EdTech



PAKISTAN PSEB SOFTWARE EXPORT BOARD

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The World of EdTech

The global education market, currently valued at USD 6 trillion is expected to grow from USD 6 trillion to USD 8 trillion by 2030, making up around 5.3% of global GDP.[1] By the end of the decade, we expect 800 million more K-12 graduates and 350 million university and college graduates compared to today.[2]

To cater to these growing numbers, the world will require an estimated 1.5 million new teachers per year. This growing trend will largely be driven by developing countries in Asia and Africa. It is expected that EdTech will play a critical transformative role in the burgeoning education sector, and outpace its parent education sector at a much faster rate, from about USD 250 billion spending in 2022 to USD 620 billion in 2030.[3]

Educational technology (or EdTech) refers specifically to the use of technology and educational practices to facilitate and enhance learning. This can include use of hardware, software, digital content, and unique teaching methodologies, ranging from digitally recorded lectures to interactive whiteboards and sophisticated learning management systems. EdTech solutions have revolutionary and exciting potential in terms of providing significant operational efficiencies, immensely increasing accessibility and affordability, and most importantly, improving the quality of student learning and outcomes.





EdTech quick stats from PitchBook

14,613 Companies	**30,646** Deals	**20,450** Investors	**4,110** Exits
USD 7.75B Largest deal	**USD 266.29B** Invested	**USD 15.2M** Median post-valuation	

**According to PitchBook as of March 8, 2023; data is subject to change frequently*

[1] *Research Unit, "Global Education's Tech Reboot." Morgan Stanley, 2023. https://www.morganstanley.com/ideas/education-system-technology-reboot.*
[2] *Education in 2030. Retrieved from https://www.holoniq.com/2030*
[3] *Research Unit, "Global Education's Tech Reboot." Morgan Stanley, 2023*



EdTech pioneer, Khan Academy broke into the mainstream in 2006 with short and free video lessons hosted on Youtube, spanning a wide variety of academic subjects. This was followed shortly after by immensely popular platforms like Coursera and Udemy, which partnered with the world's leading universities to offer online self-paced courses taught by renowned global experts, along with certifications and specializations.

With worldwide lockdowns in 2019-2021, platforms like Zoom, MS Teams, and Google Classroom scaled overnight to power the global pivot to distance learning. Language-learning apps like Duolingo and Babbel saw their popularity (and revenues) skyrocket as people sought to make productive use of their indoor time. Language learning apps generated USD 1.08 billion in 2023, a 28% year-on-year increase, collectively registering over 231 million downloads in 2023. During the pandemic, the EdTech sector witnessed a three-fold increase in funding, an anticipated total expenditure of USD 404 billion.[5]



[4] *Language Learning App Revenue and Usage Statistics (2024). (2024, September 11). Retrieved from https://www.businessofapps.com/data/language-learning-app-market*

[5] *The EdTech sector and the impact of Covid-19 | Baker Tilly GDA. (2024, July 26). Retrieved from https://bakertillygda.com/en/the-edtech-sector-and-the-impact-of-covid-19*

The Magic of EdTech

Whereas the domain of EdTech is rapidly evolving and expanding, scientific validation of its claimed revolutionary benefits is slow to gather. However, some evidence has started to trickle in. In a government-commissioned review on the use of EdTech in UK schools in 2021, the overwhelming majority of headteachers (88%) and teachers (84%) indicated that "technology had or would contribute to improved pupil attainment."[6]

EdTech core benefits include:

Efficiency: technology can automate processes across the entire education workflow and significantly reduce teacher workload and effort and education spending. This includes recording lectures, generating and circulating course materials, grading quizzes and assignments, etc.

Accessibility and Inclusivity: EdTech facilitates paradigms such as distance learning, self-paced learning, personalized content, and online learning communities, dramatically expanding the scale and scope of educational activities and democratizing access to content. Distant and historically marginalized communities can benefit from the same world class resources offered to students in First World countries.

> *Tech gives the quietest student a voice.*
> *– Jerry Blumengarten*[7]

Innovation: EdTech has the potential to disrupt the classic schooling paradigm with myriad new innovations. This can include technology like smart whiteboards, novel assessment mechanisms like peer grading, and novel pedagogic innovation such as gamified teaching strategies. These unique benefits of EdTech are ideally positioned to support several new upcoming challenges and trends in education.[8]

Upskilling/Reskilling: Game changing technologies like AI and blockchain are estimated to transform one-third of all jobs worldwide, impacting over a billion users. The Fourth Industrial Revolution will likely create some 133 million new jobs. Traditional educational systems are too slow and underfinanced to cope with this reality. EdTech is the ideal platform for workers to update their skills and learn new ones in a convenient cost-effective way.



> The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn. *– Alvin Toffler*[10]

[6] *Education, D. f. (2023). Technology in schools survey report: 2022 to 2023. GOV. Retrieved from https://www.gov.uk/government/publications/technology-in-schools-survey-report-2022-to-2023*

[7] *Technology Gives The Quietest Student A Voice. (2016, December 02). Retrieved from https://edtech4beginners.com/2016/10/10/technology-gives-the-quietest-student-a-voice*

[8] *Bhagwat, Malvika. 2024. "These Are the 5 Key Trends Shaping the EdTech Ecosystem." World Economic Forum. February 26, 2024. https://www.weforum.org/agenda/2024/02/these-are-the-4-key-trends-that-will-shape-the-EdTech-market-into-2030/.*

[9] *We need a global reskilling revolution – here's why. (2024, July 27). Retrieved from https://www.weforum.org/agenda/2020/01/reskilling-revolution-jobs-future-skills*

[10] *Toffler, A. (1984). Future shock. Bantam Books.*



New Technology: New technology is revolutionizing EdTech itself, vastly expanding its scope and capabilities. This includes use of generative AI to create course materials and personalize learning, blockchain to secure academic credentials, and satellite internet to facilitate remote connectivity.

Education is experiencing the biggest evolution since the printing press was invented in the 15th century," says Stephen Byrd, Morgan Stanley's Global Head of Sustainability Research. "Today, as then, the use of technology in education allows faster spread of information and democratizes learning. It enables a myriad of new methodologies that improve the quality of learning, and it makes the educational system more efficient and less costly.[11]

Mental Health: The pandemic has highlighted mental health issues in the education sector, both in teaching staff and students. Technology can potentially play a key role in alleviating these issues in a way that supports the learning process.

The EdTech transformation is also fast accelerating, giving rise to a constant "year zero mentality" in the field.[13]

We are now on the cusp of EdTech 4.0, thanks to the global AI revolution. Large language models (LLMs), exemplified by ChatGPT, are expected to personalize the learning experience to an unprecedented degree, effortlessly generate lesson plans and quizzes, and automate grading.[14]

Khan Academy has already launched Khanmigo, it's GPT-based "assistant", marketing it as "your always-available study buddy/ homework helper/ code reviewer/ debate partner/ essay reviewer/ curriculum planner/ writing coach.[15]

[11] Editor. (2024). EdTech investment cooling in 2023 but growth outlook remains strong. ICEF Monitor - Market intelligence for international student recruitment. Retrieved from https://monitor.icef.com/2023/08/edtech-investment-cooling-in-2023-but-growth- outlook-re-mains-strong

[12] Education in Evolution: EdTech is Dead. Long Live EdTech. (2024, July 26). Retrieved from https://www.digitaleducationcoun-cil.com/post/education-in-evolution-edtech-is-dead-long-live-edtech

[13] Weller, Martin, Twenty Years of Edtech. (2024). Retrieved from https://ereducause.edu/articles/2018/7/twenty-years-of-edtech

[14] Morin, S., Sarlin, A., & Kornell, B. (2023). This Week in Edtech – May 15, 2023. Edtech Insiders. Retrieved from https://edtechinsiders.sub-stack.com/p/this-week-in-edtech-ma

[15] Meet Khanmigo: Khan Academy's AI-powered teaching assistant & tutor. (2024). Retrieved from https://www.khanmigo.ai

EdTech: Past, Present, and Future
The EdTech paradigm can be divided into three distinct eras:[12]

- **EdTech 1.0** spanning the period from 1980 to 2010, where traditional education systems started to use the Internet to incorporate Distance Learning and Learning Management Systems (LMS)
- **EdTech 2.0** covers the next decade, 2010 to 2020, featuring remote learning methodologies, online tools and smartphone apps
- **EdTech 3.0** describes the COVID-19 era advancements, 2020 to 2024, with large-scale global shifts to online learning, massive funding, and a variety of new entrants (startups and mainstream tech platforms)



The Nuts and Bolts of EdTech

The EdTech paradigm is a complicated interplay of various disciplines including technology, educational theory, and psychology. Out of this complexity, however, it is still possible to derive some broad guiding principles, which highlight the inner workings of EdTech and clear up misconceptions.

Technology is not a magic bullet. Most EdTech efforts fail because of an overt emphasis on the technology at the expense of pedagogy. To be successful, EdTech interventions must have a solid grounding in educational theory.

> *The technology itself is not transformative. It's the school, the pedagogy, that is transformative.*
> **– Tanya Byron[16]**

The role of the instructor is central in this sense, in terms of both devising the technology intervention and also mediating its impact and effects on students and learners. Whereas technology can dramatically amplify and enhance the effects of good teaching, it can do the same for bad teaching.

> *Technology will never replace great teachers, but in the hands of great teachers, it's transformational."*
> **– George Couros[17]**

[16] El Miniawi, H., & Brenjekjy, A. (2015). Educational Technology, potentials, expectations and challenges. Procedia-Social and Behavioral Sciences, 174, 1474

[17] Couros, G. (2016). The innovator's mindset. Dave Burgess Consulting, Incorporated.



Stakeholder engagement is vital for this reason. A recent survey of educators worldwide revealed that whereas 93% of respondents believe that technology improves teaching and learning, 54% indicated that they desired more time and training to use technology in their schools and classrooms.[18] If teachers and students are not adequately trained to use a technology properly, the intervention will likely fail to deliver.

EdTech is susceptible to the digital divide. Whereas EdTech solutions can increase access, scale to large numbers, and foster inclusivity, on the other hand, they may further marginalize poor and underserved communities lacking access to computers and high speed Internet.[19]

A recent evidence review concluded that this digital divide has a pronounced gender component in low and middle-income countries,[20] i.e. girls have disproportionately less access to technology than boys. EdTech can further exacerbate this gap unless special measures are taken to address these issues.

These principles can help cut through the hype around EdTech, make sense of the overall ecosystem, and assess different companies and compare products and strategies. Moreover, the dependencies of EdTech listed above need not be viewed as limitations – rather they can be aspirational challenges which open up new business opportunities.



[18] *93% Educators Feel EdTech Makes Learning & Teaching Better: Survey. (2024, April 02). Retrieved from https://www.edtechreview.in/research/educators-feel-edtech-makes-learning-teaching-better-survey*

[19] *Understanding the Digital Divide in Education | AU. (2024, May 23). Retrieved from https://soeonline.american.edu/blog/digital-divide-in-education*

[20] *Webb, D., Barringer, K., Torrance, R., & Mitchell, J. (2020). Girls' education and EdTech: A rapid evidence review.*







EdTech for Pakistan

The EdTech ecosystem in Pakistan ranges from large-scale government training programs and humanitarian interventions for marginalized communities to startups targeting local schooling systems and children's education. As per UNICEF, as many as 22.8 million children of ages 5-10 (44% of this group's population) do not attend school due to poverty, poor facilities, discrimination, and other reasons.[21] EdTech can play an important role in addressing these challenges.

Pakistan is also one of the largest freelance markets in the world and over the years the government has undertaken various large-scale training and skill-building programs to facilitate this sector.

The latter include the e-Rozgaar program, launched by the Government of Punjab in 2017 in coordination with the Punjab IT Board to train young graduates in digital skills and freelancing. Courses include E-Commerce, Mobile App Development, Content Marketing and Advertising, Creative Design, Digital and Social Media Marketing, etc.



[21] *Phulpoto, S. (2024). Rise of freelancers in Pakistan. Retrieved from https://www.thenews.com.pk/magazine/us/1165089-rise-of-freelancers-in-pakistan*

In 2018, the Prime Minister launched the DigiSkills program, offering online courses on a variety of topics, including Digital Marketing, E-Commerce, AutoCAD, Graphic Design, etc. Over a million students nationwide enrolled to participate in these training programs.[22]

This was shortly followed by the National Freelance Training Program, offered by the Ministry of Information and Technology and Telecom (MoIT&T), and expanded nationwide. The three-month programs offered were completely free and included various coding and marketing modules. In 2020, the Presidential Initiative for Artificial Intelligence & Computing (PIAIC) was launched, featuring free one-year programs on advanced technologies, including Artificial Intelligence, Blockchain, Software Defined Networking, and Internet of Things.

To cope with school closures due to COVID-19 which affected some 50 million children nationwide, the Ministry of Federal Education and Professional Training (MoFEPT) launched an education TV initiative called TeleSchool.[23] This consisted of scheduled educational programs broadcast on TV. Punjab soon followed with a similar program called Taleem Ghar. This content was also hosted on YouTube, and a TeleSchool app was also later released.



In 2023, UNICEF collaborated with Microsoft to bring their famous Learning Passport programme to Pakistan,[24] a digital platform which provides middle school boys and girls (grades 6–8) lessons as per their school curriculums in regional languages, along with educational videos, assessments, and interactive games.

These interventions have been very ambitious in scope and have contributed significantly to Pakistan's freelance and startup culture. Freelancing represents a significant opportunity for EdTech companies working in Pakistan. EdTech has the potential to address skills gaps in an efficient, low-cost, and scalable manner. The government also has a key role to play in terms of vetting and licensing these offerings and establishing relevant standards.

[22] Desk, B. R. W. (2020). Digiskills Training Project Achieved 1 Million Target Enrollments Ahead of Time. Brecorder. Retrieved from https://www.brecorder.com/news/40032078

[23] Sheikh, M., Nadeem, U., & Nadeem, M. S. a. U. (2023). Government Embracing EdTech: The Case of the TeleSchool App - Tabadlab | Understanding Change. Tabadlab | Understanding Change. Retrieved from https://tabadlab.com/the-case-of-teleschool

[24] UNICEF transforms Pakistan education through The Learning Passport - Educations.pk. (2024). Retrieved from https://educations.pk/blog/2024/01/22/unicef-transforms-pakistan-education-learning-passport

The Digiskills Training Program

The DigiSkills Training Program, initiated by the Government of Pakistan in 2018, aims to equip the nation's youth with essential digital competencies to thrive in the burgeoning freelance market. Spearheaded by the Ministry of Information Technology and Telecom through Ignite - National Technology Fund and executed by the Virtual University of Pakistan, this program offers free online courses tailored to meet the demands of the global digital economy.

DigiSkills.pk stands as Pakistan's largest training initiative, providing 15 diverse courses designed by qualified and experienced trainers. These courses are delivered in a mix of Urdu and English, ensuring accessibility for a broad audience. The program's curriculum encompasses:



- Freelancing
- E-Commerce Management
- Creative Writing
- Graphic Design
- QuickBooks
- WordPress
- AutoCAD
- Search Engine Optimization (SEO)
- Digital Marketing
- Digital Literacy
- Virtual Assistant
- Affiliate Marketing
- Communication & Soft Skills
- Video Editing, Animation & Vlogging
- Data Analytics & Business Intelligence

Participants can enroll in up to two courses per batch, with first-time enrollees required to take the Freelancing course to build a foundational understanding of the freelance marketplace.[25]

Since its inception, the program has seen substantial growth in enrollment numbers, reflecting its popularity and the increasing demand for digital skills among Pakistanis. Each batch offers a limited number of seats, which are often filled rapidly due to high demand. For instance, Batch-07, which commenced on March 25, 2024, had all 300,000 seats filled within 23 days of opening enrollments.[26] Similarly, Batch-08, which began on July 10, 2024, also offered 300,000 seats, all of which were filled promptly, underscoring the program's widespread appeal.

As of 2024, DigiSkills.pk has conducted over 3.5 million trainings, significantly

[25] Frequently Asked Questions - DigiSkills Training Program | Free online training in Pakistan. (2025, January 25). Retrieved from https://digiskills.pk/FAQs.aspx

[26] Staff, P. (2024). Ignite's DigiSkills Batch-07 Launches With Record Enrollment. ProPakistani. Retrieved from https://propakistani.pk/2024/03/25/ignites-digiskills-batch-07-launches-with-record-enrollment/



contributing to the development of a skilled workforce in Pakistan. The program places a strong emphasis on women's empowerment, having provided over 800,000 trainings to women across the country. This focus has been instrumental in promoting gender inclusivity within the digital sector.[27]

The DigiSkills Training Program represents a pivotal initiative in Pakistan's digital transformation journey. By offering free, high-quality training in various digital domains, it empowers individuals to participate actively in the global digital economy. The program's success is evident in its impressive enrollment numbers, the breadth of its course offerings, and its significant impact on the country's freelance market.

EdTech Companies in Pakistan

EdTech efforts in Pakistan can be broadly classified into the following categories:

EdTech Category	Companies
School-based digital learning	Edusuite, eSchool, Sabaq Foundation, Edkasa, Elements Learning, SABAQ
Entry Tests and Admissions	Maqsad, Chaajao, Edkasa, Nearpeer, Rahnumai
Skill-based Learning, Courses, and Recruitment	Qureos, atomcamp, Murabbi, Edversity, Rastek, Digital Innovative technologies, LearnOBots
Tutoring platforms	ZamaSchool, Abwaab, Out-Class, Learning Pitch, Taleemabad, Dot & Line, TeeSquare, As-Sirat
DEI focused Training	Boltay Haroof, ConnectHear, CodeGirls
Learning Management Systems and Facilitating Platforms	Fekara, Ilmversity, Stellic, Knowledge Platform, EduFi, Alfoze, Demo, PakTaleem
Assessment and Matching	Rahnumai, RedMarker Systems, KarMuqabala

[27] Staff, P. (2024). Ignite's DigiSkills Batch-07 Launches With Record Enrollment. ProPakistani. Retrieved from https://propakistani.pk/2024/03/25/ignites-digiskills-batch-07-launches-with-record-enrollment/



Maqsad

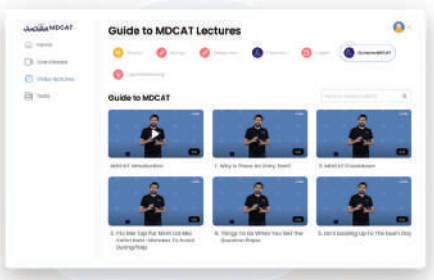
Maqsad is an online education provider which focuses on specialized training for secondary school exams and entry tests for Pakistan's leading universities. Their primary offerings cover matriculation, intermediate and Board exams alongside MBBS, FUNGAT, MDCAT, and ECAT Computer Science courses. Prospective students can access pre-recorded and live video lessons using a mobile application or a web app and hone their skills with online tests.

Maqsad offers significantly cheaper rates than brick-and-mortar tutoring companies. Their content is a mix of English and Urdu and uses gamification techniques to offer a personalized training experience. Notable features include adaptive testing that alter the difficulty of test questions based on user responses. They have also recently started in-person classes at select locations. Maqsad hails itself as "Pakistan's no. 1 platform for university test preparation" for good reason: 92% of their students have successfully gained admission to renowned universities in Pakistan, including King Edward Medical College, FAST, NUST, and IBA Karachi. Their lessons have been accessed by over four million students across Pakistan. They also recently launched scholarship programs for medical students.

Maqsad raised USD 2.1 million in pre-seed funding in September, 2022. This was followed by a further USD 2.8 million in the seed round, the largest funding round to date by an EdTech provider in Pakistan.[28]

Primary Products

- **MDCAT Crash Course 2024**
- **Ecat Computer Science Course 2024**
- **FUNGAT, IBA, NED Preparation 2024**
- **Online classes and notes**
- **Free online tests**



My experience with Maqsad was phenomenal. The guidance it provides to students about examinations is priceless. Along with that, topical tests and grand tests provide a good metric to assess your progress.
-Abdullah Goawala (IBA Karachi)[29]

[28] News Desk. (2023). Internet startup Maqsad scores Pakistan's biggest edtech round. The News International. Retrieved from https://www.thenews.com.pk/print/1050756-internet-startup-maqsad-scores-pakistan-s-biggest-edtech-round
[29] https://www.thenews.com.pk/print/1050756-internet-startup-maqsad-scores-pakistan-s-biggest-edtech-round



KarMuqabla

KarMuqabala

KarMuqabla is an initiative of Houndbyte Technologies, with a mission to make education accessible and affordable for the less privileged in Pakistan. Leveraging cutting-edge technology, KarMuqabla offers state-of-the-art, education-focused applications tailored for the bottom-of-the-pyramid. Their platform, karmuqabla.com, provides affordable content and free practice modules for classrooms and phone-based learning.

KarMuqabla has formed strategic partnerships with leading Pakistani organizations, including KElectric, Progressive Education Network, and the Federal Directorate of Education. They also engage with entities (like shopping platform H. Karim Buksh) to offer employees resources to facilitate education and continuous learning.[30]

KarMuqabla boasts impressive engagement metrics, with 77,244 players and a top score of 220,820. The platform has over 4,000 quizzes, allowing students to test their knowledge against their peers.[31] Students can participate in individual or team competitions, track their progress, and win prizes to support their educational goals. The 3G-optimized website also ensures accessibility through basic smartphones and SIM cards, promoting low data usage for maximum gameplay.



Primary Products

- **KM Learn: An innovative learning platform providing animated content and quizzes.**
- **KM Teach: A digital platform offering interactive lessons and quizzes to enhance teaching quality.**

> *Shaping Bright Futures Together! KElectric and KarMuqabla join forces to light up the path of education for the children of the KElectric family. Here's to a brighter tomorrow!*
> ***-KElectric Collaboration*** [32]

> *Witness the transformation as our innovative digital tools make learning fun and interactive, followed by quizzes that keep students engaged and motivated. Together, we're revolutionizing education, one classroom at a time.*
> ***-Progressive Education Network***[33]

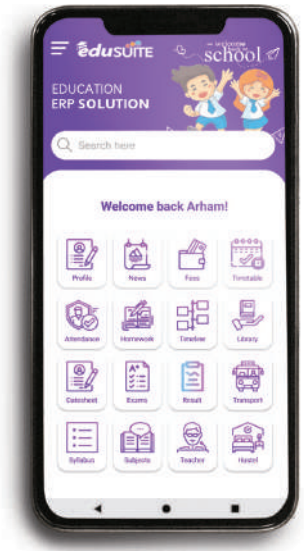
> *KarMuqabla is overjoyed to announce a momentous partnership with Imkaan Welfare Organization, a shining light for marginalized communities. This collaboration signifies a dedication to delivering high-quality education and empowering the futures of those in need.*
> ***-Imkaan Welfare Organization***[34]

> *This partnership signifies a giant leap into the future of learning. As we convert each school into a smart hub, we're not just transforming classrooms; we're redefining the landscape of education.*
> ***-Federal Directorate of Education***[35]

[30] *Post | LinkedIn. (2024, July 25). Retrieved from https://www.linkedin.com/posts/karmuqabla_karmuqabla-hkarimbuksh-kmlearn-activity-7214117225023033344-UoO-*
[31] *Join tens of thousands in Pakistan's most fun educational adventure! (2022, February 16). Retrieved from https://www.karmuqabla.com/about*
[32] *https://www.facebook.com/watch/?v=2931674901877 27*
[33] *Post | LinkedIn. (2024, July 25). Retrieved from https://www.linkedin.com/posts/karmuqabla_karmuqabla-educationtransformation-interactivelearning-activity-7198274583651606528-XFTf*
[34] *https://fb.watch/txSqoazifu/*
[35] *https://fb.watch/txRSHGLJPc/*

Edusuite

Edusuite's primary product is the Edusuite School Management System, a robust automation service for schools. Their platform seamlessly connects various school departments to facilitate easy information exchange. With its user-friendly mobile app, Edusuite efficiently handles administrative tasks, offering features like quick attendance recording, library automation, and effective fee management.



Edusuite has garnered praise for its customizable and easy-to-operate software tailored to meet daily institutional needs and for improving performance and accuracy in school management. Their system is also fully integrated with WhatsApp allowing school staff to send fee vouchers, student progress reports, homework assignments, and salary slips, etc. from a single application.

Edusuite's efficiency in timetable management stands at 72%, with 82% accuracy in attendance tracking. The platform has improved student progress reporting by 42%, and its comprehensive report generation boasts a 92% satisfaction rate.[36]

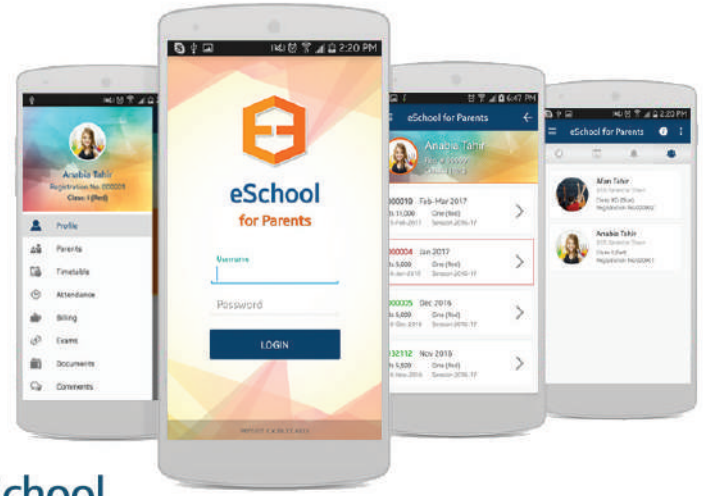
> *The days are gone when conventional methods were used to manage academic operations for children and adults alike. Opting for Edusuite helped me realize a wider spectrum on managing operations, fees, attendance and overall collaboration of students.*[37]
> ***-Ial Salman, Academic Adviser***

> *A reliable and affordable solution for educational software is difficult to find. I had been facing the same dilemma until I found EduSuite. I was skeptical at first but I was quite satisfied with my decision to opt for the all-in-one college and school management software.*
> ***-Zeeshan Ahmad, Administrator***

Primary Products

- **Quick Attendance Records**
- **Library Automation**
- **Effective Fee Management**
- **Timetable Management**
- **Admission Management**

[36] School Management System Free – School Software in Pakistan. (2024, March 27). Retrieved from https://www.edusuite.pk
[37] School Management System Free – School Software in Pakistan. (2024, March 27). Retrieved from https://www.edusuite.pk



eSchool

eSchool is a comprehensive, web-based solution tailored for diverse educational institutions, including schools, colleges, universities, academies, and coaching centers. As an online, cloud-based system, it simplifies routine administrative tasks, offering enhanced control, visibility, and reporting capabilities. Developed by SW3 Solutions after extensive research in the local education sector, eSchool brings together administrators, teachers, parents, and students on to a single interactive platform, promoting efficiency and data consistency.

eSchool's widespread adoption is evident from its presence in multiple countries, supporting over 350 educational institutions, 3,500 teachers, alongside 350,000 students and 35,000 parents. The platform's low upfront costs, rapid implementation, and ongoing adaptability make it an attractive solution for educational management. Its cloud-ready design allows for rapid implementation and 24/7 accessibility, eliminating the need for significant upfront costs in hardware or software.

Primary Products

- **Teachers Portal & App**
  Enables educators to manage daily tasks efficiently, allowing them to focus more on teaching.
- **Parents Portal & App**
  Keeps parents connected with the school, providing notifications, and updates on their child's progress.



Stellic

Stellic is a Qatar-based startup, with a significant presence in Pakistan, which offers an innovative degree management platform to streamline academic planning for students, empower advisors with data-driven insights, and enhance institutional decision-making. This comprehensive tool ensures students can efficiently map out their academic journeys and provides universities with analytics to optimize resources and processes.

Stellic's commitment to student-centric solutions has earned it recognition across the higher education sector. Trusted by top institutions, Stellic's partnerships include prestigious universities such as Cornell and Indiana University. The platform has been adopted by over 100 institutions globally.

Stellic's effectiveness is evidenced by an 8x increase in student engagement on degree plans within the first year of implementation. The platform supports over 10 million degree planning activities and serves institutions across 111+ countries. Features like AI-based course search, drag-and-drop degree planners, proactive alerts, and real-time collaboration tools set Stellic apart, ensuring seamless academic progression and improved graduation rates.[38]

Primary Product

Degree Management System



[38] Company • Stellic – Degree Management Reimagined. (2024, July 26). Retrieved from https://www.stellic.com/about/company

> *At the heart of our IU 2030 strategic plan lies an unwavering commitment to student success. Our partnership with Stellic will empower our 90,000 students to chart their IU journey with ease, access personalized support, and enhance their overall experience.*
> ***-Pamela Whitten, President at Indiana University[39]***

> *As an advisor, Stellic has been a huge time saver, especially working remotely with an increased workload for the past several months.*
> ***-Briana Bouchard, Academic Coordinator, Tufts University***



> *I am so thrilled to bring this to our students! It is one of the best student-first platforms I have seen in all of my years of Higher Education. I believe that so many colleges have lost that student-first approach through outdated systems that cater to the staff but not the student, and they tell you that they can deliver 80% of the needs and somehow want to be paid 100%.*
> ***- Dixie Williams, Vice President for Enrollment Management & Marketing at Columbia College[40]***

> *Stellic has been a huge success. We have received such great feedback from both the advisors and the students.*
> ***- Scott Campbell, AVP for Academic Services and University Registrar, University of Chicago[41]***

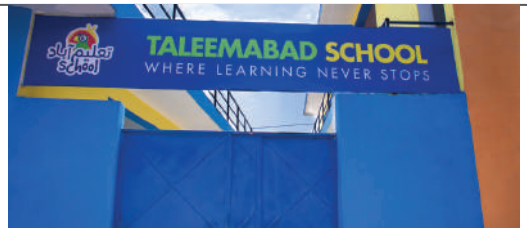
> *I love everything about the platform. I live my semester on it. Any time I had a doubt about what will happen if I do this, I just go to Stellic. It has been a big help.*
> ***-Student, Carnegie Mellon University***

[39] (4) Post | LinkedIn. (2024, July 26). Retrieved from https://www.linkedin.com/posts/stellic_we-couldnt-have-summed-it-up-better-ourselves-activity-7102365248514375681-xPXk

[40] (4) Post | LinkedIn. (2024, July 26). Retrieved from https://www.linkedin.com/posts/dixielwilliams_stellic-studentfirst-studentsuccess-activity-7165522202379972608-efAJ

[41] Success Stories • Stellic – Degree Management Reimagined. (2024, July 26). Retrieved from https://www.stellic.com/customers/success-stories

Taleemabad



Taleemabad provides a comprehensive range of services, including digital lesson plans, teacher training, and curriculum development, all aimed at facilitating lifelong education. Their innovative and revolutionary approach combines technology and pedagogy to make quality education accessible to everyone. Recognized for their significant contributions to education, Taleemabad has raised USD 2.3 million in seed funding from prestigious investors, including the Malala Fund, Sorenson, and Careem founder Mudassir Sheikha. Their efforts have earned them accolades such as the International Award for Innovation in Pedagogy and recognition from Queen Elizabeth in 2018.

With a presence in over 30 cities and more than 200 schools, Taleemabad impacts 8.5 million students, driving significant improvements in learning outcomes. Their app, used by 1.4 million Pakistanis, supports digital lesson plans and assessments, enabling teachers to deliver world-class education effortlessly. The platform boasts over 700 educational videos, 40,000 assessments, and an automated test generator with more than 10,000 questions. Designed in collaboration with Finnish education experts, the programs incorporate the renowned Finnish education model to ensure top-tier teacher training. Taleemabad's impact on student performance is remarkable: 84% of students using Taleemabad meet grade-level benchmarks, compared to just 36% in other local schools. Their seamless transition from traditional teaching to digital platforms has resulted in a 30% improvement in student literacy and numeracy. Taleemabad's content on YouTube and PTV Home, a major public TV channel, attracts around 8.5 million viewers monthly. Third-party surveys reveal that 87% of parents report noticeable learning gains in their children, underscoring the effectiveness of Taleemabad's approach to education.[42][43][44]

Primary Products

- **Off-line and digital marketing support for better admission**
- **Record management**
- **Cartoon + video library to keep student engagement high**
- **24/7 performance tracking**
- **App with videos + tests for child to learn at home**
- **Digital Learning Content Creation**
- **E-Learning and Smart Learning,**
- **Pedagogy, Digital Lesson Plans,**
- **Teacher Training**

> *Taleemabad is not only a school but a real institution where learning never stops. It not only works for learning processes but also focuses on skill development of students.*
> *-Abeera Qureshi , Owner,*
> *The Gandhara School, Islamabad*

[42] Yasin, H. (2023). Exclusive: Taleemabad raises $2.3M seed round - Insights by Data Darbar. Insights by Data Darbar. Retrieved from https://insights.datadarbar.io/exclusive-taleemabad-raises-2-3m-seed-round
[43] Taleemabad for Parents - Let's Fuel Learning. (2023, March 04). Retrieved from https://taleemabad.com/parents/#
[44] Yasin, H. (2023). Exclusive: Taleemabad raises $2.3M seed round - Insights by Data Darbar. Insights by Data Darbar. Retrieved from https://insights.datadarbar.io/exclusive-taleemabad-raises-2-3m-seed-round

Nearpeer



Nearpeer is a leading EdTech startup in Pakistan, offering a wide array of online courses including FSc, MDCAT, ECAT, SAT, CA, ACCA, CSS, and more. Known for its comprehensive curriculum and high-quality instruction, Nearpeer has established itself as one of the top online course platforms in the country, providing accessible education nationwide.

Nearpeer's excellence in education technology has been recognized with a prestigious award, recently winning a PKR 500,000 cash prize from the Chief Minister of Punjab. This accolade highlights Nearpeer's commitment to enhancing the quality and reach of education in Pakistan. Nearpeer's platform delivers remarkable results, with students experiencing a 90% improvement in grades. Nearpeer is 75% more cost-effective compared to traditional educational methods, cementing its reputation as a leading choice for students seeking quality online education in Pakistan.

Primary Products

- **Video Lectures**
- **Live Sessions**
- **Quizzes**
- **Notes**
- **Assignments**
- **Practice Books**

> *I highly recommend the MDCAT Shaheen Batch at Nearpeer for anyone serious about MDCAT preparation. The comprehensive test sessions, coupled with informative lectures and engaging quizzes, create a dynamic learning environment. The instructor support and student community foster a collaborative atmosphere that is essential for success.*
> *-Areeb Tahir - Student*[45]

> *I am Omesh Kumar. I studied Company Law from Sir Atif Abidi through Nearpeer. I got Merit Certificate in Company Law. I am really thankful to Nearpeer platform which provided me opportunity to study from Sir Atif Abidi. The recordings and test sessions were highly effective. I also thank Sir Atif and his team for conducting CLaw batch Spring 2023 so efficiently.*
> *-Omesh Kumar*[46]

[45] https://nearpeer.org/
[46] https://nearpeer.org/

Chaajao



Chaajao is an innovative startup in Pakistan offering a comprehensive suite of educational products including live classes, recorded courses, practice zones, and interactive sessions. Designed to cater to diverse learning needs, Chaajao ensures students receive high-quality education through flexible platforms.

The app features more than 6,000 video solutions, hundreds of practice tests, and over 10,000 questions with detailed analysis for admission tests of top universities in Pakistan. This extensive resource base helps students thoroughly prepare for their exams and achieve their academic goals.

Chaajao boasts impressive achievements, including 39 scores of 1400+ in SAT, with 7 perfect scores in English and Maths. In 2023, over 4,000 students cleared the admission tests for Pakistan's engineering, business, and medical universities, and 725+ users scored big in the top university entrance tests.

Primary Products

- **Live Classes**
- **Recorded Courses**
- **Practice Zones**
- **Interactive Sessions**

> *This is the best app for students who want to prepare for MDCAT, BCAT and ECAT. The app contains various practice tests for different topics and chapters that can help students to get a solid grip on the topics in which they are facing difficulties. Moreover, the best thing is that for every wrong answer, there are detailed video solutions that help to clear concepts. I would highly recommend Chaajao to everyone!*
> *-Hammad Farhat (student)*[47]

> *I just wanted to let you know that I am really impressed with the Chaajao app. One of the things I love about it is how it helps with MCQs. It provides a seamless and efficient way to practice and improve my skills. The app also excels at clearing up concepts. Whether it is tackling or getting a better grasp of concepts, this app has got it all covered!*
> *-Syeda Ayesha (student)*[48]

[47] https://chaajao.com/
[48] https://chaajao.com/

Rahnumai

Rahnumai is transforming higher education in Pakistan with an online portal that simplifies the university application process, especially for students in remote areas and female students who may face social mobility challenges. This platform provides comprehensive university profiles, fee structures, program details, scholarship information, and application deadlines, ensuring students have all the necessary resources at their fingertips. In areas with limited internet access, Rahnumai conducts college sessions to guide students through the application process.



Rahnumai has received recognition for its impactful role in increasing university applications from under-represented regions of Pakistan. Initiatives, such as the Rahnumai Leads Bootcamp at Kinnaird College, have facilitated self-discovery and career planning for students and also contributed to gender diversity in higher education by actively supporting female enrollments.

Rahnumai has achieved significant reach, with 3,000 university applications processed and over 16,000 consultancies provided to date. The platform has impacted more than 200,000 lives and has a digital reach of 50,000. By breaking down barriers and creating equal opportunities, Rahnumai is a vital force in improving higher education enrollment rates in Pakistan.[49]

Primary Products[50]

- **Admission information on Associate programs**
- **Admission information on Undergraduate programs**
- **Admission information on Graduate programs**
- **Admission information on PhD programs**
- **Admission information on Diploma programs**

[49] Afzal, H. A. (2018, October 24). Rahnumai Solutions (SMC-Private) Limited. Retrieved from https://www.rahnumai.com
[50] About Us | Rahnumai." Rahnumai.com, 5 Oct. 2018, rahnumai.com/details/about. Accessed 26 July 2024.

knowledge platform

what will you learn today?

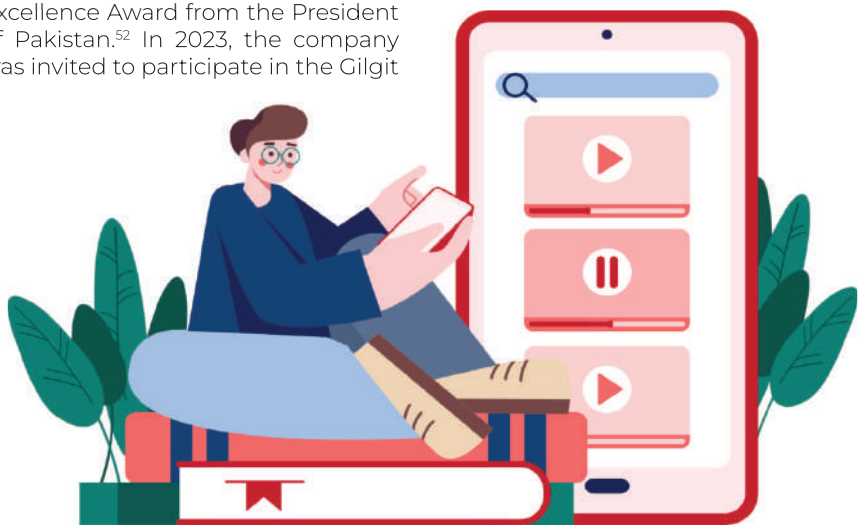
Knowledge Platform

Knowledge Platform offers next-generation learning opportunities to students. Founded as a corporate training company, it has since expanded to provide a comprehensive range of education services and products, including learning solutions, educational strategies, content creation, technology deployment, and teacher support.[51]

Knowledge Platform has earned recognition for its exceptional goals and contributions, which include winning third place in the SDGs Innovative Financial Challenge Cup and award of the Education Excellence Award from the President of Pakistan.[52] In 2023, the company was invited to participate in the Gilgit



Baltistan Summer Fiesta, showcasing its innovative game-based learning approach. Knowledge Platform has also successfully secured scholarships for students to study in Japan.[53]



[51] LinkedIn. "LinkedIn Login, Sign in | LinkedIn," n.d. https://www.linkedin.com/company/knowledge-platform/about/.
[52] LinkedIn. "LinkedIn Login, Sign in | LinkedIn," n.d. https://www.linkedin.com/company/knowledge-platform/posts/?feedView=all.
[53] LinkedIn. "LinkedIn Login, Sign in | LinkedIn," n.d. https://www.linkedin.com/company/knowledge-platform/posts/?feedView=all.

ابواب abwaab

Abwaab

Abwaab provides an innovative online learning platform enabling students to learn at their own pace with the help of expert tutors. The platform offers short engaging video lessons, visualized learning journeys, continuous assessment, and performance analytics.[54] Abwaab caters primarily to students in Pakistan and the broader Middle East region.

Abwaab's approach includes customized study schedules, interactive teaching methods, and content aligned with the national curriculum, ensuring a robust and personalized learning experience. Abwaab also provides constant student check-ins and adapts to individual learning needs.[55]

Abwaab has collaborated extensively with the Ministry of Education in Riyadh, KSA. Millions of students to date have used Abwaab. The platform has earned a reputation for its short doses of fun, quick and easy to understand content.

35% Improvement in academic performance

2.4x Learning per hour

97% Savings in educational expenses

سبق فاؤنڈیشن

Sabaq Foundation

Sabaq Foundation, also known as "Sabaq" or "Sabaq.pk," is a self-funded non-profit based in Islamabad, which has established itself as one of Pakistan's largest and most popular e-learning content provider. With over 17,000 free video lectures on its website, Sabaq's material covers grades kindergarten to Year 14 and all educational boards in Pakistan. Their team comprises highly qualified teachers with MSc, MPhil, or PhD degrees. Serving over 5 million users annually, Sabaq's content spans a wide range of subjects, including English, Math, Science, and more. Additionally, their material is used to support blended learning initiatives in schools nationwide. Since 2020, their videos have constituted approximately 70% of the content on PTV Teleschool, particularly for grades 9-12, in partnership with the Federal Ministry of Education.

Sabaq Foundation's mission is to revolutionize student learning by shifting the focus from rote memorization to concept development. Their video lectures are designed to build critical thinking skills and deepen understanding through on-demand access, allowing students to watch videos multiple times and test themselves with thought-provoking practice tests. Delivered in simple Urdu while incorporating English-medium terminology, Sabaq's content effectively reaches a vast student audience. The video topics align with Pakistani curricula and are enriched with world-class content, making them exceptionally powerful.[56]

Primary Products

- Video lectures
- Sabaq Android app

[54] Linkedin.com, 2024, www.linkedin.com/company/abwaab-technologies/about/. Accessed 26 July 2024.
[55] Abwaab - Online learning ecosystem
[56] https://sabaq.pk/aboutus.php

Learning Pitch Pk

Learning Pitch is developing a Massive open online courses (MOOCs) platform utilizing open edX technology. The platform integrates "Learning Glass" video recording technology to enhance user experience. Their vision - "Making Quality Education Affordable and Accessible" - stems from Nelson Mandela's belief that "education is the most powerful weapon which you can use to change the world."[58]

Learning Pitch has 20,000+ students and has been recognized by PTV as a content partner. The platform has over 2000+ hours of online recorded lectures delivered by experienced instructors.

Learning Pitch secured Best “EdTech Startup” at the PASHA ICT Awards, 2020, and was a position holder in Community Services at P@sha ICT Awards 2022.[59] [60]



Dot & Line

Dot & Line is an international online learning platform that connects learners with certified tutors and instructors through learning programs. Dot & Line has earned a stellar reputation, with 5-star ratings across 500,000 live classes. The platform is led by a team of mathematicians, experienced teachers, PhDs, and international advisors, who drive its cutting-edge blended learning programs designed to accelerate learning progress within three months.

In addition to its educational initiatives, Dot & Line implements a rigorous vetting and recruitment process for tutors, provides comprehensive teacher training modules, and uses robust metrics and evaluation tools.[61]

Dot & Line is providing services in over 14 countries. It has more than 400,000 completed live classes to its credit and an average rating of 4.6 given by more than 7000 students.[62]

Primary Products

- **Kindergarten - Grade 8**
- **Short Courses**
- **Cambridge Exam Prep**

[57] https://www.linkedin.com/company/learningpitch/about/.
[58] https://www.linkedin.com/in/wajahatabbas/?originalSubdomain=pk
[59] (16) Facebook. (2024, August 18). Retrieved from https://www.facebook.com/photo/?fbid=672172674623014&set=pb.100064159656799.-2207520000
[60] https://www.linkedin.com/company/learningpitch/about/.
[61] Pakistan's Top Online Learning Platform for Kindergarten to 12th Grade | Dot and Line." n.d. https://dotandlinelearning.com/
[62] https://dotandlinelearning.com/.



Miss Tanya Ahmad's class showcased her profound knowledge of the Cambridge syllabus. Her well-crafted slides, enriched with keywords, facilitated easy understanding. The insightful worksheets, meticulously checked, pinpointed my weaknesses for improvement. The exceptional mind maps and emphasis on quality over quantity in past paper practice added immense value to the learning experience. I am really satisfied with her teaching skills.
-Komal Faisal [63]

Miss Jaweria Aamir is an exceptional English teacher who prepared my child for the IGCSE ESL exam with sincerity and dedication. Her kind and sympathetic approach created a comfortable learning environment, fostering both academic growth and confidence. Highly recommended for anyone seeking quality English education!.
-Asma Babar

I am so glad and thankful to Allah Taa'la that I found Ms. Rasima through Dot & Line. Alhamdulillah, my child has improved alot after taking her classes online. Ms. Rasima has surely boosted up his confidence and I am really looking forward to his CAIE results now!.
-Nada

Ms. Ruba truly excels in teaching Additional Mathematics, making complex concepts accessible and engaging. Always available to support and encourage, Ms. Ruba not only deepens our understanding but also ignites a genuine interest in math. Highly recommended for anyone looking to master Add Math!.
-Prem Puneet

[63] https://dotandlinelearning.com/.

CodeGirls

CodeGirls, run by ConsulNet Corporation with partners United Global Initiative and WomenInTechPK, is a community-funded boot camp for girls and women from middle to low-income families. Designed for those with no prior tech education, the program aims to empower women to break into the tech industry. Through multiple phases, CodeGirls transforms 120 lives every four months, offering rigorous training in coding and essential business skills to help participants launch their careers in technology.[64]

CodeGirls has conducted over 1,105 training sessions with a placement rate of 65%. Notably, the CodeGirls Skardu Chapter celebrated its first graduation ceremony on September 9, 2023.[65]



> ***Testimonial:***
> *CODEGIRLS is not just a program of coding websites but a program of coding girls' personalities. I must say that joining this program has changed my way of thinking and helped me to choose my path of life. Thank you CODEGIRLS!.*
> ***-Erum Fatima, Phase 1 Graduate***





> *CodeGirls bootcamp was a wish come true when I was looking to learn web development as a skill in a short time. In one line I could say, if you want to learn tech in the most secure, friendly and respectful environment, and also get an opportunity to intern, then CodeGirls is the bootcamp for you. This program also offers soft skills which is again a nourishment to the soul and motivation for us. It has indeed helped me learn and I wish to go higher in this field. I see CodeGirls as a small plant whose seeds have been sown with such sincerity that soon in years it will InshaAllah turn into a beautiful garden with beautiful flowers blooming around as a witness of its success and hard work.*
> ***-Fatema Sadiq, Phase 1 Graduate[66]***

> *The course was presented in an enthusiastic way. Great Presentation style with lots of opportunities to ask questions and know more. Also got the opportunity to fetch a fascinating career that appeals to my intellect. In other words, I had lots of fun playing with computer technologies and the code.*
> ***-Sana Abbas, Phase 1 Graduate***

[64] LinkedIn. "LinkedIn Login, Sign in | LinkedIn." n.d. https://www.linkedin.com/company/codegirlskhi/about/
[65] Codegirls," n.d. https://codegirls.consulnet.net/blog-details/CodeGirls-Skardu-Chapter%E2%80%99s-First-Graduation-Ceremony.

[64] Codegirls," n.d. https://codegirls.consulnet.net/about-us.
[65] Codegirls," n.d. https://codegirls.consulnet.net/blog-details/CodeGirls-Skardu-Chapter%E2%80%99s-First-Graduation-Ceremony.



EDKASA

Edkasa is one of Pakistan's fastest-growing mobile exam preparation apps, particularly aimed at students of matric and intermediate board exams. Edkasa has growing library of over 5,000 interactive lessons and a roster of 1,000+ certified educators.[67] Edkasa's innovative approach to e-learning has earned them prestigious accolades on the global stage.

These include the EdTech Innovation Award, the Best Digital Learning Platform at the Global Education Awards, and the Excellence in Online Education Award from the International E-Learning Council. Moreover, co-founder Annum Saeed received the VC's Alumni Achievement Award, underscoring Edkasa's significant contributions to education. Edkasa recently signed a partnership agreement with TikTok and Lahore University of Management Sciences to facilitate distance learning for millions of Pakistani students.[68]

Edkasa has achieved remarkable milestones in the education sector: over 2 million learners worldwide have engaged with their platform, benefiting from a comprehensive suite of educational tools. Edkasa boasts a 95% student satisfaction rate, with learners reporting significant improvements in academic performance and engagement. Educators using Edkasa have seen a 40% increase in student participation and a 30% improvement in course completion rates. The platform's success is further highlighted by a 22% gain in assessment scores among students using Edkasa compared to those without access.[69]

Primary Products[70]

- **Live online classes taught by experienced and trained teachers for Physics, Chemistry, Biology & Math, aimed at preparing students for their Board Examinations or CAIES.**
- **4,500+ video lectures**
- **15,000+ test questions**

> *Loved Ma'am Vaneeza's physics lectures! Her style of teaching really helps clear all my concepts.*
> ***-Nabeel Khan- Student Class 12th***

> *Thanks to all the hard-working guys. I really appreciate your dedication to our students. Keep it high. God bless you all.*
> ***-Ayat Iman- Student Class 11th***

> *Your teaching is on another level. I was confused about accuracy and precision, and I was just looking for that topic in Urdu, and finally, I found you.*
> ***-Fareeha Jamal- Student Class 10th***

[67] (25) Edkasa: Posts | LinkedIn. (2024, July 24). Retrieved from https://www.linkedin.com/company/edkasa/posts
[68] The LUMS School of Education Partners with TikTok and Edkasa | Welcome to LUMS. (2024, August 16). Retrieved from https://lums.edu.pk/news/lums-school-education-partners-tiktok-and-edkasa
[69] (25) Post | Feed | LinkedIn. (2024, July 24). Retrieved from https://www.linkedin.com/feed/update/urn:li:activity:7147572837283799040
[70] Home - Edkasa. (2021, March 25). Retrieved from https://edkasa.com/#whyedkasa
[71] Home - Edkasa. (2021, March 25). Retrieved from https://edkasa.com/#whyedkasa

RedMarker Systems

RedMarker Systems is a Pakistani EdTech startup focused on enhancing the student assessment lifecycle with innovative digital solutions. The company aims to transform traditional assessment methods using technology to improve convenience, accessibility, and efficiency. RedMarker's offerings include tools for item bank development, exam generation, online administration, and onscreen marking. Their mission is to provide meaningful, reliable, and user-friendly assessment solutions that meet international standards and improve the education sector.



RedMarker is the first private company in the country to introduce electronic marking of descriptive answer scripts in a Board of Intermediate and Secondary Education. Their reliable, secure, and customer-centric solutions have earned them a reputation for excellence in the industry.



The company's flagship products, including rTestGen, rMarker, and Farda, cater to a wide range of assessment needs, from self-assessment to comprehensive online examination systems. RedMarker has successfully e-marked over 9 million descriptive questions, developed more than 7,000 items, registered over 5,000 e-markers, and trained over 2,500 field staff. Their commitment to security, transparency, and continuous innovation has made them a trusted partner for educators and institutions seeking to modernize their assessment processes.

Primary Products

- **rTestGen: Digital Item Development, Item Bank, and Paper Generation Solution**
- **rMarker: Online On-screen e-marking Solution**
- **rCBT: Digital Assessments with Proctoring Controls**
- **rAssess: Self assessment app, digital assessment expert and data analytics**

Boltay Haroof

Boltay Huroof[72] is an innovative Pakistani startup providing inclusive education solutions to empower the visually impaired community. Founded by Umer Farooq, the company is known for introducing Pakistan's first Braille translation software and inclusive Braille documents to facilitate independent learning and social inclusion. Their offerings include accessible textbooks, interactive learning tools, and Braille-printed documents, aiming to create an inclusive educational environment where both sighted and visually impaired students can learn together.[73]





Boltay Huroof has gained recognition for its impactful initiatives and partnerships. They are acknowledged as an alumni startup of Plan9, a prominent Pakistani tech incubator. They have collaborated with Faysal Bank to develop Braille-inclusive user forms, a significant step towards financial inclusion for people with disabilities (PWDs). Boltay Huroof was highlighted during the Prime Minister's National Innovation Award series to reflect its contribution to social innovation in Pakistan. Their launch ceremony was graced by the President of Pakistan and supported by Special Olympics Pakistan, and Determined Pakistan. Boltay Huroof also participated at Gitex Global Expand North Star 2023 and were chosen as Hamaray Heroes of HBL PSL 9.[74]

Boltay Huroof's solutions have reached a substantial audience, printing over 200,000 inclusive Braille papers in collaboration with their partners.



[72] Boltay Huroof. (2024, July 25). Retrieved from https://boltay-huroof.com
[73] Raza, M. (2023). Boltay Huroof. ASPIRE Pakistan. Retrieved from https://aspirepk.org/startup-showcase/boltay-huroof-2
[74] (25) Boltay Huroof: Posts | LinkedIn. (2024, July 25). Retrieved from https://www.linkedin.com/company/boltay-huroof/posts/?feedView=all

ZamaSchool

ZamaSchool is a cutting-edge Pakistani EdTech platform focused on delivering scalable, secure, and user-friendly tools that improve education nationwide. Their offerings, including the Zama App, Zama Classroom, and Campus Management system, empower schools, teachers, and students by modernizing educational administration and learning experiences.

ZamaSchool's commitment to transforming education has been widely recognized. The startup from the University of Malakand's Business Incubation Center won the HEC's USD 35,000 Innovator Seed Fund Award.



ZamaSchool has hit significant milestones, positively impacting educational institutions across Pakistan. Their digital tools are used by 200+ schools, benefiting 50,000 students and engaging 45,000 parents. ZamaSchool's efforts extend to 15 rural districts, providing digital education access to underserved communities. Through their platforms, ZamaSchool continues to make a meaningful impact on education in Pakistan.[75]



Primary Products[76]

- **Campus management**
- **Zama classrooms**
- **Zama app**
- **Smart suite**

ZamaSchool Edtech User (Facebook):[77]
The support service is excellent as they helped us in setting up and getting used to the modules phase by phase.

Smart Suite User (Playstore)
Smart Suite module features were just what we needed. Smart Suite automated everything for us and fit right into our budget.

ZamaApp User
Now I can manage my daughter's school fees, exams, datasheets, attendance, parent-teacher communication, etc.

[75] (10) Facebook. (2024, July 26). Retrieved from https://www.facebook.com/zamaschooldotcom
[76] ZamaSchool. (2024, July 26). Retrieved from https://zamaschool.pk/Site/about_us
[77] ZamaSchool. (2024, July 26). Retrieved from https://zamaschool.pk/Site

ConnectHear

ConnectHear is Pakistan's comprehensive sign language video interpretation provider and the largest disability tech platform in South Asia. ConnectHear uses AI-based technology to enable independent communication and access to information for differently-abled persons, improving their quality of life and integrating them into the global economy. Their early success, driven by community support and partnerships, led to initiatives like Pakistan's first deaf-inclusive concert, improved election accessibility, and a job fair solely for differently-abled persons.

ConnectHear's founders include a child of deaf parents and an AI technologist. The company has gained widespread recognition for its impact: it has provided over 1,000,000 minutes of sign language interpretation through its one-tap interpretation app, making workplaces and events more accessible.





The platform works with over 100 companies as accessibility consultants and has won the TiE Women Global Competition among 40+ global chapters. ConnectHear has also been recognized by The Diana Awards, World Summit Award, Draper University, and Forbes for its significant contributions. They also won PASHA's Community and Social Inclusion and IBA's Social Entrepreneurship awards.

ConnectHear's success stories include conducting sensitivity training for Meezan Bank Limited employees, ensuring a more inclusive banking environment, and providing complete event interpretation at Karachi Slush'D by Katalyst Labs. They also partnered with Martin Dow Limited to create an accessible workplace and offered free tickets to people with disabilities at events. ConnectHear's efforts have significantly improved accessibility and inclusivity in various sectors.

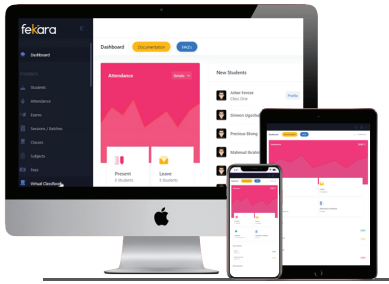
Primary Products

- **Book an Interpreter service**
- **Content Translation**
- **Sign Language Lessons**
- **Consultancies**

Fekara

Fekara[78] offers a comprehensive, web-based school management software designed to streamline daily educational operations. Features include admissions, attendance, examination management, finances, and online classes, catering to small and medium-sized educational institutions globally. Accessible from any device, Fekara ensures that school management is efficient and user-friendly. Fekara has gained recognition for its innovative approach to school management, with widespread adoption in over 40 countries. The platform's reliability and ease of use have positioned it as a leader in the EdTech space.

Fekara supports over 10,000 schools worldwide, managing thousands of student records daily. Its customizable and secure platform is used across 40+ countries, demonstrating its global reach and impact. Fekara's cloud-based solution ensures seamless operations, making it a preferred choice for educational institutions seeking efficiency and scalability.



> *We have been using Fekara for almost 1 year. We always get a prompt reply from the support when needed. Features of Fekara are very helpful to run the routine tasks of our institute.*
> ***-Al Madina Institute of Knowledge, Baltimore, MD, United States***

> *Some of my school clients are using this product and they are pretty much satisfied with it. It's a web application with easy access for all the staff via the internet. Even teachers or staff can use it on their mobile phones. The app is fully responsive. Reporting features and other features are tremendously helpful.*
> ***-Capterra.com, Saima A***

> *We have been using Fekara for the last 3 years. Things at Fekara have improved a lot in the last few years. Handling school daily routines has become a matter of a few clicks with Fekara. We are pretty satisfied with it.*
> ***-Decent Commerce and Science Academy, Pakistan***

[78] *"Facebook." Facebook.com, 2023, www.facebook.com/fekaraSoftware/. Accessed 26 July 2024.*

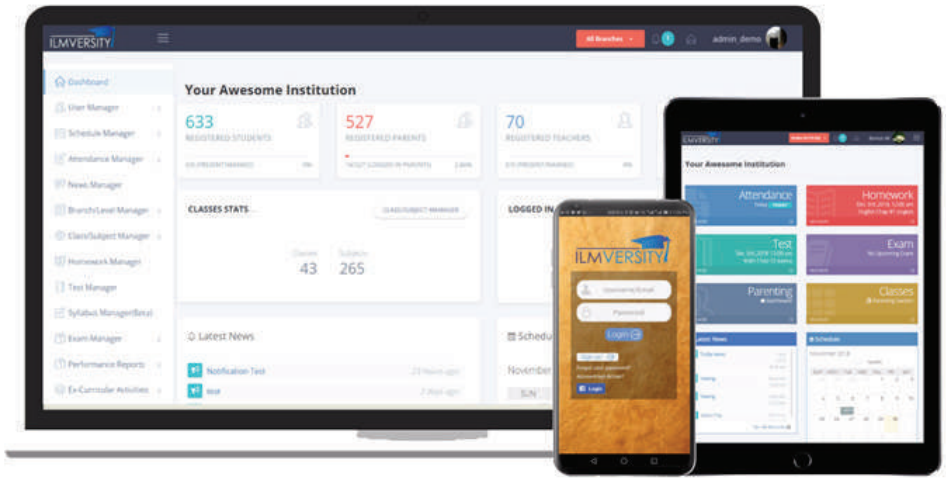
ILMVERSITY

Ilmversity provides a comprehensive solution for educational institutions which integrates cutting-edge tools and dedicated dashboards for learning management systems, e-learning, and academic and administrative management. Their cloud-based solution brings students, teachers, and parents together, addressing their needs with easy-to-use modules and a user-friendly interface. Ilmversity boasts significant experience in Pakistan and the Middle East.

Ilmveristy has achieved several milestones: Ilmversity was part of Microsoft's GrowthX Accelerator supported by Abu Dhabi Investment Office and others. The company has also partnered with cutting-edge innovators like DaMetal to take education into the metaverse. As part of this experiment, they have undertaken case studies on modernization of Whales College, Badri High School, Eureka Pingu's English school and others.

Primary Products

- **Education**
- **Cloud Based School Management Systems**
- **Student / Parent / Teacher Portal**
- **Android & IOS Mobile Apps**
- **Online Classes / Video Lectures**
- **Homework / Assignment / Online Quiz**
- **Performance Reports**
- **Smart Attendance & Notification System**
- **Fee / Finance / Accounts/ HR / Inventory**
- **Branch / Franchise Management**



Digital Innovative Technologies

Digital Innovative Technologies is a leading institute in Hyderabad, offering specialized IT and software training programs to empower individuals in the competitive tech industry. With a commitment to delivering quality education, the organization provides real-world training and 100% placement assistance. Whether it is cybersecurity, web design, or IT compliance, Digital Innovative Technologies ensures students acquire advanced skills to excel in their careers.

The institute's premier cybersecurity training program equips participants with cutting-edge knowledge and practical experience. Digital Innovative Technologies excels in SOC Analyst training, focusing on cybersecurity fundamentals, threat intelligence, and incident response. The ITGC SOX training provides an in-depth understanding of Sarbanes-Oxley Act requirements, making it an invaluable resource for IT professionals and senior management. Its Web Designing (UI/UX) course emphasizes hands-on learning through live projects, fostering creativity and technical proficiency.

Digital Innovative Technologies prides itself on its tailored programs that cater to diverse learning needs, ensuring readiness for real-world challenges. With an emphasis on practical labs, certifications, and networking opportunities, the institute has a proven track record of successful placements. By bridging the gap between education and industry requirements, Digital Innovative Technologies continues to build a community of skilled professionals ready to lead in the digital era.

Primary Products

- **Cybersecurity Training:** Comprehensive training programs in cybersecurity, including advanced education and practical experience to prepare professionals for competitive roles in the domain.
- **Web Designing (UI/UX) Training:** Courses covering real-time and placement-focused web designing, including live projects from basic to advanced levels, emphasizing hands-on learning and practical skills.
- **SOC Analyst Training:** Training programs focusing on cybersecurity fundamentals, threat intelligence, incident response, networking basics, SIEM tools, malware analysis, and vulnerability management.
- **ITGC SOX Training:** Courses offering insights into Sarbanes-Oxley Act requirements, tailored for IT professionals and management, enhancing understanding of IT governance and compliance.
- **Placement Assistance Services:** 100% placement assistance for students completing their training programs, ensuring readiness for industry roles.

Out-class[79]

Established in 2020, Out-Class was envisioned to provide a high-quality alternative to tuition academies from the comfort of students' homes and on their own schedule. An Out-Class crash course typically covers the entire syllabus with past paper questions and solutions within 25 hours. Course offerings target O Levels, IGCSE, SAT, MDCAT, ECAT, FUNGAT, matric, and intermediate levels.

Their major selling draw is their multimodal content which is created in-house, curated by instructors from top institutions, including Ivy League universities, using techniques informed by neuroscience research, and delivered using cutting-edge technology.

Out-Class boasts more than 250 partner schools with a 94% success rate among students, and scoring more than 70,000 A and A* grades.

Primary Products[80]

- **Video Content**
- **Self-assessment quizzes**
- **Past papers**
- **Crash Courses (O levels, SAT, A Levels, MDCAT, ECAT, Matric, FSc. etc.)**



Your course is a blessing for students who are studying privately.
- Sadaf – O Levels (Biology)

It's unbelievable Mashallah. You have made Math so simple and easy to understand. The best thing is that you start from the very basic level, I guess Grade 3, which strengthens the concepts to their core.
- Mubashir Ali Khan – O Levels (Math)

I was worried about my MDCAT but as I went through the classes I felt my decision was right. Teachers not only teach well but also guide on the exam. Great journey Alhamdulillah.
- Atique Amir – MDCAT

[79] "LinkedIn." Linkedin.com, 2024, www.linkedin.com/company/out-class/about/. Accessed 26 July 2024.
[80] "LinkedIn." Linkedin.com, 2024, www.linkedin.com/company/out-class/about/. Accessed 26 July 2024.

Steam Minds

STEAM Minds specializes in empowering K-12 students through a comprehensive STEAM curriculum that integrates cutting-edge innovative technologies like Virtual and Augmented Reality. By offering interactive, gamified learning platforms via web and mobile applications, along with hands-on DIY Robo-kits, STEAM Minds is on a mission to make students tech-literate and future-ready.

The company's unique approach bridges the gap between traditional education and the demands of a digital world, providing an immersive educational experience. STEAM Minds has garnered significant recognition for its pioneering approach to STEAM education: the company has twice clinched the top spot at the prestigious Provincial Level National Idea Bank (NIB) EdTech Competition in both 2022 and 2023, awarded by the President of Pakistan. Additionally, STEAM Minds won the TIE competition for its innovative contributions to the field. A key collaboration with the IISAR Foundation Higher Secondary School has further bolstered its credentials, as STEAM Minds seamlessly integrated coding courses into the school's computer science curriculum, setting a new standard in digital education. With over 1,000 students globally, 20 expert mentors, and more than 40 courses available, STEAM Minds has made significant strides in the education industry. The company boasts a 99.9% success rate and a team of 100+ employees. With over seven years of experience, STEAM Minds continues to inspire and engage young learners, preparing them for the challenges of tomorrow.

Primary Products

- **Immersive Web Platforms**
- **Personalized Online Classes**
- **Gamified Mobile Applications**
- **DIY Robo-kits** ▸ **STEAM Words**
- **STEAM Summer Camp**

I've learnt a lot about Python programming no doubt. They are very engaging and it's fun to learn. The instructors are always there to help me whenever I'm confused without any issues. I totally recommend STEAM Minds to everyone.
- Raina

STEAM Minds online is the perfect way for kids of my age to learn about STEM. The Python course is taught in a way that's engaging and fun, and the instructors are always available to help me I highly recommend STEAM Minds online to other kids who love learning!
-M. Musa Jadoon

edufi.tech

EduFi is Pakistan's pioneering "Study Now, Pay Later" platform, offering students accessible financial solutions to fund their education. EduFi streamlines the borrowing process, allowing students to easily apply for loans and access funds swiftly. Beyond financial assistance, EduFi's experienced counselors offer personalized guidance, helping students make informed choices regarding their educational journey, from selecting schools to managing finances and preparing for successful careers.

EduFi's primary offerings include a range of digital financial services, with a specific focus on the "Study Now, Pay Later" program. This program is available through key partnerships, such as those with FAST-NUCES and Air University, to support students across Pakistan.[81] [82]





The platform also offers a unique AI-based credit scoring model for liquidity providers, making loan processing more efficient and transparent.

EduFi operates in a market where access to education remains a significant challenge, with over 23 million children out of school. The platform has already partnered with more than 20 leading educational institutions, assisting over 200,000 students in pursuing their academic goals. EduFi's competitive edge lies in its fixed 1.4% service charge per month—substantially lower than the 7-10% rates typically offered by traditional banks.[83]

Primary Products

- **Digital Financial Services**
- **Education-Focused Credit Solutions**
- **Study Now, Pay Later Program**
- **AI-Based Credit Scoring Model**
- **EduFi Liquidity Portal**

[81] https://www.linkedin.com/posts/fastnu_fastnuces-mousign-ing-edufi-activity-7186635641873453056-xzfX?utm_source=share&utm_medium=member_desktop
[82] https://www.linkedin.com/posts/edufi-pk_excit-ing-news-air-university-is-the-latest-activity-7163547103376490496-XOdV?utm_source=share&utm_medium=member_desktop
[83] https://www.linkedin.com/posts/nelson-nnjj_education-fin-tech-pakistan-activity-7155137181177585665-LNnc?utm_source=share&utm_medium=member_desktop

Alfoze Technologies

Alfoze is an Islamabad-based technology company specializing in AI-powered Learning Management Systems (LMS) and Campus Management solutions. They are recognized as a leader in the EdTech space, serving over 50 educational institutions and supporting more than one million active users.

Alfoze also provides solutions across various industries, including healthcare, agritech, and fintech, offering innovative, scalable, and adaptive software. Their goal is to drive productivity and profitability for organizations through cutting-edge automation and digital platforms.

Primary Products

- **Learning Management System**
- **Campus Management System**
- **Healthcare Solutions**
- **Agritech Solutions**
- **Fintech Solutions**

> *We have been working with team alfoze for more than two years and we can safely say that their problem solving and customer service is top notch.*
> ***-Oliver Goodman[84]***

> *What pleasure it is to know a passionate group of people who are committed and dedicated to their craft.* ***-Luiz Enrique[85]***

Qureos

Qureos is a UAE-based EdTech and recruitment startup with a significant presence in Pakistan. Their flagship product is Iris, an AI-driven recruitment platform designed to transform talent acquisition in the MENA region. Iris leverages advanced AI and ML algorithms to streamline the recruitment process, delivering relevant candidate matches within seconds and significantly reducing hiring costs and time-to-hire.

With a talent pool of over 7 million candidates from various countries, Iris enhances hiring effectiveness and empowers candidates through growth and upskilling opportunities.[86]

Qureos has earned recognition for its innovative approach to recruitment. Notable clients in the UAE include RemotePass, DP World, and Unilever. Iris boasts a talent pool of over 7 million candidates from countries including



[84] Ifoze|Aug,2024|Retrieved from https://alfoze.com/
[85] Ifoze|Aug,2024|Retrieved from https://alfoze.com/
[86] Mokshita, P. (2023). Qureos launches Iris, the game-changing AI Platform revolutionising recruitment in the MENA region. SME10X | The Middle East's most respected SME platform. Retrieved from https://www.sme10x.com/people/qureos-launch-es-iris-the-game-changing-ai-platform-revolutionising-recruitment-in-the-mena-region

the UAE, KSA, Egypt, Pakistan, India, Bahrain, Oman, Qatar, Kuwait, Sri Lanka, and Lebanon.

The platform delivers an average of 47 relevant candidates per search in just 26 seconds and it reduces recruitment costs dramatically by up to 43%. Qureos also offers candidates opportunities for growth and upskilling through practical projects and personalized mentorship from industry leaders at Google, Microsoft, PayPal, Amazon, Cisco, and more.[87]

Primary Products

- **AI-powered recruitment platform**
- **Automated candidate sourcing, evaluation, and matching**
- **Growth and upskilling opportunities for candidates**

> *Iris emerges as a timely and fitting solution for the entire recruitment industry. My personal experience with the beta version left me appreciative of their AI's ability to process results quickly and accurately. With its swift execution and potential for significant cost savings, Iris is well-positioned to be a game-changer*
>
> ***-Abdulrahman AlKooheji from Gro Partners praised Iris during its beta phase[88]***



[87] Qureos launches Iris: Revolutionizing MENA's talent acquisition with AI TECHx Media. (2023, July 12). Retrieved from https://techxmedia.com/qureos-launches-iris-revolutionizing-menas-talent-acquisition-with-ai
[88] Qureos launches Iris: Revolutionizing MENA's talent acquisition with AI TECHx Media. (2023, July 12). Retrieved from https://techxmedia.com/qureos-launches-iris-revolutionizing-menas-talent-acquisition-with-ai

atomcamp

atomcamp is an edtech company focused on equipping the workforce and youth with essential skills in Artificial Intelligence and Data Science. Through hands-on, industry-relevant training, atomcamp's mission is singular: to increase employability. The company has also been instrumental in creating awareness that AI and data skills are not exclusive to those with a tech background; they are vital for individuals from all fields. Current offerings include online bootcamps in Data Science, AI, Data Analytics, Data Engineering, No-Code/Low-Code AI, and Business Intelligence.

To date, atomcamp has conducted over 50 online bootcamps and workshops and 30 in-person trainings, graduating 3,000+ participants, of whom 46% are women. With a 75% employability rate, graduates have pursued careers in freelancing or secured roles in their desired industries. What sets atomcamp apart is its commitment to globally aligned curriculum updates and professional development sessions on freelancing strategies, CV building, LinkedIn optimization, email writing, and interview preparation. Industry experts lead these sessions from global tech leaders such as Google, Microsoft, and NVIDIA, as well as professors from top institutions like Stanford, MIT, Oxford, and Princeton.

atomcamp creates a lifelong community for its participants, connecting them online and through in-person networking events held across the country. These events enable members to meet peers, share knowledge, and benefit from interactions with industry leaders. Guest speaker sessions are another highlight, featuring professionals from diverse industries who share how they







have applied AI to transform their businesses and work. These sessions are highly popular within the community and provide valuable insights into real-world AI applications.

atomcamp has also extended its reach to younger audiences by organizing in-person AI bootcamps for Ordinary and Advanced Level students, enabling them to learn AI skills and freelancing during their summer vacations. Another notable project includes a 10-week in-person upskilling program in AI for students at a university in Baku, Azerbaijan, equipping them with cutting-edge knowledge and practical expertise. Other key initiatives include Upskill KP, which trained 200 youth in Khyber Pakhtunkhwa in Data Science, AI, Digital Marketing, and Full-Stack Development, funded by SEED and Adam Smith International, and the Women in Tech Faisalabad Program (WITF), funded by Friedrich Naumann Foundation, which trained 45 women in Data Science and AI. atomcamp has also customized AI training for employees in banking, textiles, and the gig economy to address industry-specific skill gaps. These corporate trainings are a separate upskilling vertical at atomcamp. Tech and non-tech organizations have found it useful to have these targeted skill gaps for their employees for better efficiency, smooth handling of vast data and its analysis, and enhanced productivity in the overall business. atomcamp provides all training and workshop services to the Kingdom of Saudia Arabia as well along with an online reach globally.

> *atomcamp rigorous training in data science, supportive community and expert mentorship aided my transition from a Biology background into data science. I honed my skills, built a strong portfolio, and excelled in interviews, ultimately securing a position at Careem.*
>
> ***- Verda Batool (From a Biology background to Data Analyst at Careem)***

> *While working at Qatar Airways, I joined atomcamp's AI bootcamp, where the Machine Learning module invigorated my performance. Implementing ML models, I predict sickness ratios during flights and streamline departmental data at Qatar Airways through SQL.*
>
> ***- Enan Bahadur: (Elevating Aviation Data with atomcamp)***

> *I got a job as a Data Steward at Zones IT Solutions in the third month of my training at atomcamp's Data Engineering bootcamp.*
>
> ***- Rebab Hussain (Recruited as Data Steward)***

> *The comprehensive training modules of the bootcamp, hands-on projects and expert mentorship provided me with essential skills. I am now hired as an AI Engineer at ITSOLERA.*
>
> ***- Dania Amin Khan (From Design Engineering to AI Engineering)***

> *While working at Qatar Airways, I joined atomcamp's AI bootcamp, where the Machine Learning module invigorated my performance. Implementing ML models, I predict sickness ratios during flights and streamline departmental data at Qatar Airways through SQL.*
>
> ***- Enan Bahadur: (Elevating Aviation Data with atomcamp)***

> *As a mother, finding my way back into the professional world after a career break was hard. atomcamp helped me rebuild my confidence, skills. Within months I started freelancing on upwork and landed jobs.*
>
> ***- Husna Afzal (From a career break to a Data Scientist)***





DEMO

DEMO is a purpose-driven ideas consultancy that leverages a human-centered and technology-driven approach to tackle today's critical development challenges. By designing and implementing user-centered learning programs, organizing knowledge-sharing community events, and executing research-driven social impact initiatives, DEMO fosters innovation and supports impactful solutions. The consultancy also provides accelerator programs for startups, adaptive leadership training, digital transformation experiences, and youth-centric digital skills programs, all aimed at driving meaningful change and growth across various sectors.

Their diverse portfolio includes initiatives like SheMeansBusiness, empowering women entrepreneurs through training and resources, and Police Awam Saath Saath (PASS), which bridges the gap between police and communities using social media. They also managed the USAID SMEA content digitization project to enhance access to learning resources and lead Insaf Ki Baat, a platform fostering dialogue on societal issues. Additionally, DEMO supports digital skill development through projects like Women Empowerment through Digital Skills (WEDS) and the Digital Skills Bootcamp, while also orchestrating impactful events such as TEDx Islamabad and Google Developers Group (GDG) Islamabad. Their commitment to innovation and community engagement is evident in their work with various stakeholders, from startups to government agencies. DEMO has made a significant impact, touching the lives of 60,000+ individuals through its innovative projects and initiatives. They have conducted more than 100 workshops, facilitating hands-on learning and development, and forged 50+ strategic partnerships to amplify their reach and effectiveness. Their commitment to empowerment is highlighted by the fact that they have successfully empowered over 1,400 women, underscoring their dedication to fostering growth and opportunity. DEMO's unique strengths lie in their extensive experience, broad impact, and strategic collaborations, which collectively drive their mission of addressing critical development challenges through a blend of technology, business, and design.

Primary Products

- **User-Centered Learning Programs**
- **Knowledge-Sharing Community Events**
- **Research-Driven Social Impact Programs**
- **Accelerator Programs for Startups**
- **Adaptive Leadership Training**
- **Digital Transformation Experiences**
- **Youth-Centric Digital Skills Programs**

Murabbi

Murabbi is an innovative educational technology platform dedicated to transforming the learning experience for students and teachers alike. Murabbi provides a dynamic and engaging environment that fosters academic growth and holistic development. The platform integrates modern pedagogical techniques, interactive content, and performance analytics to enhance learning outcomes across a wide range of subjects and skill levels.

The founders comprise teaching faculty from NUST with expertise in AI, computer vision, robotics, information security, and blockchain. Murabbi's unique selling point is their passion to translate complex subject matter into insightful actionable information for different audiences, ranging from schoolchildren to freelancers and professional executives.

Their subject offerings include a wide variety of technical topics, tutorials, summer camps, and focused workshops. Currently they have partnered with NUST on the ambitious Coding Fellows Program, launched by the Federal Directorate of Education, to train primary thousands of school children in STEM topics, including coding and AI.

Primary Products

- **Personalized workshops**
- **Learning Management System (LMS)**
- **Adaptive Learning Tools**
- **Interactive Courseware**
- **Performance Analytics and Reporting**
- **Teacher Training and Development**



Edversity

Edversity is a trailblazing online educational platform dedicated to equipping learners with future-ready skills in technology, coding, blockchain, and metaverse. With a focus on Web 3.0 and blockchain education, they connect students with the top 1% of industry experts to ensure unparalleled learning experiences. Their specialized offerings are geared towards students looking to advance their careers or break into high-paying remote tech roles.

Edversity has earned trust and recognition from industry giants for delivering high-quality education and career-ready talent. With programs available in Saudi Arabia and the Middle East, the company has empowered over 10,000 students worldwide, generated more than USD 250,000 by student-led startups, and provided access to 30+ industry mentors. Their commitment to creating real-world impact is reflected in their alumni achievements and the strong partnerships they have built across the tech ecosystem. Accolades include an award as Pakistan's leading EdTech startup, bestowed by the President of Pakistan, Dr. Arif Alvi , and the National Innovation Award, bestowed by Prime Minister Shehbaz Sharif.

Edversity offers an impressive range of programs, including Ethereum 2.0 Mastery Specialization, Cybersecurity Specialization, and Generative Artificial Intelligence Program. A standout feature is Edversity's job placement program for graduates, for which they have formed partnerships with over 230 industry organizations in the industry, including prominent blockchain firms such as Vanar Chain, Ideofuzion, Web3Pak, Gemotivity, and Avento Labs.

Primary Products

- **Ethereum 2.0 Mastery Specialization**
- **Global Leaders Access Program**
- **Generative Artificial Intelligence Program**
- **React JS Mastery Program**
- **Cybersecurity Specialization Program**
- **Metaverse Development Program**

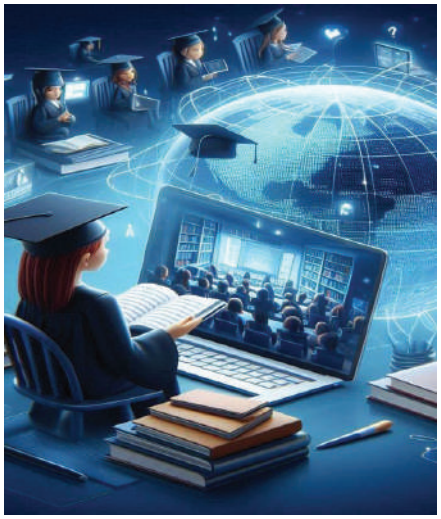
> *The course was amazing, but the support provided by the team, especially Sir Saad, was superb.*
> ***- Maham Ali, GLAP'23 Student***

> *I think the support I got from Edversity was super phenomenal, and it definitely made me fall in love with Edversity and its vision.*
> ***- Abdullah Rizwan***

> *The overall course is good. It enabled me to build real-life blockchain applications. I like the way they teach technology.*
> ***- Aman Nadeem, Student, Ethereum 2.0 Program***

PakTaleem

PakTaleem is a pioneering e-learning solutions provider, working to transform online education since 2010. Specializing in LMS and instructional design, PakTaleem delivers comprehensive services, including e-learning development, managed hosting, and administration. The company combines technical expertise with creative approaches to make education accessible, efficient, and engaging. With a legacy of innovation and a commitment to personalized excellence, PakTaleem empowers businesses and educators to thrive in the digital learning landscape.



PakTaleem has established itself as a trusted leader in the e-learning industry, proudly serving over 200 clients worldwide and an impressive portfolio of 138 successful projects and 200 custom plugins developed. This legacy of excellence underscores PakTaleem's commitment to transforming online education and empowering businesses to achieve digital learning success.

Primary Products

- **E-learning Development**
- **Managed E-Learning Hosting**
- **E-learning Administration**
- **Instructional Design**
- **Learning Management System (LMS) Setup and Management**
- **Custom Plugin Development**
- **Content Development**
- **Branding and E-learning Business Support**

> *Working with PakTaleem has been a real pleasure. They are very knowledgeable and are right on top of things. Their communication along the way was top notch! I will be working again with PakTaleem and highly recommend them.*
> ***- Dave Newgass – CEO, Wise Global UK***



RASTEK TECHNOLOGIES
www.rastek.com

RASTEK TECHNOLOGIES

RASTEK Technologies is a full-line technology distribution specialist with a successful track record in educational technology. The company's strong partnerships and collaborations with international leaders such as Siemens, Adafruit, and NI have positioned it as a trusted provider in the industry. In collaboration with BrainPad, RASTEK offers a smart coding platform aimed at empowering learners of all ages with essential STEM skills and fostering a future-ready workforce.

Since its inceptionin 1997, RASTEK has built a reputation for excellence. Headquartered in Karachi, with operations in Islamabad, Lahore, Dubai, London, and New York, RASTEK is committed to delivering top-tier products and services at competitive prices. With a focus on innovation and a strong global network, RASTEK ensures that every solution is tailored to meet the unique needs of its customers, building trust through consistent, reliable service.



Primary Products

- **Electronics and Robotics Solutions**
- **STEM and Educational Technology**
- **Automation and Training Equipment**
- **Custom-tailored coding lessons**
- **Official devices for rapid learnin**
- **Renewable Energy Systems**

> *We are fully satisfied with RASTEK's successful execution of our contract for the supply of Chemistry and Physics lab equipment and software of LabVIEW and Matlab. We are quite satisfied with the performance.*
>
> ***- Afaq Zafar, Senior Procurement Executive, Habib University***

TEESQUARE
A Tech-based Literacy Solution

TeeSquare

TeeSquare is a socially purposed EdTech enterprise dedicated to providing affordable, empowering, and inclusive quality education in Pakistan. TeeSquare transcends traditional educational barriers, using technology to offer self-paced learning programs in subjects like English, Math, and Urdu. Their mission is to educate out-of-school children and women, creating equal opportunities for all, regardless of gender, class, status, abilities, or resources.



TeeSquare has established partnerships with numerous community organizations, extending their educational programs to suburban and rural areas across Pakistan. Their learner-centric, technology-driven approach ensures that students can navigate programs at their own pace, making education accessible and engaging. TeeSquare's commitment has garnered recognition within the NGO community, highlighting their impact on underprivileged communities. Their website allows visitors to sponsor popular programs in different rural communities. They provide an Android tablet-based Learning Kit for students. The learning app integrates with a learning management system (LMS) and is designed to work in regions without high speed Internet and





frequent electricity outages. Lesson plans are in simple Urdu to preserve local language and context.

By focusing on inclusivity and innovation, TeeSquare is setting the stage for economic uplift and progress, potentially reshaping the future of Pakistan.

> *So far in my experience, I have observed that children are very happy and really enjoy learning with Tablet. They are so happy to have a tablet and learn in such an immersive environment with their digital learning buddies Ali and Zara who guide them through the lessons.*
> ***-Kanwal Kamran, Islamabad***

> *Learners have grown in confidence with each passing day as their knowledge adds on and they get to know more. A spark is witnessed in them to seek more and find a suitable place for themselves in the current educational scenario*
> ***.- Saim Tanauli, President, The Social Bond Welfare Organization***

Primary Products

- **Team Taleem:** A digital learning platform focusing on early education with functional literacy and numeracy skills.
- **Self-Paced Learning Programs:** Subject-based programs in English, Math, Urdu
- **Learner-Centric Technology:** Adaptive content tailored to individual pace and abilities for enhanced accessibility.
- **Interactive Educational Content:** Engaging, purposeful, and user-friendly content to foster learning motivation.

> *Team Taleem was initiated as a pilot project for the mothers of Kiran Foundation in Lyari. The prime purpose was to educate mothers who had never had the chance to go to school. Through this educational project, mothers now have a chance to study exactly what their younger ones are being taught in mainstream schools.*
> ***- Shafaq Arbab Faisal, Nafeesa School Coordinator – Kiran Foundation***



As-Siraat

As-Siraat is a technology-driven educational platform aimed at promoting Islamic knowledge and values using modern tools. By integrating traditional teachings with digital innovation, As-Siraat caters to learners of all ages. Its offerings include online courses, interactive sessions, and personalized learning paths, making Islamic education accessible worldwide.

As-Siraat started from a small-scale effort to provide Quran classes at universities, delivering beneficial and counseling sessions at orphanages and hospitals, and providing free home tuitions to underprivileged children. This effort culminated in setting up the As-Siraat Public School, a free-of-cost, English-medium school established in the remote area of Ahmedpur East (near Bahawalpur) in 2012. This school provides high quality education, along with a free supply of books, copies and stationery. As-Siraat Trust has also collaborated with the legendary Master Ayub, who has been running a school for poor children in a public park in Islamabad for almost three decades.

Today, with over 500,000 registered users from 50+ countries, As-Siraat has become a global leader in online Islamic education. The platform offers 300+ courses, with a 95% course completion rate, reflecting its engaging content. Its unique selling point lies in its multilingual offerings, providing courses in Arabic, English, Urdu, and more.

As-Siraat has been honored with the Best Islamic Educational Platform Award at the International Islamic Conference. Their courses are endorsed by prominent scholars and institutions, ensuring authenticity and quality. The platform is ISO-certified for e-learning standards and has been featured in global Islamic forums for its impactful initiatives.

Primary Products

- **Online Islamic courses**
- **Interactive Quran learning tools**
- **Scholar-led webinars**

> *As-Siraat made it easy for me to learn Quranic Arabic from home.*
> ***- Student***

> *The platform combines traditional teachings with modern methods effectively.*
> ***- Student***





campuses. Their 32 innovative DIY kits spark ideation and creativity among students, ensuring a fun yet educational experience. LearnOBots has also created the Future Labs brand to launch a series of innovative workshops on topics ranging from astronomy to robotics and virtual reality.

With a global presence and partnerships in the US and Pakistan, LearnOBots is paving the way for a future-ready generation.

LearnOBots

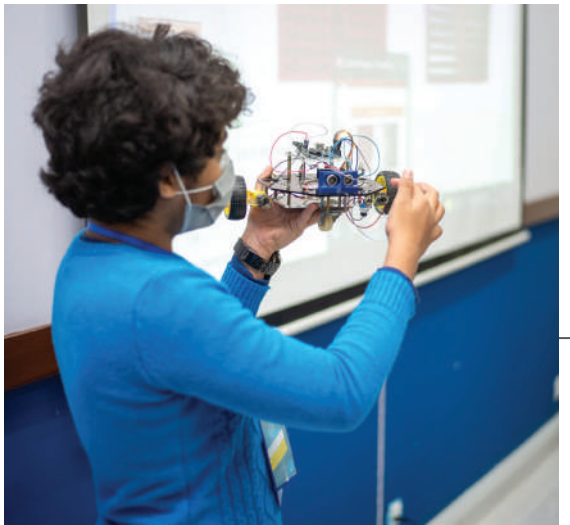
LearnOBots is revolutionizing education by bridging the gap between traditional learning and future careers through STEAM (Science, Technology, Engineering, Arts, and Mathematics). With a strong commitment to fostering creativity and innovation, LearnOBots empowers students with experiential and gamified learning methods. Their certified STEAM experts and cutting-edge programs prepare primary and secondary school students for 21st-century careers by equipping them with skills in problem-solving, critical thinking, and hands-on creation.



LearnOBots is particularly renowned for their robotics workshops for children but they offer a range of products and services tailored to parents, schools, and students. Their offerings include interactive STEAM Camps, DIY Kits, and the LearnOSTEAM platform for personalized and engaging education. Schools can transform into 21st-century STEAM hubs with their Makerspace and comprehensive STEM curriculum. LearnOBots ensures that its services are economical, trainer-independent, and aligned with the future of work, making it a preferred choice for educators and parents alike.

Led by CEO and co-founder Faisal Laghari, LearnOBots has made a significant impact, reaching over 100,000 students through 1,000 DIY camps and delivering 250 STEM activities across 350+ partner





Primary Products

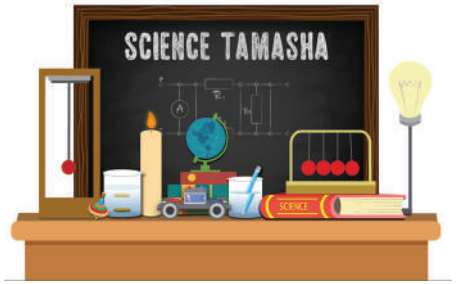
- **STEAM Camps:** Interactive camps led by certified STEAM experts, designed for primary and secondary school students to encourage hands-on learning and skill development.
- **DIY Kits:** Fun and engaging kits aimed at sparking creativity and innovation among students, helping them build and experiment.
- **LearnOSTEAM Platform:** A user-friendly platform designed to enable kids to explore STEAM subjects through gamified and experiential learning methods.
- **Makerspace for Schools:** A customizable, hands-on learning environment that helps schools transform into 21st-century STEAM hubs.
- **Comprehensive STEAM Curriculum:** Tailored for schools to implement an economical and trainer-independent STEM education model linked to future career opportunities.

ELEMENTS LEARNING

Elements Learning

Elements Learning (EL) is transforming K-12 education by integrating innovative approaches with holistic teaching methodologies. Guided by the principles of exploration, questioning, reflection, storytelling, and knowledge transfer, EL is reshaping traditional learning into an immersive experience. By leveraging the NUST ecosystem and incorporating cutting-edge practices, EL equips students, teachers, and school leaders with the tools and strategies needed to thrive in the modern educational landscape.

EL provides comprehensive solutions for a well-rounded educational experience. Their offerings include Math Labs with hands-on manipulatives, dynamic STEAM-based connected learning, teacher training programs, and advanced educational technologies. They focus on easing students' academic anxieties through interactive and engaging tools,



ensuring education is accessible and enjoyable for all. With a proven track record of upskilling over 7,500 students, training 3,070+ teachers, and engaging 100+ parents, EL's impact is evident in the 55+ schools they have partnered with globally. They have also partnered with organisations including the Character Education Foundation, Read Foundation, and Army Public Schools and Colleges.

Driven by a mission to foster intellectual, emotional, and spiritual growth, EL emphasizes the foundational pillars of quality education: well-designed teaching materials, rigorous assessments, continuous teacher training, and visionary school leadership. Whether it's through innovative products like Tangram and Base 10 Blocks or comprehensive training programs, Elements Learning is paving the way for the leaders and thinkers of tomorrow.





Primary Products

- **Math Manipulatives and Labs**
  Tangram
  Geoboard
  Base 10 Blocks
  Fraction Board
  Circular Geoboard
- **STEAM (Connected Learning) Solutions**
  Integrated STEAM education tools for K-12.
- **Teaching Materials**
  Comprehensive resources for subjects like Math, Science, Language, Social Science, and Early Childhood Education (ECE).
- **Teacher Training Programs**
  Focused training for educators to enhance teaching methodologies and adopt modern tools.
- **EdTech Solutions**
  Digital tools and technologies to support interactive and effective learning experiences.

As an experienced educator, I thought I had seen it all, but this training opened my eyes to new possibilities and approaches in teaching. The sessions were well-structured, practical, and tailored to the needs of educators. I particularly appreciated the focus on student-centered learing, differentiated instructions, and the integration of tooks/technology in teaching Maths.
-Teacher Trainee - AJK

Thanks to the training program, as a Maths teacher, I feel more confident and equipped to meet the diverse needs of my students and create meaningful learning experiences. I highly recommend Elements Learning's teacher training program and the use of the tools they provide to any educator looking to enhance their teaching skills and make a positive impact in the classroom.
-Teacher Trainee - Chiniot, Pakistan



SABAQ

SABAQ

SABAQ is an award-winning edTech company dedicated to transforming primary education in Pakistan by combining technology and creativity to make learning engaging and accessible. Since its founding in 2015 by Hassan Bin Rizwan and Adnan Asdar, SABAQ has developed innovative digital solutions that align with Pakistan's National Curriculum. Their mission is to ignite a love for learning in children through fun and interactive educational experiences, ensuring every child has the opportunity to succeed in primary education. With a strong focus on quality and accessibility, SABAQ is redefining how education is delivered in schools and learning centers.

One of SABAQ's standout achievements is its Muse learning platform, which transforms rigorous curriculum-based lessons in subjects like Science, Math, and English into a vibrant digital world. Designed for students in kindergarten to Grade 5, Muse incorporates animated videos, gamified exercises, and interactive storytelling to foster critical thinking, literacy, and numeracy skills. This digital learning system has been customized and implemented across various projects, such as the Sindh Education Foundation (SEF), The Citizen's Foundation (TCF), and Punjab Education Foundation (PEF) schools, reaching thousands of students and educators in both national and regional languages. SABAQ has also collaborated with UNHCR, UKAID, USAID, DIFD, the Federal Ministry of Education, and the Sindh Education Department.

SABAQ's impact is undeniable, with over 252,000 students empowered, 1,818 schools transformed, and 540 centers established since its inception. Their numerous accolades include the GESS Education Award for Muse as Best Educational App in 2020 and second prize winner at the PASHA ICT awards in Education in 2019. SABAQ was also a finalist for the Siemens Foundation Empowering People Award in 2019, selected from among 800 companies worldwide in recognition for providing crucial low-tech solutions in developing regions. The company was also a finalist for the Next Billion EdTech Prize, feted among the top six global edTech startups at the Global Education and Skills Forum in the UAE. SABAQ was the only Pakistani startup to reach this stage.

SABAQ's work is supported by a dedicated team and partnerships with leading organizations, including Multinet and the Indus Valley School of Art and Architecture. By turning education into a joyful and meaningful experience, SABAQ is paving the way for a brighter future for Pakistan's children.

Primary Products

- **Muse Learning Platform:**
  A digital learning system for KG-5 with interactive and gamified content.
- **Customized Digital Systems:**
  Tailored learning solutions for schools like SEF, TCF, and PEF.
- **Interactive Learning Units:**
  Over 1,500 visual and engaging lessons for core subjects.
- **Educational Projects:**
  Digital content implementation for underserved schools and communities.
- **Teacher Training:**
  Programs to empower educators with digital teaching tools.



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mkt@pseb.org.pk

and we'll take it from there.

Also email us for any comments, suggestions or errors in this whitepaper.

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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's EdTech sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in this domain.

Disclaimer

All the information provided in this roundup is compiled by the consulting firms and based on the available material about the companies covered in this roundup. Coverage in this industry roundup document is not an endorsement by Pakistan Software Export Board (PSEB), Ministry of Information Technology and Telecommunication (MoITT) or the Government of Pakistan (GOP). The Pakistan Software Export Board, Ministry of Information Technology and Telecommunication, or the Government of Pakistan assumes no commercial financial or legal liability accruing from any transactions with the firms featured in this industry roundup.

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