

# Company Overview

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Tajweed

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# Tajweed

A cutting-edge digital platform revolutionizing the way Muslims worldwide learn Quranic Tajweed and the Arabic language.



## **Khalil Alqaheri**

**Co-Founder**

## **About the Founders**

### **Khalil Alqaheri, Co-Founder**

A seasoned entrepreneur, content creator, and speaker, with a passion for guiding aspiring entrepreneurs, startups, and well-established businesses to attain their highest potential. Boasting over a decade of experience in business, marketing, and product development, Khalil disseminates his valuable insights and expertise through various social media platforms, including Instagram, Twitter, YouTube, LinkedIn, and TikTok.



## **Emad Ali**

**Co- Founder & IT Executive**

### **Emad Ali, Co-Founder & IT Executive**

A highly skilled web and app developer with a rich background in technology and a keen eye for innovation. With over 12 years of experience in the industry, Emad has a proven track record of developing cutting-edge solutions for businesses of all sizes. His expertise lies in creating seamless user experiences, optimizing performance, and ensuring the security of digital products..

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## About the business

Introducing Tajweed, a cutting-edge digital platform revolutionizing the way Muslims worldwide learn Quranic Tajweed and the Arabic language. Developed by experts in both education and Islamic fields, our high-quality courses offer a comprehensive and engaging learning experience.

Available in eight major languages and endorsed by the Ministry of Justice and Islamic Affairs, Tajweed is the go-to solution for those eager to master Quranic recitation and Arabic fluency. Our video-based courses are easily accessible, providing a flexible and convenient learning experience for all.

Embark on a remarkable journey with Tajweed, your trusted platform for unparalleled, innovative, and captivating Quranic and Arabic language education.

### Market Gap

1. **Reliability:** A lack of reliable and accredited resources for teaching Quranic Tajweed rules and the Arabic language
2. **Time Constrains:** Traditional methods not catering to diverse age groups, skill levels, or multilanguage availability
3. **Methodology:** The absence of a unified teaching approach that suits various ages, levels, and languages
4. **Capacity:** Inability to meet the growing demand for innovative and engaging Quranic and Arabic language learning tailored to new generations

### Product description:

Tajweed products are carefully designed to cater to learners of all ages and levels, offering a diverse range of courses specializing in Quranic Tajweed and fundamental Arabic language learning. The courses provided include custom courses for children and adults, ensuring an age-appropriate learning experience for each demographic. Regarding the product lifecycle, we continuously develop and update our educational content to stay current with developments and updates in the world of Arabic language and Quranic Tajweed education. We also offer ongoing support to learners by interacting with them and providing answers to their inquiries and guidance.

### Customer Segment:

- **Muslims** around the world
- **All age** groups
- **Eight global languages:** Arabic, English, Urdu, Indonesian, French, Persian, Spanish and Turkish

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## About the business (Continued)

### Revenue streams:

1. **Flexible subscription plans:** Catering to diverse learner needs with monthly and annual options.
2. **Strategic partnerships:** Collaborating with educational institutions and government entities to strengthen market position and expand user base.
3. **Sponsorships and advertising:** Generating additional income by attracting sponsors and selling advertising space within the platform and app.

These revenue streams ensure financial sustainability and growth potential, making Tajweed an attractive investment opportunity in the digital Islamic education market.

### Use of funds:

#### **Platform Development (73%):**

This investment will be used to finance the filming and editing of educational content, and for developing Arabic training content in cooperation with the Ministry of Justice and Islamic Affairs.

#### **Marketing (27%):**

The remaining funds will be used for marketing initiatives and completing app development.

The expected timeframe for distributing funds to each sector or project is around two months for finalizing the app and finishing the training material by early September 2023. In order to maintain openness and responsibility in the distribution of finances, KPIs will be established for every aspect and procedure. A 5% reserve of the budget will be retained to address unforeseen costs. Investors will receive monthly updates and news about the project's progress and advancements to keep them well-informed.

### Growth Plan :

#### **2023**

- Expanding the platform languages to offer educational courses in 8 global languages.
- Reaching the goal of registering 50,000 subscribers Establishing 10 strategic partnerships with educational and advocacy institutions.

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## About the business (Continued)

### Exit Strategy:

- **Management Buyout (MBO):** In case of management change or early exit for investors, a management buyout maybe appropriate, allowing the current management team to purchase the company's stake and continue operations.
- **Strategic Partnership or Alliance:** Tajweed platform could form a strategic partnership or licensing arrangement with a major company in education or technology, benefiting from resources and expertise to expand the business and increase user value, providing investors high returns and a secure exit.
- **Merger or Acquisition:** Tajweed platform could merge or be acquired by a major educational or tech company, expanding its services and entering the Quranic Tajweed and Arabic language education market.
- **Initial Public Offering (IPO):** Once financial stability and growth are achieved, Tajweed platform may consider an IPO, improving the company's value and providing resources for business expansion and product development

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CR Number	161235-1	Sector/Subsector	Technology/ Education
Establishment Year	January 2023	Legal Structure	W.L.L.

## Fundraising details

Investment ask	Equity interest	Company value	Funding source
USD 795,000	10%	USD7,950,000	Beban Crowdfunding Platform

## Official Cap Table

	Pre-investment	Post-investment
KHALIL ALQAHERI	80%	75%
EMAD ALI SHAIKH YUSUF	20%	15%
Crowdfunding Investor(s)	-	10%

## Financial Highlights

Key financial information USD	Forecast				
	2023	2024	2025	2026	2027
Revenue	795,756	3,183,024	6,366,048	10,079,576	14,588,859
Net Profit / (Loss)	(265,252)	1,061,008	3,713,528	6,896,552	10,610,080

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## Additional information

### Team Overview

- 4 team members including the founders

The Tajweed team is led by CEO Mariam Al-Sheikh, who brings 16 years of experience in banking and entrepreneurship, and co-founder Khalil Al-Qaheri, a seasoned entrepreneur and content creator with over 15 years of experience in business, marketing, and training program development. They are joined by co-founder and IT Executive Emad Ali, a skilled web and mobile app developer with more than 12 years of experience in software development and project management, and Dr. Fatma Mohamed, an Educational Psychologist and Content Development Executive with over 20 years of experience in education and training. The diverse backgrounds of the team members enable them to work cohesively and innovatively, ensuring the platform delivers high-quality, engaging, and user-friendly content. The team's collective passion for Islamic education drives their commitment to providing accessible and effective learning experiences for learners worldwide, positioning Tajweed as a leading platform in the digital Islamic education market.

### Direct/Indirect Competitors

Tajweed faces competition from both direct and indirect competitors in the digital Islamic education market. Direct competitors offer similar courses in Quranic Tajweed and Arabic language learning, while indirect competitors provide broader Islamic education content, which may include Tajweed and Arabic learning as a subset. Despite the competitive landscape, Tajweed distinguishes itself through its innovative approach, diverse language options, and strategic partnerships, positioning itself as a unique and attractive choice for learners and investors alike.

- **Direct:** Quran Tajweed Pro App, Almoaalem App and Moddakir App
- **Indirect:** Quran Learning Centers

# Thank you!

The information provided is not intended to be and does not constitute a financial advice, investment advice, trading advice or any other advice.

**For more information, please contact us on:**

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