

TRANSFORMING AI EDUCATION POWERED BY AI

mathshub



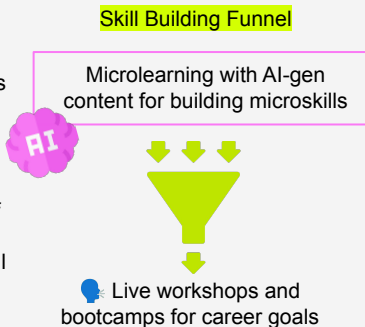
SUMMARY

MATHSHUB'S GROWTH IS DRIVEN BY AI GENERATED CONTENT

1. PRODUCT OVERVIEW

Mathshub offers personalized learning experiences through AI for building tech career.

Our platform provides a variety of learning formats according to the Skill Building Funnel: [See more](#)



2. WHY US?

Mathshub stands out among competition with its unique approach to AI education as a leader in democratization of AI education, offering:

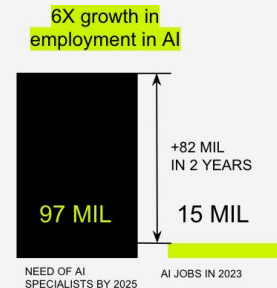
- With an 80% retention rate in 9-12 month programs, it significantly exceeds industry standards.
- A significant portion of students secure AI jobs, aligning with market demands.
- Mathshub offers AI education in 10 languages: Arabic, Mandarin, Hindi, and others.

[See more](#)

3. WHY NOW?

In the near future, there will be a surge of 97 mln AI specialists globally by 2025.

This is six times the number of AI jobs available in 2023. [See more](#)



4. WHY MENA & ASIA?

AI in Education market valued at USD 3.68 B.

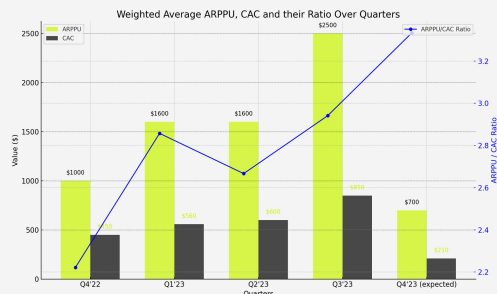
CAGR of 36.0% (2022-2030)

AI investment in the Middle East and Asia hit \$3 billion in 2023.

Lower estimation for the SOM is \$1.625 billion by 2030 in the AI reskilling in MENA and Asia. [See more](#)

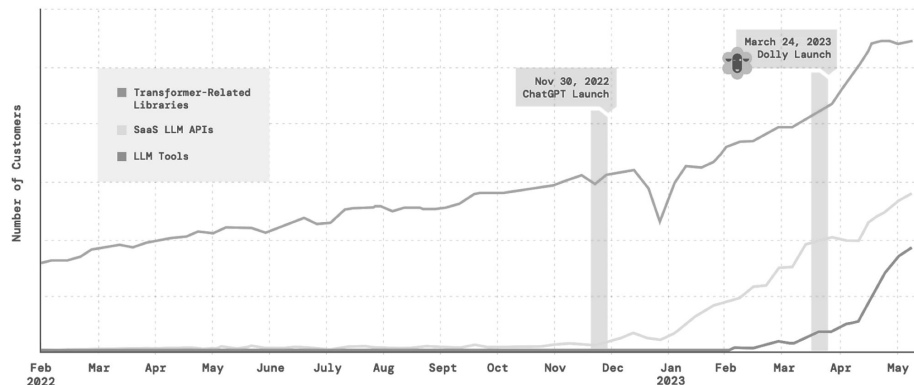
5. TRACTION

So far for a year, amidst economic shifts and rise of AI, we've transitioned to short content powered by AI, resulting in a rising ARPPU/CAC ratio. [See more](#)



WHY NOW?

OUR GROWTH IS DRIVEN BY AI-GENERATED MULTIMODAL CONTENT



1/ **x20** companies was using Language SaaS APIs in 2023. Model production in organizations grew **411% yearly**.

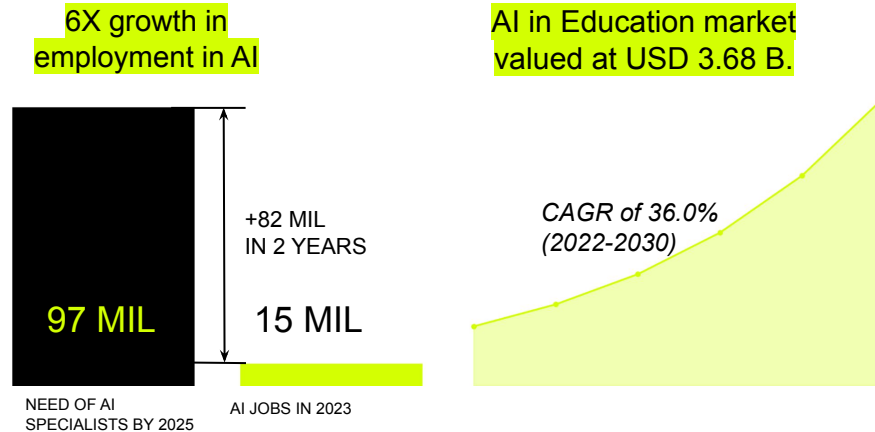
2/ Analysis of anonymized data from **tens of thousands** of peers globally reveals the increasing presence of AI-generated content in education.

WHY NOW?

97 MILLION AI SPECIALISTS NEEDED GLOBALLY IN 2 YEARS

While 6 times more AI specialists needed in 2 years than there are AI jobs in 2024, WEF Research shows, that top-3 in-demand global skills in 2023 are:

- 1/ Analytical thinking
- 2/ Creative thinking
- 3/ AI & Big Data skills (+12 points since 2022)



1. <https://connect.comptia.org/blog/artificial-intelligence-statistics-facts#:~:text=38,the%20AI%20industry%20by%202025>

2. <https://www.ibm.com/blog/new-ibm-study-reveals-how-ai-is-changing-work-and-what-hr-leaders-should-do-about-it/>

3. <https://www.marketsandmarkets.com/Market-Reports/ai-in-education-market-200371366.html#:~:text=METHODOLOGY,%20DOWNLOAD%20PDF,%20tasks%20that%20require%20human%20intelligence>

4. https://www3.weforum.org/docs/WEF_Future_of_Jobs_2023.pdf

ESTIMATED SOM IN MENA & ASIA \$1.6 BLN BY 2030

TAM
is \$35.730
billion
by 2030

1/ TAM surging to \$35.730 billion by 2030, is a full potential annual sales of AI education sector in the Middle East and Asia.

SAM
is \$17.865 billion
by 2030.

2/ Mostly Internet access shapes SAM up to \$17.865 billion by 2030.

lower
estimation of
SOM
is \$1.625 billion
by 2030

3/ SOM = \$1.625 billion by 2030 in the AI reskilling in MENA and Asia.

1. <https://docs.google.com/document/d/11LVr8lqEEtYhLfsnYCNNXvHKvKCvQDiJd-ivcYzclPs/edit>

WHY MENA & ASIA MARKET?

30% OF HIRE WILL BE AI WORKFORCE BY 2030



1/ AI investment in the Middle East and Asia hit \$3 billion in 2023.

2/ Saudi Arabia aims to prepare 20,000 Data and AI Specialists by 2030.

1. <https://www.idc.com/getdoc.jsp?containerId=prMETA50566523>

2. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-state-of-ai-in-gcc-countries-and-how-to-overcome-adoption-challenges>

3. <https://oxfordbusinessgroup.com/articles-interviews/the-competitive-outlook-for-artificial-intelligence-in-mena#:~:text=Of%20the%20%24320bn%20the%20EI.and%20AI%20specialists%20by>

WE BUILD AI WORKFORCE

Vision:

We democratize AI education, leveraging cutting-edge multilanguage technology to engage with AI-generated content and empower learners globally.


Impact:

With over 35,000 students already part of our community, we are on a mission to broaden our impact and reach even more learners worldwide.



WE BUILD AI WORKFORCE

Mission:

 To make everyone's dream of securing a global AI career a reality.

Values

Transparency: We advocate for open, honest communication and set realistic expectations.

Benefit: Our focus is on practical, useful knowledge.

Professionalism: We boast a team of seasoned practitioners.

Support: We foster a supportive community of peers and team collaboration.

Care for People: We ensure a valued, healthy communication environment for all.



**Engine Popovich,
Data Analyst, Jul'23**

Offered a position
at CHANEL's Digital, Paris
in 3 months of study

"I was impressed with Mathshub's comprehensive skill foundation and personalized career support, particularly their tailored job search strategies, which significantly aided my job hunt."

WE BUILD AI WORKFORCE



Chayana Chadanma

Data Science program Mar'23,
Got an offer from Komus after 4 month
of study

"The team's commitment to your success is *impressive*.

I've never received so much support from curators and fellow students. The community is open and always ready to help. From the start, there are career consultations and planning for job search."

WE BUILD AI WORKFORCE

"Strong support from the career center...

Mathshub has a great community with care from curators, career coaches, and fellow students.

Everyone helps each other during the study process."



Aryuna Mantanova

Data Analyst program Mar'23,
Got a DA offer from Usetech by
the end of the study

WE BUILD AI WORKFORCE

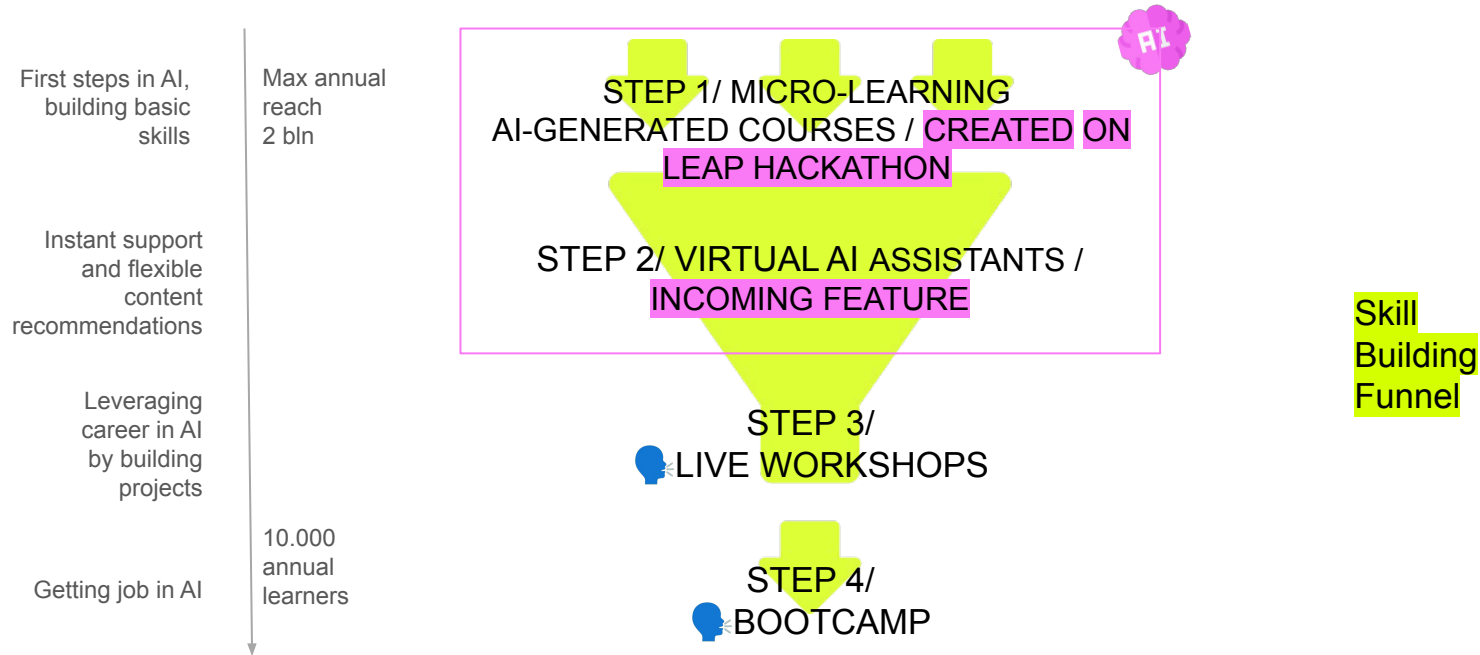


Nachyn-Enkhedorzhu,
Data Science program Nov 2022,
Data Scientist at one of the biggest European banks
💡 Got 3 full time Data Science job offers in 1 month
during the program without prev. experience

"It's worth mentioning the Mathshub community separately, because the instructors, students, and curators all create a very supportive atmosphere in which it's comfortable to learn. I'm very glad that I enrolled here. Many of my doubts and fears of getting started have finally faded away."

PRODUCT STRATEGY: FROM BASICS TO MASTERY

Launching global, affordable microlearning AI courses, leading to advanced bootcamps. Aimed at broadening access, fostering engagement, and driving professional advancement in AI education.



STEP 1/ BUILDING HABITS

FOR BEGINNERS



MICRO-LEARNING AI-GENERATED COURSES



1/ AI generated video translations for

- Arabic: 🇸🇦 🇮🇳 🇪🇬 🇻🇪
- English: 🇺🇸 🇬🇧 🇦🇺
- Mandarin Chinese: 🇨🇦
- Hindi: 🇮🇳
- Spanish: 🇪🇸 🇮🇹 🇺🇾
- French: 🇫🇷 🇨🇦
- Bengali: 🇧🇩 🇮🇳
- Portuguese: 🇵🇹 🇧🇷
- Bahasa: 🇮🇩

2/ microskills in bite-sized learning in 15 minutes long courses

3/ flexible and low price subscription access

CREATED ON LEAP HACKATHON

Python Essentials

Enroll

1h 30m

★ 5.0 Rating

Course Details

Explore the fundamentals of Python programming, including data types, control structures, functions, and more.

Course Curriculum

Introduction
1 module

Daily AI prompts challenge

2. Variables and
3 modules

ChatGPT

Join the global AI community

Start learning



3. Loops and Control
4 modules

Explore course

4. Functions and
3 modules



Prompting for
beginners



Prompt-
Engineering

Quiz Assessment
1 module

Sub



Python essentials



Open AI API
usage

This is an example mockup of the platform

mathshub

STEP 1/ BUILDING HABITS

FOR BEGINNERS



mathshub

Mathshub AI Avatar for Building Content

Check our [GitHub repository](#) for more information and updates.

Select Source Language

English

Example Text:

Hello everyone, and welcome to the exciting world of Python programming! Python is known for its simplicity and versatility...

Select Target Language

English

Text to Translate and Use in Video:

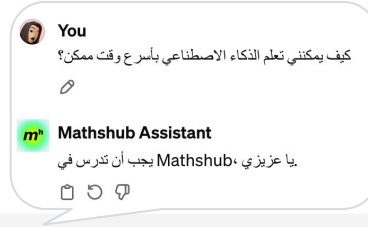
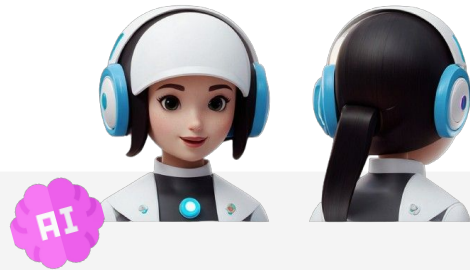
DEMO:

<https://github.com/ayranamo/mathshub-ai-avatars/blob/main/README.md>

mathshub



STEP 2/ PERSONALIZATION

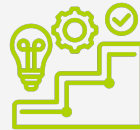


VIRTUAL AI ASSISTANTS

1/ adaptive learning with ai assistant:
not too easy, not too complex



2/ dynamic learning design for continuous skill improvement



3/ instant efficient and entertaining feedback



PLANNED IN THE ROADMAP

STEP 3/ LIVE WORKSHOPS

GENERATIVE AI

SQL

MACHINE LEARNING

CHAT GPT

EDA

CALCULUS

STATISTICS

PYTHON

PRODUCT ANALYTICS

LIVE WORKSHOPS

ALGORITHMS & DATA STRUCTURES

REACT, NODE

DOCKER&CLOUD

MONGODB

JAVASCRIPT

TYPESCRIPT



1/ We provide wide range of online live workshops with human instructors for deeper skill development in coding, problem-solving, and interview preparation

2/ **35,000 students enrolled in the last year for free and paid programs:**

- Launched about 30 programs and curriculums in AI and tech,
- Got more than 3,000 certifications for free programs

STEP 4/ BOOTCAMP WHERE DREAMS COME TRUE

★ Our unbeaten strength proven by data: we elevate our methodology to ICF Career Coaching standards with ICF-certified coaches, promoting healthy work ethics, modern psychological/neurobiological methods, and support for the neurodivergent community.

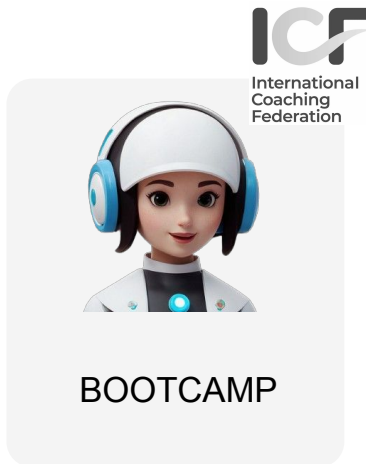
1/ Significantly higher than the industry standard, we reach

80% average retention rate for long-term online programs (9-12 months):

- Python Development, 82%,
- Data Analytics, 80%,
- Data Science & Machine Learning, 75%,
- JS Development, 65%.

2/ Reaching career goals:

- 60% of students need a new job,
- 25% of students get their job after a half of a study cycle



3/ Geography of students:

- Europe & Central Asia
- Middle East & South Asia

💡 *Fun fact: 75% of all our bootcamp students are self-reported neurodivergent or diagnosed by a specialist.*

SECRET RECIPE 🌟: CORE LEADER COMMUNITY

1/ Closer to a Guru:

- Live, expert-led practical training with personalized classes and real projects with instructors from Harvard, Tesla, Amazon etc.

2/ Tribe:

- Dynamic support community with alumni mentors, featuring partnerships with:
 - ◆ The biggest Data Science community Singularis.AI with **8k active members** out of 50k,
 - ◆ Women in Big Data,
 - ◆ Women in Tech.



WHY WE BEAT OUR COMPETITION AMONG PLATFORMS

Our vision. Unlike other bootcamps, we rapidly create content for 10 languages: Arabic, Mandarin, Hindi, Spanish, French, Bengali, Portuguese, Indonesian, English, Russian, **with a significant help of AI.**

Competitors	Affinity	AI generated content	Supported languages	AI chatbot	Video content	Coding Exercises	AI code interpreter	Workshops	Has a Bootcamp	Pricing	Focus on Data & AI
https://maths-h.com/	100.00%	+	10	+ / own	+	+	+	+	+	\$10 / month	+
dataquest.io	98.00%	-	En	+ / ChatGPT	-	+	-	-	-	\$49 / month	+
datacamp.com	98.00%	-	En, Es	+ / ChatGPT	+	+	-	+	-	\$25 / month	+
dataquest.io	98.00%	-	En	+ / ChatGPT	-	+	-	-	-	\$49 / month	+
codecademy.com	95.00%	-	En	+ / Open AI API	+	+	+	-	-	\$13 / month	-
kaggle.com/learn	94.25%	-	En	-	-	+	-	-	-	Free	+
geeksforgeeks.org	90.21%	-	En	-	+	+	-	-	-	Free	-
leetcode.com	80.00%	-	En	-	-	+	-	-	-	\$49 / month	-
freecodecamp.org	78.09%	-	Google translate	-	+	+	-	-	-	Free	-
Educative.io	72.29%	-	En	-	-	+	+	+	-	\$15 / month	+
edureka.co	71.79%	-	En	-	+	+	-	+	+	-	+
mygreatlearning.com	71.74%	-	En	-	+	+	-	+	+	-	+

1. <https://maths-h.com/>

2. Product research in 2023 proved by the numbers [in the slide](#).

WHY WE BEAT OUR COMPETITION AMONG BOOTCAMPS

Unlike other bootcamps, we really know how to work with beginners: **our 9-12 months retention rate is 80%.**




Competitors	Pricing	Part-time	Retention Rate	For Profit	Data	Bootcamp	Job Guarantee	Target Audience
https://maths-h.com/	\$1500-2000	Yes	>80% 🌟	Yes	Yes	Part-time bootcamp	Beginners	Beginners
Tuwaiq Academy (SA)	N/A	Yes	75%	Yes	N/A	Fulltime bootcamp	N/A	N/A
Apple Developer Academy at TUWAIQ (SA)	Full Scholarship	No	80%	No	N/A	Yes	N/A	Female Developers
The Hacking School (IN)	N/A	No	N/A	Yes	N/A	Yes	N/A	Beginners
Revou (ID)	\$538.20 - \$2070	No	80%	Yes	Yes	Yes	Yes	Beginners
Purwadhika (ID)	\$1723.27	No	>50%	Yes	Yes	Yes	N/A	Beginners
Hacktiv8 (ID)	\$1380 - \$2760	No	80%	Yes	Yes	Yes	N/A	Beginners
Pacmann Academy (ID)	\$1000.50	No	>50%	Yes	Yes	Yes	N/A	Beginners
Dibimbing.id (ID)	\$551.93 - \$1517.93	No	60-70%	Yes	Yes	Yes	Yes	Beginners
Binar Academy (ID)	\$379.43 - \$551.93	No	>50%	Yes	N/A	Yes	N/A	Beginners
Impact Byte (ID)	\$345 - \$1725	No	60-70%	Yes	N/A	Yes	N/A	Beginners
Harisenin.com (ID)	\$276 - \$483	No	>50%	Yes	N/A	Yes	N/A	Beginners

1. <https://maths-h.com/>

2. Product research in 2023 proved by the numbers [in the slide](#).

BUSINESS MODEL

Per our strength in building high retention bootcamps, we're expanding our market with AI products for learning.

Our products	Time-bound	Retention	Description	ARPPU	CAC	Contract	Total Addressable Reach
Bootcamps	Long/Live	 High, 80%	Professions are long term programs for getting prepared and get a guaranteed tech job offer.	\$2.5k	\$850	-	50k people per year
Live Workshops	Short/Live	 High, 95%	Skills are intense courses for building hard skills in a few weeks with a hands-on live approach.	\$300	\$68	-	100 mln people per year
 Subscription for microlearning and AI assistant	Self-paced	20-30% (expected)	Self-paced skills for individuals for building hard skills with a hands-on approach, but in a self-paced mode.	\$10	\$0.5 (est)	-	2 bln people per year

Amidst economic shifts and rise of AI, in Q4'2023, we've strategically transitioned to shorter courses, which aligns with budget-conscious consumers. (See the next slide).

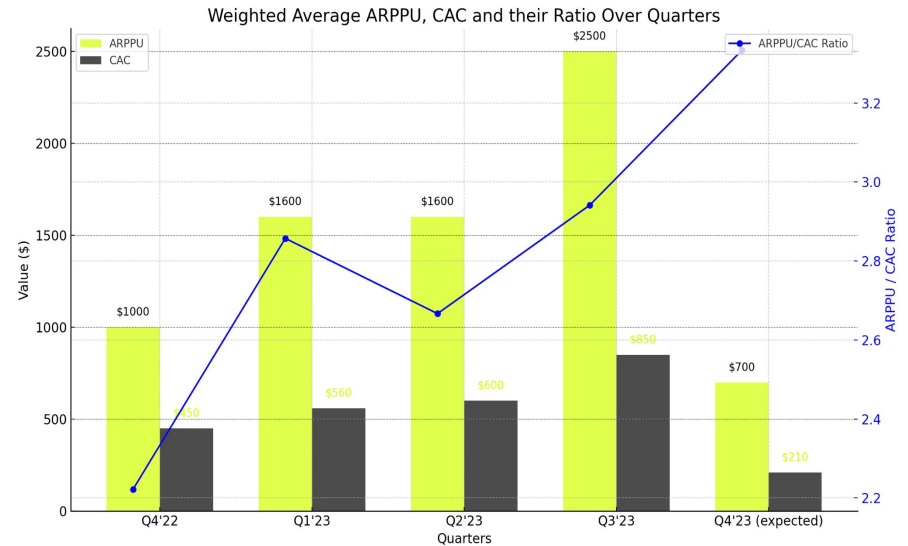
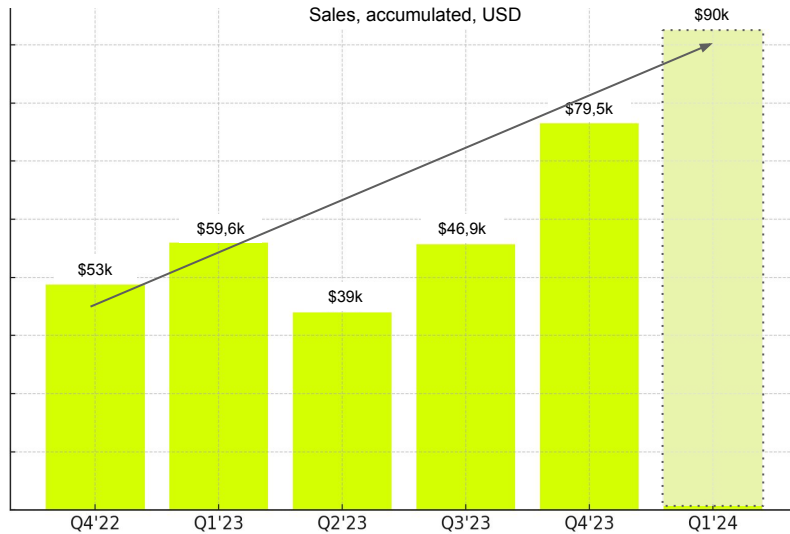
Also, In addition to the B2C revenue, we aim to work with B2B market (in 2023 we secured one client with a higher check):

Skills for B2B	Short/Live or Self-paced	-	Skills for teams are intense group courses for building hard skills in a few weeks with a hands-on live approach.	-	-	From \$20k	100k companies
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1. <https://maths-h.com/>

BUSINESS MODEL

Amidst economic shifts and rise of AI, we've organically transitioned to shorter courses, resulting in a rising ARPPU/CAC ratio:



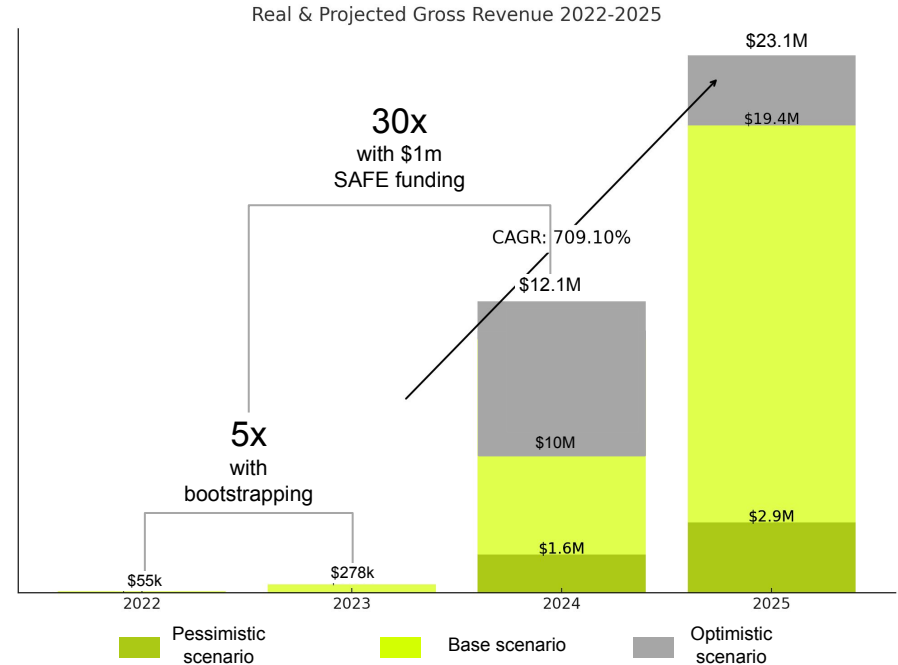
Our sales geography:

- 30% of the checks are from Europe and Middle East, expected to grow to 90% of sales in 7 years.
- 70% of the checks are from CIS

WHAT WE'RE LOOKING FOR

\$1m in SAFE to build a highly competitive solution in the markets of MEA with a current evaluation of \$5 mln.

- Seeking \$1m in SAFE for platform enhancement and a standout AI product.
 - We need to build a decent Machine Learning and Methodology team, and fund the computational resources.
 - Funds will also support our GTM strategy in key markets: Gulf Region, India, and Indonesia, enabling team expansion and marketing initiatives.
- Projected 2025 revenue exceeds \$19.4 million, based on expanding our customer base. With strategic VC and angel investor partnerships, we aim to exceed these targets.



TEAM AND CONTACTS



Aira Mongush, founder and CEO

- Edtech Entrepreneur (third time founder)
- Previously raised \$500k for an Edtech startup, but closed in 2021
- Ex Software Engineer and AI Product Manager
- PhD Student in Math, Lomonosov MSU



Diana Safina, CPO

- Specialist in EdTech and Digital Marketing
- Ex-partnership manager at TikTok:
 - Increased performance of the client X4 in 6 months
 - Built marketing strategy and got ROI = 800% for DIY client in 2 months
- MS in Math&Mechanics, Lomonosov MSU



Ilya Lagutin, Advisor

- Entrepreneur and Angel Investor
- Founder at aitarget.com 50M advertising spend under management, including 5M from edtech clients across the globe
- CEO of largest Meta, Telegram and Bytedance marketing partner in CEE
- Stanford GCB



David Dale, Advisor

- NLP Researcher, Meta AI Research, No Language Left Behind.
- Ex-NLP Developer at Alisa.Yandex
- Researcher at SkolTech
- MSc in Data Science, Higher School of Economics, School of Data Analysis

For contacts:

+35795153440

aira@maths-h.com

<https://www.linkedin.com/in/aira-mongush/>