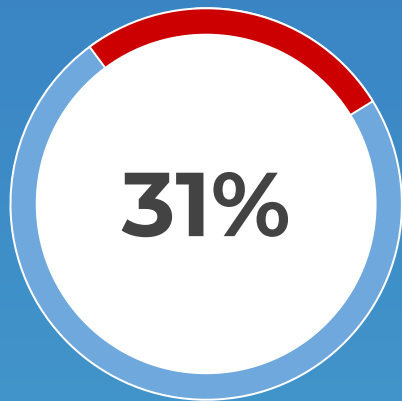


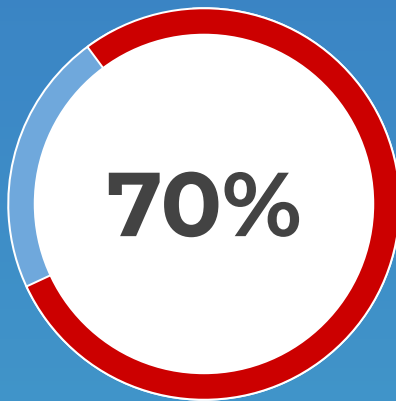


**We are constantly learning**  
**We need learning for everything**

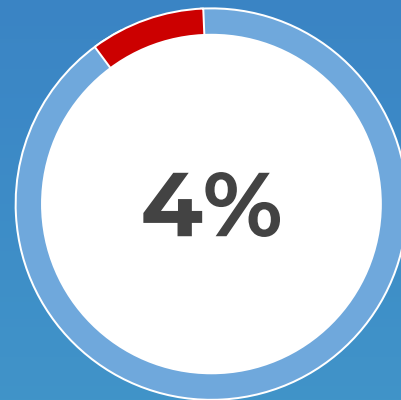
# Yet, Online Learning is Broken



**Cannot access  
online learning**

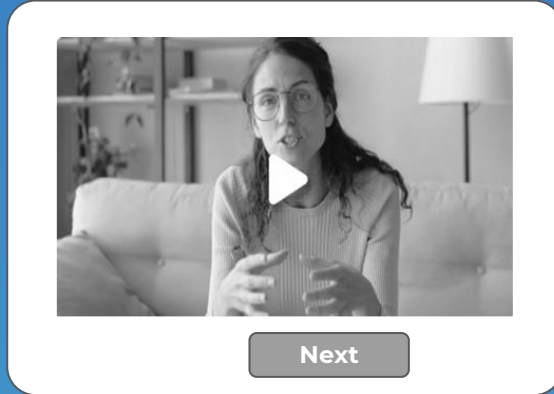


**Don't begin  
courses**



**Complete  
the course**

# Current Online Learning



**Multiple choice**  
0.25/1 point

Wich of the following countries has the largest population?

BRAZIL

GERMANY

INDONESIA

RUSSIA

Submit

**Treats learners as robots**  
**No emotions**  
**Stiff & Unnatural**



Frictionless,  
engaging and smart  
online learning.



Telegram



WhatsApp



Messenger



slack



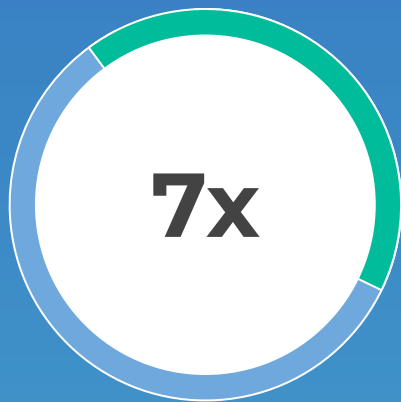
Signal



Microsoft Teams



# By utilizing eFlow we were able to



**Increase of  
starting  
courses**



**Increase in  
completion  
rate**

# How? Through conversational online learning

Learning objectives are split into bite chunked messages as:

- Text messages
- Visuals and videos
- Interactive activities



WhatsApp



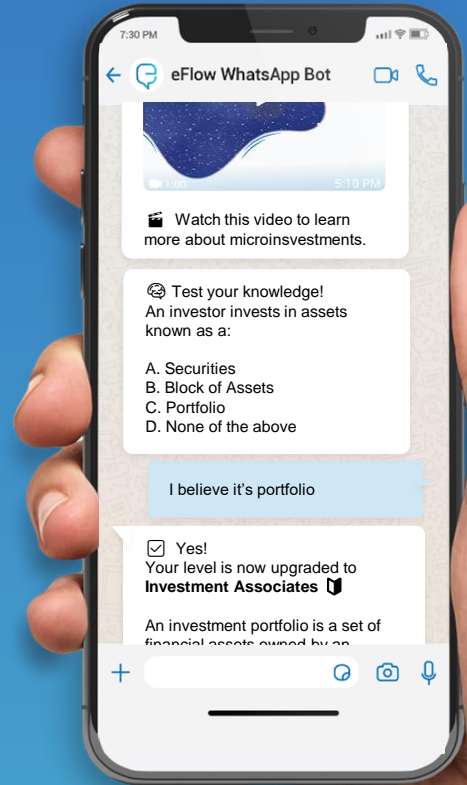
Messenger



Signal



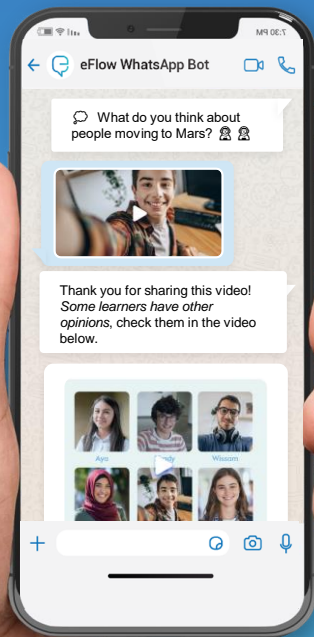
Microsoft Teams








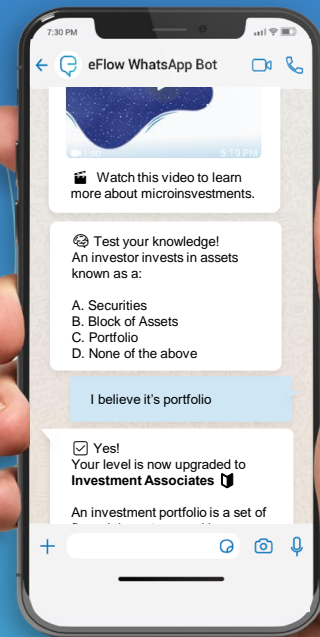


Our chatbot **analyzes responses** and replies back based on their responses.



 eFlow's Proprietary Model Analyzes

-  Performance
-  Emotions
-  Learning style







































Instructors or admins are then able to **analyze learner performance and achievements.**



# Competition

Recently raised \$12M to access corporate training in the US.

	 verloop.io		 Arifu	 helpr	 Arist	 eflow
Conversational approach		 Manual				
Common messaging apps integration		 Only WhatsApp			 Only WhatsApp	
Content library & partners					 Basic library no partners	 +Arabic content
Conversational Authoring tools				 Very basic	 Basic	
Social learning & Interactive links						

# Approach backed up by studies



**Driving behavior change, one message at a time.**

Studies focusing on the behavior change effects of daily text messages.



**Bridging the intention-action gap via text.**  
Behavior change is a critical aspect of any learning program. Using text to shift behavior change outcomes by up to 11%.



**Improving retention via spaced learning.**  
Using spaced learning to combat the forgetting curve and increases retention by up to 50%.

# Target sectors

B2B



Enabling Tech Governments



Thinking for Learning

Corporate Training

Main focus



Basic Language and Numeracy



Digital Literacy

NGOs

B2C

Soon



Intro to Web 3.0



Intro to NFT

Learning on the go

# A wide variety of content



Enabling Tech Governments



Basic Language and Numeracy



Financial Literacy



Parental Education



Thinking for Learning



Digital Literacy



Intro to Web 3.0



Intro to NFT

# Our Clients & Partners

## Corporates



## NGOs



## Content Partners



# Our Reach



**\$5k**

**MRR**

**+12k**

**Learners**

**+\$210k**

**Revenue**



# Awards & Recognition

## 2021 World Summit Award (WSA) Winners Category: Inclusion & Empowerment



# eFlow evolution



# Market size and focus



## Market indicators

Corporate training Market to reach \$487.3 Billion, Globally, by 2031 at 8.0% CAGR: Allied Market Research. [Link](#)

Here's an exclusive look at the pitch memo former Y Combinator startup Arist used to raise \$12 million to simplify workplace training. [Link](#)

Kingdom's training market grows 6 percent annually to SR 10 billion. [Link](#)

# eFlow Core Team



**Bassel Jalaeddine**  
Founder & CEO

Computer Engineer, +7  
years of proven experience  
in startups and edtech.



**Samer Bawab**  
Partner & COO

B.B.A Marketing, + 10  
years of experience in  
software consulting

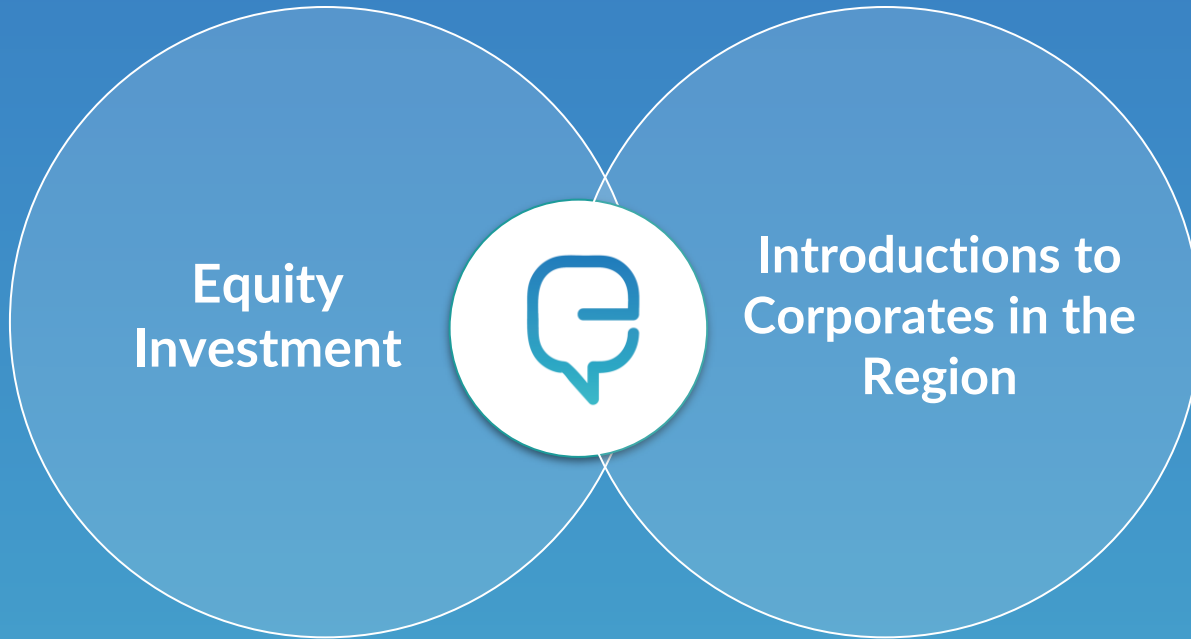


**Ghadeer Taki**  
Partner & Instructional Designer

Msc. Education Technology,  
+5 years in Education  
technology.



# We need your support



**Let's connect**  
to disrupt online education



**Samer Bawab**

Partner

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