Masaar: Find Your Path

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 fulfilment.

- 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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Team

Soraia Mohammed — Software Engineer

Maryam Lutfallah — Content Creator

Ahmad Al-Othman — Software Engineer

Growth Strategy

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

- Key Revenue: Advanced AI technology, extensive educational resources, solutions, partnerships with educational and career counseling services.

Market Opportunity

- Total Addressable Market: The overall development interest is projected to reach billion by 2030 as more people take part in education and career development opportunities.

- Serviceable Addressable Market: Masaar targets a current of the SAM focusing on high school students, college students and working professionals who are launching their professional and fluent lives.

- Serviceable Obtainable Market: Masaar aims to acquire a portion of the SAM by obtaining a personalized experience, resources, and development that enable the user.

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.

Problem

- 85% of people feel lost and confused when making major life choices.
- Information overload: endless options leave us overwhelmed and unsure of where to decide.
- Fear of missing out: overthinking wastes time and opportunities.
- Traditional solutions "right" fails at test, podcast, and unsure.

Solution

- Masaar: Your personal AI companion, powered by Claude 3 Opus.
- Beyond Data: Deeper than just data, Masaar connects with you on a personal level based on your context, emotions, and goals.
- Tailored Guidance: Get personalized recommendations for confident decision making.

How Masaar Works

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.

Introduction

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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

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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Team

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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 Revenue:** Advanced AI technology, extensive scalable resources solutions, partnerships with educational and career counseling services.

Market Opportunity

- **Total Addressable Market:** The overall education market is projected to reach USD ... billion by 2027, encompassing K-12 and post-secondary education and skill development segments.

- **Serviceable Addressable Market:** Masaar targets a subset of the TAM, focusing on high school students, college students, and working professionals who are underserved in personalized AI guidance.

- **Serviceable Obtainable Market:** Masaar aims to capture a portion of the SAM by initially focusing on a rapid hike, resources use strategies and then scale globally.

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.

Problem

- 85% of people feel lost and paralyzed when making major life choices.
- Information overload, endless options leave us overwhelmed and unsure of choices to decide.
- Our role purpose to overthinking wastes time and opportunities.
- Fear years to choose "right" fears of risk, job loss, and unseen.

Solution

- **Masaar:** Your personal and AI companion, powered by Claude 3 Opus.
- **Beyond Data:** Deeper than surf data, Masaar collects all 24 hours data to understand our context, emotions, and goals.
- **Tailored Guidance:** Get personalized recommendation for confident decision making.

How Masaar Works

Introduction

Imagine a world where every decision feels clear and purposeful. No more sleepless nights agonizing over "what ifs".

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