



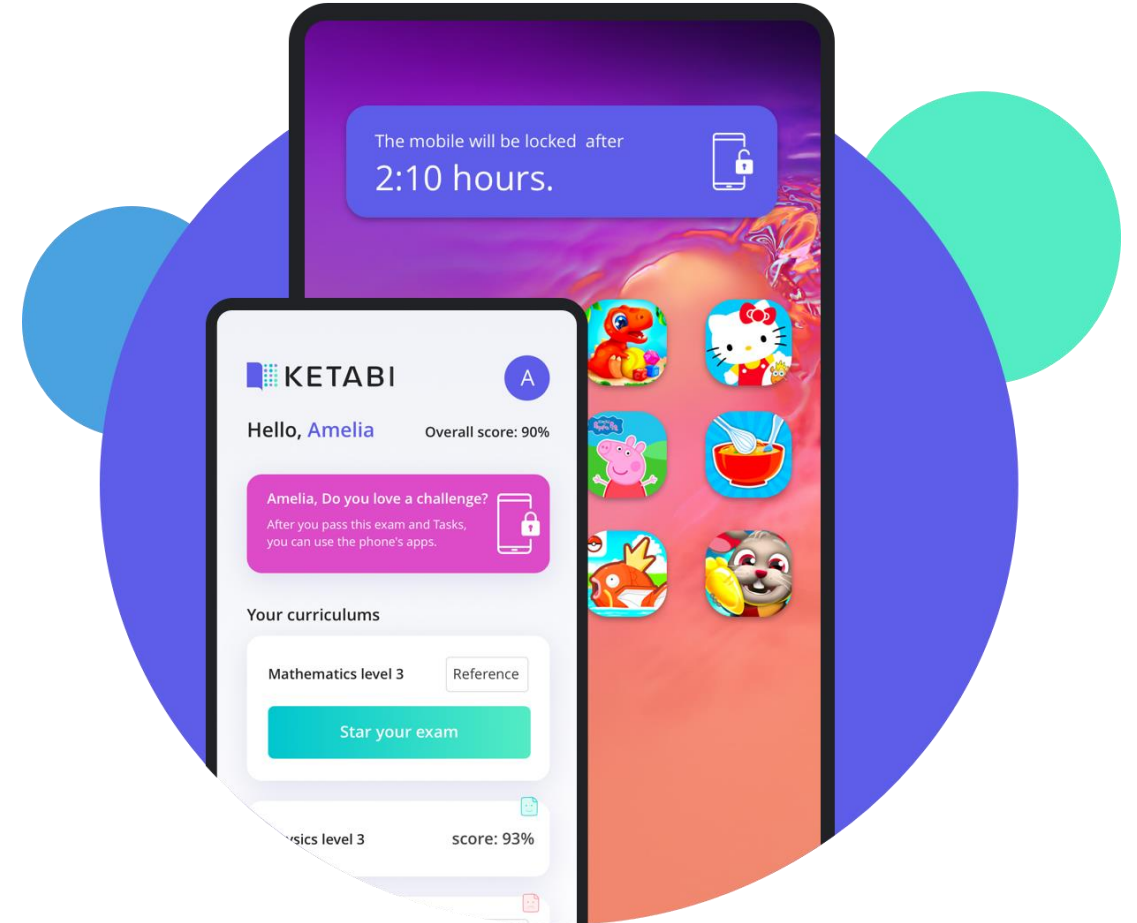
KETABI

Join the Future
of E-Learning



Who are we ?

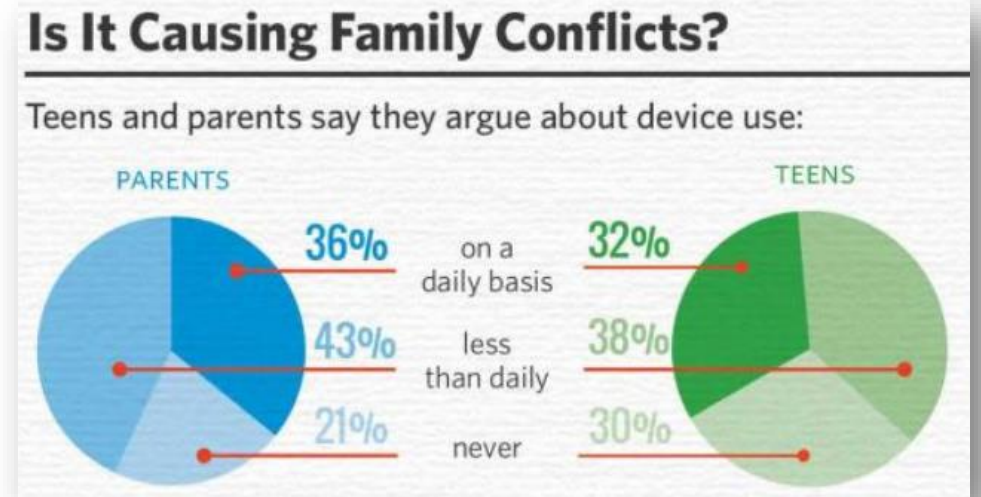
We represent a group of Jordanian Education leaders and Technology Experts with the ultimate goal of **Enabling** Online Learning that **works** for students, teachers and parents.



Smartphone Addiction!

- Kids are spending over 30 hours a week on phones, survey finds

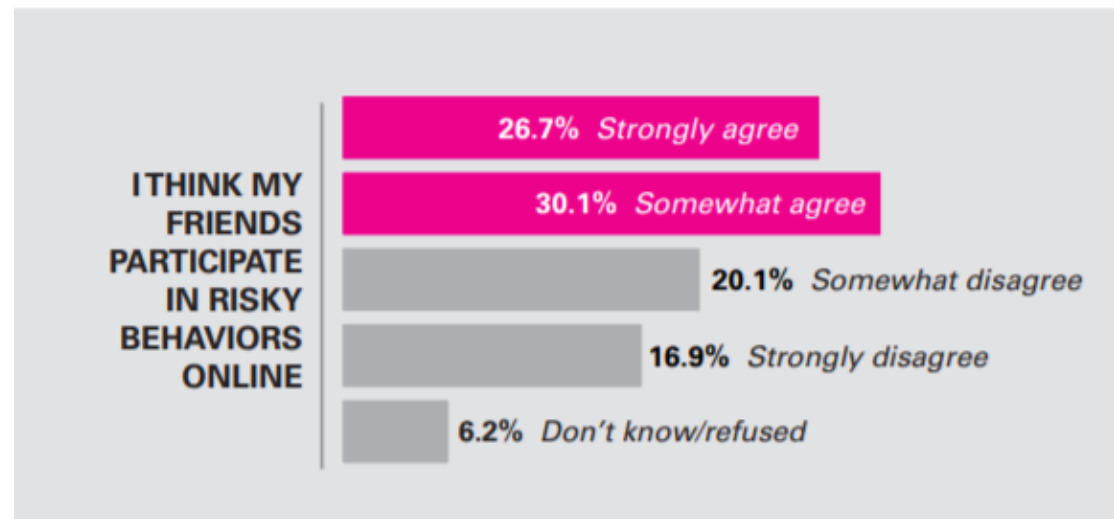
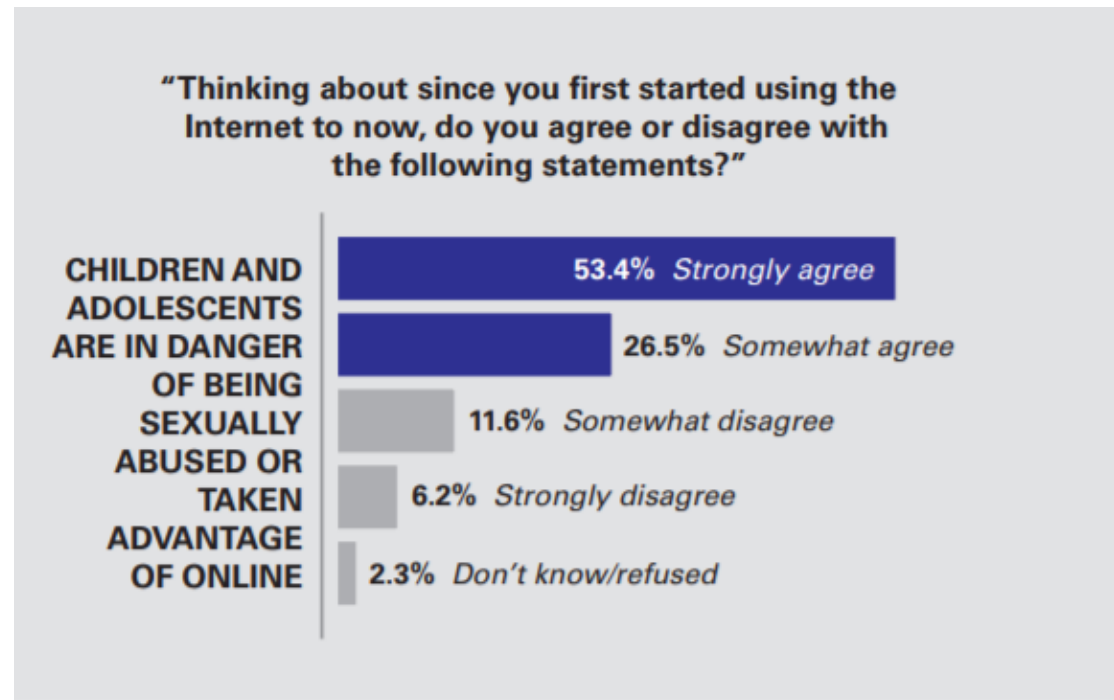
That's over 1,500 hours per year!



- It's a serious issue for around **80%** of families
- It's a **daily argument** for more than **1/3** of families !

Its DANGEROUS online !

“The majority of adolescents recognize **online dangers** exist and more than half think friends participates in **risky behaviors** .” UNICEF



Abuse and Harassment !

Plan International's annual State of the World's Girls report is based on research – conducted across 31 countries with **over 14,000 girls and young women** – aimed at uncovering and understanding their experiences of being online on social media platforms.



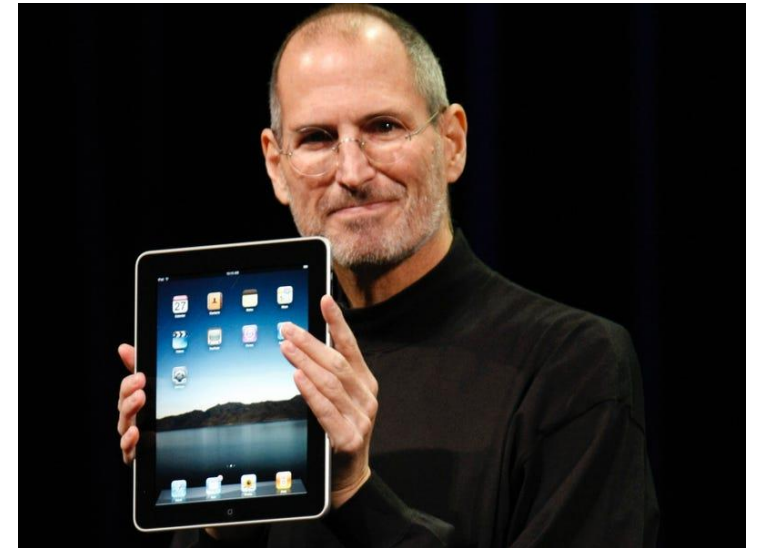
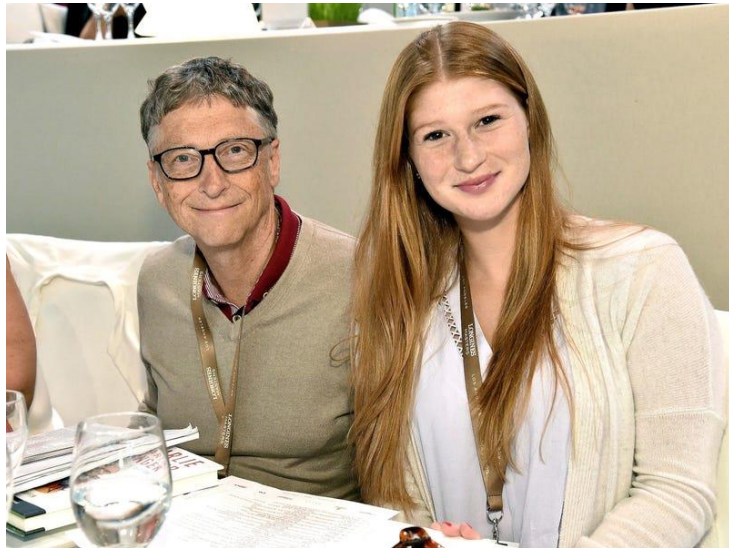
More than half of girls surveyed, from around the world, have been harassed and abused online.

One in four girls abused online feels physically unsafe as a result.



Online abuse is silencing girls' voices.

Bill Gates , Steve Jobs , Evan Spiegel raised their kids with limited tech and it should have been a **red flag** about our own smartphone use.



Current E-Learning is good , But ...

The available technology is evolving beyond our imagination , and we are not utilizing it where it really matters .



Assuming that our kids know what's best for them , That they can prioritize **Virtual Course** over checking **Social Media** feed or Playing their **favorite video game** ..

What is Ketabi App

Mobile App That Takes control over your Kids phone to Address 4 Main Challenges :

- No supervision on what our kids are **exposed to online** ..
- Prolong Screen time **health risks** !
- Demanding **Academic Follow up** for Parents .
- Inadequate **Family Involvement** (Chores and tasks)

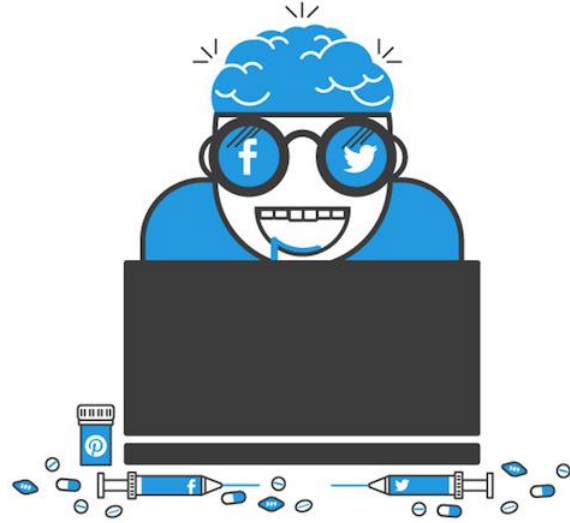




In the age of **Remote Learning** for a generation that is dependent on Social Media , **Screen time** is off-the-roof and it needs to be limited !

So we need to make sure that they **invest their time** where it **matters** the most.

Turn Social Media **Addiction** to a **Solution** ..



دَعُ عَنْكَ لَوْمِي فَإِنَّ اللّوْمَ إِغْرَاءُ

وَدَاوِنِي بِالَّتِي كَانَتْ هِيَ الدَّاءُ

Our Free First Version Includes (Launch Q3 2021)



» Home Tasks Manager

- Create Recurring Tasks (Daily , Weekly)



» Interactive Game

- Daily Quiz



» Performance Management System

- Track performance and day-to-day progress .



» Parental Controls and Protection

- Blocking access to adult websites and content.



MVP Sponsors



Why start in Jordan ?

Jordan has the **best Tech Environment** to Cater for eLearning , as one of the most Tech Advanced countries in the region , With our **blanket 4G coverage** , **MOST affordable connectivity** and **Smartphones prices** .

GSMA Intelligence reported that

- 8.23 Million Mobile connections , covering more than 81% of the population .
- Average Mobile Internet Speed reaching 17.7Mbps , with 23% annual increase .
- Almost 100% of Social Media Users access it through Mobile Devices



Addressable Market in Jordan

Over 1,000,000 Kids

01

Primary
From 1st to 6th Grade
1,000,000 Student

02

Middle School
7th to 10 Grade
600,000 Student

03

Secondary
11th – 12th Grade
200,000 Student

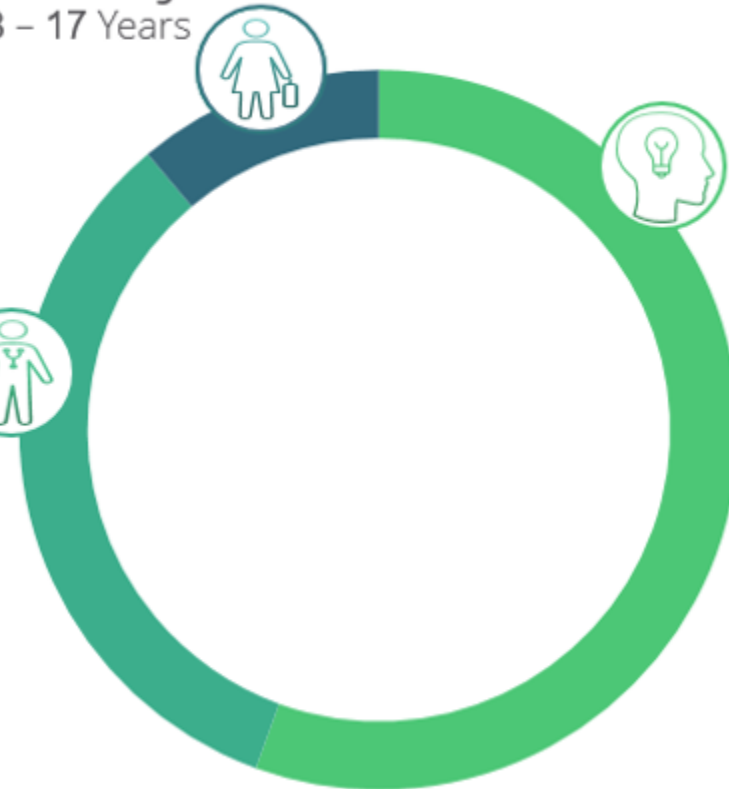
Secondary
18 – 17 Years



Primary
12 – 6 Years



Middle
School
16 – 13 Years



Our Next Steps



Imagine what we can do ..

- With a current system that is based on schools investing millions in building and paying the teacher a living wage.
- With hundreds of creative content creators already making content.
- With parents who care about their kids education and willing to invest 10s of thousands of their education !
- With expert teachers looking for a way to make extra cash.

Our Mission

The **Future** of our country and the world depends on our kids education **NOW** , and providing the best **affordable** tools the technology can provide is our **DUTY** for the next generation .

we are taking the first steps ,
and would love it if you can join us ..



About the Founders



Omar AlMajali
Tech Geek , Product Development and Certified Cloud Computing Trainer

Computer Engineer with 12+ Years of Experience in Innovation and Product Management .



Sajeda Abu Karaki
International Schools General Manager

Veteran Educator with 30+ Years of Experience in Teaching and Schools Management.



Ketabi.org



+962 79 6683886



Omar@Ketabi.org



Thank you!