



3DU
LEARNING REDESIGNED

Company Brief

3Du is a Jordanian startup based in **Irbid** and registered under the name “**Galileo for 3D Designs**” in the Jordanian ministry of Industry & Trade holding the establishment national number **200165147**.

3Du is an usher in utilizing **modern technologies** in the development & implementation of age-group tailored **customized** educational services, models & curricula, with a focus on **developing** Twenty First Century Skills & **preparing** individuals to take an effective role in the **Fourth Industrial Revolution**.



General Information

Problem Statement:

“The **gap** between conventional **educational** systems that are mostly based on the early industrial revolutions, and the **future** of global economy and jobs, immersed in the heap of modern **technologies** emerging and shaping our future, in the midst of the **Fourth Industrial Revolution.**”

Vision Statement:

“Leading the innovative processes of educational development.”

Mission Statements:

“Creating & delivering original programs in multiple scientific, engineering and medical topics, while utilizing modern technologies as built-in educational tools.”

“Appropriating modern 3D technology services in aiding with education necessities.”

“Developing & validating an original tech-based educational model for the MENA region”

Core Values:

Innovation | Education | Leadership | Passion | Teamwork | Integrity | Accountability |
Customer Service | Ethics & Dignity





Fawwaz Salma
Head of Content Development
A Mechanical Engineer with a demonstrated experience working in teams & projects management, and in developing tailored training & educational content. He joined us early in August 2017.

Abdallah Mufeed
COO
A post-grad student in Waste Management, with a demonstrated experience working in scientific research, and working on international projects both in Jordan & Germany. His skills in project execution and great sense of innovation made him a great fit for his position. He joined us in November 2018.

Abdelrahman Awawdeh
Written and 3D Content Developer
A post-grad student in Civil Engineering. His skills in scientific research and 3D modeling made him a great addition to our team. He joined us January 2019.

Ali Makahleh
Founder & CEO
A Mechanical Engineer with over 7 years expertise in managing teams and mobilizing youth for social and economical action. He is an alumnus of multiple international programs, and has done work with many national & international organizations in Jordan, the Philippines & the United States.

Abdelrahman Telfah
Art Director
A Graphic Designer, Photographer, Videographer, and Artist, with over 5 years of experience working in creative industries. His great skills, high motivation and extreme commitment to 3Du makes him one of our most valuable and valued employees. He joined us early in September 2017.

Our team



Market Offerings

Service/ Program	Description	Readiness Level	Offered Prices
Makers Universe	A four-levels program on smart prototyping targeting private schools with students ages 10 to 16, incorporating modern technologies for interactive learning. First Level is ready, the rest is in development.	30%	\$150 – \$300 per student
Innovation Bootcamp	A 25 hours program on innovation, digital fabrication, coding, and creating functional prototypes.	100%	\$100 – \$250 per student
3D Printing Sessions	A 14 hours training program targeting individuals interested in learning about 3D Printing, 3D Design for 3D printing, and applied specialized topics (ex. Medicine, HBBs, Education, ...etc.)	75%	\$150 – \$200 per hour
Engineers Training Sessions	A 5 hours training program on topics about the Fourth Industrial Revolution, based on interests of engineering students.	75%	\$50 – \$75 per student
Engineers 4.0	A 100 hours comprehensive program structured to prepare engineers to take an effective role in the 4 th Industrial Revolution.	40%	\$125 – \$200 per student
Industry 4.0	An 8 hours comprehensive training program targeting industry leaders, introducing them to means of preparing their factories for the 4 th Industrial Revolution.	50%	\$500 – \$1000 JDs per hour

In addition to abovementioned programs, we offer **customized** educational development services, and modern technologies **incorporation** in various educational levels and fields. We currently offer the use of **3D Printing, Virtual Reality, and Augmented Reality** to assist in delivering **educational and training content**.



Market Approach

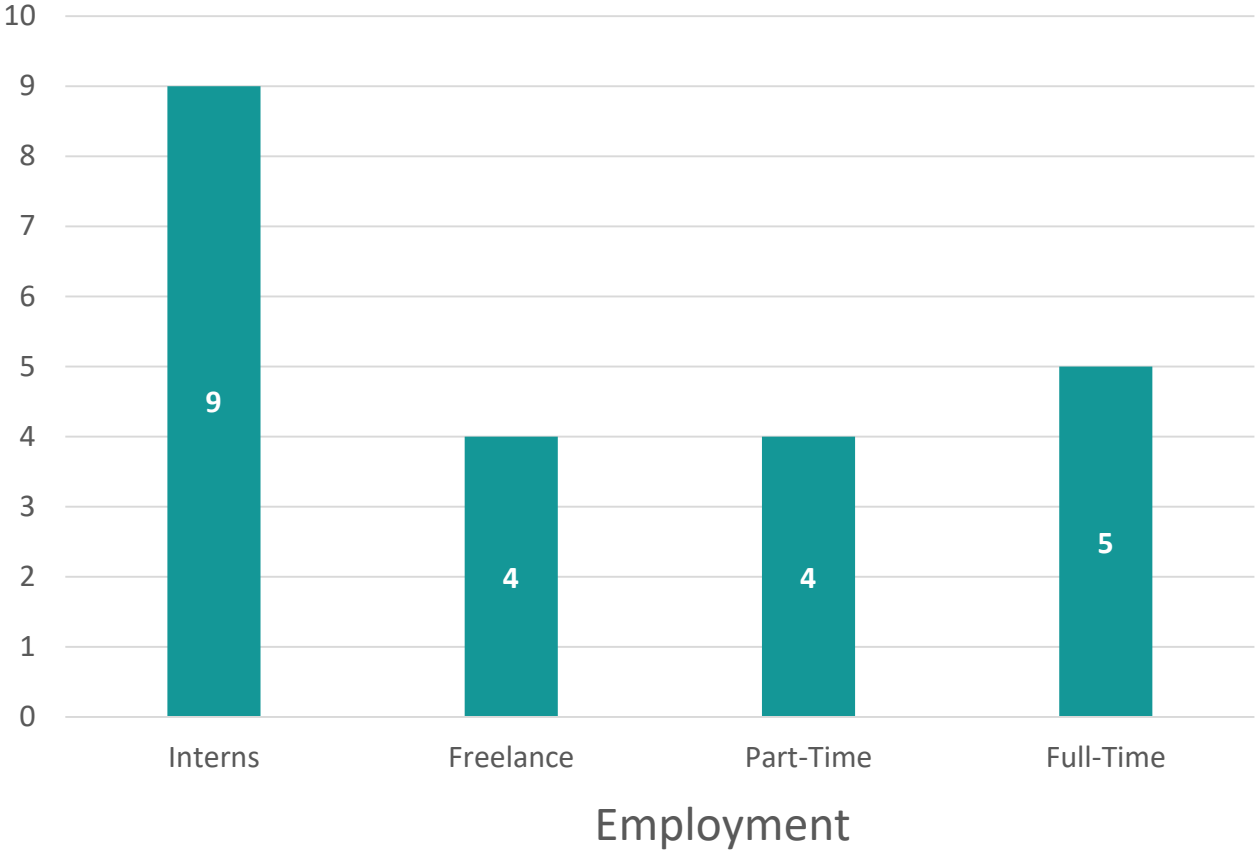
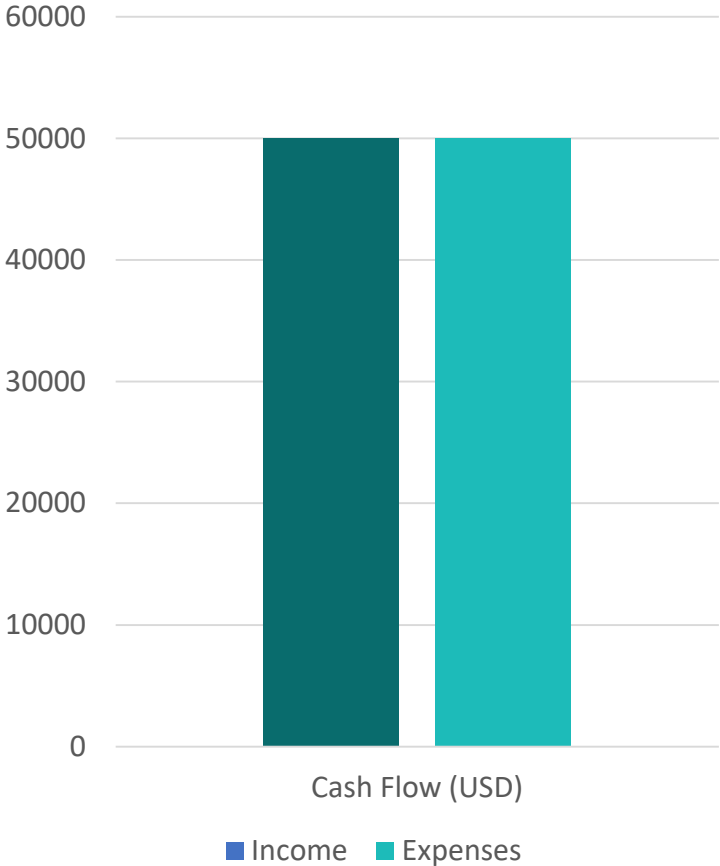
3Du takes a **B2B** approach in finalizing sales with entities working in the **educational** and **training** fields, like **schools, universities, NGOs, foundations, and governmental entities**.

We **develop** our services, programs and curricula **centrally** in our offices in **Irbid**, and we do that in a way that guarantees our ability to **decentralize** & assure the **quality** of the deployment process, assuring that we **maximize** our reach to as many clients as possible across the **MENA** region and **beyond**.

We utilize our **partnerships** with prominent establishments to **market** our offerings through them and their direct **networks**, and acquire their assistance in **validating** new offering before they go into market.



Stats



Partnerships

Pre-Seed Funding & Incubation Entities



Impact Partners



Acceleration Partners



Milestones Achieved

- Received support by the EU in Jordan for 2 consecutive rounds.
- Finalists in the 2018 Orange Social Venture Prize.
- Quarter finalists in Ebtekarthon social startups prize.
- One of the top 100 startups to be chosen for Startup Istanbul.
- Invited by The Italian Trade Agency and University of Florence to participate in Fiera Didacta Italia education fare, as the only startup from outside the EU.
- One of the startups in Orange BIG's current acceleration season.
- One of the winning startups in Spark's Bedaya competition.
- Reached our first major deal to launch a customized innovation bootcamp for AMIDEAST in the MENA region.



Current Clients



We have landed deal with AMIDEAST to launch a customized innovation bootcamp in the MENA region, starting in July with Jordan, Palestine, Kuwait & the UAE, then into KSA, Egypt, Iraq, Tunisia, Morocco & Lebanon by February 2020.

Friedrich Naumann
STIFTUNG **FÜR DIE FREIHEIT**

مؤسسة فريدريش ناومان من أجل الحرية

We are developing a program targeting industry leaders to implement through the Friedrich Naumann Foundation for freedom. This program will be followed up with a series of specialized programs for multiple industries.



We have landed a deal with Jordan University of Science & Technology's Engineering Faculty to deliver a short training program to their students. This program is the start for the Engineers 4.0 program, as the university will be our main partner developing and implementing it, in addition to other open possibilities for further collaboration.



2020-2022 projected plans

- Expand reach in Jordan & the MENA region.
- Introduce at least 3 new services, programs and/or curricula per year.
- Launch “3Du Hubs” 3D technologies mini-labs. (by July 2020)
- Launch a 3D Printers’ manufacturing line as a subsidiary of 3Du. (by January 2021)
- Initiate expansion into Asia & Easter Europe. (by September 2021)
- Launch a subscription-based website for digital educational resources. (by February 2022)
- Initiate expansion to American & European markets. (by September 2022)

