hakim Robot: One-time purchase.</li></ul></li><li>• Promotions: Discounts for early adopters and free trials for institutions.</li></ul>
Promotion	Place
<ul style="list-style-type: none"><li>• Digital Marketing: Social media, SEO, webinars, and case studies.</li><li>• Partnerships: Collaborate with universities, NGOs, and EdTech firms.</li><li>• Content: Share success stories and educational insights to build credibility.</li></ul>	<ul style="list-style-type: none"><li>• Channels: Online subscriptions, university integration.</li><li>• Partnerships: Collaborations with EdTech platforms and academic publishers.</li><li>• Global Reach: Multilingual access for diverse regions.</li></ul>



# Financial *Plan*

## Capital Requirements

	Value	Percentage
Research and Development	\$80,000	53%
Marketing and Advertising	\$25,000	17%
Daily Operations	\$15,000	10%
Infrastructure and Hardware	\$30,000	20%
TOTAL	\$150,000	100%

## Financial Outlook

US\$ B	FY'26	FY'25	YOY change
Revenue	250	150	67%
Expenses	100	80	25%
Profit	150	70	114%
Dividend per share	\$15/share	\$7/share	114%

# Future Plans & *Milestones*



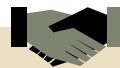
**March 2024**

Design and  
Development



**March 2025**

Software and Prototype  
Testing Phase



**End of 2025**

Official Launch and  
Securing Partners



**2030**

500 Robots Sold



## Striving For Excellence

Our goal is to become the leading AI-powered assistant in education, transforming learning experiences worldwide. We plan to expand through new features, strategic partnerships, and global reach, aiming to make education more accessible, efficient, and interactive for students and educators alike.