EdConvergence

A EdTech Solution/App/Product

Cognitive Convergence

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About Us

Our Core services includes following services:

✓ SharePoint based Solution Customization, Consultancy and Development.

✓ Project and Portfolio Management development via Project Server and Project Online.

✓ Office 365 Power Apps-Power Automate – Custom Connector for SAAS companies.

✓ Dashboard/BI solution via Power BI- Custom Visual development , Data Connector for SAAS companies.

✓ Dynamics 365 – Cloud /On-premises(Finance, Supply Chain Management,Customer Service, Marketing, Sales, Talent, AI, MR) customization,consultancy, development.

✓ Office 365 Web Add-in development - Excel Web Add-in,Word Web Add-in,PowerPoint Web Add-in,Outlook Web Add-in,Microsoft Team Web Add-in, Visio Web Add-in,OneNote Web Add-in.

✓ Azure development- IOT Services, Bot service, Cognitive services, Logic Apps, Azure SQL, Azure Functions (Serverless architecture)

Cognitive Convergence is Subject Matter Expert in Office 365, Dynamics 365, SharePoint, Project Server, SAAS, Power Platform: Power Apps-Power BI-Power Automate-Power Virtual Agents.

Current Location: Lahore, Pakistan

Planned Front-end Office: California/Washington States- USA

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The Problem

With advancement in technology our education industry is lacking the proper medium of communication.

- ✓ Parents and teachers need one on one interaction.
- ✓ Students psychological assessment, parent-teacher and administrative coordination is important.
- ✓ Audit of teachers instructional methodologies.

Not support two way communication

There are several complaints in market concerning the support for parents-teacher communication

Poor Interaction

There is a poor interactive platform for parents and teachers to discuss their queries.

Administrative Coordination

Administrative coordination is not proper that hinders the productive growth.

Instant Guidance

Lack of instant guidance is also seen in the educational industry that is hindering the academic growth.

Track of Teachers

The administration is failed to audit or track the teachers based on their instructional methodologies and teaching strategies.

Our Solution

Our Parent-Teacher Communication Platform is one of the ways by which the educational sector can improve and can build a bridge between parents and teachers. It will not only constructs the way for better communication but also helps both parents and teachers to work more appropriately and efficiently on the respective child.

✓ User-friendly dashboard integration

✓ Platform for better data management and handling

✓ Artificial Intelligence/Machine Learning based strategies

✓ An access portal for administrative staffs

✓ Automatic Notifications

✓ Billing & Invoicing

✓ Appointment Reminders & scheduling

✓ http://www.cognitiveconvergence.com/edtech-startup-idea.html

Two-way communication

A chat facility will be provided to parents and teachers that will help them work more appropriately while efficiently and effectively communicating about the productivity of their respective students and child.

Administrative Coordination

Coordination between admin, staff, and parents will be provided to cater the needs and interests of parents.

Track of Teachers

Full audit of teachers instructional methodologies and teaching strategies will be maintained by passing on the surveys among the parents.
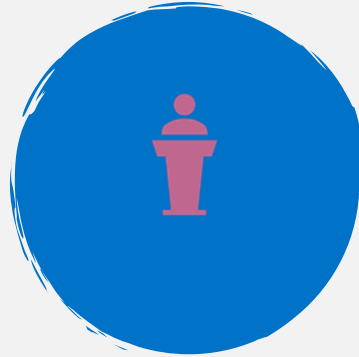
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Promote Engagement and Retention

A modern solution built to cope with two-way communication problem for promoting overall child's development and wellbeing

Access to a Peer Support Network

With continuous networking facility, the progress of student's growth will be enhanced

Continuous Support for well-being

Guide activities (e.g. exercises, and mindfulness). Continuous Student's Eligibility Checks

Provide 24/7 Chat Facility

There is no restriction and boundary to learning about child's progress, with the presence of 24x7 chat facility, parents will be informed with latest information whenever needed

Two-way communication Platform
(Niche Problem of EdTech)

A personalized dashboard with two-way communication/access platform. In addition to the existing communication technique of sending texts and emails online, EdConvergence will offer a chat facility to each user.

- ✓ A personalized dashboard with two-way communication
- ✓ On Call Scheduling
- ✓ Chat/messaging
- ✓ Send texts and emails online
- ✓ Availability of chat facility
- ✓ Built-in message templates for a quick

Market Competition

A few popular, Two-way communication Platform - EdTech solutions in market

Join Our Class
Location: Austin, Texas,USA
Web site: https://joinourclass.com/

- ✓ Free Directory
- ✓ Sign-up Messages
- ✓ Dashboard

Class DOJO
Location: San Francisco, California, USA
Web site: https://www.classdojo.com/

- ✓ Classroom
- ✓ Portfolios
- ✓ Class Story
- ✓ Messages

Remind
Location: San Francisco,California, USA
Web site: https://www.remind.com/

- ✓ Voice calling
- ✓ Organization-Wide Messages
- ✓ Urgent Messaging

SimplyCircle
Location: San Francisco, California, USA
Website: https://simplycircle.com/

- ✓ News Feed
- ✓ Messages
- ✓ Calendar
- ✓ Photos
- ✓ Files
- ✓ Manager Tools
- ✓ Invite Members

TalkingPoints
Location: San Francisco, California, USA
Website: https://talkingpts.org/

- ✓ Communicate in home languages
- ✓ Add receipts
- ✓ Creating spreadsheet
- ✓ Texting Tool for Home-School discourse

GroupMe
Location: New York, NY, USA
Website: https://groupme.com

- ✓ Four Square Integration
- ✓ Group Calling
- ✓ Data Synchronizing
- ✓ Photo Sharing

Competitive Edge

Strong Alliance

Strong and flexible alliance between parents and teachers will be maintained.

Built in Survey Reports

Customize more reporting and sorting features to help the parents maximize their student's productivity
.

Corpus of Instant Messaging

A well structured and maintained corpus will be designed to ensure the progressive communication among parents and teachers.

Two-way Communication

A healthy platform for progressive communication between school admin, parents, and teachers will be maintained to ensure student's psychological development.

The market edge of our "EdConvergence" to ensure that our practice management software is easy to use, contain all features of existing app solution, and can easily be operational on various electronic devices such as mobile phones, laptops, tablets, or desktop.

- ✓ Cultivating creativity
- ✓ Strong foundation among parents and teachers
- ✓ Survey reports
- ✓ Academic administration
- ✓ Complete audit of teachers
- ✓ Track of teachers teaching and instructional methodologies.
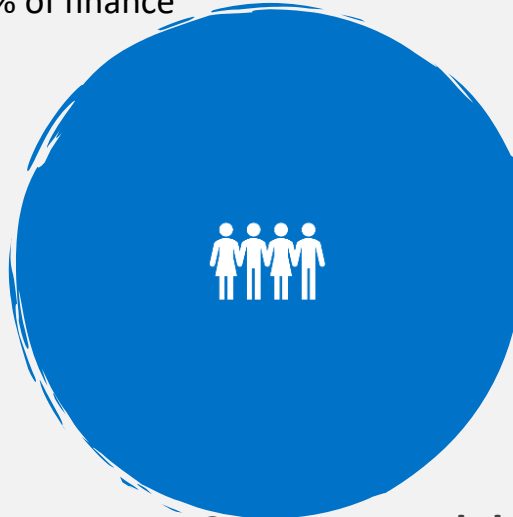
Business Model

Revenue

- ✓ Below 200 : Number of students in educational institute = 10% of finance
- ✓ 200-1000 : Number of students in educational institute = 6% of finance
- ✓ 1000+ : Number of students in educational institute = 4% of finance
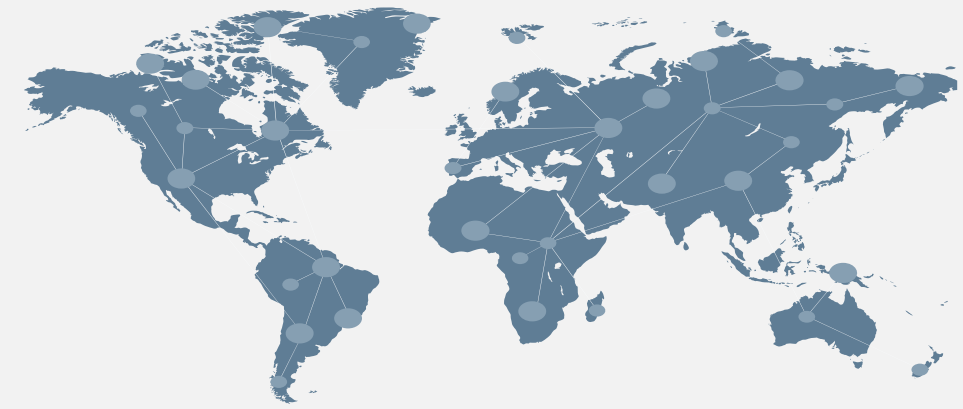
Research and Development

By following principles of rapid research. Visualizing on-going competitive advantage and pitfall avoidance

Lean Start-up Model

Entering a product market that has significant long-term innovation potential. Focusing on niche. Empowering individual, teams, and employees to test, iterate, and adopt innovative approaches.

AI and ML Based Model

Continuous improvement and refinements in business model of EdConvergence product with Artificial Intelligence and Machine Learning based feature and strategies.
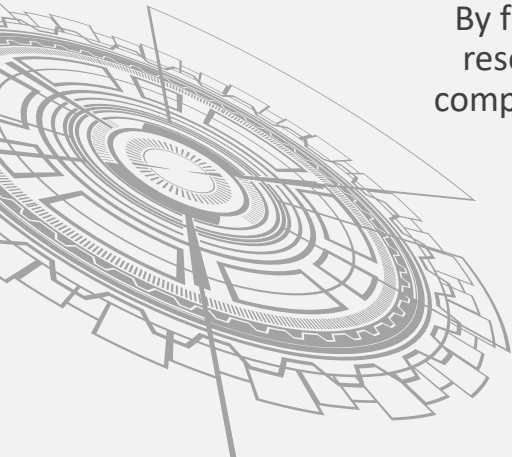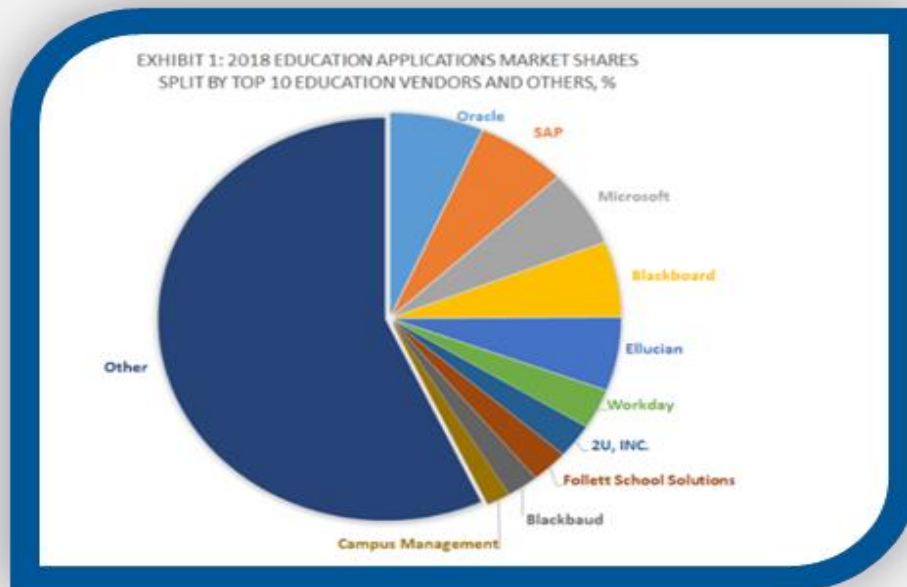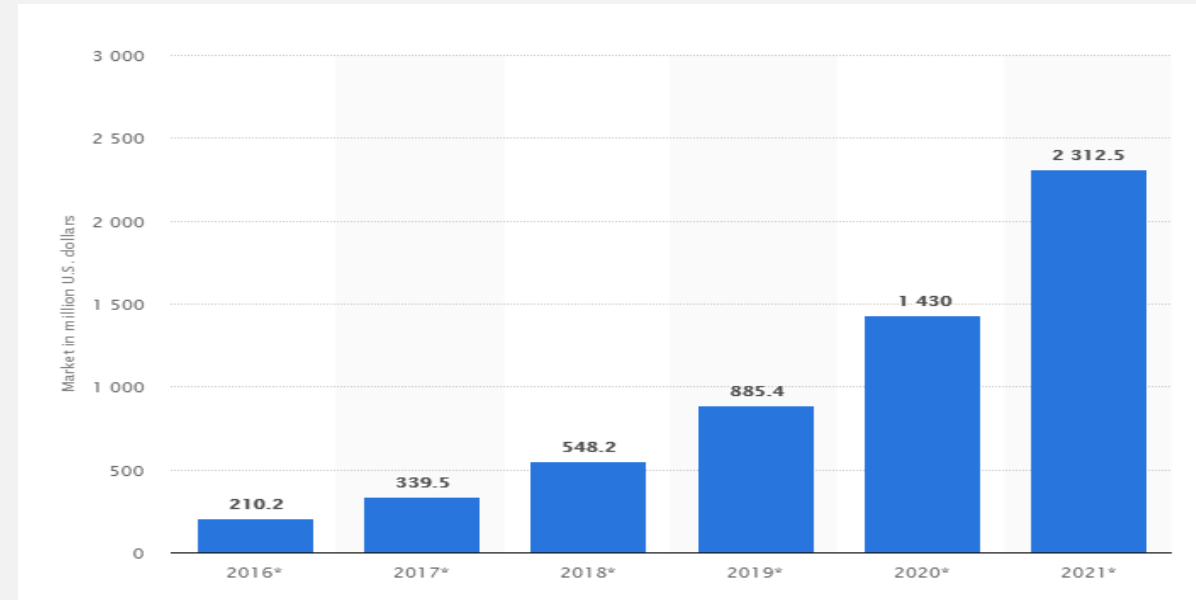
Market Potential

The education domain software industry will be an **312.5 Billion dollar market by 2021**. So there is a huge potential for creating great business in the Education Software domain.

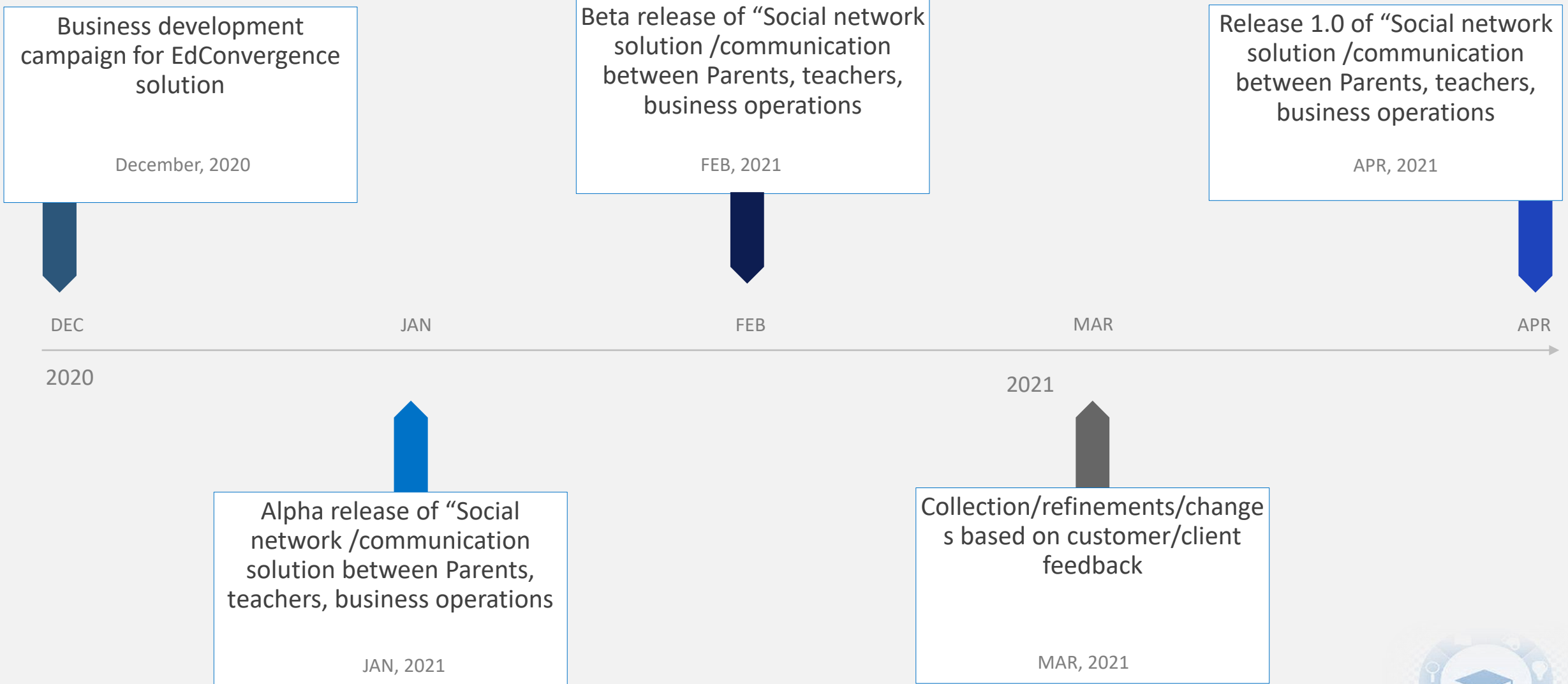Source: Statista – https://www.statista.com

Last year Oracle was the market leader with a 6.6% market share in education license, maintenance and subscription revenues, followed by SAP, Microsoft, Blackboard, and Ellucian in that order.

Source: Statista – https://www.statista.com

Timeline

Our two-year action plan

Business development campaign for EdConvergence solution

December, 2020

Beta release of "Social network solution /communication between Parents, teachers, business operations

FEB, 2021

Release 1.0 of "Social network solution /communication between Parents, teachers, business operations

APR, 2021

DEC | JAN | FEB | MAR | APR

2020

2021

Alpha release of "Social network /communication solution between Parents, teachers, business operations

JAN, 2021

Collection/refinements/changes based on customer/client feedback

MAR, 2021

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Vision Statement

The reason customer stay loyal to brands is because of their values. Our vision statement is to combine physical, emotional, and logical elements into one exceptional customer and employee experience that we value as much as they do.

A Vision for Our Investors

Few Competitors-more chances of investments
- ✓ Banks & Government Agencies
- ✓ Angel Investors
- ✓ Angel Groups
- ✓ Accelerators & Incubators
- ✓ Venture Capital Firms
- ✓ Corporate Investors

A Vision for Our Partners

Offering superlative and professional services as offshore development backend partners covering their sales/marketing/business strategy defining organization.

A special plan for California and Washington US states- both of them are known to be the motherland of the software industry.

A Vision for Our Clients

Opportunity to Build
- ✓ Sign of an alliance between parents and teachers that can be linked with just a 'click'.
- ✓ User Friendly interface.

Team

Our team is comprised of recognized professionals that has expertise in specialized sectors of the business. Their experience and insight collectively helps us to continually grow as a company to better serve our valuable clients.

Shahzad Sarwar

Entrepreneur/CEO

Shahzad has been actively involved in the IT industry for more than 20 years. As President of Cognitive Convergence, he oversees the service delivery and sales teams, manages key partner relationships, and collaborates with the Executive Team to develop the company's strategic direction and long-term vision. He assist in re-engineering business and system processes around Partner Channel Management.

Ayesha Akhtar

VP Business Development

Ayesha is responsible for finding and evaluating potential new partnerships. She is adaptable at understanding where the business falls within the market and gauge the impact of every new partnership. She uses a disciplined methodology, refine onsite engagement agendas, conduct presentations, and lead working group sessions that involve all key stakeholders by achieving engagement goals.

Noor Afroz

EdTech Business Consultant

Noor is experienced EdTech Business Consultant. She understand, what the EdTech business does and how it does it. She determine how to improve existing Education domain business process. She works with business partners to elicit high-level requirements and capture business needs relation Education industry.

Investors View

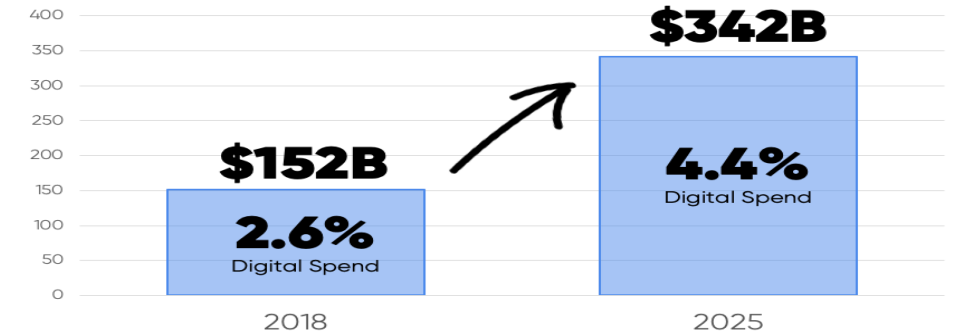## Why invest in EdConvergence?

- ✓ Target investment looking for 30K to 50K USD
- ✓ Return on investment: 3-5 times in 4-5 years
- ✓ Foreseeing competitive conditions (agency risks) rapidly that can affect the size, growth and accessibility to the market
- ✓ Niche Market means Industry-focused
- ✓ Significant growth potential
- ✓ Sector-experienced team
- ✓ Focusing to provide lifetime value to every one
- ✓ Realistic Total Addressable Market ("TAM") calculations

Holon IQ Global **Education Technology**

Growth in Global Education Technology Expenditure

$342B
4.4% Digital Spend

$152B
2.6% Digital Spend

2018   2025

Source: HolonIQ, Smart Estimates™ January 2019

EdConvergence, a project of **Cognitive Convergence**, offers strategic opportunities to clients, investors, and partners that is

- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Turn grow revenues by entering into new and exciting **Technology Domains, App development ideas, Solution Development,** and **Joint venture projects**
- ✓ 1st mover advantage with
  - ✓ Talent: 100%
  - ✓ Timing:100%
  - ✓ Technology: 100%
  - ✓ Technique: 100%

For questions or queries, contact us, we will be sure to get back to you as soon as possible.

THANK YOU

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www.cognitiveconvergence.com 🔗