

SCHOLARSHIP FOR AFGHANISTAN



Problem

- According UNESCO Over two Hundred-million young people Lack access to quality education in developing world.
- Fifty percent of Youth in developing world do not access the awareness about national and global opportunities.
- Over One fifty two million Youth are unemployed and over Two hundred millions lack access to decent jobs opportunities.
- 15% of youth want to start their own business but don't know how.

Solution

For World Wide Web Using youth who are looking for opportunities to learn and grow, Scholarship for Afghanistan offers services for youth to instantly access to over thousand opportunities. Unlike traditional consultations, Scholarship for Afghanistan empower youth and help them avail the opportunities through consultation, training webinars, seminar and capacity building program in low prices and considerable functioning website.

Marketsize

Two hundred million youth world can be our potential users that will create at least Eight million USD revenue per month.

Competiton

Scholarship position, Youthopportunity, Opportunity desk, wemakescholarship, acbar, jobs.af, Bursya, win scholarship are our competitors

Our difference:

- **First in the market (Trustable history) -**
- **Continuous service with no pause**
- **Socially recognized**
- **Partnered with different organizations -**
- **good quality service**
- **On-time announcement,**
- **Good local support to customer**



Asadullah Mohammadi
Co-founder & CEO

Social entrepreneur, Architect,
Teacher

Co-founder & CEO

Khaliqdad
Mohammadi

BDS doctor

Co-founder and CMO

Revenue model

- Publishing Fee
- Ad space
- google ads
- Consultation fee
- Application processing fee
- Seminar Fee

GTM strategy

- Acquiring customer through online marketing, taking advantages of events and seminars speaking opportunities.
- Improving position in the market through partnership with governmental authorities in the industry.
- organic marketing strategies, focusing on Social media specially Facebook and LinkedIn.
- Using the advantage of email marketing.

Traction:

- Posted announcement about over Ten- thousand opportunities
- Helped over Five Thousand students avails Scholarships and other opportunities
- Helped over Seven hundred students build their English language skills to get ready for Scholarships
- Organized Seminars for over One thousand and five hundred people
- Partnered with over Seventy social and youth organizations for social, educational and community development programs.
- Now our website is the twelfth website and first top website in education category in the Country.
- Now we have over ٤٥٠K (four hundred & fifty thousand) Followers

The Team

Team member: Nematullah Mohammadi, Laila Fakori, Asif Asil, Hesam Nezami, Sajjad Mohammadi, Mohammad Ali Rahimi, Alireza Hemmat

THE KEY TO A BRIGHT FUTURE

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