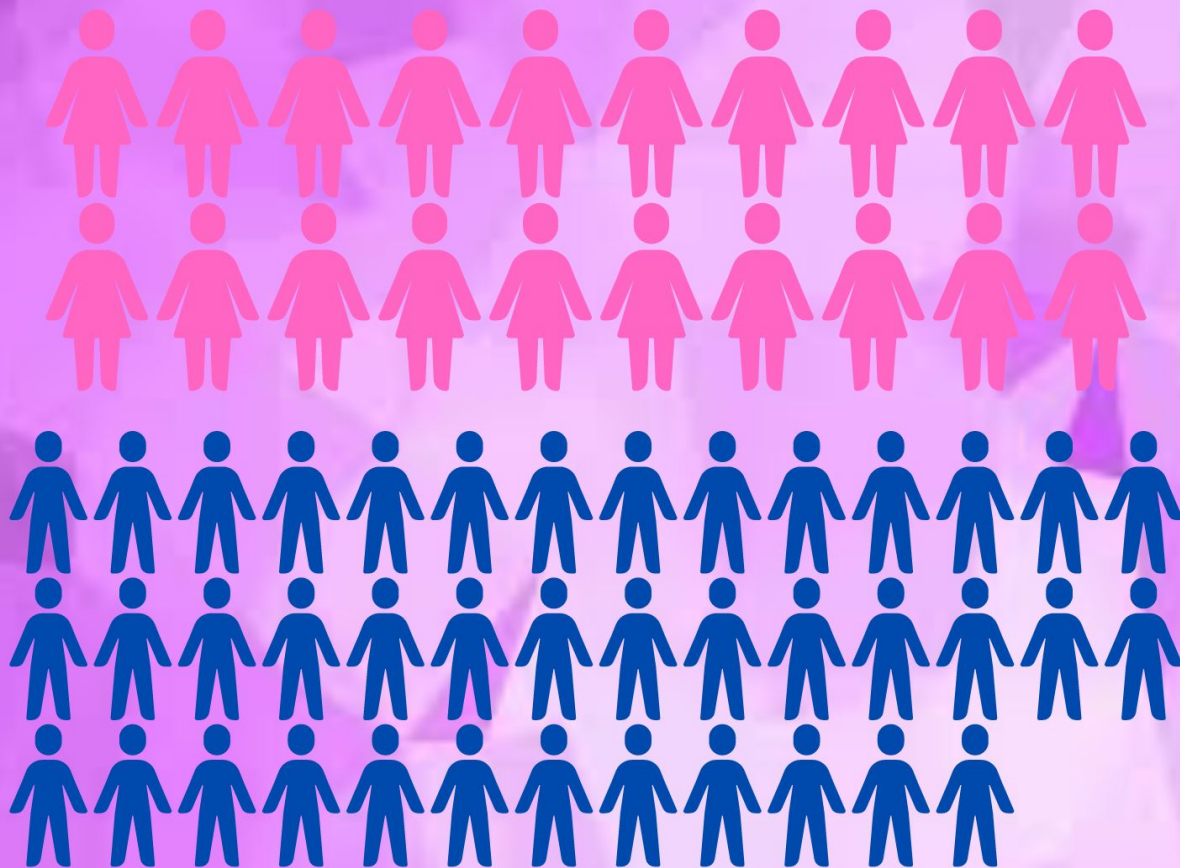




CYBEROOL

ARRIVE AND ARISE

EDUCATION RATES COMPARISON



20% women compared to 80% men

Our Team

- Haris Aqeel
- Iqra Shabbir
- Maheen Fareed
- Afeera Suhail
- Mehreen Iqbal
- Zahra Husain
- Maria Mehmood

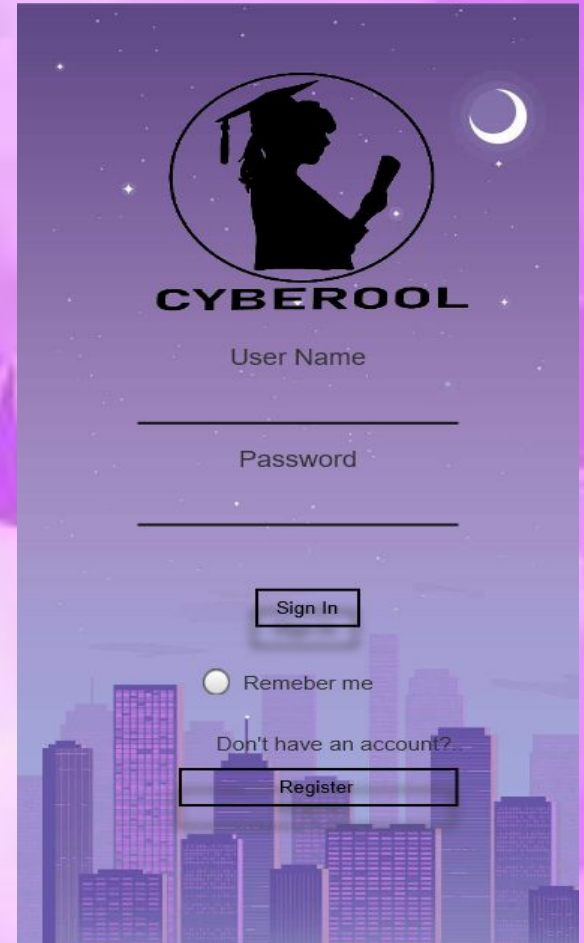
The Problem Statement

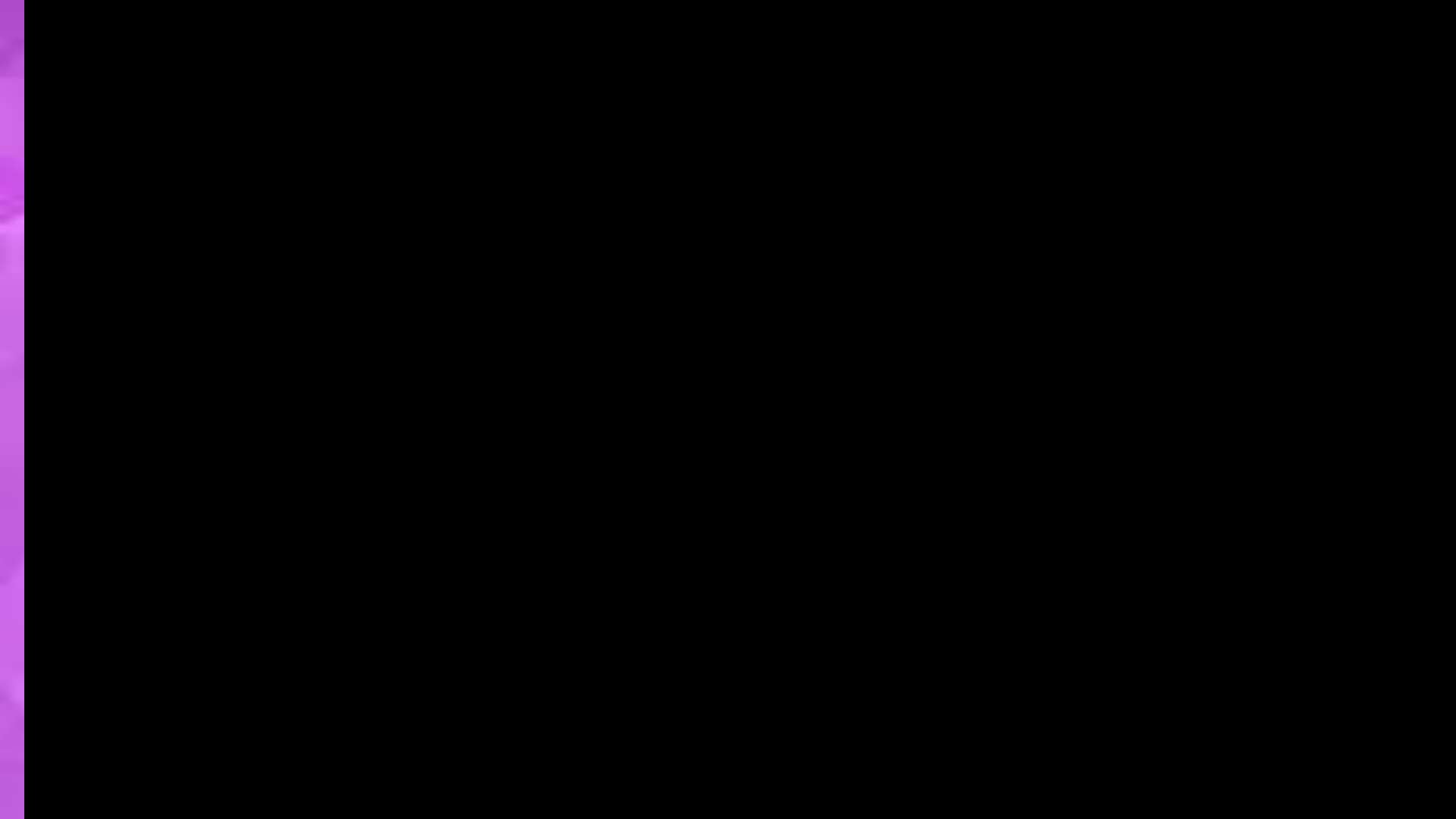
Need for the Development of an interactive application where women regardless of their educational background can easily explore as many subjects of their choice, learn new skills & practice their own area of expertise.

THE SOLUTION

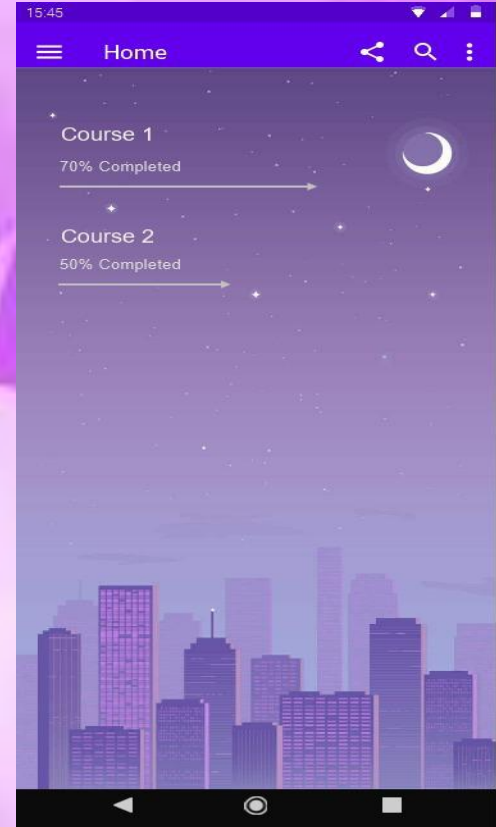
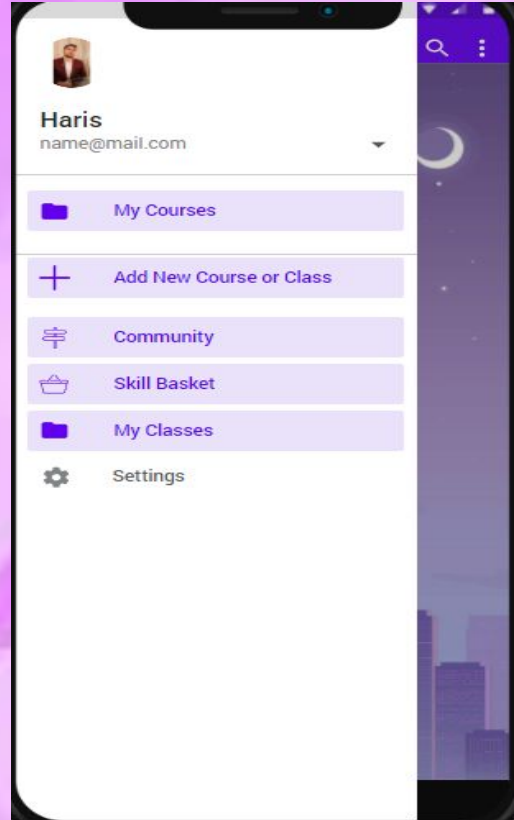
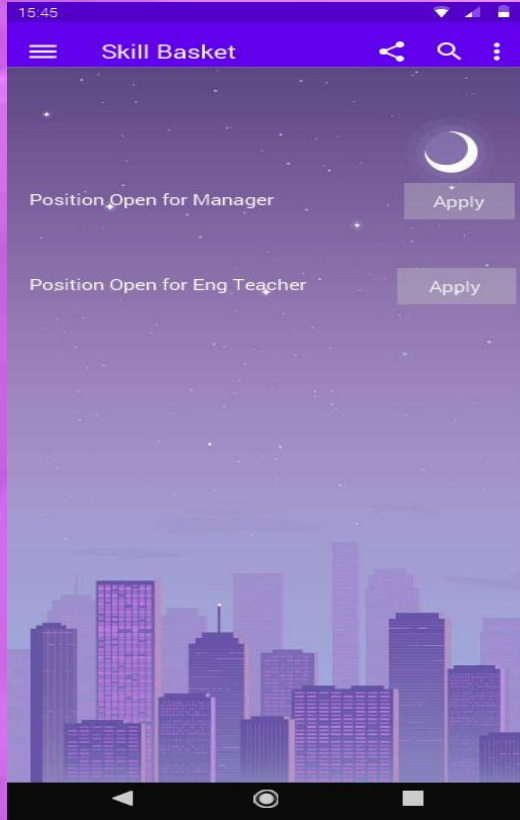
The **Cyberool** App will prove to be a useful platform where women even at their homes can easily explore a variety of subjects of their choice, learn new skills & practice them.

This application will be available on each person's personal devices and on public PC's in community centers. These centers will be built and supervised by our core team members.

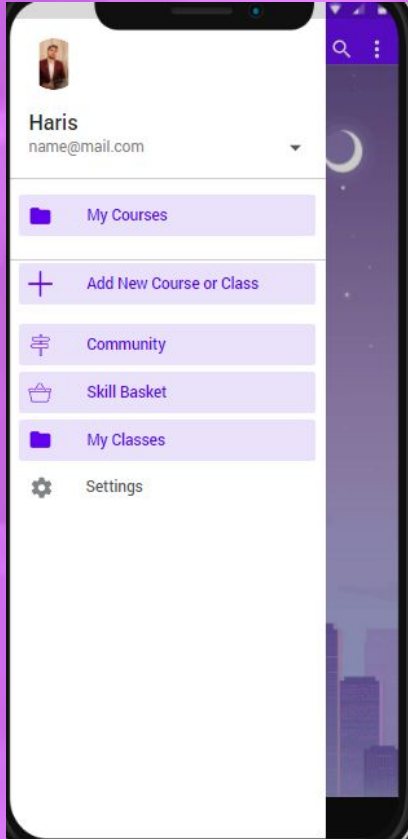




HOW OUR PRODUCT WILL WORK



HOW OUR PRODUCT WILL WORK



1. My courses

2. Skill Basket

3. Community

The Competition *and what makes us better*



BYJU's is an online education technology platform. It is a paid learning app which a layman wouldn't really be able to afford due to its high costs, whereas our app is completely free for users.



This is an international organization tailored towards young ladies whereas our app will be catering to all ages. Moreover, while this organization is more generalised, our app is curriculum based and hence more specific and focused.



Edkasa is an app specific to Pakistan, catering to students of FSC and Matric only. What makes our app better is that it focuses on education for women. To fulfil this aim, we will make specific centres equipped with computers that can access our website. Moreover, our website is free unlike Edkasa which has a monthly payment.

Business Model Canvas

Key Partners

Qazi Humayun, the honorary counsellor of Bangladesh,

Shoaib Zahid Malik of Walled City Co, an investment syndicate

Key Activities

Building our app

Going door to door to raise awareness about our product

Supervising those who use our resources

Key Resources

Public PC's for the community center

Volunteers for supervising our community center and website

Server hosting

Value Proposition

Our product will be available on public PC's for those who do not have access to devices at home

Our community centers will have supervisors which will help students in need of aid

Customer Relationships

We will have a hands on relationship with all our customers to provide them the best possible service

Channels

Using social media we will

Customer Segments

Our business model is catered towards underprivileged women who are not given educational opportunities

We aim to reach and serve the youth of pakistan to help give them a chance to develop digital literacy

Cost Structure

Key partnerships
Operations
Key activities

Revenue Streams

In-app advertising
Sponsorship
Collecting and Selling Data

SWOT Analysis

- Customized Learning Experience
- Enrich Curriculum Deliver

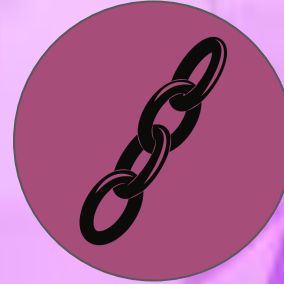


Strengths

- Rising interest in e-learning education services
- Increasing market demand for e-learning education tools and services
- Transform the student learning experience
- Reduce distribution costs to increase revenues



Opportunities



Weaknesses

- Cyber-security issues
- Lack of communication skill development
- Lack of time management skills
- Lack of willingness



Threats

- Risk of learner isolation
- Dependence on technology
- Insufficient motivation for e-learning

WORKS CITED

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THANK YOU