



DEMO DAY COHORT 8



edutechs

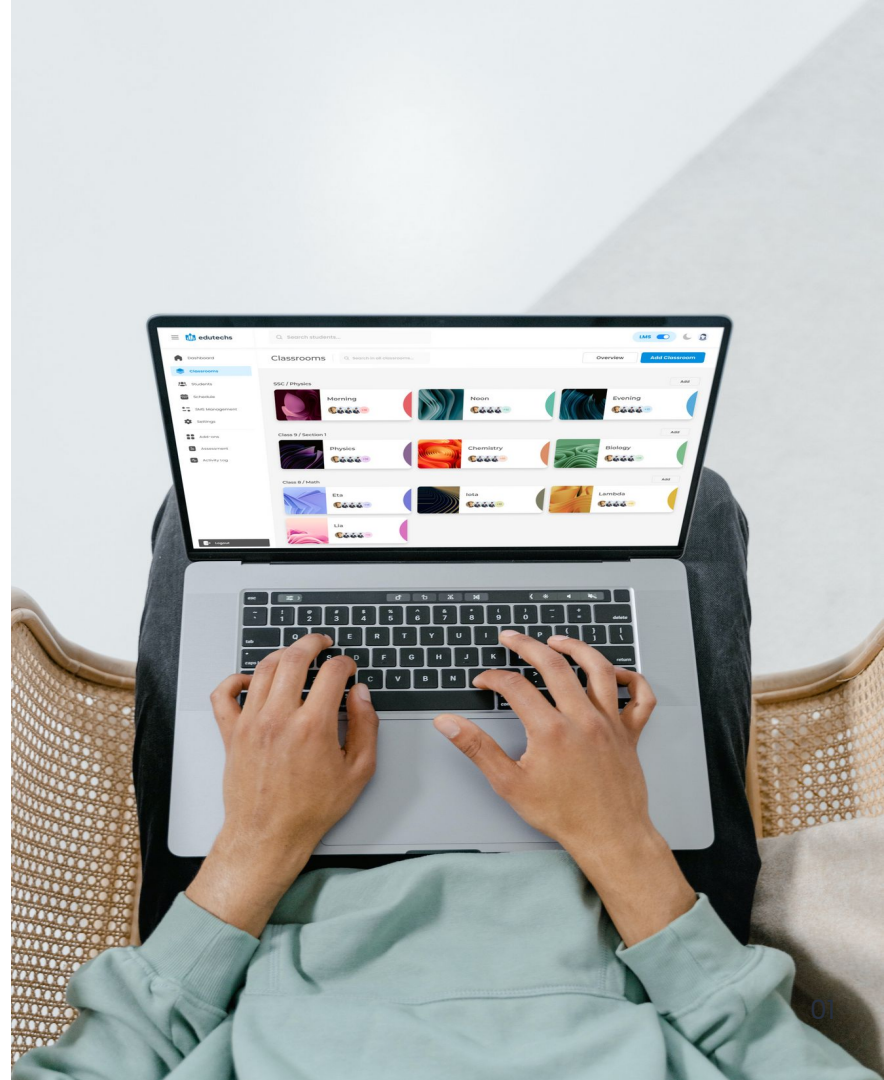
MOHAMMAD EKRAM

CEO & Co-Founder, Edutechs



edutechs

Empowering Teachers, Enriching
Education with Technology



The Global Team



M. Ekram (CEO)

B.Eng & M.Eng in EEE

University of Manchester

5+ years experience in
Tech, Product and Business



Nafis Abrar (CTO and R&D)

B.Sc in Computer Science

University of British Columbia

6+ years experience in
Tech, ML and AI



Farhim W. Zaman (CBO)

M.S in Enterprise Risk Management

Columbia University

Senior Consultant at KPMG
5+ years experience in
Business development



Jannatul Ferdous (COO)

B.S in Mathematics

University of Dhaka

9 years experience in Teaching
and 5 years in business
development and marketing

What's wrong with Bangladesh's Education System?

1973



2023



Technology adoption is one of the biggest challenge to transform education system!

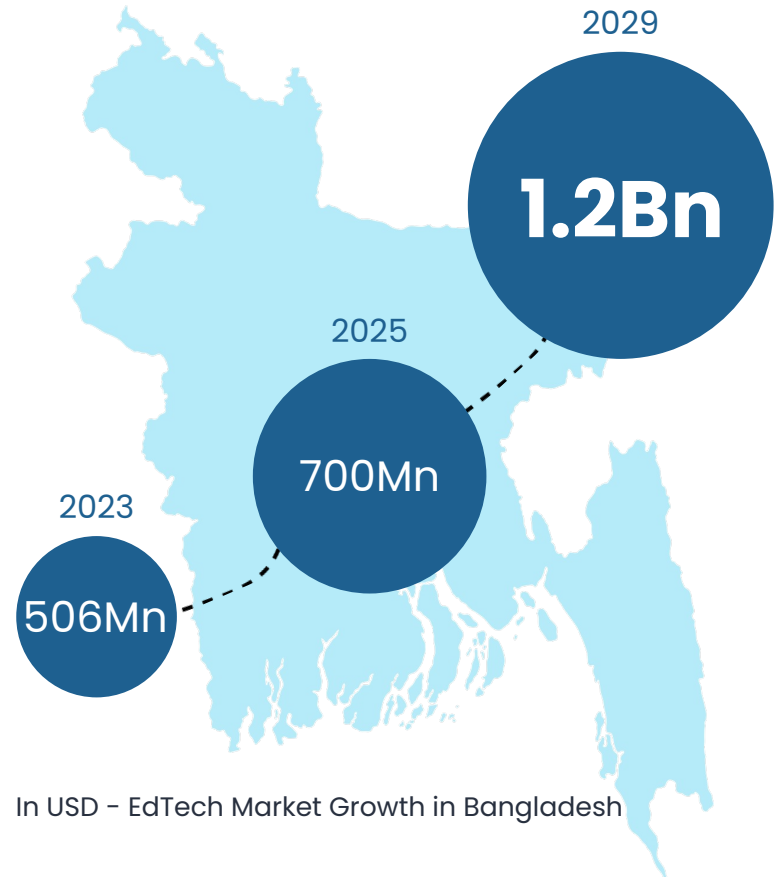
Market Opportunity

Bangladesh has one of the **largest** concentration of Students in the World!

45M
Students

1/3

of household income
is spent on education



In USD – EdTech Market Growth in Bangladesh

Customer Profile



Imran Sir
Coaching Center Owner
iTZ Academic

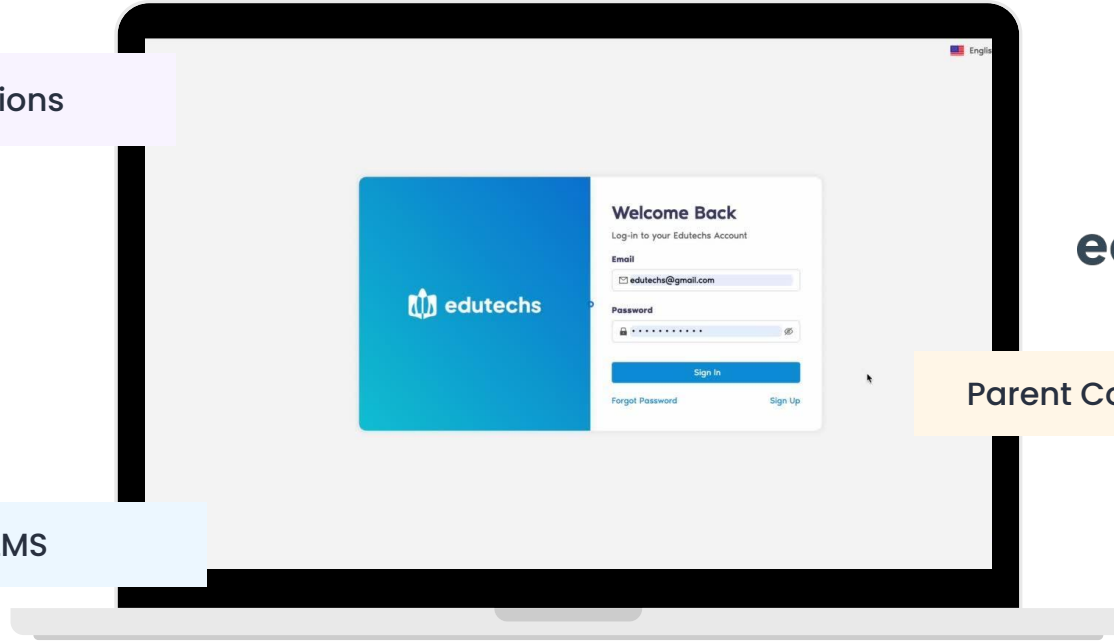
400+ Students

- Pen & Paper
- Poor Scaling
- Needs automation

Edutechs – One Stop Education Management Suite!

Finance & Collections

Automated LMS



Parent Communications

LMS Designed for Low-Tech Educators

The Best Financial Decision



BEFORE

\$200

per student per month

AFTER

\$250

per student per month

**We instantly
improve their
bottom-line by
1.3x**

Market Size



Total Target Market

13,000

Education Institutions

College/University : **10,000**

School : **1,000**

After School coaching : **2,000**

Business Model: B2B SaaS

Monthly
Subscription

\$2000

per institution

Fees
Collections (Digital)

0.1%

on collections

SMS Fees

2%

margins



Traction

Monthly Revenue

\$30K

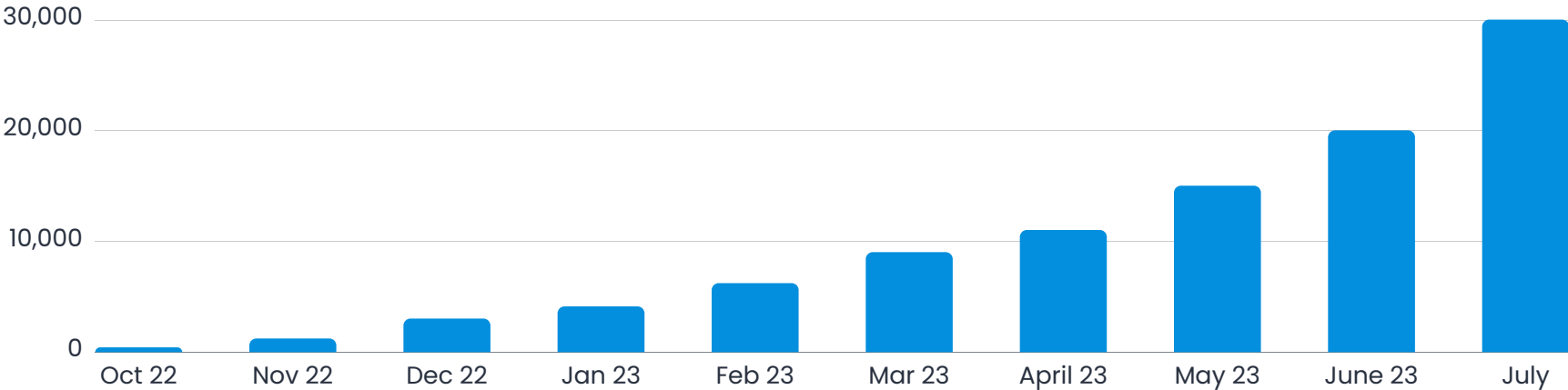
Total Institutions

30

Total Students

36k

■ Revenue



Month on Month Revenue Growth: 30%+

Traction

Monthly Revenue

\$30K

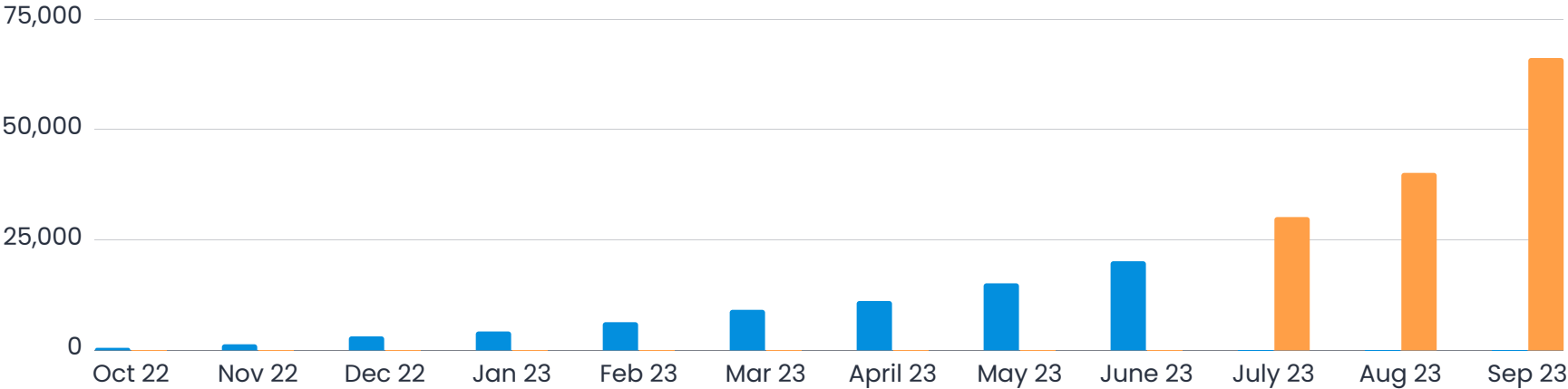
Total Institutions

30

EOY Pipeline

\$480k ARR

■ Revenue ■ Pipeline



Month on Month Revenue Growth: 30%+

Expansion Strategy



The EdTech and smart classroom market in the MEA: **USD 5,595 Million**

INDONESIA



Online Education market in Indonesia: **USD 1,180 Million**

VIETNAM



E-learning Market in Vietnam: **USD 3,000 Million**

Ask for Pre-Seed Extension Round

Invest
USD 350K



**To acquire 500
institutions by
2024 and get to
\$12M ARR**

We are done!

Thank You

Join Us

To improve the education of 45 Million
learners in Bangladesh



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