

Education

KRITEERA

Engineered.

Our Agenda

First coffee, then;

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Company Introduction

“Education Engineering”

Resource Management

Check out the engineering way to achieve a successful learning environment as well as a highly profitable business within your institution!

Kriteera provides schools and universities with expert advice on to build and strengthen the organizational structure.

This includes cost and performance optimizations to get the maximum of the available resources.

Kriteera offers schools and universities new sources of income, resulting a raise in market recognition and value.

Education Management

With our motto “education matters”, we take you to a journey to take a deep look at educational matters because we believe education does matter.

We are seeking to implement the engineering mindset and smart design methods in the field of education.

We offer A-Level Educational Advisory services with our professional consultants composed of highly skilled Academic personnel.

30+ Academics & Researchers have already joined Kriteera to make an impact in educational matters.

EdTech Services

Here, we offer design and development besides consulting. Edtech Department at Kriteera serves production of Educational Technology services such as mobile/web applications, learning management systems, virtual classrooms, gamification and material digitization.

We have certain products ready as in Social Learner’s Platform, a fully-featured and secure video conferencing platform, various modern-looking learning management systems, digital educational games. Except for all those, we have revolutionary product ideas and open to discuss any other product development requests. Besides that, we do offer consultancy on your digital transformation process.

Company Timeline

The beginning of a long story in a short time

Non-offical Launch

Introduced the first e-microlearning platform in Turkey anindaogren.com

Offical Launch

Official Launch of the Company

Technology Department

Added Technology services with an e-meeting platform called Meet Kriteera

Oct 2019

Nov 2019

Jan 2020

Feb 2020

Mar 2020

Jun 2020

Custom Developments for Educational use

Introduced a social learning platform for universities and high schools' custom use.

Education Engineering Definiton

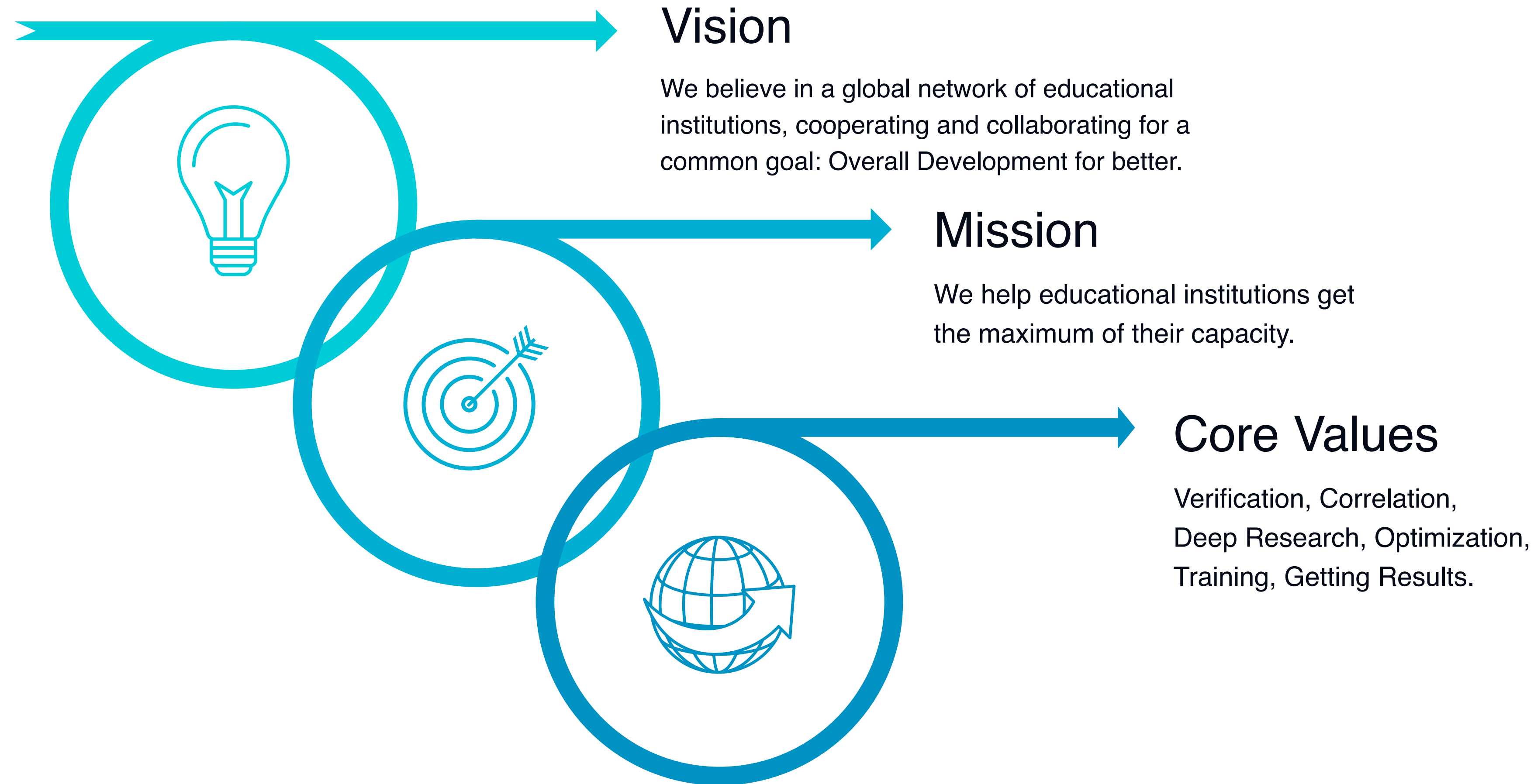
Opened up Education management consulting division Kriteera

Launched T-Rexolve

Partnered with Ahmet Ahıskalı. Found T-Rexolve to support technology and design related ends.

Our Vision & Mission

For the better.





Our 2020 strategy is built on alliance with educational institutions as well as strategic partnerships with companies that contribute to educational process.

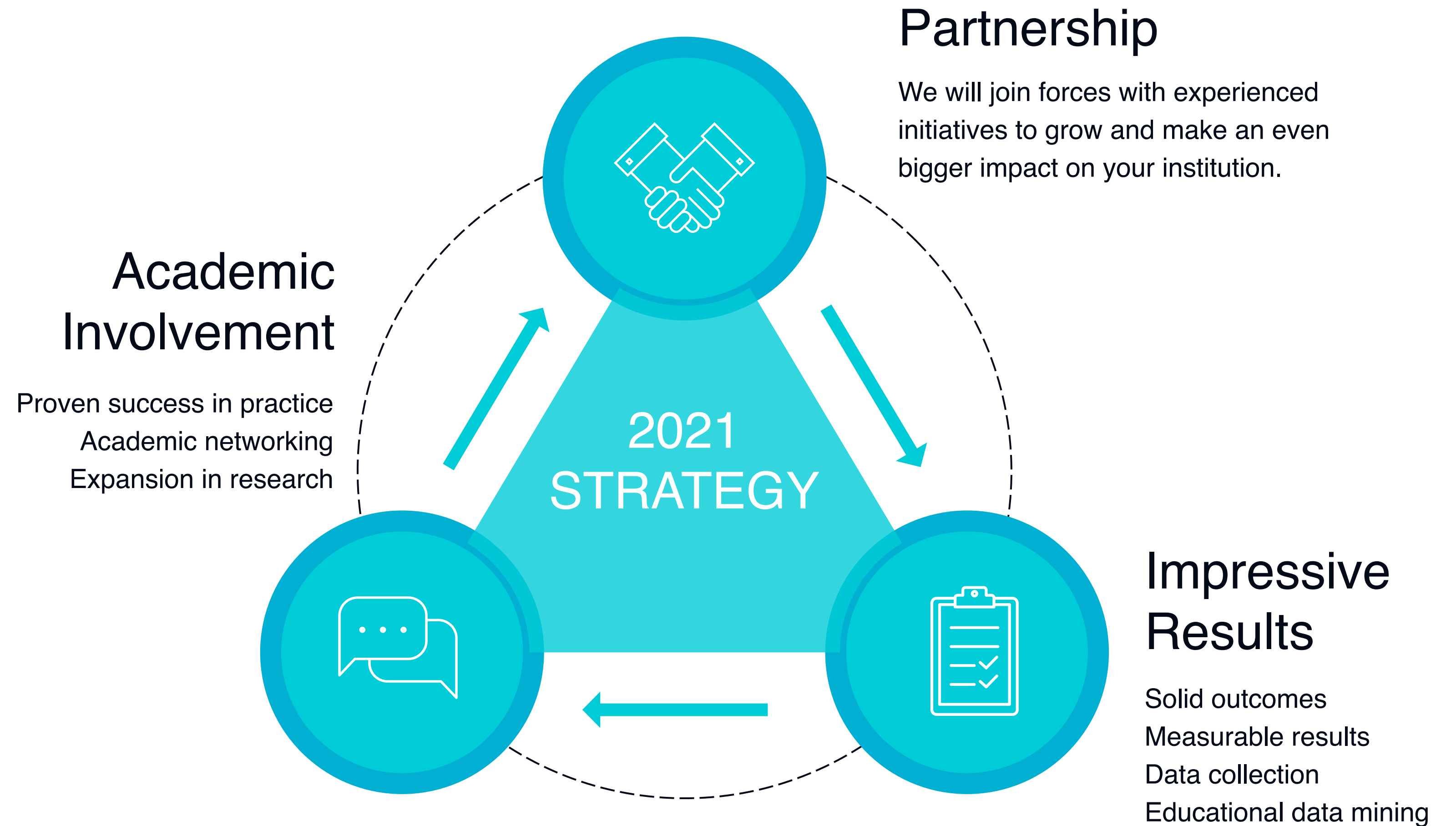
We plan to execute projects and consultancy services encouraging academic involvement and make use of authentic data.

We aim to get the Kriteera effect give our partners impressive results and make a ground for a database that will reveal more opportunities in education.



Our Strategy

“Even if you are on the right track, you’ll get run over if you just sit there.” Will Rogers



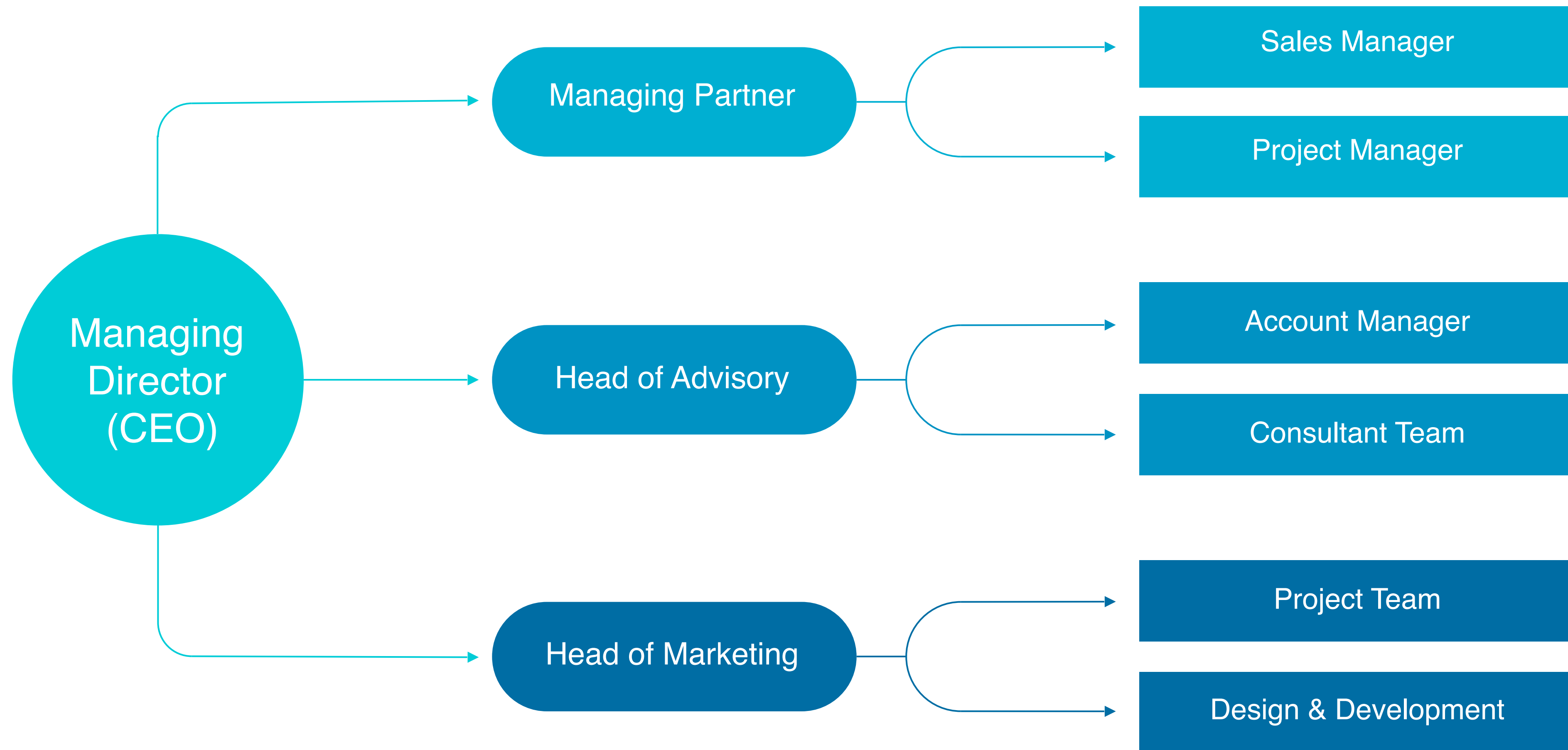


Who We Are



Company Organizational Chart

"Organizing is a journey, not a destination."



Executive Team



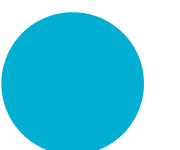
Aydın Yumuşak

Founder & CEO



Ahmet Ahıskalı

Managing Partner



Our Core Minds



Prof. Dr. Abdullah Olgun

Advisor & Senior Consultant
-Health & Learning-



Mutlu Şen Akbulut (Ph.D)

Advisor & Senior Consultant
-EdTech-



Ali Can Elagöz

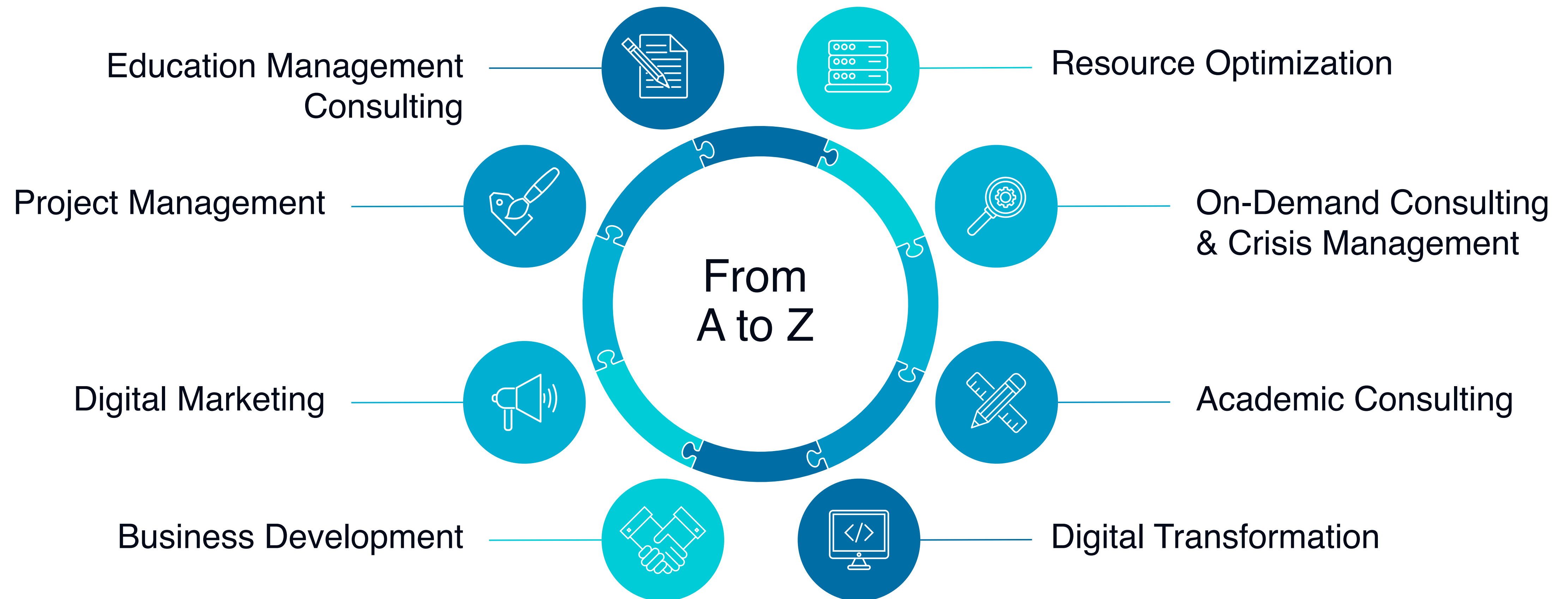
Senior Consultant
-Communication | Marketing-



What We Do

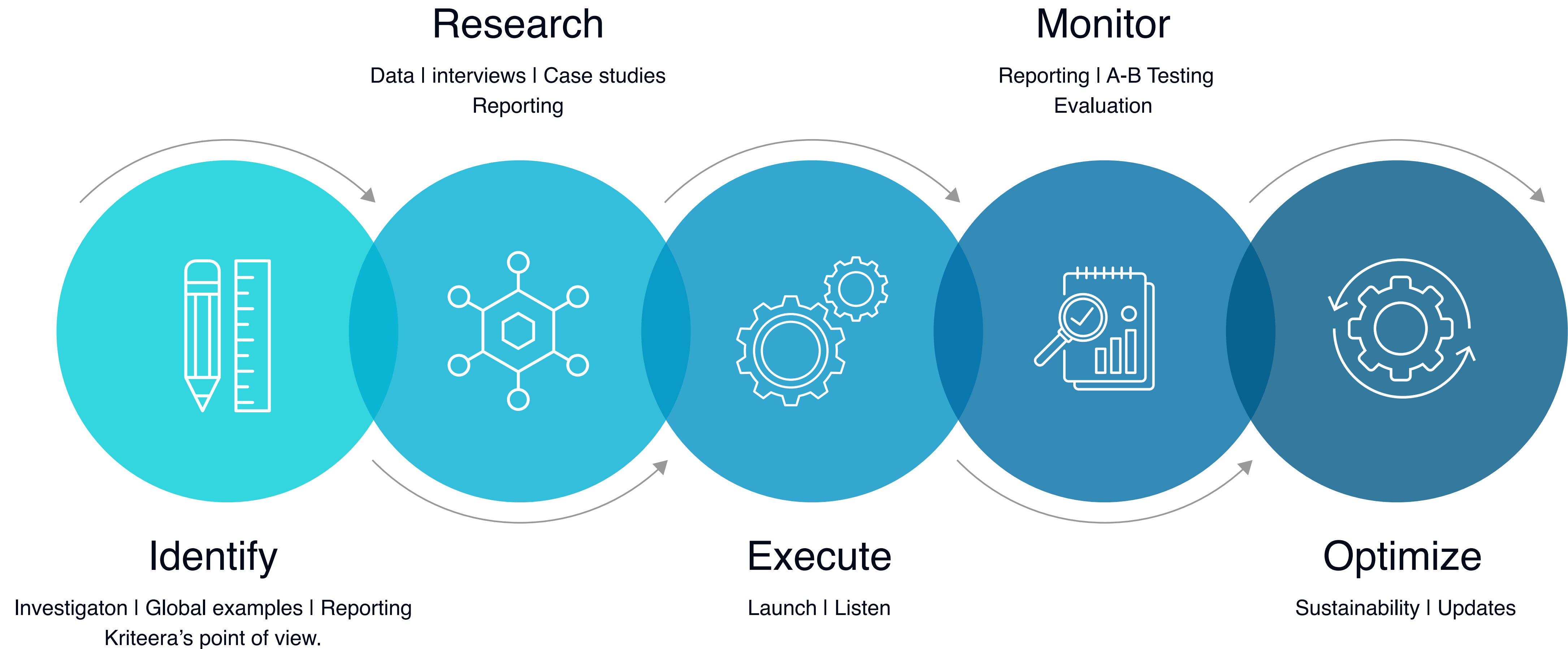
Our Services

“If we have data, let’s look at data. If all we have are opinions, let’s go with mine.” Jim Barksdale



Service Process

Kriteera Way



Resource Management Consulting

Resource Management Division

Cost Optimization



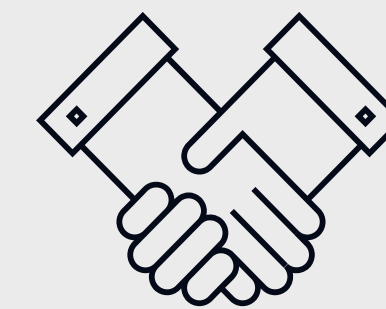
Expense Management
Productive Free Tools
Energy efficient appliances
Fixed-costs optimization
Strategic cost-reduction

Performance Optimization



Personnel & Student Performance Opts.
Tools to use for time management, project
management and team management
ERP Solutions
Gamification & Reward Programs

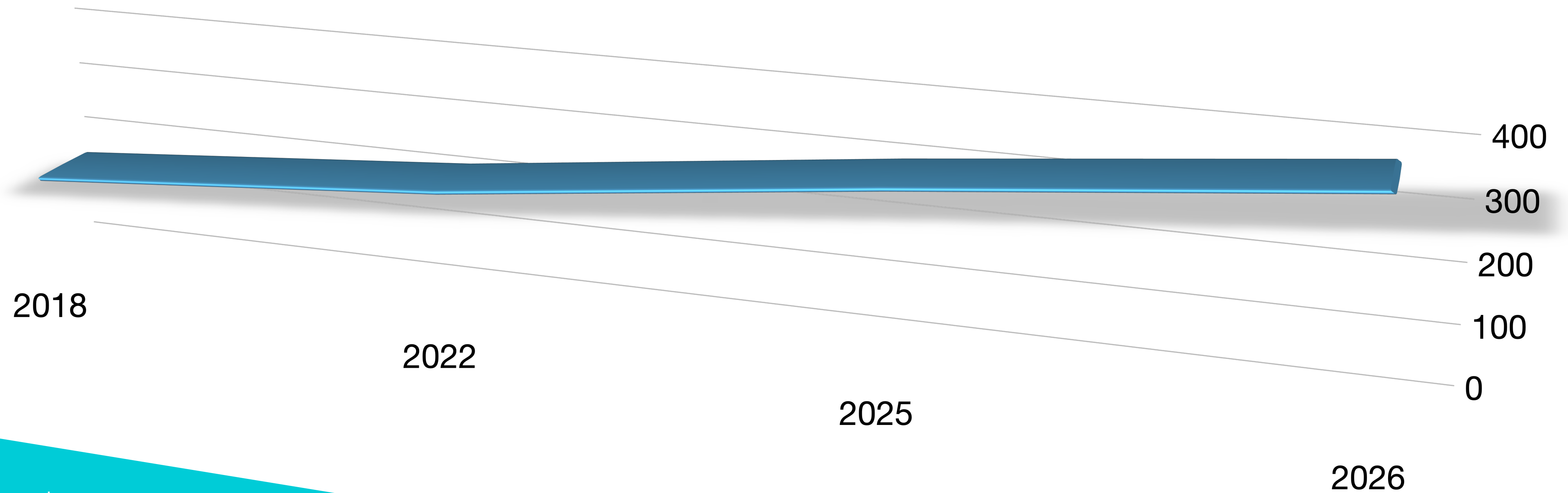
Business Development



Summer School Organization
International Students
Investments: Hardware, Software, Content
Material Development & Publishing
Smart Transportation Solutions (on-off campus)

Invest in E-Learning

The chart below shows the increasing revenue growth of e-learning software development

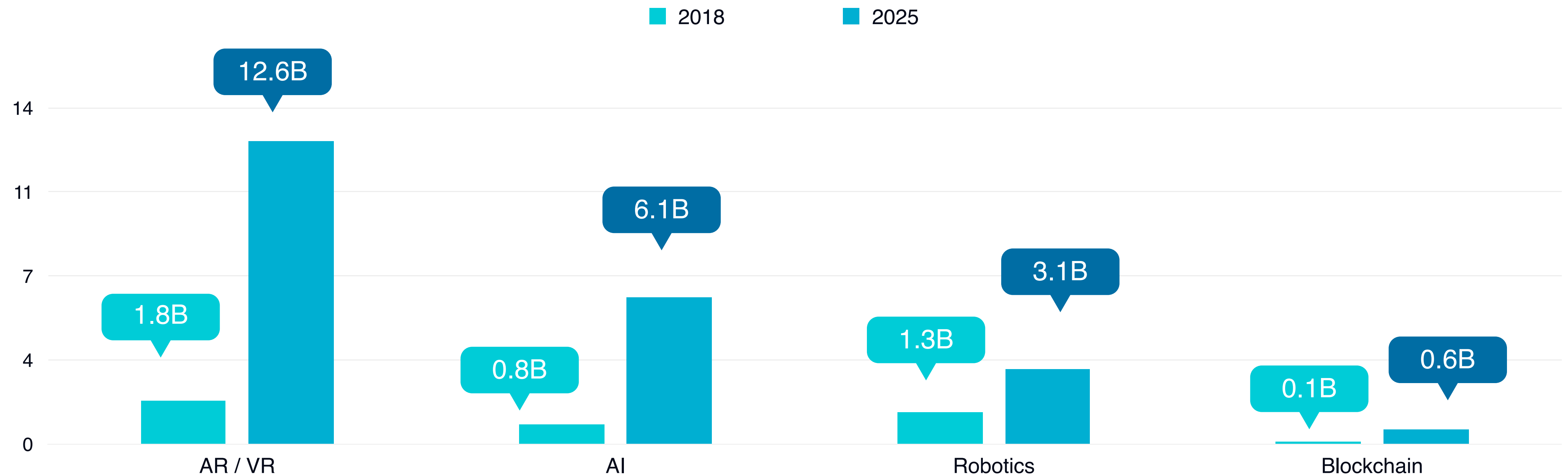


- 2018 - \$190 Billion
- 2022 - \$243 Billion
- 2025 - \$325 Billion
- 2026 - \$398 Billion

Source: Daxx, May 2020

Invest in EdTech

We help you to design your investment to fit in yours & market needs.



Source: Holoniq, Smart Estimates, January 2019

Advanced education technology expenditure 2018 vs. 2025

The American Society for Training and Development survey concludes that companies that have adopted “comprehensive training programs” have a 24% higher profit margin and hit a 218% increase in revenue per employee. Seeing the positive outcomes, about 98% of the US businesses planned to adopt EdTech in 2020.

Education Management Consulting

Tailor-Made Solutions & Strategic Partnership



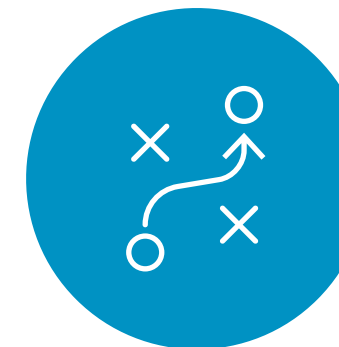
Pre-school

See web page for all the specific services.
>> kriteera.com/all-services-pre-school



Primary School

See web page for all the specific services.
>> kriteera.com/all-services-primary-school



Secondary School

See web page for all the specific services.
>> kriteera.com/all-services-secondary-school



High School

See web page for all the specific services.
>> kriteera.com/all-services-high-school

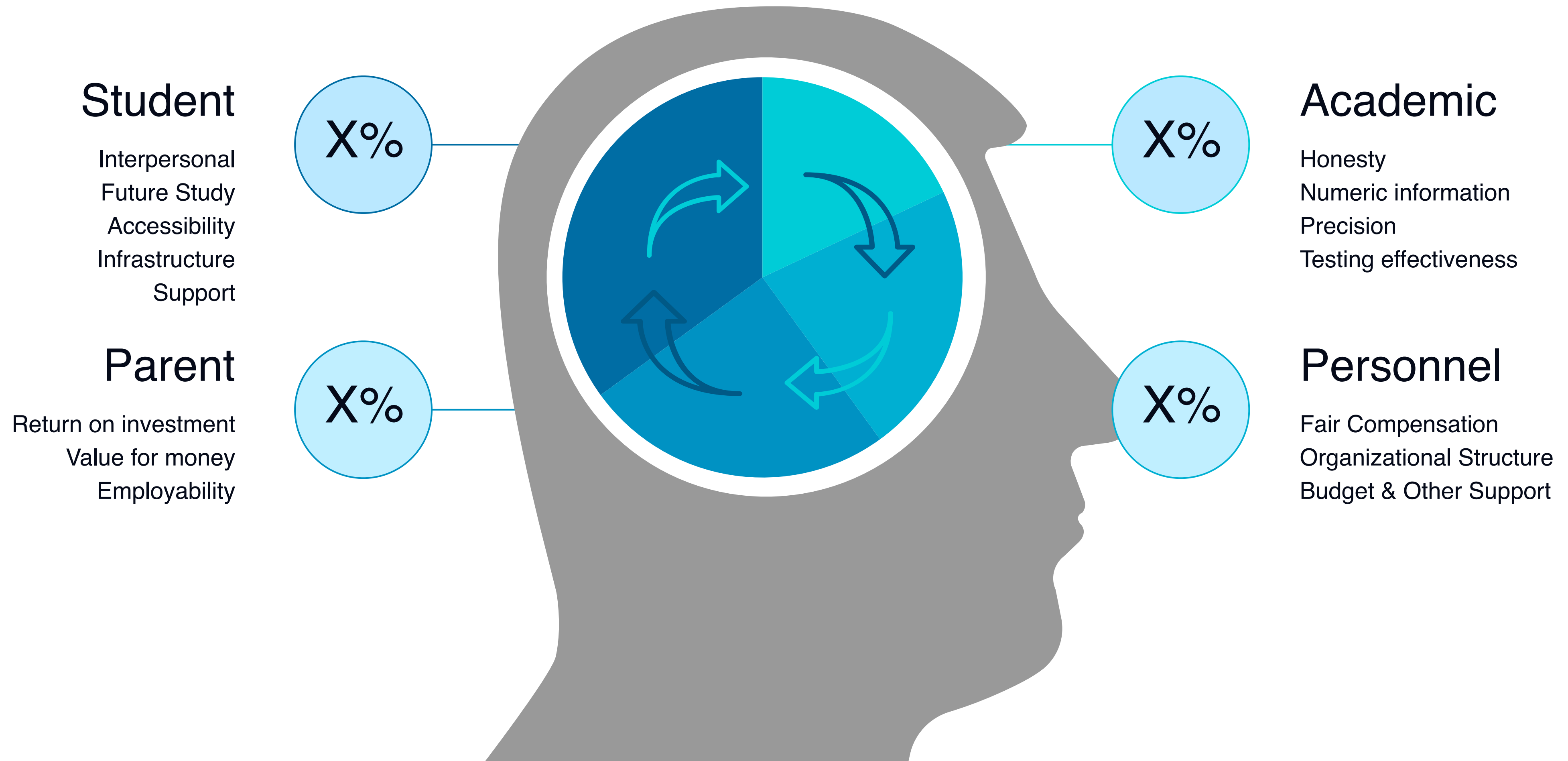


University

See web page for all the specific services.
>> >> kriteera.com/all-services-university

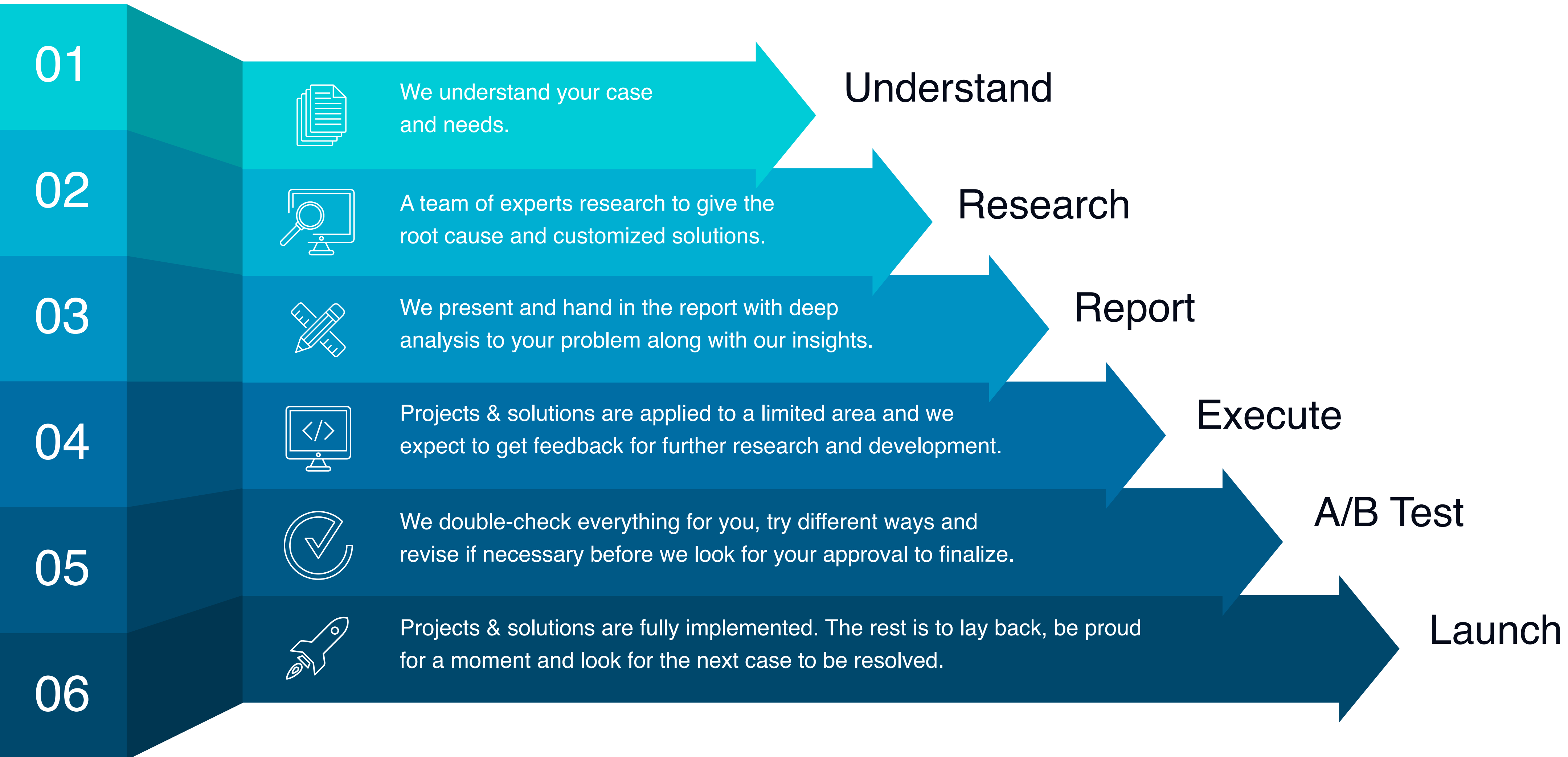
Educational Expectations

"Always deliver more than expected." Larry Page



Consulting On-Demand

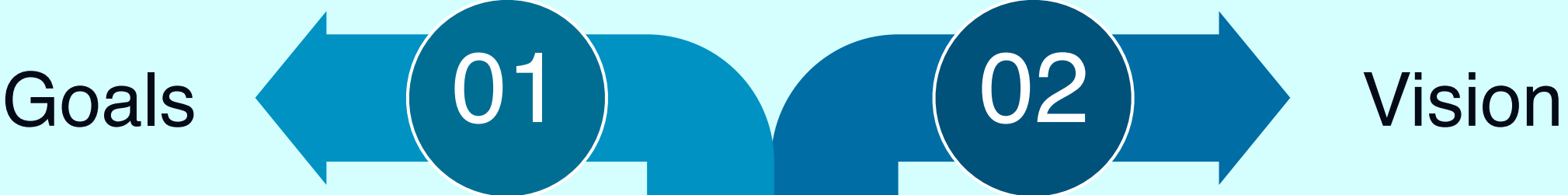
"An objection is not a rejection. It's simply a request for more information." Bo Benent



Tips for Business Growth

“Growth is never by mere chance, it is the results of forces working together.” J.C. Penney

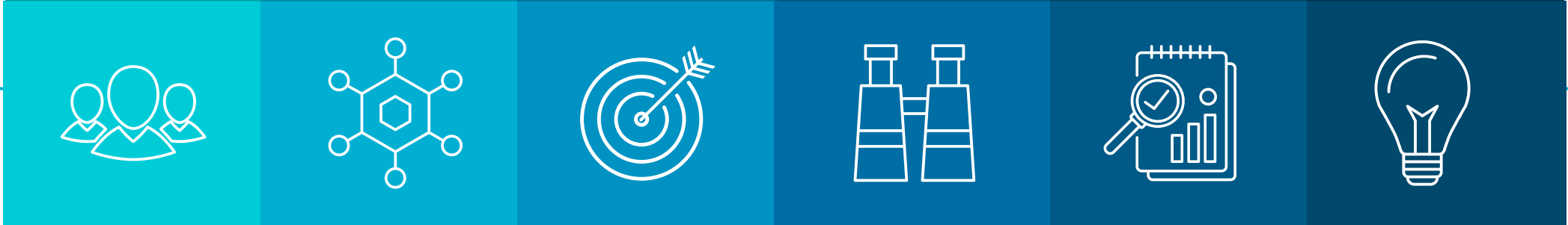
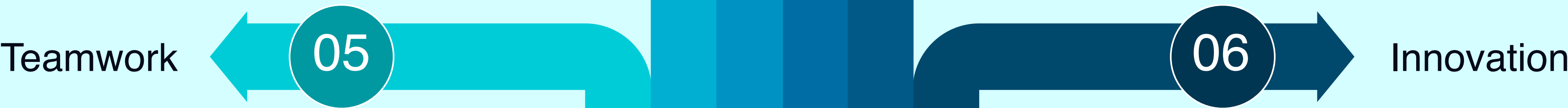
To achieve these two



You need these two



With these two



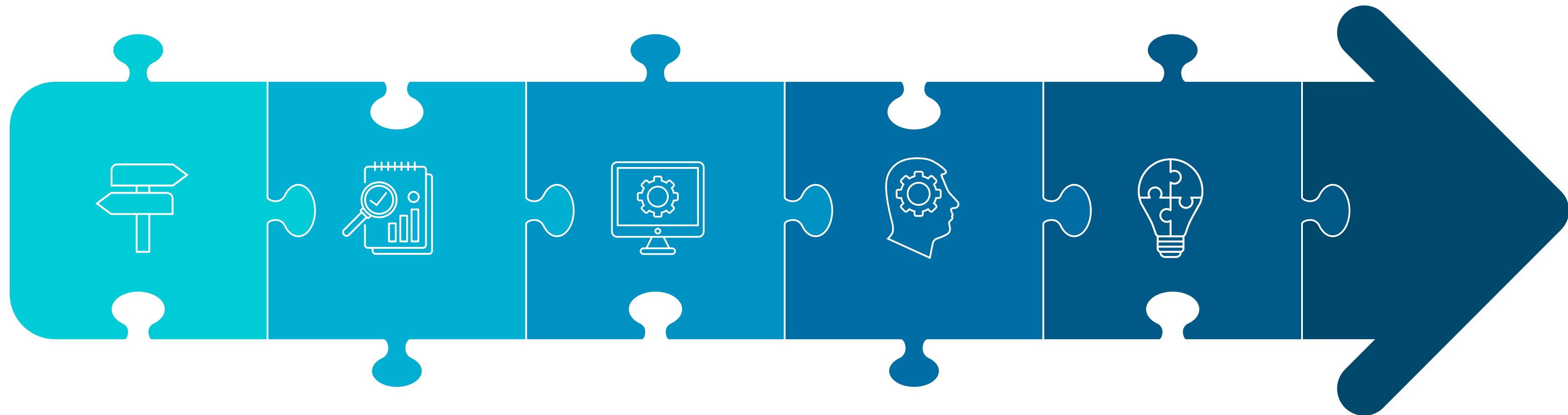
Market Research Process

"What get measured, gets managed." Peter Drucker

Objective & Problem
Definition

Develop & Research
Preparation

Build, Modeling &
Communicate



Research & Design
Determination

Data Collection &
Analyze

Pro-Business Consulting

Why use a consultant for your business?

01

Usually Less-Expensive

You only pay the hours they work, no extra costs.
As soon as the project is over, they are no longer a cost.
No need to permanently employ as back-ups.

02

Prepare for the unexpected

Hindered employees, looming project deadlines, sudden changes in project direction, and other similar events can impact your business if you are not prepared.

03

Focus on your business

You may not have time or the necessary know-how to give a start for a long-wanted project. This is a classic situation where you can have an expert jump in, get the job done, and jump out again.

04

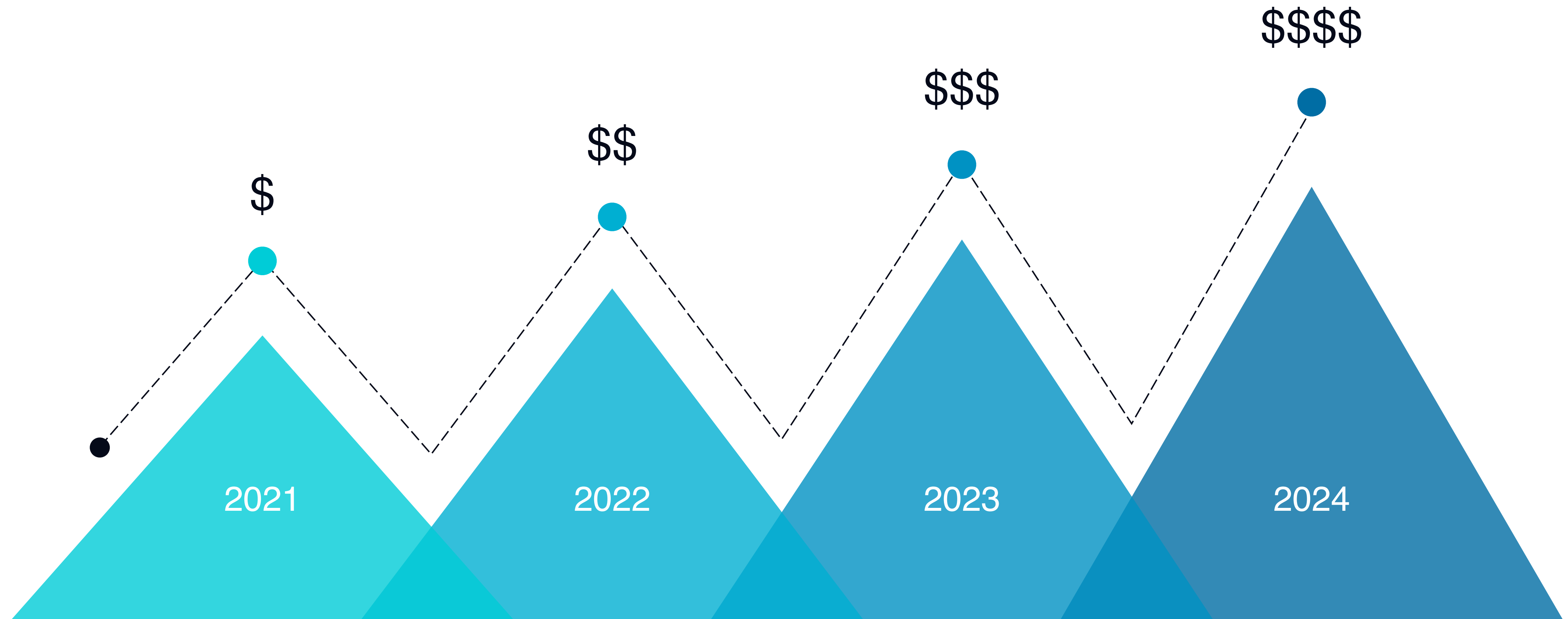
Cross-Discipline Interaction

Prevent operational blindness. Using a consultant will bring you a new look.



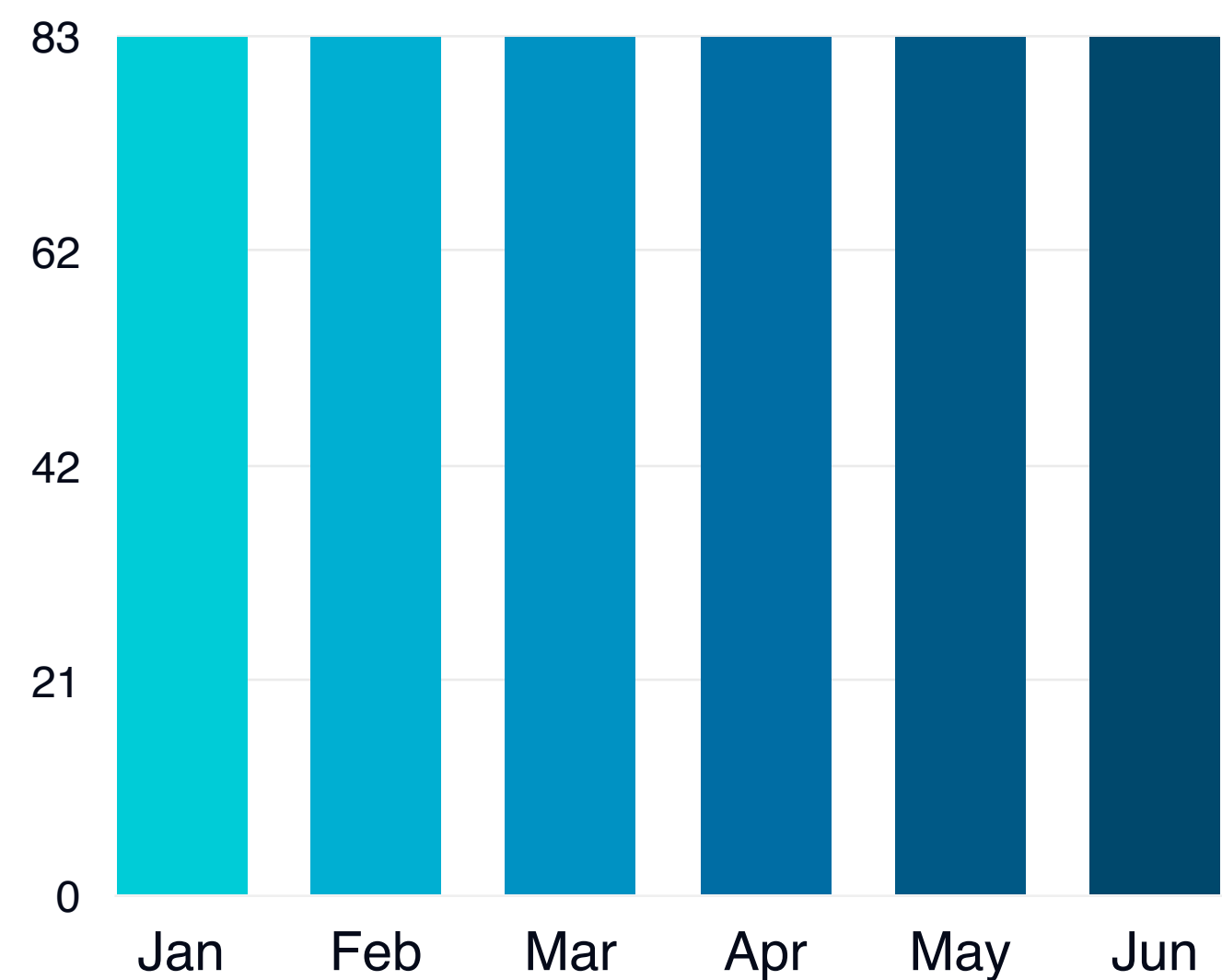
Growth Comparison

Getting a consultant is much likely to give you focus, save costs and even increase revenue in years.

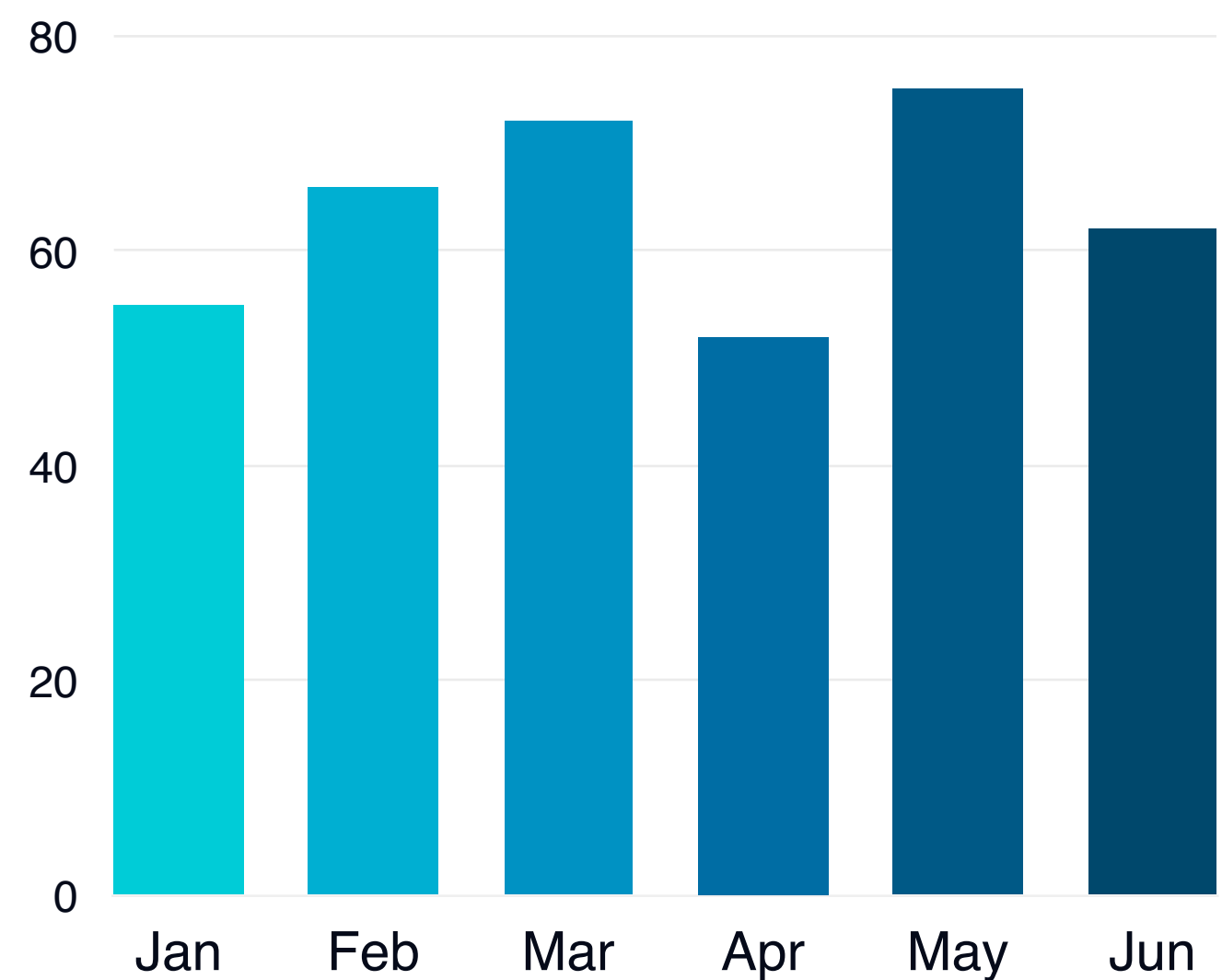


Employee VS Consultant

True Cost Comparison



VS



Cost of an Employee

- Insurance (Medical, dental, life)
- Benefit severance
- Paid time-off
- Other Fixed Expenses (meal, transportation, software, etc.)

Cost of a Consultant

Hourly rate

INDEPENDENT CONSULTANT

VS

CONSULTING FIRM

Field limitation

Dedicated team to create a masterplan

Specialized expertise in one field

High level expertise in tens of different fields

No invoice

Submit invoices for payments

Determines their own time

Can offer back-ups

Limited reach to tools or equipment

Corporate reach to tools, software or subscriptions

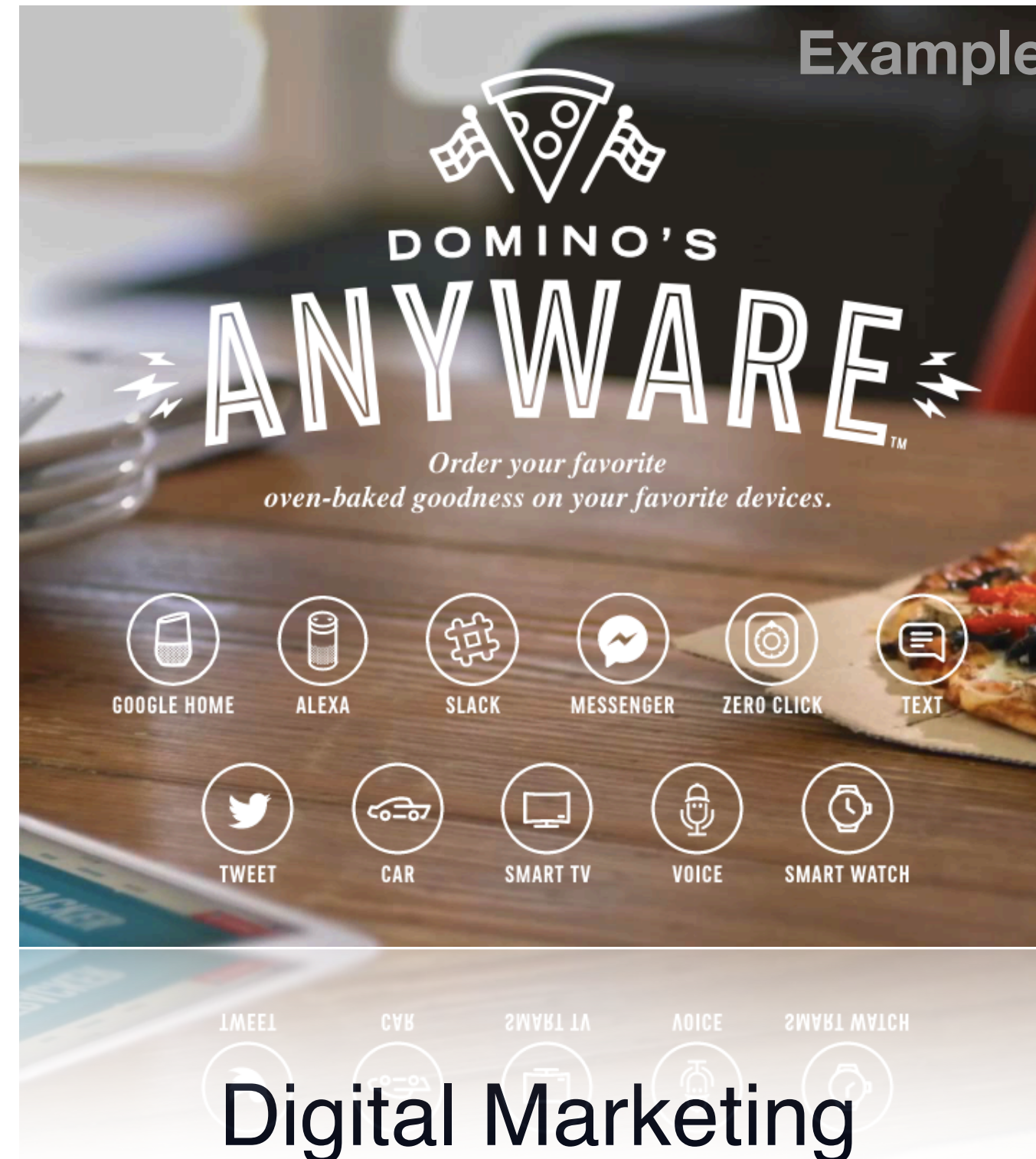
Digital Services

T-Rexolve



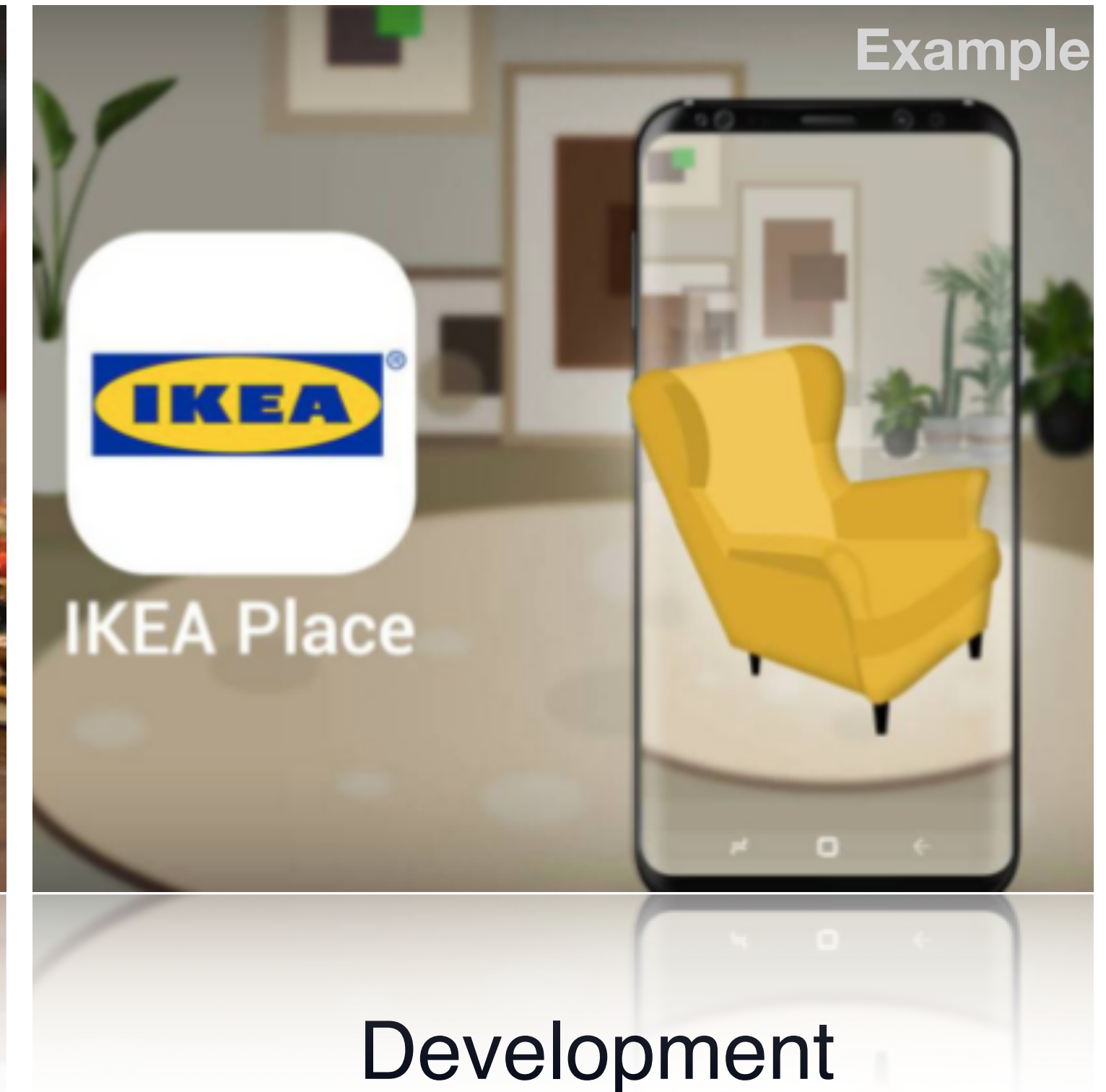
Branding

Institution Identity
Brand Strategy
Buyer Persona
Market Take Over



Digital Marketing

Digital Communication
E-mail/Social Media Marketing
Target Marketing
Analytics & Reporting

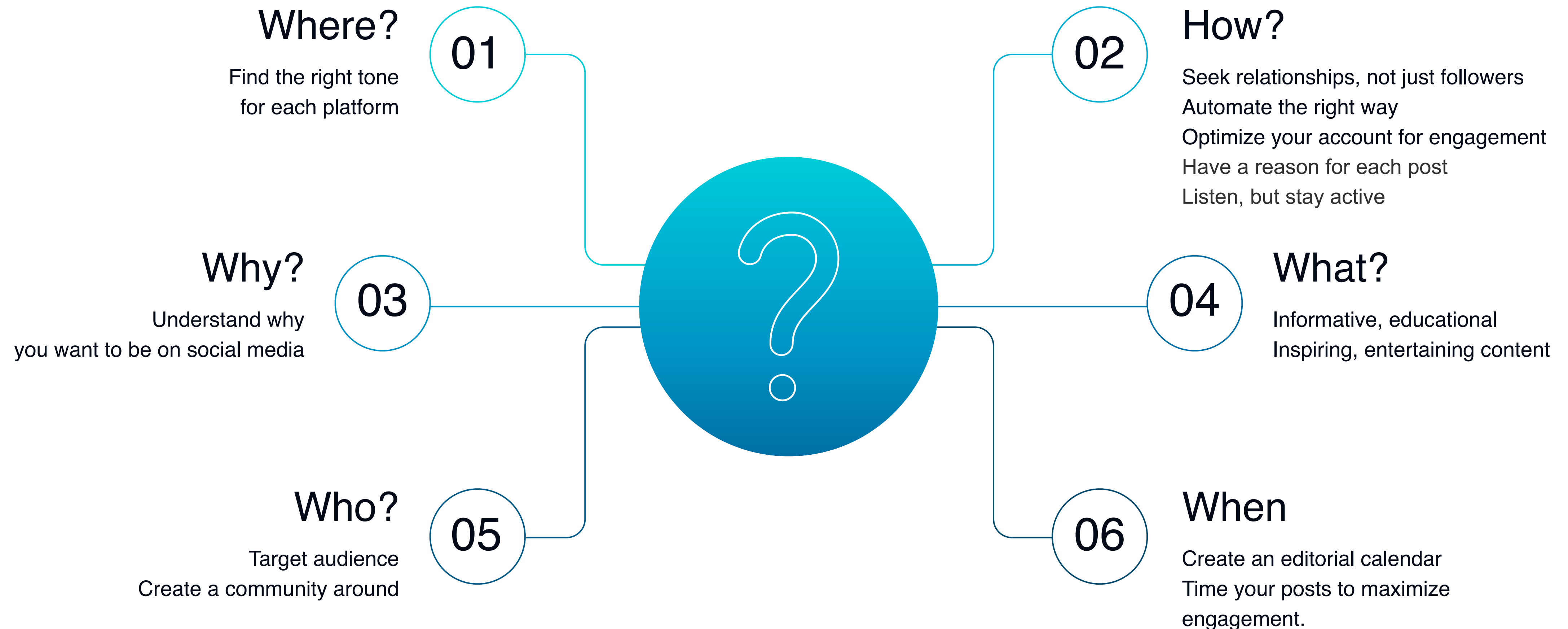


Development

Custom web & mobile dev.
Video/Visuals production
Gamification
Material Digitalization

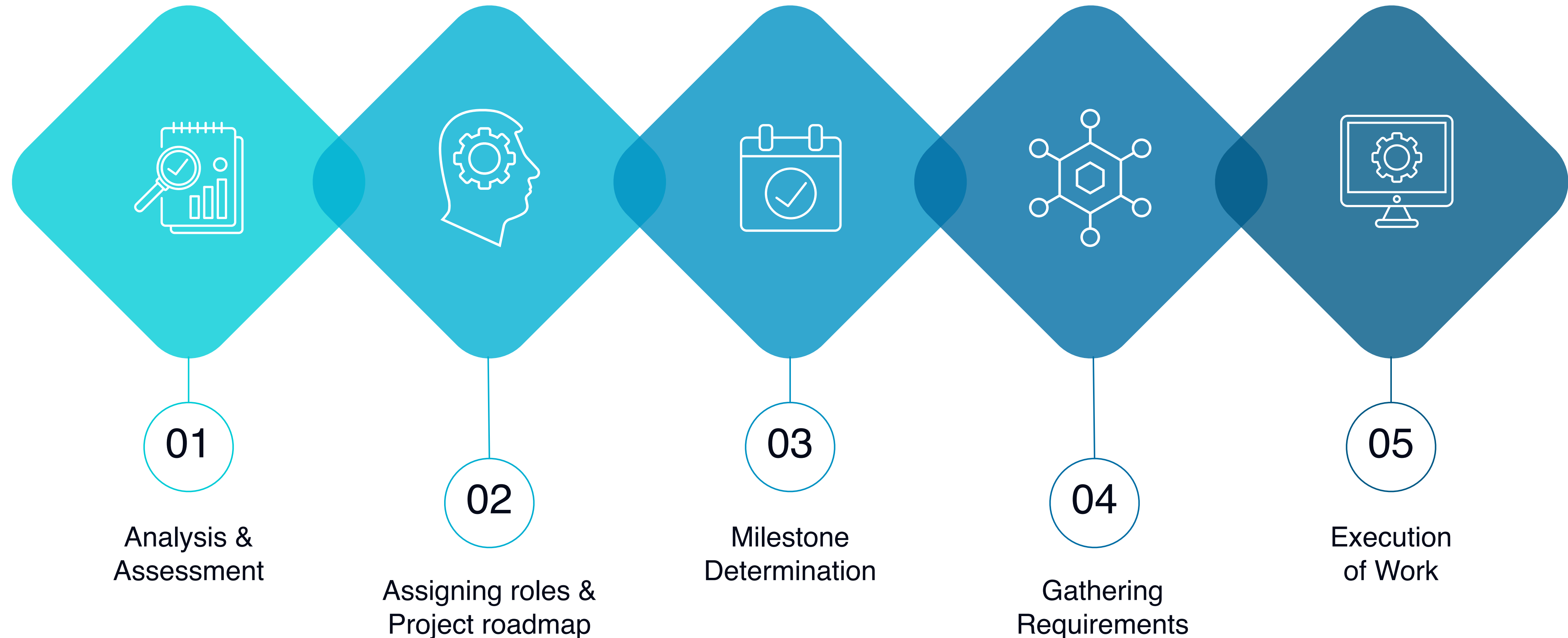
Business Problems

That you need to ask before creating a marketing mix



Design Process

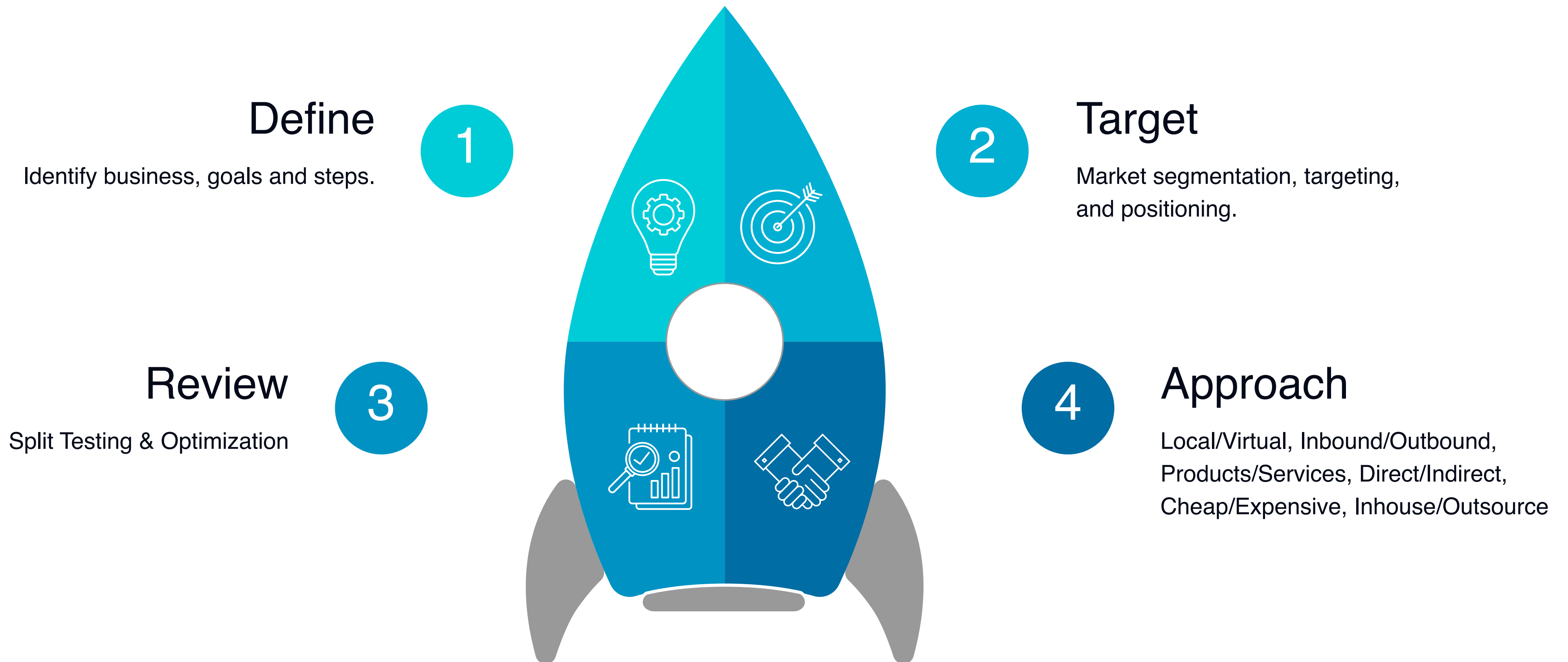
"There's no shortage of remarkable ideas, what's missing is the will to execute them." Seth Godin



Marketing Elements



Marketing Strategy



RED OCEAN STRATEGY

VS

BLUE OCEAN STRATEGY

Complete In existing market space

Create uncontested market space

Beat the competition

Make the competition irrelevant

Exploit existing demand

Create and capture new demand

Make the value-cost trade-off

Break the value-cost trade-off

Align the whole system of a company's activities with its strategic choice of differentiations or low cost

Align the whole system of a company's activities in pursuit of differentiations and low cost

Social Media Strategy



Determine Goals

Set meaningful social marketing goals

Establish your most important metrics

Create and curate engaging content

Communicate goals, challenges and wins with your team

Conduct Social Audit

Develop Content Strategy

Monitor & Track Analytics

Research your target audience

Analyze your competition

Make timeliness a top priority

Assess your results and optimize

Adjust Accordingly

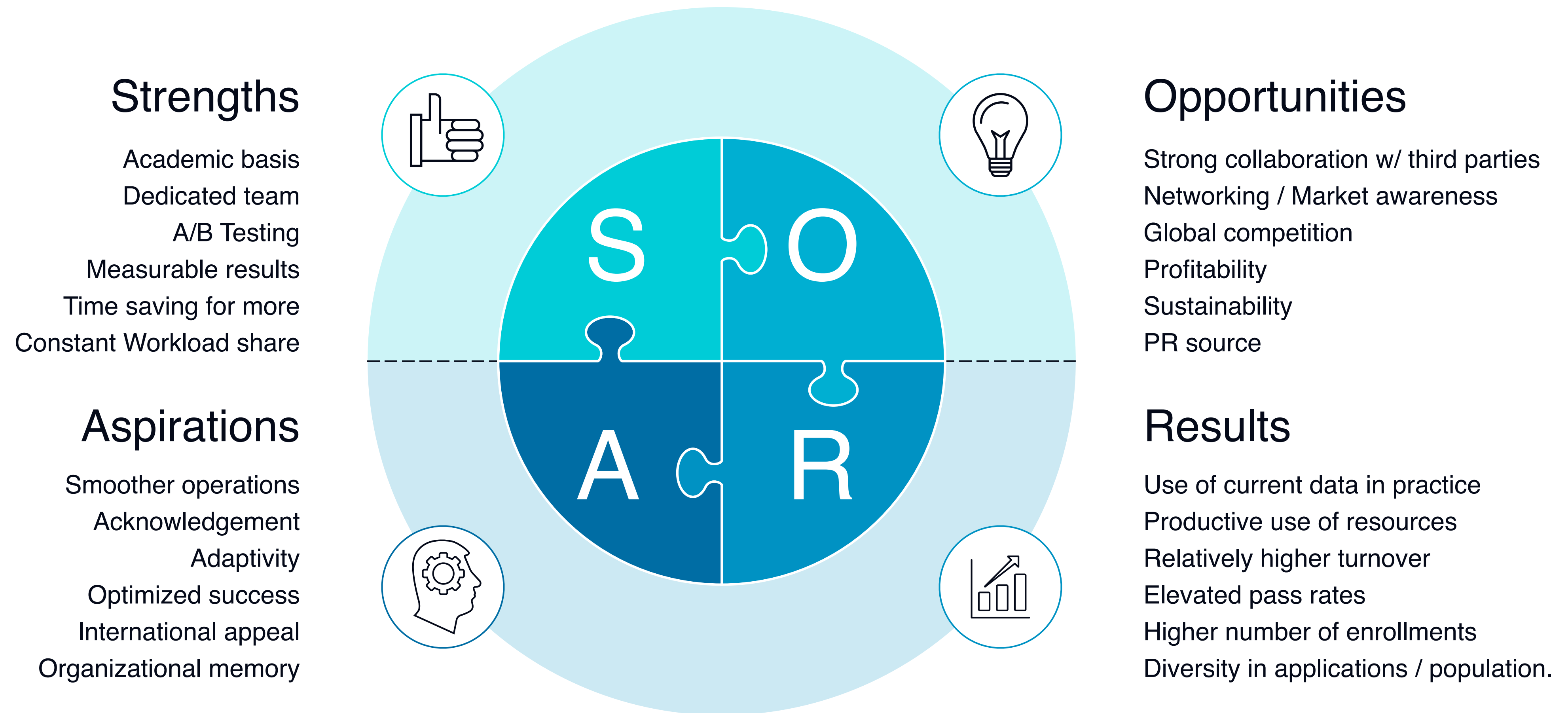
“ Design is so simple.
That’s why it’s so
complicated!

”

—— Paul Rand

Partnership SOAR Analysis

An indicative of what our partnership would bring to your institution



Success **Key Elements**

on how to identify and meet education expectations.



Business Risks

NOT getting a consultant may reveal more unfavorable outcomes than you think.



-XX% ↓

No Consultation

Too much work to handle. Might end up with no work, boredom and fatigue.



+XX% ↑

Consultation = Victory

Consulting not only brings performance, success and better decisions, but also innovation, sharing and company.

We are there for you, anytime, anywhere!



Why Choose US?

“Hard work is not a replacement for solid strategy.” Tracy Kroop



Business to Business

We are the only B2B consulting firm that specializes in education.



Wide Range of Services

Our expertise extends in many disciplines regarding education.



Academic Background

We have an army of academicians that trust and work with/for us.

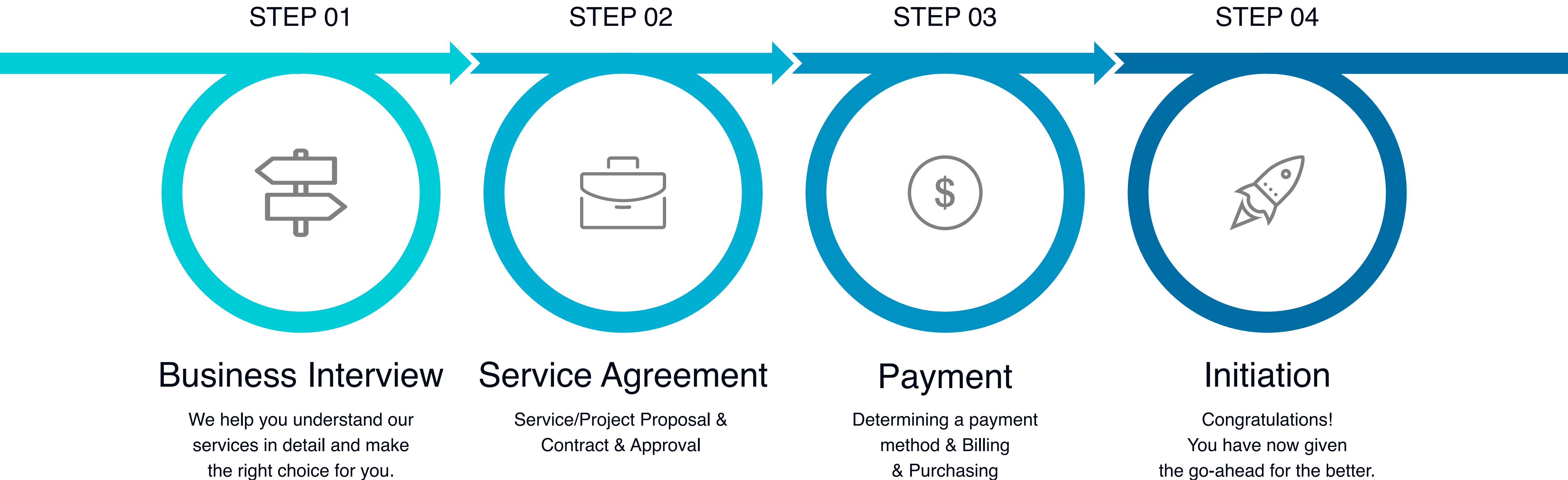


Tailor-Made Research & Solutions

Our reports and recommendations are constructed only for your specific case.

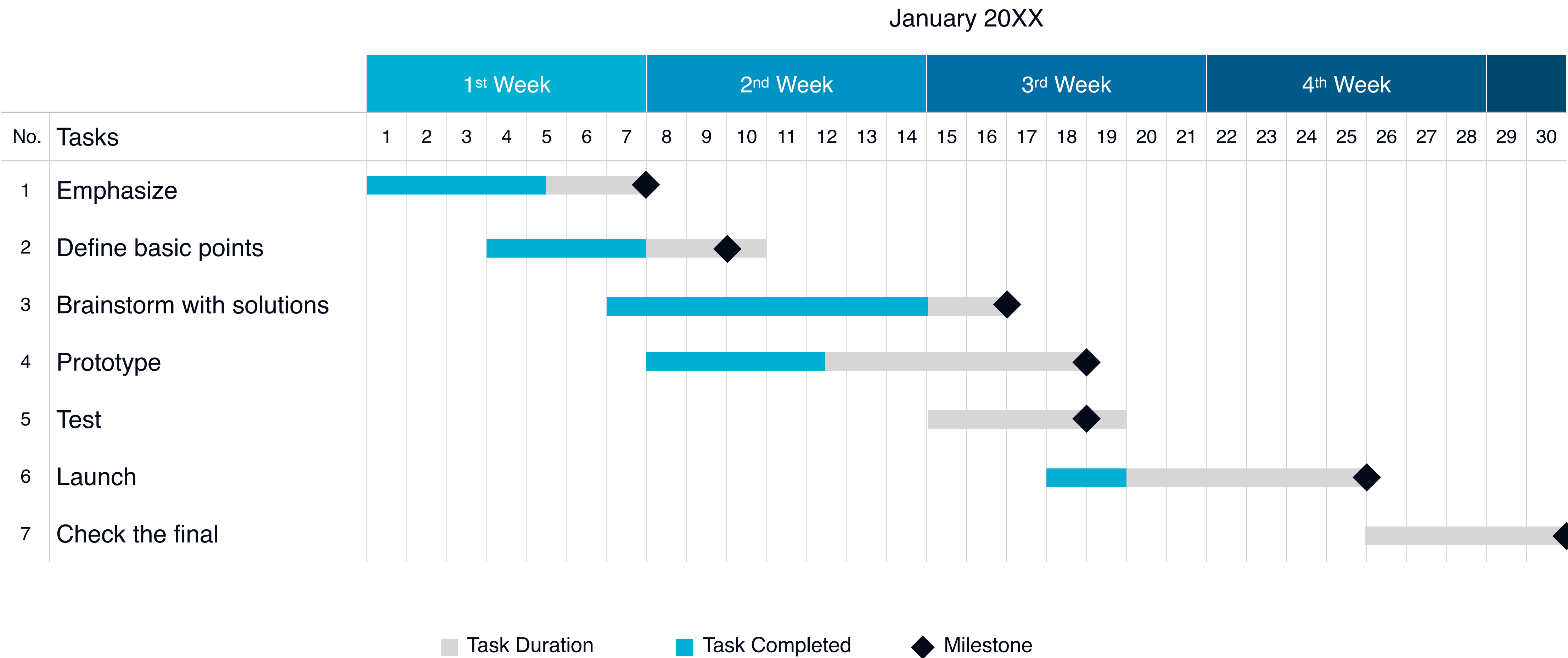
Business Process

How to give the go-ahead



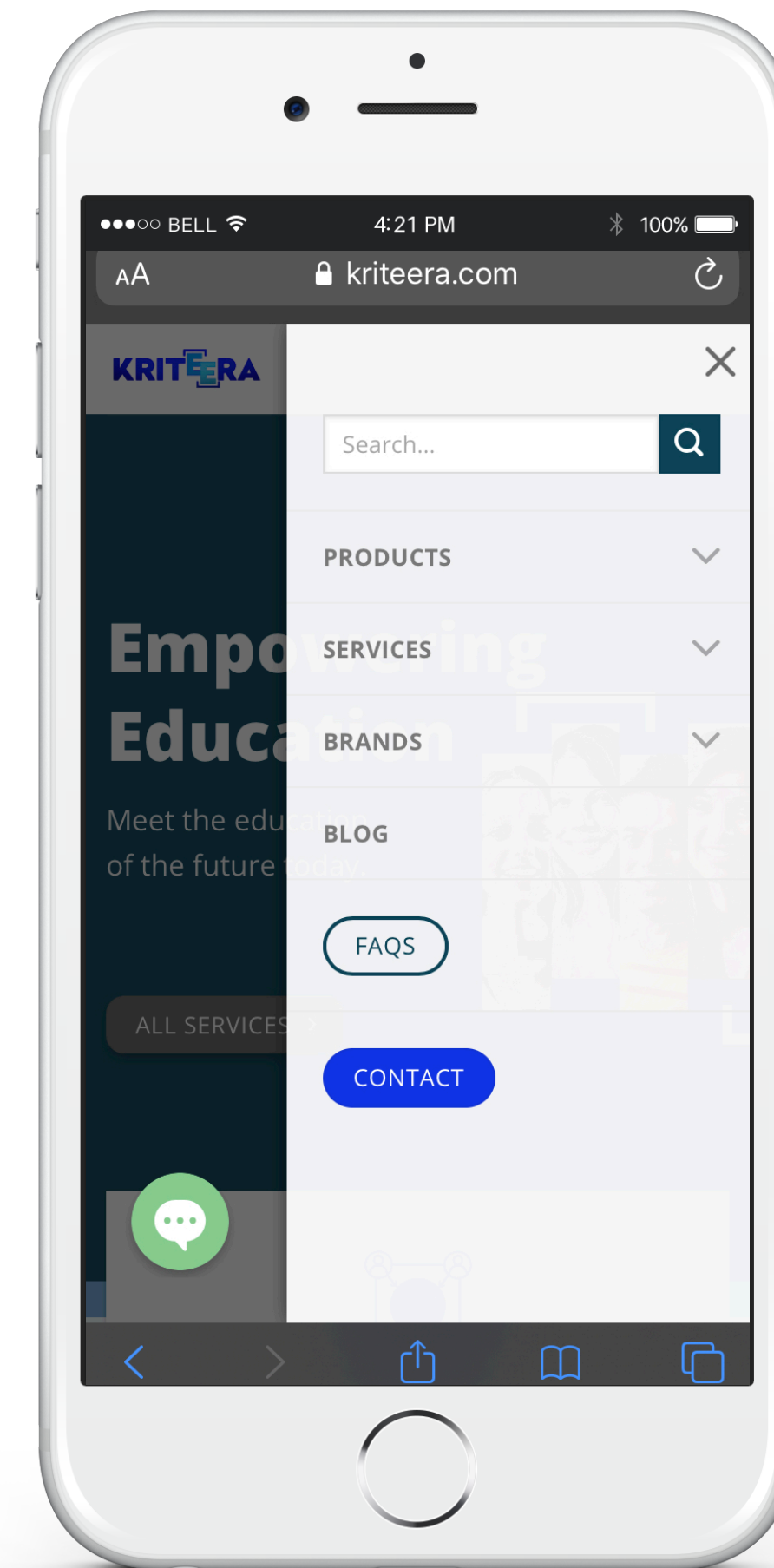
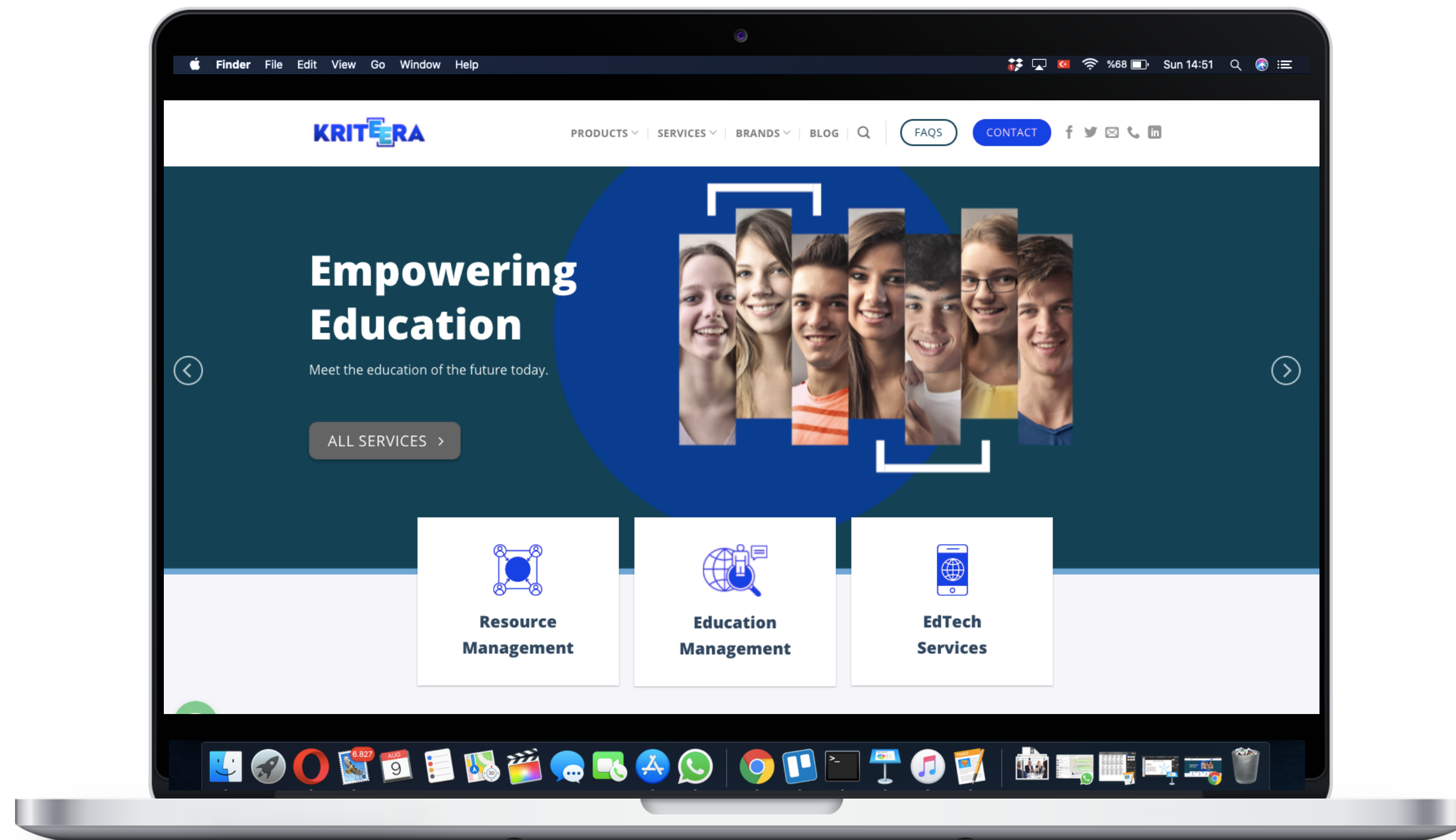
Project Gantt Chart

An example workflow on our side



Visit [Kriteera.com](https://kriteera.com)

You will find much more than we have covered so far



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Thank You For Your Watching

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