

Introduction

Imagine a world where every decision feels clear and purposeful. No more sleepless nights agonizing over "what ifs". But in reality, most of us face choice overload. We're bombarded with options, leaving us feeling lost, overwhelmed, and paralyzed.

This is where Masaar comes in.



Problem

Millions of people feel lost and overwhelmed when making major decisions.
A complex market and/or conflicting data is overwhelming and hard to navigate.
Decision-making is often a painful and stressful experience.



Solution

Masaar: The personal AI assistant, powered by GPT-4o, that helps you make better decisions, faster and with more confidence.
Personalized AI guidance for academic and career decisions.
Personalized AI guidance for academic and career decisions.

How Masaar Works

1. User inputs their question or goal.
2. Masaar uses AI to analyze the question and provide personalized guidance.
3. User receives a clear, actionable answer.



Business Model

- Value Proposition:** Empowering students and professionals with personalized AI guidance for academic and career decisions.
- Target Customers:** High school students, college students, and working professionals.
- Revenue Generation:** Offering a freemium model with basic features, a for-fee premium subscription for personalized academic and career planning, AI with tiered pricing to suit diverse budgets.

Small Budget: Offers the user a limited number of questions and personalized guidance.
Users can upgrade to a premium subscription to unlock personalized features, including writing and other advanced capabilities.

No Revenue: Advanced AI technology, personalized AI, and other features are available for free to users who are not subscribed to a premium subscription.



Future Vision

- Masaar aims to revolutionize personal education by providing tailored courses based on individual needs. Through advanced AI assessment and personalized conversations, Masaar will identify your strengths, preferences, and goals to curate a learning experience that maximizes growth and full bloom.
- By empowering users with personalized education pathways, Masaar aims to unlock their full potential and facilitate lifelong learning journeys that lead to personal and professional success.

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Market Opportunity

The market for AI-powered personal education is projected to reach \$1.2 billion by 2025, driven by the growing demand for personalized learning experiences. The market is currently fragmented, with several players offering AI-powered educational tools. Masaar's unique value proposition, combining advanced AI with personalized guidance, positions it as a strong competitor in this market.

Team



Sina Alsharhan
CEO & Co-Founder



Mervan Alsharhan
Co-Founder



Ahmad Alsharhan
Co-Founder

Masaar: Find Your Path

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● Problem

- 80% of people feel lost and paralyzed when making major life choices.
- Information overload: endless options leave us overwhelmed and unable to decide.
- Analysis paralysis: overthinking wastes time and opportunities.
- The pressure to choose "right" leaves us lost, confused, and unsure.





Solution

- **Masaar:** Your personalized AI companion, powered by Claude 3 Opus.
- **Beyond Data:** Deeper than just data, Masaar asks insightful questions to understand your context, emotions, and goals.
- **Tailored Guidance:** Get personalized recommendations for confident decision-making.

How Masaar Works

[https://www.figma.com/proto/ZxIjVFuAYwDfC5ZH4RGkIF/Chatbot_AI-\(Community\)?type=design&node-id=102-661&t=XNTa8OSWvhfjNLN6-1&scaling=scale-down&page-id=0%3A1&mode=design](https://www.figma.com/proto/ZxIjVFuAYwDfC5ZH4RGkIF/Chatbot_AI-(Community)?type=design&node-id=102-661&t=XNTa8OSWvhfjNLN6-1&scaling=scale-down&page-id=0%3A1&mode=design)

Note: This is the intended look of our app and may differ from the current demo.



Business Model

- **Value Proposition:** Empowering students and professionals with personalized AI guidance for academic and career decisions.
- **Target Customers:** High school students, college students, and working professionals.
- **Revenue Generation:** Offering a freemium model with basic features, alongside premium subscriptions for personalized academic and career planning, all with tiered pricing to suit diverse budgets.

- **Growth Strategy:**

- Collaborating with educational institutions, private schools, and governmental agencies.
- Enhancing scalability by expanding features to include personalized tutoring, interactive learning, and skill development modules.

- **Key Resources:** Advanced AI technology, extensive educational resources database, partnerships with educational and career counseling services.



Market Opportunity

- **Total Addressable Market:** The personal development industry is projected to reach \$56 billion by 2027, encompassing individuals seeking guidance and improvement opportunities.
- **Serviceable Addressable Market:** Masaar targets a subset of the TAM, focusing on high school students, college students, and working professionals who can benefit from personalized AI guidance.
- **Serviceable Obtainable Market:** Masaar aims to capture a portion of the SAM by effectively leveraging its capabilities, resources, and strategic market penetration approaches.

Through its focus on specific market segments within the personal development industry, Masaar aims to establish itself as a valuable resource for individuals seeking guidance and improvement in their academic and professional pursuits.

Future Vision

- Masaar aims to revolutionize personalized education by providing tailored courses based on individual needs. Through advanced AI assessment and personalized conversations, Masaar will identify user strengths, preferences, and goals to curate a learning experience that maximizes growth and fulfillment.
- By empowering users with personalized education pathways, Masaar aims to unlock their full potential and facilitate lifelong learning journeys that lead to personal and professional success.



Team



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Problem

Millions of people feel lost and overwhelmed when making major decisions.
A complex market of options makes it difficult to choose the right path.
Decision paralysis is a common experience for many.
The pressure to choose "right" feels overwhelming and stressful.



Solution

Masaar provides a clear, personalized path to success.
Smart Recommendations help users navigate complex options and goals.
Personalized Guidance for professionals and students in their career-making.

How Masaar Works

1. User Profile Creation
2. AI-Powered Recommendations
3. Personalized Guidance



Small Budget: Unlike other educational methods, Masaar is a low-cost solution. It's designed to be accessible to students with limited financial resources, ensuring that financial constraints do not hinder their educational journey.



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Market Opportunity

The global market for career and education services is projected to reach \$1.2 trillion by 2025, driven by the increasing demand for personalized learning and career guidance. The market is highly competitive, with established players like Coursera and edX, but there is a significant gap in providing personalized, AI-driven guidance for students and professionals. Masaar is positioned to capture this market by offering a unique, personalized experience.

Team



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VP of Product

Masaar: Find Your Path