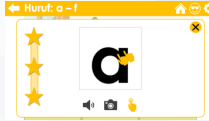
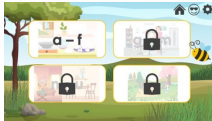




DidikBelajar: Fonik-Eja-Tulis

A mobile app to learn basic Malay phonics, spelling and writing through gamification using smart alphabet tangible cards and augmented reality technology.

Children are motivated with positive feedbacks, useful hints, and collecting rewards.



PITCH INFO

Hive Digital Education was founded by a group of researchers from a prestigious research university with a vision to provide sustainable digital education for an inclusive society. We recognize each child is unique especially children with special needs. Current computer-based interventions to learn the Malay Language is limited in usability, interactivity and non-inclusive.

Early intervention is vital to help children in all groups to overcome their learning challenges. Our product targets on young children and students between the ages of 3 and 12 years old. We introduced DidikBelajar for all groups of children including children with special needs by promoting fun, personalization, and multisensory game learning.



Fonik-Eja-Tulis



Students with Learning Difficulties
Primary School Students
Early Readers

3+ YEARS



7,521,000 children
<14 years old
Total Available Market



2,996,177 preschool and primary school students
Serviceable Market



10% paid user
Target Market

Product benefits are (1) blending learning through physicality (smart alphabet cards) and digitalization (mobile app), (2) enhancing engagement through various sensory and (3) gauging usability through dyslexia-friendly user interface.

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hive
Digital Education
fun • learning • society

MARKET VALIDATION/ACHIEVEMENT



PICTL
2020



PECIPT
A 2019



PICTL
2018



IIDEL
2018

International Competition Awards

Copyright (LY2018006891)

Trademark (TM2019032297) – Filed

62%

stated that
"study alone"
is a challenge

73%

of the students
use smartphone
for learning

Top 3 reasons

for choosing an app:

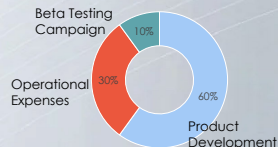
- Usability
- Price
- Special Feature

2064 surveys & 36 interview sessions with parents, teachers and experts

NEXT MILESTONE

1. Ask for fund

We are looking for **RM 150,000** pre-seed fund to finish product development, launch beta testing campaign, and hire key staff in 12 months.



2. Partnership

We are looking for co-development partnerships to develop and deliver the innovative research solution into commercial product.



Assoc. Prof. Ts. Dr. Novia
Director



Gan Sze Hoon
CEO