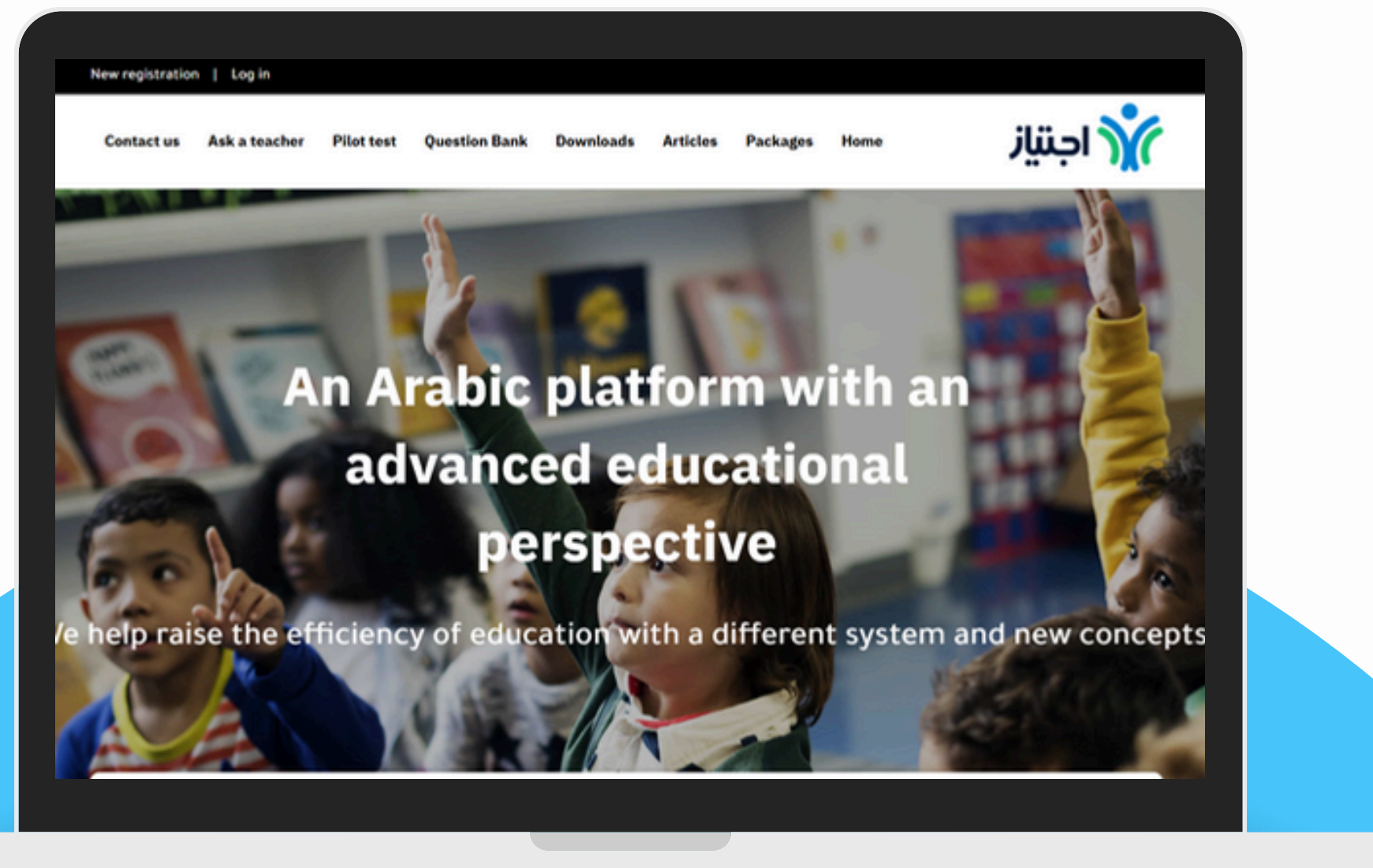




The Ultimate Student Companion for Academic Excellence



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"Etijaz" is an e-learning platform specializing in teaching scientific subjects related to aptitude tests, both quantitative and verbal, to secondary school students preparing for Qudurat and Tahseeli exams. These standardized tests are a prerequisite for admission to most universities



Our Mission

Empowering students to achieve outstanding results in their exams by providing high-quality educational content and intelligent tools for personalized assessment and performance analysis

Our Vision

To establish Ejtiaz as the leading educational platform for test preparation in Saudi Arabia and the Gulf region, offering innovative learning solutions tailored to students' and schools' needs.

Problem

Students face multiple challenges in preparing for aptitude and achievement tests

Problem 1

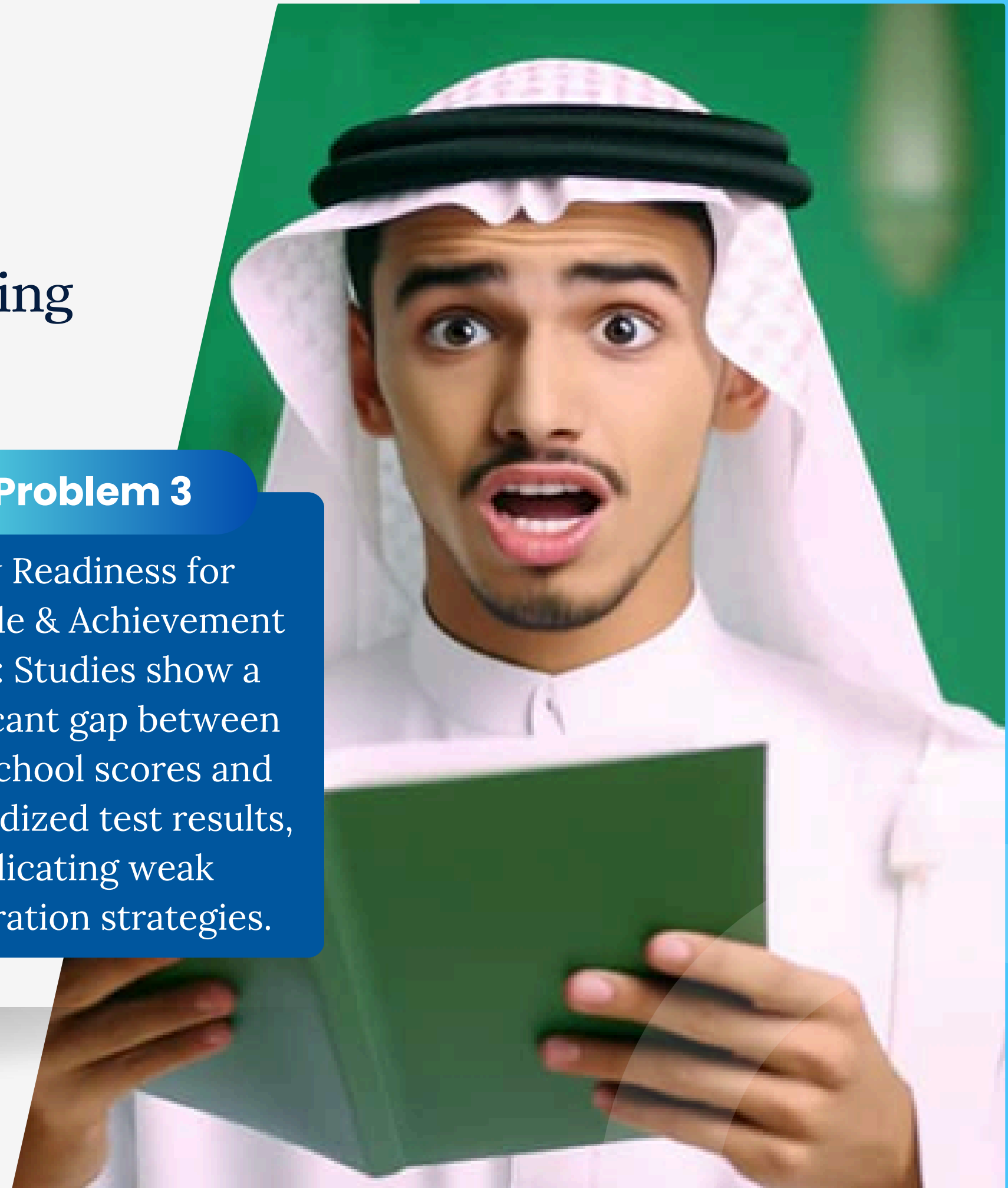
Lack of Smart Assessment Tools: Most educational platforms fail to provide personalized analysis for students.

Problem 2

High Cost of Traditional Courses: Preparation courses range between SAR 2,000 – 5,000, creating a financial burden for families.

Problem 3

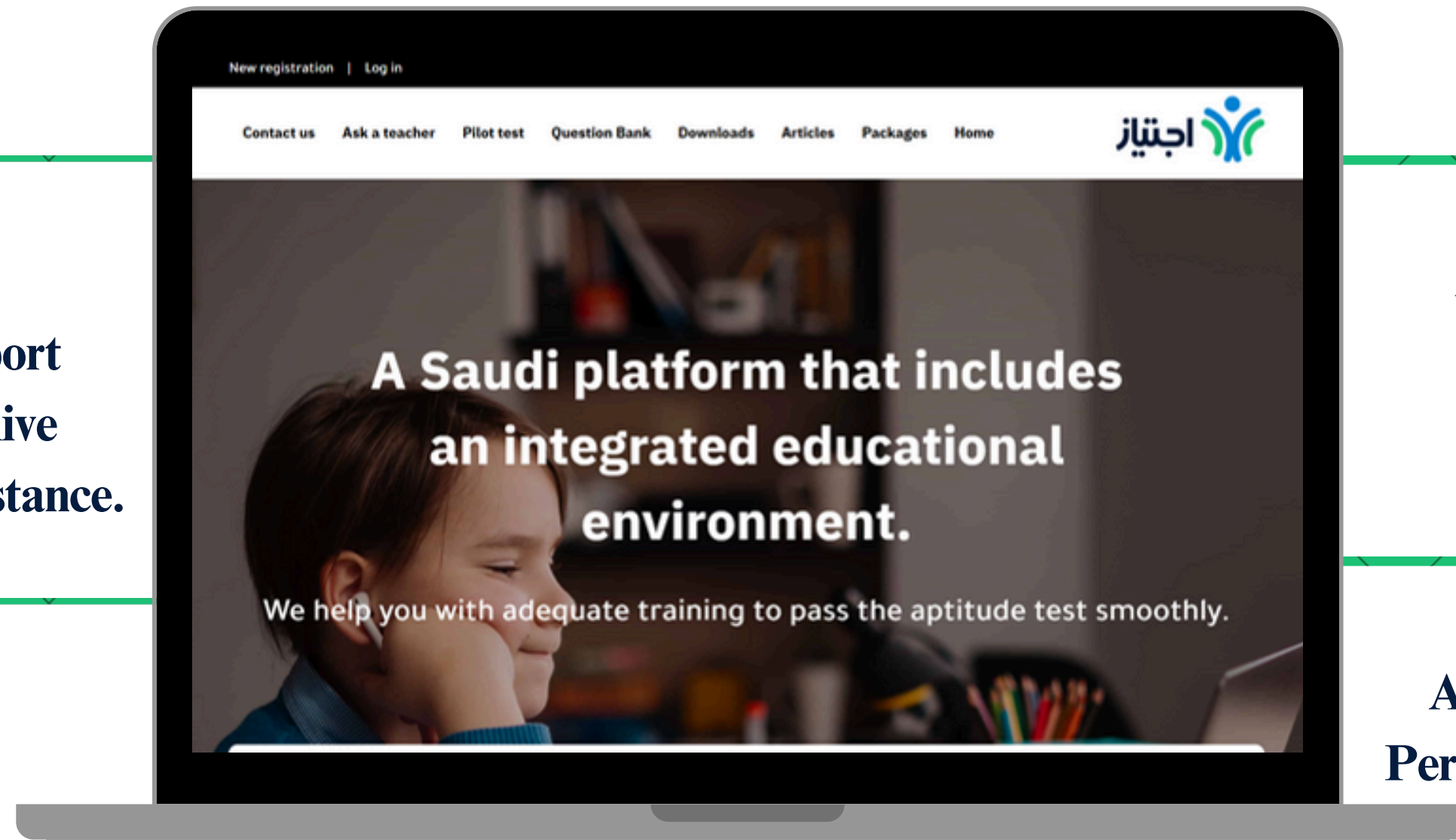
Low Readiness for Aptitude & Achievement Tests: Studies show a significant gap between high school scores and standardized test results, indicating weak preparation strategies.



Ejtiaz: The Ideal Solution for Student Success

Live Sessions & Instant Support
Interactive learning through live broadcasts and AI-powered assistance.

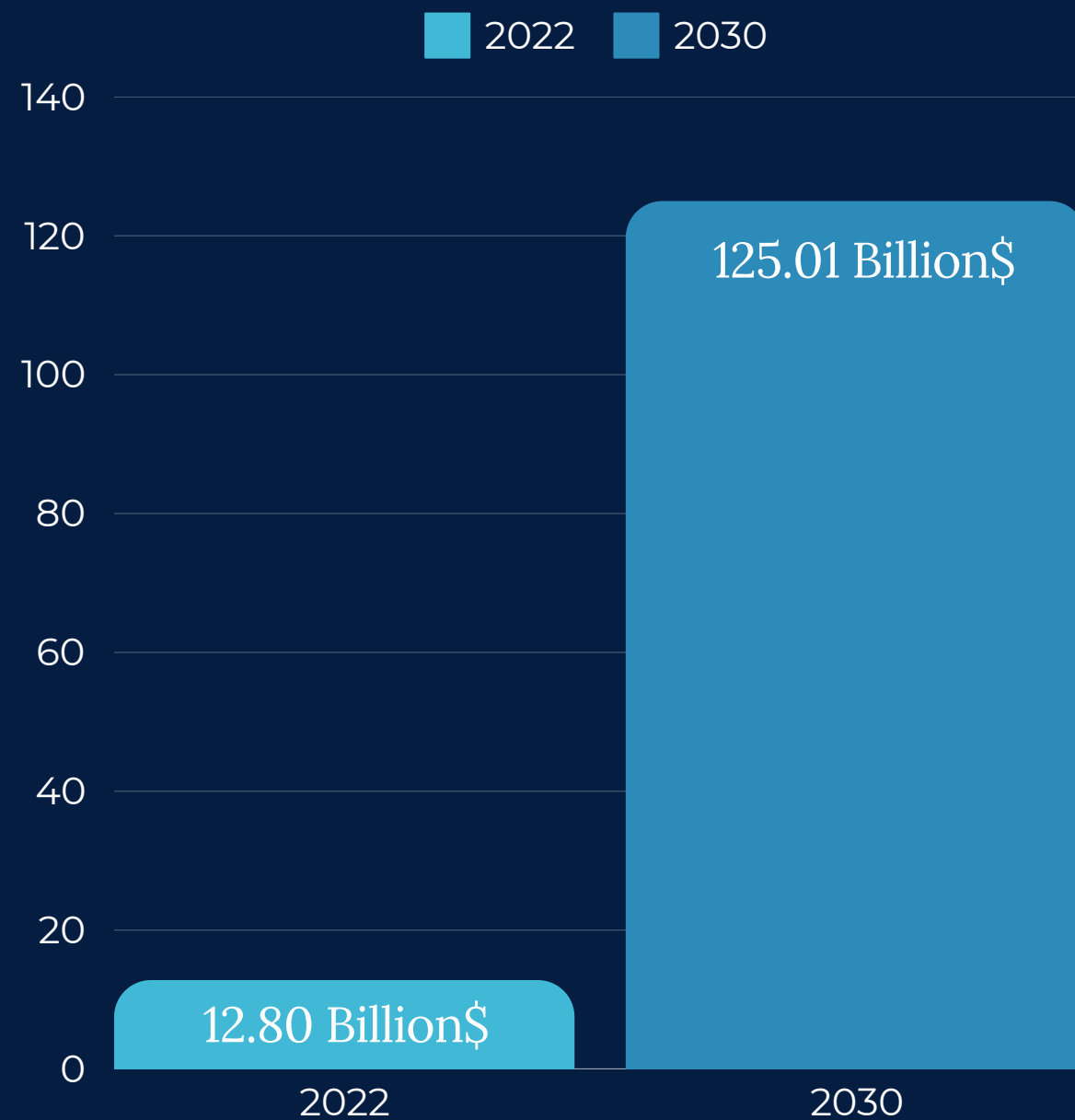
Flexible Pricing Plans
Subscription starts at SAR 59/month, making it affordable for all.



High-Quality Educational Content
Interactive lessons and simplified explanations

AI-Powered Performance Analysis
Personalized test recommendations and progress tracking

Target Market Analysis



Global EdTech Market

CAGR : 26.60%

Total Available Market (TAM)

- The e-learning market in Saudi Arabia is estimated to reach **\$5.2 billion** by 2027, with a compound annual growth rate (CAGR) of **17.2%**.
- Investments in the digital education sector in the Middle East and North Africa region exceeded **\$1.5 billion** in 2023.

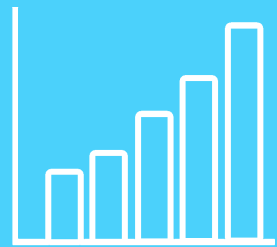
Serviceable Available Market (SAM)

- The online learning platform market in Saudi Arabia is estimated to be worth **\$163.1 million** in 2025.
- The number of users in this market is expected to reach **5.7 million** by 2029.

Serviceable Obtainable Market (SOM)

- With Ejtiyaz's targeted approach, we aim to capture **10%** of the Saudi online learning market within 3 years, translating to **\$16 million** in annual revenue.

Competitive Analysis



Competitive advantage



Competitive advantage



Competitive advantage



Noon Academy

✓ Specialized focus: Noon Academy offers general educational content for multiple academic levels, while Ejtiyaz specializes only in Qudurat and Tahseeli exams, making the content more accurate and relevant.

✓ Smart Learning: Ejtiyaz relies on artificial intelligence to analyze student performance and deliver personalized tests, while Noon relies primarily on live classrooms.

✓ More competitive pricing: Ejtiyaz's prices are lower than some courses on Noon, making it accessible to a wider range of students.



Ain Platform

✓ Advanced Technology: While Ain relies on traditional methods such as recorded videos, Ejtiyaz offers an intelligent performance analysis system that suggests individual improvements for each student.

✓ Live Interaction: Ejtiyaz provides interactive tools such as live streaming and instant support, which Ain lacks.



Global Platforms (Udemy, Online Lessons, etc)

✓ Local specialization: Some foreign platforms, such as Udemy, offer general courses, but they do not cater to the needs of Saudi students in aptitude and achievement tests.

✓ Arabic support: Unlike some platforms, Ejtiyaz provides authentic Arabic content aligned with Saudi curricula and requirements.

✓ Integration with schools: Ejtiyaz seeks to build direct partnerships with schools, giving it a more stable user base.

REVENUE STREAMS



B2B School Partnerships

Contract Fee: SAR 10,000 per school/year

Target: 50 schools annually

Projected Revenue: SAR 500,000/year



Premium Intensive Courses

Course Fee: SAR 150 per student

Target: 5,000 students per year

Projected Revenue: SAR 750,000/year



(Subscription Model)

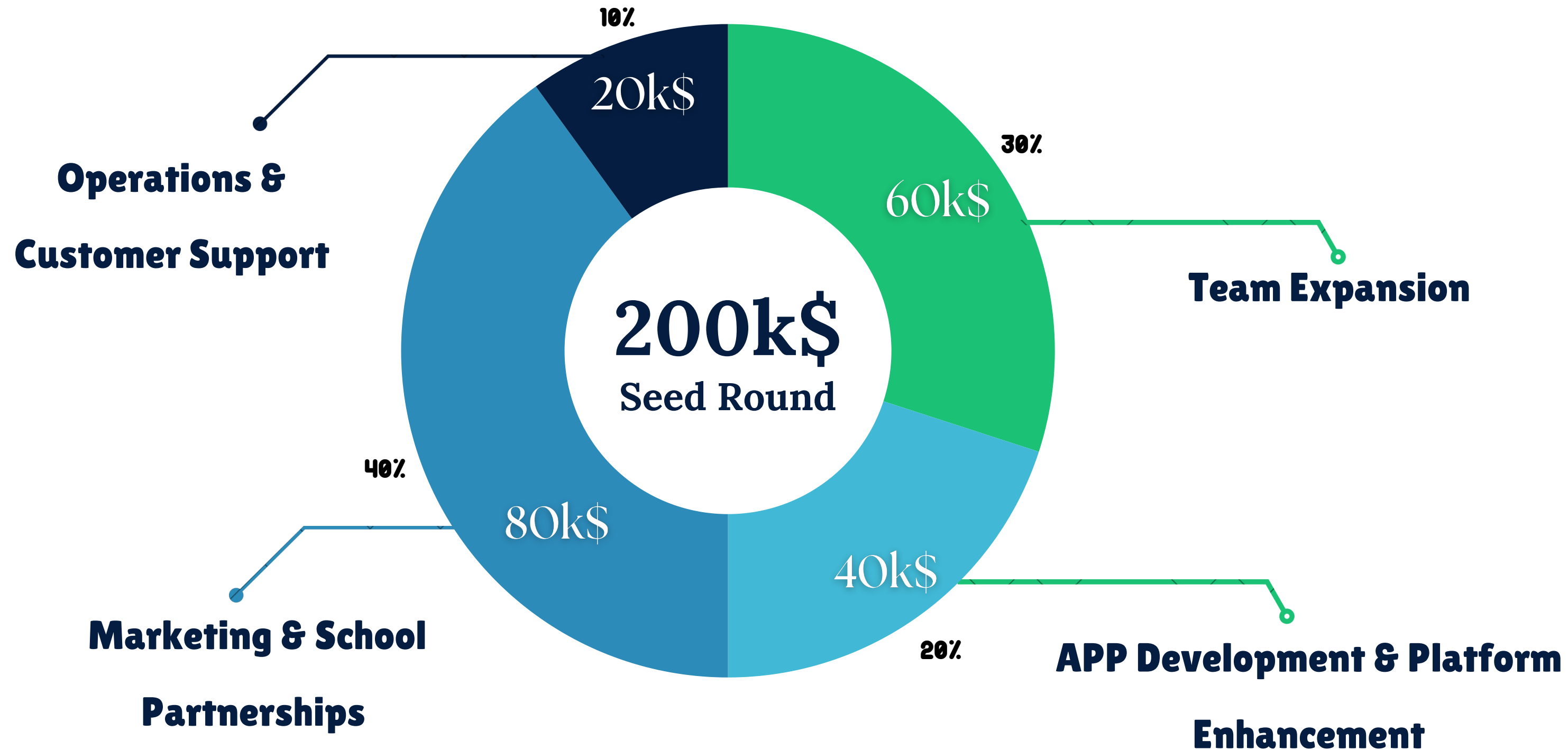
Annual Subscription: SAR 99

Target: 10,000 subscribers annually

Projected Revenue: \$1,000,000/year

INVESTMENT ASK

12-month deployment with a 3-month ROI realization post-marketing launch.



Expected Return on Investment

(ROI)



Scenario	Subscribers	Revenue	Net Profit	ROI %
Conservative	2,000	SAR 480,000	SAR 150,000	75% in 12 months
Realistic	5,000	1,200,000 SAR	SAR 400,000	200% in 12 months
Optimistic	10,000	2,350,000 SAR	SAR 900,000	450% in 12 months

Why Invest in Ejtiaz?

**A qualified team combining
expertise in education and
modern technology**



**Fast ROI : Strong revenue
model ensures quick
investor returns**

**Strong Market Demand
Growing Saudi e-learning
industry**

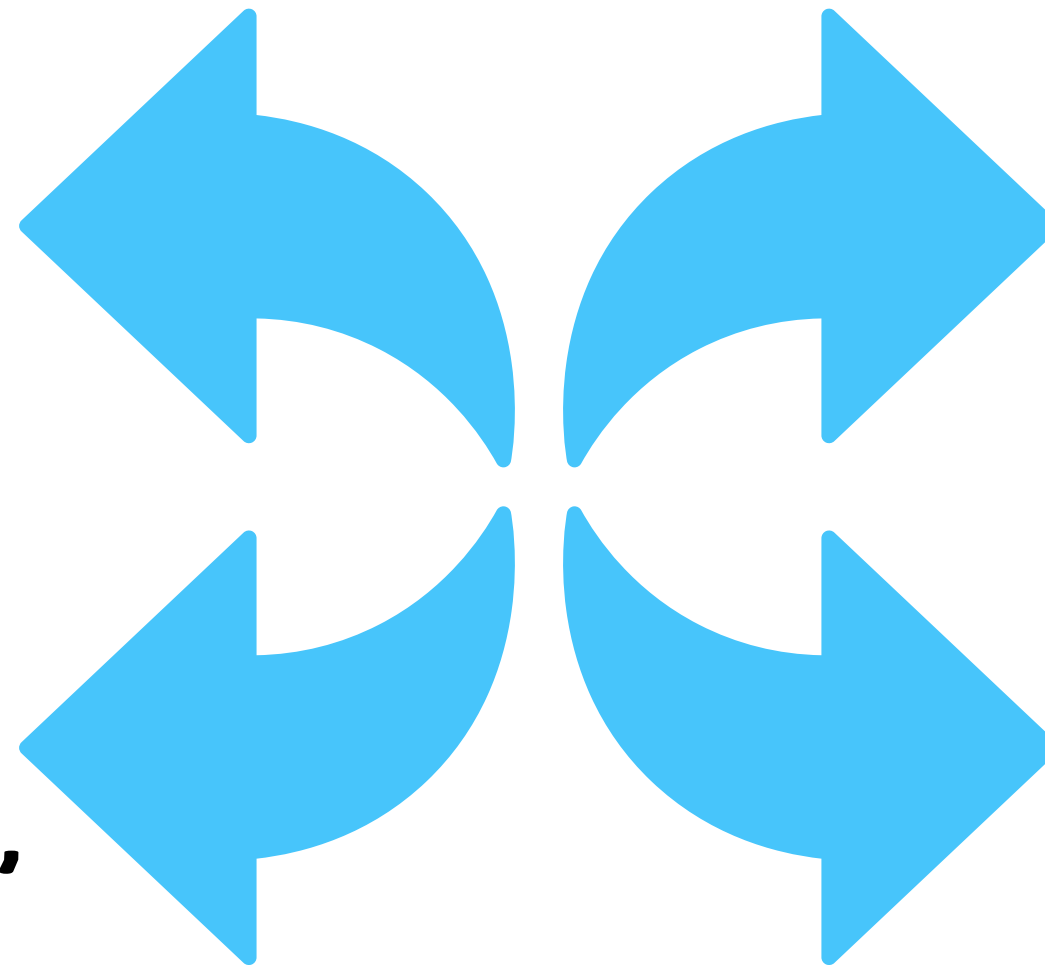
**Scalable Business
Potential for national &
regional expansion**



Achievements

Total revenue to date:
568,000 SAR

**Collaborations with educational
departments like **Asir and Al-Mahd**,
as well as multiple schools.**



**Certificates of appreciation from
schools for high quality
educational services**

Current subscribers:
5,738 subscribers

Growth Strategy

Months 1-6

Launch & Initial Expansion

- ✓ Enhancing AI-driven learning tools.
- ✓ Growing the team.
- ✓ Executing digital marketing campaigns targeting 10,000 students.

Months 7-12

Platform Development & School Collaborations

- ✓ Launching mobile app for seamless student access.
- ✓ Partnering with 50 schools.
- ✓ Reaching 5,000 active subscribers.

Months 13-18

Regional Expansion & Content Diversification

- ✓ Expanding into GCC markets (UAE, Kuwait, Qatar).
- ✓ Adding university & professional aptitude test content.
- ✓ Growing to 10,000+ annual subscribers.

Months 19-24

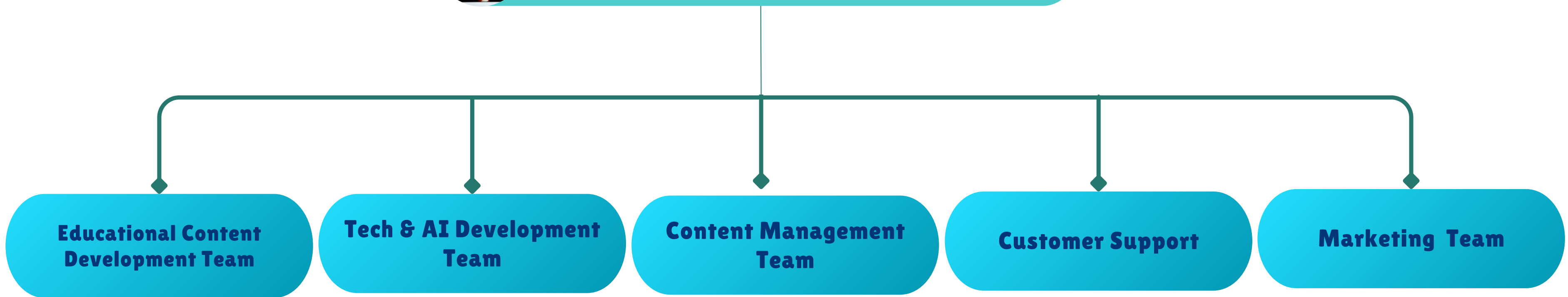
Revenue Diversification & Tech Expansion

- ✓ Introducing STEM & AI training programs.
- ✓ Scaling up school partnerships & corporate sponsorships.
- ✓ Preparing for Series A investment round.

Meet the Team



Bassem Haitawi Salama
Founder & CEO



5 trainers specializing in Qudurat and Tahseeli exams.

- ◆ Preparing courses and training.
- ◆ Continuously updating content.

2 Software Engineers

- ◆ Platform development and improvement.
- ◆ Integrating artificial intelligence into assessments and tests.

2 Content Entries

- ◆ Upload and organize educational materials.
- ◆ Ensure a smooth student experience.

2 Customer support staff

- ◆ Answering student inquiries.
- ◆ Resolving technical issues and providing immediate assistance.

3 Digital Marketing Specialists

- ◆ Social Media Campaign Management.
- ◆ Google Ads and Content Marketing.

Invest in Ejtiaz Today and Be Part of the Future of Education!

