Nafham

Nafham
The Future of Public Education

"Cairo-based Nafham provides online educational courses in Arabic. Indeed, the future lies here: regional solutions to regional challenges."

©2018 WEF, The Arab World Competitiveness Report

"Lessons on platforms such as Nafham, the Arabic version of the Khan Academy, not only help students learn but can also help teachers learn how to conduct a lesson effectively."

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Nafham means "**we understand**" in Arabic.

The traditional education system is ineffective, yet online education is now crucial and not a luxury anymore.

150M
Arab & African school students (TAM)*1

22M
School st. in Egypt *2

$2.4B
Private tutoring spending /y *3

1M
Underpaid teachers*2

32%
Youth unemploy. rate in Egypt

*1 State of Education in Africa Report 2015 http://greatsocieties.com/AAI-2015.pdf
*2 Centre for Information and Decision Support ministry of education http://emis.gov.eg/Site%20Content/book/017018/develop/sch_clas_stud/sch_clas_stud/2.pdf
*3 UNESCO: Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014   https://unesdoc.unesco.org/ark:/48223/pf0000225660
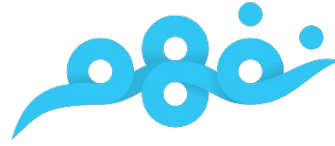
Nafham

Nafham provides school curriculum services & job market training for **6 million** online Arab & African learners.

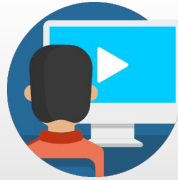| 6M	6	14K+	10K+	100+
Students /year	Countries covered	Paid online sessions	Ed. videos in Arabic	Educational courses

360 Learning Experience

A holistic educational experience provides the perfect blend between self-paced and tutor-led learning experience.

1. Nafham **School**

Online school curriculum platform.

2. Nafham **Life Skills** Beta

Online self development & Job market training.

3. Nafham **Mubasher** Beta

Online tutoring service.

Course-Based Campaigns

Online Video Course

Hekayet Sora

حكاية_صورة#

Click on the video thumbnail to play the promo video.

Online Crowd Teaching Video Course

Online Safety

#ShareYourStory - #أخبرنا_بقصتك

Nafham Contribution to the UN SDGs

- Target 4.1:
Free, equitable, and quality primary and secondary education.

- Target 4.3:
Equal access to affordable technical, vocational and higher education.

- Target 4.4:
Increase the number of people with relevant skills for financial success.

- Target 4.C:
Increase the supply of qualified teachers in developing countries.

- Target 8.1:
Sustainable economic growth.

- Target 8.6:
Promote youth employment, education and training.

Current Team

Mostafa Farahat
CEO & Co-Founder

19 years of exp.

Schwab Social Entrepreneur, Ashoka Fellow.

Studied Architecture & marketing with extensive knowledge in building online Arabic platforms. LinkedIn

Ahmed Sobh
Technology Head

4 years of exp.

Analytical Full Stack Engineer and leader by nature. LinkedIn

Mona Gamal
Business Development Manager

10 years of exp.

Studied Law & work as a lawyer for 5 years & moved to education domain. LinkedIn

Ahmed Tohamy
VP Technology (Part-time)

15 years of exp.

One of the best in the Egyptian market in the field of software development & tech teams builder, ex CTO of RiseUp. LinkedIn

Competitor Analysis and Value Proposition

Tutoring + videos

d Des-complica

B Byju's

Tutoring + videos

Tutoring + videos in **Arabic**

نفهم Nafham

abwaab أبواب

Tutoring

VIPKID

51Talk 无忧英语

Yuanfudao

V Varsity Tutors

Tutoring

SYNKERS Synkers

Darisni

Noon

Tutoring in **Arabic**

School services

School services in Arabic
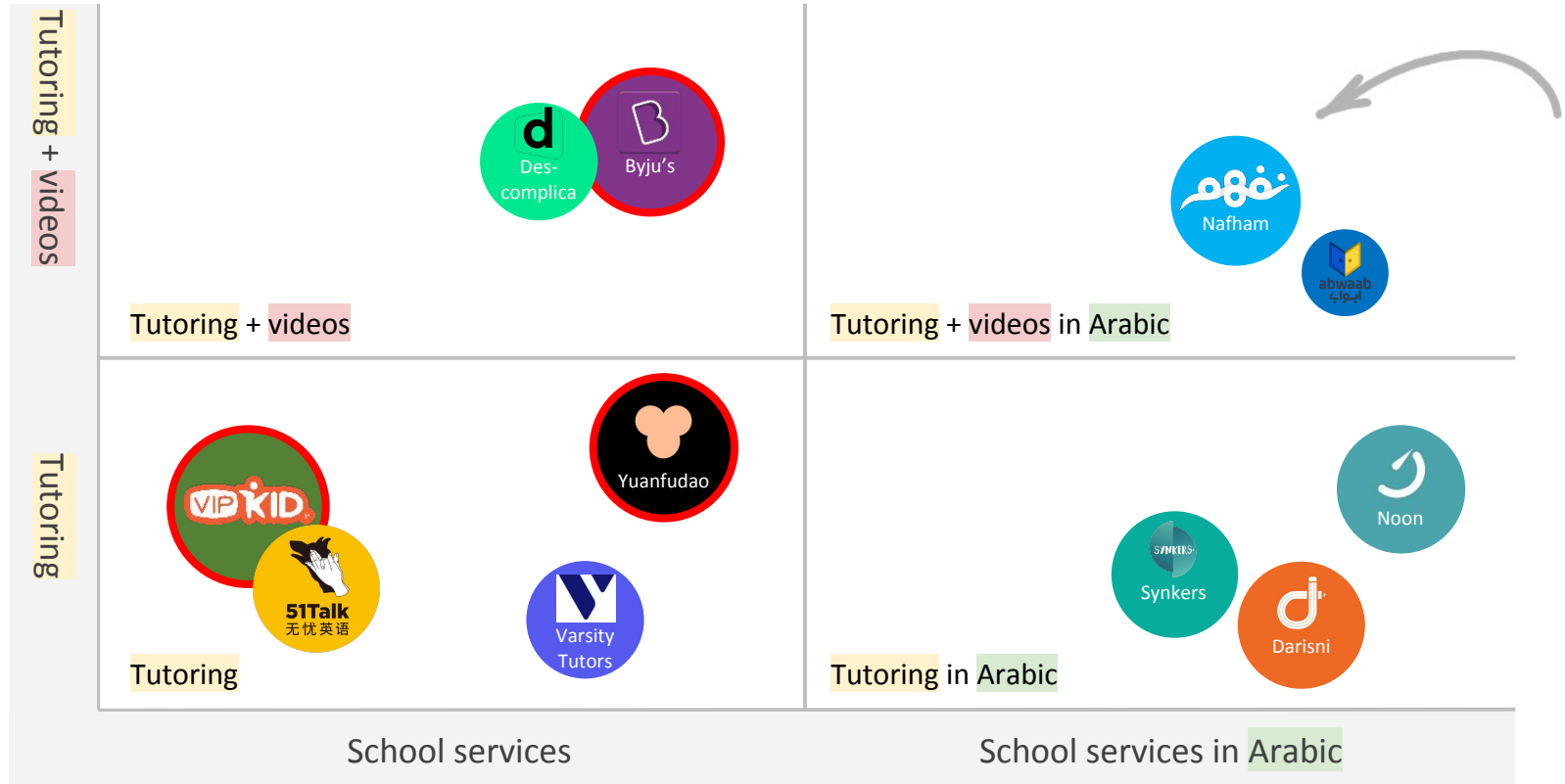
⭕ Red border indicate a company with over $1B valuation

Target KPIs

- Expand to support 13M students.
- Convert 30K customers to Nafham premium services.
- Generate $37M in revenue.

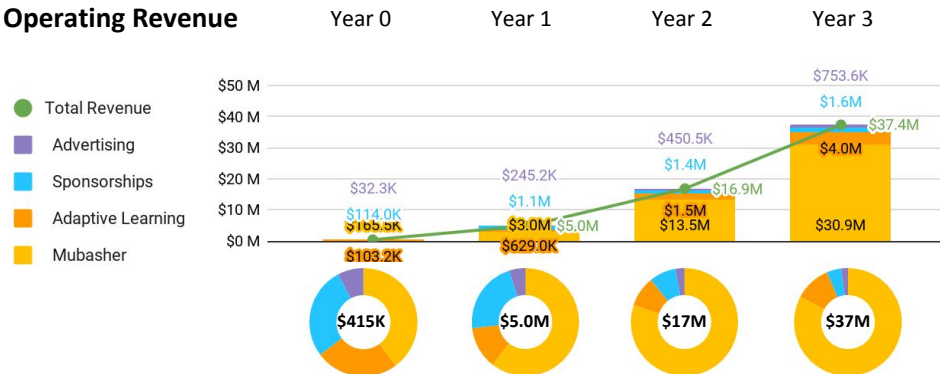|	Current	Year 0	Year 1	Year 2	Year 3
Users 6M		7M	9M	11M	13M
Customers 450+		1K	5K	16K	30K
Revenue $100K		$415K	$5M	$17M	$37M

Fund Ask

$750K

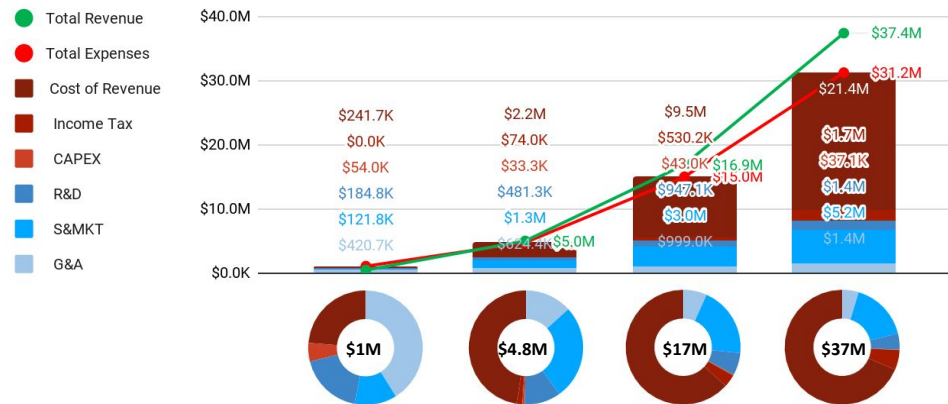- 50% Operations
- 30% Product Dev.
- 20% Marketing

Funding will be used to:

1. Upgrade Nafham Mubasher "online tutoring service".
2. Expand to more Arab & African countries.
3. Introduce Premium Videos.

Operating Revenue

| | Year 0 | Year 1 | Year 2 | Year 3 |

Legend:
- Total Revenue
- Advertising
- Sponsorships
- Adaptive Learning
- Mubasher

Year 0: $32.3K, $114.0K, $165.5K, $103.2K — $415K
Year 1: $245.2K, $1.1M, $3.0M, $5.0M, $629.0K — $5.0M
Year 2: $450.5K, $1.4M, $16.9M, $1.5M, $13.5M — $17M
Year 3: $753.6K, $1.6M, $37.4M, $4.0M, $30.9M — $37M

$50 M / $40 M / $30 M / $20 M / $10 M / $0 M

Total Expenses

Legend:
- Total Revenue
- Total Expenses
- Cost of Revenue
- Income Tax
- CAPEX
- R&D
- S&MKT
- G&A

$40.0M / $30.0M / $20.0M / $10.0M / $0.0K

Total Revenue $37.4M, Total Expenses $31.2M

Year 0: $241.7K, $0.0K, $54.0K, $184.8K, $121.8K, $420.7K — $1M
Year 1: $2.2M, $74.0K, $33.3K, $481.3K, $1.3M, $322.4K, $5.0M — $4.8M
Year 2: $9.5M, $530.2K, $43.0K, $16.9M, $15.0M, $947.1K, $3.0M, $999.0K — $17M
Year 3: $21.4M, $1.7M, $37.1K, $1.4M, $5.2M, $1.4M — $37M

	Year 0	Year 1	Year 2	Year 3
Net Income Margin	(97%)	4%	10%	14%
ROI	(154%)	(71%)	119%	613%
IRR				142%

Thanks for your interest,
Looking forward to start a conversation.

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