

تجوید

Master the Art of Quran Recitation with Tajweed

Welcome to the World of Tajweed

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.





The Problem

1. Reliability

A lack of reliable and accredited resources for teaching Quranic Tajweed rules and the Arabic language.

2. Time Constraints

Traditional methods not catering to diverse age groups, skill levels, or multi-language 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.

The Product

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.

Quality

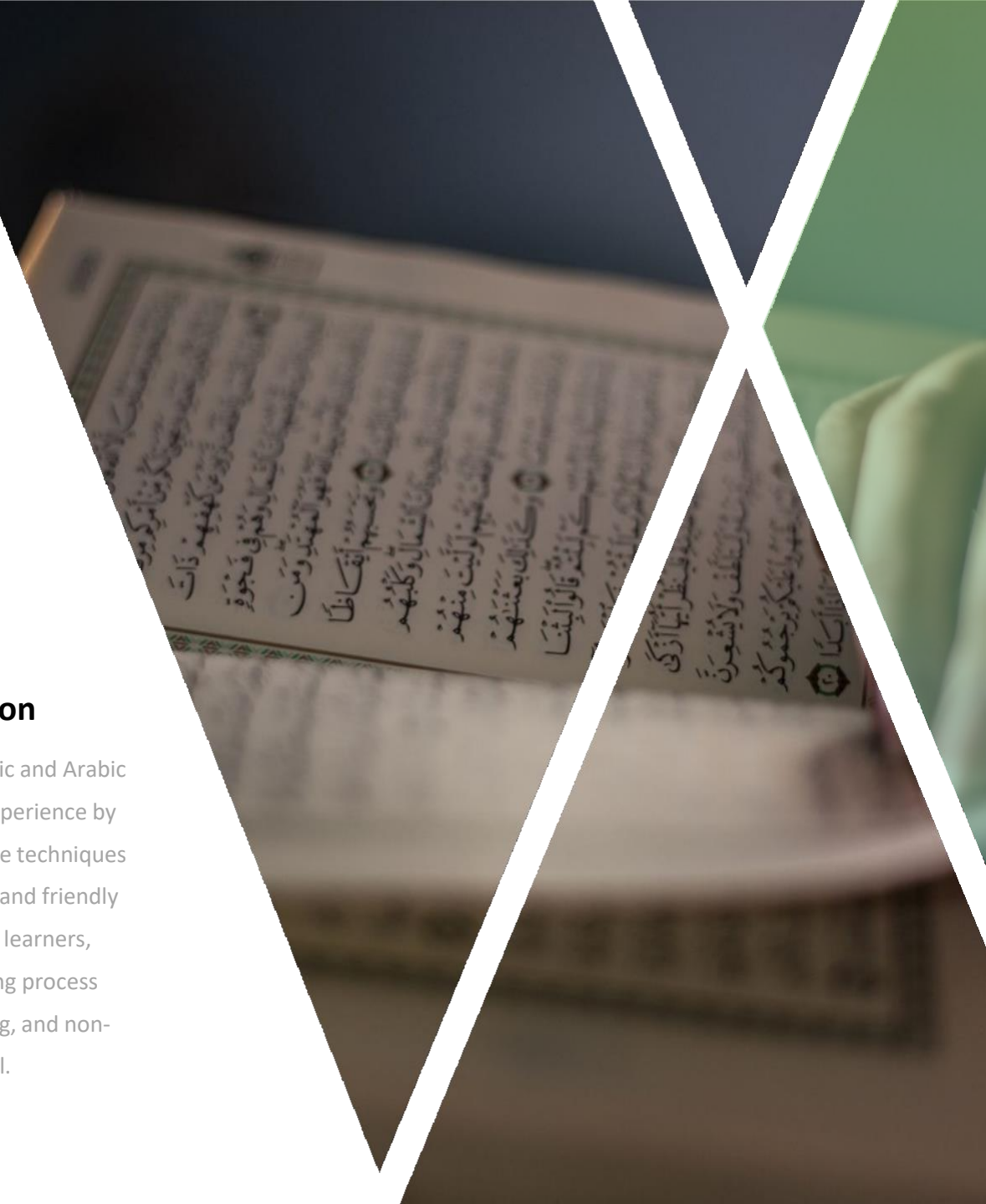
Providing high-quality, professionally and innovatively designed educational courses by qualified Tajweed and Arabic language experts, accredited by the Ministry of Justice and Islamic Affairs.

Efficiency

Offering a user-friendly, 24/7 accessible e-learning platform, allowing learners to access educational content anytime, anywhere, in addition to providing courses in eight different languages to cater to Muslims worldwide.

Innovation

Redefining the Quranic and Arabic language learning experience by introducing interactive techniques such as gamification and friendly challenges among learners, making the learning process inspiring, motivating, and non-traditional.





The Business Model



Subscriptions:

Offering flexible monthly and annual subscription options at various price points to cater to all learners.



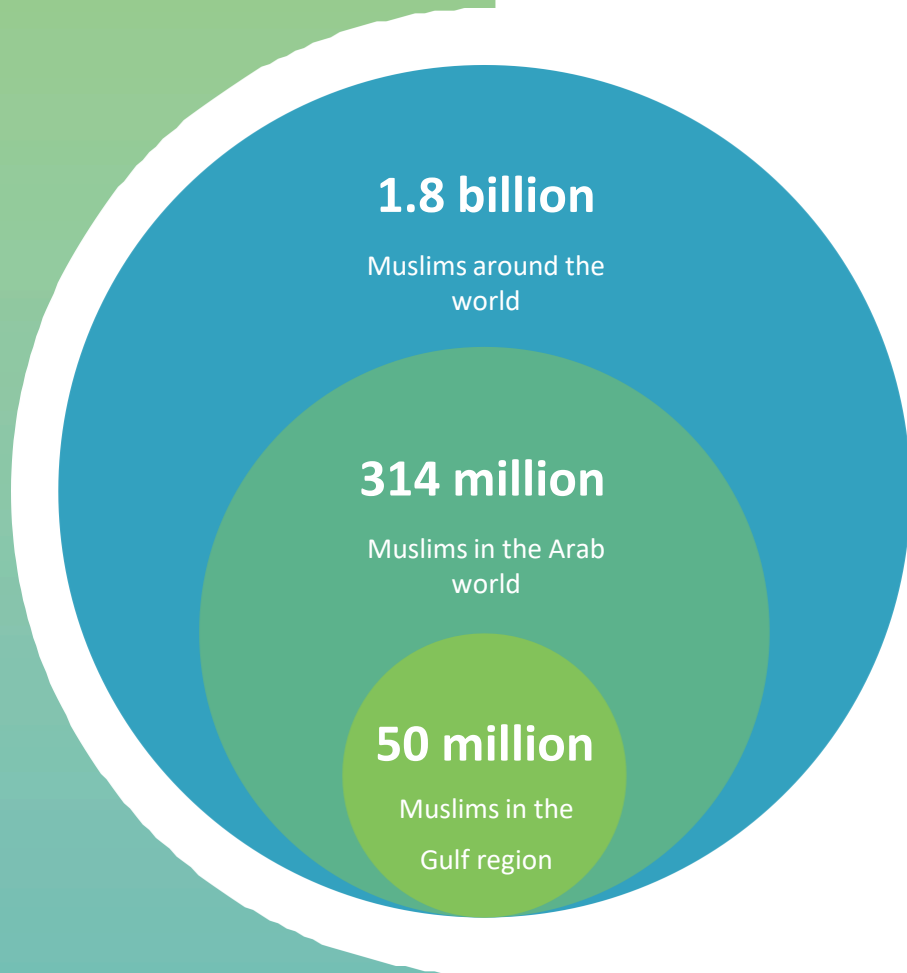
Sponsorship and Advertising:

Generating additional revenue by attracting sponsors and selling advertising space within the platform and app.



Strategic Partnerships:

Enhancing the platform's position and expanding the user base by developing partnerships with educational institutions and government entities.



The Market



Huge Global Market:

With around 1.8 billion Muslims worldwide, the target market for Tajweed platform is massive and has great growth potential.



Diverse Age Groups:

Tajweed platform targets all age groups, including children and adults, to meet diverse learning needs and ensure access to a wider segment of society.



Eight Global Languages:

Courses will be available in Arabic, English, Urdu, Indonesian, French, Persian, Spanish, and Turkish, increasing growth and expansion opportunities in the global market.



Untapped Growth Opportunity:

Research shows that over 70% of Muslims do not have easy access to Quranic Tajweed education. The Tajweed platform will provide a solution to this problem and enable more Muslims to learn the rules of Tajweed in an innovative and convenient way.

Traction



One Million Followers:

We expect to attract over one million followers across social media platforms and our YouTube channel within the first year of the platform's launch.



Global Interest:

With an estimated 1.8 billion Muslims worldwide, the Tajweed platform in eight languages has global appeal and an opportunity to expand globally.



50,000 Subscribers:

We expect to attract more than 50,000 paid subscribers to the Tajweed platform within the first six months of its launch.



Strategic Partnership:

Our collaboration with the Ministry of Justice and Islamic Affairs enhances the platform's credibility and ensures the delivery of high-quality, accredited educational content.





The Competition

| Comparative Aspects | Traditional Schools | E-Learning Platforms (Live Lessons) | Tajweed Platform |
|----------------------------|--------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Convenience & Flexibility: | Low - Requires physical attendance & fixed schedules | Medium - Requires scheduling live classes | High - Learn at your own pace, anytime, anywhere |
| Cost: | High - Tuition fees & travel costs | Variable - Depends on teachers and platforms | Low - Reasonable annual subscription & payment flexibility |
| Quality & Credibility: | Variable - Depends on the teacher's skill and curriculum | Variable - Depends on the quality of online teachers | High - Content accredited by the Ministry of Justice and Islamic Affairs, qualified teachers |
| Available Languages: | Limited - Lessons usually offered in the local language only | Limited - Language availability depends on available teachers | Wide - Courses in 8 major languages covering most speakers in the Islamic world |

The Tajweed platform offers a distinguished solution for learning Quranic Tajweed and Arabic, with unique advantages surpassing the competition in areas of convenience, cost, quality, and language diversity, making it an attractive investment for investors.

Marketing

1 Influencers:

We offer valuable and free content on social media and YouTube to attract audiences and encourage them to subscribe to the Tajweed platform.

2 Influencers:

We use prominent and reputable influencers to promote the Tajweed platform and recommend it to their extensive audience.

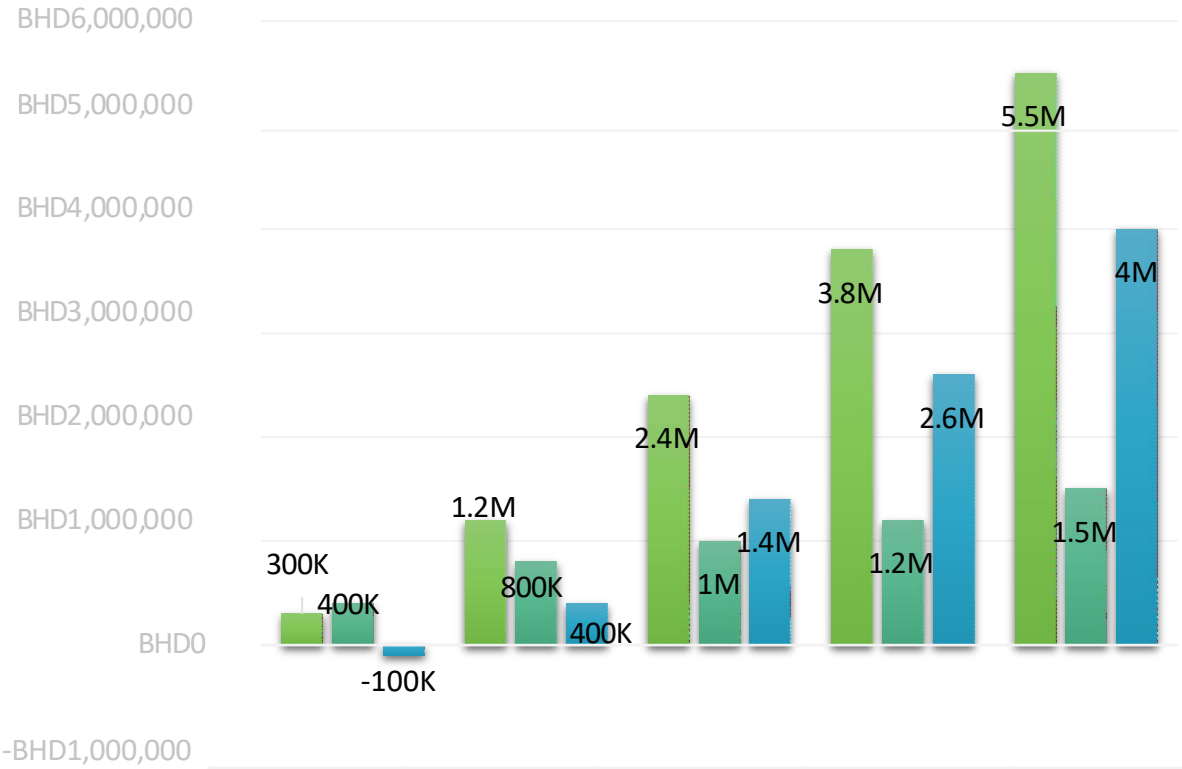
3 Social Media Advertising:

We invest in targeted advertising on social media to increase presence and awareness of the Tajweed platform.

4 Strategic Partnerships:

We work on building partnerships with educational institutions and religious entities to expand our reach and increase our customer base.





| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------|-------------|--------------|--------------|--------------|--------------|
| Revenue | BHD300,000 | BHD1,200,000 | BHD2,400,000 | BHD3,800,000 | BHD5,500,000 |
| Costs | BHD400,000 | BHD800,000 | BHD1,000,000 | BHD1,200,000 | BHD1,500,000 |
| Profitability | -BHD100,000 | BHD400,000 | BHD1,400,000 | BHD2,600,000 | BHD4,000,000 |

Financial Projections

Tajweed platform, valued at 3 million Bahraini Dinars, is a leading online Quranic Tajweed and Arabic learning project. Catering to over 1.8 billion Muslims in eight languages, it boasts credibility through its partnership with the Ministry of Justice and Islamic Affairs. With subscriber numbers expected to reach 5 million in the coming years, Tajweed represents a promising investment in digital Islamic education.



The Team



Mariam Al-Shaikh

CEO

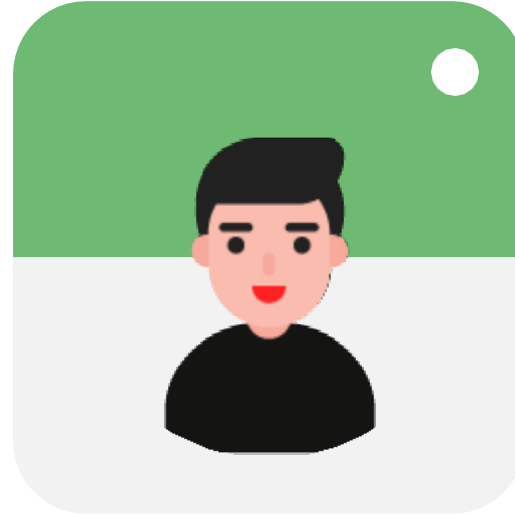
With 16 years of experience in the banking sector and entrepreneurship, she has led startups towards digital transformation and sustainable success.



Khalil Alqaheri

Founder

An entrepreneur and content creator with over 15 years of experience in business, marketing, and developing training courses and programs.



Emad Ali

Co-founder & IT Executive

A web and mobile application developer with more than 12 years of experience in software development and technical project management.



Dr. Fatima Mohammed

Training Content Executive

An educational psychologist with over 20 years of experience in education and training. Holds a Ph.D. in educational psychology and excels in developing educational programs.



ASK

BD 300,000

in exchange for 10%

This investment will be used to finance the filming and editing of educational content, marketing, and platform app development. Through this investment, Tajweed platform will be able to grow and expand its impact on teaching Quranic Tajweed and Arabic language, realizing its full potential as a leading digital educational platform on a global scale.

2023 Goals



8

Languages

Expanding the platform languages to offer educational courses in 8 global languages



50K

Subscribers

Reaching the goal of registering 50,000 subscribers on the Tajweed platform



10

Strategic Partnership

Establishing 10 strategic partnerships with educational and advocacy institutions



90%

User Satisfaction

Achieving a satisfaction rate of over 90% among platform and app users

Exit Strategy



Management Buyout (MBO)

In case of management change or early exit for investors, a management buyout may be 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.



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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.



Thank you

We appreciate your support and trust in Tajweed.
Together, we will spread the light of the Quran and
knowledge everywhere.



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