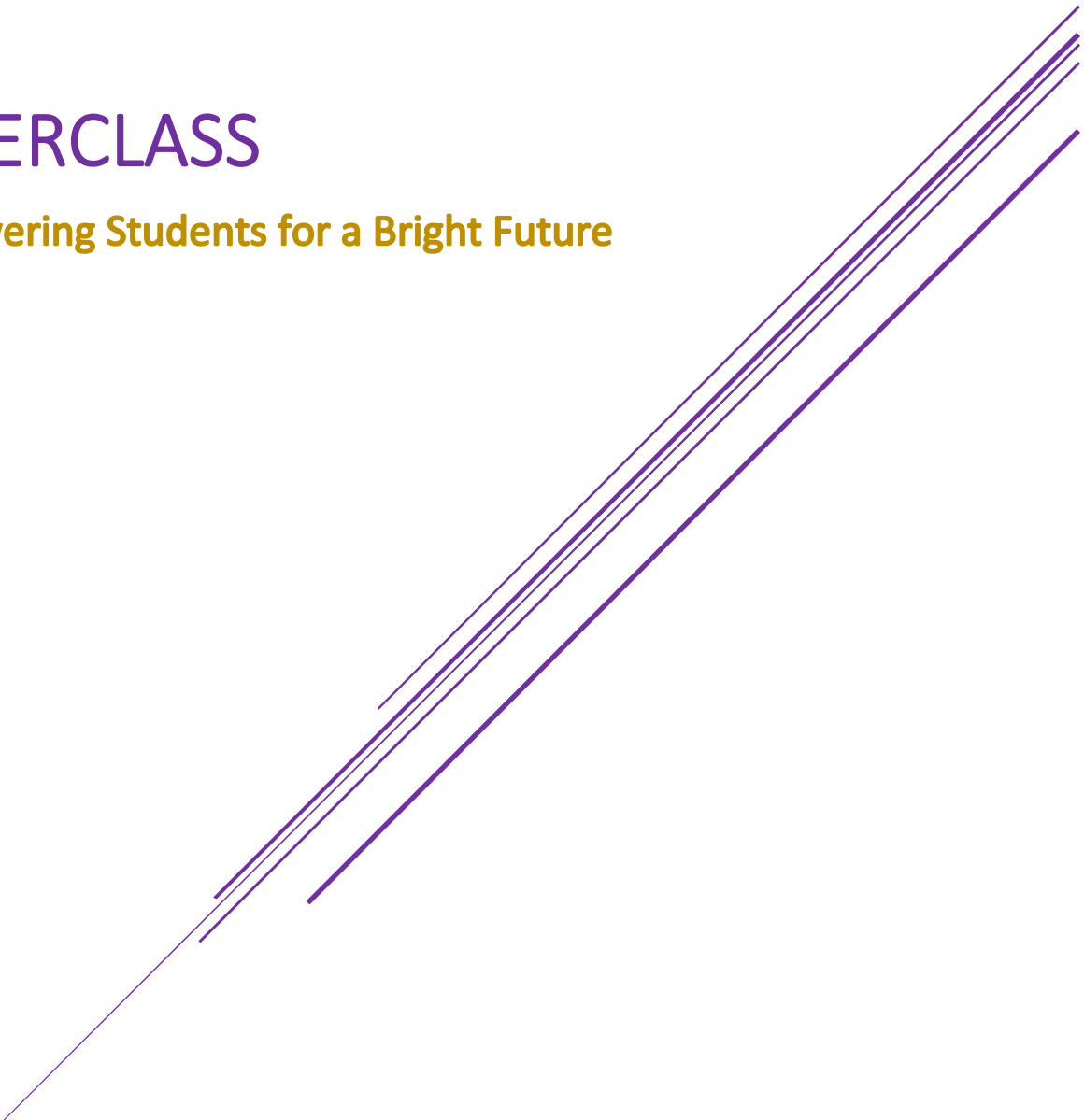




AFTERCLASS

Empowering Students for a Bright Future



2023

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INTRODUCTION

Education is a transformative endeavor that prepares young minds for a future full of possibilities. Ngand Technology is fueled by a profound purpose: to empower learners in making informed decisions about their educational and career paths. Our comprehensive guidance, offered through AfterClass_Guidance, equips students with the necessary tools and resources to thrive and understand the significance of their journey as learners.

Recognizing the need for an enhanced learning experience, our AfterClass platform offers a range of features. AfterClass_Essentials redesigns school items, providing students with innovative and effective learning tools. Our AfterClass_Café facilitates meaningful interactions between students and professionals, offering insights into potential future careers.

We understand the value of extracurricular activities and foster a vibrant learning community through AfterClass_Forum, where students engage in discussions and collaboration. The AfterClass_Contest allows students to showcase their skills and talents, promoting healthy competition and personal growth.

Moreover, we cater to students at different educational levels, with tailored support and resources. Our Junior and High feature addresses the needs of younger students, while University and College serve those pursuing higher education.

The platform revolutionizes the educational landscape through the integration of these eight key features. We are committed to empowering students to unleash their full potential in the modern world. Our journey began with a vision to bridge the gap between classroom learning and real-world application while addressing the issue of inappropriate tools or accessories in education. By providing comprehensive support and fostering holistic development, we aim to create an ecosystem that meets students' needs.

Through initiatives like the AfterClass_Café, we connect aspiring minds with industry professionals, enabling them to gain insights, ask questions, and form meaningful connections. Additionally, our AfterClass_Market offers redesigned school items that merge functionality with creativity, enhancing the learning experience and instilling pride in students' academic journey.

At the core of our mission is the belief that true knowledge goes beyond achievements and accolades. We celebrate students like Tracy, who embody our storytelling campaign, and inspire others to pursue knowledge driven by curiosity and the desire to make a positive impact.

Join us as we revolutionize education, empower students, and shape the future together. AfterClass is dedicated to unlocking the potential within each student, nurturing confidence, resourcefulness, and compassion. Together, let's build a generation ready to make their mark on the world.

SOFTWARE DESCRIPTION

AfterClass is an innovative and comprehensive platform that serves multiple purposes within the education ecosystem. It offers a range of functionalities designed to enhance the learning experience and provide valuable resources for students, guardians, content providers, and partners.

One of the primary features of our platform is its school guidance and counseling service. Recognizing and understanding the importance of personalized guidance and support during the critical decision-making process for higher education and career choices, the platform provides a dedicated space for professional guidance counselors to engage with students, addressing their academic, personal, and career-related needs. Through this feature, students can access expert advice, explore career pathways, and receive personalized support to foster their overall well-being.

In addition to guidance and counseling, the system facilitates extracurricular lessons for learners. These lessons go beyond the traditional classroom curriculum, providing opportunities for students to explore diverse subjects, hobbies, and interests. Through interactive and engaging content, learners can expand their knowledge, develop new skills, and pursue their passions outside of regular academic studies.

Overall, AfterClass is a transformative platform that revolutionizes the educational landscape by integrating guidance and counseling, extracurricular lessons, and valuable connections with professionals. By providing access to comprehensive resources and fostering a supportive community, the platform empowers learners, supports their personal development, and helps shape their successful future.

SOFTWARE NEEDS

The system is a dynamic platform that relies on the collaboration and expertise of various stakeholders to deliver its comprehensive range of services. In order to fulfill its mission of providing high-quality content and a seamless user experience, AfterClass requires the involvement of content providers, educators, and a skilled marketing team.

Content Providers

AfterClass serves as a hub for educational resources and materials, catering to the diverse needs of learners. To ensure a rich and extensive collection of content, we actively seek partnerships with content providers. These providers play a crucial role in supplying relevant and engaging extracurricular materials that align with the AfterClass objectives. For the Local Subjects feature, which focuses on the ECZ (Examinations Council of Zambia) curriculum, we rely on qualified teachers who possess a deep understanding of the subject matter. These teachers play an instrumental role in creating and delivering educational content that

adheres to the prescribed curriculum guidelines. Their expertise ensures that learners receive accurate and up-to-date information, facilitating their academic success.

Marketing Team

An integral component of AfterClass's success is the presence of a qualified and dedicated marketing team. This team plays a crucial role in promoting the platform and the philosophy behind it (Be like Tracy and rainbow campaigns), attracting users, and expanding our reach within the education community. Their expertise in marketing strategy, digital promotion, branding, and communication is essential for raising awareness about AfterClass and showcasing its unique value proposition.

The marketing team is responsible for developing effective campaigns to engage both learners and guardians, highlighting the benefits of AfterClass and the array of resources available. They collaborate closely with the content providers to ensure their materials are effectively marketed and reach the target audience. Through strategic partnerships, digital advertising, social media engagement, and other marketing initiatives, the team drives user acquisition, user retention, and overall growth of the AfterClass platform. By bringing together content providers and a skilled marketing team, AfterClass strives to create a thriving ecosystem that empowers learners, enhances their educational journey, and fosters a community of continuous learning and growth. Through collaboration and the collective efforts of all stakeholders, we can provide a transformative educational experience and positively impact the lives of learners across Zambia.

CIRCUMSTANCES AND CONTEXT

In the current educational landscape, many high school students face uncertainty when it comes to making informed decisions about their future career paths. When asked about their aspirations post-high school, a significant number of students are unsure about their desired professions. Even if they express an interest in fields like computer science, their knowledge is often limited and lacks clarity on the various domains within the discipline.

For example, students who mention computer science may not have a comprehensive understanding of the different branches, such as maintenance, programming or networking. Similarly, if they express an inclination towards programming, they might not be aware of the specific area they want to specialize in, such as web development or desktop software development. Even if they choose web development, they may not be familiar with the distinction between front-end and back-end development. Additionally, when

it comes to back-end development, students may be unsure about which programming language they should prioritize.

These circumstances highlight the need for a comprehensive solution that guides and empowers students in making informed decisions about their educational and career paths. AfterClass recognizes this challenge and aims to address it by providing clarity, guidance, and resources to bridge the knowledge gap.

AfterClass is committed to ending the ambiguity and confusion surrounding career choices by offering a comprehensive platform that acts as a guiding light for students. Through our curated library of information, resources, and interactive modules, we empower learners to explore various fields, understand their interests, and make informed decisions about their future pursuits.

Through the AfterClass platform, we aspire to transform the way students approach their future by providing them with the information and guidance they need to make confident decisions. We believe that by equipping them with the necessary knowledge, clarifying their interests, and providing a clear roadmap, we can empower students to pursue their passions, excel in their chosen fields, and unlock their full potential.

AfterClass is dedicated to revolutionizing the educational landscape and putting an end to the confusion surrounding career choices. We envision a future where every student has the clarity and confidence to pursue their dreams, and we are committed to making this vision a reality through our innovative platform and unwavering commitment to student success.

SOFTWARE ADVANTAGES

AfterClass offers a wide range of compelling advantages that set it apart as a leading platform for educational guidance and support. By leveraging our innovative software, users gain access to numerous benefits that enhance their learning experience and empower them to make informed decisions about their education and career paths.

Free Access to School Guidance and Counseling:

AfterClass provides students with free access to comprehensive school guidance and counseling services. Through our platform, learners can connect with experienced counselors who offer valuable insights, advice, and support regarding academic choices, career paths, and personal development. By availing themselves of these services, students can navigate the complexities of educational decision-making with confidence and clarity.

Free Access to Certified and Extracurricular Lessons:

With AfterClass, users can access a vast repository of certified and extracurricular lessons, all at no cost. Our platform collaborates with qualified teachers and external content providers to offer high-quality educational materials that supplement the school curriculum. This wealth of resources expands learning opportunities and allows students to explore subjects beyond their academic requirements, nurturing their intellectual curiosity and fostering a well-rounded educational experience.

Free Access to Amateurs Meet Professionals Programs (AfterClass Café):

AfterClass facilitates meaningful interactions between learners and professionals through our exclusive "Amateurs Meet Professionals" programs. These programs provide a unique platform for students to engage with industry experts, entrepreneurs, and professionals from various fields. By connecting with these accomplished individuals, students gain valuable insights into real-world experiences, career paths, and industry trends, inspiring them to set ambitious goals and pursue their passions with confidence.

Prompt Responses to Queries:

At AfterClass, we understand the importance of timely and accurate information. Our platform ensures that users can submit any question they may have and receive comprehensive answers within 24 hours.

Free Access to the Educational Institutions Catalogue:

AfterClass provides users with free access to a comprehensive educational institutions catalogue. This feature serves as a valuable resource, offering detailed information about various educational institutions, including universities, colleges, vocational schools, and training centers. Users can explore the catalogue to gather insights into admission requirements, academic programs, scholarships, and other essential details, enabling them to make informed choices about their educational pursuits.

By harnessing the power of AfterClass, students can unlock a world of opportunities and access a wealth of educational advantages. Our platform offers a user-friendly interface, empowering learners to navigate through the different features effortlessly. Whether it's seeking guidance, accessing certified lessons, engaging with professionals, receiving prompt responses, or exploring educational institutions, AfterClass is the go-to platform that supports students in their pursuit of knowledge, personal growth, and career success.

Join AfterClass today and embark on an educational journey where comprehensive guidance, valuable resources, and a supportive community await. Together, let's shape a future where every student can thrive and reach their full potential.

SHORT-TERM GOALS

At AfterClass, our foremost short-term goal is to equip students with the necessary tools and knowledge to make informed decisions about their careers. This objective reflects our unwavering dedication to revolutionizing education and empowering learners in Zambia. In addition to this pivotal goal, we have set ambitious targets across various facets of our platform, demonstrating our commitment to delivering exceptional educational solutions and fostering impactful partnerships. Through focused efforts and strategic initiatives, we aim to achieve the following milestones:

[Establish AfterClass as the Leading Source of Free Extracurricular Lessons:](#)

We strive to position AfterClass as the go-to platform for free extracurricular lessons in Zambia. By collaborating with experienced teachers and content providers, we aim to curate a comprehensive collection of high-quality lessons that cover a wide range of subjects and interests. Our goal is to ensure that learners have access to a diverse array of extracurricular materials that enrich their educational journey and foster their personal growth.

[Become the Yellow Book of Educational Institutions in Zambia:](#)

We aspire to develop AfterClass into the definitive resource for educational institutions in Zambia. Our aim is to create a comprehensive directory, often referred to as the "Yellow Book," that provides detailed information on universities, colleges, vocational schools, and training centers across the country. By consolidating accurate and up-to-date data, we will enable students and parents to make informed decisions about their educational pathways and find the institutions that best align with their aspirations.

[Provide and Promote Evidence-Based Education Solutions:](#)

At AfterClass, we are committed to offering education solutions that are rooted in evidence-based practices. We will continue to develop and promote initiatives such as AfterClass Mission and AfterClass Café, which provide structured and research-backed approaches to learning. By emphasizing evidence-based methodologies, we aim to enhance the effectiveness and efficiency of education, ultimately leading to improved learning outcomes for students.

[Champion New Learning Methodologies:](#)

In line with our vision of transforming education, we seek to promote and support the adoption of new learning methodologies. We will actively explore innovative approaches to teaching and learning, incorporating technology, interactive experiences, and learner-centered pedagogies. By championing these

methodologies, we aim to inspire a shift in traditional educational paradigms and empower students to engage actively in their educational pursuits.

Forge Strategic Partnership with the Ministry of General Education:

We aspire to establish a strong and mutually beneficial partnership with the Ministry of General Education in Zambia. By collaborating closely with the ministry, we aim to align our efforts with national educational policies and initiatives. Through this partnership, we can contribute to the development and implementation of educational programs, leveraging our expertise and resources to support the ministry's goals of improving access to quality education and enhancing learning outcomes.

These short-term goals underscore our commitment to providing exceptional educational services and driving positive change in Zambia's educational landscape. We will actively pursue these objectives through strategic planning, resource allocation, and ongoing collaboration with stakeholders in the education sector. By achieving these milestones, we aim to make a meaningful impact on the lives of learners, equipping them with the knowledge, skills, and opportunities they need to thrive in an ever-evolving world.

Together, let us embark on this transformative journey and shape the future of education in Zambia through the power of AfterClass.

LONG-TERM GOAL: BUILD AN ONLINE SCHOOL

As we envision the future of AfterClass, we are driven by a long-term goal that encompasses our passion for transforming education and embracing the potential of technology. Our ultimate objective is to establish an online school that revolutionizes the way education is delivered and accessed in Zambia. This visionary endeavor is rooted in our commitment to providing equitable, inclusive, and high-quality educational opportunities for all learners.

By building an online school, we aim to overcome the barriers of traditional education systems and extend the reach of learning beyond the confines of physical classrooms. This innovative platform will harness the power of digital technologies to create a dynamic and interactive virtual learning environment that caters to the diverse needs and aspirations of students across the country.

BUSINESS MODEL

At Ngand Technology Limited, we have developed a robust and sustainable business model that underpins our operations and ensures the continued growth and success of AfterClass. Our business model

encompasses diverse revenue streams and strategic partnerships, allowing us to provide valuable services to our users while generating sustainable income to support our mission and further enhance our platform.

Key Components of our Business Model:

Sales of School Items:

One of the core revenue streams for AfterClass is the sales of school items. We offer a wide range of educational products, including textbooks, stationery, digital resources, and learning aids. By partnering with reputable suppliers and leveraging our platform's reach, we aim to provide convenient access to essential school items, catering to the needs of students, parents, and educational institutions across Zambia.

Sales of AfterClass Advertising Spaces:

To create a thriving ecosystem, we offer advertising spaces within the AfterClass platform. Through strategic partnerships with businesses, educational institutions, and relevant stakeholders, we provide targeted advertising opportunities that effectively reach our user base. These advertising spaces enable organizations to promote their products, services, and initiatives to a highly engaged and captive audience, contributing to their brand visibility and generating revenue for AfterClass.

Commission on Book Sales and Students' Registration Fees:

As a platform that connects learners with content providers and educational institutions, AfterClass serves as a facilitator in book sales and students' registrations. We earn a commission on each book sale made through our platform, ensuring a fair and mutually beneficial arrangement for all parties involved. Additionally, for extracurricular lessons and specialized programs offered by our partner institutions, we charge a nominal registration fee, which helps sustain the operations and growth of AfterClass.

Strategic Partnerships:

To enhance our offerings and extend our reach, we actively seek strategic partnerships with relevant stakeholders in the education sector. These partnerships may include collaborations with educational content providers, publishers, schools, colleges, universities, counseling services, and other educational technology platforms. By leveraging the expertise, resources, and networks of our partners, we can create synergistic relationships that benefit our users and contribute to the overall success of AfterClass.

Continuous Innovation and Value Creation:

Central to our business model is a relentless focus on continuous innovation and value creation. We invest in research and development to enhance our platform's features, functionality, and user experience. By

staying abreast of emerging trends, educational advancements, and user feedback, we ensure that AfterClass remains a cutting-edge and indispensable resource for students, parents, educators, and content providers. This commitment to innovation allows us to attract and retain a growing user base, fostering long-term sustainability and revenue generation.

Through our diversified business model, we aim to strike a balance between delivering exceptional value to our users and generating sustainable revenue streams. This approach enables us to continuously invest in the improvement and expansion of AfterClass, ensuring its long-term viability as a trusted and innovative platform that transforms education in Zambia.

As we embark on this entrepreneurial journey, we remain committed to maintaining transparency, ethical business practices, and strong partnerships. By nurturing a thriving ecosystem that benefits all stakeholders, we can drive positive educational outcomes, support the growth of our business, and make a lasting impact on the lives of learners across the nation.

Join us as we shape the future of education, empower learners, and revolutionize the way knowledge is accessed, shared, and monetized through our AfterClass business model. Together, we can pave the way for a brighter and more inclusive educational landscape in Zambia and beyond.

AFTERCLASS FEATURES

At Ngand Technology Limited, we are proud to offer AfterClass, a comprehensive and user-centric platform designed to revolutionize education and empower learners across Zambia. AfterClass encompasses eight distinct features, each meticulously crafted to address specific needs and enhance the overall learning experience. These features provide a seamless and interactive platform where learners, guardians, content providers, and partners can connect, collaborate, and access a wealth of educational resources. Let's explore each feature in detail:

A. AfterClass Guidance:

AfterClass Guidance is a valuable feature that provides school guidance and counseling services. We understand the importance of supporting students in their personal, academic, and career development. Through AfterClass Guidance, learners can access professional guidance and counseling resources, receive expert advice, and explore various educational and career pathways. This feature aims to equip students with the necessary tools and guidance to make informed decisions about their educational journey and future aspirations. AfterClass Guidance consists of four key functions:

1. Junior & High

The Junior & High function is designed to assist pupils in grades seven, nine, and twelve. It provides a detailed list and explanation of subjects that are part of their curriculum. The primary goal is to help pupils understand the relevance and practical applications of these subjects in real life. The focus is on providing a comprehensive overview that includes the definition, the reasons for studying the subject, and how it can be applied practically.

2. University Path

The University Path function within AfterClass provides a comprehensive list and explanation of the various courses offered in colleges and universities. The focus of this function is to highlight the duration of each course and the different career outcomes or specialization branches associated with them.

3. Career Discovery

The Career Discovery function aims to educate users about various career options by providing a comprehensive list and detailed explanations. The goal is to help users understand the roles and responsibilities associated with different careers and where they can work.

4. Students Projects

The Students Projects function presents a curated list of themes or topics from different organizations that can serve as potential final year projects for university students.

B. AfterClass Essentials:

AfterClass Essentials is a feature that offers learners access to certified and extracurricular lessons. We believe in the holistic development of students, and this feature provides a platform where learners can engage in a wide range of enriching activities beyond the traditional curriculum. From **Environment** and financial literacy to sexual literacy and Human rights, AfterClass Essentials offers a diverse selection of lessons and programs that foster creativity, personal growth, and skill development.

1. Financial Literacy

This function aims to educate pupils on money management, investments, and saving.

2. Sexual Literacy

This function focuses on teaching pupils about safe and responsible sexual behavior.

3. Human Rights

This function aims to familiarize pupils with their basic human rights, particularly as children.

4. Environment

This function focuses on raising pupils' awareness about climate change and global warming, as well as encouraging their active involvement.

5. Computer Science

This function covers topics such as cybersecurity, computer programming, ethical hacking, and artificial intelligence.

6. Local Subjects

This function focuses on English, Mathematics, and Physics for grade seven, nine, and twelve, taught by Ngand Technology's teachers.

C. AfterClass Café:

AfterClass Café is a program where learners can connect and exchange ideas with professionals. We believe in the power of mentorship and exposure to real-world experiences. Through AfterClass Café, learners have the opportunity to engage in meaningful conversations with professionals from various industries. This feature encourages networking, knowledge sharing, and career exploration, helping students gain insights and inspiration for their future endeavors.

D. AfterClass Forum:

AfterClass Forum serves as an interactive platform for learners to engage in discussions, share insights, and collaborate on educational topics. This feature promotes peer learning and fosters a sense of community among learners. Whether it's discussing academic subjects, seeking study tips, or exploring current affairs, AfterClass Forum provides a supportive environment where learners can engage in meaningful dialogue and enhance their understanding of various subjects.

E. AfterClass Contest:

AfterClass Contest is an exciting feature that allows learners to participate in educational contests and competitions. We believe in nurturing healthy competition and celebrating academic achievements. Through AfterClass Contest, learners can test their knowledge, showcase their talents, and earn recognition for their academic accomplishments. This feature aims to motivate learners, promote a culture of excellence, and provide opportunities for personal growth and recognition.

G. Junior and High:

Junior and High is a feature within AfterClass that targets parents with marketing information in form of a detailed list of schools available in Zambia and what they can offer, their location, etc.

H. University and College:

University and College is a feature within AfterClass that focuses on providing senior secondary school level learners with a list of universities and colleges in Zambia in addition to what programs are offered. The feature presents detailed guidance for a chosen career path, emphasizing the requirements for selection into a given program, duration and potential employers.

F. AfterClass Market:

AfterClass Market serves as the main source of income for the AfterClass platform by offering creatively redesigned school items. The objective is to provide students with unique and customized products that cater to their specific needs and interests. The following are some of the products available:

Exercise Books

AfterClass Market offers exercise books that are specially designed to cater to both students and teachers. The exercise books are differentiated based on the subject, ensuring that students have separate books for each subject they study. The covers of these exercise books are artistically designed, featuring captivating imagery and titles that capture students' attention. For example, the back cover may resemble the Tracy storytelling campaign, known for its visually appealing and engaging content. The front cover showcases god-like figures along with an appropriate title, adding an element of inspiration to the students' learning experience. To make the exercise books even more interactive, a formula specific to mathematics is inserted after every 8 pages, allowing students to practice and reinforce their mathematical skills. Additionally, the AfterClass Go to School pack is available, consisting of three packages tailored to grades 7, 9, and 12. Each package includes a set of exercise books corresponding to the number of subjects taught in that particular grade.

The AfterClass Market aims to provide students with innovative and customized school items that enhance their learning experience and promote individuality. By offering these redesigned products, the AfterClass platform not only generates income but also fosters a sense of pride and engagement among students.

These eight features collectively make AfterClass a powerful and comprehensive platform that revolutionizes education and empowers learners. Through these features, we strive to create an inclusive, engaging, and personalized learning experience that equips learners with the knowledge, skills, and opportunities to succeed in their educational pursuits and beyond.

Join us on AfterClass and unlock a world of possibilities, collaboration, and growth. Together, we can shape the future of education and empower the next generation of leaders, thinkers, and innovators.

STORYTELLING CAMPAIGN: BE LIKE TRACY

Tracy's story is an inspiring tale that emphasizes the importance of learning for the sake of knowledge and personal growth rather than solely pursuing external recognition. The campaign, titled "Be Like Tracy," revolves around Tracy, a young girl born in Luanshya. At the age of 3, Tracy attended preschool, where she experienced a pivotal moment that shaped her mindset.

One day, Tracy excitedly handed her father a paper adorned with a gold star, symbolizing an achievement she had received at school. Full of enthusiasm, she exclaimed, "Daddy, daddy, I got a gold star!" However,

her father, more interested in her learning than the accolade, asked her what she had been studying. Tracy responded, "We did something in school called adding."

Her father took the opportunity to impart a valuable lesson. He explained that while some people may value gold stars and teachers may award them to differentiate students, he was more interested in what she was learning. Tracy took her father's words to heart.

About a month later, Tracy returned home with a paper that appeared to have had the gold star removed. Curious, her father asked what had been on the paper. Tracy replied, "The teacher gave me one of those gold stars, but I took it off and gave it back to him." Intrigued, her father asked why she had done so and what she had told her teacher.

Tracy confidently explained, "I told him to give it to someone else who needs that sort of thing." Tracy's actions demonstrated her understanding that knowledge and personal growth should be the primary focus, rather than seeking external validation.

The "Be Like Tracy" campaign, based on a true story, encourages individuals to follow Tracy's example. It urges people to pursue learning for the sake of knowledge, applying it to their lives and endeavors. The campaign emphasizes that one's worth is not determined by possessions, achievements, or others' opinions. Instead, it promotes making knowledge the center of everything one does, prioritizing a genuine thirst for knowledge over societal pressures for titles and approval.

Methodology

To support the campaign's message, the AfterClass team plans to visit various schools and engage with students. They will ask students about their aspirations for college, university, or future careers, setting a deliberate trap. The goal is to capture and record as many incoherent or misguided answers as possible, highlighting the need for AfterClass's features, particularly AfterClass Guidance. The collected responses will serve as evidence for the necessity of the platform's educational resources and guidance to help students make informed choices.

CAMPAIGN 2: RAINBOW

Another campaign by AfterClass is the "Rainbow" campaign. This initiative aims to celebrate diversity, inclusivity, and individuality within the educational context. The campaign recognizes that students come from diverse backgrounds, possess unique talents and interests, and have varying learning styles.

The "Rainbow" campaign promotes the idea that every student is like a color in a rainbow, contributing to the vibrant tapestry of knowledge and learning. It emphasizes the importance of valuing and respecting individual differences, fostering an environment where students can embrace their authentic selves.

Through various activities and initiatives, the campaign seeks to encourage students to express themselves, explore their passions, and embrace their own unique paths to success. The "Rainbow" campaign aims to inspire students to celebrate their individuality, pursue their interests with enthusiasm, and contribute positively to their educational journey.

By promoting diversity and inclusivity, the "Rainbow" campaign reinforces AfterClass's commitment to providing an inclusive and supportive platform for students, where they can thrive academically, personally, and creatively.