

Digital transformation in the conventional education sector



**Digital transformation, in the context of"
education, has ironically become the
".problem itself**





THE PROBLEMS

"To this day, there is no educational institution that has been able to fully digitize all of its activities and functions necessary for the smooth running of the educational process, while simultaneously maintaining the important human interaction element within classrooms and, at the same time, preventing students from using tablets and phones inside those classrooms."



Even if any educational institution" wished to transition to digitalization today, regardless of the shortcomings of that transition, and assuming that the necessary infrastructure—such as the internet and devices—is in place, it would still face two options in order to possess a suitable digital environment

The first option

"The institution builds this digital environment itself, and thus requires

- A permanent technical team
- Software costs and recurring subscriptions for many digital services and tools
- The use of dozens of applications to perform tasks
- Training the staff, teachers, and students on the use of the new technology



Drawbacks of this solution

- Difficulty of Use
- Difficulty of Continuous Development
- Additional costs if many functions and tasks continue to be performed traditionally (e.g., continuing to use books, printing, paper exams, and manual grading, etc.).



The second option

The institution buys a complete, ready-made digital environment through massive annual subscriptions



Drawbacks of this solution

- Lack of Suitability: No ready-made digital solution perfectly fits the diverse environments and styles of education, as the approach and pattern of teaching vary significantly from one society to another.
- The continued use of numerous different external applications.
- The continued reliance on books, printing, paper, and traditional exams within classrooms



Challenges of teachers and trainers with current tech solutions

1.

Loss of academic content (as the content remains the property of the educational institution or the platform only). Once the teacher leaves the platform or institution, they lose access to their specific content or must create a separate personal copy

2.

The challenge of cumulatively developing training material over the long term

3.

Having to repeatedly teach lessons and continuously review information

4.

Re-testing and marking the examinations

5.

Generating reports and performance analytics for students

6.

Recognition and prestige for gifted teachers

Challenges of teachers and trainers with current technological solutions

7.

Compulsory leave or student absences due to emergencies, and the need to compensate for and mitigate the academic loss

8.

The challenge of communicating with students outside the school or classroom

9.

Disorder in sending and sharing files with students

10.

Difficulty in reaching a wider segment of students beyond the teacher's geographical scope

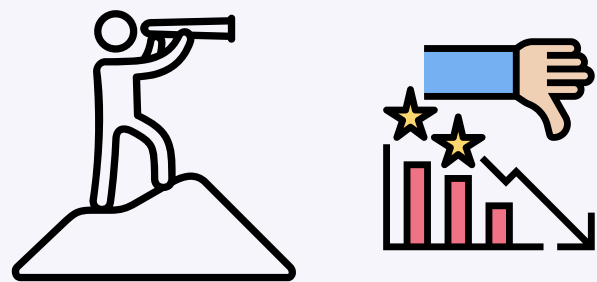
11.

The challenge of reaching students outside of the school or classroom setting



Challenges for administrators and officials with current digital solutions

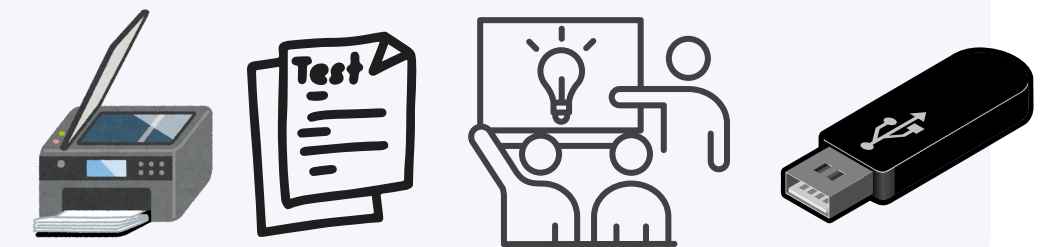
- DIFFICULTY OF SUPERVISION WITHIN THE CLASSROOMS.
- DELAY IN IDENTIFYING ACADEMIC PROBLEMS AND KNOWLEDGE GAPS



- CONTINUOUS ENTRY OF A LARGE QUANTITY OF DATA.
- THE NEED FOR CONTINUOUS, DAILY MONITORING OF THE MANY APPLICATIONS REQUIRED DURING THE EDUCATIONAL PROCESS.



PUTTING IN GREAT EFFORT TO ENSURE LOGISTICS WITHIN AND OUTSIDE THE CLASSROOMS, PARTICULARLY THE ADMINISTRATIVE SERVICES REQUIRED BY BOTH TEACHERS AND STUDENTS



Student challenges with current digital solutions



- 01 Lack of a specific digital community tailored for their needs, as is common in other sectors
- 02 The use of multiple applications to accomplish required tasks during their education
- 03 Major confusion between personal and educational life because of using the same applications, particularly social media apps, which severely compromises student privacy and fragments their attention
- 04 Being preoccupied with writing and taking notes behind the lecturer or teacher, distracting from their explanation during the lesson or lecture
- 05 Massive disorganization of electronic files and their storage
- 06 Loss of academic content with any transition, such as moving between academic levels, institutions, or teachers

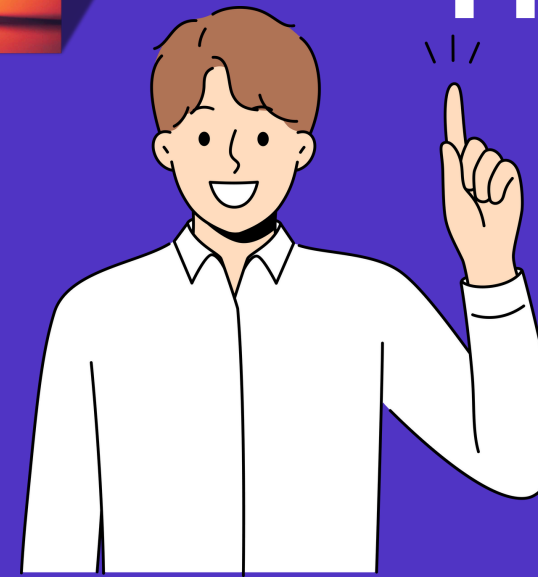
Student challenges with current digital solutions



- 07 Limited access to other teachers or trainers, and their educational content
- 08 The ongoing expense of high costs for books and stationery
- 09 Missing classes due to emergency circumstances
- 10 Hauling heavy school bags all year long
- 11 Prohibiting the use of bulky devices within classrooms



The Solution



Stugooo

An integrated digital platform



Abjad ST1

Device: The Smart Desk



The workflow

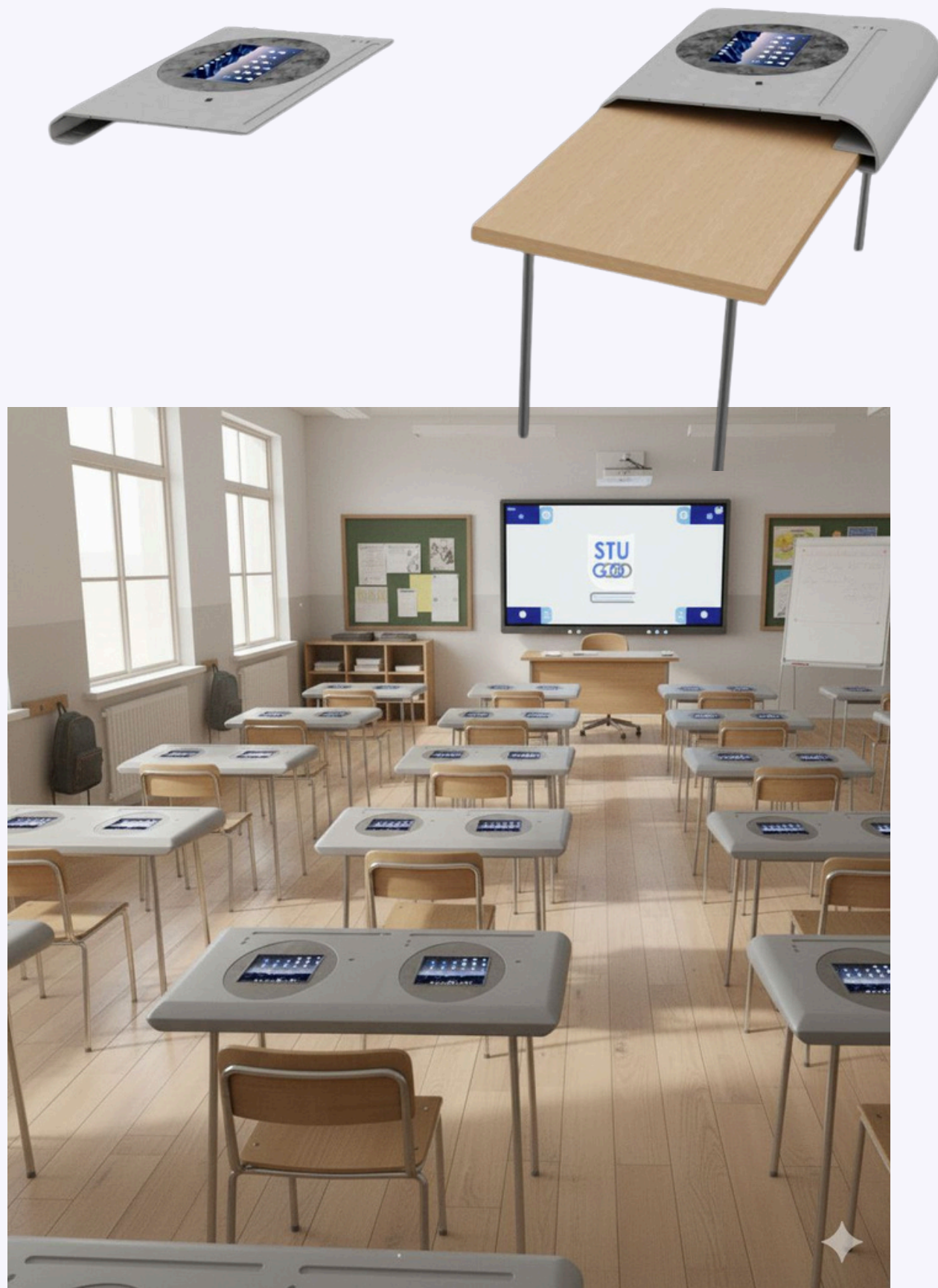


STUGOOO

A digital environment dedicated to education, functionally aligning with the traditional classroom. It grants all parties involved in the educational process (student, institution, teacher) all the necessary tools according to their role to perform required tasks both inside and outside the classroom whether face-to-face or remotely, and resolves all the previously mentioned problems easily, smoothly, and simply

The digital environment fundamentally relies on creating personal accounts for users (students, teachers, institutions), with full ownership reverting entirely to each user who creates the account. Through these accounts, classrooms and educational institutions, whether large or small can be formed, with the account holder possessing permissions and necessary tools appropriate to their role

This digital environment relies entirely on a cloud storage system to suit workflows both inside and outside the institution or classroom, and to accommodate various operating environments on different devices (Android – iOS – Web)



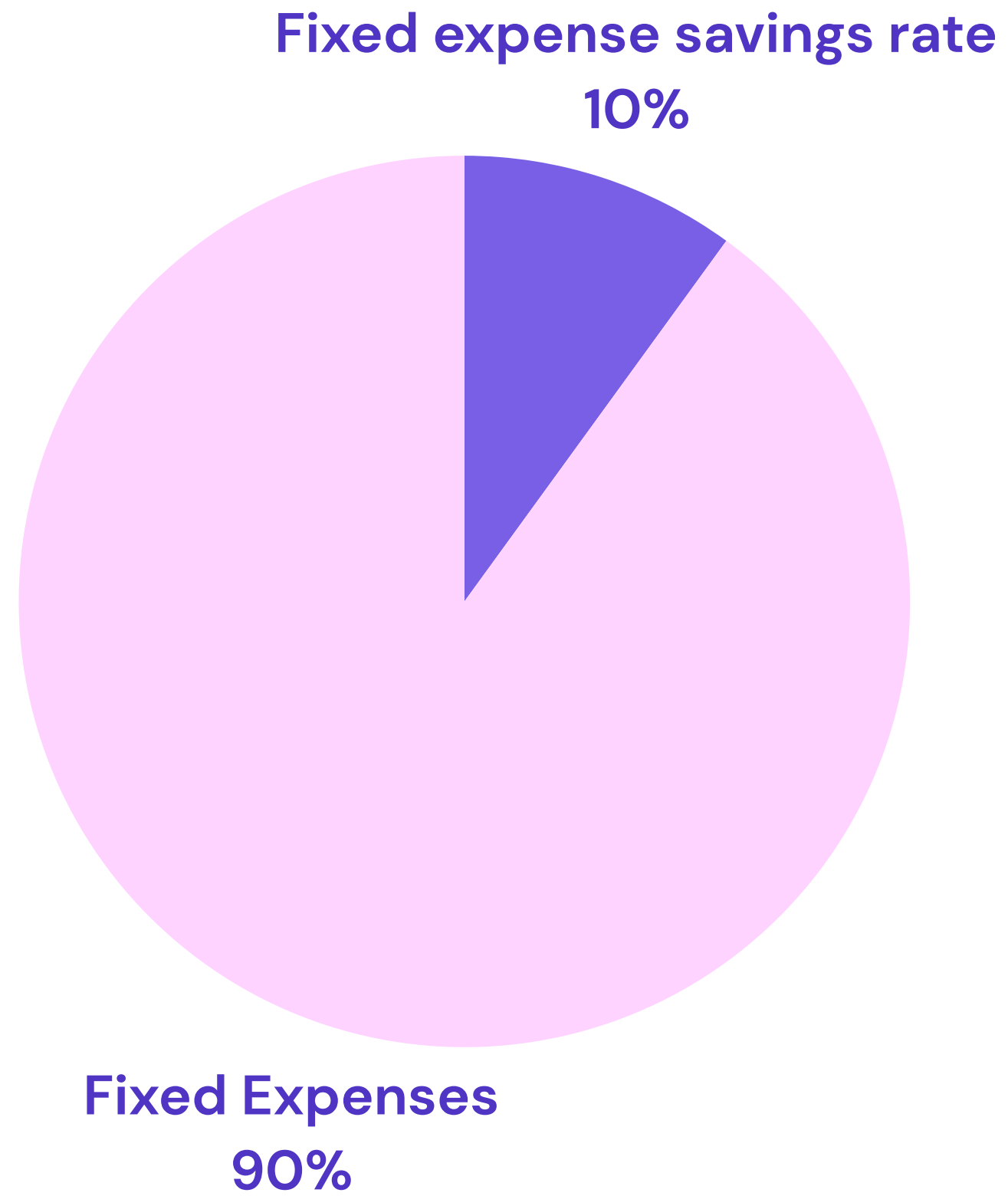
DEVICE: THE SMART DESK

It consists of a cover made up of multiple sections to fit the varying sizes of school or university desks. It is mounted onto a standard desk to convert it into a Smart Seat with internet connectivity. The key component is the touchscreen, which runs the aforementioned digital environment. This allows the student to perform all required tasks, including viewing homework, taking notes alongside their instructor, and completing various exam formats (multiple-choice or traditional)

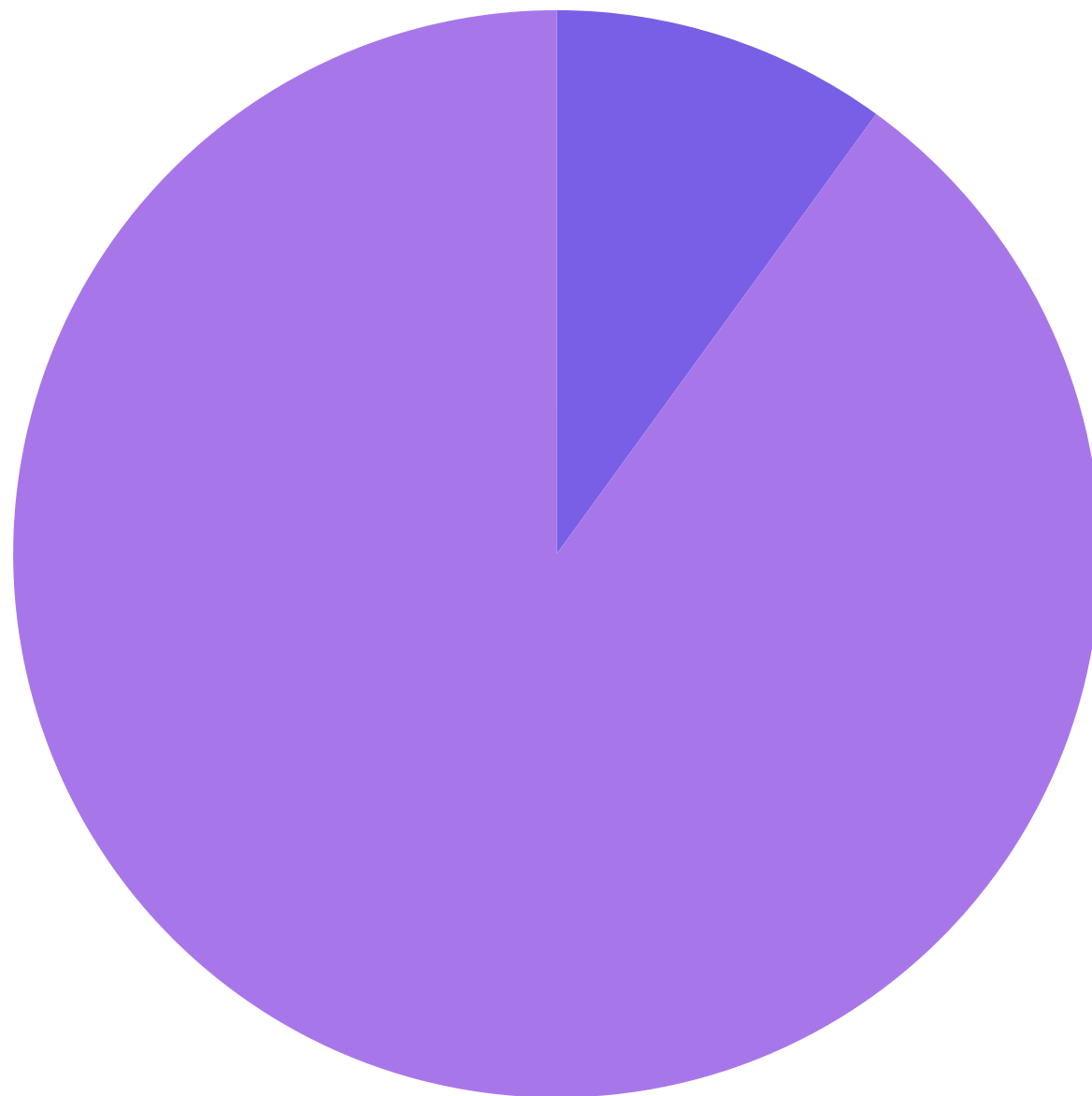


:THE APPROACH

We now have a single digital platform that contains all the necessary tools :for all parties in the educational process, and which can be utilized Outside the classroom via the users' personal tablets, and inside the classroom via the teacher's smart board, or via their own tablet (in case a .smart board is unavailable) by connecting the tablet to a projector Students use the Smart Seat, which is exclusively dedicated to performing .their tasks without the need for personal tablets ,The digital platform achieves a state of ideal integration in functions, tools ,and permissions for users working both inside and outside the classroom offering a large margin of privacy for users and a sustainable business model for all users in building and organizing their academic content and creating a dedicated communication community for this sector



Coding Costs
10%



Percentage savings on software development costs
90%

Waste and Upkeep
10%



Reduction in waste and maintenance
90%

Our solution versus other solutions



critterion	our solution	other solution	Savings Percentage
cost	simple monthly subscription	Licenses, Infrastructure & Software	90% +
time	limited hours	Long Months	95% +
training	tow hours	Weeks & Months	95% +
support	unlimited & continuous	Limited	∞ 24/7

**Hundreds of millions of
potential users**

All Individuals:

- Teachers, Trainers, or Students

Those Working in:

- In-person/Face-to-face Education
- Remote/Distance Education

Target Audience

All Educational Institutions:

- Private
- Government/Public
- Schools
- Universities
- Institutes
-

Competitive Advantages



- 01 All-in-one: A single platform and application encompassing every tool needed for communication and work
- 02 Works for both individuals and institutions without requiring account changes
- 03 Free for students, forever
- 04 The first social networking platform tailored for the education sector
- 05 Simple and easy to use; no training required
- 06 Compatible with all educational environments and models worldwide
- 07 The first platform to digitize traditional exams that require handwritten answers or drawing by students
- 08 Ideal for both in-person and remote learning environments at the same time

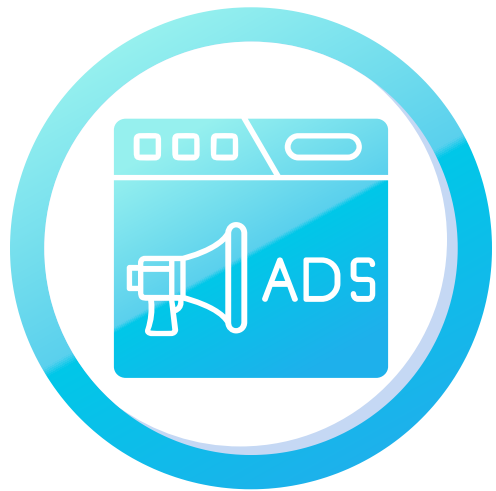
Competitive Advantages



- 09 The first platform that allows users to live stream lessons from classrooms to an external audience
- 10 Novel features for public and private group chats
- 11 User-to-user interaction in libraries
- 12 Innovative Reporting, Individual, and Cumulative Test Analysis

Revenue Model

Advertising



Sales of the smart desk conversion kit/cover



Storage Capacity



Packages based on the number of classrooms and the number of students



The education sector is suffering from massive chaos in the way it handles technology, digital tools, and applications.

For example, it uses:

- Facebook and Instagram for social communication.
- WhatsApp for creating group chats.
- Telegram for file exchange.
- Moodle and Blackboard for building learning platforms.
- Google Classroom for creating virtual classrooms.
- Quizlet for creating flashcards/training cards.
- Artificial intelligence (AI) applications.
- Applications for correcting/grading exams.
- Applications for writing on PDF files.

All of this is coupled with the continued use of traditional tools inside the isolated (closed-off) classroom, which eliminates competitiveness in this sector



Creating a global community that brings together education sector professionals on a single platform

,Empowering simple digital transformation for all eliminating the need for developers and multiple applications

To evolve face-to-face education so it incorporates remote -learning, instead of building remote learning to include in person elements

volving the platform into a marketplace for educational applications, allowing users to seamlessly integrate them ,into their classrooms to match the instructor, material students, and pedagogy

Our existing team



Public Relations
(PR) and
Communications



Product
Manager



Marketing



Marketing



Marketing



CEO



Software Engineer &
Developer



Software Engineer &
Developer



Software Engineer &
Developer

How much investment is required for 10 percent of the company ?

Expense Item	Amount (USD)	Notes
Annual Fixed Expenses	\$200,000	Total fixed expenses for one year (e.g., rent, insurance).
Device Manufacturing Cost	\$150,000	One-time cost for the production of the physical device.
Marketing Expenses	\$50,000	Budget allocated for marketing and promotion.
Software Development & Talent Acquisition	\$75,000	Costs for software development and recruiting key personnel.
Annual Operating Expenses	\$33,000	Total variable and routine operating costs for one year (e.g., utilities, minor supplies).
Total	\$508,000	Grand total of all listed expenses.

The investment is requested specifically to
target the Turkish market



Thanks For
Listening

