

PraxiLabs

Experience a Virtual World
of Science Education



Founder & CEO
Khadija ElBedweihy
PhD in Human-Computer interaction

The Global Challenge

Current Status

The world faces a shortage of STEM[^] graduates

Science education in Universities is struggling

Problems are related to costs, ethical challenges, hazards, etc...

2.4m

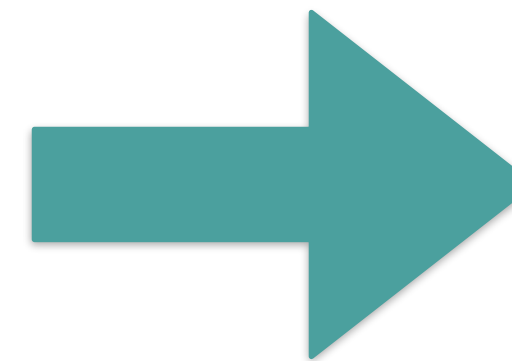
STEM related jobs went unfulfilled in the USA in 2018*

\$300k+

Average annual spend per lab

60%

Lab costs in consumables



Future with PraxiLabs

Enhance students' experience and quality of education

Increase engagement through gamification

Reduce costs, hazards, overcome challenges and decrease dropouts

80%

Increase in student retention

60%

Increase in student performance

100%

Lab accessibility with no increase in cost



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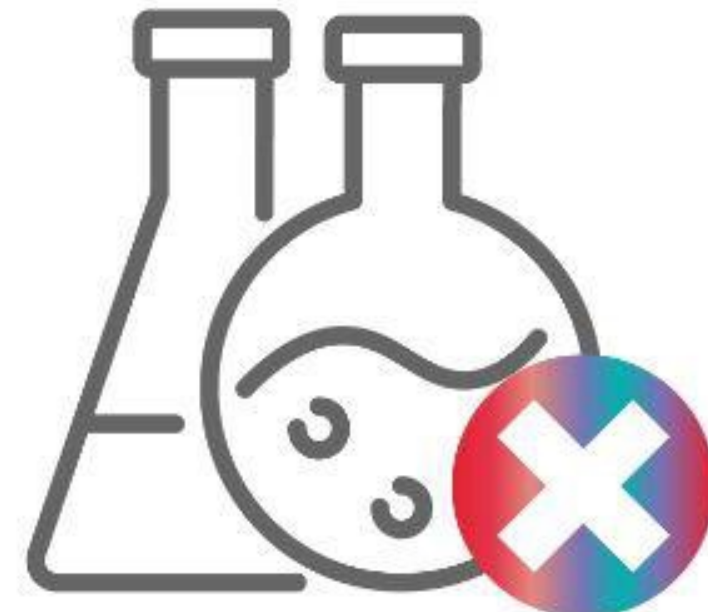
[^]Science, Technology, Engineering and Mathematics

*A study by the Smithsonian Science Education Center: <https://ssec.si.edu/stem-imperative>

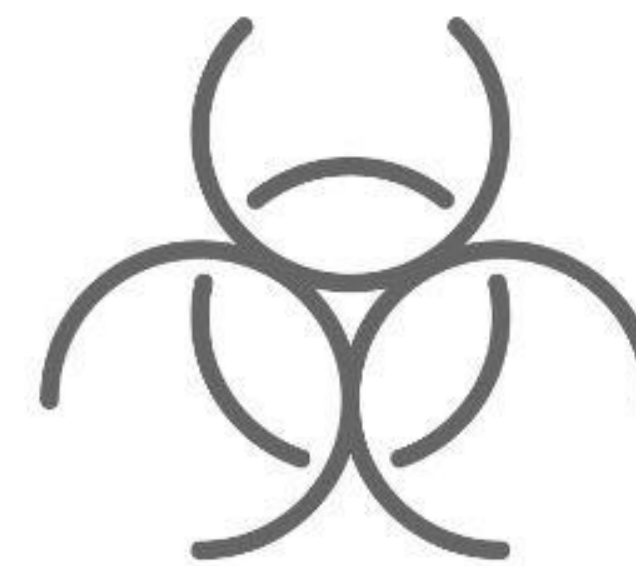
Limitations of Traditional Labs



Limited-access



No Multiple Trials



Safety Hazards



High Cost

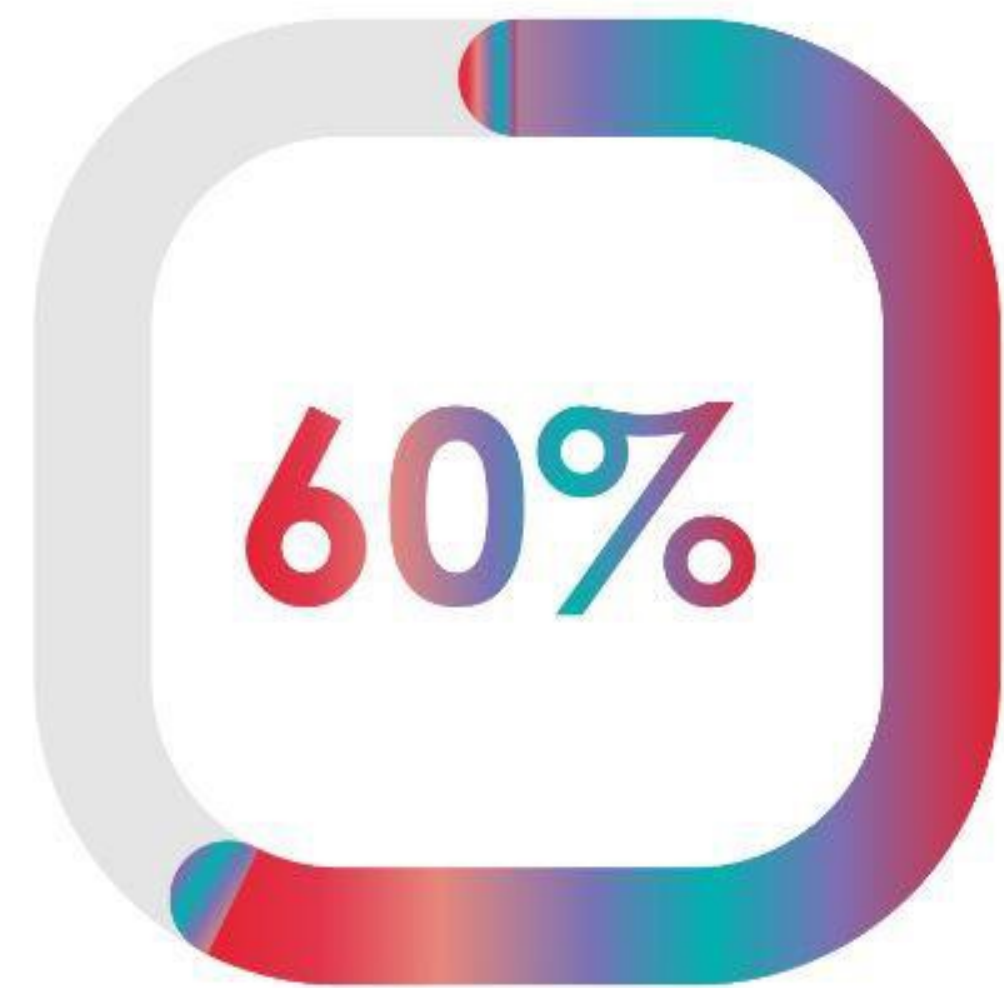
PraxiLabs

PraxiLabs is incorporated in the Netherlands and operates from its headquarters in Egypt. We create virtual solutions to help STEM students learn through 140+ simulations that are:

- Interactive
- Affordable
- 3D
- Gamified
- Accessible 24/7 from anywhere
- Adaptive to learning styles

“Our vision is to provide equal opportunity for science education around the world, in order to educate today’s students so they can solve tomorrow’s problems”

Virtual Labs Improve Student Outcomes



Increase in students' performance



Increase in students' retention



Try our lab: [Demo Accounts](#)
A quick product demo: [Demo Video](#)

Business Model (SaaS)



B2B

Universities & Schools



B2C

Students & Academics

Channels

- Inbound Requests
- Resellers
- Outbound Sales Team
- Website

Model

2 Plans*

- Semester: \$45
- Annual: \$75

* Per student - Volume discounts
for B2B

Gross Margin

90%



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Traction

	2019	2020	2021
Revenues	\$55,000	\$157,000	\$424,000
Experiments	60	90	130
B2B clients	1	16	25
B2G clients	0	0	UAE MoE
Countries	2	7	15 (Organic)
Continents	2	4	6
Business Model	License Based	SaaS	SaaS

Top Clients Partnerships



NCHE
LIBERIA

UNITED ARAB EMIRATES
MINISTRY OF EDUCATION



الإمارات العربية المتحدة
وزارة التربية والتعليم

KING'S
College
LONDON



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B2C



60,000+

B2C Users on Freemium



160+

Countries

“We are very thankful with PraxiLabs as your resources have allowed us to teach lab methods to our students even in these circumstances. PraxiLabs' experiments have had a positive impact on our students.”

~Alejandro Hernández Martínez



Recommended by



The University of Manchester



UNIVERSITY OF
SOUTH CAROLINA



uOttawa



ecampus
Ontario

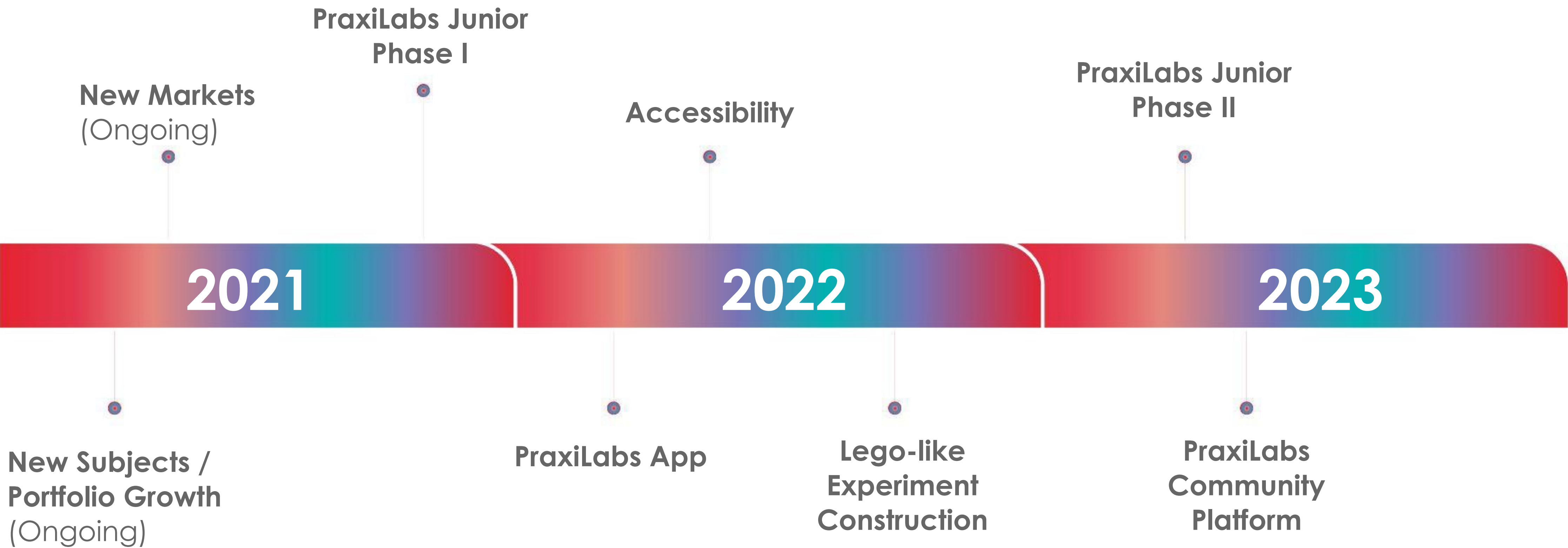
UNIVERSITY of
DAYTON



What Sets Us Apart

	PraxiLabs	BeyondLabs	LabInApp	Labster	LateNiteLabs
High Level of Interactivity	★ ★ ★	★ ★	★ ★	★ ★ ★	★ ★
Practice friendly	★ ★ ★ ★	★	★ ★	★ ★	★ ★ ★
Experiment guidance	★ ★ ★ ★	★ ★	★ ★	★ ★ ★	★ ★
Pricing	\$ \$	\$ \$ \$	N/A	\$ \$ \$	\$ \$ \$
Fast Loading Speed	★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★ ★
Language Support	English/Arabic	x	x	Multilingual	x

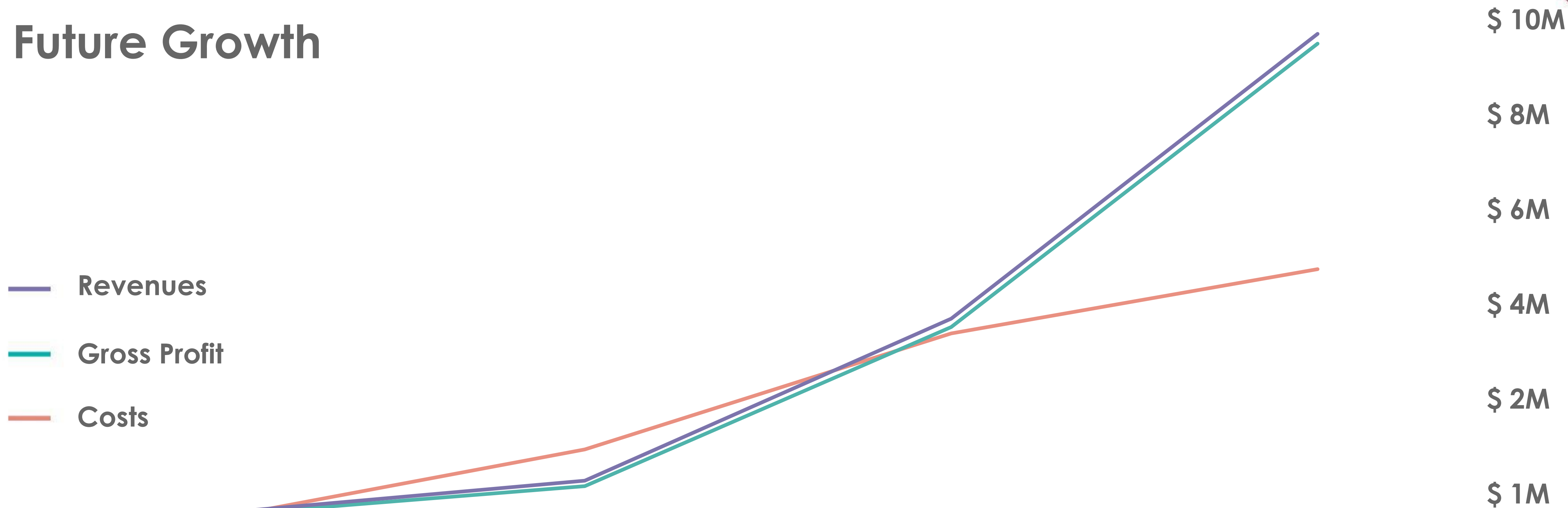
Extending our Advantages



Go To Market Strategy

	2022	2023	2024
Egypt	Direct Sales	Direct Sales	Direct Sales
Middle East (Partnerships)	KSA, UAE & Iraq	Qatar, Oman & Bahrain	Growing further
Africa (Partnerships)	Rwanda, Ghana & Djibouti	South Africa	Kenya & Nigeria
Asia (Partnerships)	Philippines & Malaysia	Singapore & Indonesia	Regional expansion
USA/Europe (Partnerships & Direct)	UK	USA	Growing further

Future Growth



Gross Margin

The Team



Founder & CEO

Khadija ElBedweihi

PhD in Human-Computer Interaction



CSO, Co-founder

Safiya ElBedweihi

Executive MBA, Ongoing



COO, Co-founder

Essam El-Saadi

B.S. in Information Systems



CMO

Alaa ElBedweihi

PhD in Branding and Customer Relationship



Board & Advisors



Board Member

Alden Zecha



Scientific Advisor

Prof. William Miner



Design & Development: **16**
Product Management: **6**
Sales & Marketing: **8** (+ 8 Part time)
Subject Matter Experts: **9** (Part time)



Thank You!

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Co-founder & COO
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Visit our website for a free trial account: www.praxilabs.com