



ALI Ed Hub

Teaching made lighter, learning made brighter

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The Challenge & The Opportunity

Pain Points:

- Teacher Overload (40% time on admin)
- Parent Disconnection
- School System Inefficiencies
- Digital Inequality

Opportunity:

- 90%+ smartphone access
- DBE advocacy for EdTech
- Post-pandemic openness to digital
- Regional scalability potential



Vision, Mission & Core Values

Mission – “Make teaching lighter and learning brighter”

Vision

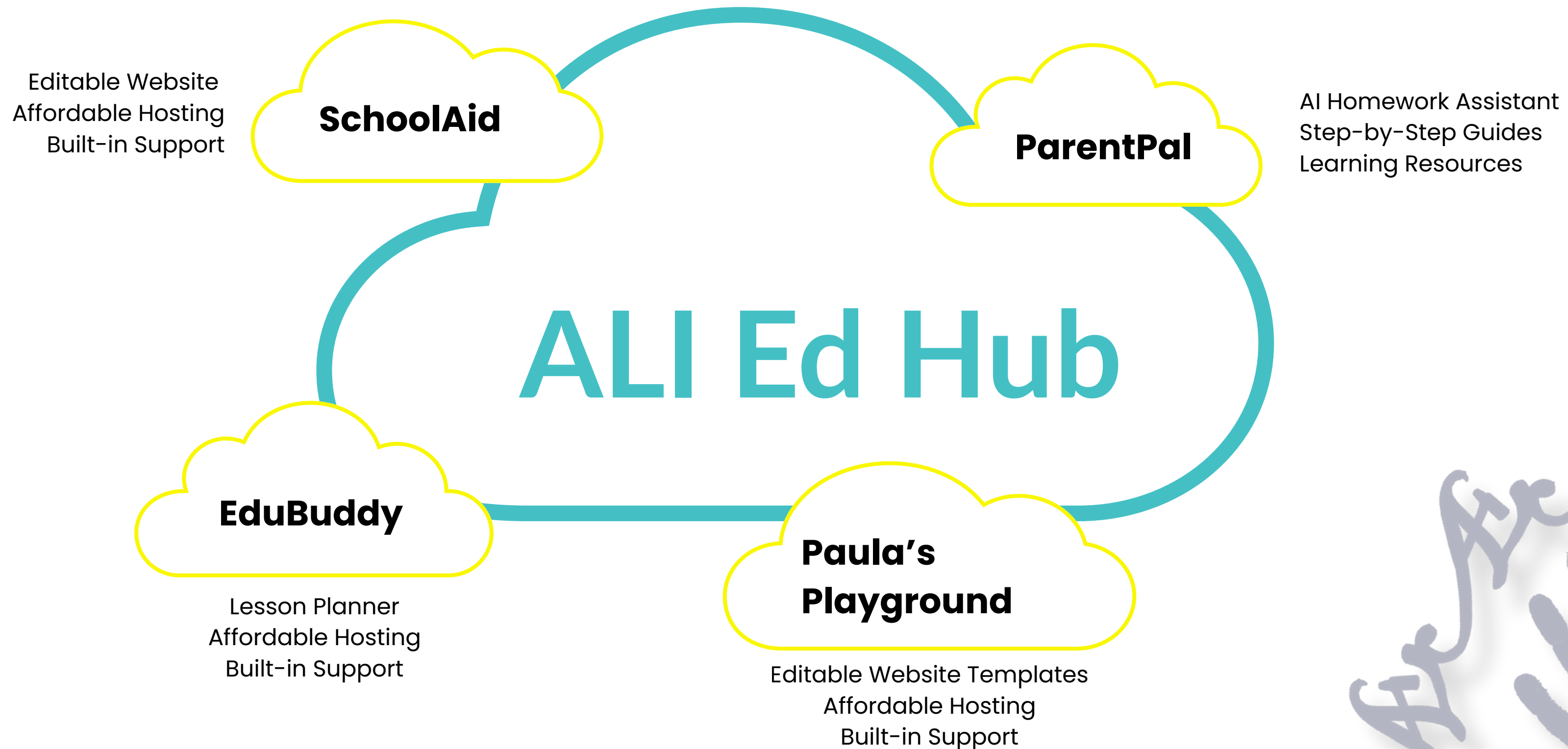
- Improve educational outcomes across Africa
- Empower teachers and engage parents

Core Values

- Innovation with Purpose
- Empathy First
- Collaboration
- Transparency



The Solution: A Holistic Product Ecosystem



SchoolAid

Role: School Management

Status: Piloted in 2025 (1 school)

Launch: Jan 2026

Key Features:

- Editable Website Templates with modern, professional designs.
- Affordable Hosting with transparent pricing and no hidden fees.
- Built-in Support for training staff to manage sites independently.

Pricing & Value:



R 1 000 per school per year



Accessible on mobile & desktop



ParentPal

Role: Empowering Parents at Home

Launch: Mid-2026 (Beta Q3 2026)

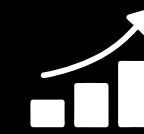
Key Features:

- CAPS-aligned activities.
- Bilingual content.
- AI-driven 'learning coach'.
- Homework help, progress tracking.

Pricing & Targets:



R80–R100 per parent per month



100 prelaunch waitlist

300 subscribers by Month 6

500+ by year-end



EduBuddy

Role: AI Teaching Assistant

Launch: 2027

Key Features:

- AI-generated lesson plans
- Assessments & marks tracking
- CAPS alignment verification
- AI chat assistant
- Teacher well-being check-ins

Pricing & Targets:



R100–R150 per teacher / month



Reduce admin and burnout
Let teachers teach



Paula's Playground

Role: Free Content & Marketing Funnel

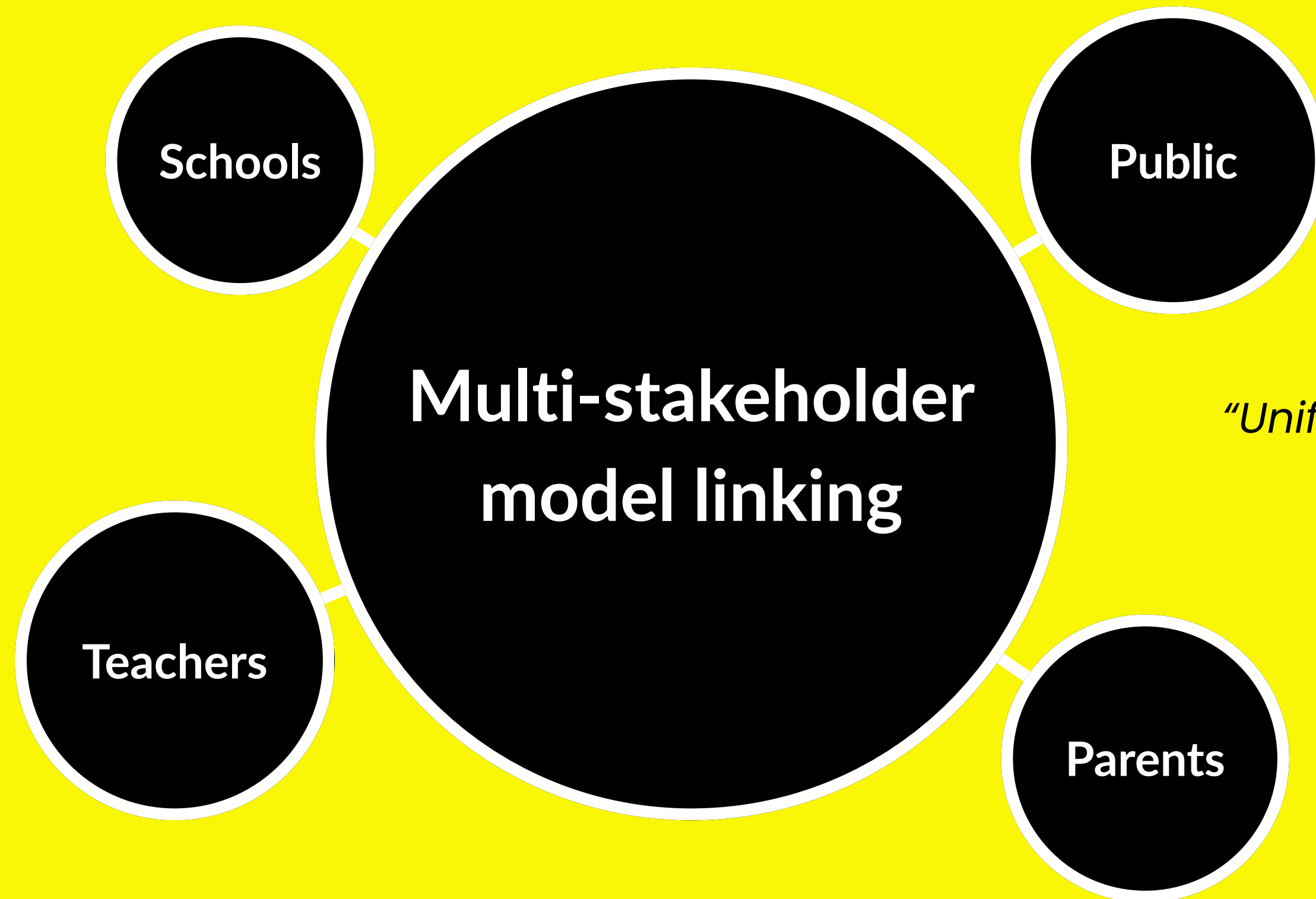
Status: Ready for Jan 2026 launch

Key Features:

- Locally relevant, play-based content.
- Drives Parent Pal awareness.



Ecosystem Synergy



"Each product reinforces others"

"Unified data and engagement"



Market Size & Segments

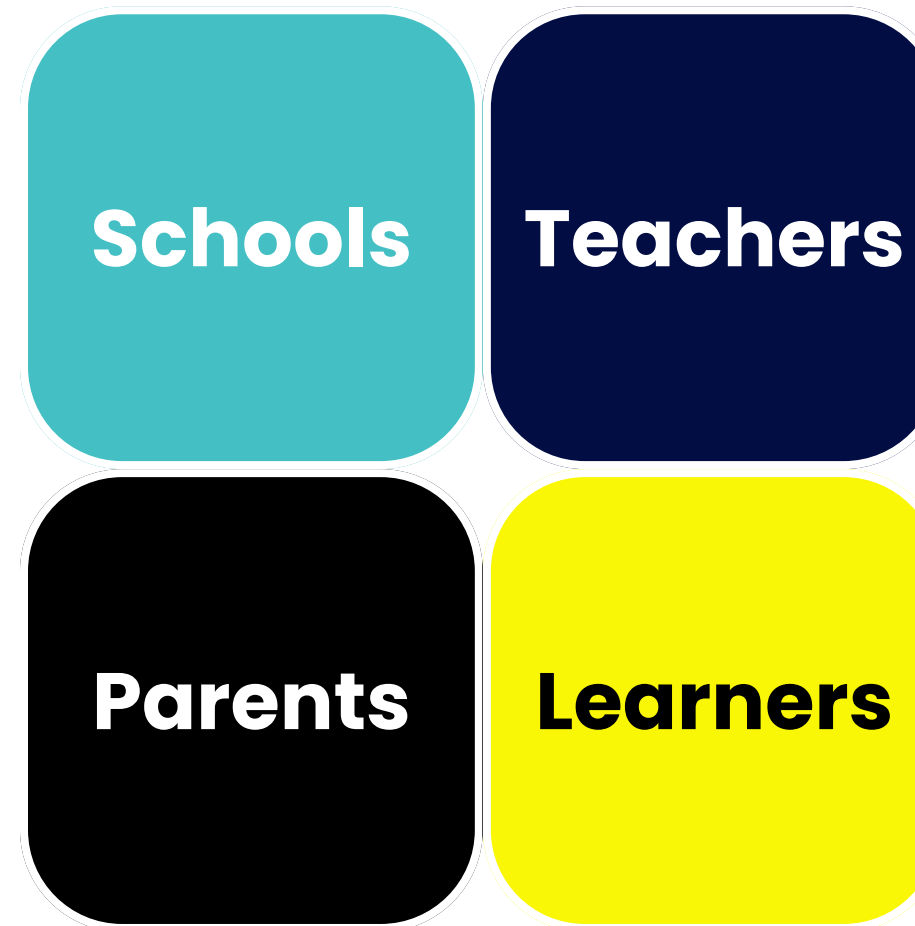
Total Addressable Market

- 25 000 Schools
- 5 Million Learners

Initial Serviceable Available Market:

- 2 500+ Schools
- 50 000 Families

Segments



Competitive Analysis

Competitors

- Snapplify – Content Only
- SchoolAdvisor/D6 – Comms Tools
- Teneo/CambriLearn – Online Schools
- Microsoft/Google Classroom – Generic
- Twinkl SA – Resources Only

ALI Ed Hub

- Integrated Ecosystem
- Localized (CAPS, Bilingual)
- Affordable Pricing
- AI Teacher Support
- Parent Engagement Built-in



Traction & Validation

**SchoolAide
Developed
and Piloted**

**Paula's
Playground
Content
Release**

**ParentPal
Prelaunch**

**EduBuddy
in R&D**

Key Milestones For 2026

- Onboard 10 schools on SchoolAid
- Achieve 500+ paid ParentPal Subscribers
- Achieve SACE registration
- Launch Paula's Playground



Go-To-Market & Acquisition Strategy

B2C - Parents

- Paula's Playground Funnel
- Prelaunch Campaigns (100 parents)
- Influencers, Webinars, Referrals

B2B - Schools

- Direct Sales To Principals/SGBs
- SACE-Accredited Workshops
- Partnerships With NGOs and Depts.



Scaling & Expansion Plan

2027

- 50 schools
- 3,000 users
- EduBuddy MVP launch
- Pilot in neighboring African countries.

2028

- 200 schools
- 10,000+ users
- Profitable, 20–25% margin
- Prepare for Series A



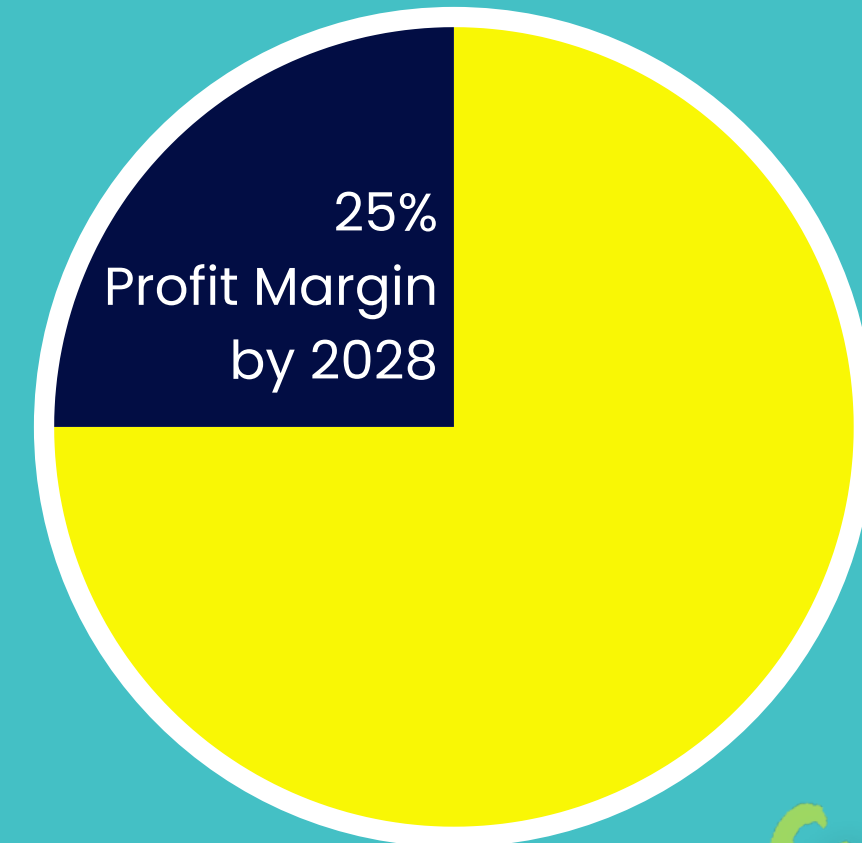
Financial Projections Summary

● 2026 ● 2027 ● 2028

R1.2 Million

R4.5 Million

R9 Million



The Funding Ask

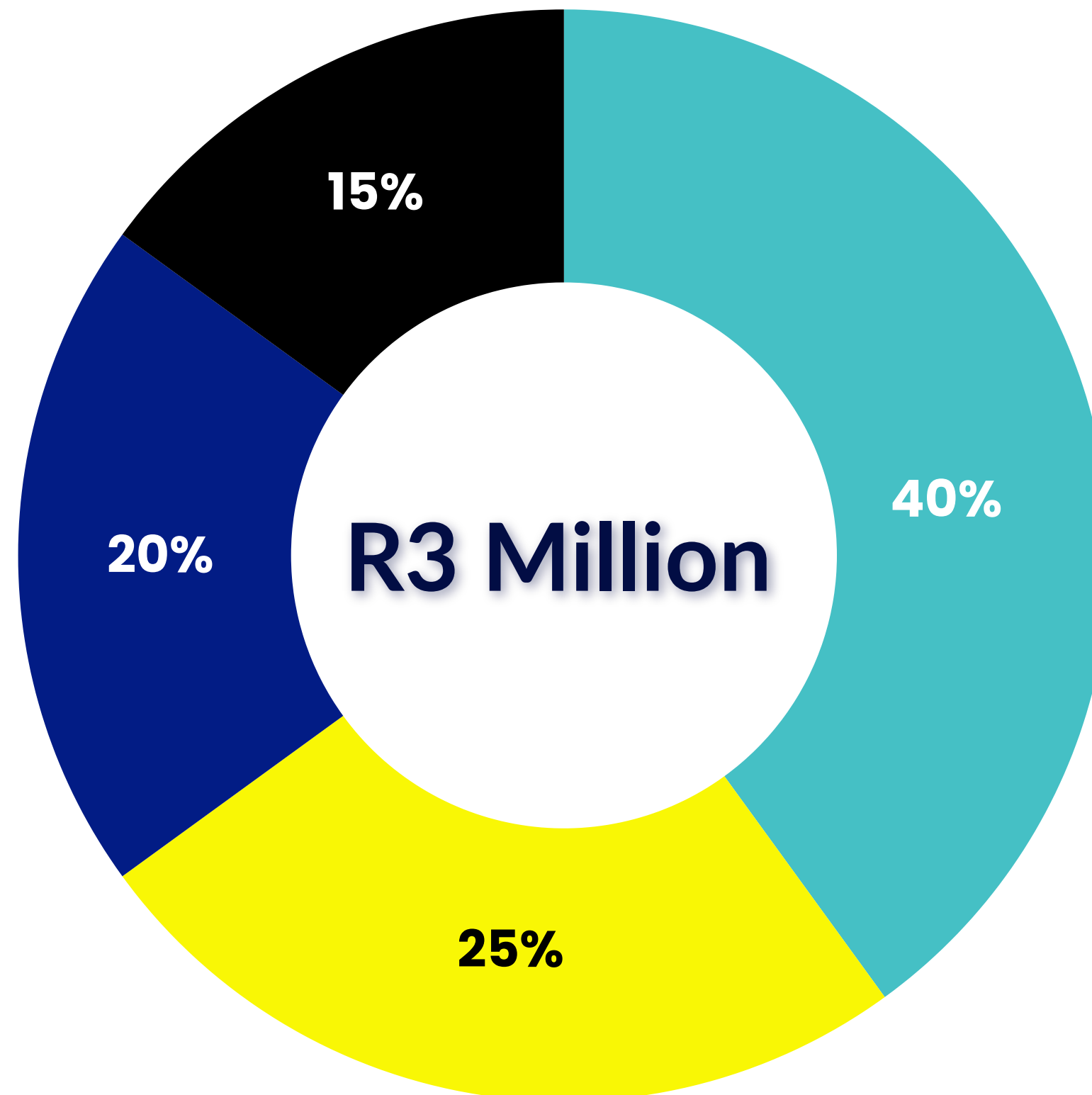
Product Development

Operations/Contingency

Team & Talent

Marketing & Acquisition

*"Includes Paula's Playground
content and platform work"*



Investor ROI & Social Impact

Expected ROI:

ARR growth 30–40% post-2028

Impact Goals by 2028:

- 40% teacher workload reduction
- 8,000+ active parent users



