

AukSunLMS eSchool

Portfolio

LEARNING REIMAGINED



• About •



Journey of a thousand dreams

2014

Concept

Set-up an Innovative on-line schooling
system that can educate everyone in
the society
... all around the world

2015

Creation

Pooled \$24,000 for eSchool business,
planning and a Working Model

now

Funding

Seeking up to \$200,000 to build
operational global capacity



We Offer

Innovative, Affordable, Lifelong Learning
for Everyone, Anywhere, Anytime.



*Founded in **Pakistan and UK** in*

2015

With a passion to do something;

- Global and innovative,
- Something that can last forever,
- **and that's for everyone on the planet**

We've set-up an **Innovative** schooling system .. that can educate globally

Everyone

Affordable

Cost divided over volume of customers ... all around the world

Anywhere

Comfort of your home

All you need is internet, laptop or smart phone

Anytime

On-line 24/7/365

Learn at your pace



With the additional
funding we will..

go Global

reach masses

e-Marketing, mass emailing,
audio, video, print, web,
social media, seminars, talk
shows, liaison with local
bodies/governments

solidify

Production structure,
servers, learning
management system, HR,
incorporation, compliances

diversify

Business streams,
accessorise, methodology,
artificial intelligence



Simple

Affordable

Global

Our school will educate ...

- The Children,
- and their Parents
 - to teach their children
 - Or to do better in their business or profession

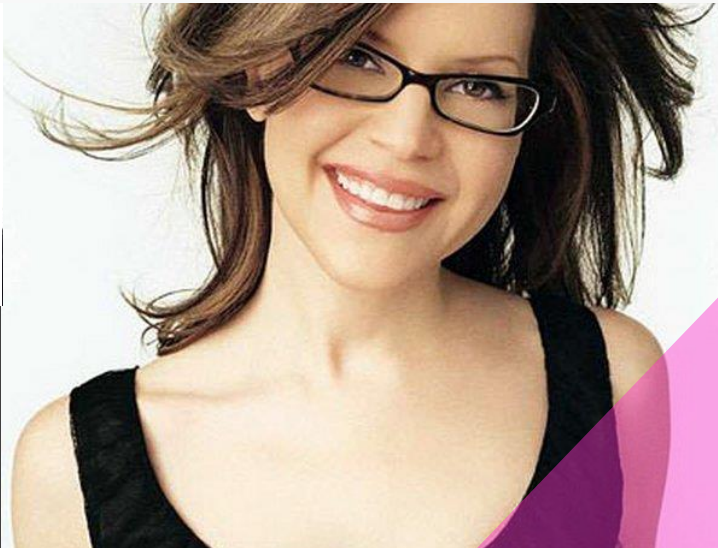
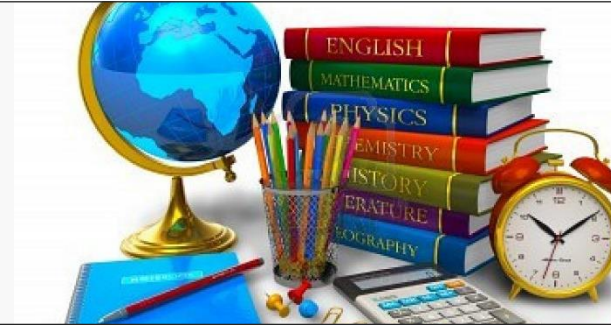
➤ our school will help ...

- Employers
 - In training their employees
- And Schools
 - In educating their students when they are away from school



Our schooling system is

On-line
& Internet based



Instead of driving to
a school; Users can
simply **log-in**
... and start learning

- They learn at their own
pace ...
 - **From home,**
or anywhere else



Our Users save ...

- **Time**
- **Effort**
- **And Money**

We call our e-school

AukSunLMS

(Learning Management System)



AukSunLMS



- ▼ Visit us on-line auksun.com/eschool
- ▼ Our schools offers ...

- Personalised eSchooling for Children
- eCourses for Business persons
- Customised Staff eTraining for Corporations
- eTutoring in existing Schools
- eTeaching for Teachers
- Immigration Preparation eSchool



● Business Streams ●

All in a day's work

We cover 6 school types

1. **eHomeSchool for Children**
2. **e-Courses for Professionals**
3. **e-Training in Corporations**
4. **e-Learning in existing schools**
5. **e-Teaching methods for Teachers**
6. **Immigration Preparation e-School**

Let's visit them one by one ...





1. AukSun eHomeSchool for Children





1. AukSun eHomeSchool for Children

Students can study simply by clicking here; auksun.com/eSchool/eschooling

Here, their capabilities are assessed for an **Individualised** study solution
So they can build their knowledge for advanced learning

➡ Here, children can ...

- ➡ Study online 24/7, any time of the year
- ➡ Select from KG to Grade-12
- ➡ Study Math, Science, English, Computers or Arts
- ➡ Select course-levels according to Individual capability
- ➡ Supplement (or even replace) conventional school
- ➡ Take exams and achieve Completion Certificate

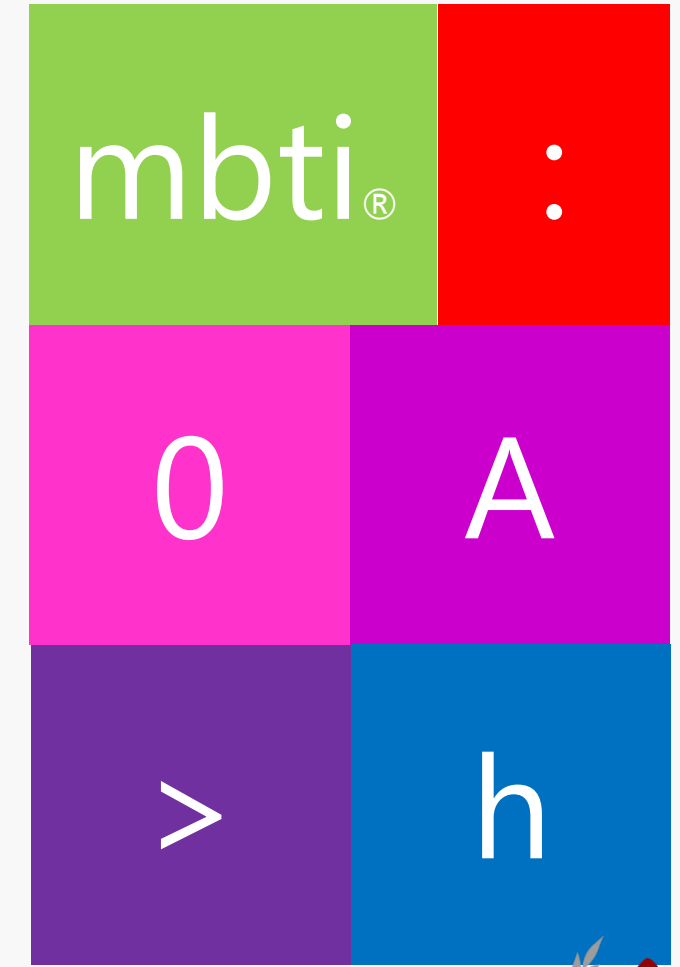
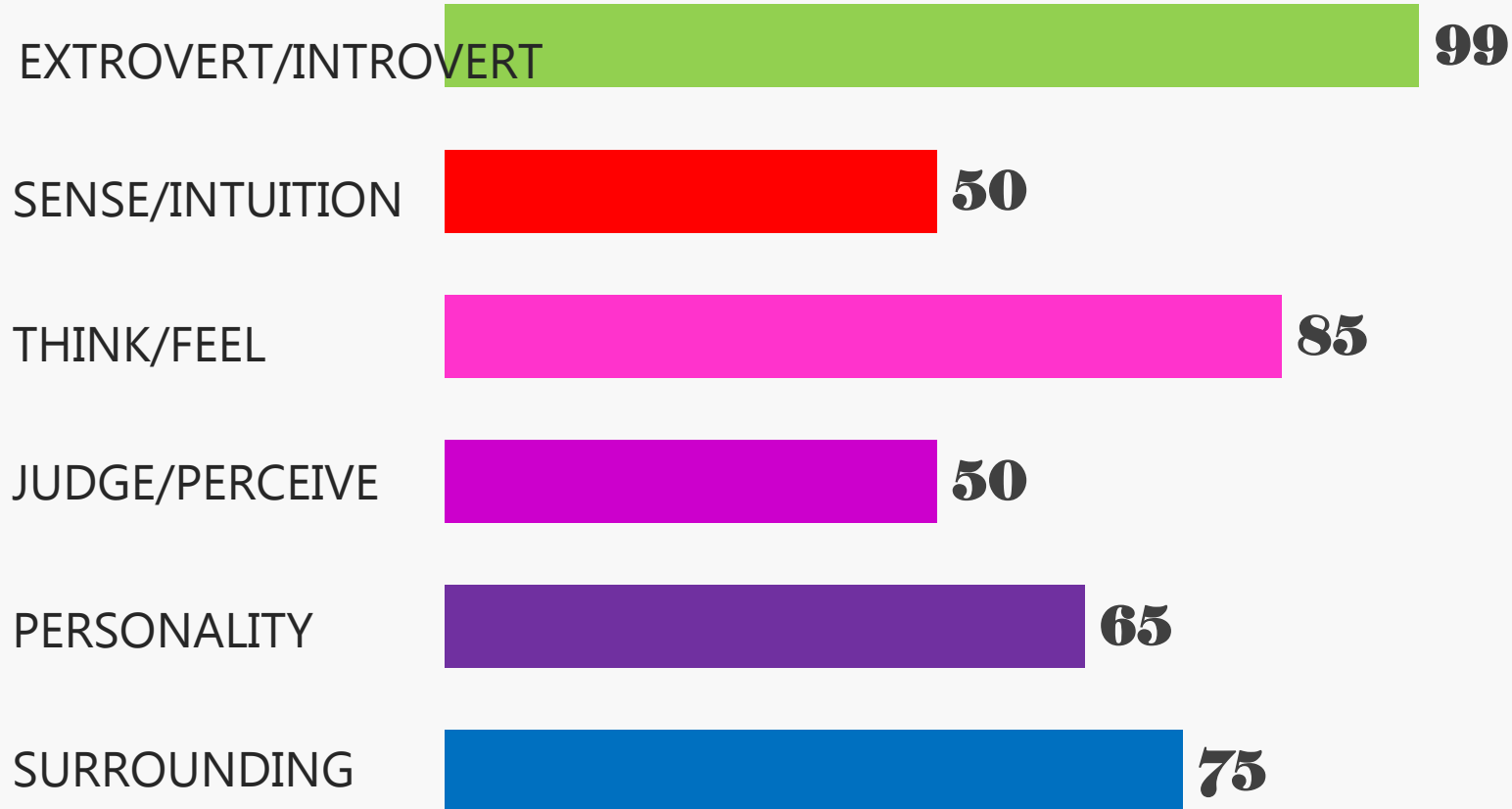


1. AukSun eHomeSchool for Children



▶ Take exams and achieve Completion Certificate

We assess students for **Individualised** study solutions





AukSunLMS 2nd e-School

e-School for Professionals

Business people can upgrade their skills on-line at auksun.com/eSchool/exec

Here they can

Learn any time at their own pace

Select affordable courses; like Time Management, Client Management etc.

Repeat courses as many times they like,

Watch videos, take notes, download study material

Keep a log, Take tests, obtain completion certificates



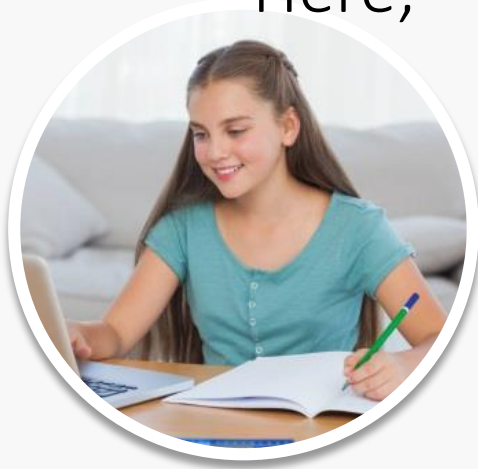
Our 3rd school is **eSchool for Corporations**,
Companies get a customised **Training Management Portal**
See; auksun.com/eSchool/corp



Our 3rd school is **eSchool for Corporations**,
Companies get a customised **Training Management Portal**
See; auksun.com/eSchool/corp

- Here, corporates can ...
 - Keep their ambiance, logos or corporate colors
 - Train their staff **using their designed material**
 - **Select and track who takes which course;**
 - like Sales of new product, Project Mgt etc.
 - **Train their staff remotely**
 - Without calling them to Head office
 - Save on Training budget significantly
 - Manage skill based promotions
 - **Issue Completion Certificates and awards**

Our 4th e-School is e-School for Conventional Schools Here;



Children Learn Online

Students revise their lessons after they return home; on-line at

auksun.com/eSchool/eveschool



Parents know what kids learn

What is taught, its quality, process, and workload



Teachers save time & earn

Automated repetitive teaching and checking homework
Share income



Schools earn extra

Share tuition subscriptionn

Teaching methods for e-Teachers is our 5th online school



Teaching methods for e-Teachers is our 5th online school

At eSchool for Teachers ...

We work with conventional teachers and train them on our eSchooling concepts -

Here, teachers can ...

- Upload as many courses or lectures
- Be a teacher globally
- Avoid repetitive lecturing
- Earn side income worldwide



Our 6th online school is **Immigration Preparation eSchool**



Our Immigration eSchool facilitates Immigration and settlement



Immigration Applicants

Prepare Online

- Learn about new country
- Study IELTS
- Prepare Interview
- Make settlement plan
- Connect with other applicants
- Do Business planning



Embassies & Law firms

Educate Applicants

- Customised country information
- Updated Requirements of each country
- Immigration introductory videos
- Online coaching for Applicants



Global Citizenship

Creating Vision

- Multi-citizenship benefits
- Trade
- Links
- Import/Export
- Global online businesses



Global Outsourcing

Using Immigrants multi-talent

- International Outsourcing
- Transformational Outsourcing
- Hollow Organisations

• Innovate •



What's Innovative about us that other e-schools don't ..



IDEAS

- Reach clients physically (Pak, DXB, India, AbuDhabi, Qatar, UK, CDN)



TEAM WORK

- Engage Self Employed Teams globally (work Saturdays on %age)



CREATIVITY

- Integrate conventional practices with IT
- Work together with competition in synergy

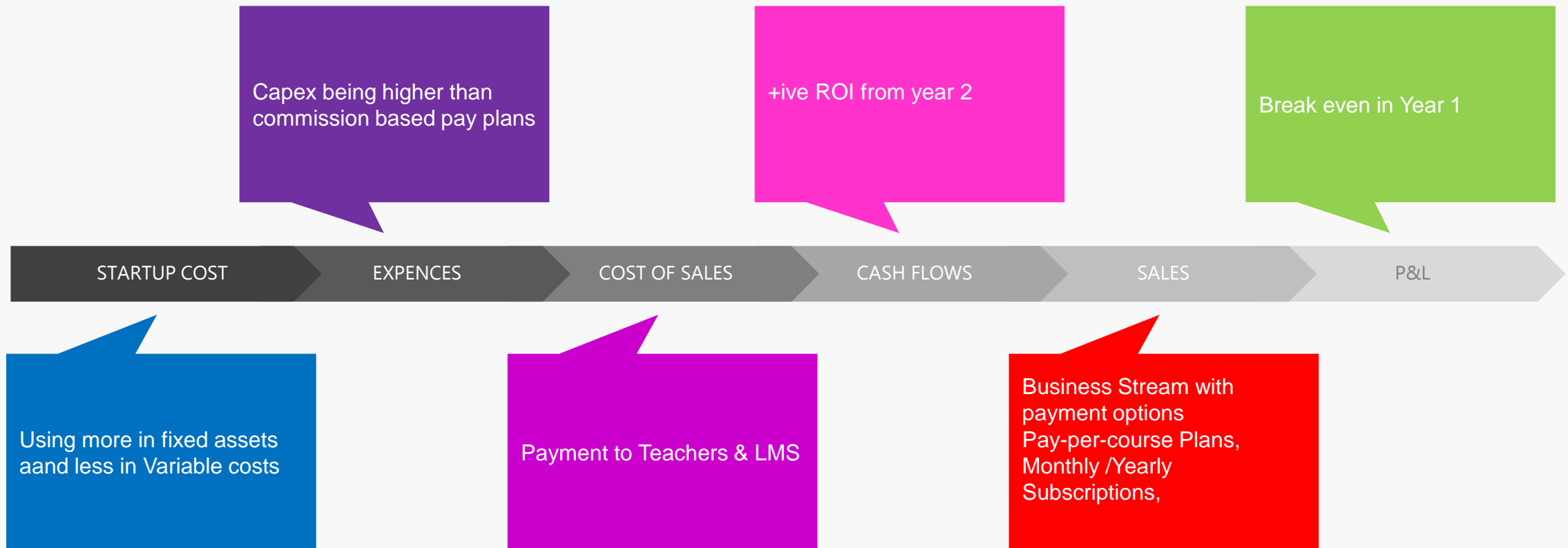


FORESIGHT

- Incubate Entrepreneurs for Funders (JVs, Fin. Institutes)
- Connect Professionals & Employers
- Match Talent with resources

• Finance •

AukSunLMS's 5-yr Financial Projections..





STARTUP COST

EXPENCES

COST OF SALES

CASH FLOWS

SALES

P&L

Investment required	%	\$
Self funded	25%	27,625
Investment/Loan	75%	82,875
Total investment required	100%	110,500

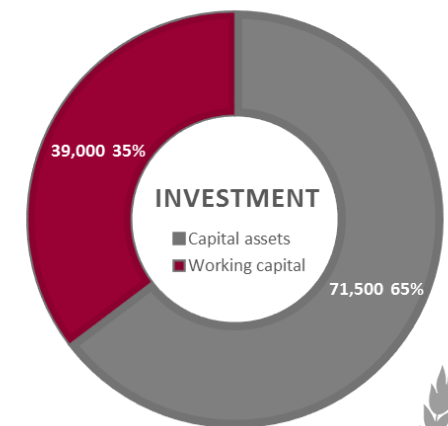
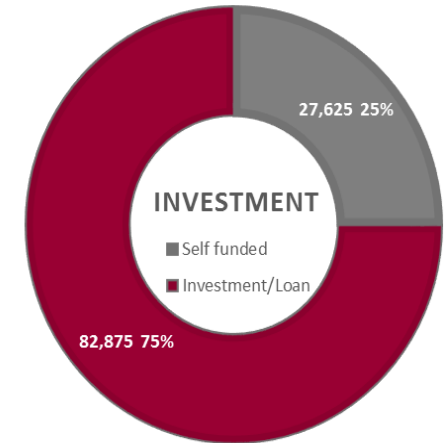
Investment utilisation	\$
Capital assets	71,500
Operational cash requirement	39,000
Total investment utilisation	110,500

Working capital required	\$
Staff costs	21,157
Property costs	7,560
Marketing	3,000
ICT	4,000
Facilities	2,133
Corporate Support	1,150
Working capital required	39,000

Capital assets	\$
Furniture and Fixtures	4,000
Servers and Laptops	17,000
Equipment Cameras etc.	5,000
Learning Management System software fee(5yrs)	5,000
Licensing Costs	2,500
eSchooling Modules	38,000
Total capital assets	71,500

Investment required	\$
Self funded	27,625
Investment/Loan	82,875
Total investment required	110,500

Investment utilisation	\$
Capital assets	71,500
Working capital	39,000
Total investment utilisation	110,500

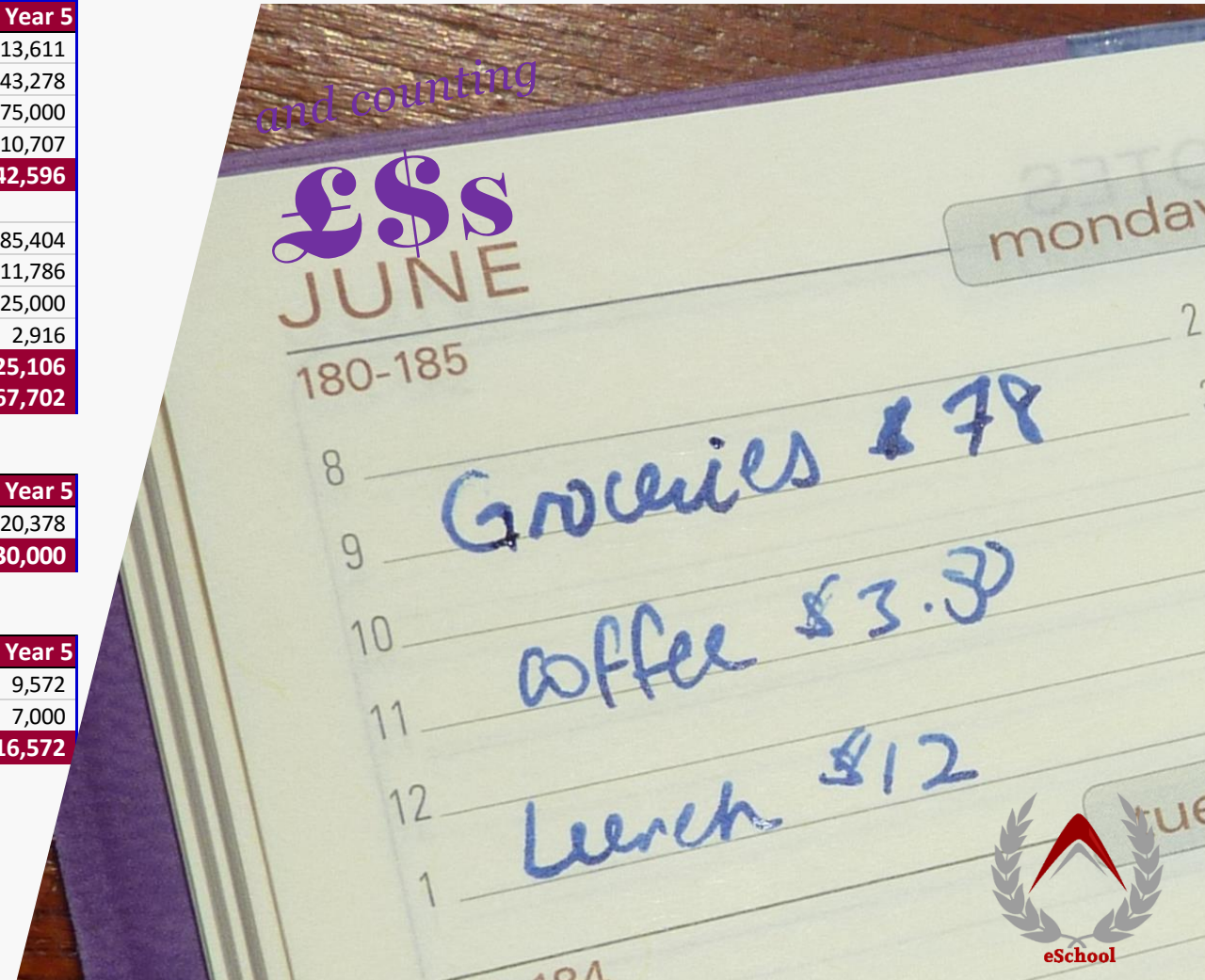


[STARTUP COST](#)[EXPENCES](#)[COST OF SALES](#)[CASH FLOWS](#)[SALES](#)[P&L](#)

Staff costs	Year 1	Year 2	Year 3	Year 4	Year 5
Direct Staff Opening costs	128,000	145,495	170,541	224,897	313,611
On costs	17,495	20,078	23,535	31,036	43,278
Recruitment (including oncosts)			25,000	50,000	75,000
Cost of Living Allowance		4,967	5,822	7,678	10,707
Total Direct Staff Costs	145,495	170,541	224,897	313,611	442,596
Support Staff Opening Costs	32,000	37,508	43,965	51,533	85,404
On costs	4,416	5,176	6,067	7,112	11,786
Recruitment (including oncosts)				25,000	25,000
Cost of Living Allowance	1,092	1,281	1,501	1,759	2,916
Total Support Staff Costs	37,508	43,965	51,533	85,404	125,106
Total Staff Costs	183,003	214,506	276,431	399,015	567,702

Property	Year 1	Year 2	Year 3	Year 4	Year 5
Rent	19,200	19,488	19,780	20,077	20,378
Marketing Costs	12,000	15,000	20,000	25,000	30,000

ICT	Year 1	Year 2	Year 3	Year 4	Year 5
Website Maintenance	7,875	8,269	8,682	9,116	9,572
Other ICT licenses and Operating expenses	1,500	2,000	2,500	5,000	7,000
ICT Costs	9,375	10,269	11,182	14,116	16,572





Cost of Sales	Year 1	Year 2	Year 3	Year 4	Year 5
Total Business Stream 1	12,915	15,497	19,373	25,185	32,740
Total Business Stream 2	103,680	138,240	172,800	224,640	311,040
Total Business Stream 3	26,029	44,155	56,955	80,041	98,784
Total Business Stream 4	1,863	3,954	8,295	14,491	23,940
Total Business Stream 5	5,990	7,047	8,816	11,448	14,906
Total Business Stream 6	1,308	2,392	3,548	5,288	7,918
Total Cost of Sales	151,784	211,286	269,787	361,093	489,328





[STARTUP COST](#)
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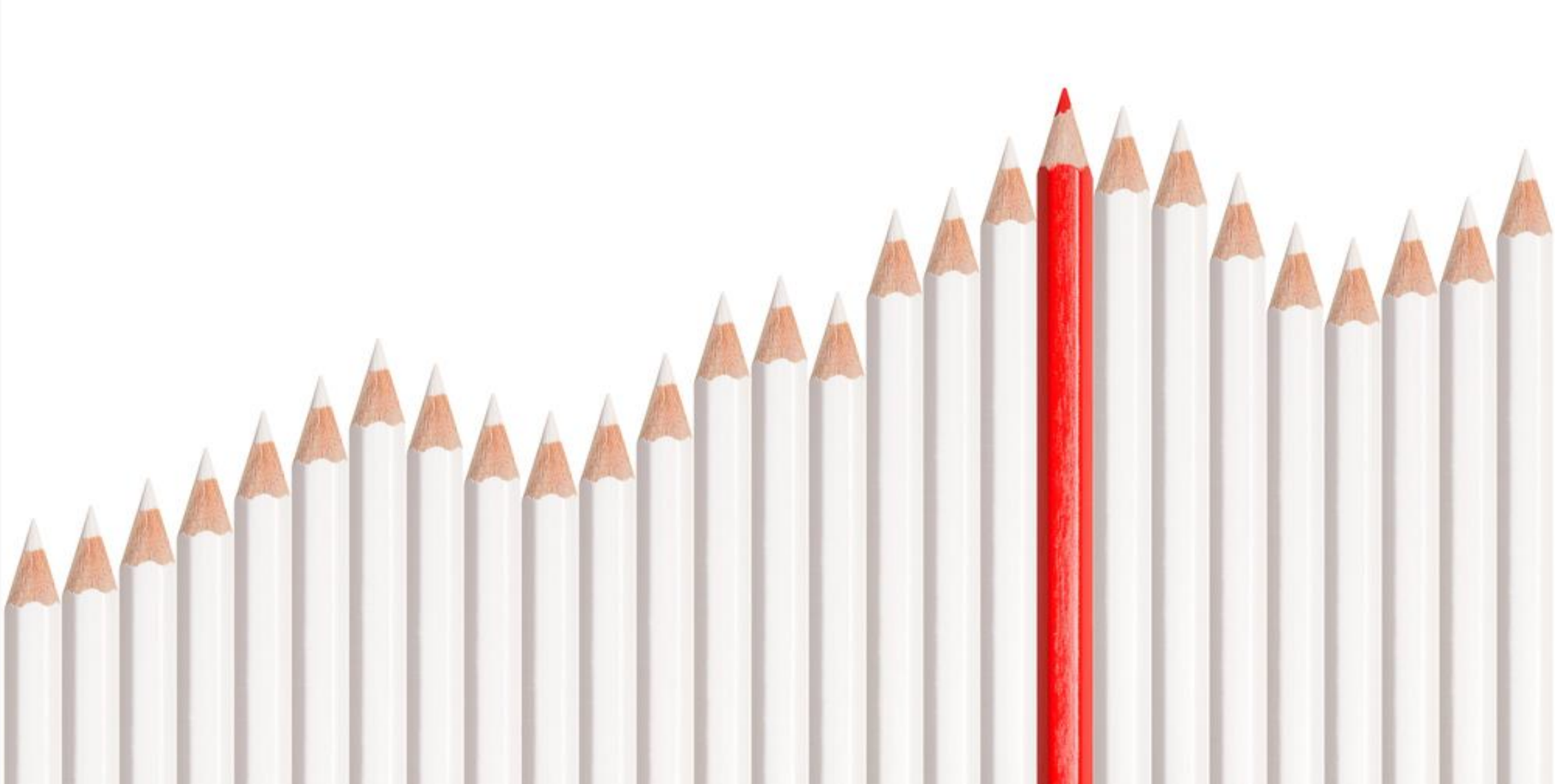
CASH FLOW STATEMENT	Year 1	Year 2	Year 3	Year 4	Year 5
0.00	\$	\$	\$	\$	\$
BALANCE B/F	110,000	53,586	100,949	163,522	290,365
Total Sales	463,660	679,329	873,971	1,190,726	1,572,977
TOTAL CASH IN	463,660	679,329	873,971	1,190,726	1,572,977
Cost of Sales	151,784	211,286	269,787	361,093	489,328
Salaries	145,495	170,541	224,897	313,611	442,596
Web LMS costs	39,121	50,613	65,055	86,367	116,730
Support Staff Costs	37,508	43,965	51,533	85,404	125,106
Property	19,200	19,488	19,780	20,077	20,378
Marketing	12,000	15,000	20,000	25,000	30,000
ICT	9,375	10,269	11,182	14,116	16,572
Facilities	2,165	12,197	18,894	22,915	27,936
Corporate Support	24,725	28,308	29,473	31,647	35,829
Capex	71,500	47,500	72,500	65,500	76,500
Interest	7,200	7,200	7,200	7,200	7,200
Tax	-	15,599	21,096	30,953	36,702
TOTAL CASH OUT	520,074	631,966	811,398	1,063,883	1,424,877
NET CASH	- 56,414	47,363	62,573	126,843	148,100
BALANCE C/F	53,586	100,949	163,522	290,365	438,465

Portfolio

[ABOUT](#)[BUS. STREAMS](#)[INNOVATE](#)[FINANCE](#)[FUTURE](#)[CONTACT](#)[STARTUP COST](#)[EXPENCES](#)[COST OF SALES](#)[CASH FLOWS](#)[SALES](#)[P&L](#)

Sales By Business Stream	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
Total Business Stream 1	43,050	51,656	64,578	83,950	109,134
Total Business Stream 2	216,000	288,000	360,000	468,000	648,000
Total Business Stream 3	173,526	294,368	379,701	533,607	658,561
Total Business Stream 4	6,210	13,180	27,650	48,304	79,799
Total Business Stream 5	20,515	24,150	30,215	39,240	51,090
Total Business Stream 6	4,360	7,975	11,827	17,625	26,393
Total Sales	463,660	679,329	873,971	1,190,726	1,572,977





[STARTUP COST](#)
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AukSun LMS Profit and Loss Account Projection Highly Likely Scenario

	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
Total Sales	463,660	679,329	873,971	1,190,726	1,572,977
Cost of Sales	151,784	211,286	269,787	361,093	489,328
Gross Profit	311,876	468,043	604,184	829,634	1,083,650
Salaries	145,495	170,541	224,897	313,611	442,596
Web LMS costs	39,121	50,613	65,055	86,367	116,730
Operating Margin	127,259	246,889	314,232	429,656	524,323
Support Staff Costs	37,508	43,965	51,533	85,404	125,106
Property	19,200	19,488	19,780	20,077	20,378
Marketing	12,000	15,000	20,000	25,000	30,000
ICT	9,375	10,269	11,182	14,116	16,572
Facilities	2,165	12,197	18,894	22,915	27,936
Corporate Support	24,725	28,308	29,473	31,647	35,829
Total Overheads	104,973	129,227	150,863	199,159	255,821
Earning Before Interest Tax Depreciation and Amortisation	22,286	117,662	163,369	230,497	268,502
Interest	7,200	7,200	7,200	7,200	7,200
Depreciation and amortisation	14,300	23,800	38,967	51,333	57,400
Profit before tax	786	86,662	117,202	171,963	203,902
Tax		15,599	21,096	30,953	36,702
Profit after tax	786	71,063	96,106	141,010	167,200

• Future •



AukSunLMS holds the Future



CREATE JOBS

- In-house
- Internationally



ForEx

- Earn significant foreign exchange for the country



GLOBAL LEVEL SAVING

- Time
- Effort
- Resources
- Money



GLOBAL LEVEL LEARNING

- Globalisation (expansion in North America, Europe and 3rd world)
- Make education affordable for masses
- Match Talent with resources

AukSunLMS's Global capacity building & expansion..



Schools, Libraries

- Collaborative use of the premises to educate club members



Restaurants

- Gamification in play areas
- Learn-play-eat



TV & Radio

- Reach people who are without internet



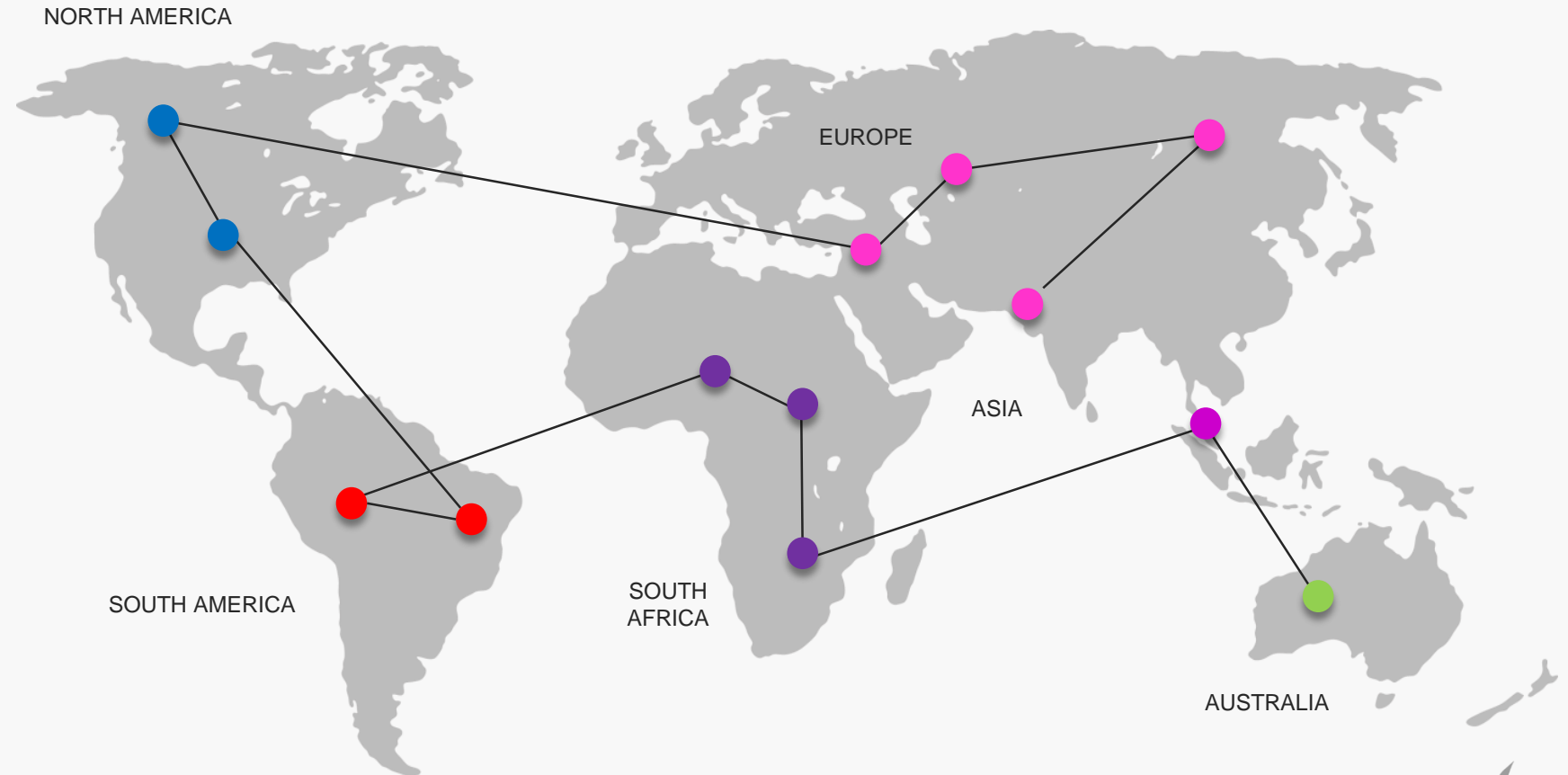
Special Education

- Technical DIY
- People with learning disability
- instructional how-to videos
- Expansion through focus groups
- Anime coaching

AukSunLMS's Global Regionalisation expansion plan

54
countries
by 2026

AukSunLMS intends to knock each door globally in coming decade.



• Contact •



FINANCE

FUTURE

CONTACT

SO WHY WAIT?

LET'S GET STARTED

Join AukSunLMS

Be an insightful Partner of our emerging
education brand in the world

Innovative,

Affordable

Lifelong learning

for Everyone,

Anywhere, Anytime



Keep in touch **contact**

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Social Media

A blue square icon with a white lowercase letter 't' inside, representing the Twitter logo.

<https://twitter.com/azeemauksun>

A purple square icon with a white lowercase letter 'f' inside, representing the Facebook logo.

[Facebook.com/auksun](https://www.facebook.com/auksun)

A red square icon with a white lowercase letter 'y' inside, representing the YouTube logo.

<https://www.youtube.com/user/auksun>

A green square icon with a white uppercase letter 'T' inside, representing the LinkedIn logo.

[Linkln.com/auksun](https://www.linkedin.com/company/auksun)



Thanks for watching

