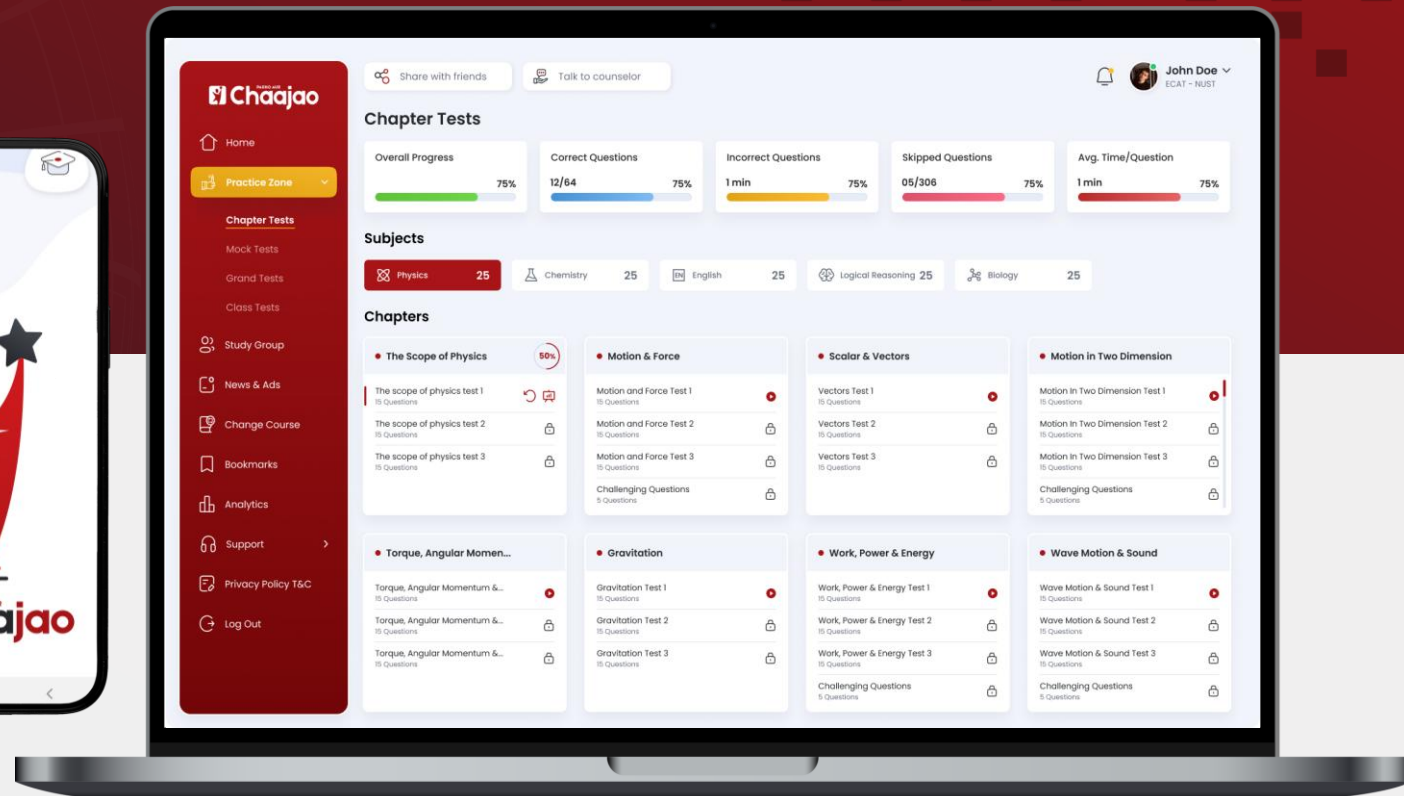


# Chaaajao

**A premier online learning platform**  
Every dream is worth pursuing

**Pitch deck – 2025**  
Subject to disclaimer



# Meet Adam

An ambitious 12<sup>th</sup> grade student.  
From **Tharparkar, a remote rural area**.  
He dreams of becoming a doctor one day.



# Adam's Aspirations Hang in the Balance Because He Lacks



**Quality entry test**  
preparation  
resources



**Essential mentorship** and  
guidance to navigate  
university application  
process



**Financial means** for travel  
and accommodation in  
cities with better  
educational facilities



**LIMITING HIS CHANCES OF  
GETTING INTO A TOP UNIVERSITY!**



# This is Not Just a Story From Tharparkar...

## 3.5 Million Students Across Pakistan are Denied Admission Each Year

**>85%**

Drop-out rate after intermediate education ([the Global Economy](#)).

**65%**

Failure rate in MDCAT due to inadequate preparation resources ([Noon](#)).

**>95%**

ECAT failure rate due to lack of quality preparation ([Outclass](#)).





# We Started Chaajao to Empower Students & Bridge the Gap to Top Universities through



## Quality

**Interactive** learning content with best-in-class teachers and mentors.



## Accessibility

**Affordable** pricing and scholarships for **deserving students**, ensuring education is within reach.



## Flexibility

**Self-paced and adaptive** learning tailored to individual needs.



## Convenience

Complete digital content accessible **anywhere, anytime**, eliminating geographical barriers.

# In a Short Span of 2.5 Years, Chaajao Has Made Its Mark on the Market

Exceptional user acquisition and success metrics

**431K+**

App Installs

**202K+**

User sign-ups

**14K+**

Paid users

**7K+**

Students cleared admission tests

**100+**

Top positions

**7**

Perfect SAT scores

Successful placements in top colleges and universities

Served students from a wide range of countries across the globe



65+ Countries



SAT



COMSATS



DUET



UET



PIEAS



NED



FAST



KU-UBIT



GIKI



NUST



CBM



IBA



KSBL



NBS



SZABIST



AKU



DUHS



ETEA



NUMS



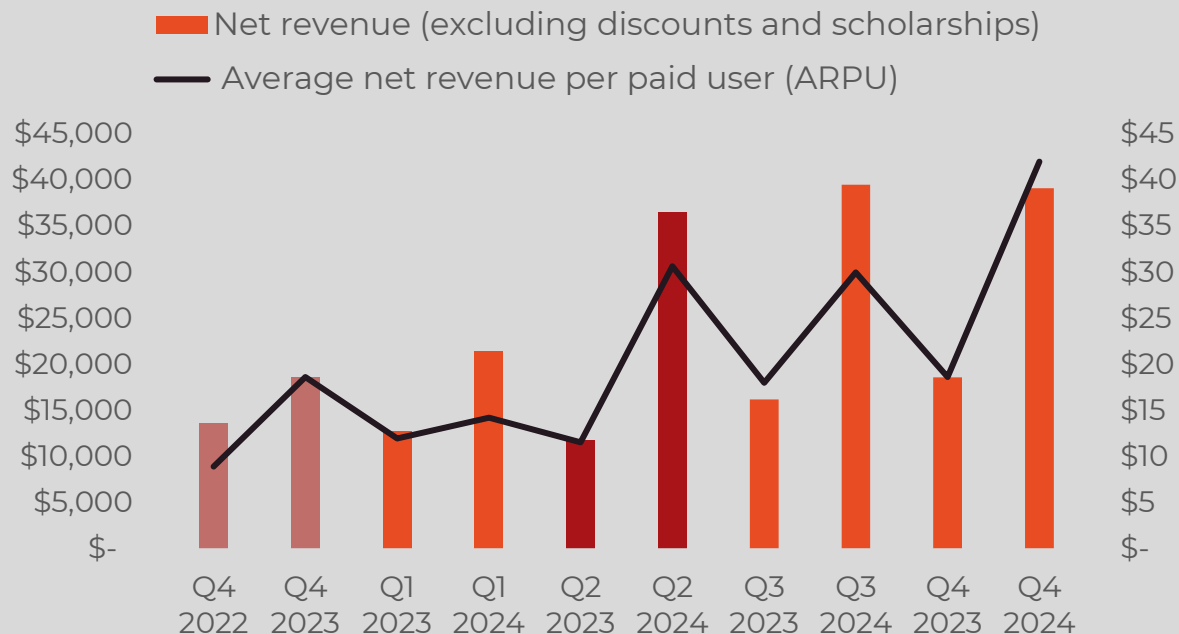
PMC



UHS

# Demonstrating Strong Financial Performance and Operational Efficiency

## 2023 vs 2024 same quarter Net revenue & ARPU comparison



## Key performance indicators over 2.5 years



**\$515K** Gross revenue



**\$19 K** Monthly Average Revenue

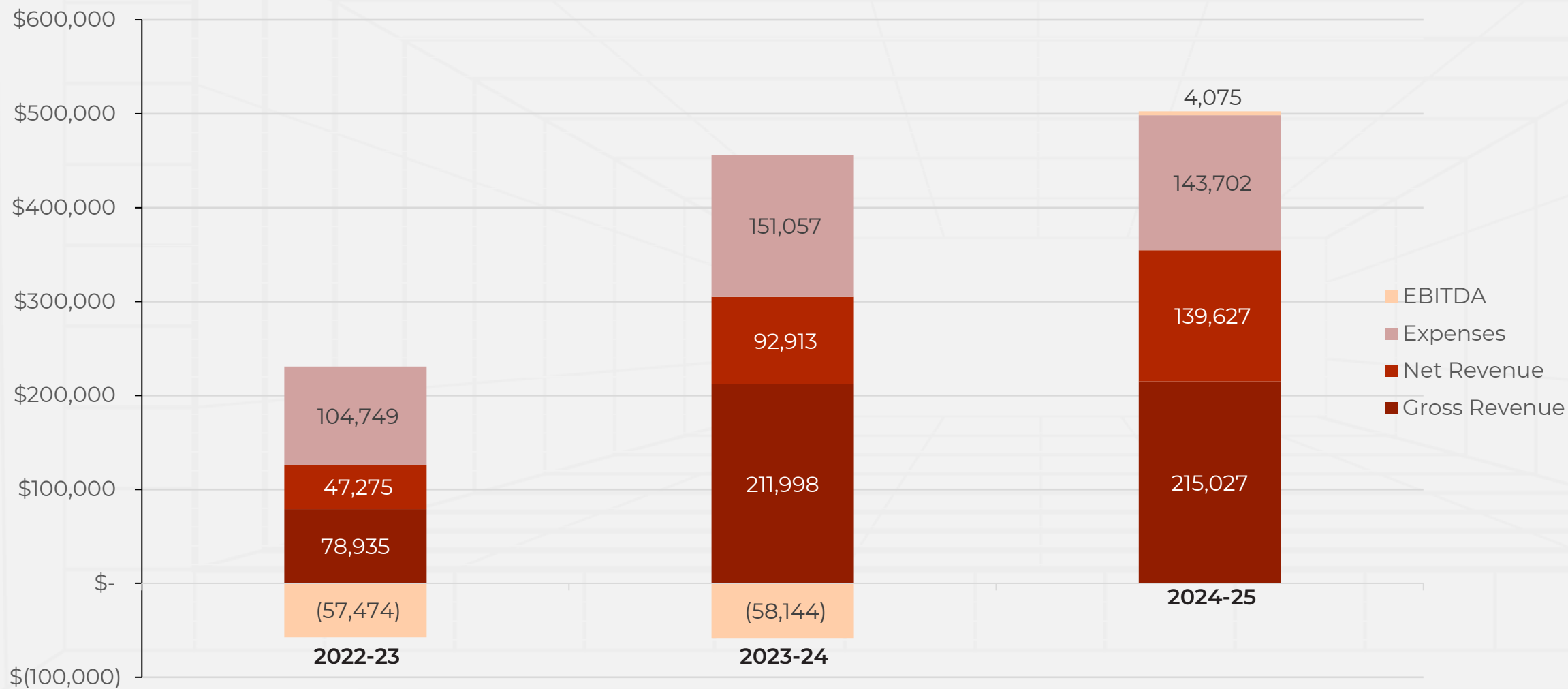


**17%** MOM Growth Rate



**2x** Net Revenue growth Rate

# Sustained Growth & Improving Profitability





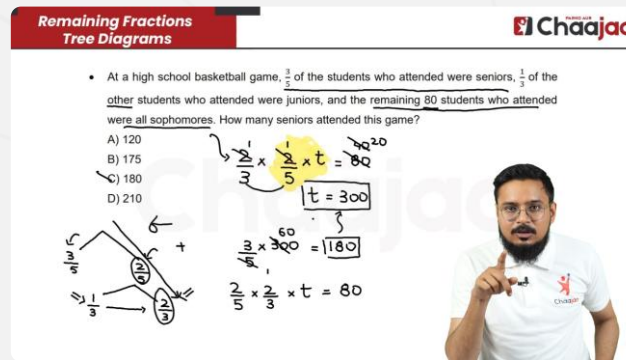
# Multifaceted Approach Catering to Diverse Learning Needs



## Live Classes

Interactive sessions conducted by **experienced instructors:**

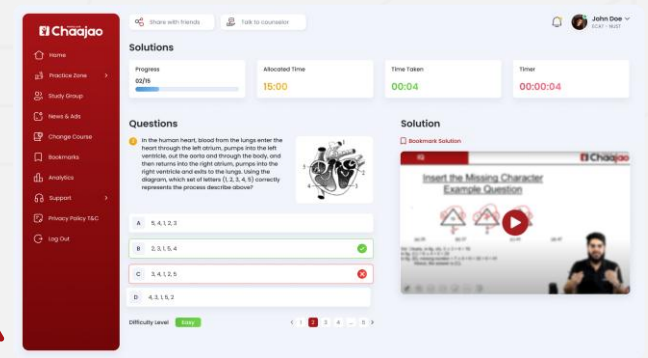
- Engaging two-way classes
- Instant doubt-solving
- Complimentary study material
- Complete practice MCQs
- 24/7 teacher support



## Recorded Courses

Self-paced learning with:

- **Bite-sized videos**
- In-depth explanations
- Comprehensive lecture notes
- Built-in personal note-taking
- Rating and review system
- WhatsApp discussion groups



## Practice Zone

Multi-tiered testing system:

- Topic, chapter and grand level tests
- **Video solutions for each question: 300K Videos of MCQS Live**
- Live analytics (performance tracking, weakness and efficiency)
- Bookmark questions
- Discussion forums

# AI-Based Products and Features Enabling Effective and Efficient Preparation

## Personalized Learning

Customized tests and quizzes based on past performance, targeting weak areas for maximum improvement.

## Personal Assistant

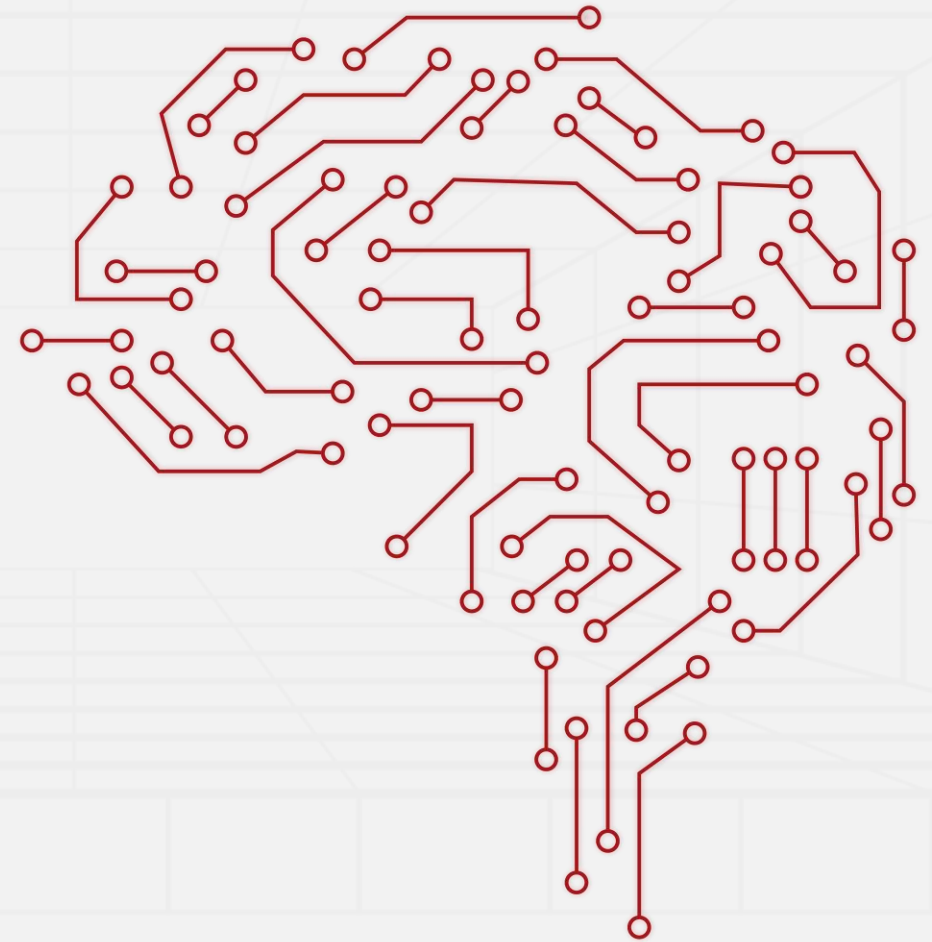
Round-the-clock support and query resolution, reducing frustration and boosting engagement.

## Content Suggestions

Learning recommendations such as tests, lectures, and study material based on identified focus areas.

## Predictive Analytics

Predictions of how likely targeted scores can be achieved followed with content recommendations to meet those targets.



# Chaaajao is on a Mission to Empower 10 Million Global Learners by 2030



## Entry Test-prep

(Present)

Ensuring top placements through comprehensive preparation.



## Grades 9-12

(Q4 2024)

Building strong educational foundations for future success.



## Professional Courses

(Q1 2025)

Advancing careers with essential skills and certifications.



## E-Learning Marketplace

(Q1 2026)

Connecting top tutors and content creators with right audience worldwide.

# Multi-tiered Revenue Model



Live  
Classes

**Rs. 47,500 | \$350**

Net average fee per course



Recorded  
Courses

**Rs. 12,500 | \$140**

Net fee per recorded  
course



Practice Zone  
and SaaS

**Rs. 4,500 | \$50**

Net average fee  
per subscription



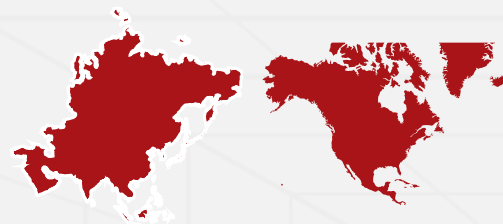
Professional & Leadership  
Courses

**Rs. 30,000 |  
USD \$150-\$300**

commission from content  
creators/tutors

Fee in USD is for Global Subscribers

# Expanding to 25 Countries with High English Proficiency, Literacy Rates, and Affordability: A \$19+ Billion Opportunity



## Short term (2024-25):

**Asia** (Pakistan, KSA, UAE, Singapore, Indonesia, Bangladesh and Philippines)

**North America** (USA, Canada and Jamaica)



## Mid-term (2026 –27)






**Africa** (Zimbabwe, South Africa, and Ghana)

**Oceania** (Australia and New Zealand)



## Long term (2028-29)

**Europe** (UK, Germany, France, Netherlands, Belgium, Sweden, Denmark, Finland, Norway, Ireland, and Croatia)

|   |              |             |             |
|---|--------------|-------------|-------------|
|  <b>Number of e-learners</b> ( <a href="#">Statista</a> ) | 162 million  | 227 million | 318 million |
|  <b>ARPU* (\$)</b>                                       | 40.23        | 50.82       | 61.44       |
|  <b>Serviceable obtainable market (\$B)</b>             | <b>6.5</b>   | <b>11.5</b> | <b>19.5</b> |
|  <b>Chaajao revenue (USD)</b>                           | <b>0.5 M</b> | <b>10 M</b> | <b>25 M</b> |
|  <b>% market captured</b>                               | 0.01%        | 0.1%        | 0.15%       |

\*Average revenue per user per year



# Transforming Pakistan's Education Landscape: The 23 Year Journey of Azfar-Ul-Haque



## Achievements and milestones

**70%**

success rate in  
tier-1 universities.

**20K+ students**

worldwide with admission  
in top degree programs.



## Pioneering Ventures



**IBA GRADS**  
*Gateway to your desired future*

An aptitude test-prep center with exponential growth and franchising success with 6 campuses across Karachi.

**TLS THE LAB SCHOOL**  
*DEVELOPING MASTERY & INDEPENDENCE*

Research-based experiential schooling system dedicated to furthering innovation in education.



## Chronicles of success

**2000**

Completed MBA  
from IBA.

**2001**

Founded  
IBA-GRADS.

**2009**

Franchised the 2nd  
campus of IBA-GRADS.

**2018**

Founded The  
Lab School.

**2019**

Launched the 5th  
campus of IBA-GRADS.

**2022**

Launched  
Chaaiao Technologies.

# Capable and Mission-Driven Team

## Management Team



**Zeeshan Usmani**

**DIRECTOR STRATEGY & PLANNING**

Global Director Data Science & Partnerships at WALEE.

Co-founder & CEO at SkilledScore

Fulbright Scholar, Brown University, NDU & Eisenhower Fellow.

5.2M social media followers



**Tabish Hashmi**

**PR AND COMMUNICATIONS CONSULTANT**

Social media influencer driving mass scale promotion.

Host of comedy show "Hasna Mana Hai" with 1 billion digital views.

531K Instagram and 861K Facebook followers.

15 years association with founder.



**Osama Ali**

**HEAD OF MARKETING AND SALES**

9 years in leadership, networking, and education.

Founder & CEO at TechMark360.

Digital Marketing Manager at IBAGRADS.

10 years association with founder.

## Academic Team : 10 years of bond



**Adnan Qamar**

11 years association

- Chemistry expert
- 24 years of experience
- EMBA-IOBM, MSc Applied Chemistry, & B.E Electronics



**Hunain Tanveer**

8 years association

- Mathematics expert
- 11 years of experience
- BS ACF – IBA

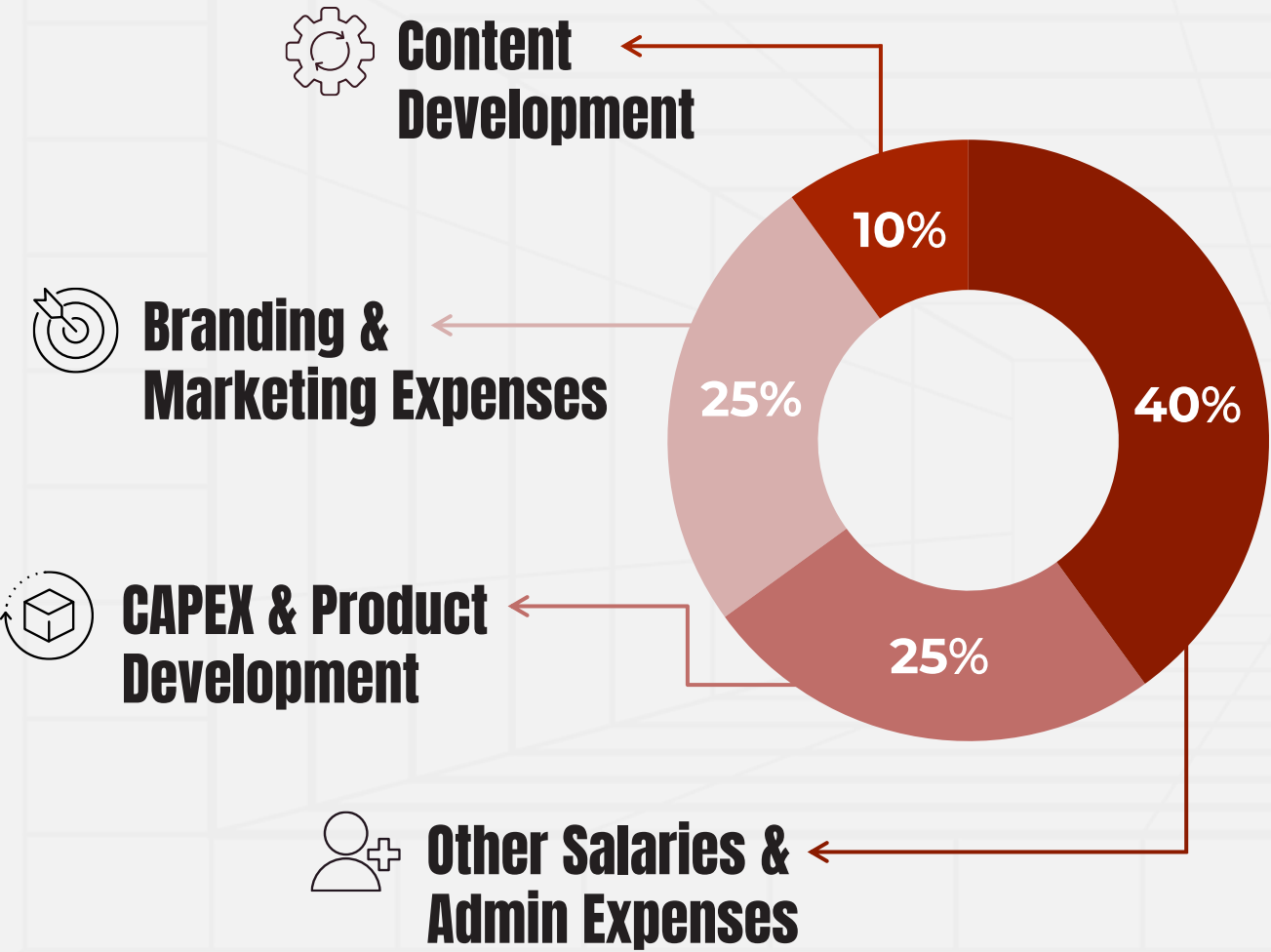


**Talal Hussain**

8 years association

- English expert
- 13 years of experience
- BS ECO – IOBM

# Seeking Funding \$250K



# Global Success Stories 2024 - SAT

**1460**

**Muhammad Hamza**

Sharjah, UAE

**1450**

**Hamza Siddiqui**

Houston, USA

**1450**

**Angad Bajwa**

Virginia, USA

**1450**

**Dhyanesh**

St. Louis, USA

**1400**

**Sara Saleih**

Washington, USA

# Pakistan's Success Stories

**3500+**

Engineering Universities

**1500+**

Medical Universities

**1450+**

Business Schools

**100+**

Top Positions

**1000+**

High Achievers



# Major Success Story 2024



**Using the "CHAAJAO" App,  
Muzammil Bhatti from  
Tando Muhammad Khan  
Topped IBA's Entrance Exam**

# Scholarships 2024: Rs. 90 M PKR (250K+ USD)



**ECAT-MDCAT**

**SCHOLARSHIPS**

**FOR 3,000 STUDENTS**

AVAIL UPTO **100** PERCENT OFF  
FOR NEEDY & EXCEPTIONAL STUDENTS  
\*TERMS & CONDITIONS APPLY

# Why we are “UNIQUE”?



**20+ years of Market experience**



**Collaboration** with Colleges & Institutions



**Celebrities as partners**



**Proven Results**

# Join Us in Turning More Aspirations into Achievements!

## Get in Touch



[www.chaajao.com](http://www.chaajao.com)



[azfar@chaajao.com](mailto:azfar@chaajao.com)



**Hold Co:** Singapore



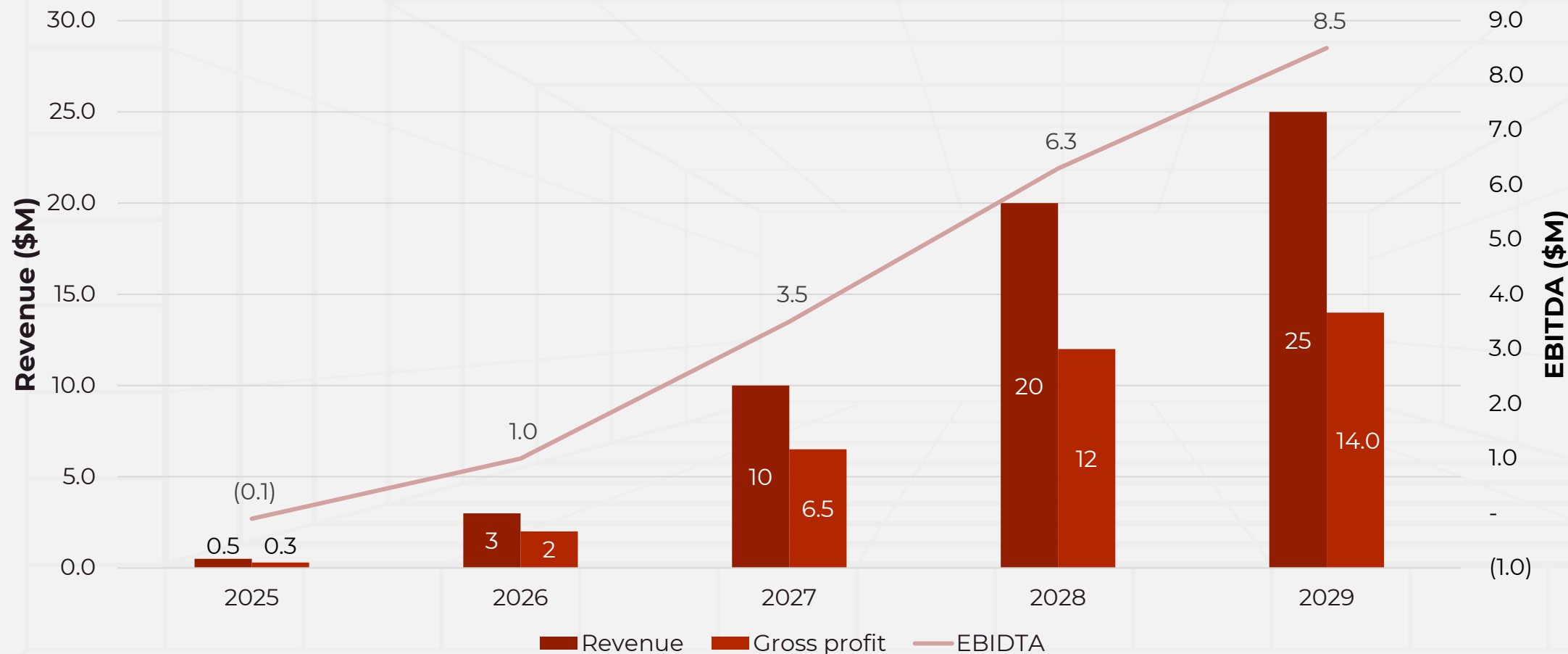
**Op Co:** Pakistan





# \$25M Revenues and \$8.2M+ Net Profit by 2030

Financial performance at a glance (\$ millions)







# STARTUP SHOWCASE

DEMO DAY



**Raised 60K USD in April'25**