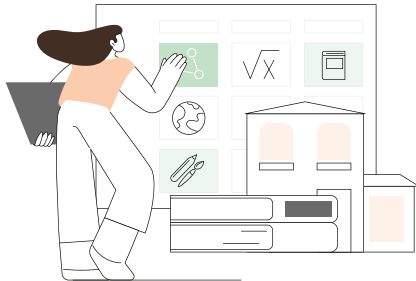




The most integrated ecosystem for student employment



Overview

edqan is a revolutionary online platform connecting everyone from students, career changers, educational institutions, employers, and mentors – streamlining career discovery, applications, recruitment, and personalized mentorship.

It offers not only seamless connections but also valuable analytical insights to educational institutions and employers, enhancing their decision-making processes.

How it works and benefits different stakeholders

At the center of the edqan ecosystem is an innovative platform that connects all stakeholders:



Educational institutions can efficiently facilitate connections between students and employers, gather valuable data on student engagement, and enhance their overall career services offerings.

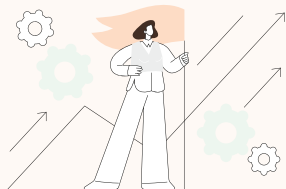
Students can apply for jobs, track applications, connect with other students, and request mentors for guidance.

Employers can access student data, interview students, and hire candidates, communicate with educational institutions, and also seek mentors with specific expertise.

Very easy and convenient way for employers to post job listings, giving students the opportunity to apply for the appropriate role.

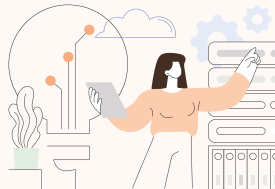
Career changers can access entry-level opportunities for skills development while also offering their expertise.

Mentors can provide guidance to students and professionals while also networking with each other.



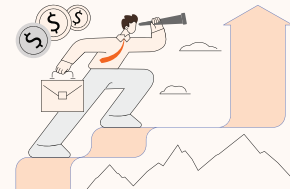
Current challenge

In the MENA region, young graduates face high unemployment rates and limited opportunities. The current education and career landscape in the region operates in silos, failing to provide students and career changers with the necessary guidance, support, mentorship, and opportunities to break free from the cycle of joblessness and stagnation. Additionally, within organizations, there's often a disconnect as students' valuable skill sets go unrecognized and underutilized.



Solution

Our platform offers diverse opportunities to students, facilitates career transitions for changers, simplifies talent discovery for employers, enhances support for educational institutions, and fosters meaningful mentorship.



Investor opportunity

edqan transforms data-driven decision-making through technology and analytics, empowering organizations with insights by connecting students to opportunities and mentors. Join us in shaping the future of career services and workforce development.

Current market size & TAM (Total Addressable Market)



The global recruitment technology market is set to grow significantly from **\$10.01 billion** in 2022 to **\$30.87 billion** by 2030, with a CAGR of **15.2%**.



In the Middle East, there is a growing demand for internships and mentorship opportunities in 2024, increasing at a **CAGR of 5%** to reach 9.3 million graduating students, 828 universities, 9.3K mentors and 6.3 million companies by 2029.



edqan's initial focus is the Middle East as it represents a ripe market with substantial potential: In 2022, there were approximately **7.3 million graduating students** per annum from **591 universities**, **730K mentors** and more than **4.5 million companies**.



Beyond the Middle East, however, we plan to collaborate with educational institutions worldwide, expanding our market reach eventually.



Our conservative TAM estimate starts at **0.05%** of the Middle East market size in year 1, increasing to **1.25%** by year 5.

This estimate excludes certain user segments like students in their final year of high school, vocational training centers, and volunteer organisations, even though our platform accommodates them all.

As a result, the actual TAM could be substantially higher than the estimate.



Key advantage

Our platform revolutionizes career development in the MENA region and beyond. We bridge the gap between students, job seekers, and opportunities by providing a unified ecosystem for career guidance, support, mentorship, and access to a wide range of professional prospects.

Competition

In MENA, while there are platforms serving young students, none offer the comprehensive ecosystem that ours provides.

Riwa Saied, CEO and Founder
riwa.saied@edqan.com

www.edqan.com