



Estiféda
Estrade de l'Innovation en Formation et Education Actives

ABOUT

- **Name of business/Project:** ESTIFEDA (**E**strade de l'**I**nnovation en **F**ormation et **E**ducation **A**ctive / Platform of Innovation in Active Education and Training)
- **Country/Geographic Scope:** Tunisia, Maghreb, MENA
- **What stage is the project currently at?** Established in April 2013

WHY IS IT A BRILLIANT IDEA?

The problem your projects addresses:

- Students starting elementary school today are "digital natives", 60% of them will work in jobs that do not currently exist
- The cost of education is increasing and so is failure and dropouts rates (particularly in the Maghreb and in Africa)
- Teachers and schools are poorly prepared for the digital revolution that they're facing

The solution it provides: Estiféda develops active instructional and educational solutions placing the learner at the center of the learning process, allowing the teachers to master their role while incorporating new technologies, and promoting open and accessible education.

1. **Edupronet** is an information website for the mainstream of digital learning concepts and for the dissemination of educational concepts in the Maghreb.
2. **Intelligo** is an educational training solution that creates interactive educational content, helps teachers to create simple digital content and offers students a digital playful learning tool.
3. **Kissa** is a storytelling and development tool by and for children. It helps foster creativity and writing ability for kids as well as facilitating the creation of digital libraries (digital heritage).

The targets: Our target public and clients are all partners and actors involved in education: ministries, schools, teachers, parents, and students.

WHY WILL YOUR PROJECT MAKE IT?

What is your concrete business/action plan?

- September 2015: Launching the marketing plan (marketing to private schools in Tunisia)
- 2016: Implementing sponsored projects with associations in Tunisia and Morocco
- 2016: Exploring the market in the MENA region
- September 2016: Marketing our services to a larger public in Tunisia
- September 2016: Morocco business launch in private education institutions
- January 2017: Business launch to the larger public in Morocco

Start-Up Youth / Business I.D. Card

What is your financial revenue/sustainability plan?

- So far we have used the five shareholders' funds, who injected about 80 000 Euros in the project for the development of products.
- The beginning of the business/commercial phase in Tunisia will allow us to secure project sustainability
- We are currently looking to organize a second fundraiser either through an investment fund or through private investors to launch the marketing plan.

What is the competitive advantage and the market potential of your project? We are a specialized and innovative digital education actor with a comprehensive approach our solutions are oriented rather than being exclusively produced.

- Large market in Tunisia (2 million students and 150,000 teachers), a thriving private schooling sector and a well-established consumption habits (the average annual budget dedicated to tutoring is 450 euros)
- Launch of the "Tunisia Digital" in 2018 with budgets allocated to digital education
- A larger market in Morocco (6 million students 230,000 teachers), with a 2015-2030 strategic vision for education, which invests heavily in digitalization.
- Several digital education' development projects are implemented in Africa.
- A strong potential in the Middle East for the creation of digital teaching tools in Arabic.

MAIN CHALLENGES FACED?

- **Challenge 1:** To develop in a system that is not familiar with startups
- **Challenge 2:** To evolve in a complex administrative system that operates at a slow pace
- **Challenge 3:** To maintain our social dimension and values despite financial obligations

TEAM

Person/Team behind this brilliant Idea:

- Yousri Essoukri, Associate director, 41, Tunisian.
- Karim Elouardani, Associate director, 39, Tunisian.
- Amel Bourkhis, Technical manager, 28, Tunisian.
- Faten Marwani, Product manager, 26, Tunisian.
- Meriem Jedda, Web specialist, 27, Tunisian.
- Mouna Mahjoub, Graphic designer, 26, Tunisian.
- Bilel Bouaziz, Development engineer, 25, Tunisian.

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