



Club Founder
Dr. Mahmoud Bahgat



International Startup Club

MVP for Tech Startup

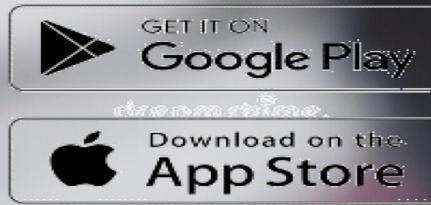
عمل النموذج الاولى ف شركة ناشئة ف التكنولوجيا
+ ((Edyohub App Pitch Deck))

Sunday 8th Sep 2024
10pm KSA EGY 11pm UAE



Dr. Ahmed Hammad
Founder & CEO
Edyohub Application

How to build & evaluate the MVP of the tech start-up



Personal Bio

Dr. Ahmed Hammad

- Founder & CEO of Codin Agency

Software development agency, established in 2013

- Experience more than 10 years in the development of many tech projects

- Founder and Co-founder of several tech projects

- Founder of one of the 1st start-up studios in the middle east

- Founder of Smart Road company for students and schools services



Tech startups



Tech Start-ups

Most of the founders like to operate their new start-up through a tech platform either a web or mobile platform according to

- Low running costs
- Easy to operate

But, it's considered to be the most difficult kind of the start-ups

Building and operating the tech platform must be well-planned, starting from the MVP to the final product

What's the **MVP**

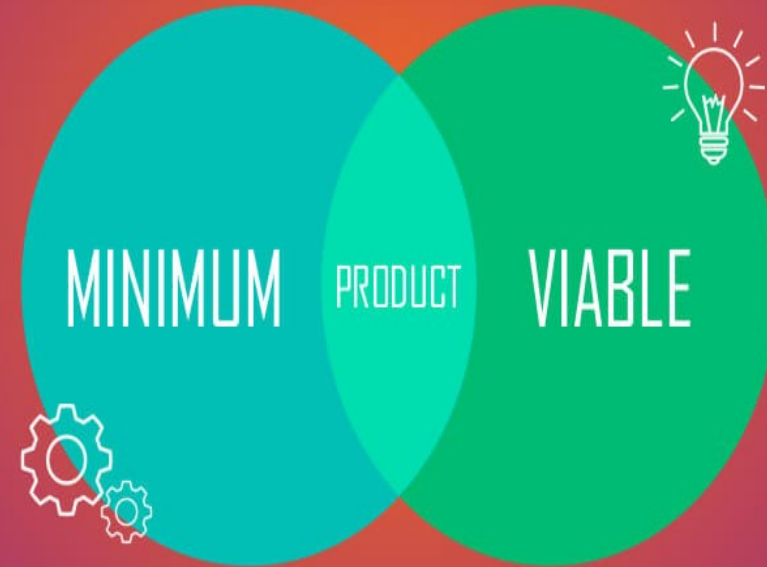
MVP stands for

Minimum Viable Product

A version of a product that is developed with the least amount of effort possible to get customer feedback before investing more resources into it

EDYOUHUB social platform for education... Let's explore its features

MVP Development Mistakes To Avoid



Tech Start-ups **Investors**

Some investors are planning to establish their new tech start-up

other investors are looking to invest in already established tech start-up





Tips for new tech start-ups

1. Official Entity
2. MVP development decision to build the MVP by
 - . Outsourcing team
 - . In-house team
3. Tech co-founder
 - In both decisions, any tech start-up must include a tech co-founder
4. Important requirements
 - (project design – technical charter – Roadmap – technical accounts)
5. Cycle closing (the most missing point by founders)
 - Ensure the business cycle is closed correctly by means
 - After selling your product or giving your services, how money will be collected, invoice publishing, ERP syst.

Tech Team

It's a must for every tech start-up to build its tech team even if start-up starts with an outsourcing team

Important titles that are needed in the tech team

- Tech Lead
- Web front-end developer
- Mobile front-end developer
- Back-end developer
- UI/UX designer
- Server Administrator
- Tester

It's preferable to start with an in-house tech team



Evaluation of MVP

Don't evaluate the MVP according to its features or UI in the early stages of the start-up.

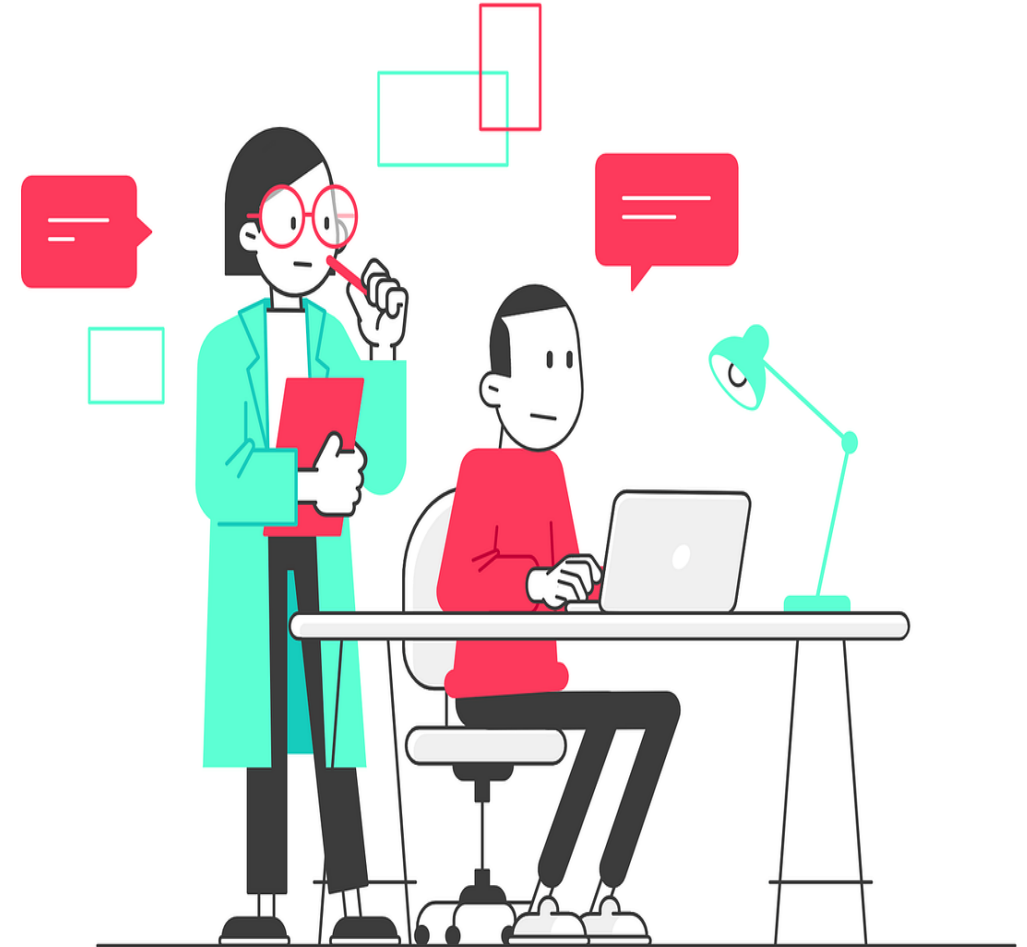
Evaluate it according to its scalability and UX

Don't evaluate the start-up according to profits.

Evaluate it according to its traction

Other points:

- Competitive Edges
- Solving a problem
- Market size and need





The First Social Platform For Education

Welcome to the EDYOUHUB pitch deck! We're thrilled to present our innovative online social platform for education.

Let's dive into how EDYOUHUB is revolutionizing education and why you should join us on this exciting journey.

EDYOUHUB is seeking to provide a seamless learning experience for students, parents, tutors, and education places

Facebook is the most famous social platform, including everything about life. It's the biggest online social platform

Instagram is a social platform specializing in sharing photos and videos for special moments either personal or professional

LinkedIn is a social platform specializing in business, including everything about business and professional life

Edyouthub is a social platform specializing in education, including everything about education

EDYOUHUB MVP

EDYOUHUB is an online social platform for education. It needs a long development process and a long time to reach enough users that achieve the targeted Ads, promotions, subscriptions, and more... which are the main revenue streams of any social platform.

That's why we published EDYOUHUB MVP with 2 services during the development process to achieve positioning in the market and establish a business relationship with education places

Edyouthub released 3 versions of its MVP on the Play Store in 2 years offering 2 services

- Education fees installment
- School Supplies

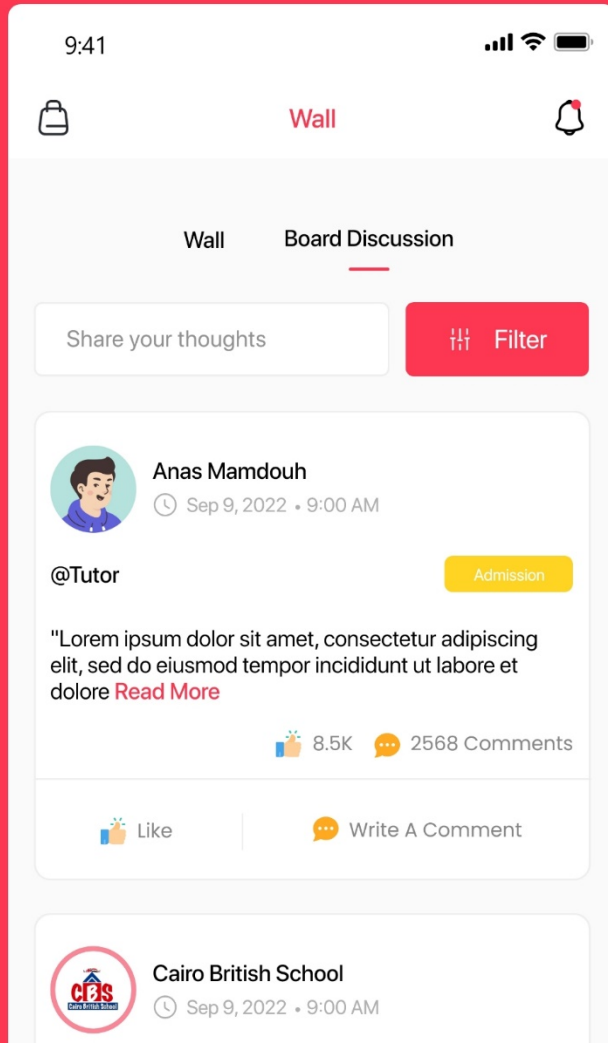
Edyouthub social platform trial version was recently published on the Play Store and the official version will be published in May 2024 on both Play Store & Apple Store.

EDYOUHUB social platform for education... Let's explore its features





Check others experiences and
share your thoughts



Social Communications

Board Discussions

All users can communicate together through a discussion board where anyone can ask for help or advice or share a recommendation and more...

Users can have more private communications by connecting with other users as friends

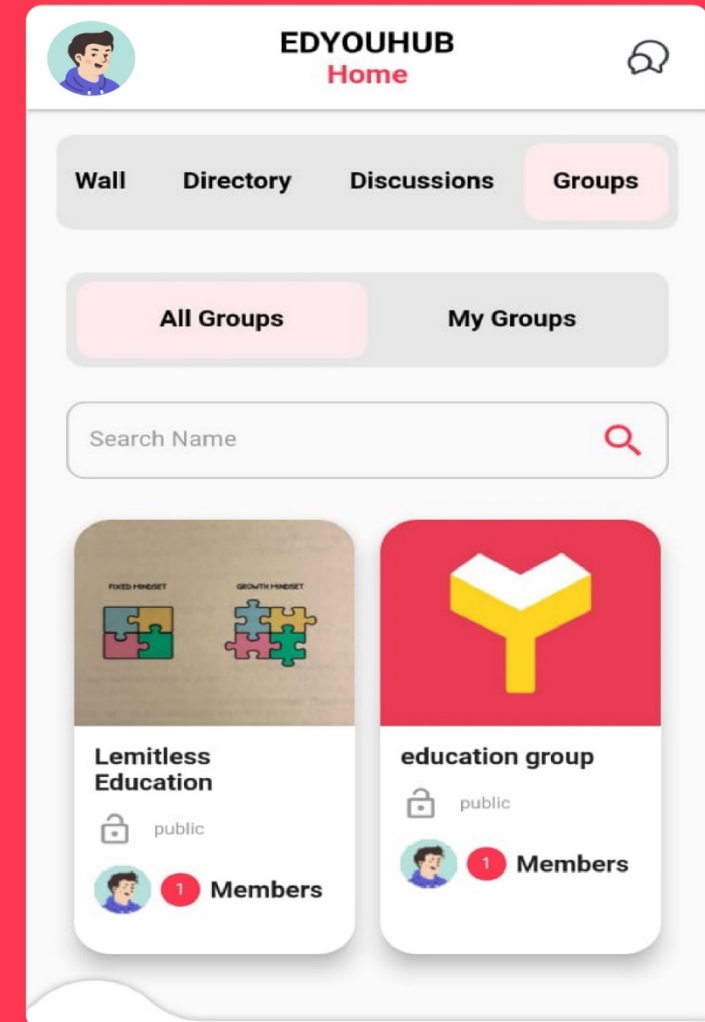
Private Groups

Users can create groups for a special topic or activity to have a more close community.

Groups may be public or private and group admin can control the members' participation inside the group.



Communicate with others through open
discussions and different groups



EDYOUHUB Online Courses

With EDYOUHUB, education places and tutors can create and offer online courses. Whether it's a full curriculum or specialized modules, the platform allows seamless delivery of educational content to a global audience.

Online learning platforms market size in the MENA region:

- . Achieves revenue of USD13.6B in 2022 and expected to reach USD35.7B in 2030 with CAGR (compound annual growth rate) 12.8%

- . Egypt's market occupies the 1st place in the MENA region with 23M undergraduate students in schools and universities this is besides postgraduate learners, then UAE and then Saudi Arabia

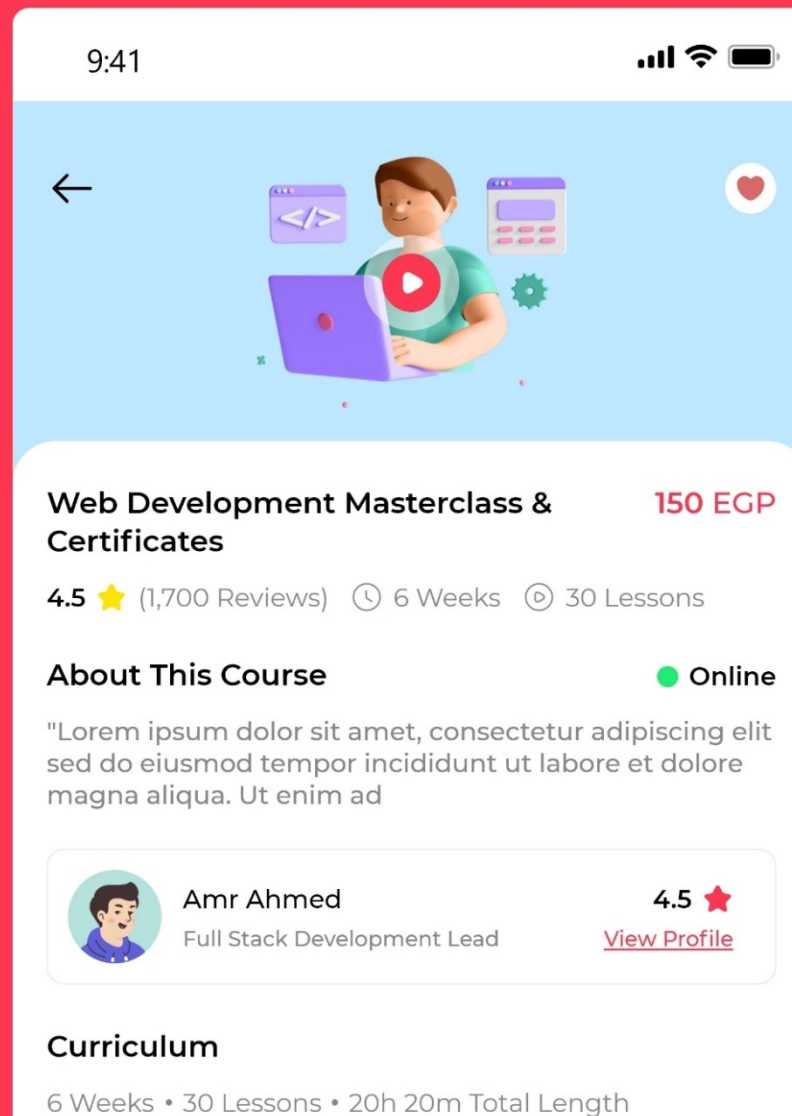
Online learning platforms working with 2 modules

- Annual or monthly subscription to access all courses on the platform
- Paid courses, pay the course price to access it

EDYOUHUB platform is working by paid courses module with pricing range 499EGP (Min.) to 1999EGP (Max.)

Users can know more about the course creators either education places and tutors through their profiles

Find online courses for all educators from
young students to post graduates



The screenshot displays the EDYOUHUB mobile app interface. At the top, the status bar shows the time as 9:41 and signal, Wi-Fi, and battery icons. The app header features a back arrow, a user profile icon with a heart, and a central illustration of a person using a laptop with code symbols and a play button. The main content area lists a course titled "Web Development Masterclass & Certificates" for 150 EGP. Below the title, it shows a 4.5-star rating from 1,700 reviews, a duration of 6 weeks, and 30 lessons. The course is marked as "Online". A description follows: "Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad". Below the description is the instructor's profile for Amr Ahmed, a Full Stack Development Lead, with a 4.5-star rating and a "View Profile" link. The bottom section is titled "Curriculum" and shows the course details: 6 Weeks • 30 Lessons • 20h 20m Total Length.

9:41

←

Web Development Masterclass & Certificates 150 EGP

4.5 ★ (1,700 Reviews) ⌚ 6 Weeks 🔄 30 Lessons

About This Course ● Online

"Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

Amr Ahmed 4.5 ★
Full Stack Development Lead [View Profile](#)

Curriculum

6 Weeks • 30 Lessons • 20h 20m Total Length

Pay education fees in easy ways
and enjoy cash back

EDYOUHUB fees payment

Education fee payment is one of the parents' main responsibilities; on the other side, education fee collection is one of the main objectives of education places.

Through EDYOUHUB in cooperation with Fawry company, parents can pay education fees in easy ways either online or in cash through Fawry Plus branches.


The education fees market size of private schools, international schools, private academies, institutes, universities, and international universities in the greater Cairo region is EGP117B

EDYOUHUB Events


EDYOUHUB is offering an extraordinary event module for education places, service providers, and users

Lately, the number of educational events has increased hugely whether public events like schools fairs, universities fairs, study abroad fairs, conferences, summits, talk events, and more... or private events for schools and universities like trips, camps, and activities

Enjoy all events for education

**EDYOUHUB**
Fees

Installments Details

yassin ahmed
ABC


Academic Fees	Amount	Due Date
<input type="checkbox"/> Installement 1 (LATE)	1000	01/03/2024
<input type="checkbox"/> Installement 2 (PENDING)	1000	01/04/2024

Bus Fees	Amount	Due Date
<input checked="" type="checkbox"/> Installement 1 (PAID)	500	01/03/2024
<input checked="" type="checkbox"/> Installement 2 (PAID)	500	01/04/2024


Fees Type


Academic Fees	2000.0 EGP
Bus Fees	1000.0 EGP


9:41



Education Forum and Conferencing 1000 EGP

 27-9-2007

 27-9-2007

 Friday to Sunday

Info

Posts


Album Photos

Videos

Admins

About This Event

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Cairo British School
Event Organizer

4.5 ★
[View Profile](#)

THANK YOU



Presenter

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