

STEMVERSE

Building STEM brilliance, one student at a time!

*TRANSFORMING STEM FROM A SUBJECT
STUDENTS FEAR INTO ONE THEY LOVE*

*BY CREATING THE MOST ENGAGING,
GAMIFIED, AND HANDS-ON LEARNING
EXPERIENCE*



KEY INVESTMENT HIGHLIGHTS

- 01 Massive Market Opportunity**
- 02 Category Leader**
- 03 Proprietary Technology**
- 04 Strong Growth Drivers**



WHO ARE WE?

OUR MISSION

At STEMverse, our mission is to reignite curiosity in STEM by making science, technology, engineering, and math fun, accessible, and unforgettable for learners of all ages. We blend interactive workbooks, game-based learning, and story-driven digital worlds to help students not just consume content—but actively engage with it.

OUR FOCUS

We're not just teaching skills. We're nurturing the next generation of scientists, engineers, and creative thinkers—through fun, challenge, and story-driven engagement.



THE STEM LITERACY GAP



Demand for STEM vs Non STEM Skills in the market

**STEM
Skills**

VS

Non STEM Skills

1/3

Annual Pakistan produces
450,000 STEM Grads **≈** **0.6% of the workforce**

THE STEM LITERACY GAP



- **Outdated, One-size-fits-all** STEM education methods
 - All Theory No Application
 - Same text heavy textbooks
 - no skilled teachers or engaging lessons
- **Low student engagement** and **real-world application** gaps
 - Still focused on Rote learning
- Critical need for STEM literacy and **21st Century Skills**



MARKET POTENTIAL


- Growing global demand for STEM skills
Rising at 10.8% Annually
- Market need for tech-driven, interactive educational solutions
- Opportunity to capture a significant market share in Pakistan!




OUR INNOVATIVE SOLUTIONS



B2B




Interactive
Workbooks for
continuous **STEM**
Learning



Teacher's Training,
Curriculum
development and
Makerspace Set ups



B2C



Online and In
Person
Afterschool
Camps and Clubs



STEM and
Educational
Hardware Kits

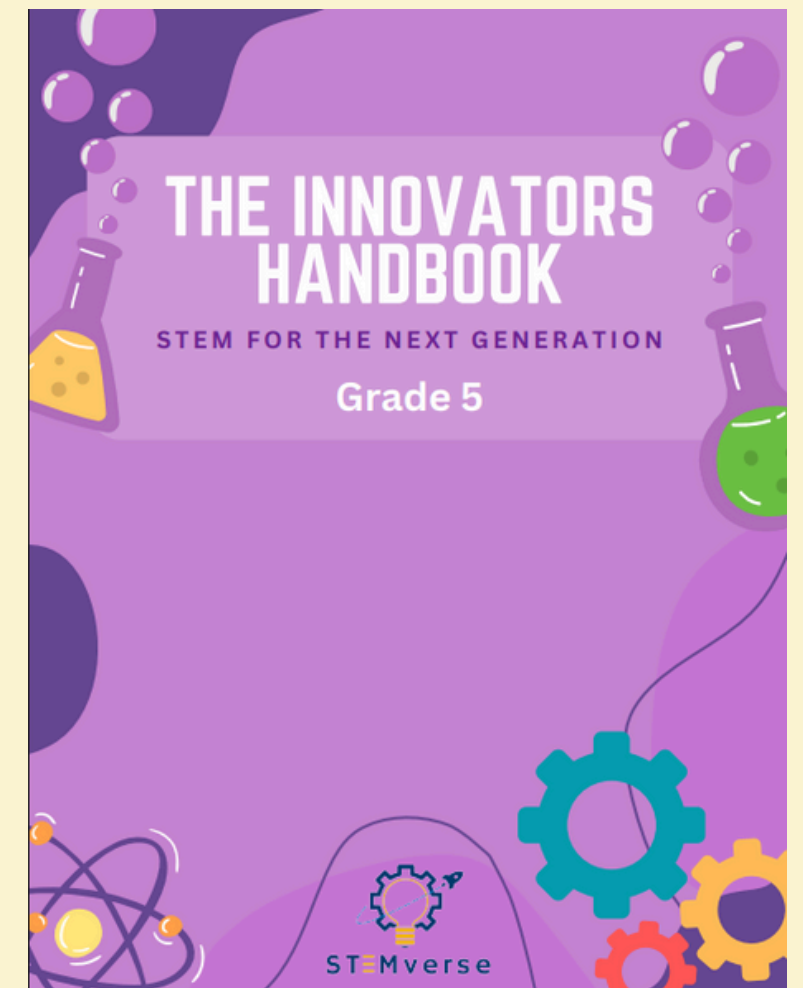
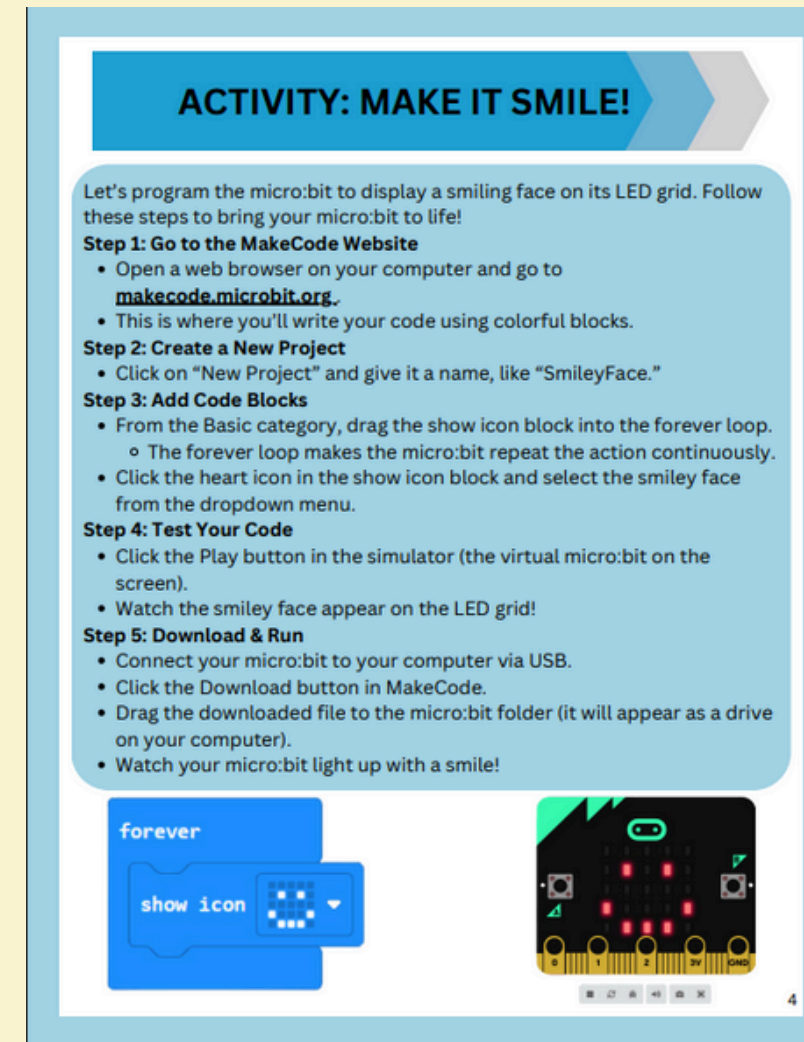


STEM WORKBOOK PROGRAM

Aimed at schools with fewer technological resources, our workbooks follow a standardize curriculum and allow students to learn essential STEM skills with hands on activities

Features:

- **Standardized STEM Curriculum**
- **Holistic Learning**
- **Offline Accessibility**
- **Add-ons:**
 - **Hardware Kits**
 - **Teacher's Training**



Future Expansions: Creating MR Apps for upcoming hardware!!



THE FUTURE OF LEARNING: STEMVERSE

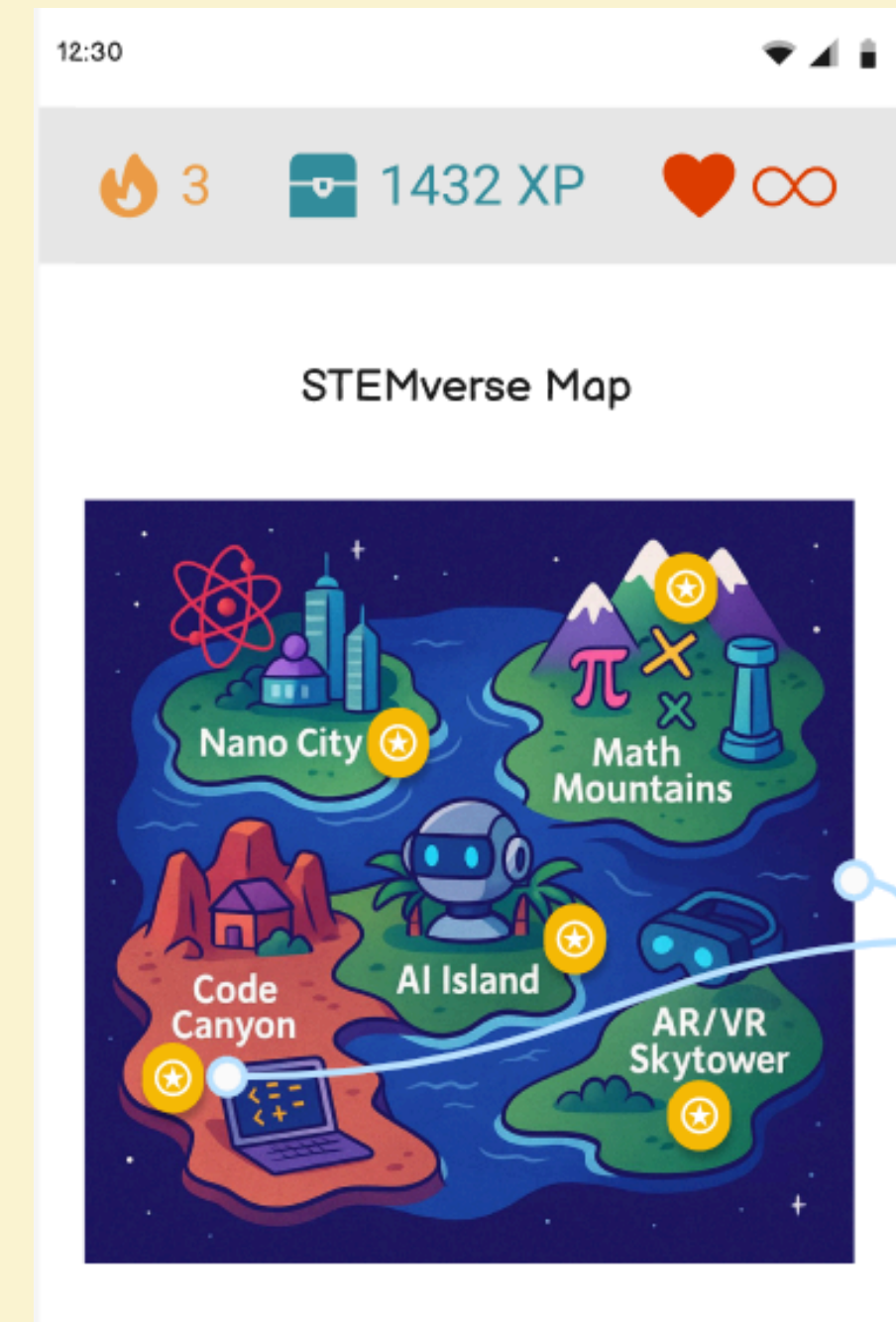
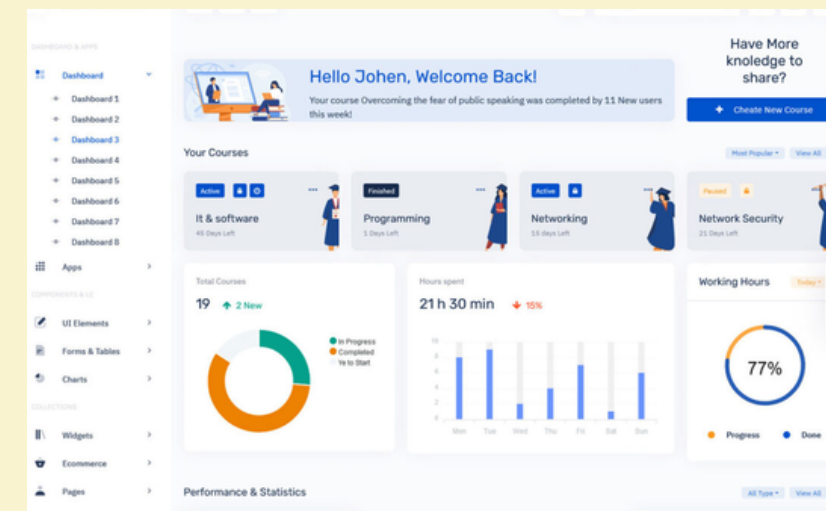
A web and mobile application to deliver STEM based skills in an interactive and gamified manner.

Features:

- Gamified Learning
- Analytics Dashboard to track progress
- Individual Student class accounts
- AI Based personalization

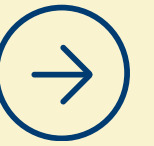
Milestones:

- Phase 1: Web app to schools on subscription
- Phase 2: Mobile app for consumers ages 5 -18
- Phase 3: Expand age group to include lifelong learners





TRACTION AND IMPACT



First 3 Months



2
Partnerships

50+
Students
Impacted

5+
Bootcamps
Conducted

Since 2025



15+
Partnerships

1500+
Students
Impacted

20+
Bootcamps
Conducted

Successful **90%** Customer Retention

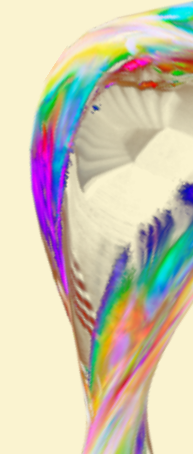




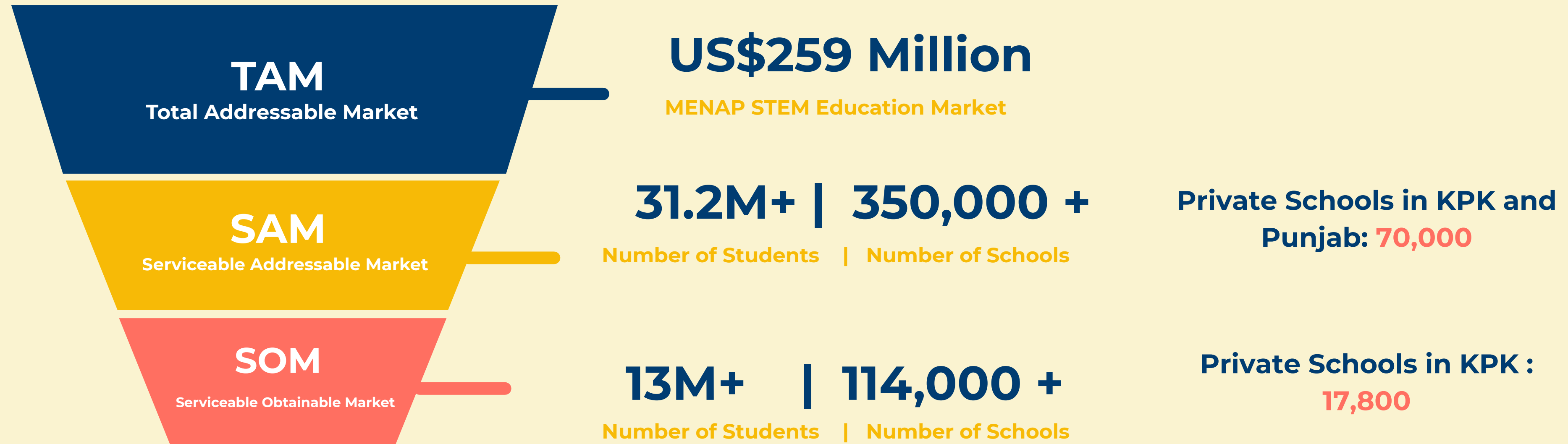
UNIT ECONOMICS



Customer Acquisition Cost (CAC)	Rs 450	Based on actual campaign spend
Lifetime Value (LTV)	Rs 9,600	Multi-product lifetime per learner
LTV:CAC Ratio	22:1	Strong early economics
Gross Margin (Schools)	45–55%	Based on materials cost and salaries
Gross Margin (Camps)	50 - 70%	After materials, and staff costs
Payback Period	<1 month	CAC recovered quickly via one transaction



MARKET SIZE



Targeting 10% of Private schools in KPK in first 18 Months: **1,780 Schools**

Targeting private schools as privately owned institutes are easy early adopters

COMPETITORS

Feature	STEMverse	LearnOBots (Pakistan)	Lumosity/Elevate (USA)	Quiver (New Zealand)	Science Bee (Bangladesh)
Hands-On STEM Learning	✓	✓	✗	✓	✗
Emerging Technologies (AI, AR/VR)	✓	✗	✓	✓	✓
Digital Literacy for Adults	✓	✗	✓	✗	✗
Full-Service for Schools	✓	✓	✗	✗	✗
Teacher Training & Curriculum	✓	✓	✗	✗	✓
Custom Hardware Kits	✓	✓	✗	✗	✗

SWOT ANALYSIS

Strenghts

- Strong Founders Background
- Valid Market Gap
- Dual delivery Model: Physical Sessions + SaaS
- Low CAC and High Retention
- Engaging delivery methods

Weaknesses

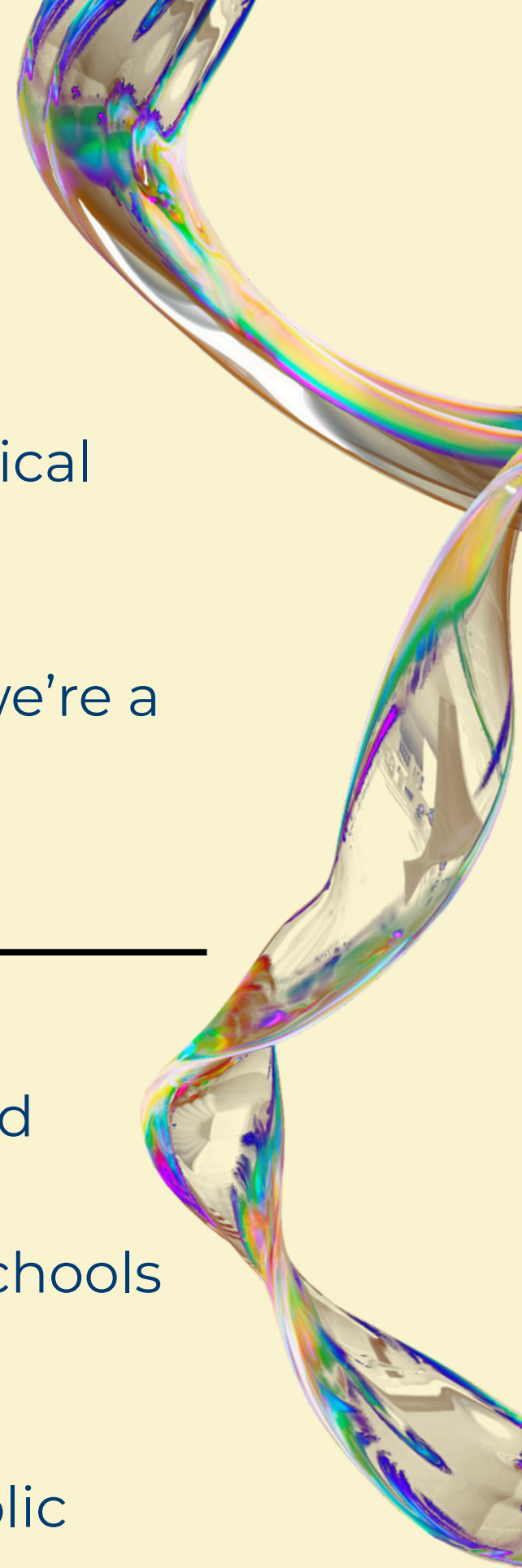
- MVP in development phase
- Small Team currently of technical background. Need to increase diversity.
- Limited Brand awareness as we're a year old in the market

Opportunities

- First Mover advantage
- Expanding demain for STEM in Private schools
- NGO partnerships due to increasing demand of capacity building programs
- Scalable SaaS to expand to global markets including South Asia and Africa

Threats

- Edtech fatigue or app-overload among schools/parents
- Slow procurement cycles in schools may delay adoption
- Hesitation to adoption of new technology particularly in public school sector



CAPITAL INJECTION MILESTONES

Short Term (0-4 Months)

- Launch **workbooks**
- Pilot long term camps
- Develop and **Pilot MVP**

Mid Term (5-12 Months)

- Expand **to Mobile application**
- Scale in-person programs
- Establish makerspaces.

Long Term

- Fully Develop and launch the **app with AR/VR**
- Expand nationwide/internationally.



FOUNDERS



MASHAAL JAWAD

Founder & CEO
BS Mechatronics Engineering
Ontario Tech University, Canada
5+ years in Ed Tech

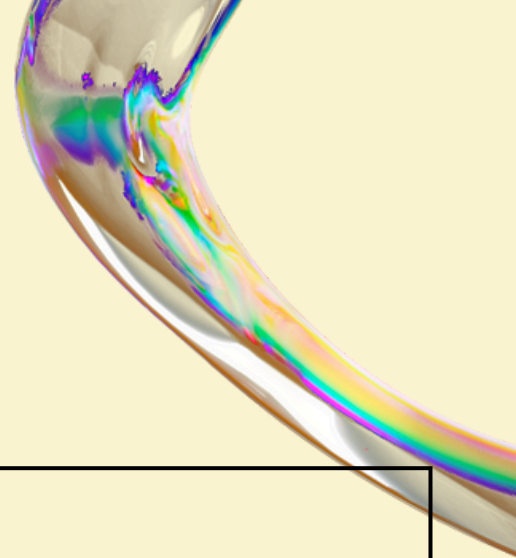


QURAT UL AIN

Co-Founder & CAO (Academics)
MS Biomedical Engineering
NUST Islamabad
3+ Years in Ed Tech



CAPITAL BREAKDOWN



Category	Details
Product Development	<ul style="list-style-type: none">• Building Web App Dashboard• Building Mobile App Dashboard• Building STEM based games
Operations and Logistics	<ul style="list-style-type: none">• Venue Rental for Camps• Laptops/Tablets Purchasing• Salaries of Instructors
Marketing and Sales	<ul style="list-style-type: none">• Marketing of Application• Outreach to schools• Salaries• Ads and Influencer marketing
Research and Development	<ul style="list-style-type: none">• Developing content for additional age groups• Marketing to a different segment



STEMverse

THANK YOU

Lets Continue the conversation



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